

Tourism Fast Facts

A quick guide to tourism in Tasmania - updated December 2021

Tourism's contribution to the Tasmanian economy

(Source: Tourism Satellite Accounts 2019 - 2020, Tourism Research Australia)

- Tasmania's share of tourism employment is higher than the national average and the highest in Australia. The overall contribution of tourism in Tasmania accounts for around 14.9 per cent of total Tasmanian employment.
- Overall, tourism directly and indirectly supports around 37,400 jobs in Tasmania.
- Tourism in Tasmania directly supports around 21,000 jobs, or about 8.4 per cent of total Tasmanian employment.
- Tourism in Tasmania directly and indirectly contributes about \$2.95 billion or 9.0 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 \$1.50 billion to Tasmanian's Gross State Product, or about 4.6 per cent share.
- It also indirectly contributes a further \$1.45 billion to Tasmania's Gross State Product, or about 4.4 per cent share.

Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending September 2021, Tourism Tasmania)

- A total of 651 500 (was 771 100 year ending September 2020) people visited Tasmania on scheduled air and sea services during the year ending September 2021. This does not include cruise ship visitors.
- These visitors spent a total of 6.73 million nights in Tasmania, at an average length of stay per visitor of 10.3 nights.
- Visitors to Tasmania spent a total of \$1.71 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$2,622 per visitor.
- Out of the total number of visitors, an estimated 323 700 people visited Tasmania for a holiday (50 per cent share of total visitors); 216 600 came to visit friends or relatives (33 per cent share); 79 500 were travelling for business or employment (12 per cent share), and 3 100 visited Tasmania to attend a conference or convention.
- Nineteen per cent of all visitors to Tasmania during this period were visiting the state for the first time.

Other:

- Around 82 per cent of all visitors to Tasmania on scheduled air and sea services arrived in Tasmania by air. (Source: Tasmanian Visitor Survey for the year ending September 2021)
- Around 66 per cent of air visitors arrived through Hobart airport, with Launceston airport accounting for a further 31 per cent. (Source: Tasmanian Visitor Survey for the year ending September 2021)
- Hobart and Launceston airports recorded a total of 1.78 million airline revenue passenger movements via scheduled air services in the year ending September 2021, down 18 per cent on the previous year ending period (Source: Bureau of Infrastructure, Transport and Regional Economics, BITRE).
- Tasmania's tourism industry is made up of around 1919 (was 1814 last quarter) separate businesses. (Source: ATDW National Product Listings as at 3 December 2021)

For more information on visitor statistics and reports please visit the research section of [Tourism Tasmania's website](#).