

# Tourism Fast Facts

A quick guide to tourism in Tasmania as at September 2014

## Tourism's contribution to the Tasmanian Economy

(Source: Tourism Satellite Accounts 2012-2013, Tourism Research Australia, March 2014)

- Tourism in Tasmania directly and indirectly contributes about \$2.4 billion or 9.8 per cent to Gross State Product (GSP). The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.
- Tourism directly contributes \$1.05 billion or about 4.3 per cent to Tasmania's Gross State Product.
- It also indirectly contributes a further \$1.3 billion or about 5.4 per cent to Gross State Product.
- Tourism directly and indirectly supports around 40 000 jobs in Tasmania or about 17.4 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 17 000 jobs in Tasmania or about 7.2 per cent of total Tasmanian employment.

## Total Visitors to Tasmania

(Source: Tasmanian Visitor Survey for the year ending June 2014, Tourism Tasmania)

- A total of just over 1 million (1 057 900) people visited Tasmania on scheduled air and sea services during the year ending June 2014. This does not include cruise ship visitors.
- These visitors spent a total of 9.44 million nights in Tasmania, at an average length of stay per visitor of 8.9 nights.
- Visitors to Tasmania spent a total of \$1.73 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average of \$1 633 per visitor.
- Of all visitors, an estimated 478 300 visited Tasmania for a holiday, 306 600 came to visit friends or relatives, 180 300 were travelling for business reasons, and 34 600 visited Tasmania to attend a conference or convention.
- Twenty nine per cent of all visitors to Tasmania during this period were visiting the state for the first time.

## Other:

- Around 89 per cent of all visitors to Tasmania on scheduled air and sea services travelled by air.  
(Source: Tasmanian Visitor Survey for the year ending June 2014)
- Around 57 per cent of air visitors went through Hobart airport, with Launceston airport accounting for a further 29 per cent. (Source: Tasmanian Visitor Survey for the year ending June 2014)
- In the year ending June 2014 a total of 4.06 million airline seats were provided on the five major flight routes to Tasmania (Hobart to/from Melbourne, Sydney and Brisbane, and Launceston to/from Melbourne and Sydney).
- Tasmania's tourism industry is made up of around 2000 separate businesses.  
(Source: ATDW National Product Listings as at September 2014)

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)