



Tourism Tasmania

Tracking Sentiment Towards
Tourism in Tasmania – Wave 6

Omnibus February 2026

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INTRODUCTION & METHODOLOGY

- Tourism Tasmania aims to track community sentiment towards Tourism in Tasmania, as it implements its Positive Impact agenda. The initial benchmark was established in May 2023, with Wave 2 conducted in May 2024, Wave 3 in August 2024, Wave 4 in May 2025, Wave 5 in August 2025, and Wave 6 was completed in February 2026 to assess any changes in sentiment since the first waves.
- EMRS adopted a quantitative survey methodology utilising both Computer Assisted Telephone Interviewing (CATI) and online via Computer Assisted Web Interviewing (CAWI).
- The phone survey was conducted from **16-19 February 2026** utilising EMRS' in-house call centre, ensuring high levels of quality control, and that the target sample sizes, and their distribution regionally, were achieved or closely achieved with low and statistically acceptable weightings.
- The target population was based on **445,067** Tasmanian residents aged **18 years and over** (source: ABS Census, 2021). In total, a sample of **n=1,000** completed the survey, yielding overall results accurate to within **±3.10** percentage points at the **95%** confidence level.
- The sample is robust and reliable. Cross-tab analysis was carried out to ensure the robustness of the findings.
- To gain a sample representative of the Tasmanian adult population, quotas were put in place for **gender, age and region**.
- Where the quotas were not achieved, **weighting** was applied to ensure results were accurate in reflecting the demographic profile of the population. Results in this report are weighted by age, gender, electorate, and past vote.
- **This survey was conducted to the market and social research ISO20252:2019 standard.**

RESEARCH SAMPLE PROFILE

Table 1 – Sample size and weightings*

Age	Weighted %*	Unweighted %	Number
18 to 24 years	11%	3%	32
25 to 34 years	15%	9%	91
35 to 44 years	15%	15%	147
45 to 54 years	18%	22%	224
55 to 69 years	26%	31%	305
70+ years	16%	20%	201

Gender	Weighted %	Unweighted %	Number
Male	48%	50%	496
Female	52%	50%	504

Region	Weighted %	Unweighted %	Number
South	50%	51%	511
North	25%	28%	277
North-West	25%	21%	212

Tourism Region	Weighted %	Unweighted %*	Number
Southern	49%	50%	499
East Coast	3%	3%	34
Northern	23%	26%	255
North West	24%	21%	206
West Coast	1%	1%	6

* Percentages may not sum to 100 due to rounding.

Tourism Questions by Region (1)

Table 2a –Tourism Questions by Region

TT2: Has tourism brought any issues or challenges to your community?	South*												North*											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026		May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Yes	23%	120	21%	110	19%	102	22%	106	20%	106	26%	141	22%	59	21%	52	19%	47	16%	44	16%	46	22%	63
No	75%	374	75%	379	77%	374	75%	385	71%	365	67%	341	75%	184	77%	188	77%	206	81%	201	73%	194	68%	186
Don't know/ unsure	2%	6	3%	14	4%	13	3%	11	9%	45	7%	29	2%	7	2%	5	4%	7	2%	5	11%	29	11%	28

TT2: Has tourism brought any issues or challenges to your community?	North West*											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#
Yes	20%	53	21%	55	17%	42	21%	56	24%	60	24%	51
No	77%	189	75%	188	81%	205	77%	186	69%	182	66%	142
Don't know/ unsure	3%	8	3%	9	2%	4	2%	6	7%	20	11%	19

* Percentages may not sum to 100 due to rounding.

Tourism Questions by Region (2)

Table 2b –Tourism Questions by Region

TT3: Has tourism brought any benefits or positive changes to your community?	South												North											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026		May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Yes	48%	233	49%	247	43%	212	56%	265	51%	263	59%	304	64%	160	56%	135	47%	124	67%	161	58%	154	70%	199
No	47%	242	42%	216	49%	248	40%	214	36%	189	28%	147	29%	73	36%	90	45%	118	26%	72	30%	82	18%	51
Don't know/ unsure	5%	25	9%	40	8%	29	4%	23	13%	64	13%	60	7%	17	8%	20	8%	18	7%	17	12%	33	12%	27

TT3: Has tourism brought any benefits or positive changes to your community?	North West*											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#
Yes	69%	172	61%	151	62%	154	75%	186	69%	182	60%	135
No	27%	68	34%	88	31%	79	22%	55	22%	57	29%	55
Don't know/ unsure	4%	10	5%	13	7%	18	3%	7	8%	23	11%	22

* Percentages may not sum to 100 due to rounding.

Tourism Questions by Region (3)

Table 2c –Tourism Questions by Region

TT4: To what extent do you agree or disagree with the statement that “Tourism has made my community a better place to live”?	South												North*											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026		May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
NET Agree	48%	233	42%	211	49%	236	54%	251	49%	251	48%	253	64%	155	59%	145	50%	129	62%	150	56%	150	65%	177
Strongly agree	21%	103	16%	82	21%	105	24%	104	19%	98	20%	105	31%	76	27%	64	23%	55	28%	64	24%	64	30%	79
Somewhat agree	27%	130	26%	129	28%	131	31%	147	30%	153	28%	148	33%	79	32%	81	28%	74	34%	86	32%	86	35%	98
Neutral (neither agree nor disagree)	31%	160	38%	188	32%	152	31%	171	36%	185	34%	173	24%	60	28%	69	27%	73	27%	68	29%	78	24%	65
Somewhat disagree	10%	52	10%	52	11%	57	10%	51	8%	38	7%	40	7%	19	7%	17	9%	23	4%	12	5%	14	5%	15
Strongly disagree	8%	42	9%	49	6%	33	3%	21	5%	29	6%	29	5%	13	4%	11	9%	27	6%	16	7%	18	5%	14
NET Disagree	18%	94	20%	101	17%	90	13%	72	13%	67	13%	69	12%	32	12%	28	18%	50	9%	28	12%	32	9%	29
Don't know/ unsure	3%	13	1%	3	2%	11	1%	8	3%	13	4%	16	1%	3	1%	3	4%	8	1%	4	3%	9	2%	6

TT4: To what extent do you agree or disagree with the statement that “Tourism has made my community a better place to live”?	North West*											
	May 2023		May 2024		Aug 2024		May 2025		Aug 2025		Feb 2026	
	%	#	%	#	%	#	%	#	%	#	%	#
NET Agree	65%	159	58%	143	61%	147	66%	163	64%	167	58%	125
Strongly agree	34%	84	24%	56	29%	70	37%	87	26%	66	21%	48
Somewhat agree	32%	75	34%	87	32%	77	29%	76	38%	101	37%	77
Neutral (neither agree nor disagree)	19%	48	25%	64	26%	67	24%	57	25%	67	24%	56
Somewhat disagree	7%	20	8%	21	8%	22	5%	15	6%	15	6%	14
Strongly disagree	7%	18	6%	16	5%	15	5%	12	4%	9	7%	11
NET Disagree	14%	38	14%	37	13%	37	10%	27	10%	24	13%	25
Don't know/ unsure	2%	5	3%	8	0%	0	0%	1	1%	4	5%	6

* Percentages may not sum to 100 due to rounding.

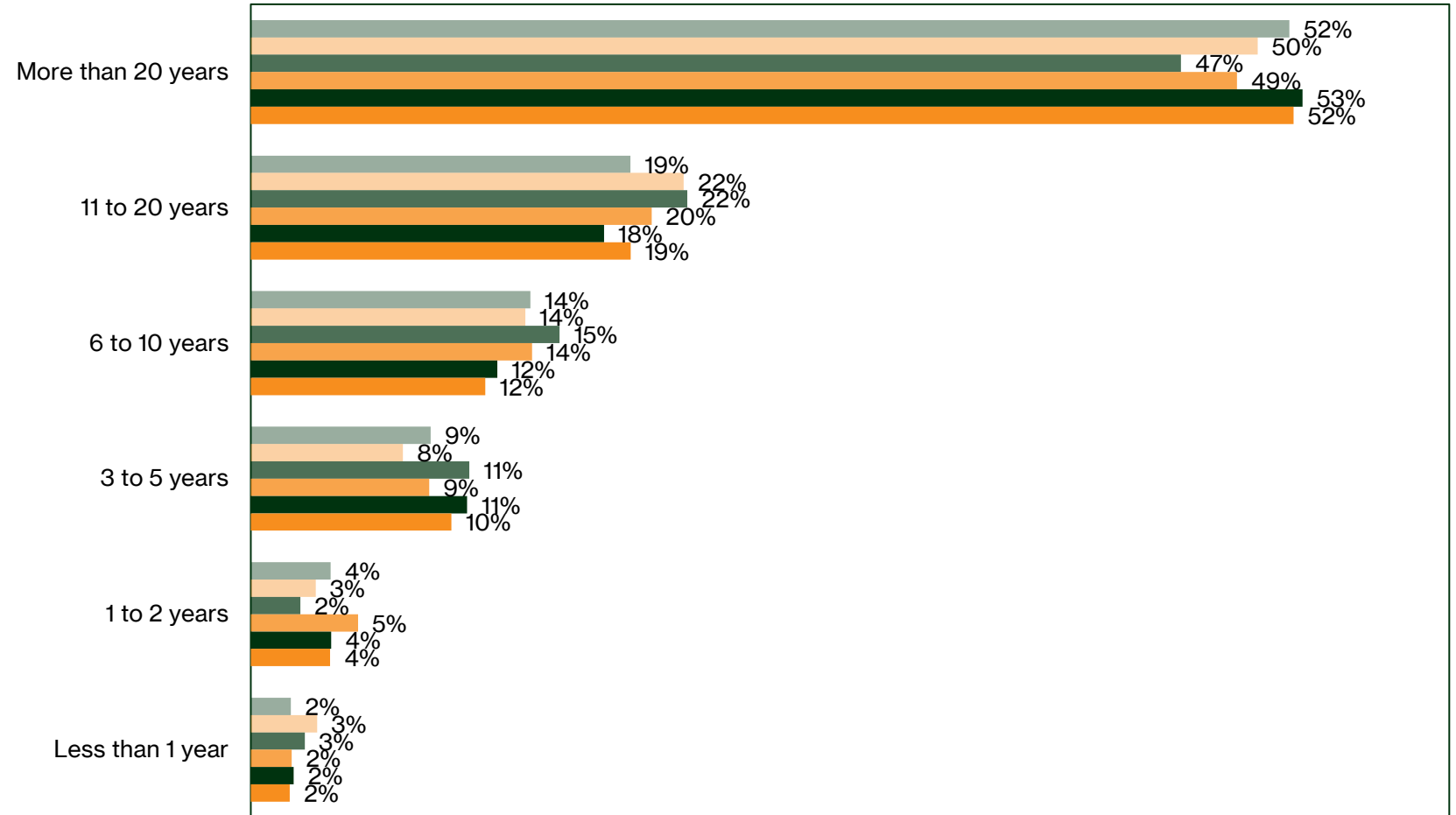
Just over seven-in-ten Tasmanians (71%) indicated they have lived in their community for more than 11 years, in keeping with August 2025 (70%), May 2025 (69%), August 2024 (68%), and down slightly from May 2024 (72%), and on par with May 2023 (71%).

Respondents who were *more likely* to have lived in their current place for 20 or more years included those aged 55 or older (69%), those retired or on a pension (68%), married with no children at home (66%), or widowed (82%).

There were no further notable differences within demographic sub-groups.

LENGTH OF RESPONDENTS' RESIDENCY IN THEIR CURRENT COMMUNITY

Chart 1 – Length of respondents' residency in their current community



■ May 2023 ■ May 2024 ■ August 2024 ■ May 2025 ■ Aug 2025 ■ Feb 2026

Q. How long have you lived in your current community?

Base: All respondents (n=1,000)

*Percentages may not sum to 100 due to rounding and "unsure" values not included in the chart.

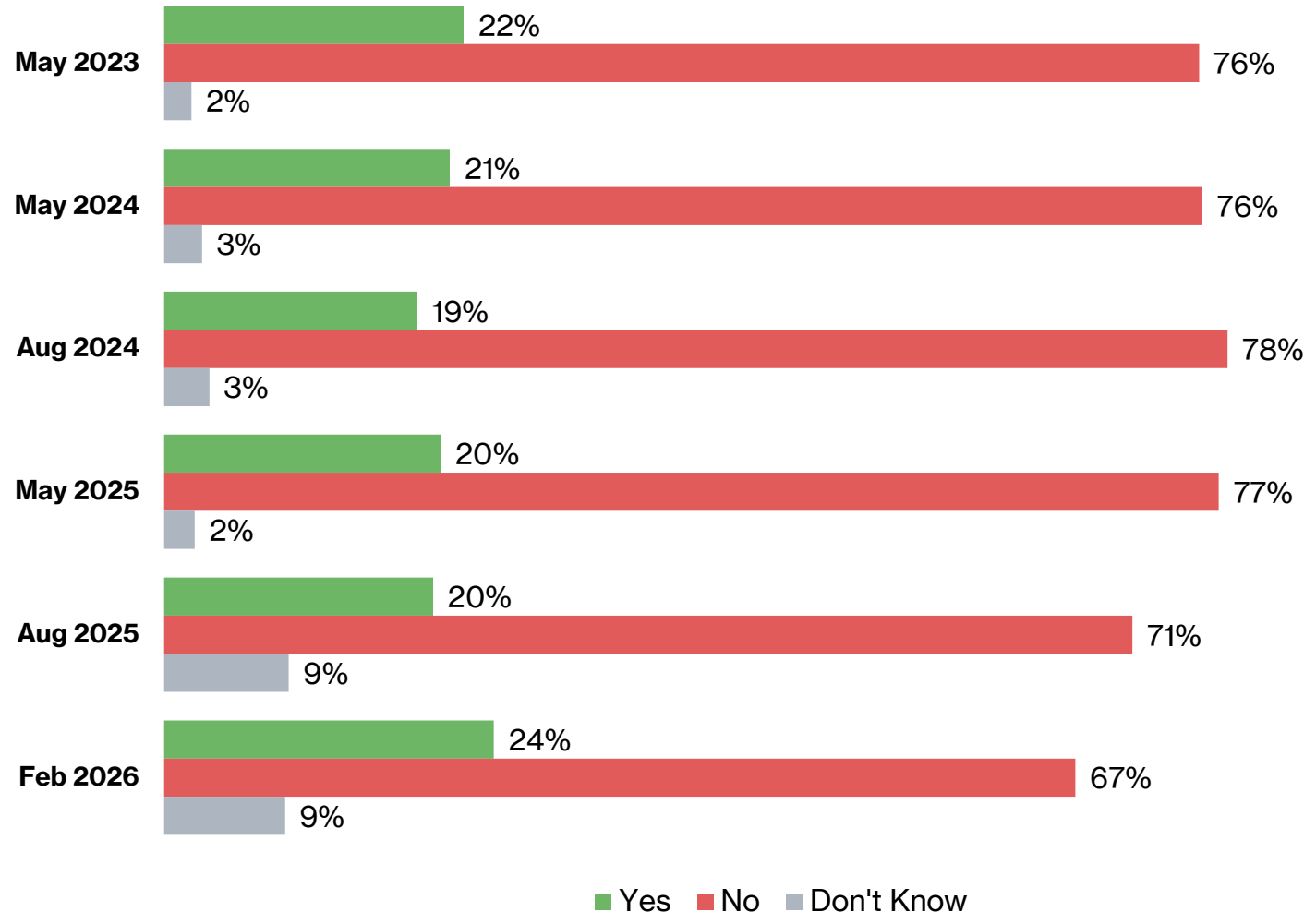
Two-thirds (67%) of respondents in the latest wave were *more likely* to indicate tourism has not brought any issues or challenges to their community, and just slightly down from the previous wave, in August 2025 (71%).

There is a downward trend reflected over the past five waves as seen in the aforementioned August 2025 result (71%), and continuing back in May 2025 (75%), August 2024 (78%), May 2024 (76%) and May 2023 (76%).

There were no further notable differences within demographic sub-groups.

WHETHER TOURISM HAS BROUGHT ANY ISSUES OR CHALLENGES TO THE COMMUNITY

Chart 2 – Whether tourism has brought any issues or challenges to the community



Q. Has tourism brought any issues or challenges to your community?

Base: All respondents (n=1,000)

*Percentages may not sum to 100 due to rounding.

Among respondents who feel that tourism has brought issues or challenges to their community, the top concern was related to housing, accommodation and too many Airbnbs (31%).

The second biggest concern in the latest wave is related to traffic, congestion and road safety with just under one-seventh (14%) citing this issue.

This was followed by environmental impacts (10%), population/ over-population/ over-crowding and accessing services or amenities (8% each).

Respondents with an Advanced Diploma and Diploma Level (29%)[†] were *more likely* to mention traffic, congestion and road safety.

There were no further notable differences within demographic sub-groups.

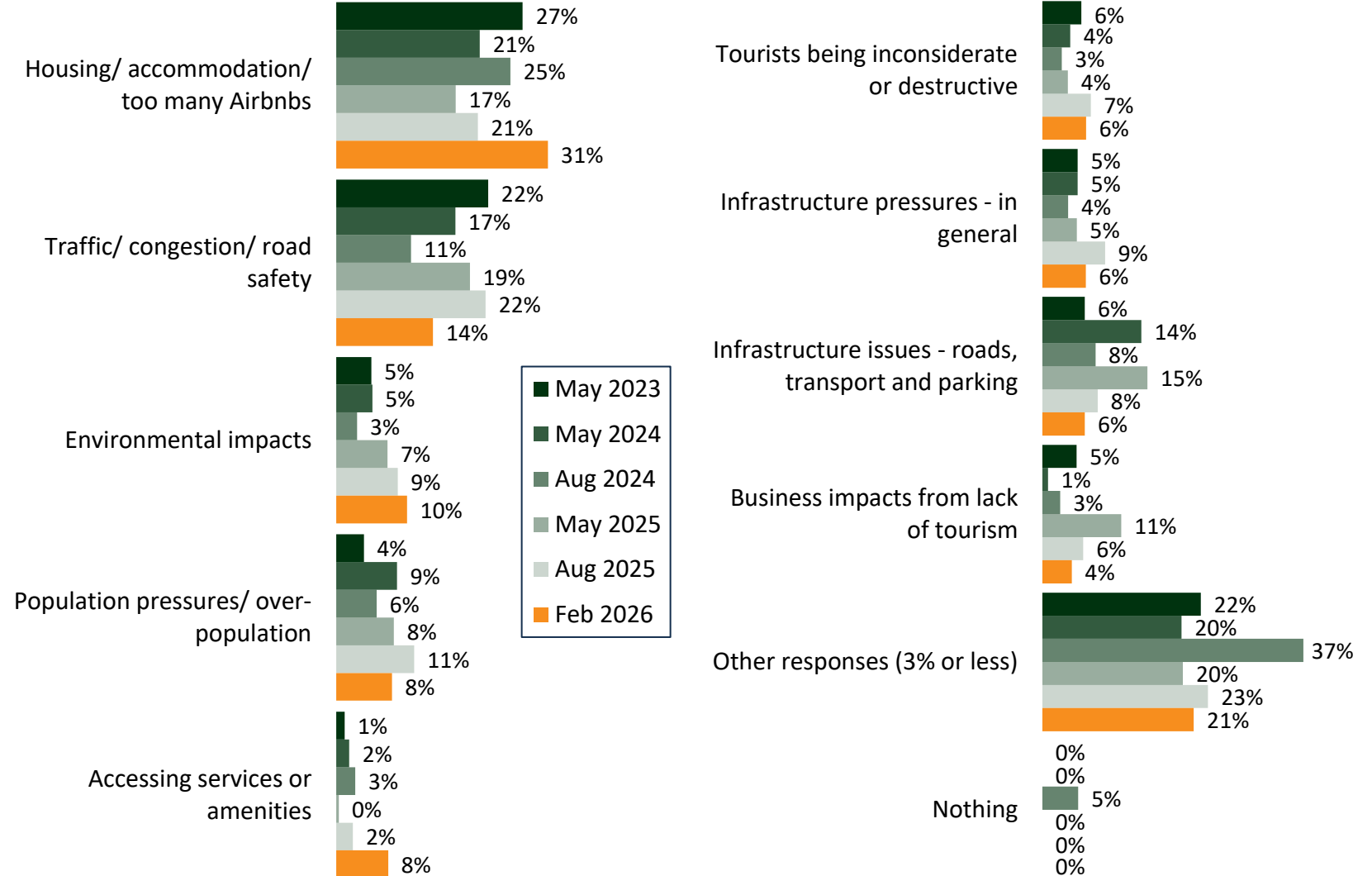
Responses of 3% or less:

- Cruise ships, Infrastructure - Unwanted hotels/ Inappropriate projects, Infrastructure - Parking (3% in each case);
- Drivers from overseas, Local communities neglected, Economic cost to area, Cable car (few or no specifics) (2% in each case);
- Spirit of Tasmania, Lack of facilities, High prices, Proposed stadium, Loss or lack of free camping area, Health services, Business can't keep up with demand, Other, Don't know/ Unsure (1% in each case);

[†]Results must be regarded as indicative only due to the small sample size.

ISSUES OR CHALLENGES THAT TOURISM HAS BROUGHT TO THE COMMUNITY

Chart 3 – Issues or challenges that tourism has brought to the community



Q. What are issues or challenges in your community that you believe are caused by visitors or tourism?
Base: Respondents stating tourism has brought issues or challenges to their community (n=255)
*Percentages do not sum to 100 due to respondents providing multiple answers.

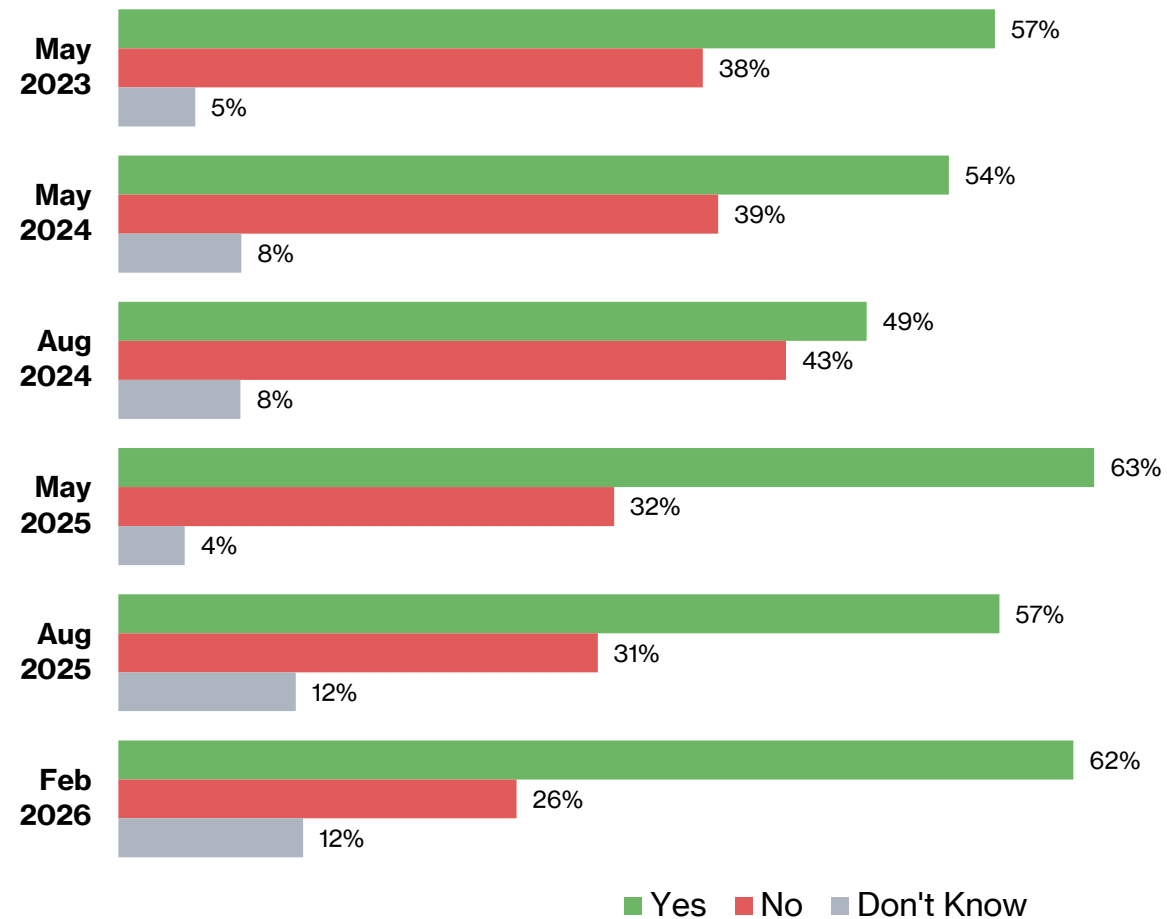
In February 2026, over three-fifths (62%) of respondents were *more likely* to have indicated they felt tourism had brought benefits or positive changes to their community, broadly consistent with the results of this question since May 2023.

Respondent who were *more likely* to indicate that tourism had brought benefits or positive changes to their community included respondents who were employed full-time (69%); and those who had a household income of \$120,000 and over (73%).

There were no further notable differences within demographic sub-groups.

WHETHER TOURISM HAS BROUGHT ANY BENEFITS OR POSITIVE CHANGES TO THE COMMUNITY

Chart 4 – Whether tourism has brought any benefits or positive changes to the community



Q. Has tourism brought any benefits or positive changes to your community?

Base: All respondents (n=1,000)

*Percentages may not sum to 100 due to rounding.

Economic benefits (28%) have emerged in the latest round as the biggest benefit that tourism has brought to the community, rising from second place in August 2025. This is a significant increase over previous waves: August 2025 (20%), May 2025 (18%), August 2024 (13%), May 2024 (12%) and May 2023 (14%), showing a steadily increasing trend from May 2024.

Similarly, money / financial benefits have emerged in the latest round as the second biggest benefit that tourism has brought to the community, recognised by 24% of respondents – in keeping with the previous waves: August 2025 (25%), May 2025 (23%), August 2024 (27%), 24% in May 2024 and 26% in May 2023.

Males (10%) were *more likely* to mention *more visitors*.

There were no further notable differences within demographic sub-groups.

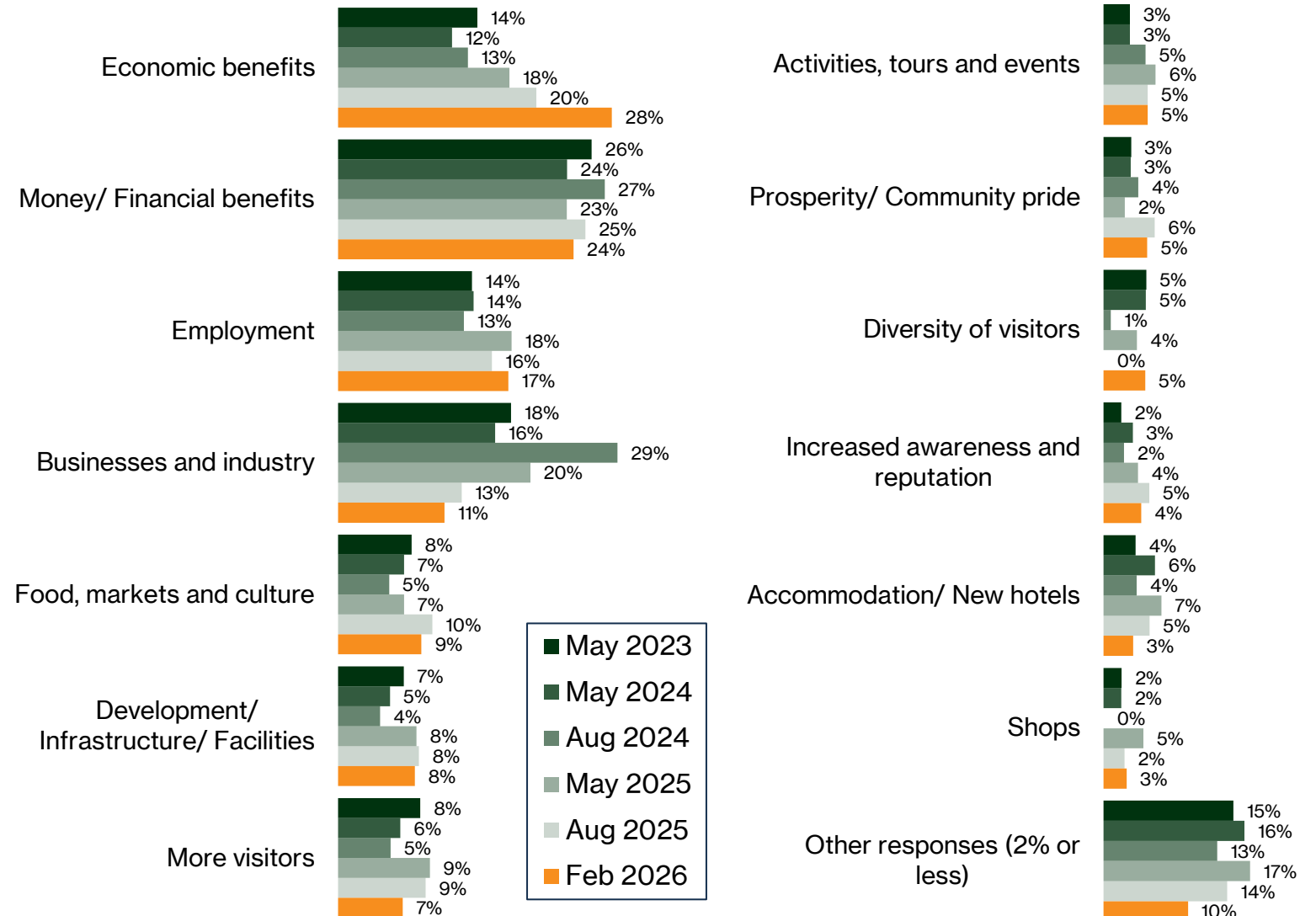
Responses of 2% or less:

- Cruise ships/ *Spirit of Tasmania* (2%);
- Parks and wildlife, Services (no specifics), Environmental upkeep, Paths and walkways, Mountain bike tracks, Don't know/ Unsure (1% in each case);
- Transport services (n=4);
- Aesthetic upkeep, Sport, Other (n=3 each);
- General positive comments (misc.), Refused (n=1 each).

*Results must be regarded as indicative only due to the small sample size.

BENEFITS OR POSITIVE CHANGES TOURISM HAS BROUGHT TO THE COMMUNITY

Chart 5 – Benefits or positive changes tourism has brought to the community



What are the benefits or positive changes you think your community has gained from visitors or tourism?
Base: Respondents who believe Tourism has brought any benefits or positive changes to their community (n=638)
*Percentages do not sum to 100 due to respondents providing multiple answers.

Across all regions, demographic and political groups, there was strong agreement in the latest wave that tourism has made the community a better place to live, with the majority of respondents being *more likely* to indicate *agreement on some level* (55%), a similar sentiment shared in August 2025 (54%), May 2025 (59%), August 2024 (52%), May 2024 (50%), and May 2023 (56%).

Looking across the six waves, the percentage of those who either *somewhat* or *strongly disagreed* with the statement *decreased* from a high of 17% to a low of 11% while those who indicated a more *neutral* stance or *somewhat agreed* with the statement *increased* over the same time frame.

Males (62%) were *more likely* to agree on some level than females (48%), while females were more likely to be neutral or unsure (combined 39%).

Respondents who were employed full-time (67%), those with a Certificate III & IV Level of education (63%), or residents in the North (65%) were *more likely* to *agree on some level* with the statement: "Tourism has made my community a better place to live".

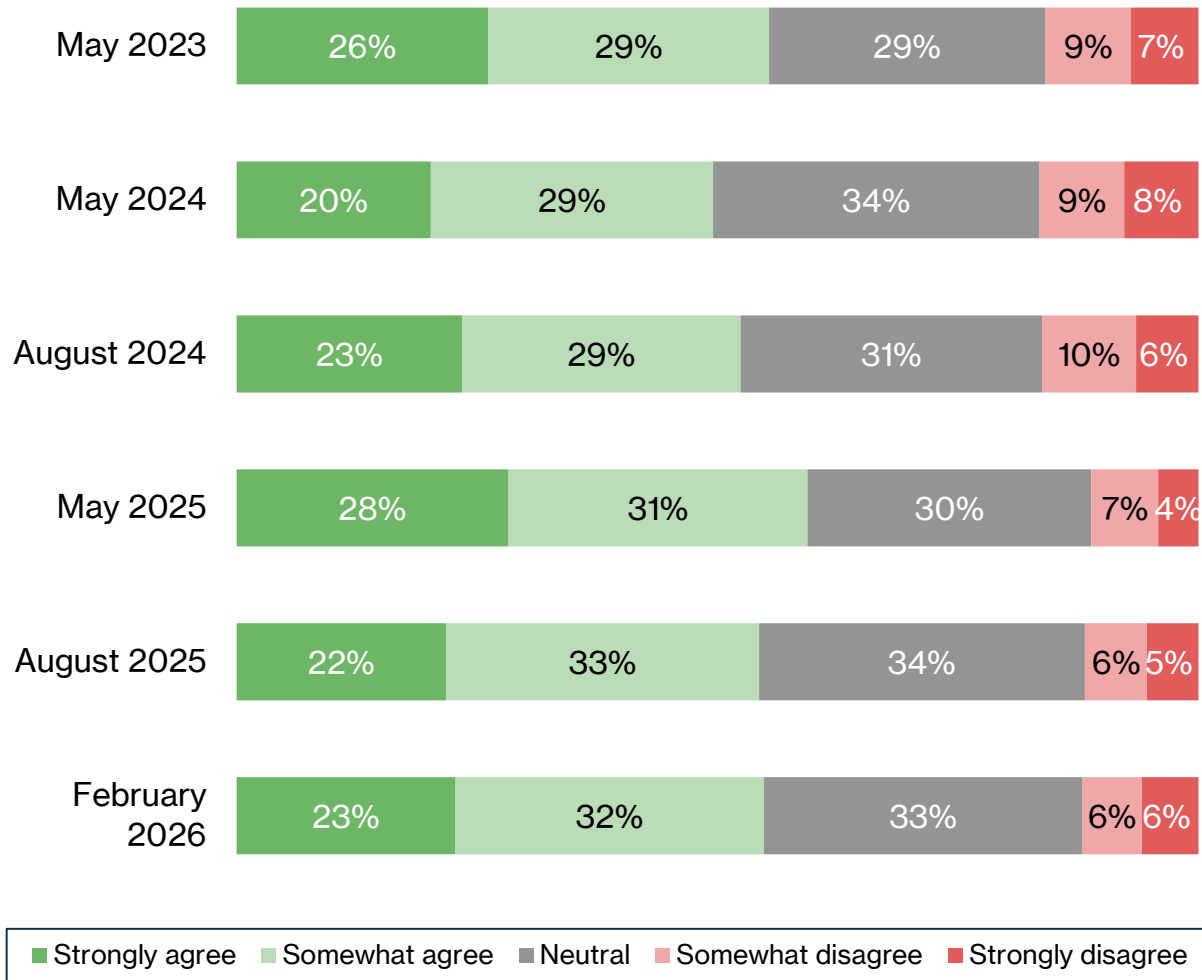
Respondents who were retired or on a pension (10%) were *more likely* to *somewhat disagree* with the statement.

Those residing in the Tourist Area of Hobart and the South (49%) were *less likely* to agree at some level with this statement and were *more likely* to rate the statement as *neutral* or be *unsure* (combined 39%).

There were no further notable differences within demographic sub-groups.

RESPONDENTS' AGREEMENT THAT "TOURISM MAKES MY COMMUNITY A BETTER PLACE TO LIVE"

Chart 6 – Respondents agreement that “tourism makes my community a better place to live”



NET AGREE	%
May 2023	56%
May 2024	50%
August 2024	52%
May 2025	59%
August 2025	54%
February 2026	55%

NET DISAGREE	%
May 2023	16%
May 2024	17%
August 2024	16%
May 2025	11%
August 2025	12%
February 2026	12%

To what extent do you agree or disagree with the statement that “Tourism has made my community a better place to live”?

Base: All respondents (n=1,000)

*Percentages may not sum to 100 due to rounding.



Example Verbatims

Q. What is the issue or challenge in your community that you believe is caused by visitors or tourism?

Housing/ Accommodation/ Too many Airbnbs

- *"Too many Air BnBs and shortage of rentals"*
- *"Housing/accommodation. Fewer houses being sold to families, and more are airbnbs"*
- *"Short stay accommodation raising house prices and reducing rental availability"*
- *"Bloody Air BnBs. There's zero rentals for people wanting to work here."*
- *"Housing taken up by Airbnb/short term rentals making housing less available and affordable for permanent residents"*
- *"Too many Airbnbs that would have previously been regular rentals. Not enough housing."*

Traffic/ Congestion/ Road safety

- *"Traffic and our infrastructure is not built for them."*
- *"Roads can't keep up with the tourism"*
- *"Heavy traffic damaging the roads, accidents by ppl driving hire cars and caravans"*
- *"Increased traffic on roads not maintained by the local gov"*
- *"Ridiculous number of slow caravans on main highways, when there are alternative tourist routes suitable for people with all the time in the world"*
- *"Parking space congestion, road rage, late night alcoholism."*

Environmental impacts

- *"Destroying the environment in pursuit of profit"*
- *"Over-saturation of wilderness places"*
- *"Too many tourists. Threat to environment, e.g. cable car on kunanyi"*
- *"Destroyed shellfish reproduction - eco-culture - stricter rules"*
- *"Lots of free campers creating potential pollution if not self contained and some places difficult to access due to visitor numbers at times"*
- *"Polluting cruise boats burning diesel"*
- *"Ruined some of our favourite natural places"*

Population/ Over-population

- *"Increased number of people, lack of infrastructure"*
- *"More people, stress on old infrastructure, stress on environment"*
- *"Important areas being trampled to death."*
- *"It's too busy to eat in your favourite cafe, or park, or go to national parks during tourist season. More traffic."*
- *"Over-tourism in particular national parks e.g. Freycinet"*

Example Verbatims

Q. What is the benefit or positive change you think your community has gained from visitors or tourism?

Economic benefits

- *"Generally helps the economy. big earner for the state"*
- *"Boost to economy and sustaining business and keeping infrastructure at a decent quality"*
- *"Lots of money into the economy when we get cruise ships in."*
- *"Economic stimulus resulting in increased employment."*
- *"Strong economy, local business benefits. Brings greater private and government into the area."*
- *"Increased economic activity and reduced reliance on singular industries"*
- *"Economic activity has increased markedly."*

Money/ Financial benefits

- *"More money in our community."*
- *"An injection of financial benefit to the community and small business owners. A small increase in population is beneficial."*
- *"Influx of money into local businesses"*
- *"Fresh money into the local economy, diversity, more restaurant and entertainment options, vibrancy"*
- *"More money to the community, which is what Tasmania needs, a higher GDP and opportunities for young people to not escape to the mainland."*

Employment

- *"More development, more hotels, more jobs"*
- *"Employment for young people, number of cafes that wouldn't exist in Cygnet without tourism"*
- *"Tourism brings local jobs, supports small businesses, improves infrastructure."*
- *"Jobs and money into the area"*
- *"More jobs, improved facilities, better atmosphere"*
- *"Tourism"*
- *"Employment even if it is mostly at minimum wage, increased spend in some smaller towns" creates jobs and activities to do"*

Businesses and industry

- *"Business opportunities that arise from tourism"*
- *"Many local businesses benefit from tourism"*
- *"Flourishing local businesses, more hustle and bustle"*
- *"Growth of local industries"*
- *"They help small businesses to thrive"*
- *"More scale for our small businesses and the redevelopment of infrastructure like the airport."*
- *"More business for local shops"*



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REPORT VERSION: 2

**This report has been prepared by
Enterprise Marketing and Research Services
60 Main Road, Moonah TAS 7009**

All enquiries should be addressed to:

Phone: (03) 6211 1222

E-mail: enquiries@emrs.com.au

Post: PO Box 402, Moonah TAS 7009



Enterprise Marketing and Research Services (EMRS). | ABN 29 009 546 561

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