

Tourism Fast Facts

A quick guide to tourism in Tasmania as at March 2017

Tourism's contribution to the Tasmanian Economy

(Source: Tourism Satellite Accounts 2014 -2015, Tourism Research Australia, August 2016)

- Tourism in Tasmania directly and indirectly contributes about \$2.55 billion or 9.9 per cent to Gross State Product (GSP). The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.
- Tourism directly contributes \$1.17 billion or about 4.6 per cent to Tasmania's Gross State Product.
- It also indirectly contributes a further \$1.38 billion or about 5.3 per cent to Gross State Product.
- Tourism directly and indirectly supports around 36 700 jobs in Tasmania or about 15.3 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 17 500 jobs in Tasmania or about 7.3 per cent of total Tasmanian employment.

Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending December 2016, Tourism Tasmania)

- A total of 1.24 million (1 236 400) people visited Tasmania on scheduled air and sea services during the year ending December 2016. This does not include cruise ship visitors.
- These visitors spent a total of 10.66 million nights in Tasmania, at an average length of stay per visitor of 8.6 nights.
- Visitors to Tasmania spent a total of \$2.15 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$1 734 per visitor.
- Out of the total number of visitors, an estimated 608 300 people visited Tasmania for a holiday, 327 300 came to visit friends or relatives, 198 600 were travelling for business reasons, and 36 500 visited Tasmania to attend a conference or convention.
- Thirty one per cent of all visitors to Tasmania during this period were visiting the state for the first time.

Other:

- Around 88 per cent of all visitors to Tasmania on scheduled air and sea services travelled by air.
(Source: Tasmanian Visitor Survey for the year ending December 2016)
- Around 57 per cent of air visitors went through Hobart airport, with Launceston airport accounting for a further 28 per cent. (Source: Tasmanian Visitor Survey for the year ending December 2016)
- In the year ending December 2016 a total of 4.46 million airline seats were provided on the five major flight routes to Tasmania i.e. Hobart to/from Melbourne, Sydney and Brisbane, and Launceston to/from Melbourne and Sydney
(Source: Bureau of Infrastructure, Transport and Regional Economics, BITRE).
- Tasmania's tourism industry is made up of around 1919 separate businesses.
(Source: ATDW National Product Listings as at March 2017)

For more information on visitor statistics, complete reports and survey details, please visit the research section of Tourism Tasmania's website: www.tourismtasmania.com.au