

# TASMANIAN TOURISM FAST FACTS

UPDATED DECEMBER 2023

#### **Total visitors to Tasmania**

Tasmanian Visitor Survey, year to September 2023, Tourism Tasmania

## **VISITORS**

1.262m

1,262,000 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

#### VISITOR NIGHTS 12.14m

Visitors spent a total 12.14 million nights in Tasmania, staying for an average of 9.6 nights

## **VISITOR SPEND** \$3.642b

Visitors spent a total \$3.642 billion in Tasmania, with an average spend of \$2,885 per person

#### MAIN PURPOSE OF VISIT

- HOLIDAY | 694,500
- VFR | 321,900
- BUSINESS 154,600
- CONFERENCE | 41,500

## MODE OF DEPARTURE

13% SEA



87% AIR

Hobart Airport | 70% Launceston Airport | 27%

# **AIRLINE SEATS\***

4.53m

Airline seats on six major air routes into Tasmania HBA/LST - MEL, SYD, BNE

# **TOURISM LISTINGS+** 2,573

Active tourism listings this quarter in Tasmania; was 2,469 last quarter

## Tourism's contribution to the Tasmanian economy

Tourism Satellite Accounts 2021-22, Tourism Research Australia

#### **TOURISM GROSS STATE PRODUCT**

\$1.38<sub>b</sub> INDIRECTLY 3.5% of TAS GSP



\$1.21<sub>b</sub> DIRECTLY

3.2% of TAS GSP

Tourism contributes \$2. 59 billion - 6.7 per cent share to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

## **TOURISM FILLED JOBS**

17,900 INDIRECTLY

5.8% of TAS Employment 37,300

19,400 DIRECTLY 6.3% of TAS **Employment** 

37,300 Tasmanian jobs – 12.1 per cent share to Tasmania's employment. The direct and indirect contribution of tourism employment is the highest in the country.

\*BITRE Bureau of Industry, Transport and Regional Economics 2022-23 at Sep 23
+ATDW Australian Tourism Data Warehouse, current as at 22 Sep 2023 (Sept qtr)
Tourism Tasmania actively encourages tourism businesses to register with ATDW; changes in number reflect ATDW registrations and do not necessarily mean businesses are new or have closed.
Contact atdw@tourism.tas.gov.au to register or update your listing.

Find more data and insights on Tasmania's visitor economy at www.tourismtasmania.com.au/research/visitors Image: Mt Murchison from the Anthony Road, Jason Charles Hill