

# TASMANIAN TOURISM FAST FACTS

UPDATED JUNE 2024

## Total visitors to Tasmania

Tasmanian Visitor Survey, year to March 2024, Tourism Tasmania

### VISITORS

**1.278m**

1,277,500 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

### VISITOR NIGHTS

**12.39m**

Visitors spent a total 12.39 million nights in Tasmania, staying for an average of 9.7 nights

### VISITOR SPEND

**\$3.500b**

Visitors spent a total \$3.500 billion in Tasmania, with an average spend of \$2,740 per person

### MAIN PURPOSE OF VISIT



- HOLIDAY | 699,500
- VFR | 319,700
- BUSINESS | 180,100
- CONFERENCE | 26,900

### MODE OF DEPARTURE

**11%**  
SEA



**89%**  
AIR

Hobart Airport | 63%  
Launceston Airport | 22%

### AIRLINE SEATS\*

**4.64m**

Airline seats on six major air routes into Tasmania  
HBA/LST – MEL, SYD, BNE

### TOURISM LISTINGS<sup>+</sup>

**2,818**

Active tourism listings this quarter in Tasmania; compared to 2,600 in the last quarter

## Tourism's contribution to the Tasmanian economy

Tourism Satellite Accounts 2022-23, Tourism Research Australia

### TOURISM GROSS STATE PRODUCT

**\$1.74b**  
INDIRECTLY  
4.3% of  
TAS GSP



**\$1.73b**  
DIRECTLY  
4.3% of  
TAS GSP

Tourism contributes \$3.47 billion – 8.6 per cent share to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

### TOURISM FILLED JOBS

**23,900**  
INDIRECTLY  
7.3% of TAS  
Employment



**19,000**  
DIRECTLY  
5.8% of TAS  
Employment

42,900 Tasmanian jobs – 13.1 per cent share to Tasmania's employment. The direct and indirect contribution of tourism employment is the highest in the country.