

# TASMANIAN TOURISM FAST FACTS

## TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year ending June 2025, Tourism Tasmania



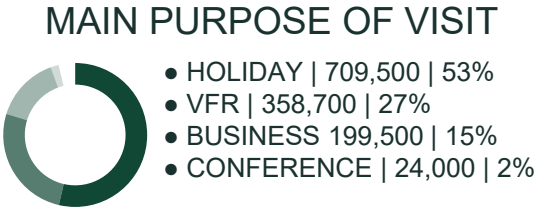
Visitors spent a total \$3.601 billion in Tasmania, with an average spend of \$2,671 per person



1,348,300 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



Visitors spent a total 12.79 million nights in Tasmania, staying for an average of 9.5 nights



### MODE OF DEPARTURE



### AIRLINE SEATS\*

**4.64m**

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

### TOURISM LISTINGS<sup>+</sup>

**2,821**

Active ATDW tourism listings this quarter in Tasmania; compared to 2,734 in the last quarter

Find more data and insights on Tasmania's visitor economy at [www.tourismtasmania.com.au/research/visitors](http://www.tourismtasmania.com.au/research/visitors)

% change is from same period previous year. \*BITRE Bureau of Infrastructure, Transport and Research Economics 2024-25 at June 2025. ^Sea is the Spirit of Tasmania ferry, excludes cruise or naval ships and private vessels. \*ATDW Australian Tourism Data Warehouse, at 25 September 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](mailto: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 published results.

## TOURISM'S CONTRIBUTION TO THE TASMANIAN ECONOMY<sup>#</sup>

Tourism Satellite Accounts 2023-24, Tourism Research Australia

### TOURISM GROSS STATE PRODUCT



Tourism contributes \$4.55 billion, or 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



Tourism supports 50,800 filled jobs, or 15.6 per cent share, of filled jobs in Tasmania.  
The direct and indirect contribution of tourism filled jobs is the highest in the country.