

TASMANIAN TOURISM FAST FACTS

TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year to March 2025, Tourism Tasmania



SPEND

\$3.518b

+0.5%

Visitors spent a total \$3.518 billion in Tasmania, with an average spend of \$2,626 per person



VISITORS

1.34m

+4.9%

1,339,800 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



NIGHTS

12.70m

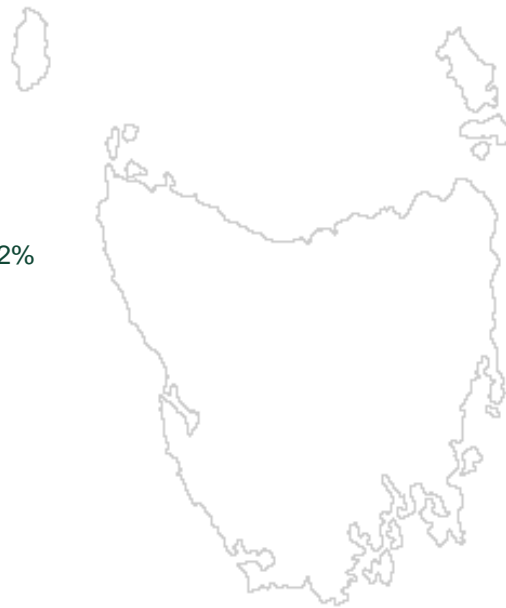
+2.5%

Visitors spent a total 12.70 million nights in Tasmania, staying for an average of 9.5 nights

MAIN PURPOSE OF VISIT



- HOLIDAY | 693,400 | 52%
- VFR | 364,800 | 27%
- BUSINESS | 198,100 | 15%
- CONFERENCE | 23,300 | 2%



AIRLINE SEATS*

4.57m

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

MODE OF DEPARTURE



TOURISM LISTINGS+

2,734

Active ATDW tourism listings this quarter in Tasmania; compared to 2,854 in the last quarter

TOURISM'S CONTRIBUTION TO THE TASMANIAN ECONOMY#

Tourism Satellite Accounts 2023-24, Tourism Research Australia

TOURISM GROSS STATE PRODUCT

\$2.27b
DIRECTLY
5.4% of
TAS GSP



\$2.28b
INDIRECTLY
5.4% of
TAS GSP

Tourism contributes \$4.55 billion – 10.8 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

22,800
DIRECTLY
7.0% of TAS
filled jobs



28,000
INDIRECTLY
8.6% of TAS
filled jobs

50,800 Tasmanian jobs – 15.6 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 Infrastructure, Transport and Research Economics 2024-25 at March 2025. ^Sea is Spirit of Tasmania, excludes cruise ships. +ATDW Australian Tourism Data Warehouse, current as at 27 June 2025. *Tourism Tasmania actively encourages tourism businesses to register with ATDW; changes in number reflects 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.

The ABS has undertaken a [comprehensive review](#) of the modelling of the Tourism Satellite Accounts, resulting in changes to all economic variables, including contribution to GSP and filled jobs. The time series has been re-cast, meaning current results should not be compared to previously released results.