

# TASMANIAN TOURISM FAST FACTS

UPDATED SEPTEMBER 2023

## Total visitors to Tasmania

Tasmanian Visitor Survey, year to June 2023, Tourism Tasmania

### VISITORS

**1.280m**

1,280,000 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

### VISITOR NIGHTS

**11.98m**

Visitors spent a total 11.98 million nights in Tasmania, staying for an average of 9.4 nights

### VISITOR SPEND

**\$3.853b**

Visitors spent a total \$3.85 billion in Tasmania, with an average spend of \$3,010 per person

### MAIN PURPOSE OF VISIT



- HOLIDAY | 693,400
- VFR | 331,500
- BUSINESS | 166,900
- CONFERENCE | 36,900

### MODE OF DEPARTURE

**12%**  
SEA



**88%**  
AIR

Hobart Airport | 70%  
Launceston Airport | 27%

### AIRLINE SEATS\*

**4.320m**

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

### TOURISM LISTINGS+

**2,562**

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

**\$1.38b**

INDIRECTLY  
3.5% of  
TAS GSP

**\$2.59b**  
TOTAL

**\$1.21b**

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**  
TOTAL

**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.