

# Tourism Fast Facts

A quick guide to tourism in Tasmania - updated December 2019

## Tourism's contribution to the Tasmanian economy

(Source: Tourism Satellite Accounts 2017-2018, Tourism Research Australia)

- Tourism in Tasmania directly and indirectly contributes about \$3.2 billion or 10.3 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 \$1.49 billion or about 4.9 per cent to Tasmania's Gross State Product.
- It also indirectly contributes a further \$1.67 billion or about 5.4 per cent to Gross State Product.
- Tourism directly and indirectly supports around 42 800 jobs in Tasmania or about 17.2 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 21 600 jobs in Tasmania or about 8.7 per cent of total Tasmanian employment.

## Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending September 2019, Tourism Tasmania)

- A total of 1.327 million (1,326,600) people visited Tasmania on scheduled air and sea services during the year ending September 2019. This does not include cruise ship visitors.
- These visitors spent a total of 10.82 million nights in Tasmania, at an average length of stay per visitor of 8.2 nights.
- Visitors to Tasmania spent a total of \$2.53 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$1,911 per visitor.
- Out of the total number of visitors, an estimated 626,800 people visited Tasmania for a holiday, 349,500 came to visit friends or relatives, 236,400 were travelling for business reasons, and 30,600 visited Tasmania to attend a conference or convention.
- Twenty eight 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 September 2019)
- Around 58 per cent of air visitors went through Hobart airport, with Launceston airport accounting for a further 27 per cent. (Source: Tasmanian Visitor Survey for the year ending September 2019)
- In the year ending September 2019 a total of 4.81 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 1599 (was 1649 last quarter) separate businesses.  
(Source: ATDW National Product Listings as at 3 December 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](http://www.tourismtasmania.com.au)