

Tourism Fast Facts

A quick guide to tourism in Tasmania - updated March 2019

Tourism's contribution to the Tasmanian economy

(Source: Tourism Satellite Accounts 2016-2017, Tourism Research Australia)

- Tourism in Tasmania directly and indirectly contributes about \$3.03 billion or 10.4 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 \$1.44 billion or about 4.9 per cent to Tasmania's Gross State Product.
- It also indirectly contributes a further \$1.58 billion or about 5.4 per cent to Gross State Product.
- Tourism directly and indirectly supports around 38 000 jobs in Tasmania or about 15.8 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 18 900 jobs in Tasmania or about 7.9 per cent of total Tasmanian employment.

Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending December 2018, Tourism Tasmania)

- A total of 1.32 million (1,318,500) people visited Tasmania on scheduled air and sea services during the year ending December 2018. This does not include cruise ship visitors.
- These visitors spent a total of 10.83 million nights in Tasmania, at an average length of stay per visitor of 8.2 nights.
- Visitors to Tasmania spent a total of \$2.46 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$1,864 per visitor.
- Out of the total number of visitors, an estimated 640,600 people visited Tasmania for a holiday, 342,700 came to visit friends or relatives, 230,000 were travelling for business reasons, and 36,300 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 89 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 2018)
- Around 58 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 2018)
- In the year ending December 2018 a total of 4.74 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 1610 (was 1603 last quarter) separate businesses.
(Source: ATDW National Product Listings as at 13 March 2019)

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