

TASMANIAN TOURISM FAST FACTS

UPDATED MARCH 2024

Total visitors to Tasmania

Tasmanian Visitor Survey, year to December 2023, Tourism Tasmania

VISITORS

1.258m

1,257,800 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

VISITOR NIGHTS

12.23m

Visitors spent a total 12.34 million nights in Tasmania, staying for an average of 9.7 nights

VISITOR SPEND

\$3.633b

Visitors spent a total \$3.633 billion in Tasmania, with an average spend of \$2,888 per person

MAIN PURPOSE OF VISIT



- HOLIDAY | 691,100
- VFR | 313,900
- BUSINESS | 168,100
- CONFERENCE | 29,800

MODE OF DEPARTURE

12%
SEA



88%
AIR

Hobart Airport | 63%
Launceston Airport | 21%

AIRLINE SEATS*

7.12m

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

TOURISM LISTINGS+

2,600

Active tourism listings this quarter in Tasmania; compared to 2,573 in the last quarter

Tourism's contribution to the Tasmanian economy

Tourism Satellite Accounts 2021-22, Tourism Research Australia

TOURISM GROSS STATE PRODUCT

\$1.38b

INDIRECTLY
3.5% of
TAS GSP



\$2.59b
TOTAL

\$1.21b

DIRECTLY
3.2% of
TAS GSP

TOURISM FILLED JOBS

17,900

INDIRECTLY
5.8% of TAS
Employment



37,300
TOTAL

19,400

DIRECTLY
6.3% of TAS
Employment

Tourism contributes \$2.59 billion – 6.7 per cent share to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

37,300 Tasmanian jobs – 12.1 per cent share to Tasmania's employment. The direct and indirect contribution of tourism employment is the highest in the country.