

# TASMANIAN TOURISM FAST FACTS

## TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year ending September 2025, Tourism Tasmania



### SPEND

**\$3.659b**  
+5.7%

Visitors spent a total \$3.659 billion in Tasmania, with an average spend of \$2,691 per person



### VISITORS

**1.36m**  
+4.1%

1,359,600 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



### NIGHTS

**12.75m**  
-0.5%

Visitors spent a total 12.75 million nights in Tasmania, staying for an average of 9.4 nights

### MAIN PURPOSE OF VISIT



- HOLIDAY | 711,400 | 52%
- VFR | 369,000 | 27%
- BUSINESS | 202,000 | 15%
- CONFERENCE | 24,400 | 2%

### MODE OF DEPARTURE

**10%**  
SEA^



**90%**  
AIR

Hobart Airport | 66%  
Launceston Airport | 31%



### AIRLINE SEATS\*

**4.75m**

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

### TOURISM LISTINGS+

**2,795**

Active ATDW tourism listings this quarter in Tasmania; compared to 2,821 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



**\$4.55b**  
TOTAL

**\$2.28b**

INDIRECTLY  
5.4% of  
TAS GSP

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

**22,800**

DIRECTLY  
7.0% of TAS  
filled jobs



**50,800**  
TOTAL

**28,000**

INDIRECTLY  
8.6% of TAS  
filled jobs

Tourism supports 50,800 filled jobs, or 15.6 per cent share, of filled jobs in Tasmania.

This means around 1 in 6 filled jobs are either directly or indirectly supported by tourism.

Tasmania's direct and indirect contribution of tourism filled jobs is the highest in the country.

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 3 December 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.