

TASMANIAN TOURISM FAST FACTS

UPDATED SEPTEMBER 2023

Total visitors to Tasmania

Tasmanian Visitor Survey, year to June 2023, Tourism Tasmania

VISITORS 1.280_m

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

VISITOR NIGHTS 11.98_m

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
- ONFERENCE | 36,900

AIRLINE SEATS*

4.320m

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

MODE OF DEPARTURE

12% SEA



88% AIR

Hobart Airport | 70% Launceston Airport | 27%

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

TOURISM FILLED JOBS

\$1.38_b INDIRECTLY 3.5% of TAS GSP



\$1.21_b 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.

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
+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