

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

> 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%

Tourism's contribution to the Tasmanian economy Tourism Satellite Accounts 2019-20, Tourism Research Australia

GROSS STATE PRODUCT

TOTAL

\$1.45b INDIRECTLY 4.4% 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

*BITRE Bureau of Industry, Transport and Regional Economics 2020-21 +ATDW Australian Tourism Data Warehouse, current as at 7 March 2022. 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 addw@tourism.tas.gov.au to register or update your listing.

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

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 guarter

EMPLOYMENT



16,300

NDIRECTLY

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

Find more data and insights on Tasmania's visitor economy at www.tourismtasmania.com.au/research/visitors Image: Mt Murchison from the Anthony Road, Jason Charles Hill