INTERNATIONAL VISITOR **PROFILE**

YEAR ENDING MARCH 2026



Bay of Fires
Stu Gibson

TASMANIA
COME DOWN FOR AIR

Tourism Tasmania

International Visitors – key markets

International Visitor Survey, YE March 2026
Tourism Research Australia

INTERNATIONAL VISITORS

$758.6m SPEND | **274.8k** VISITORS | **5.09m** NIGHTS

The USA is the largest international market and has the second largest total spend.

$108.1m SPEND | 48.6k VISITORS | 326.0k NIGHTS

The **UK** is the fourth largest international market. Most are holiday visitors with a relatively high number visiting friends or relatives.

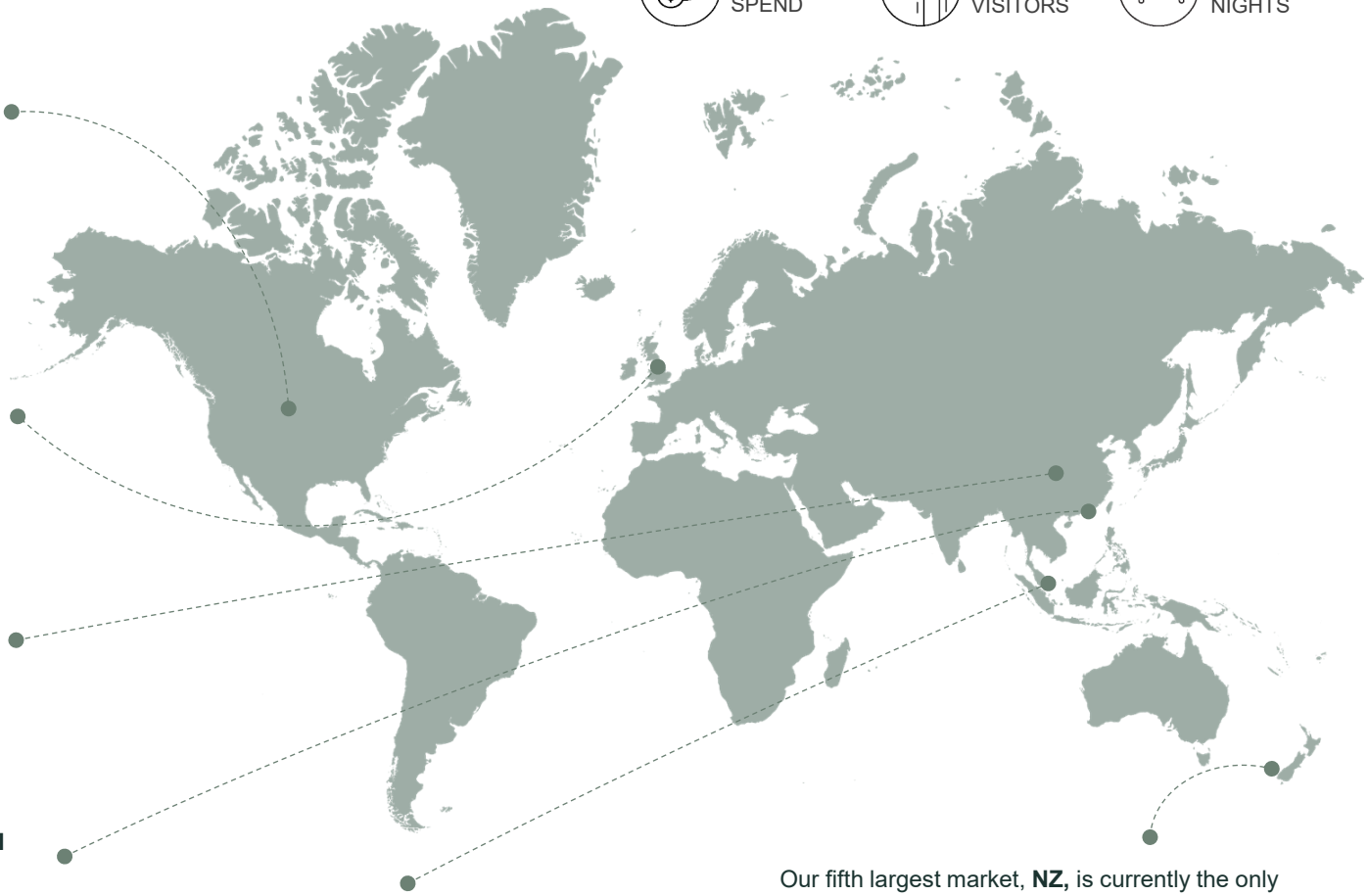
$57.6m SPEND | 25.9k VISITORS | 369.2k NIGHTS

China, our second largest international market and third largest for total spend, has seen recent strong growth, though still below 2019 levels.

$105.1m SPEND | 31.8k VISITORS | 410.0k NIGHTS

Hong Kong is our highest spending international market, while ranking third for visitation and is fully recovered to 2019 levels.

$111.7m SPEND | 28.4k VISITORS | 335.5k NIGHTS



Singapore, currently Tasmania's smallest international market for visitation and spend. They are the most holiday-centric international market and are yet to recover to pre-COVID levels.

$28.8m SPEND | 11.9k VISITORS | 119.8k NIGHTS

Our fifth largest market, **NZ,** is currently the only market with a direct air service. Just over half of these visitors come for a holiday, and out of all markets they are the most likely to be travelling for VFR, business or employment purposes.

$34.9m SPEND | 19.1k VISITORS | 211.1k NIGHTS

International Visitors

International Visitor Survey, YE March 2026
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS). *Note that TRA has revised down the previously reported spend results for the March and June quarters due to an over-count of the spend reported by visitors.*

- International visitors spent a record $758.6m in the state, up 36.2% (+$202m) year-on-year, with each visitor spending an additional $528 on average. This is in line with the national trend, with all states and territories seeing double-digit growth from 2025.
- Tasmania welcomed more international visitors (10.1%), who spent more per visit and per night of their trip, compared to 2025. Total nights increased 17.9% to 5.09m, with average length of stay also lifting by just over a night.
- International travel into Australia continued to improve throughout the year ending March 2026, and Tasmania maintained its share of all international visitors to Australia at 3.29% in year ending March 2026 (3.56% in 2019), and 5.44% of holiday visitors (5.18% in 2019).
- Tasmania's international recovery is behind the national average for spend, visitors and nights. Western Australia is the only state to see more visitors than before the pandemic.

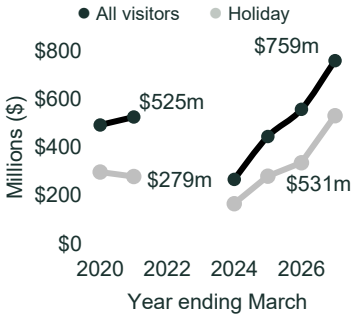
INTERNATIONAL VISITORS

	SPEND	VISITORS	NIGHTS	ASPV*	ASPN*	ALOS*
	$758.6m	**274.8k**	**5.09m**	**$2,761**	**$149**	**18.5**
Change from 2025	▲ 36.2%	▲ 10.1%	▲ 17.9%	▲ $528	▲ $20	▲ 1.2

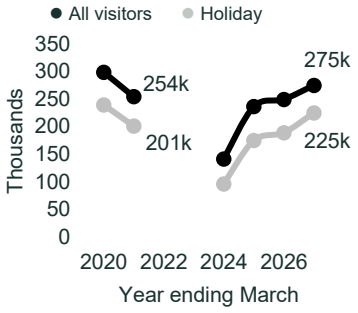
Recovery % rate to 2019

TASMANIA	113%	83%	97%
AUSTRALIA	130%	100%	119%

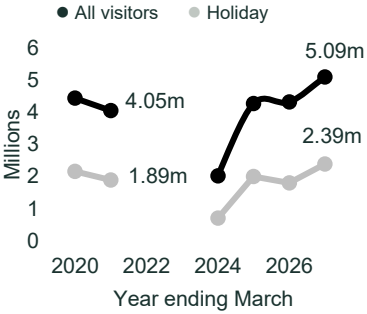
Spend



Visitors



Nights



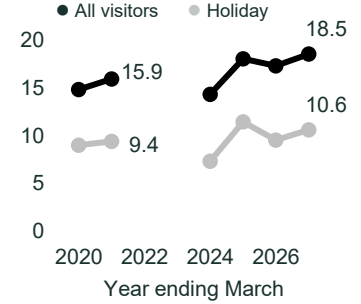
ASPV



ASPN



ALOS

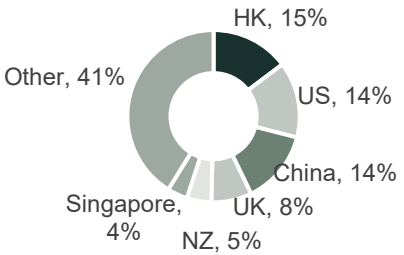


* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
* Gaps in graphs is due to limited/no sample during COVID disruption (YE September 2021, 22 & 23)

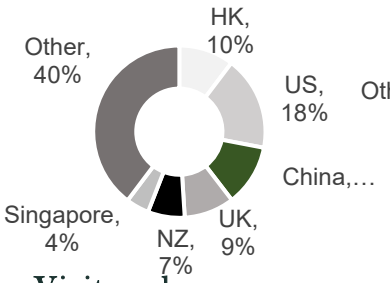
International Visitors

International Visitor Survey, YE March 2026
Tourism Research Australia

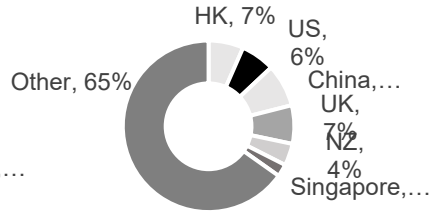
Spend market share



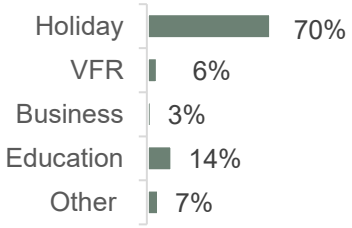
Visitors market share



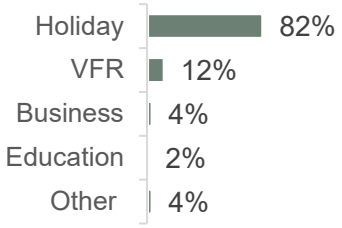
Nights market share



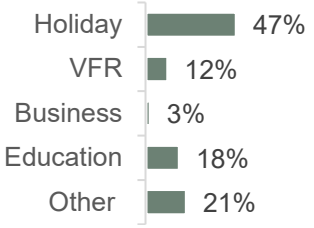
Spend by purpose+



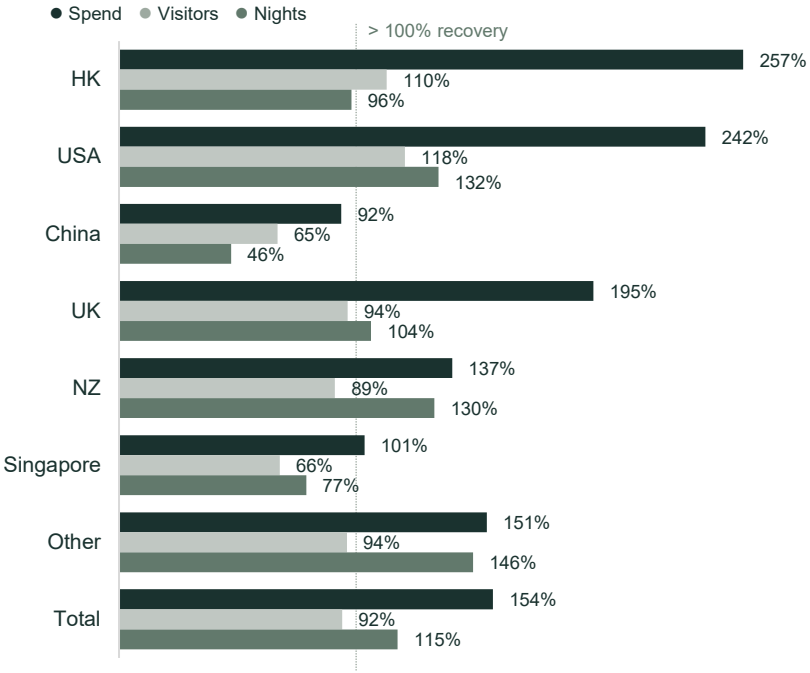
Visitors by purpose



Nights by purpose



Market recovery rate compared to 2019



Ranked by spend	SPEND (m)	Ch from YE Mar 2025	VISITORS (000)	Ch from YE Mar 2025	NIGHTS (000)	Ch from YE Mar 2025	ASPV	Ch from YE Mar 2025	ASPN	Ch from YE Mar 2025	ALOS (nights)	Ch from YE Mar 2025
HK	$111.7	106.5%	28.4	21.5%	335.5	34.9%	$3,941	$1,623	$333	$116	11.8	1.2
USA	$108.1	22.0%	48.6	7.3%	326.0	-24.2%	$2,225	$267	$332	$126	6.7	-2.8
China	$105.1	98.7%	31.8	58.9%	410.0	95.5%	$3,303	$663	$256	$4	12.9	2.4
UK	$57.6	15.7%	25.9	-19.3%	369.2	-3.6%	$2,224	$673	$156	$26	14.3	2.3
NZ	$34.9	15.9%	19.1	-7.4%	211.1	-9.4%	$1,831	$368	$165	$36	11.1	-0.2
Singapore	$28.8	-13.1%	11.9	-10.4%	119.8	-6.8%	$2,414	-$75	$240	-$17	10.0	0.4
Other	$312.4	25.7%	109.2	15.0%	3,318.7	23.7%	$2,862	$245	$94	$2	30.4	2.1
Total	**$758.6**	**36.2%**	**274.8**	**10.1%**	**5,090.3**	**17.9%**	**$2,761**	**$528**	**$149**	**$20**	**18.5**	**1.2**

* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
\+ The IVS allows different purposes by stopover (overnight stays in a place), and therefore values may add to more than 100%
This list is ordered by spend and reflects all markets where there is sufficient survey sample that meets TRA's publishable data threshold