

# TASMANIAN TOURISM FAST FACTS

UPDATED SEPTEMBER 2024

## TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year to June 2024, Tourism Tasmania



**SPEND**

**\$3.478b**

-9.7%

Visitors spent a total \$3.478 billion in Tasmania, with an average spend of \$2,672 per person



**VISITORS**

**1.30m**

+1.7%

1,301,600 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



**NIGHTS**

**12.85m**

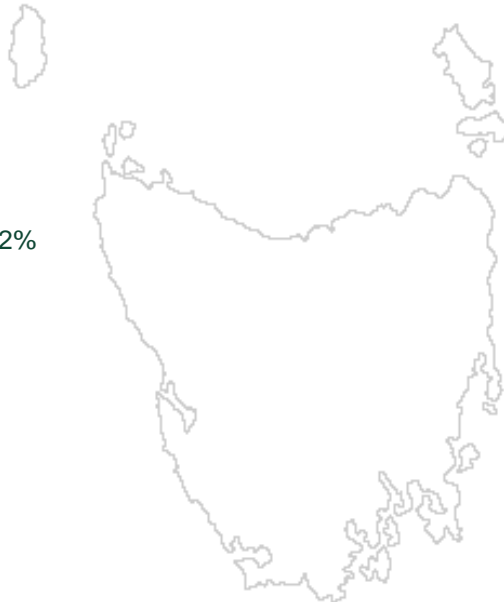
+7.2%

Visitors spent a total 12.846 million nights in Tasmania, staying for an average of 9.9 nights

## MAIN PURPOSE OF VISIT



- HOLIDAY | 697,900 | 54%
- VFR | 339,100 | 26%
- BUSINESS | 191,600 | 15%
- CONFERENCE | 23,700 | 2%



## AIRLINE SEATS\*

**4.64m**

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

## MODE OF DEPARTURE

**11%**  
SEA^



**89%**  
AIR

Hobart Airport | 62%  
Launceston Airport | 24%

## TOURISM LISTINGS+

**2,826**

Active tourism listings this quarter in Tasmania; compared to 2,818 in the last quarter

## TOURISM'S CONTRIBUTION TO THE TASMANIAN ECONOMY

Tourism Satellite Accounts 2022-23, Tourism Research Australia

### TOURISM GROSS STATE PRODUCT

### TOURISM FILLED JOBS

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



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

**\$3.47b**  
TOTAL

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



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

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.

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.

Find more data and insights on Tasmania's visitor economy at [www.tourismtasmania.com.au/research/visitors](http://www.tourismtasmania.com.au/research/visitors)

% change is from same period previous year. \*BITRE Bureau of Industry, Transport and Regional Economics 2023-24 at June 24. ^Sea is Spirit of Tasmania, excludes cruise ships. +ATDW Australian Tourism Data Warehouse, current as at 10 September 2024. *Tourism Tasmania actively encourages tourism businesses to register with ATDW; changes in number reflect ATDW registrations and do not necessarily mean businesses are new or have closed.* Contact [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) to register or update your listing.

**TASMANIA**  
COME DOWN FOR AIR

