

UPDATED MARCH 2024

**VISITOR NIGHTS** 

12.23m

Visitors spent a total 12.34 million

nights in Tasmania, staying for an

average of 9.7 nights

#### **Total visitors to Tasmania** Tasmanian Visitor Survey, year to December 2023, Tourism Tasmania

# VISITORS **1.258**m

1,257,800 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

### MAIN PURPOSE OF VISIT

- HOLIDAY | 691,100
- VFR | 313,900
  BUSINESS 168,100
- CONFERENCE | 29,800

# MODE OF DEPARTURE

12% SEA **88%** 

Hobart Airport | 63% Launceston Airport | 21%

**Tourism's contribution to the Tasmanian economy** Tourism Satellite Accounts 2021-22, Tourism Research Australia

## **TOURISM GROSS STATE PRODUCT**

\$1.38 INDIRECTLY 3.5% of TAS GSP



\$1.21b DIRECTLY 3.2% of TAS GSP

Tourism contributes \$2. 59 billion – 6.7 per cent share to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

\*BITRE Bureau of Industry, Transport and Regional Economics 2022-23 at Dec 23 +ATDW Australian Tourism Data Warehouse, current as at 6 March 2024(Dec qtr). Tourism Tasmania actively encourages tourism businesses to register with ATDW; changes in number reflect ATDW registrations and do not necessarily mean businesses are new or have closed. Contact atdw@tourism.tas.gov.au to register or update your listing.

# VISITOR SPEND \$3.633b

Visitors spent a total \$3.633 billion in Tasmania, with an average spend of \$2,888 per person

# AIRLINE SEATS\* 7.12m

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

# TOURISM LISTINGS<sup>+</sup> 2,600

Active tourism listings this quarter in Tasmania; compared to 2,573 in the last quarter

# **TOURISM FILLED JOBS**

17,900 INDIRECTLY 5.8% of TAS Employment

**37,300** TOTAL **19,400** DIRECTLY 6.3% of TAS

Employment

37,300 Tasmanian jobs – 12.1 per cent share to Tasmania's employment. The direct and indirect contribution of tourism employment is the highest in the country.

Find more data and insights on Tasmania's visitor economy at www.tourismtasmania.com.au/research/visitors Image: Mt Murchison from the Anthony Road, Jason Charles Hill