

# TASMANIAN TOURISM FAST FACTS

UPDATED MARCH 2022

## Total visitors to Tasmania

Tasmanian Visitor Survey, year to December 2021, Tourism Tasmania

### VISITORS

**682k**

682 300 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors

### VISITOR NIGHTS

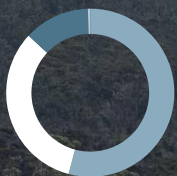
**7.33M**

Visitors spent a total 7.33 million nights in Tasmania, staying for an average of 10.7 nights

### VISITOR SPEND

**\$1.85B**

Visitors spent a total \$1.85 billion in Tasmania, with an average spend of \$2,720 per person



- HOLIDAY | 352,800
- VFR | 213,100
- BUSINESS | 82,400
- CONFERENCE | 3,000

### MODE OF DEPARTURE

**13%**  
SEA



**87%**  
AIR

Hobart Airport | 67%  
Launceston Airport | 32%

### AIRLINE SEATS\*

**2.33M**

Airline seats on five major air routes into Tasmania

### TOURISM LISTINGS+

**1,988**

Active tourism listings this quarter in Tasmania; was 1,919 last quarter

## Tourism's contribution to the Tasmanian economy

Tourism Satellite Accounts 2019-20, Tourism Research Australia

### GROSS STATE PRODUCT

**\$1.45b**  
INDIRECTLY  
4.4% of  
TAS GSP

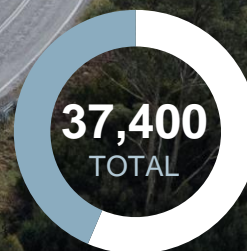


**\$1.50b**  
DIRECTLY  
4.6% of  
TAS GSP

Tourism contributes \$2.95 billion – 9 per cent share – to Tasmania's GSP. The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country

### EMPLOYMENT

**16,300**  
INDIRECTLY



**21,100**  
DIRECTLY  
8.4% of TAS  
Employment

37,400 Tasmanian jobs – 14.9 per cent – are directly and indirectly supported by tourism. This is higher than the national average; the highest in the country