

# Tourism Fast Facts

A quick guide to tourism in Tasmania - updated September 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 June 2021, Tourism Tasmania)

- A total of 574 600 (was 1 025 600 year ending June 2020) people visited Tasmania on scheduled air and sea services during the year ending June 2021. This does not include cruise ship visitors.
- These visitors spent a total of 5.83 million nights in Tasmania, at an average length of stay per visitor of 10.1 nights.
- Visitors to Tasmania spent a total of \$1.45 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$2,535 per visitor.
- Out of the total number of visitors, an estimated 285 100 people visited Tasmania for a holiday (50 per cent share of total visitors); 191 800 came to visit friends or relatives (33 per cent share); 68 700 were travelling for business or employment (12 per cent share), and 2,780 (1 per cent) 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 81 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 June 2021)
- Around 65 per cent of air visitors arrived through Hobart airport, with Launceston airport accounting for a further 32 per cent. (Source: Tasmanian Visitor Survey for the year ending June 2021)
- In the year ending June 2021 a total of 2.035 million airline seats were provided on the five major flight routes to Tasmania. These major flight routes are 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 1814 (was 1792 last quarter) separate businesses. (Source: ATDW National Product Listings as at 7 September 2021)

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