

# VISITOR DATA SNAPSHOT

YEAR ENDING JUNE 2025



Road into Weldborough,  
Jason Charles Hill

**TASMANIA**

COME DOWN FOR AIR



Tourism  
Tasmania



# TASMANIAN TOURISM SNAPSHOT

KEY INSIGHTS AT QUARTER AND YEAR END JUNE 2025

## JUNE QUARTER 2025

- Tasmania set new records in the June quarter 2025, reaching its highest-ever visitation in a June quarter (307k, up 2.8% year-on-year) and nights (3.21m, up 2.7% year-on-year).
- Visitor expenditure in Tasmania climbed to \$804.7 million in the June quarter, up 11.4% from the same period in 2024. This was the second-strongest June quarter.
- Tasmania welcomed more visitors, who spent more each and per night, and stayed more total nights in the state, while their average length of stay remained stable, when compared to the June quarter of 2024.
- Interstate visitors spent a record-breaking 2.75 million nights in the state, 2.3% above last years' peak.
- All regions saw more visitors this quarter compared to last year, and all but the West Coast also set new visitation records for June quarter.
- Each region also saw a record number of nights stayed by Holiday visitors, except the North which had its second highest number of holiday nights in a June quarter.

## YEAR ENDING JUNE 2025

- Visitors spent \$3.601 billion in the year ending June 2025, up 3.5% from \$3.478b in YE June 2024, though 6% down (-\$252m) on record YE June spend in 2023.
- Visitors average spend has remained stable while their average trip length has dropped by just under half a night in the state – this results in an increase in spend per night (ASPEN) (+4%, or \$11) as visitors spent the same amount, but in a shorter amount of time.
- A record summer and autumn has lifted visitation to 1.348m visitors in YE June 2025 – a record for a year ending June, up 3.6% year-on-year, up 5.3% on YE June 2023 and 2% above pre-COVID levels in YE June 2019.
- Visitors stayed 12.79 million nights in the state, remaining stable compared to YE June 2024, maintaining an 18% increase on YE June 2019.
- Queensland continued to be a strong market, with strong increases year-on-year for spend (\$779m, up 19%), visitors (239k, up 14%) and nights stayed (2.77m, up 7%), and was the only interstate market (state or territory) to see increases across all three metrics.
- The North, North West and East Coast regions experienced record visitation in the YE June 2025, up 8.3%, 7.1% and 1% respectively.
- Following the national trend, international visitors spent a record \$648.6 million in the YE June 2025 in Tasmania, a significant 22.8% increase on 2024. All states saw record spend, with total international spend in Australia up 18% on last year.

## EXPLORE MORE OF THE DATA

The data presented in this report, as well as visitor behaviours and demographics, can be explored in greater detail using the free, online interactive TVS Analyser dashboard [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

# June quarter 2025

Tasmanian Visitor Survey  
Tourism Tasmania and Roy Morgan

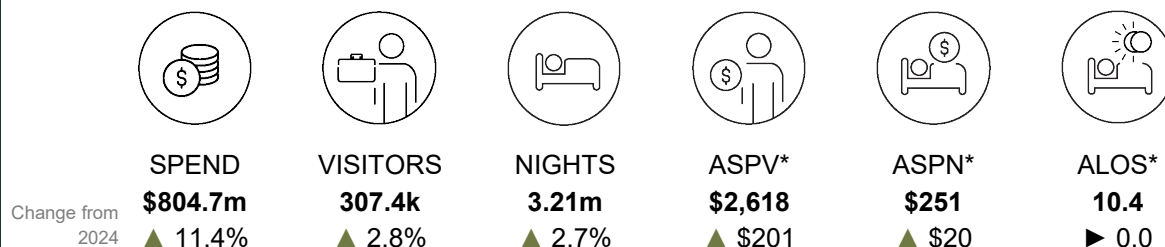
## ALL VISITORS

- Visitors spent \$804.7 million in the state in the June quarter of 2025, the second strongest June quarter, up 11.4% from \$722.5 million in the same period in 2024.
- Tasmania experienced its strongest June quarter ever for visitation (307.4k, up 2.8% YOY) and nights (3.21m, up 2.7% YOY).
- Compared to the June quarter 2024, Tasmania welcomed more visitors, who spent more per visit and per night and stayed more total nights in the state, with no change in their length of stay.

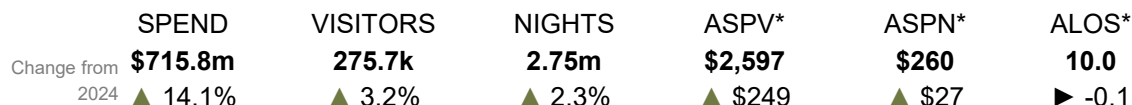
## INTERSTATE VISITORS

- Interstate visitors spent a record-breaking 2.75 million nights in the state, 2.3% above the previous peak.
- Interstate visitor spend (\$715.8 million) and visitation (275.7k) were both the second-strongest for a June quarter, down 10% and 2% respectively below the peak June quarter in 2022.
- These visitors spent 12% (+\$27) more per night of their stay, although their average length of stay remained stable.
- Just under half (48%) of interstate visitors were in the state for a holiday (132.5k), with 14% more visiting this quarter compared to last year.
- Interstate holiday visitors also spent on average 8% (+\$268) more each this quarter (\$3,628), contributing to the lift in spend by these visitors to \$480.8 million, 22.9% higher than June quarter 2024.

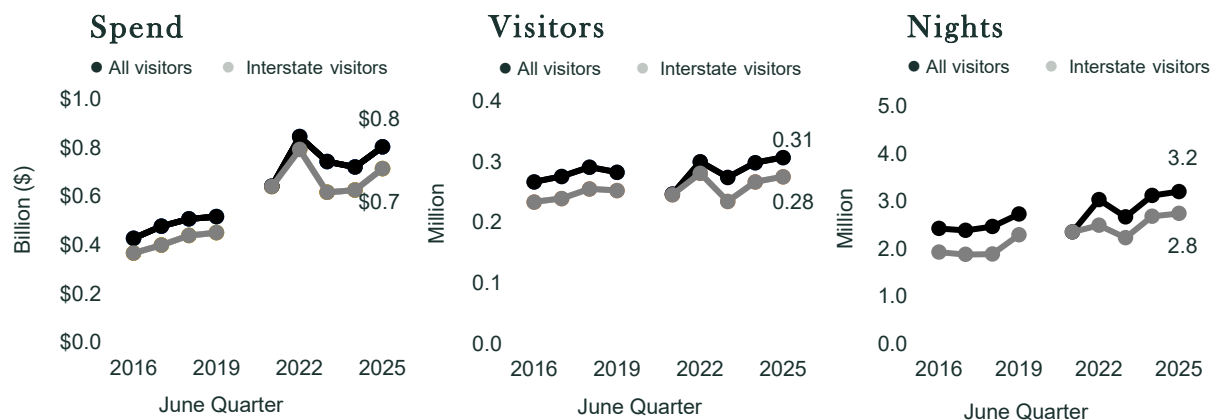
## ALL VISITORS (INTERSTATE + INTERNATIONAL)



## INTERSTATE VISITORS



## JUNE QUARTERLY VISITATION



# June quarter 2025

Tasmanian Visitor Survey  
Tourism Tasmania and Roy Morgan

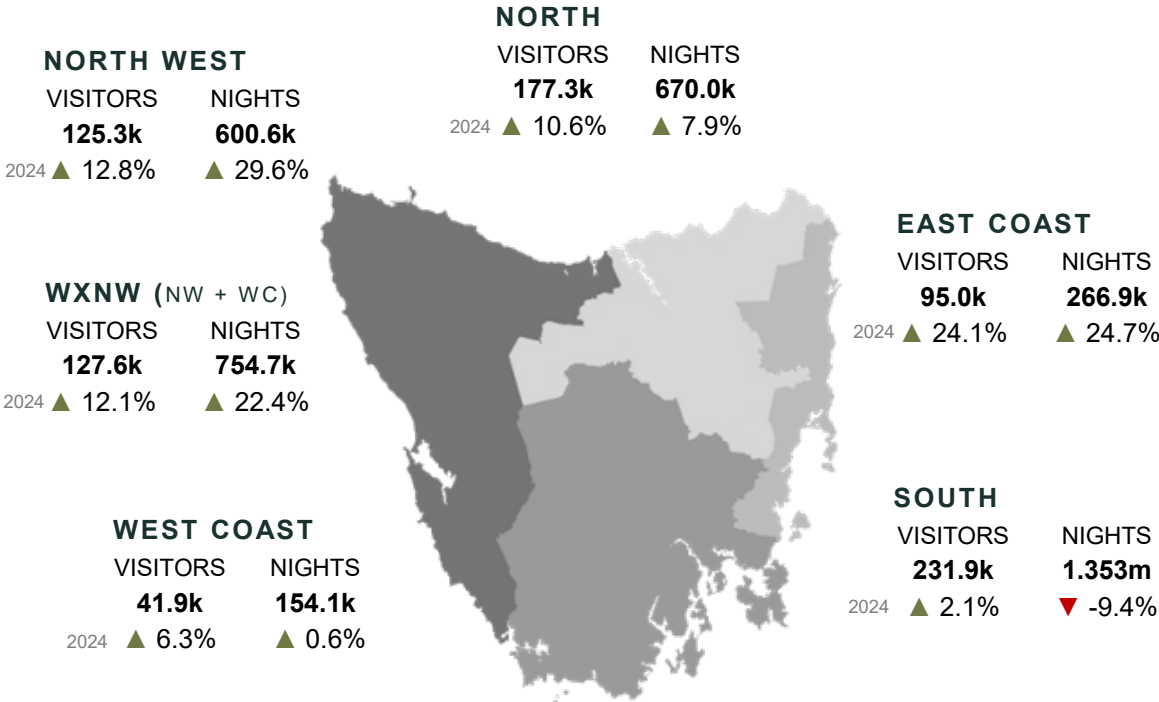
Visitation to the state increased this quarter from last year (+2.8%), with generally positive results across the regions, with a decrease in nights in the south.

## REGIONAL VISITATION

- The South (+2%), North (+11%), East (+24%) and North West (+13%) all set new highs for a June quarter for visitation.
- All regions set new June quarter records for nights stayed by holiday visitors, except the North which had its second highest June quarter.
- For the **South**, there were 17% fewer VFR\* visitors, however this was offset by a 12% increase in holiday visitors year-on-year. Although holiday nights reached a record high, this was not enough to offset declines in VFR and business travel (which peaked at an unusually high level in 2024).
- The **North's** results were led by more business and holiday visitors, with strong increases in visitors and nights, setting new record for nights for this quarter.
- The **North West's** lift came from increases in holiday (+21%) and business (+15%) visitors. The region also saw a record 600.6k nights, 30% up on 2024.
- The record Visitation for the **East Coast** was driven by a 32% increase in holiday visitors.
- The **West Coast** saw a 6% lift in visitors, largely due to a significant 20% increase in holiday visitors.

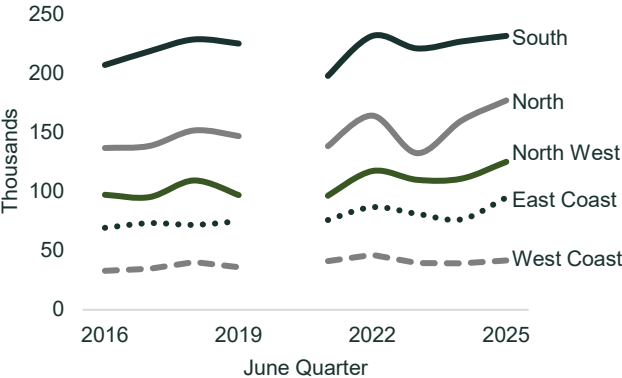
VISITOR DATA SNAPSHOT

## REGIONAL VISITATION



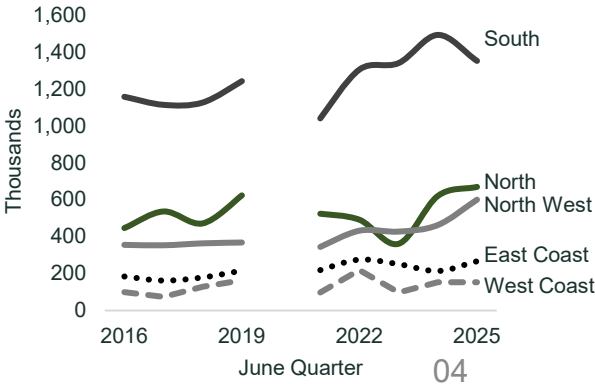
### Visitors

10 years – June quarters



### Nights

10 years – June quarters



\* VFR – Visiting Friends and Relatives

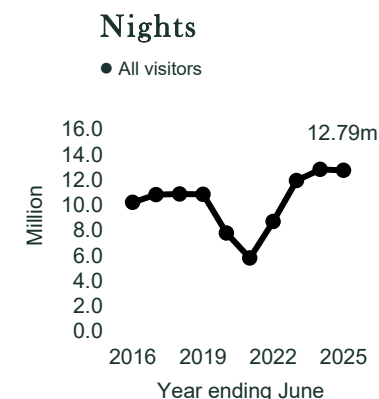
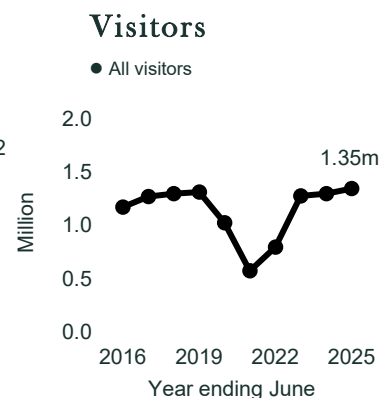
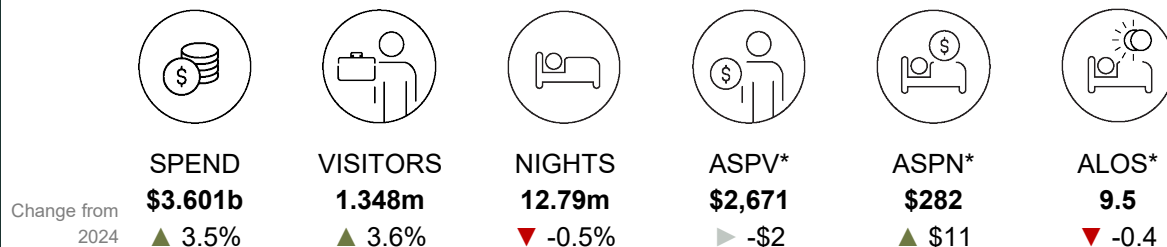
# Year ending June 2025

Tasmanian Visitor Survey  
Tourism Tasmania and Roy Morgan

## ALL VISITORS

- Visitors spent \$3.601b in the year ending June 2025, up 3.5% from \$3.478b in YE June 2024, and 6% down (-\$252m) on record YE June Spend in 2023.
- Visitors' average spend has remained stable while their average trip length has dropped by just under half a night in the state – this means spend per night increased (+4%, or \$11), as they spent the same amount of money but in a shorter amount of time.
- Average spend per visitor (ASPV) was \$2,671 in YE June 2025, down a negligible \$2 year-on-year, although up 40% on YE June 2019.
- Tasmania welcomed 1.348m visitors in YE June 2025, up 3.6% year-on-year, up 5.3% on YE June 2023 and 2% above pre-COVID levels in YE June 2019 (though still just shy, -0.7%, of peak visitation of 1.357m in YE January 2020).
- Visitors stayed a total of 12.79m nights in the state, slightly down 0.5% year-on-year, up 6.7% on YE June 2023 and up 18% on YE June 2019.
- Average length of stay has remained relatively stable for the past three years around 9.5 nights, meaning visitors are still staying around 1.5 nights longer than in 2019.
- At year ending June 2025, 11.8% of visitors were from overseas, below the 15.3% share in YE June 2019.

## ALL VISITORS (INTERSTATE + INTERNATIONAL)



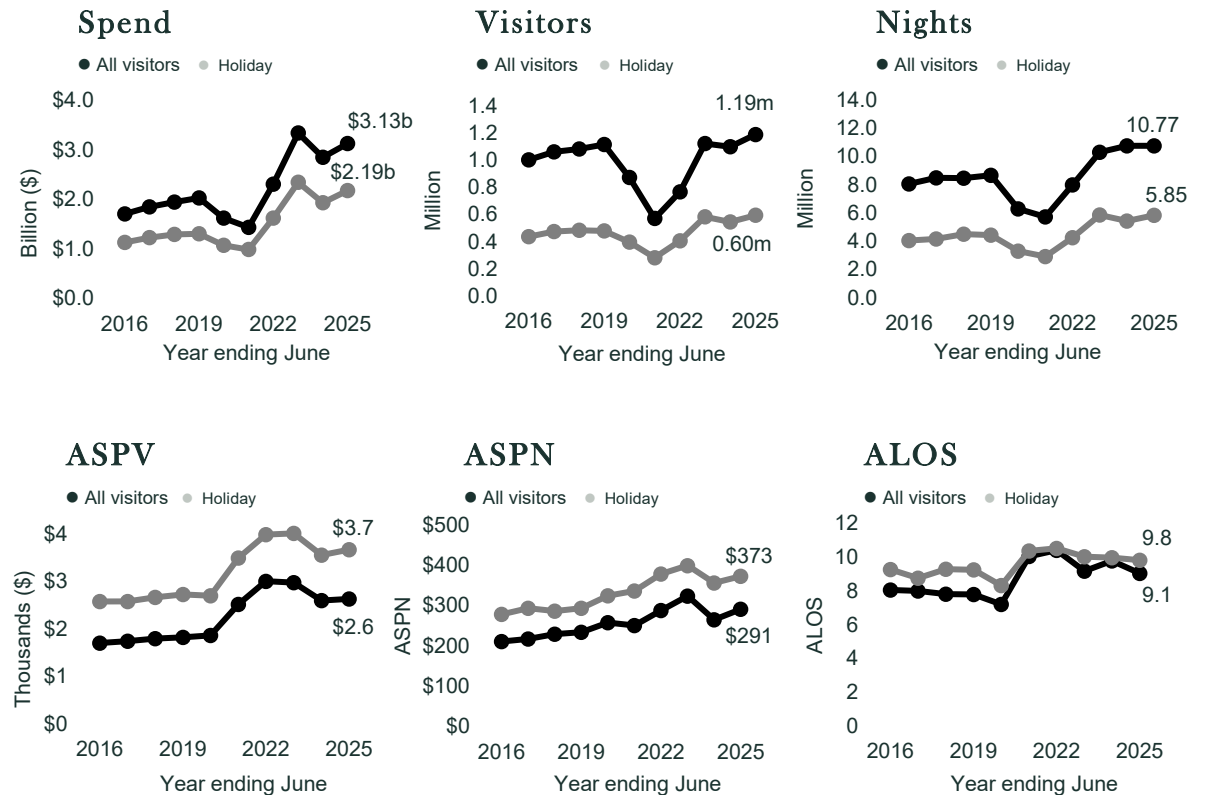
# Year ending June 2025

Tasmanian Visitor Survey  
Tourism Tasmania and Roy Morgan

## INTERSTATE VISITORS

- Visitors from mainland Australia spent \$3.13b in Tasmania in the year ending June 2025, up 9.7% (+\$277m) from YE June 2024 (\$2.86b), and \$1.1b (+54%) more than in YE June 2019.
- Tasmania welcomed a record 1.189m interstate visitors for a YE June in 2025, up 8.2% on the same time last year (peak was YE April 2025, at 1.195m).
- Interstate visitors are spending a little more per visit (+\$35) and per night (+\$26), but they are staying on average 0.7 nights less.
- As **holiday** visitors are the largest share of interstate visitation (50%), changes in their behaviours are more likely to affect overall visitation trends.
- The **interstate holiday market** has grown 9.1% year-on-year to 595k visitors and is up 24% compared to YE June 2019. Each visitor spent more each on average, while their length of stay remained unchanged compared to the same period last year, meaning they are spending more per night of their stay.
- Metrics rose year-on-year, with spend up 12.6%, visitation up 9.1%, and nights up 7.5%, underscoring Tasmania's strong appeal in this core market.

## INTERSTATE VISITORS

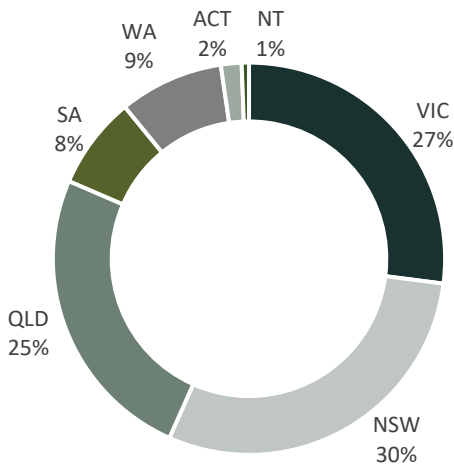


	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.135b	1.189m	10.77m	\$2,636	\$291	9.1
Change from 2024	▲ 9.7%	▲ 8.2%	► 0.1%	▲ \$35	▲ \$26	▼ -0.7
Interstate holiday	\$2.185b	595.4k	5.85m	\$3,671	\$373	9.8
Change from 2024	▲ 12.6%	▲ 9.1%	▲ 7.5%	▲ \$115	▲ \$17	► -0.1

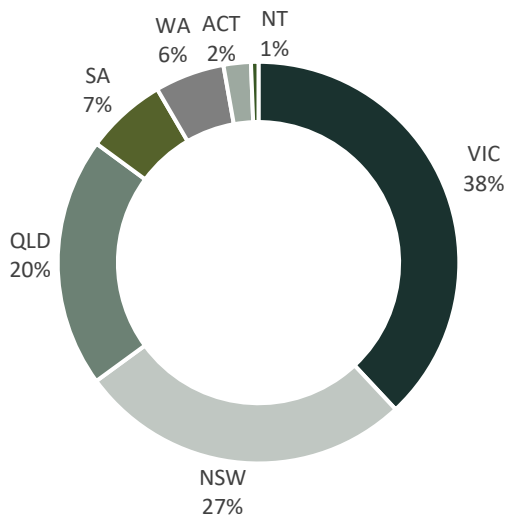
# Interstate Visitors

Tasmanian Visitor Survey, YE June 2025  
Tourism Tasmania and Roy Morgan

Spend share



Visitor share



Purpose of visit share by state of origin

	HOLIDAY	VFR	BUSINESS /CONF.	OTHER	LEISURE HOL+VFR
VIC	43%	29%	23%	6%	72%
NSW	56%	26%	14%	4%	82%
QLD	55%	25%	15%	5%	80%
SA	55%	22%	19%	3%	78%
WA	56%	30%	11%	3%	86%
ACT	38%	43%	14%	5%	81%
NT^	39%	54%	6%	2%	93%
AUS	50%	28%	18%	5%	78%

	SPEND (m)	Change from 2024	VISITORS (000)	Change from 2024	NIGHTS (000)	Change from 2024	ASPV	Change from 2024	ASPN	Change from 2024	ALOS (nights)	Change from 2024
VIC	\$846.1	2.5%	452.3	8.6%	2,963	-5.3%	\$1,871	-\$112	\$286	\$22	6.6	-1.0
NSW	\$928.1	10.4%	320.1	6.1%	2,929	-3.1%	\$2,900	\$114	\$317	\$39	9.2	-0.9
QLD	\$778.7	18.6%	239.0	13.9%	2,766	7.3%	\$3,258	\$129	\$281	\$27	11.6	-0.7
SA	\$238.1	14.1%	77.5	-1.6%	856	19.3%	\$3,071	\$421	\$278	\$13	11.0	1.9
WA	\$268.5	21.7%	66.6	19.8%	972	16.3%	\$4,033	\$66	\$276	\$12	14.6	-0.4
ACT	\$54.4	-27.5%	26.0	-10.8%	213	-30.4%	\$2,096	\$481	\$255	\$10	8.2	-2.3
NT^	\$19.7	-28.6%	7.0	1.6%	60	-65.8%	\$2,793	\$1,183	\$326	\$170	8.6	-16.9
AUS	\$3,134.9	9.7%	1,189.5	8.2%	10,767	-0.1%	\$2,636	\$35	\$291	\$26	9.1	-0.7



# Visitors from Victoria

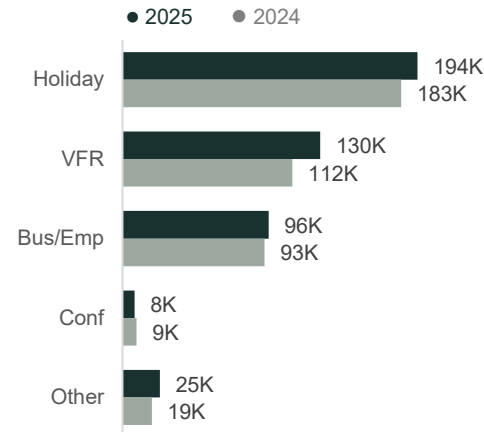
Tasmanian Visitor Survey, YE June 2025  
Tourism Tasmania and Roy Morgan

- Total spend (\$846m, YE June 2025) was up 2.5% on the same period in 2024, despite Victorians spending around \$112 less each per trip.
- Victorian spending has experienced a rebound in the last six rolling year-end months, reversing the downward trend seen from YE Aug 24 to YE Dec 2024. This appears to be led by holiday and VFR visitors.
- Victoria is traditionally Tasmania's largest market, but remains the only one of our top three markets (VIC, NSW, QLD) to have not yet fully recovered to 2019 levels of visitation, although did see an 8.6% lift in visitation from last year.
- The lag in recovery has been due to fewer visitors coming for holiday, then business, convention or conferences and VFR.
- There has however been a significant rebound year-on-year for VFR (+16%) and business (+10%) visitors which has assisted in lifting overall visitation.
- Holiday visitation has increased 5.9% to 194k from the same period in YE June 2024.
- Victorians stayed a total of 2.96 million nights in the state, down 5% on 2024 levels, and stayed for an average of 6.6 nights, down just under a night.

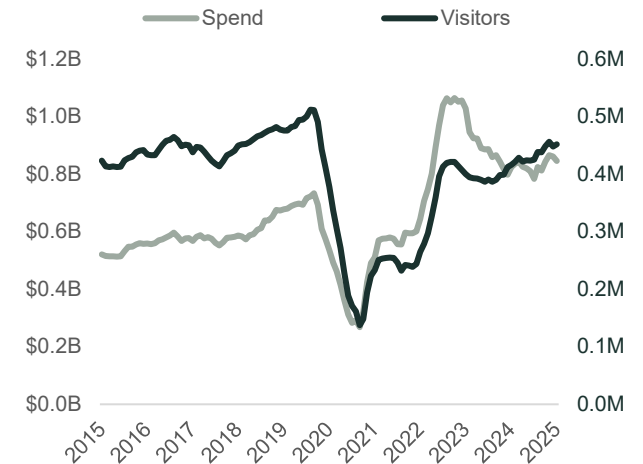
VISITOR DATA SNAPSHOT

## VICTORIA

### Visitors



### Rolling YE Spend and Visitation



Summit of Kunanyi / Mount Wellington  
Samuel Shelley



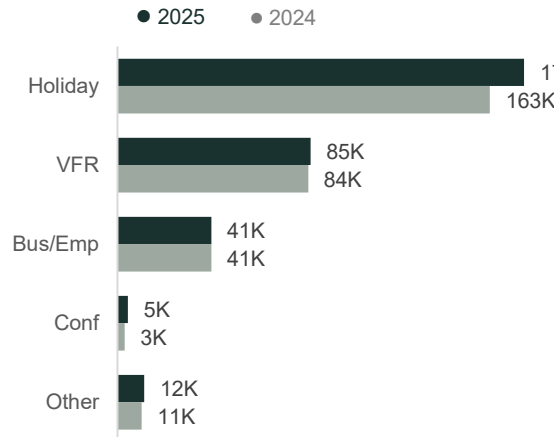
# Visitors from New South Wales

Tasmanian Visitor Survey, YE June 2025  
Tourism Tasmania and Roy Morgan

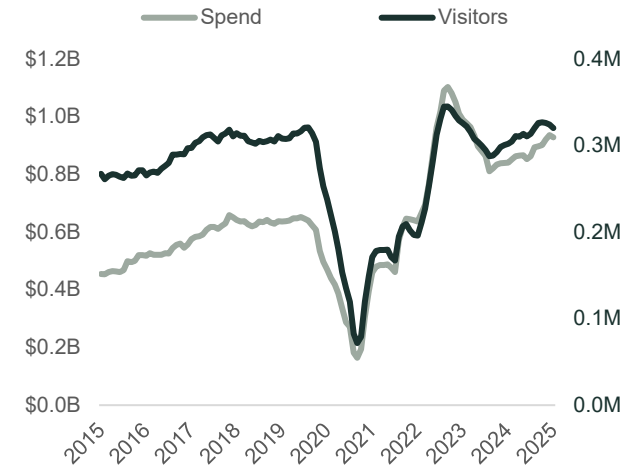
- Visitors from NSW spent \$928m in YE June 2025, up 10.4% year-on-year, and up 45.7% on YE June 2019.
- Visitors spent \$114 more per visit and \$39 more per night while their average length of stay decreased by just under a night (-0.9).
- Total visitation from NSW reached 320k in YE June 2025, up 6.1% year-on-year, down 1.7% on YE June 2023 and up 4% on YE June 2019.
- These visitors spent a total of 2.93 million nights in the state, 3.1% less than in YE June 2024.
- Most purposes of visit saw strong increases in visitation, Holiday (+9%), Convention/conference (+44%) and 'other' (11%) while VFR and business/employment remained relatively stable with 1.3% and 0.1% increases, respectively.

## NEW SOUTH WALES

### Visitors



### Rolling YE Spend and Visitation



# Visitors from Queensland

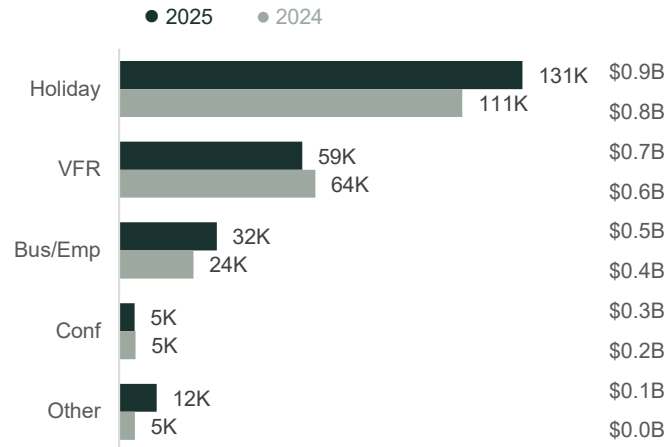
Tasmanian Visitor Survey, YE June 2025  
Tourism Tasmania and Roy Morgan

- Compared to VIC and NSW, Queensland had the strongest year-on-year growth across the key measures of spend, visitors and nights from YE June 2024.
- Queenslanders spent \$779m in the state in YE June 2025, up significantly (18.6%) on last year.
- Queensland leads the top three states in growth since YE June 2019, with an additional \$376m in spend, 65k extra visitors, and 845k more nights stayed in YE June 2025.
- Tasmania welcomed 239k Queenslanders, a 14% increase on YE June 2024, and as with spend, is where the largest increase in visitation has occurred for Tasmania, with +37% more compared to YE June 2019.
- Queenslanders spent a total of 2.77m nights in the state, a 7% increase year-on-year, and a substantial 44% increase on 2019.
- Average spend per visitor and average spend per night were both up, while average length of stay was down 0.7 nights.
- More Queenslanders travelled for a holiday (+17%) and for business/employment purposes (+31%) than the same period in 2024.

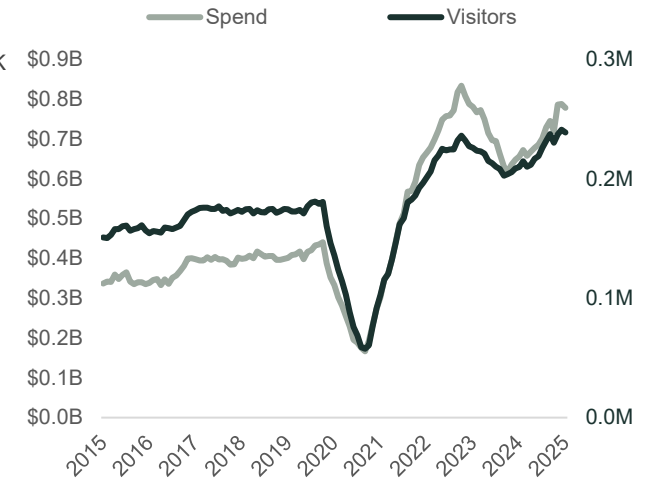
VISITOR DATA SNAPSHOT

## QUEENSLAND

### Visitors



### Rolling YE Spend and Visitation



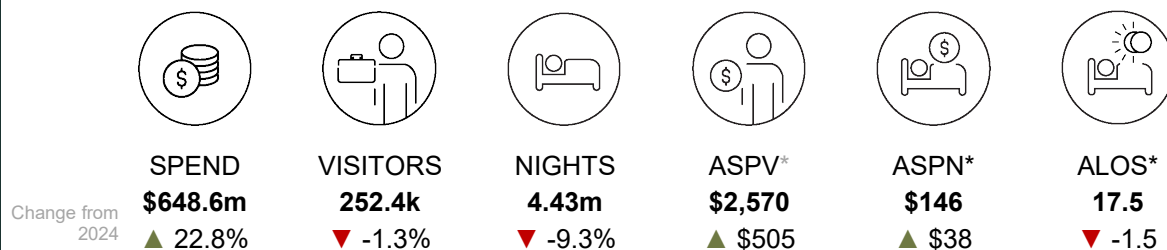
# International Visitors

International Visitor Survey, YE June 2025  
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS).

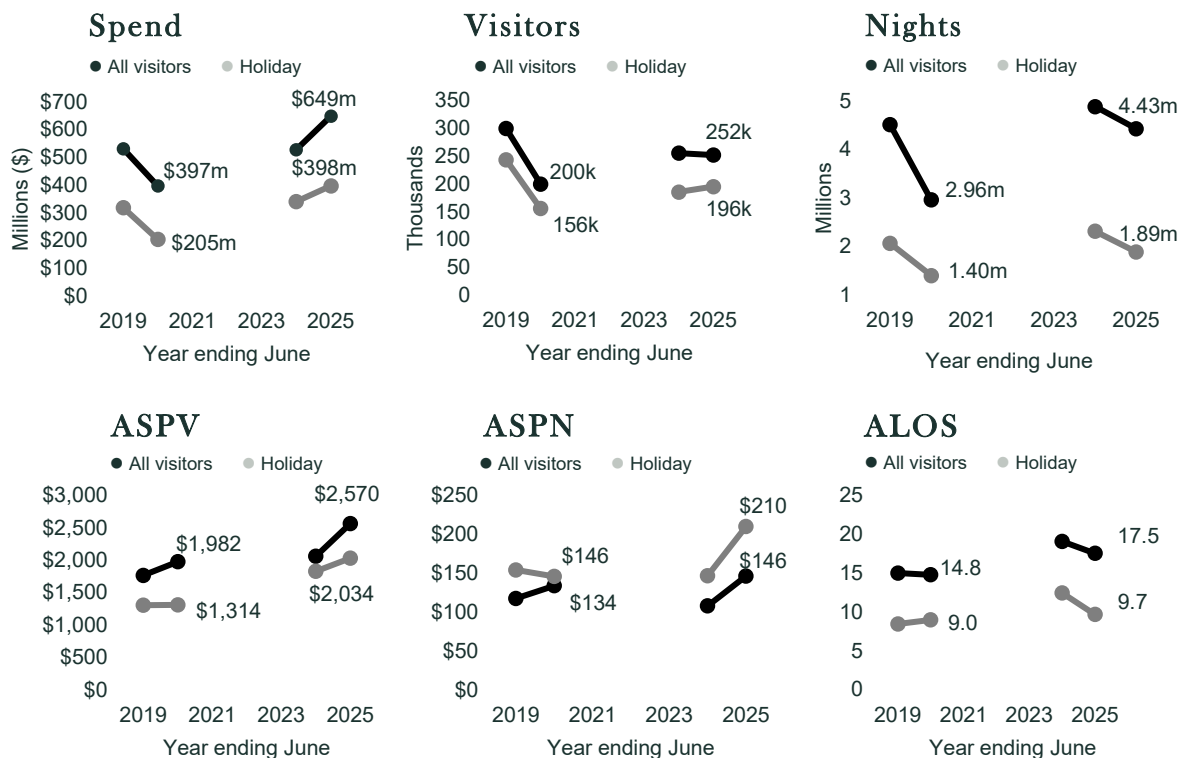
- International visitors spent a record \$648.6m in the state, up 23% (+\$120m) year-on-year driven by each visitor on average spending an additional \$505. This is a national trend – all states saw record spend in YE June 2025, though Tasmania's increase is above the national average (+18% spend in Australia).
- Tasmania welcomed slightly fewer international visitors (-1.3%) in the year ending June 2025, though they spent more per visit and per night of their trip, compared to YE June 2024. Average length of stay was down 1.5 nights, meaning the overall increase in spend was due to their extra spend per night offsetting the decrease in length of stay.
- Post-pandemic international travel into Australia continued to improve throughout 2024-25, with Tasmania maintaining its share of all international visitors to Australia at 3.30% in YE June 25 (3.55% in 2019), and 4.56% of holiday visitors (5.02% in 2019).
- Tasmania's international recovery remains below the national average for spend, visitors, and nights.
- This lag reflects Tasmania's higher proportion of holiday visitors compared to other states. Nationally, holiday visitor numbers sit at 82% of 2019 levels, with Tasmania close behind at 80%. No state has yet recovered to its 2019 holiday visitation levels.

## INTERNATIONAL VISITORS



Recovery % rate to YE June 2019

TASMANIA	122%	84%	98%
AUSTRALIA	125%	90%	110%

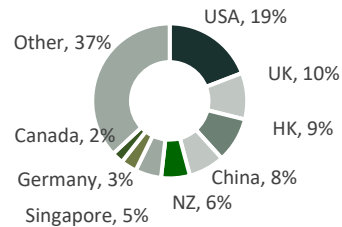




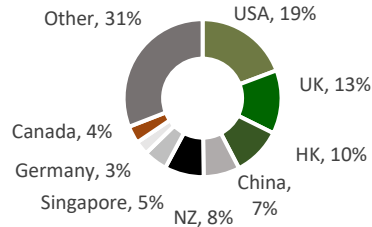
# International Visitors

International Visitor Survey, YE June 2025  
Tourism Research Australia

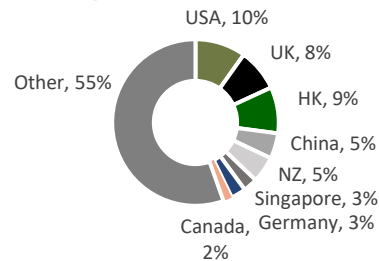
## Spend market share



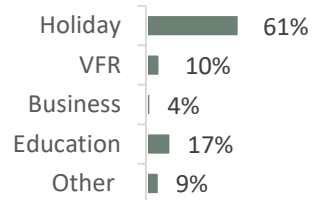
## Visitors market share



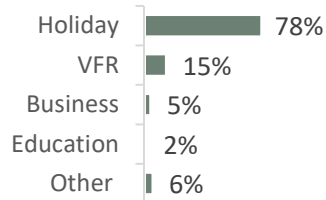
## Nights market share



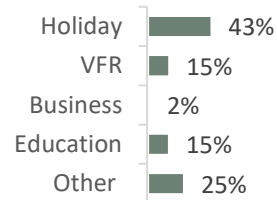
## Spend by purpose<sup>+</sup>



## Visitors by purpose

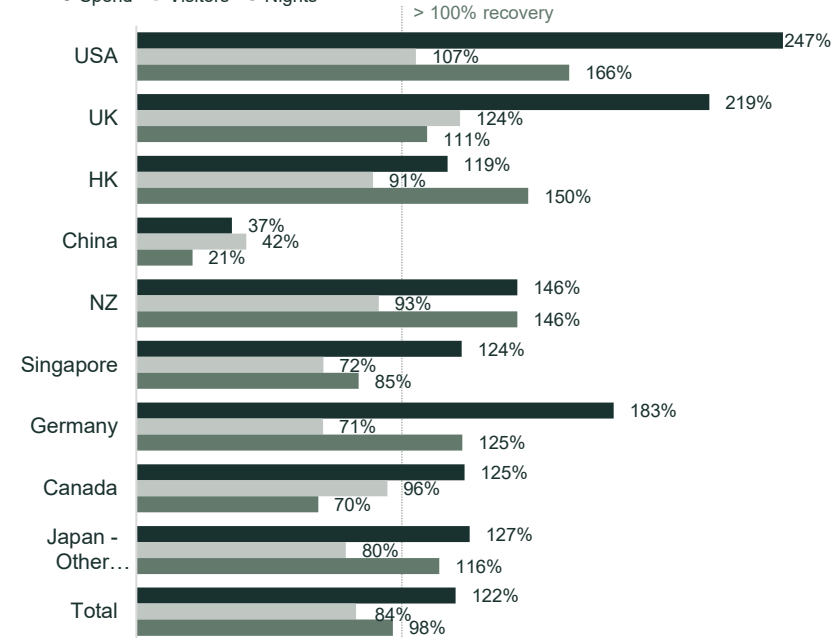


## Nights by purpose



## Market recovery rate compared to 2019

● Spend ● Visitors ● Nights



Ranked by spend	SPEND (m)	Ch from YE Jun 2024	VISITORS (000)	Ch from YE Jun 2024	NIGHTS (000)	Ch from YE Jun 2024	ASPV	Ch from YE Jun 2024	ASPN	Ch from YE Jun 2024	ALOS (nights)	Ch from YE Jun 2024
USA	\$124.1	142.9%	48.7	19.9%	436.4	81.9%	\$2,551	\$1,291	\$284	\$71	9.0	3.1
UK	\$63.0	49.5%	32.9	32.6%	365.5	-14.3%	\$1,916	\$216	\$172	\$74	11.1	-6.1
HK	\$61.2	-12.3%	25.4	8.1%	397.8	70.3%	\$2,412	-\$559	\$154	-\$145	15.7	5.7
China	\$48.7	-1.7%	18.7	-12.7%	219.6	-30.1%	\$2,604	\$291	\$222	\$64	11.7	-2.9
NZ	\$38.9	1.4%	20.3	6.0%	226.3	13.8%	\$1,916	-\$88	\$172	-\$21	11.1	0.8
Singapore	\$35.3	41.1%	12.3	2.2%	122.7	40.9%	\$2,870	\$791	\$288	\$0	10.0	2.7
Germany	\$21.7	28.7%	7.1	-32.8%	127.5	-38.1%	\$3,039	\$1,453	\$170	\$88	17.8	-1.5
Canada	\$15.9	3.3%	9.0	3.8%	76.3	-49.4%	\$1,773	-\$8	\$209	\$107	8.5	-8.9
Other	\$239.7	9.0%	78.0	-17.9%	2,456.1	-18.9%	\$3,073	\$759	\$98	\$25	31.5	-0.4
<b>TOTAL</b>	<b>\$648.6</b>	<b>22.8%</b>	<b>252.4</b>	<b>-1.3%</b>	<b>4,428.2</b>	<b>-9.3%</b>	<b>\$2,570</b>	<b>\$505</b>	<b>\$146</b>	<b>\$38</b>	<b>17.5</b>	<b>-1.5</b>

\* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)

+ The IVS allows different purposes by stopover (overnight stays in a place), and therefore values may add to more than 100%

This list is ordered by spend and reflects all markets where there is sufficient survey sample that meets TRA's publishable data threshold

# Intrastate trips by Tasmanians

Domestic Tourism Statistics (DoTS), Year ending June and June Quarter 2025  
Tourism Research Australia

**NOTE:** Tourism Research Australia's National Visitor Survey (NVS) has been superseded by Domestic Tourism Statistics (DoTS) from January 2025. Previously published NVS data cannot be compared with DoTS. More results will be published as the timeseries builds.

Intrastate visitation data on this page comes from Tourism Research Australia's Domestic Tourism Statistics (DoTS).

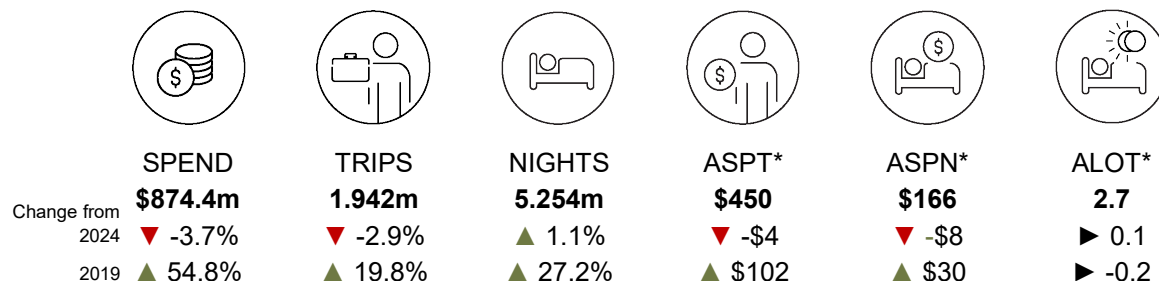
## OVERNIGHT TRIPS

- Tasmanians spent \$874.4m on overnight trips within the state in the year ending June 2025, down 3.7% on the same period last year, although up 54.8% on 2019.
- In the June quarter 2025, although Tasmanians took fewer overnight trips, they spent more per trip and per night away, while also taking slightly longer trips.
- Regional data is only available from 2025, with no comparison available yet for previous years.

## Definition of an overnight trip

- Overnight trips must include at least one night away and be a minimum of 40 kilometres from the respondent's usual place of residence.

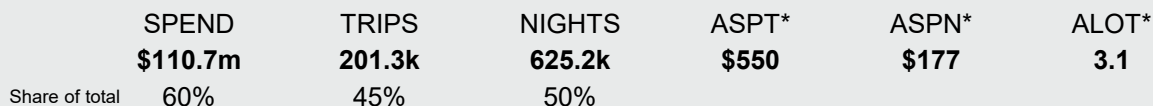
## INTRASTATE OVERNIGHT TRIPS – Year ending JUNE



## INTRASTATE OVERNIGHT TRIPS – June Quarter

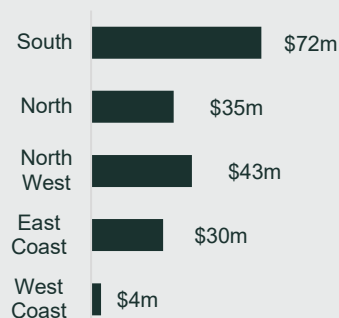


## HOLIDAY OVERNIGHT TRIPS\* – June Quarter



### Spend in regions

● June Quarter 2025



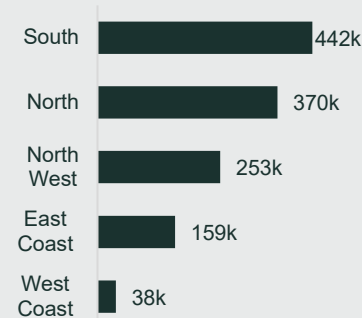
### Overnight trips to regions

● June Quarter 2025



### Nights in regions

● June Quarter 2025



\* ASPT – average spend per trip. ASPN – average spend per night. ALOT – average length of trip (nights)

+ Purpose and regional data from DoTS has not been back cast prior meaning data is only available from 2025 and is not comparable to previously published NVS results.

# Intrastate trips by Tasmanians

Domestic Tourism Statistics (DoTS), Year ending June and June Quarter 2025  
Tourism Research Australia

Intrastate visitation data on this page comes from Tourism Research Australia's Domestic Tourism Statistics (DoTS).

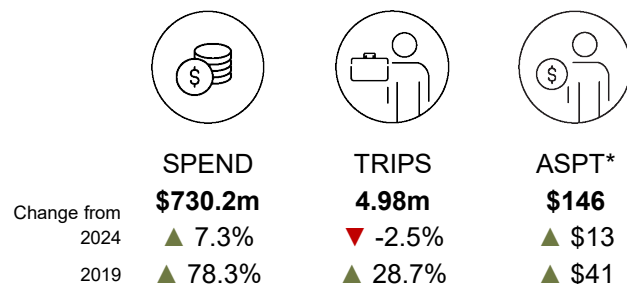
## DAY TRIPS

- Tasmanians spent \$730.2m in the state in the year ending June 2025, up 7.3% year-on-year and up 78.3% on YE June 2019. Although they took slightly fewer day trips (4.98m, down 2.5% YOY) they did take 28.7% more trips than before COVID in YE June 2019.
- Tasmanians spent on average \$146 per day trip in the year ending June 2025, \$13 more per trip than the same period in 2024 and \$41 more than in YE June 2019.
- Over half of day trips (52%) are for 'holiday' purposes and represent 63% of total day trip spend in the state.

### Definition of a day trip for this data

- A day trip is a trip that involves a round-trip distance of at least 50 kilometres from the respondent's usual place of residence, lasting a minimum of four hours and does not involve an overnight stay.

## INTRASTATE DAY TRIPS - Year ending JUNE



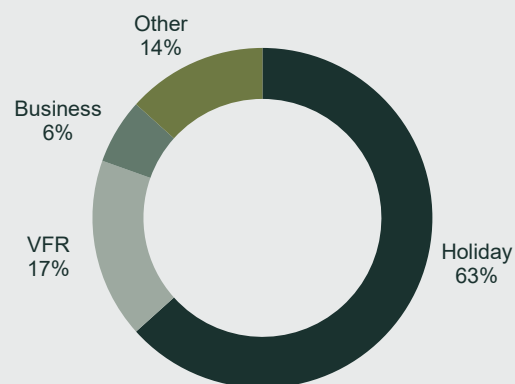
## INTRASTATE DAY TRIPS – June Quarter

SPEND	TRIPS	ASPT*
\$145.7m	1.11m	\$131

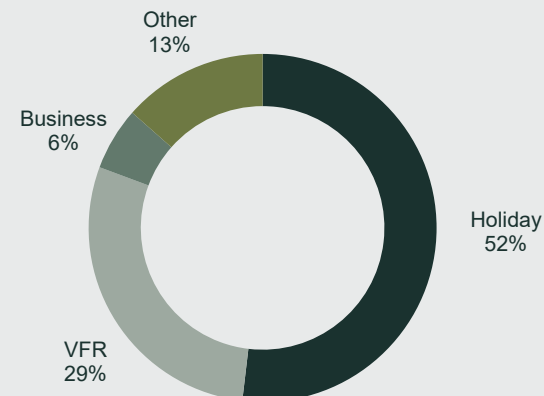
## HOLIDAY DAY TRIPS – June Quarter

SPEND	TRIPS	ASPT*
\$92.3k	575.6k	\$160

### Day trip spend by purpose



### Day trips by purpose





# Regional Visitation

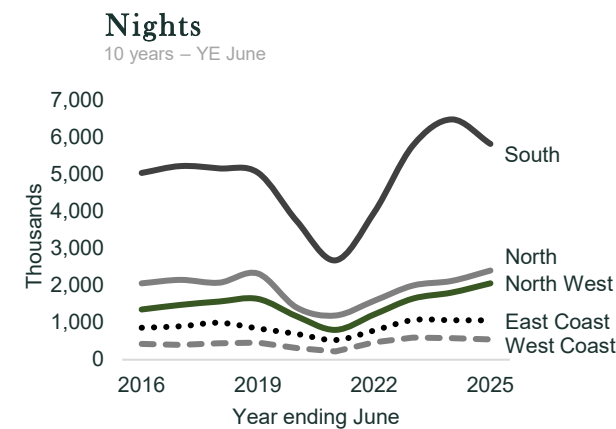
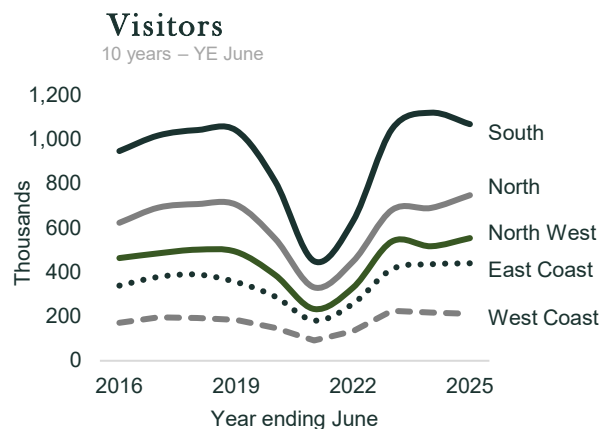
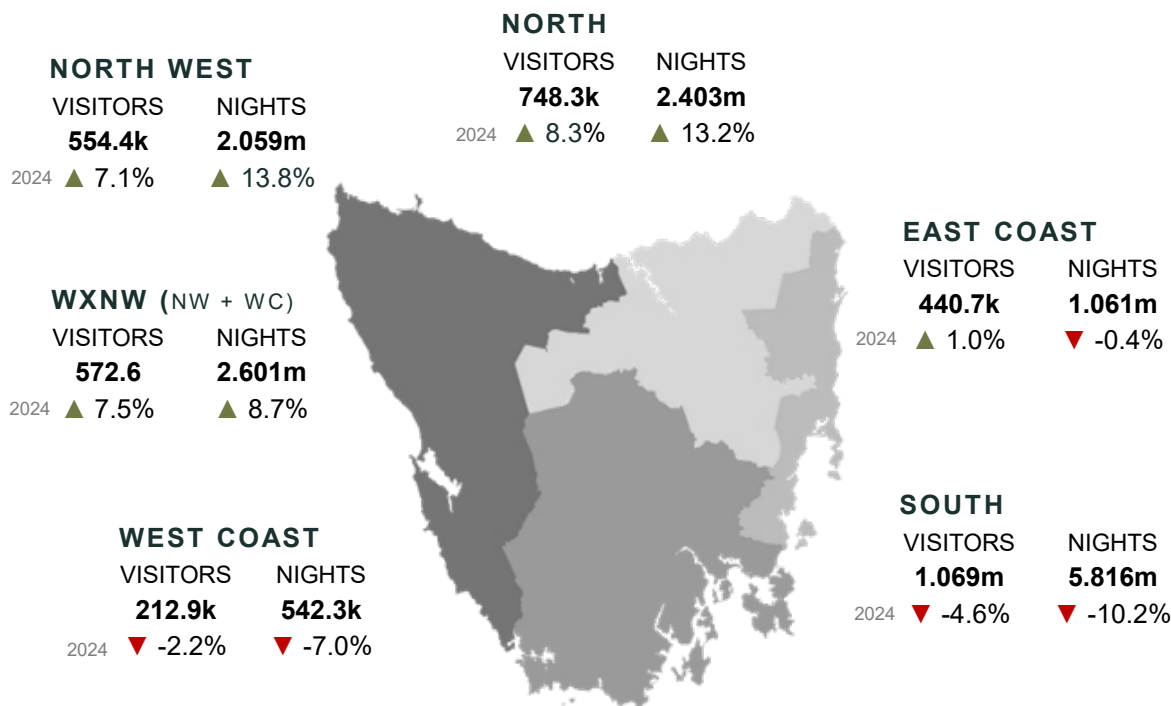
Tasmanian Visitor Survey, YE June 2025  
Tourism Tasmania and Roy Morgan

Visitation (interstate + international) to the state increased by 3.6% from last year, while nights were down slightly (-0.5%), with mixed results across the regions.

- Despite record summer visitation for the state, the **South** saw a decline in visitation in the year ending June 2025 compared to 2024 (a period of record visitation). Holiday\* visitation (58% of visitors to the region) was 12% above 2019.
- The **North** experienced record visitation in year ending June 2025 (748.3k), up 8% year-on-year and up 6% on YE June 2019, largely driven by a 19% year-on-year increase in VFR visitors to the state who included the North in their stay. The North also saw a significant 13% increase in nights spent in the region to 2.403 million (a record for a YE June).
- Visitation and nights for the **East Coast** saw very minimal change compared to last year. Business / employment visitors were down by 16% but this was more than offset by increases in holidayers (+5%) and VFR (+3%).
- The **North West** region welcomed 554.4k visitors, a visitation record for the region that was 7% above YE June 2024. YE May 2025 hit a record for nights spent in the region of 2.10 million.
- The **West Coast** experienced a 2% drop in visitation and a 7% drop in nights stayed, driven by fewer VFR (-18%) and business / employment (-23%) visitors. However, total visitation (+16%) and nights (+17%) remain well above YE June 2019.

VISITOR DATA SNAPSHOT

## REGIONAL VISITATION



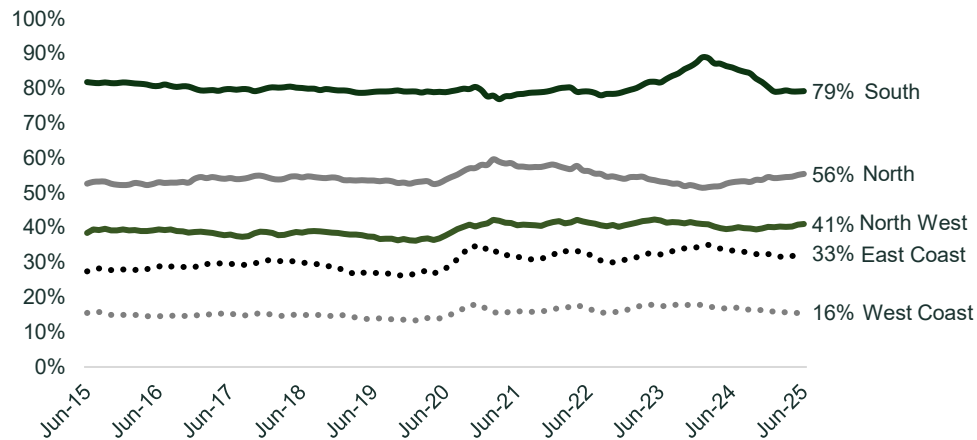
\* Purpose of visit refers to main purpose for *visiting the state* and is not asked for each region visited.

# Regional visitation - year ending June 2025

Tasmanian Visitor Survey  
Tourism Tasmania and Roy Morgan

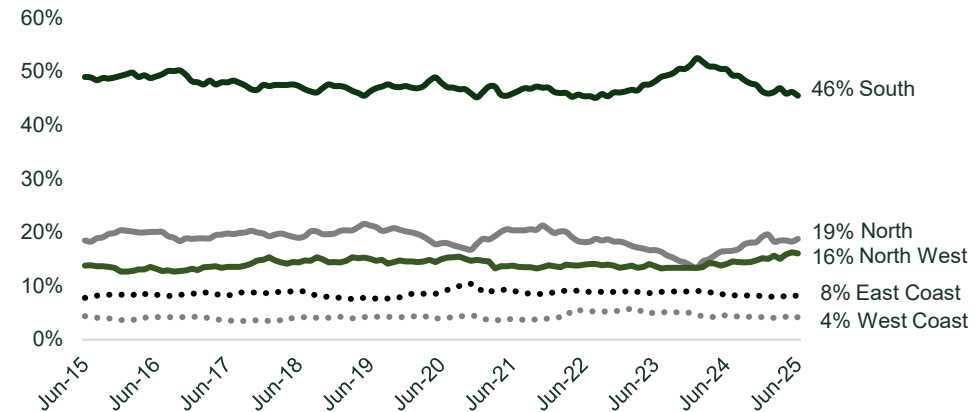
## Regional share of visitors

10 years – Rolling year ending monthly



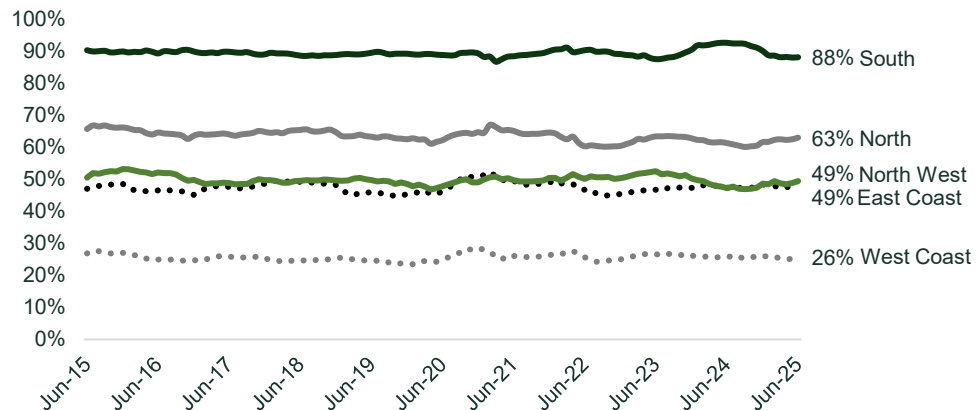
## Regional share of nights

10 years – Rolling year ending monthly



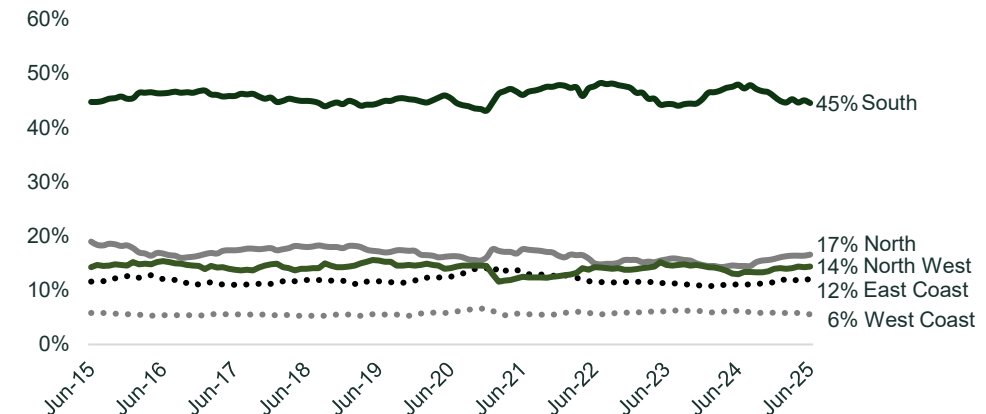
## Regional share of holiday\* visitors

10 years – Rolling year ending monthly



## Regional share of holiday\* nights

10 years – Rolling year ending monthly



## ABOUT THIS SNAPSHOT

The Tasmanian Tourism Snapshot is published every quarter, using the latest Figures from the Tasmanian Visitor Survey (TVS) and supplementary sources to provide you with an overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians.

- Accommodation data from AirDNA and STR can be found in Tourism Tasmania's [monthly accommodation reports](#).
- More detailed statistics are available at Tourism Tasmania's corporate website at [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research) and via the interactive TVS Analyser [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

## DATA SOURCES

### TASMANIAN VISITOR SURVEY (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data on visitors to Tasmania and is based on a sample of more than 9,000 departing visitors per year. Interviews take place at the states' four main airports, as well as the Spirit of Tasmania terminal.  
[www.tourismtasmania.com.au/research/tvs](http://www.tourismtasmania.com.au/research/tvs)

### INTERNATIONAL VISITOR SURVEY (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. Prior to COVID-19 the IVS sampled, on average, 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia (not including Hobart). Between April 2020 and December 2022 the IVS utilised incoming passenger cards and algorithms supplemented by surveys. January 2023 saw the full re-introduction of survey-based sampling.  
[www.tra.gov.au/international](http://www.tra.gov.au/international)

### DOMESTIC TRAVEL STATISTICS (DOTS)

From January 2025, a new Domestic Tourism Statistics (DoTS) collection replaced Tourism Research Australia's National Visitor Survey (NVS). The reasons are outlined on [Changes to the Australian resident tourism statistics collection in 2025](#).

## A NOTE OF CAUTION

- You are advised to exercise care when interpreting figures contained in this report and the TVS Analyser.
- Figures are estimates based on a sample of visitors, and may, therefore, be different from the real figure if data from 100% of all visitors could have been collected.
- These estimates may be subject to chance variation or sampling error, and smaller estimates under 5,000 must be treated with greater caution. Figures that show a change  $\leq 2$  per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables for further information, available at [www.tourismtasmania.com.au/research/tvs](http://www.tourismtasmania.com.au/research/tvs).