

VISITOR DATA SNAPSHOT

YEAR ENDING SEPTEMBER 2025



Tasman Island, Jason
Charles Hill

TASMANIA
COME DOWN FOR AIR



TASMANIAN TOURISM SNAPSHOT

KEY INSIGHTS AT QUARTER AND YEAR END SEPTEMBER 2025

SEPTEMBER QUARTER 2025

- Tasmania welcomed more visitors, who spent more each per visit and per night. However, they spent half a night less each during their stay resulting in a reduction in total nights compared to the September quarter of 2024.
- Tasmania welcomed 243.9k visitors in the September quarter 2025, up 4.8% year-on-year. Visitors stayed a total of 1.90m nights in the state, down 1.6% on the September quarter of 2024.
- Visitor spend in the September quarter was the second-strongest for this quarter at \$554.5 million, up 11.8% from the same period in 2024.
- Compared to the same quarter in 2024, visitors spent on average an additional \$141 per visit and \$35 extra per night of their stay.
- Most regions saw lifts in visitation this quarter compared to last year, with the north and north west setting new records for a September quarter.

YEAR ENDING SEPTEMBER 2025

- Visitor spend reached \$3.659 billion, a rise of 5.7% on the previous year (\$3.461b in YE September 2024). While just 2% (\$60m) below the strongest year ending September in 2023, this result highlights Tasmania's enduring appeal and strong visitor economy.
- A record summer, autumn and winter lifted visitation to 1.36 million (+4.1%), marking the first time Tasmania has surpassed pre COVID levels (+2% on YE September 2019).
- Visitors not only came in greater numbers, they also spent more. Higher spend per trip and per night more than offset a slight shortening in average stay (down almost half a night).
- Average spend per visitor rose \$41 to \$2,691 (+1.5%), while average spend per night climbed \$17 to \$287 (+6.3%).
- Visitors stayed 12.75 million nights across the state, holding steady year on year and maintaining an 18% uplift compared to YE September 2019.
- Visitation from Queensland surged 15% to a record 243,000 visitors. They spent more too, up 19% to \$798m, with Queensland the only one of the top three markets (VIC, NSW, QLD) to record increases across visitors, spend and nights.
- Visitors explore all corners of the state, with the north (+11%) and north west (+9%) achieving record visitation.
- International visitors contributed a record \$588 million (+5.3% on 2024). Tasmania's growth followed the national positive trend, with international spend across Australia up 15%. All states, except the Northern Territory and ACT, recorded new highs.

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

September quarter 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

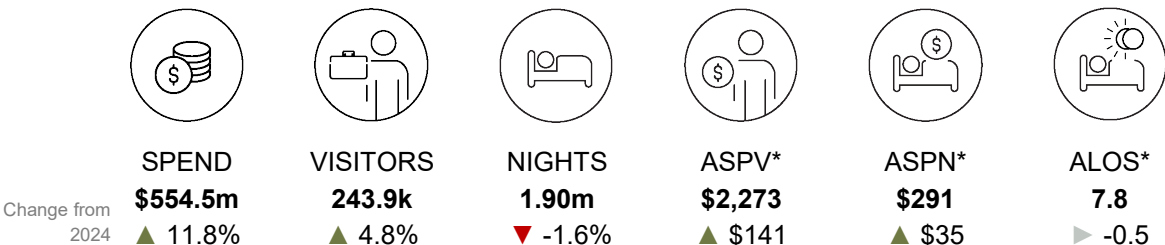
ALL VISITORS

- Visitors spent \$554.5 million in Tasmania this quarter, the second-strongest September quarter ever recorded. This represents an 11.8% lift on the same period in 2024 (\$496.2m).
- Visitation reached 243,900 (+4.8%), with visitors spending a total of 1.90 million nights in the state, down only slightly (-1.6%) compared to last year.
- Compared to September quarter 2024, Tasmania welcomed more visitors, who each spent more per trip and per night. A modest shortening in average stay led to fewer nights overall, but the higher spend more than offset this.

INTERSTATE VISITORS

- Interstate visitors contributed \$469 million in spend, the second-highest September quarter result, up 6.6% year-on-year.
- Visitation rose to 217,800 (+3.4%), while total nights were down 7.1% to 1.51 million.
- More interstate travellers came to Tasmania this quarter, spending more per visit and per night, even as their average stay shortened by just under a night.
- Holiday travel drove the strong spend results. 40% of interstate visitors (87,600 people) came for a holiday, spending on average 9% more each (+\$277) at \$3,258 per visitor. Their collective spend reached \$285.5m, 3.4% higher than the same quarter in 2024.

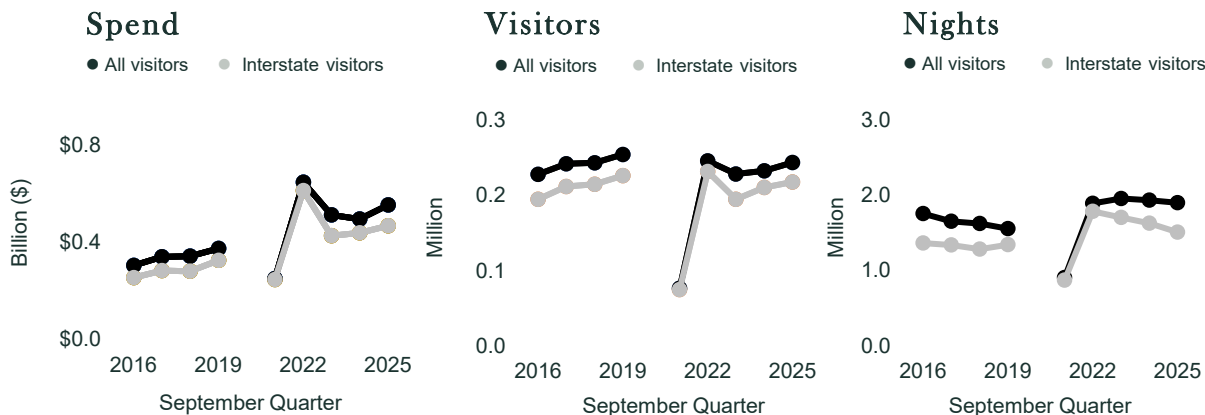
ALL VISITORS (INTERSTATE + INTERNATIONAL)



INTERSTATE VISITORS



SEPTEMBER QUARTERLY VISITATION



September quarter 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

Visitation to the state increased this quarter from last year (+4.8%), with mixed results across the regions, including a decrease in visitors in the south.

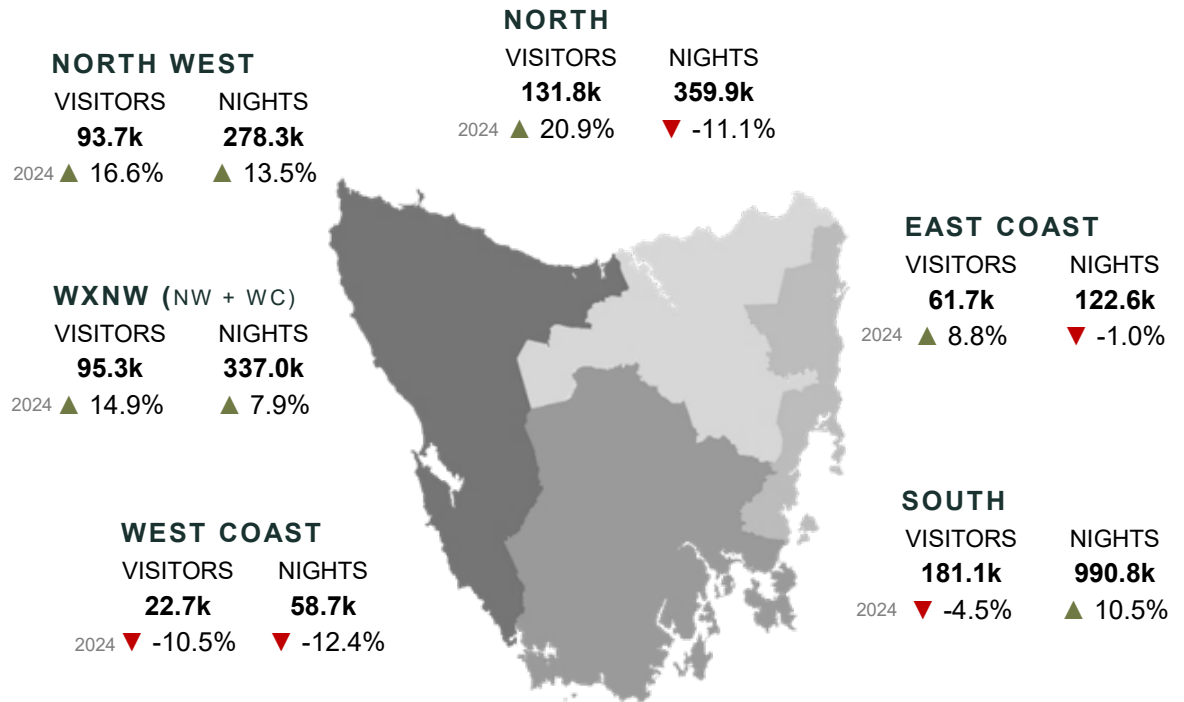
REGIONAL VISITATION

- The **north** (+21%) and **north west** (+17%) set new highs for a September quarter for visitation.
- For the **south**, decline in visitation stemmed from fewer visitors departing via Hobart airport than the same quarter last year, however those who did visit the south stayed longer with nights increasing by just over 10%.
- The **north's** visitation results were led by strong increases in holiday and VFR visitors. Nights spent by VFR visitors were up 10%, this was however offset by an 18% drop in holiday nights.
- The **north west's** lift came from increases in holiday (+16%) and VFR (+47%) visitors. Holiday nights in the region decreased but were more than counteracted by a large increase in VFR nights.
- The visitation increase for the **east coast** was driven by holiday and VFR visitors.
- The **west coast** saw fewer visitors and nights, led by fewer holiday-makers visiting the region.

Explore more regional data via the interactive [TVS Analyser dashboard](#).

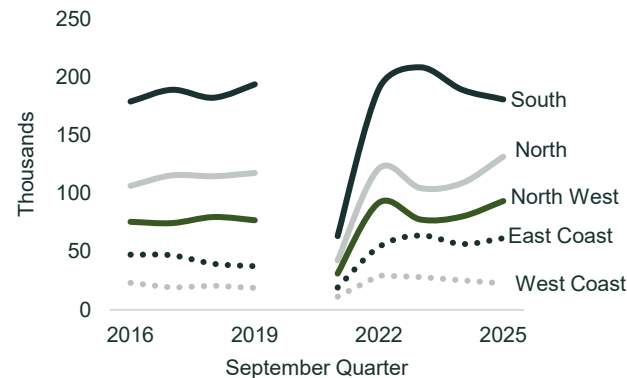
VISITOR DATA SNAPSHOT

REGIONAL VISITATION



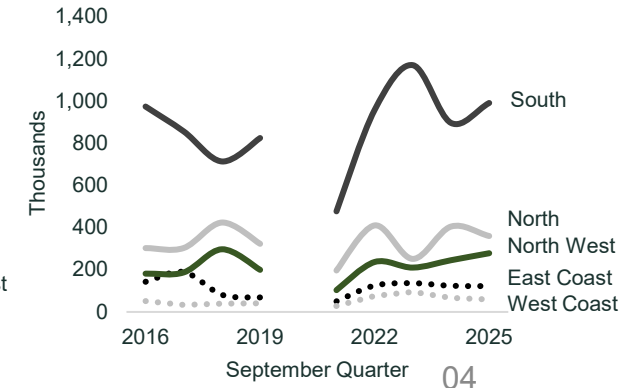
Visitors

10 years – September quarters



Nights

10 years – September quarters



* VFR – Visiting Friends and Relatives

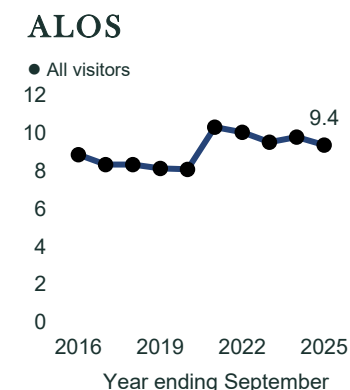
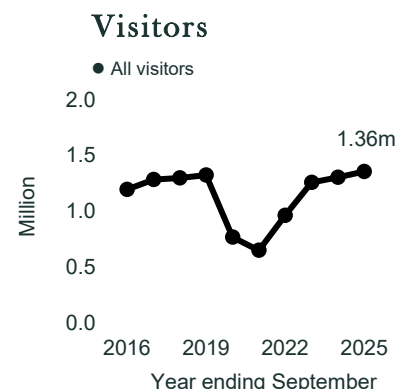
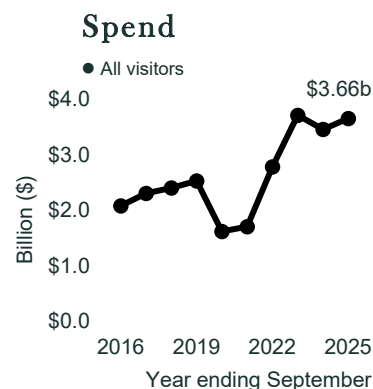
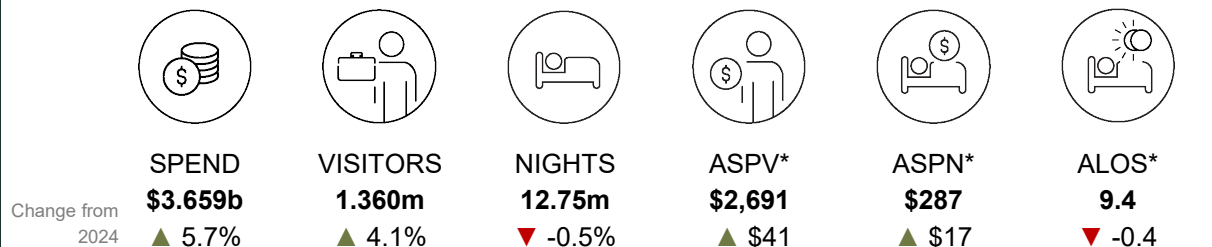
Year ending September 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

- Visitors spent \$3.659 billion in Tasmania, up 5.7% on the previous year (\$3.461b). This sits just 2% (\$60m) below the strongest year ending September in 2023, underscoring the strength of the visitor economy.
- More visitors came, and they spent more per trip and per night. A slight shortening in average stay (just under half a night) was more than offset by higher spend.
- Average spend per visitor rose \$41 to \$2,691 (+1.5%), while average spend per night lifted \$17 to \$287 (+6.3%)
- Tasmania welcomed 1.36 million visitors; the highest level ever recorded. This represents a 4.1% increase year-on-year and is 2% above pre-COVID levels in YE September 2019.
- Visitors stayed a total of 12.75 million nights, down only 0.5% year-on-year, but still 18% higher than YE September 2019.
- Length of stay has remained steady at around 9.5 nights over the past three years, meaning visitors are still staying about 1.5 nights longer than in 2019.
- International visitors accounted for 12% of total visitation, below the 15% share recorded in YE September 2019, highlighting ongoing slower recovery in some global travel markets.

ALL VISITORS (INTERSTATE + INTERNATIONAL)



Year ending September 2025

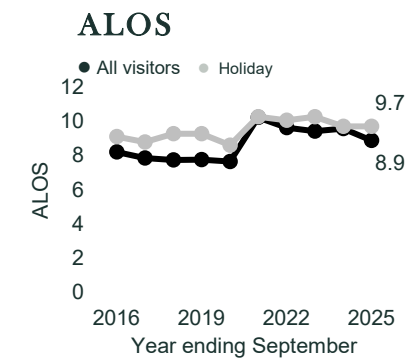
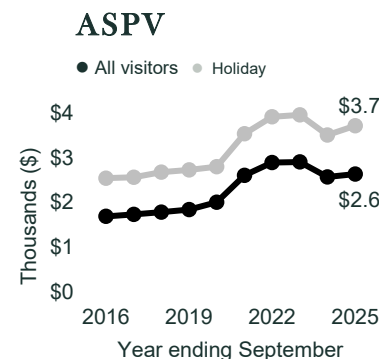
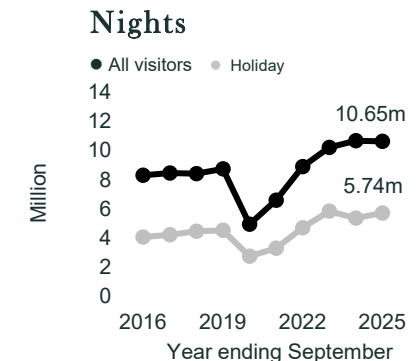
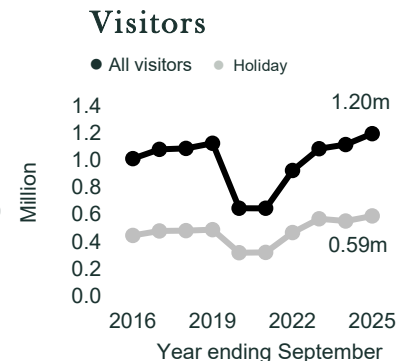
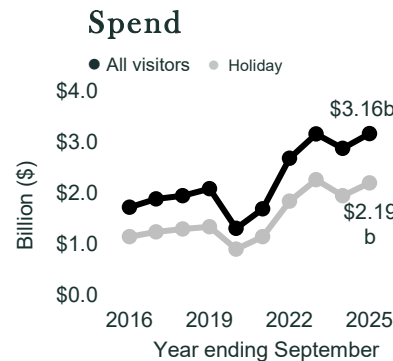
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

INTERSTATE VISITORS

- Around 88% of Tasmania's visitors come from interstate, meaning their travel behaviours generally drive the overall trends for visitation, nights and spend.
- Mainland visitors spent \$3.16 billion in Tasmania, up 10.2% (+\$293m) on 2024 (\$2.87b) and \$1.1b (+52%) higher than 2019.
- Tasmania welcomed a record 1.197 million interstate visitors, the highest ever for a 12-month period, up 7.3% year-on-year.
- Interstate travellers are spending more per visit (+\$69) and per night (+\$29), though their average stay shortened by 0.7 nights.
- With holiday visitors making up nearly half of interstate travel (49%), shifts in their behaviour strongly influence overall trends.
- The interstate holiday market grew 6.6% to 590,300 visitors, up 21% on 2019. Each visitor spent more on average, while their length of stay held steady, meaning higher spend per night.
- All holiday key metrics rose year-on-year: spend +12.8%, visitation +6.6%, and nights +6.7%, underscoring Tasmania's strong appeal in this core market.

INTERSTATE VISITORS

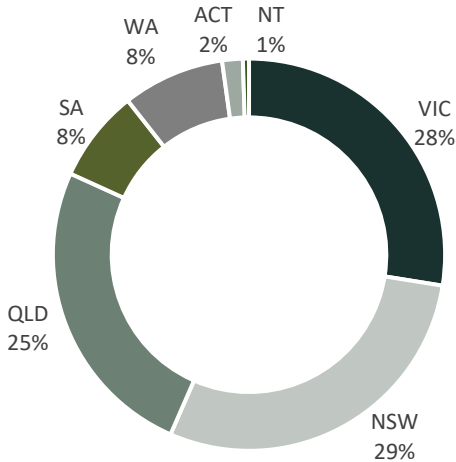
	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.164b	1.197m	10.65m	\$2,644	\$297	8.9
Change from 2024	▲ 10.2%	▲ 7.3%	► -0.4%	▲ \$69	▲ \$29	▼ -0.7
Interstate holiday	\$2.195b	590.3k	5.74m	\$3,718	\$382	9.7
Change from 2024	▲ 12.8%	▲ 6.6%	▲ 6.7%	▲ \$203	▲ \$21	► 0.0



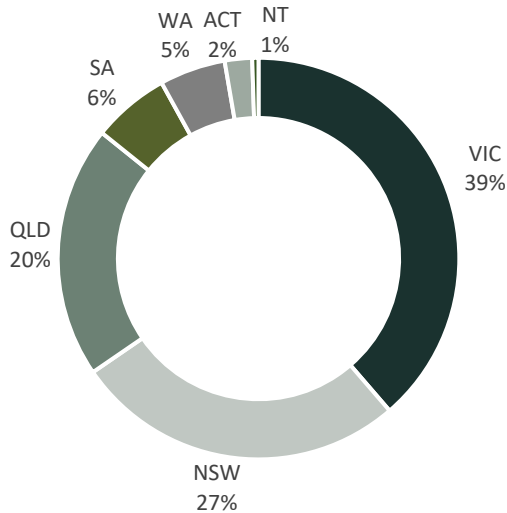
Interstate Visitors

Tasmanian Visitor Survey, YE September 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	41%	31%	23%	5%	72%
NSW	55%	27%	15%	4%	82%
QLD	54%	26%	15%	4%	81%
SA	59%	21%	18%	3%	80%
WA	57%	31%	11%	2%	87%
ACT	36%	42%	18%	4%	78%
NT^	28%	57%	13%	2%	85%
AUS	49%	29%	18%	4%	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	\$869.5	5.1%	461.4	9.3%	3,044	-2.2%	\$1,885	-\$75	\$286	\$20	6.6	-0.8
NSW	\$918.8	6.3%	319.7	3.1%	2,910	-5.8%	\$2,874	\$87	\$316	\$36	9.1	-0.9
QLD	\$797.8	19.4%	243.5	14.9%	2,678	2.8%	\$3,276	\$123	\$298	\$41	11.0	-1.3
SA	\$241.4	15.8%	74.1	-5.4%	814	14.3%	\$3,258	\$595	\$296	\$4	11.0	1.9
WA	\$265.1	25.4%	64.0	15.3%	918	13.8%	\$4,144	\$336	\$289	\$27	14.4	-0.2
ACT	\$53.9	-23.7%	26.4	-11.9%	221	-19.8%	\$2,041	-\$316	\$244	-\$12	8.4	-0.8
NT^	\$16.0	-21.9%	6.5	-6.0%	58	-35.5%	\$2,455	-\$500	\$276	\$48	8.9	-4.1
AUS	\$3,163.7	10.2%	1,196.7	7.3%	10,651	-0.4%	\$2,644	\$69	\$297	\$29	8.9	-0.7

* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
^ Changes in Northern Territory results are reflective of a reduced sample in 2025 compared to 2024

Visitors from Victoria

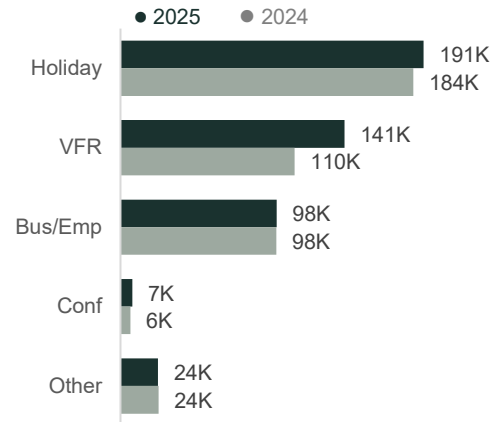
Tasmanian Visitor Survey, YE September 2025
Tourism Tasmania and Roy Morgan

- Total spend (\$870m, YE September 2025) was up 5.1% on the same period in 2024, despite Victorians spending around \$75 less each per trip – this occurred due to length of stay reducing by almost a full night.
- Victorian spending has experienced a rebound in the last nine rolling year-end months, reversing the downward trend seen from YE August 24 to YE December 2024. This recovery is 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, despite a 9.3% lift in visitation from last year.
- The lag in recovery has been due to fewer visitors coming for most purposes of visit, except for VFR which has for the first time now surpassed 2019 levels.
- Year-on-year there was strong growth for VFR (+29%) and convention (+19%) visitors which has assisted in lifting overall visitation.
- Holiday visitation has increased 3.5% to 191k from the same period in YE September 2024.
- Victorians stayed a total of 3.04 million nights in the state, down 2% on 2024 levels, for an average of 6.6 nights, down just under a night (-0.8 of a night).

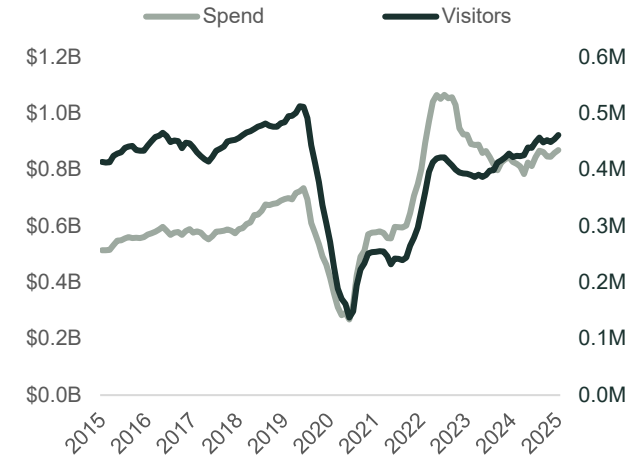
VISITOR DATA SNAPSHOT

VICTORIA

Visitors

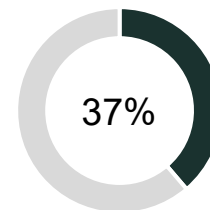


Rolling YE Spend and Visitation

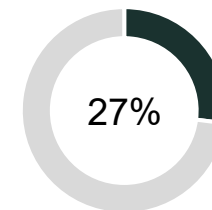


Share of interstate visitation

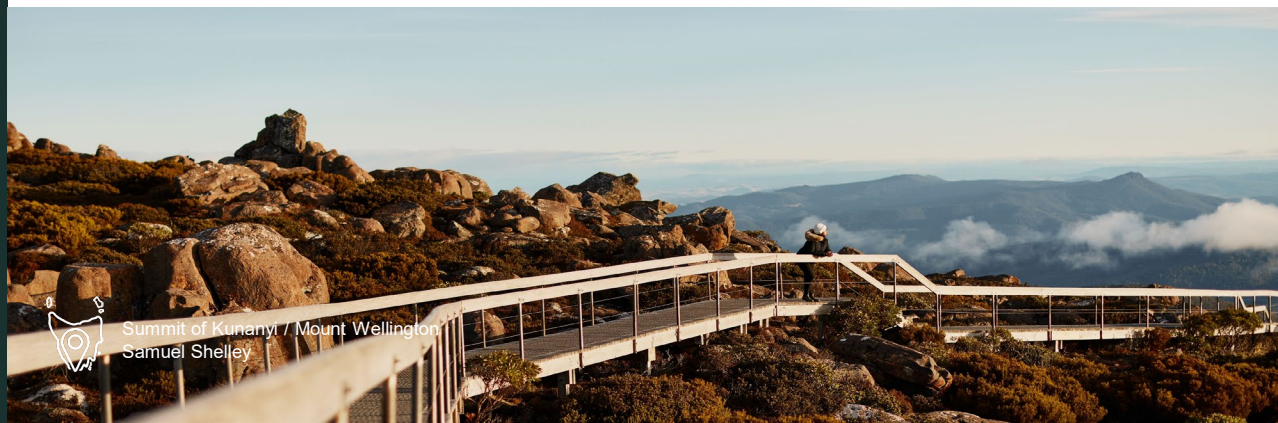
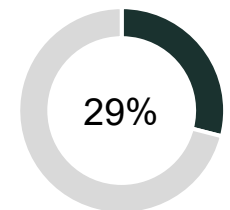
Visitors



Spend



Nights



Summit of Kunanyi / Mount Wellington
Samuel Shelley

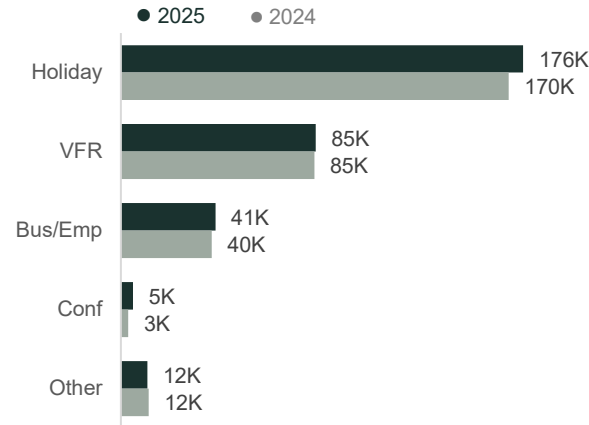
Visitors from New South Wales

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

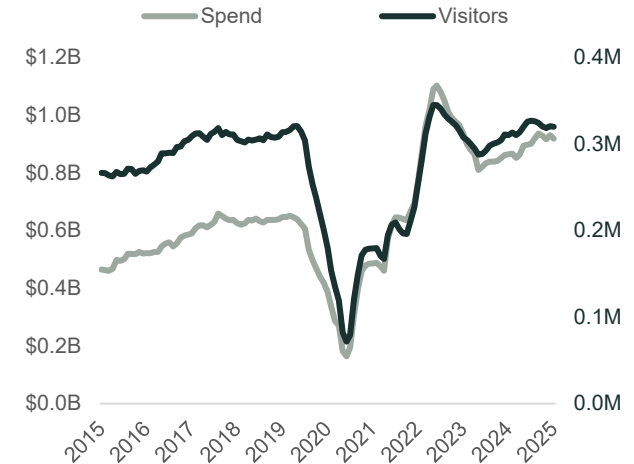
- Visitors from NSW spent \$919m in YE September 2025, up 6.3% year-on-year, and up 42% on YE September 2019.
- Although they stayed on average around half a night less in the state, they increased their spend per night by \$18 (to \$316) leading to the increase in total spend.
- Total visitation from NSW reached 320k in YE September 2025, up 3.1% year-on-year, and up 1.9% on YE September 2019.
- These visitors spent a total of 2.91 million nights in the state, 5.8% fewer than in YE September 2024.
- Most purposes of visit saw increases in visitation, Holiday (+4%), VFR (+0.6%), Business (+4%) and Convention/conference (+65%) except for 'other' which dropped by 5%.

NEW SOUTH WALES

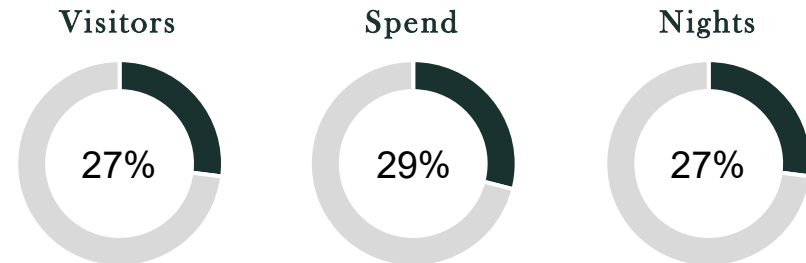
Visitors



Rolling YE Spend and Visitation



Share of interstate visitation



Visitors from Queensland

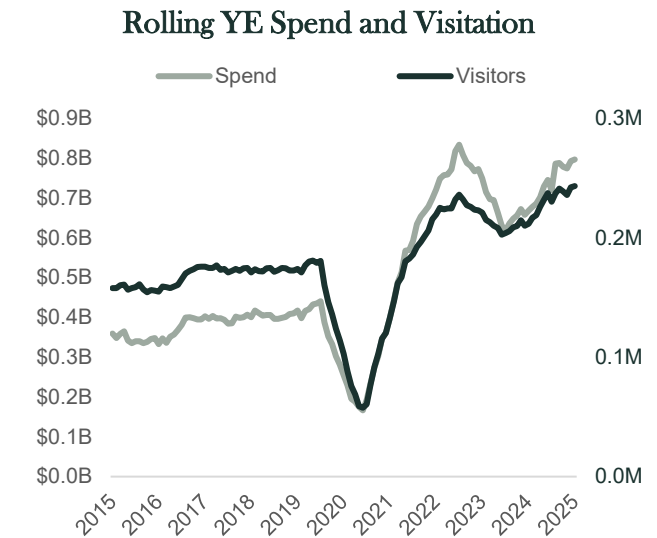
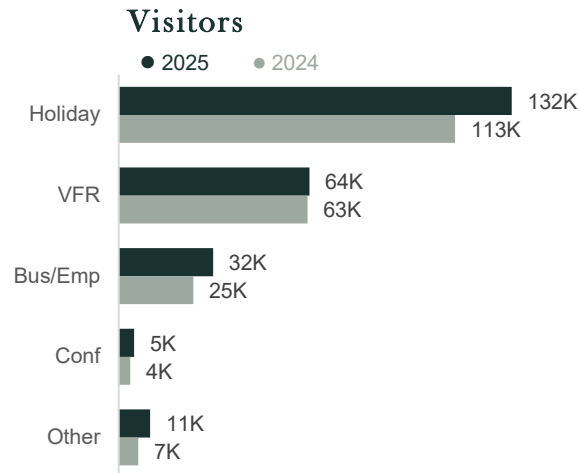
Tasmanian Visitor Survey, YE September 2025
Tourism Tasmania and Roy Morgan

- Queensland visitation surged 15% to a record 243,000 visitors in YE September 2025. They spent more too, up 19% to \$798m, with Queensland the only one of the top three markets (VIC, NSW, QLD) to record increases across visitors, spend and nights.
- Queenslanders spent \$798m in the state, up significantly (19.4%) on last year.
- Queensland leads the top three states in growth since YE September 2019, with an additional \$380m in spend, 69k extra visitors, and 73k more nights stayed in YE September 2025.
- Queenslanders spent a total of 2.68m nights in the state, a 3% increase year-on-year, and a substantial 38% increase on 2019.
- While average spend per visitor increased, average spend per night fell slightly, and visitors stayed an average of 0.3 nights longer in the state.
- More Queenslanders travelled for a holiday (+17%) and for business/employment purposes (+26%) than the same period in 2024.

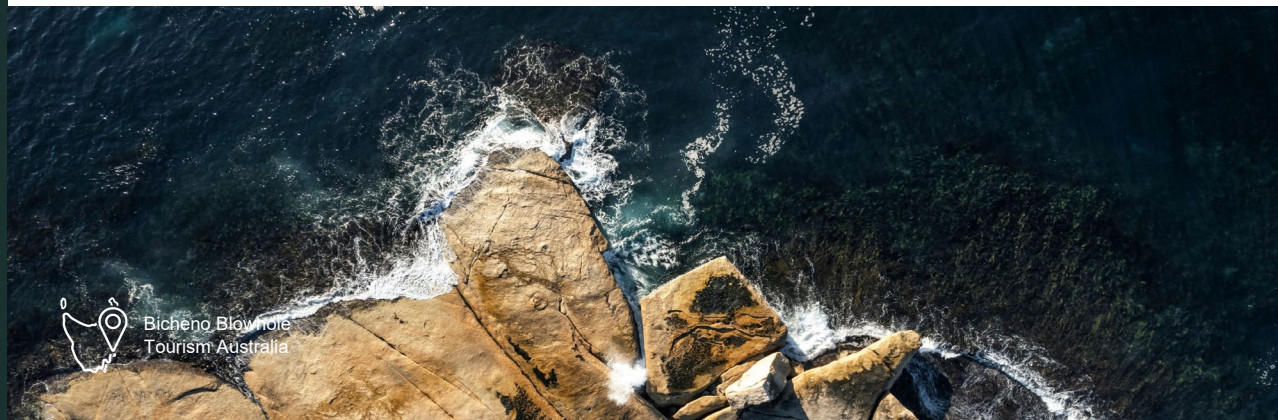
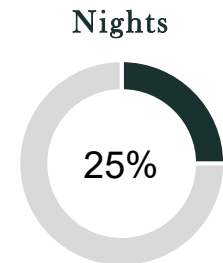
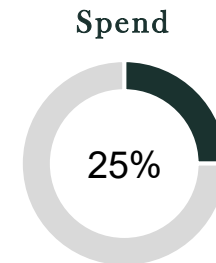
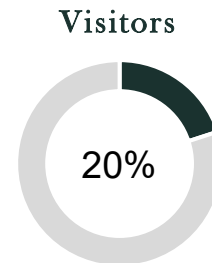
Explore more visitor data, including state of origin and purpose of visit, via the interactive [TVS Analyser](#) dashboard.

VISITOR DATA SNAPSHOT

QUEENSLAND



Share of interstate visitation



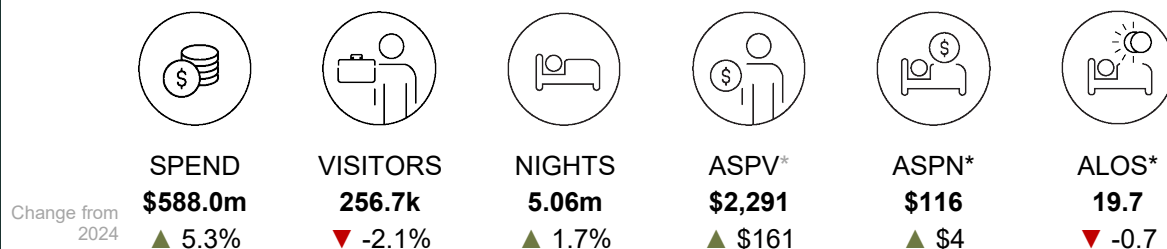
International Visitors

International Visitor Survey, YE September 2025
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS). *Note that TRA has revised down the previously reported spend results for the March and June quarters due to an over-count of the spend reported by visitors.*

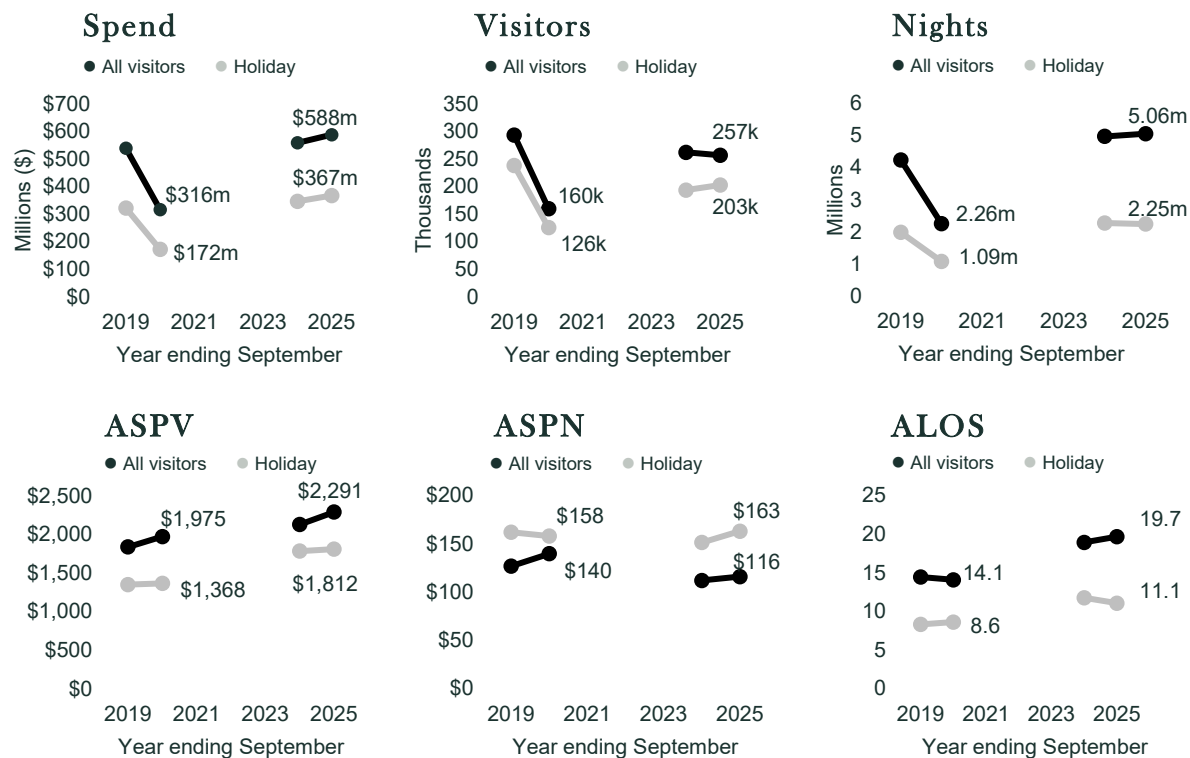
- International visitors spent a record \$588m in the state, up 5.3% (+\$30m) year-on-year, with each visitor spending an additional \$161 on average.
- Tasmania welcomed slightly fewer international visitors (-2.1%) in the year ending September 2025, though they spent more per visit and slightly more per night of their trip, compared to YE September 2024. Total nights increased 1.7% to 5.06m, although average length of stay was down almost a night.
- Post-pandemic international travel into Australia continued to improve throughout 2024-25, and Tasmania maintained its share of all international visitors to Australia at 3.26% in YE September 25 (3.45% in 2019), and 5.17% of holiday visitors (5.08% in 2019).
- Tasmania's international recovery leads the national average for nights (TAS 119%, national average 112%) while falling behind the national average for spend and visitors.
- This lag reflects Tasmania's higher proportion of holiday visitors compared to other states. Nationally, holiday visitor numbers sit at 84% of 2019 levels, with Tasmania just ahead at 85%. No state has yet fully recovered to its 2019 holiday visitation levels.

INTERNATIONAL VISITORS



Recovery % rate to YE September 2019

TASMANIA	109%	88%	119%
AUSTRALIA	118%	93%	112%

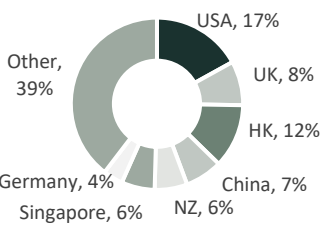


* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
* Gaps in graphs is due to limited/no sample during COVID disruption (YE September 2021, 22 & 23)

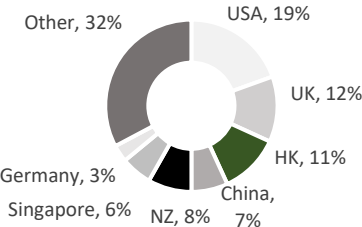
International Visitors

International Visitor Survey, YE September 2025
Tourism Research Australia

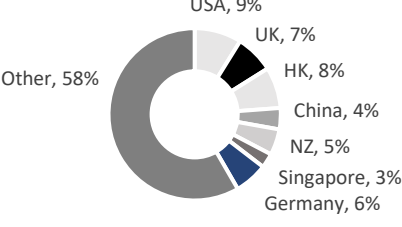
Spend market share



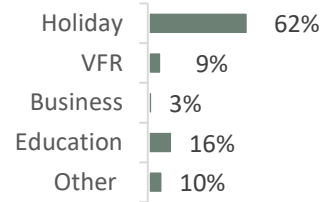
Visitors market share



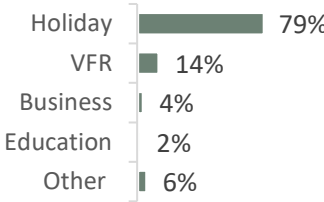
Nights market share



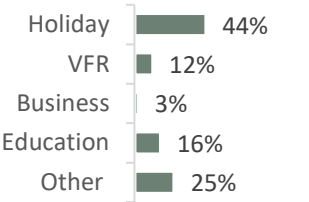
Spend by purpose*



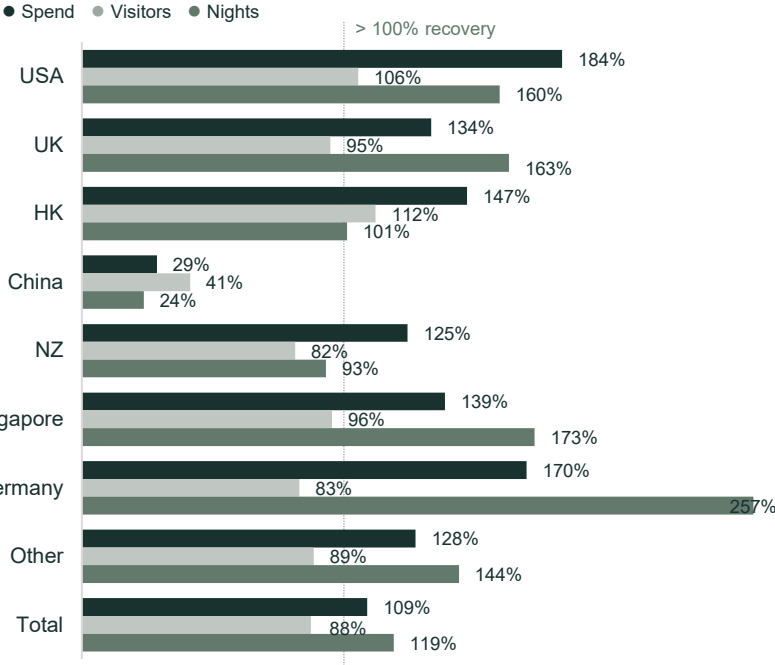
Visitors by purpose



Nights by purpose



Market recovery rate compared to 2019



Ranked by spend	SPEND (m)	Ch from YE Sept 2024	VISITORS (000)	Ch from YE Sept 2024	NIGHTS (000)	Ch from YE Sept 2024	ASPV	Ch from YE Sept 2024	ASPN	Ch from YE Sept 2024	ALOS (nights)	Ch from YE Sept 2024
USA	\$98.0	76.5%	48.4	15.6%	441.5	71.7%	\$2,024	\$698	\$222	\$6	9.1	3.0
HK	\$69.4	9.9%	28.2	24.8%	385.6	90.4%	\$2,465	-\$335	\$180	-\$132	13.7	4.7
UK	\$48.0	28.8%	30.6	21.7%	360.6	12.3%	\$1,570	\$86	\$133	\$17	11.8	-1.0
China	\$40.6	-35.5%	17.0	-22.9%	199.7	-46.9%	\$2,392	-\$470	\$203	\$36	11.8	-5.3
Singapore	\$36.1	36.2%	14.5	21.4%	136.4	50.1%	\$2,499	\$271	\$265	-\$27	9.4	1.8
NZ	\$35.3	-6.4%	20.4	0.6%	243.2	10.2%	\$1,732	-\$128	\$145	-\$26	11.9	1.0
Germany	\$21.5	33.0%	7.9	-21.8%	310.9	91.4%	\$2,701	\$1,112	\$69	-\$30	39.1	23.2
Other	\$228.7	-6.1%	81.3	-18.1%	2,909.8	-8.6%	\$2,812	\$359	\$79	\$2	35.8	3.7
TOTAL	\$588.0	5.3%	256.7	-2.1%	5,056.9	1.7%	\$2,291	\$161	\$116	\$4	19.7	0.7

* 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 September and September 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).

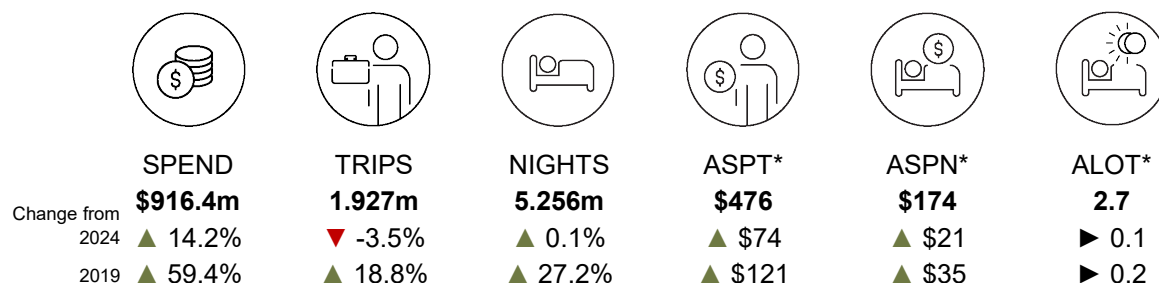
OVERNIGHT TRIPS

- Tasmanians spent \$916.4m on overnight trips within the state in the year ending September 2025, up 14.2% on the same period last year, and up 59.4% on 2019.
- In the September 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.

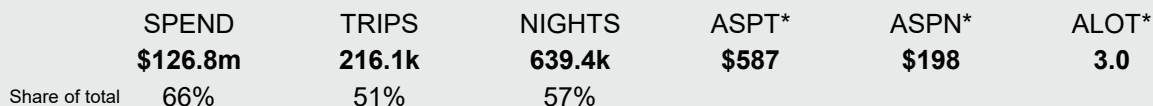
INTRASTATE OVERNIGHT TRIPS – Year ending SEPTEMBER



INTRASTATE OVERNIGHT TRIPS – September Quarter

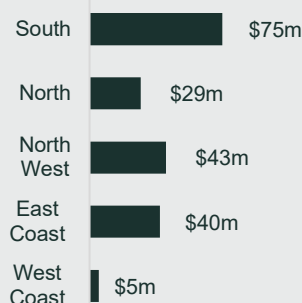


HOLIDAY OVERNIGHT TRIPS* – September Quarter



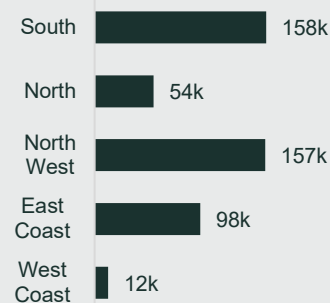
Spend in regions

● September Quarter 2025



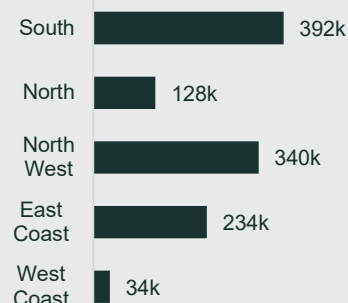
Overnight trips to regions

● September Quarter 2025



Nights in regions

● September 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 September and September Quarter 2025
Tourism Research Australia

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

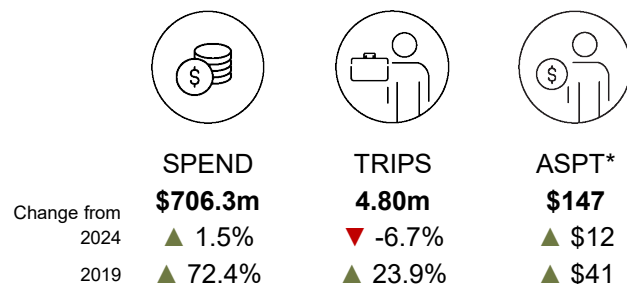
DAY TRIPS

- Tasmanians spent \$706.3m on day trips within the state in the year ending September 2025, 1.5% more than the previous year, and up 72.4% on 2019. Although they took slightly fewer day trips (4.80m, down 6.7%) they took 23.9% more trips than in 2019.
- Tasmanians spent on average \$147 per day trip in the year ending September 2025, \$12 more per trip than the same period in 2024 and \$41 more than in 2019.
- Over half of day trips (53%) are for 'holiday' purposes and represent 62% 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 SEPTEMBER



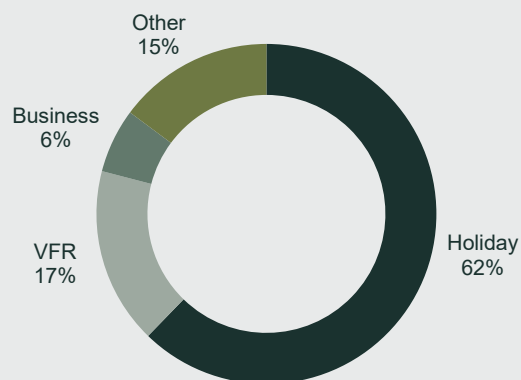
INTRASTATE DAY TRIPS – September Quarter

SPEND	TRIPS	ASPT*
\$153.8m	1.11m	\$138

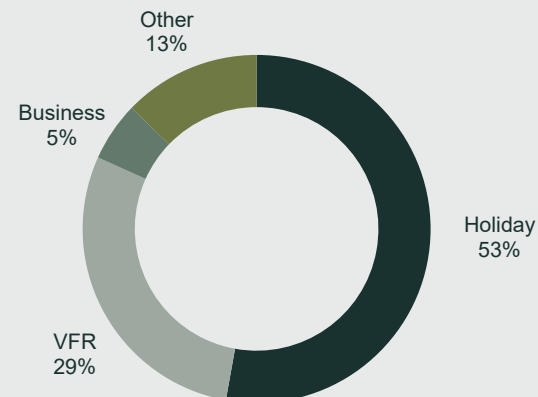
HOLIDAY DAY TRIPS – September Quarter

SPEND	TRIPS	ASPT*
\$97.2m	588.5k	\$165

Day trip spend by purpose



Day trips by purpose



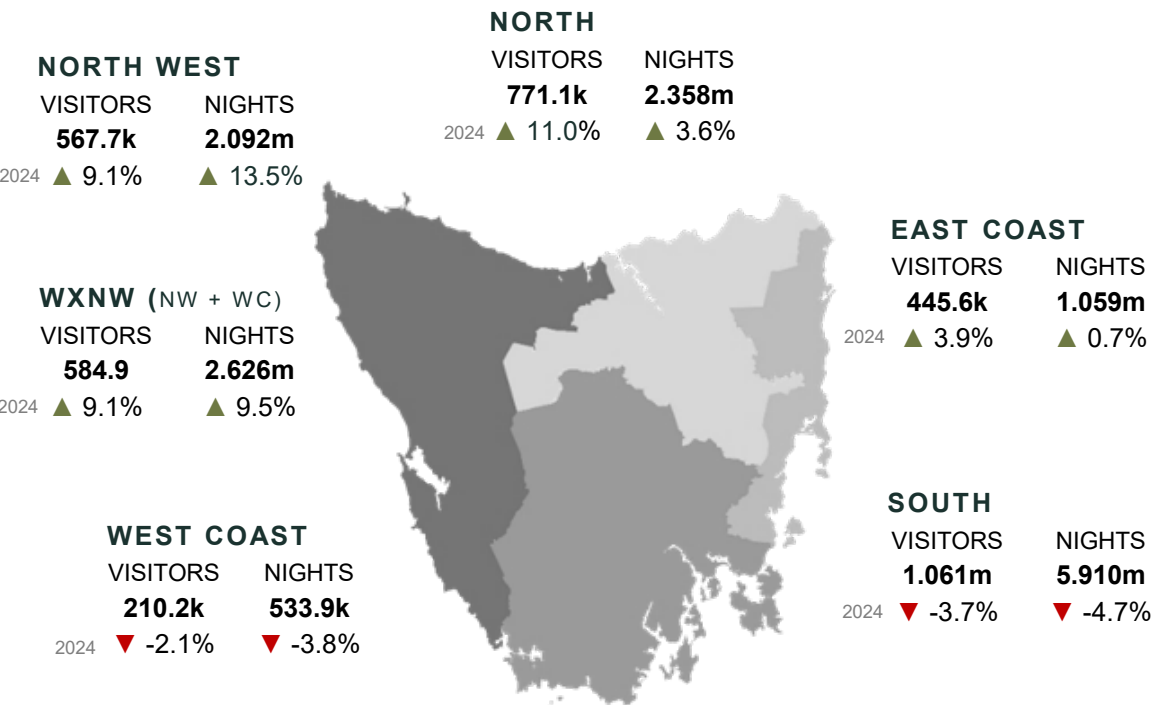
Regional Visitation

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

Visitation (interstate + international) to the state increased by 4.1% from last year, while nights were down slightly (-0.5%), with mixed results across the regions.

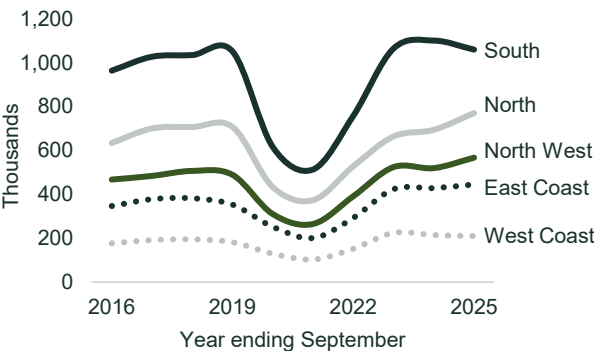
- The **south** saw a decline in visitation in the year ending September 2025 compared to 2024 (a period of record visitation) as fewer visitors who departed the state via northern ports included the south in their visit. Visitation however remains above 2019, lead by a 12% increase in holiday* visitors since COVID.
- The **north** experienced record visitation in year ending September 2025 (771.1k), up 11% year-on-year and up 9% on YE September 2019, largely driven by a 30% year-on-year increase in VFR visitors to the state who included the North in their stay. The north also saw a 4% increase in nights spent in the region to 2.358 million (a record for a YE September).
- Visitation was up for the **east coast** while nights remained stable compared to last year. VFR visitor nights were down by 14% but this was more than offset by a 16% increase in holiday-maker nights.
- The **north west** region welcomed 567.7k visitors, a visitation record for the region, and 9% above YE September 2024. The region also saw a record 2.092m nights spent by visitors, 13% above 2024.
- The **west coast** saw a 2% drop in visitation and a 4% drop in nights stayed, driven by fewer holiday (-4%) and VFR (-10%) visitors. Visitation however remains 15% above YE September 2019, or around an extra 30,000 visitors annually.

REGIONAL VISITATION



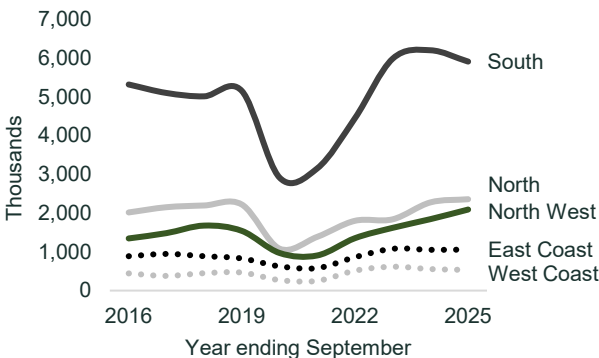
Visitors

10 years – YE September



Nights

10 years – YE September



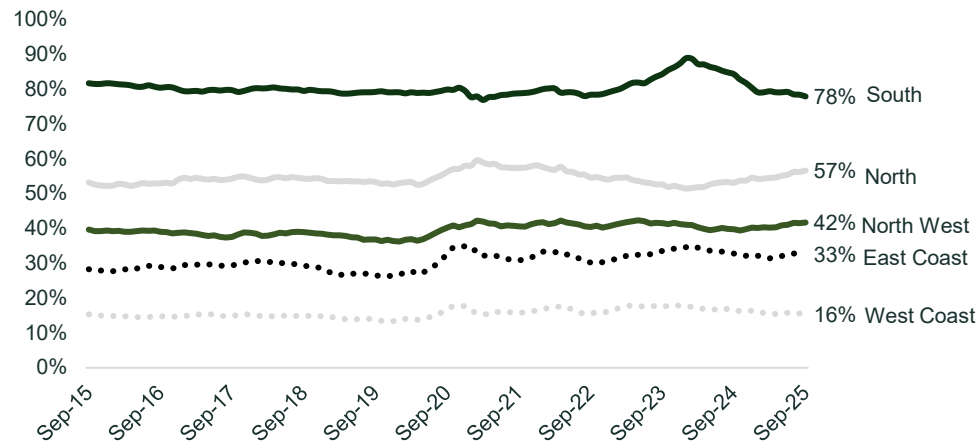
* Purpose of visit refers to main purpose for *visiting the state* and is not asked for each region visited.

Regional visitation - year ending September 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

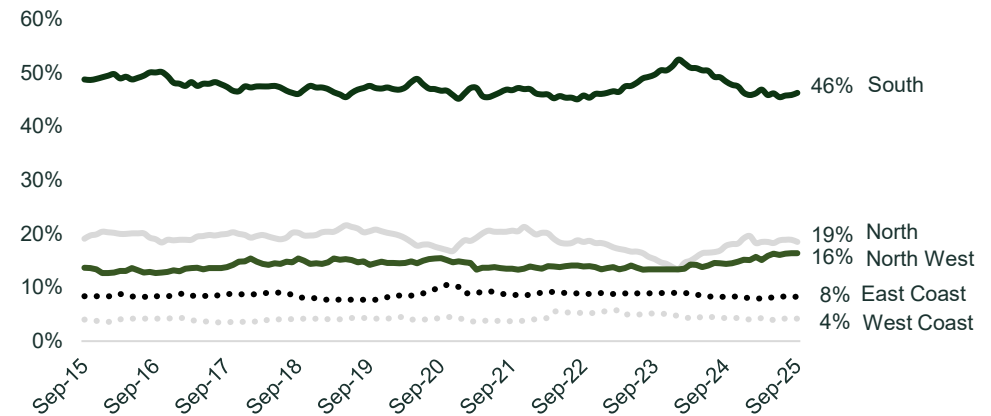
Regional share of visitors

10 years – Rolling year ending monthly



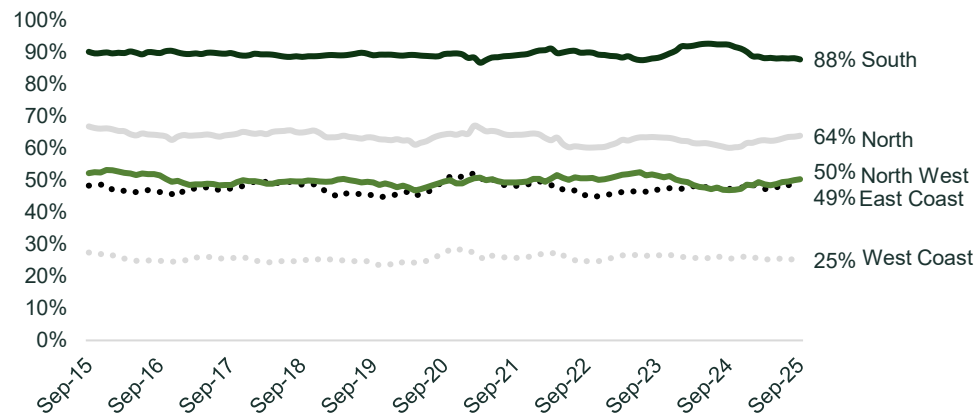
Regional share of nights

10 years – Rolling year ending monthly



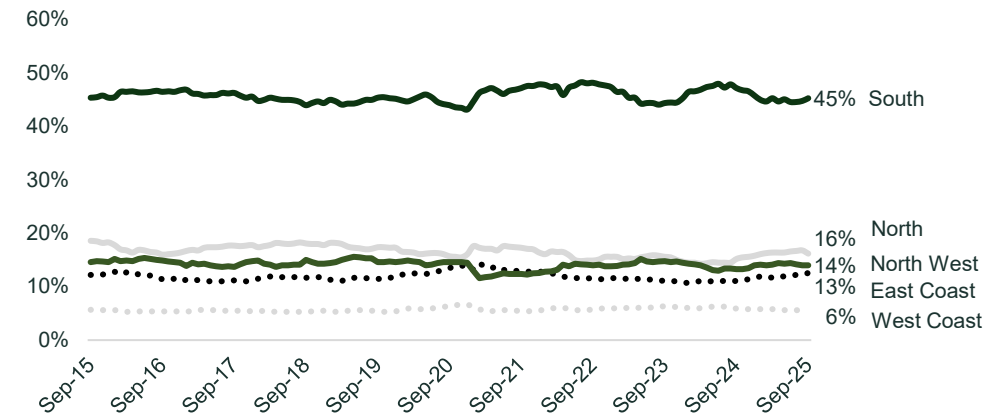
Regional share of holiday* visitors

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 and via the interactive TVS Analyser 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

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

DOMESTIC TOURISM 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 ≤ 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.
- From time to time, figures may be revised based on new information to improve modelling or due to errors in processing. Figures in the latest Snapshot should be treated as the current and correct data rather than comparing to figures in previously published Snapshots or other reports.