

TASMANIAN TOURISM FAST FACTS

UPDATED DECEMBER 2024

TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year to September 2024, Tourism Tasmania



SPEND

\$3.461b

-6.9%

Visitors spent a total \$3.461 billion in Tasmania, with an average spend of \$2,650 per person



VISITORS

1.30m

+3.5%

1,305,900 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



NIGHTS

12.82m

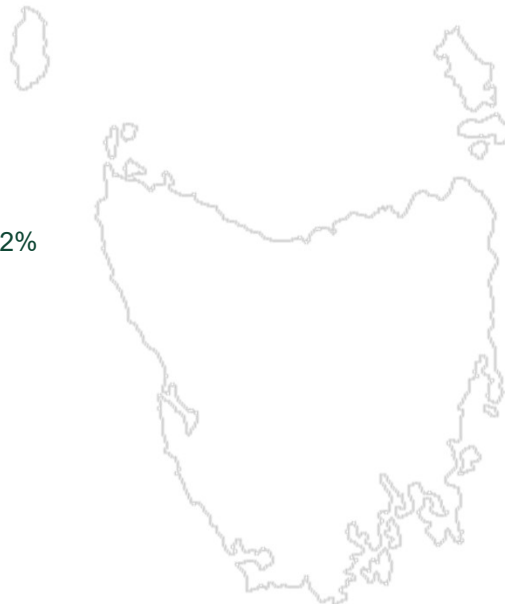
+6.4%

Visitors spent a total 12.821 million nights in Tasmania, staying for an average of 9.8 nights

MAIN PURPOSE OF VISIT



- HOLIDAY | 694,100 | 53%
- VFR | 339,100 | 26%
- BUSINESS | 195,200 | 15%
- CONFERENCE | 19,800 | 2%



AIRLINE SEATS*

4.66m

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

MODE OF DEPARTURE

11%
SEA[^]



89%
AIR

Hobart Airport | 62%
Launceston Airport | 24%

TOURISM LISTINGS⁺

2,860

Active tourism listings this quarter in Tasmania; compared to 2,826 in the last quarter

TOURISM'S CONTRIBUTION TO THE TASMANIAN ECONOMY

Tourism Satellite Accounts 2022-23, Tourism Research Australia

TOURISM GROSS STATE PRODUCT

TOURISM FILLED JOBS

\$1.74b
INDIRECTLY
4.3% of
TAS GSP



\$1.73b
DIRECTLY
4.3% of
TAS GSP

\$3.47b
TOTAL

23,900
INDIRECTLY
7.3% of TAS
Employment



19,000
DIRECTLY
5.8% of TAS
Employment

Tourism contributes \$3.47 billion – 8.6 per cent share to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

42,900 Tasmanian jobs – 13.1 per cent share to Tasmania's employment. The direct and indirect contribution of tourism employment is the highest in the country.

Find more data and insights on Tasmania's visitor economy at www.tourismtasmania.com.au/research/visitors

% change is from same period previous year. *BITRE Bureau of Industry, Transport and Regional Economics 2023-24 at September 2024. [^]Sea is Spirit of Tasmania, excludes cruise ships. +ATDW Australian Tourism Data Warehouse, current as at 27 November 2024. *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.

TASMANIA
COME DOWN FOR AIR

