

Tourism Fast Facts

A quick guide to tourism in Tasmania as at July 2017

Tourism's contribution to the Tasmanian Economy

(Source: Tourism Satellite Accounts 2015 -2016, Tourism Research Australia, July 2017)

- Tourism in Tasmania directly and indirectly contributes about \$2.79 billion or 10.7 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 \$1.33 billion or about 5.1 per cent to Tasmania's Gross State Product.
- It also indirectly contributes a further \$1.46 billion or about 5.6 per cent to Gross State Product.
- Tourism directly and indirectly supports around 37 400 jobs in Tasmania or about 15.6 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 17 200 jobs in Tasmania or about 7.2 per cent of total Tasmanian employment.

Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending March 2017, Tourism Tasmania)

- A total of 1.26 million (1,262,100) people visited Tasmania on scheduled air and sea services during the year ending March 2017. This does not include cruise ship visitors.
- These visitors spent a total of 10.88 million nights in Tasmania, at an average length of stay per visitor of 8.6 nights.
- Visitors to Tasmania spent a total of \$2.23 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of \$1,767 per visitor.
- Out of the total number of visitors, an estimated 620,900 people visited Tasmania for a holiday, 337,500 came to visit friends or relatives, 201,500 were travelling for business reasons, and 32,900 visited Tasmania to attend a conference or convention.
- Thirty two 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 March 2017)
- Around 57 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 March 2017)
- In the year ending March 2017 a total of 4.50 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 1,824 separate businesses.
(Source: ATDW National Product Listings as at June 2017)

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