

# Tourism Fast Facts

A quick guide to tourism in Tasmania - updated March 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 December 2020, Tourism Tasmania)

- A total of 485 300 (was 1,351,500) people visited Tasmania on scheduled air and sea services during the year ending December 2020. This does not include cruise ship visitors.
- These visitors spent a total of 4.45 million nights in Tasmania, at an average length of stay per visitor of 9.2 nights.
- Visitors to Tasmania spent a total of \$1.10 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$2,281 per visitor.
- Out of the total number of visitors, an estimated 263,600 people visited Tasmania for a holiday; 140,900 came to visit friends or relatives; 59,800 were travelling for business, and 2,700 visited Tasmania to attend a conference or convention.
- Twenty nine per cent of all visitors to Tasmania during this period were visiting the state for the first time.

## Other:

- Around 87 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 2020)
- Around 66 per cent of air visitors went through Hobart airport, with Launceston airport accounting for a further 31 per cent. (Source: Tasmanian Visitor Survey for the year ending December 2020)
- In the year ending December 2020 a total of 1.69 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 1776 (was 1675 last quarter) separate businesses. (Source: ATDW National Product Listings as at 30 March 2021)

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