

When tourism benefits, Tasmanians benefit.

For more than 130 years tourism has empowered Tasmanian communities around the state.

Creating jobs, strengthening our economy, supporting infrastructure development and enhancing local services, recreational activities and our quality of life.

Tourism helps promote and protect what makes Tasmania special – our environment, heritage, wildlife and culture.

It is the backbone of our brand, unlocking trade, innovation, and providing opportunities for business and entrepreneurship, supporting 50,800 Tasmanian jobs.

Increased demand for travel to Tasmania from our visitors, means Tasmanians benefit with more choices for cafes, restaurants, accommodation and experiences and more affordable access to and from our state.

Yet we also know there are many other places around Australia and the world trying to attract holiday visitors, which is why we must continue to invest in marketing, events and infrastructure that benefits visitors and locals, to ensure Tasmanian communities have a strong future and can continue to enjoy the benefits tourism provides.

tourismtasmania.com.au/storyoftourism

Tourism strengthens our economy and community

**\$3.4
BILLION**

from visitors
domestic
and international²

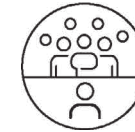
WITH

**\$4.5
BILLION**

Contribution to
GSP or 10.8% highest
in the country⁸



6,567
businesses
rely on tourism³



50,800
jobs supported
by tourism



+83 cents
additional generated
from every tourism
dollar spent⁴

\$3.3 billion
worth of tourism
infrastructure projects
creating jobs and building
confidence in 2024⁵

4.63 million
Air seats in 2024
supported by tourism⁶

63 per cent
Tasmanians believe
tourism brought
major benefits⁷

1,310,400 total visitors to Tasmania in the last year

52% of visitors to Tasmania are on holiday, delivering **70%** of total expenditure²

**Tourism marketing is
vital to ensure travellers
choose Tasmania**

Create demand

Role of culture brand

**Increase awareness of
Tasmanian holiday**

**Compare holiday
destinations**

**Choose
Tasmania**

Book

**Convert
demand**

Role of lead
generation
& conversion

SOURCES:

1. NVS YE Dec 2024, TRA.

Includes overnight and day trip spend

2. TVS YE Dec 2024, Tourism Tasmania and Roy Morgan

3. 15% of all Tasmanian businesses are tourism businesses. Tourism Businesses in Australia June 2024, TRA.

4. State Tourism Satellite Accounts 2023-24, TRA

5. Tourism Investment Monitor, 2023-24, TRA

6. BITRE, Dec 2024

7. EMRS, 2024

8. State Tourism Satellite Accounts 2023-24, ABS

TASMANIA

COME DOWN FOR AIR

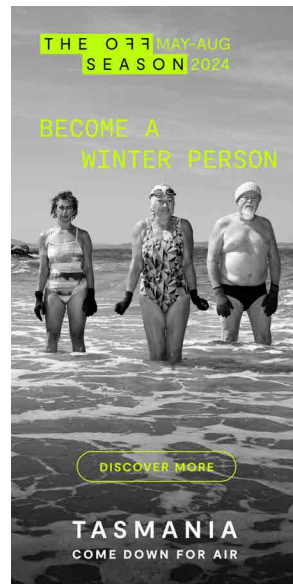
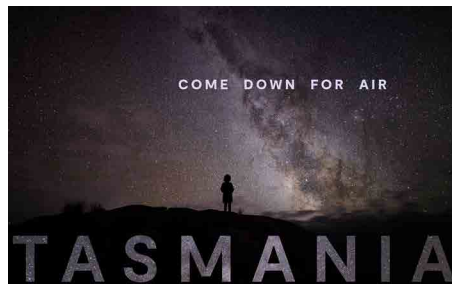


Tasmania stands out by being creative and authentic

Holiday visitors stay longer, travel further, spend more and provide the greatest opportunity for growth

Create demand

Tourism Tasmania creates demand through Come Down For Air and Off Season brand campaigns and PR activity.

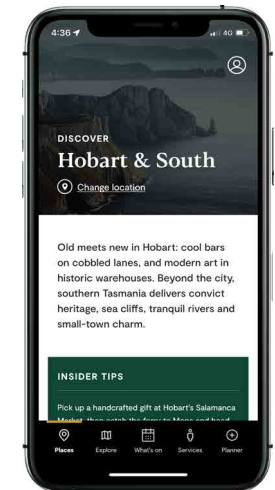


35 per cent
of Australian travellers
have recently seen
Tasmania's brand⁹



Convert demand

Tourism Tasmania converts demand and drives bookings through airline and trade partnerships and creates leads to industry through the Discover Tasmania website and App, showcasing industry experiences and itineraries trip planning.



199,339
seats sold as part of airline
partnership in 2024/25¹⁰

15,820+
visitors to website and App
per day generating 1,202+
clicks to industry¹⁰

Tourism empowers communities and drives a stronger, better future for Tasmania.

When tourism benefits, Tasmanians benefit.

In Tasmania, one in six jobs are supported by tourism, or 50,800 local jobs. Visitors spend more than \$3.4 billion annually in Tasmania contributing to our state economy and helping to fund schools, roads and hospitals.

For every one-dollar visitors spend, another 83 cents is generated in our economy.

An investment in tourism is an investment in community – including better infrastructure and services.

We know a strong infrastructure pipeline creates further jobs, certainty and confidence, while enhancing our regions.

There are currently \$3.3 billion worth of tourism projects being undertaken right across our state.

Behind these projects are innovators. Hardworking Tasmanians who are passionate about supporting Tasmanian jobs, their regional communities and protecting our place.

The amenities visitors seek also benefit Tasmanians. Visitor spending supports local experiences and food producers, accommodation and hospitality venues (including cafes, bars, restaurants), festivals and events, as well as driving investment in public toilets, roads, tracks and signage.

Tourism also supports small businesses and entrepreneurs, particularly in regional areas. Helping to shine a light on makers and producers contributing to other sectors, such as trade, infrastructure, transport and agriculture.

Increased demand for travel to Tasmania from our visitors, means Tasmanians benefit from more flight choices and more affordable access to and from our state.

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We understand our state and our way of life must be managed and protected. Because that's what our visitors love about Tasmania too.

Tourism is a force for good. Helping to protect what is special. Preserving environment, heritage, culture and wildlife, which are at the heart of Tasmania's tourism offering.

And while we are a small island, we have a big offering.

Our unparalleled natural beauty, distinctive biodiversity and World Heritage-listed sites.

We are self-sufficient in renewable electricity and net-zero emissions – which only a handful of places in the world can claim. The positive impact we create is unique.

Tasmania's tourism industry is the first in Australia to formally adopt an emissions reduction program, with more than 119 Tasmanian tourism operators now participating in the program and working to reduce CO2 from our atmosphere.

Our tourism sector is strong, but increasing costs are impacting business sustainability.

We cannot rest on our laurels, many other places with much bigger budgets are investing heavily to attract holiday visitors to their destinations.

To stay competitive and remain in the hearts and minds of consumers, we must continue to build our unique brand strategically.

We know when consumers make purchasing decisions they gravitate to brands or destinations they are familiar with and are likely to spend more if they feel an emotional connection.

Investing consistently in creative, different and memorable brand and marketing activities not only converts current demand, but importantly creates future demand for Tasmania and our tourism industry operators.

Our willingness to work hard and collaborate in partnership across government and industry has ensured our communities are well placed to harness the opportunities.

Our focus is on sustainable growth or value over volume. We want to target the right people at the right time who will contribute positively to our community and environment.

For more than 130 years tourism has been a staple of our economy and empowering Tasmanian communities.

Tourism is for Tasmania.



TASMANIA
COME DOWN FOR AIR

