

# Tourism Fast Facts

## A quick guide to tourism in Tasmania at December 2011

### Tourism's contribution to the Tasmanian Economy

(Source: Tourism Satellite Accounts 2008-2009 – *The Economic Contribution of Tourism to Australian States and Territories*. Tourism Research Australia, Canberra, 2011)

#### Economy:

- Tourism in Tasmania directly and indirectly contributes about \$1.82 billion or 7.9% to Gross State Product – The direct and indirect contribution of tourism in Tasmania to GSP is the 2nd highest in the country behind the Northern Territory.
- Tourism directly contributes \$853 million or about 3.7% to Tasmanian's Gross State Product.
- It also indirectly contributes a further \$969 million or 4.2% to Gross State Product.

#### Employment:

- Tourism directly and indirectly supports around 24,500 jobs in Tasmania or about 10.5% of total Tasmanian employment. This is higher than the national average, and the 2nd highest in the country behind the Northern Territory.
- It directly supports around 13,200 jobs in Tasmania or about 5.6% of total Tasmanian employment.
- A further 11,300 jobs are indirectly created to support tourism, representing a further 4.8% of total Tasmanian employment.

#### Other:

- Tasmania's tourism industry is made up of around 2383 separate businesses.  
(Source: ATDW National Product Listings as at December 2011)
- Interstate, local and international travellers spent an estimated \$2.22 billion on tourism and other goods and services while travelling in the state during the 12 months to September 2011.  
(Source: Tasmanian Visitor Survey for the year ending September 2011 / National Visitor Survey for the year ending September 2011)

### Air Travel to Tasmania:

- Around 85 per cent of all visitors to Tasmania on scheduled air and sea services travelled by air.  
(Source: Tasmanian Visitor Survey for the year ending September 2011)
- Around 62% of air visitors went through Hobart airport, with Launceston airport accounting for a further 32%. (Source: Tasmanian Visitor Survey for the year ending September 2011)
- In the year ending September 2011 a total of 3.28 million airline seats were provided on the four major flight routes to Tasmania (Hobart and Launceston to/from Melbourne and Sydney).

### Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending September 2011, Tourism Tasmania)

- A total of 861,900 people visited Tasmania on scheduled air and sea services during the year ending September 2011.
- These visitors spent a total of 7.74 million nights in Tasmania, at an average length of stay per visitor of 9.0 nights.

- Visitors to Tasmania also spent a total of \$1.496 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average of \$1,735 per visitor.
- 85% of visitors travelled to Tasmania on scheduled air services, with the remaining 15% travelling by sea.
- Of all visitors, around 364,100 visited Tasmania for a holiday, around 247,900 came to visit friends or relatives, around 158,700 were travelling for business reasons, and around 28,700 visited Tasmania to attend a conference or convention.
- 23% of all visitors to Tasmania during this period were visiting the state for the 1st time.

### **Interstate Visitors**

(Source: Tasmanian Visitor Survey for the year ending September 2011, Tourism Tasmania)

- 743,400 interstate residents visited Tasmania on scheduled air and seas services during the year ending September 2011.
- During this period, they spent a total of 6.14 million nights in Tasmania, at an average length of stay per visitor of 8.3 nights.
- They also spent a total of \$1,265 billion during their stay in Tasmania. This represents an average spend per interstate visitor of \$1,702.
- Victoria (331,400 visitors), NSW (175,000 visitors) and Queensland (116,300 visitors) accounted for 84% of all interstate visitors to Tasmania on scheduled air and sea services.

### **International Visitors**

(Source: International Visitor Survey for the year ending September 2011, Tourism Research Australia)

- Tasmania received 147,300 international visitors during the year ending September 2011.
- During this period they spent a total of 2.70 million nights in Tasmania, at an average length of stay per visitor of 18.3 nights.
- They also spent a total of \$237 million during their stay in Tasmania. This represents an average spend per international visitor of \$1,609

### **Intrastate Visitors**

(Source: National Visitor Survey for the year ending September 2011, Tourism Research Australia)

- Tasmanians took around 1.1 million overnight trips in their own state during the year ending September 2011. Their average length of stay was 2.5 nights and they spent a total of around \$313 million during these trips.
- In the same period, Tasmanians also took around 4.15 million day trips in their own state, and spent a total of \$411 million.
- The combined total spend by Tasmanians taking day and overnight trips in the state during the year ending September 2011 is around \$724 million.

For more information on visitor statistics, complete reports and survey details, please visit the Research section on the Tourism Tasmania website: [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)