

# TASMANIAN TOURISM SNAPSHOT

YEAR ENDING MARCH 2023

Image: Wineglass Bay, Robert King Visuals

More Tasmanian tourism statistics are available on  
Tourism Tasmania's corporate website  
[www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research)  
and via the interactive TVS Analyser at  
[www.TVSanalyser.com.au](http://www.TVSanalyser.com.au)



# TASMANIAN TOURISM SNAPSHOT

Year ending March 2023

This Snapshot explores the changes in visitation to Tasmania over the past year, providing insights primarily from the Tasmanian Visitor Survey (TVS) and supported by the National and International Visitor Surveys (NVS & IVS). The TVS Analyser ([www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)) is a free and interactive dashboard of visitation data, allowing analysis on a variety of visitor behaviours with the most recent TVS data.

## TASMANIAN TOURISM SNAPSHOT

Year ending March 2023



### Total interstate and international visitation

Total	YE Mar 22	YE Mar 23	% Change 2022	% Change 2019
Visitors	744,200	1,305,400	▲ 75%	▼ 1%
Nights	8.06m	12.35m	▲ 53%	▲ 16%
Spend	\$2.187b	\$3.955b	▲ 81%	▲ 59%

% change is calculated from unrounded figures. 2019 in this table refers to same YE period in 2019.

The buoyant recovery through 2022 continued through summer 2022-23 with no periods of border restrictions domestically, and international travel substantially resuming late in the year. Although international visitors have been increasingly returning to the state, visitation overall was almost overwhelmingly interstate visitors (90% share).

In YE March 2023 domestic visitation, nights and spend all exceeded calendar year 2019.

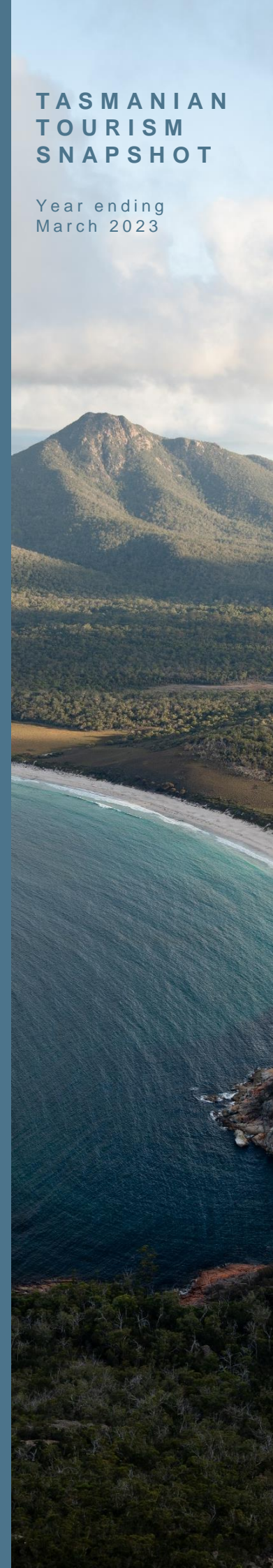
Domestic	YE Mar 22	YE Mar 23	% Change 2022	% Change 2019
Visitors	733,100	1,168,700	▲ 59%	▲ 5%
Nights	7.86m	10.59m	▲ 35%	▲ 7%
Spend	\$2.159b	\$3.521b	▲ 63%	▲ 74%



Tourism Tasmania's marketing activity was continual across the year, including interstate, intrastate and international campaigns.

Campaign	Active period	Markets
Come Down for Air	Summer + Autumn	Eastern states, supported by key placements in others
Off Season	April to August	
Spring road trips	October + November	
Intrastate	Continuous	Tasmania

Further information about Tourism Tasmania's campaigns, including how local industry can get involved, can be found at [www.tourismtasmania.com.au/marketing/campaigns](http://www.tourismtasmania.com.au/marketing/campaigns).



# TASMANIAN TOURISM SNAPSHOT

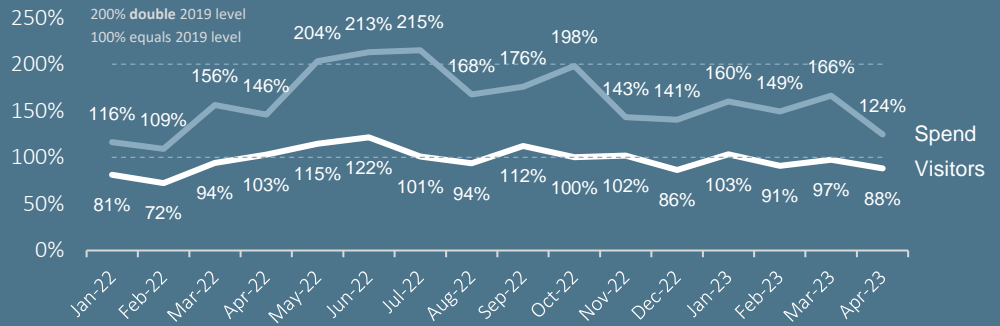
Year ending March 2023



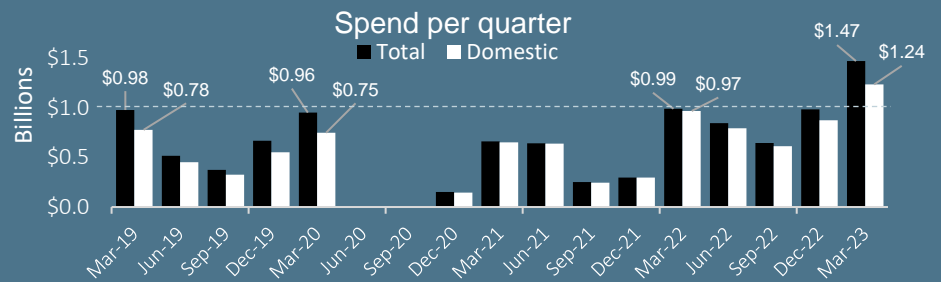
## Spend recovery continued to outpace visitation, though some softening is emerging in both measures

Through every month in the year to March 2023 domestic visitors spent more in Tasmania than in the same months in any previous year, with eight months recording greater domestic visitation. The increase was driven by Holiday visitors with a record reaching 613,500 visitors spending \$2.457 billion; an increase of 26% and 87% respectively on YE March 2019.

Domestic visitors and spend | % same month in 2019

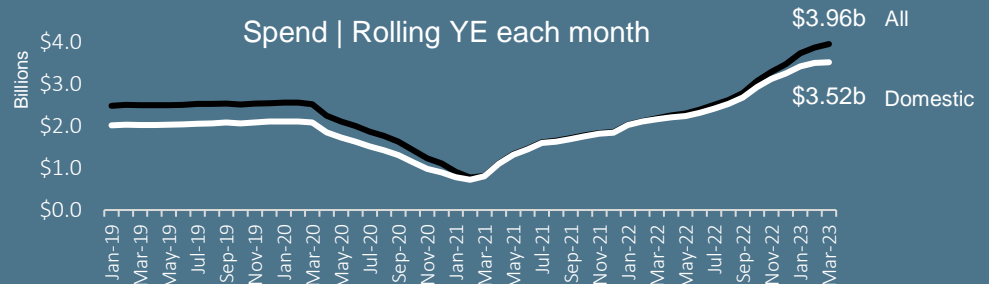


## The March quarter is the peak time for visitation and spend, and although 2023 saw record spend of \$1.47b (surpassing \$1 billion for the first time), there are signs of softening in both visitation and spend coming into the traditionally quieter cooler seasons



However, on a rolling monthly 12-month period basis, (ie. year ending February, then year ending March etc), a softening in spend is evident for domestic visitors, likely reflecting cost of living and interest rate increases throughout 2022 and into 2023. Further, Australian resident short-term international trips in March 2023 had recovered to 84% of March 2019, highlighting expanding options for international travel. These factors are contributing to a settling of travel behaviours following a boom period in domestic travel by Australians and is likely to continue through 2023.

The increasing contribution of international visitors as they return to the state, boosting overall visitation and spend, is also now evident.



### Like to see more numbers?

Explore the latest Tasmanian Visitor Survey data anytime through the **TVS Analyser** interactive dashboard, available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

Further research and insights for Tasmania's visitor economy can be found on Tourism Tasmania's corporate site [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research)



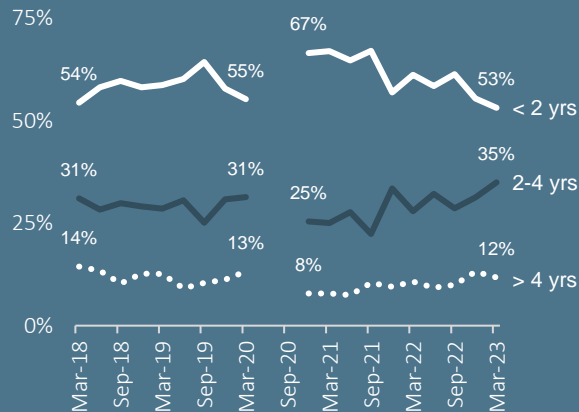
**84% of domestic holiday visitors in the March quarter of 2023 said they'd visit Tasmania again, however the timing of a return trip is moving further out.**

Although a return trip within two years remains the most likely timing of the next trip to Tasmania for domestic holiday visitors, the rate is now lower than before the pandemic.

The future timing has shifted more into the 2-4 year period, inferring that visitors who in 2021 indicated they may return within two years may have now done so while international travel remained limited.

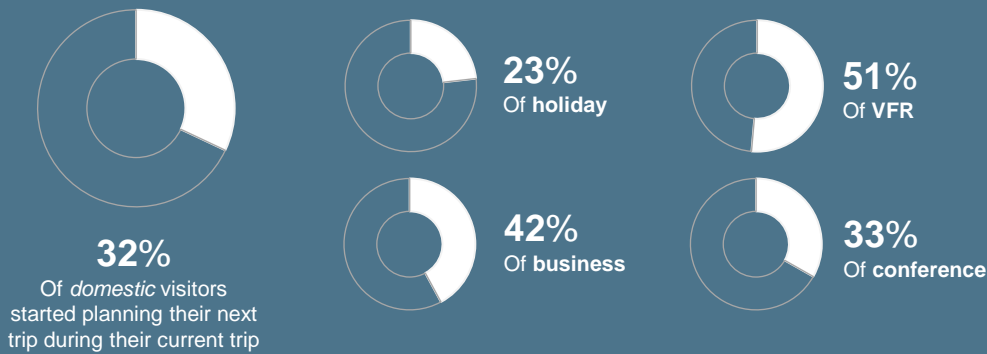
VFR are always the most likely to return (92% Mar qtr 2023), with the shift in timing of return trip mirrored in that cohort too, following an intense period of families and friends reconnecting post travel restrictions.

Intended timing of return trip by dom. holiday visitors



**Almost a third (32%) of domestic visitors, and a quarter of domestic holiday visitors (23%), started planning their next trip to Tasmania during their current trip to the state.**

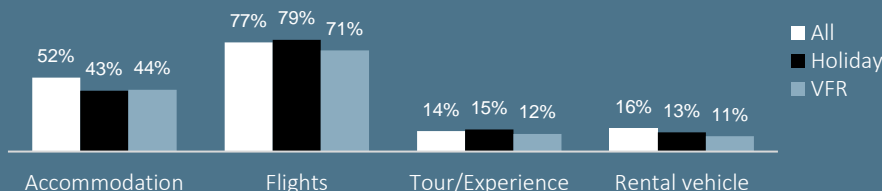
Share of domestic visitors who started planning next trip while still in TAS



A new question was added to the TVS in January 2023, which asks these visitors if they have actively made *bookings* for their next trip, not just *planning* it.

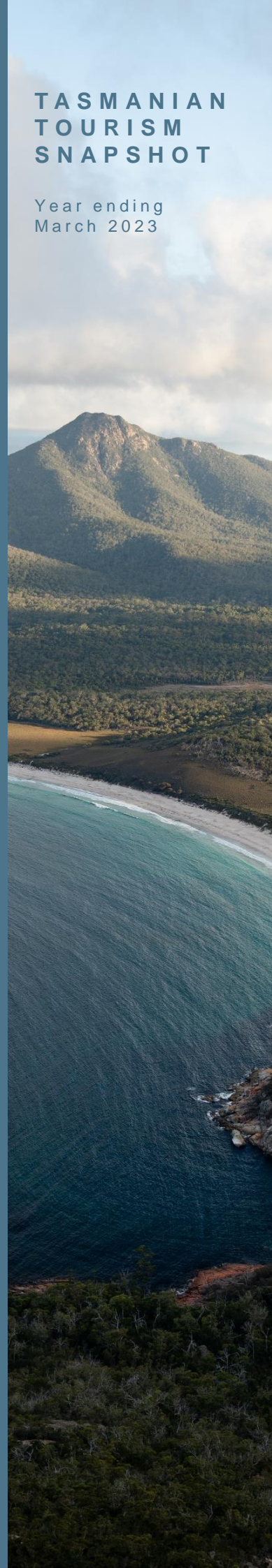
Of the almost-one third of domestic visitors who have started planning their next trip, around 21% had actively made *bookings* for a return trip. This equates to around 7% of all domestic visitors, or 1 in 14, having made a booking for a return trip whilst in the state (4% of holiday, and 13% of VFR visitors). Bookings are most likely for flights and accommodation.

Of the 7% of domestic visitors who made return bookings while in the state, the bookings were for:



**TASMANIAN TOURISM SNAPSHOT**

Year ending March 2023



# TASMANIAN TOURISM SNAPSHOT

Year ending  
March 2023



## Intrastate travel by Tasmanians

	YE Mar 22	YE Mar 23	% Change YE Mar 22	% Change YE Mar 19
Overnight trips	1.73m	1.48m	▼ 14%	▼ 13%
Nights	4.15m	3.54m	▼ 15%	▼ 20%
Spend	\$896m	\$1,028m	▲ 15%	▲ 18%
Day trips	4.864m	5.942m	▲ 22%	▼ 9%
Spend	\$617m	\$745m	▲ 21%	▲ 9%

Just on half (50%, 739k) of intrastate overnight trips in the year to March 2023 were for a holiday, down 21% on 2022 and down 14% on 2019. This decline continued with nights stayed by those travelling on holiday (down 16%) and to visit friends or relatives (down 12%).

Despite the reduction in visitors, nights and spend for holiday overnight trips compared to 2022, spend remains above the beginning of the pandemic (up 13%; was \$346m YE March 2019, now \$390m in YE March 2023). Tasmanians' spend per trip was 33% higher than the same period in 2022 and 36% higher than pre-pandemic YE March 2019.

Intrastate data is from Tourism Research Australia's [National Visitor Survey](#)



## International travel continues to be slower to recover to pre-COVID levels

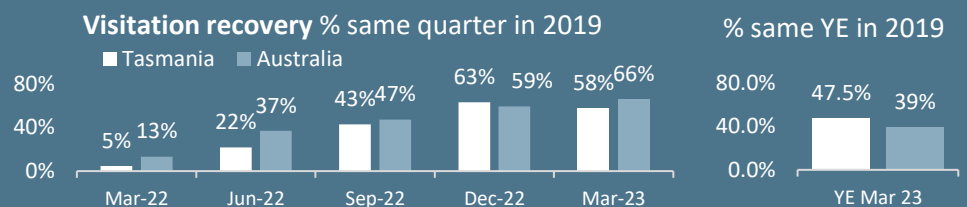
### To Australia

- **4.643m visitors** (down 46% from 8.534m in same period in 2019)
- **\$18.287b spend\*** (down 40% from \$30.6b in 2019)
- **170.97m nights** (down 37% from 270.67m in 2019)

### To Tasmania

- **142,000 visitors** (up 1,269% on 2022, down 52% on 2019)
- **\$275.6m spend\*** (up 533% on 2022, down 44% on 2019)
- **2.210m nights** (up 278% on 2022, down 50% on 2019)

Tasmania saw a 3.1% share of all international visitors to Australia (was 3.5% share in 2019), however grew share of holiday visitors (5.2%, was 4.8% in 2019) and holiday spend reached a record share of 3.5% (was 3.0% in 2019).



Visitors country of origin – top seven YE Mar 23		YE Mar 23	YE Mar 19	% chg 2019
Top 5: 62% of intl visitors	United States of America	27,300	41,300	▼ 34%
	United Kingdom	19,400	27,500	▼ 29%
	Singapore	18,400	18,000	▲ 2%
	New Zealand	16,900	21,400	▼ 21%
	Canada	6,500	9,700	▼ 33%
	China	4,900	48,700	▼ 90%
	Hong Kong	3,500	25,700	▼ 86%
TOTAL INTERNATIONAL VISITORS TO TASMANIA		142,000	289,900	▼ 52%

\*IVS data up to December 2022 is based on [imputations](#) from pre-COVID visitor behaviours. The March quarter 2023 is the first period to return to be based on interviews.



# TOTAL VISITORS TO TASMANIA

YEAR ENDING MARCH 2023

## ALL VISITORS\*

<b>VISITORS</b> <b>1.305m</b> ▲75% 97% of 2019 <sup>^</sup>	<b>NIGHTS</b> <b>12.35m</b> ▲53% 114% of 2019	<b>SPEND</b> <b>\$3.96b</b> ▲81% 156% of 2019	<b>ALOS (nights)</b> <b>9.5</b> ▼-13% 118% of 2019	<b>ASPV</b> <b>\$3,030</b> ▲3% 161% of 2019	<b>ASPEN</b> <b>\$320</b> ▲18% 137% of 2019
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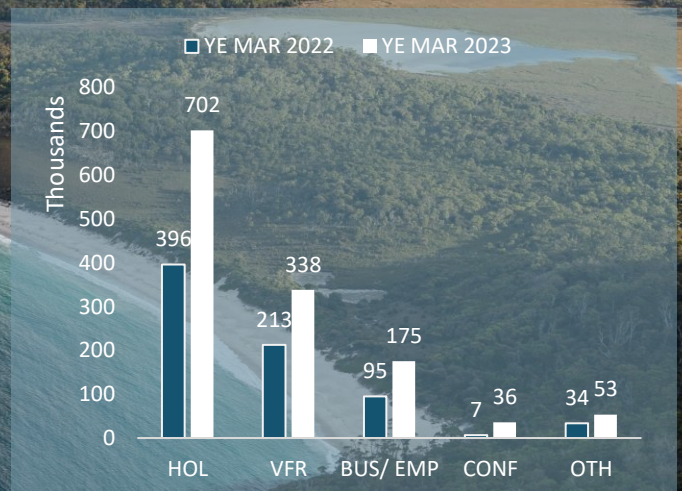
## ALL HOLIDAY VISITORS

<b>VISITORS</b> <b>702k</b> ▲77% 111% of 2019 <sup>^</sup>	<b>NIGHTS</b> <b>6.89m</b> ▲61% 120% of 2019	<b>SPEND</b> <b>\$2.77b</b> ▲77% 165% of 2019	<b>ALOS (nights)</b> <b>9.8</b> ▼-9% 109% of 2019	<b>ASPV</b> <b>\$3,939</b> ►0% 150% of 2019	<b>ASPEN</b> <b>\$401</b> ▲10% 137% of 2019
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## Rolling Annual Visitation to Tasmania



## Purpose of visit to Tasmania



## Recovery tracking by month of departure | green shaded cells denote recovery equal or above same month in 2019

	2022									2023		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Visitors	119,700	92,600	87,900	87,800	67,400	90,900	110,200	112,800	109,200	182,900	115,800	128,300
% 2019 #	93%	110%	125%	96%	89%	104%	97%	96%	83%	99%	86%	97%
Nights ('000)	1,459	881	703	706	555	631	961	874	935	2,085	1,155	1,402
% 2019 #	108%	104%	130%	121%	120%	122%	134%	109%	90%	114%	111%	123%
Spend (\$m)	360.0	265.9	221.0	269.6	150.1	227.9	360.1	300.6	326.9	704.5	354.2	414.7
% 2019 #	198%	143%	141%	116%	109%	156%	146%	203%	213%	155%	132%	162%

- ▲ Increase
- Steady (-2% to +2% change)
- ▼ Decrease

% Change is from previous year.  
 \* Total visitors is interstate and international, excluding Tasmanians.  
<sup>^</sup> % 2019 refers to comparison to calendar year ending December 2019.  
<sup>#</sup> % 2019 monthly data refers to % share of the same month in 2019.

ALOS: Average length of stay (nights);  
 ASPV: Average spend per visitor;  
 ASPN: Average spend per night.

More data available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

The Tasmanian Visitor Survey is an exit survey of approximately 9,000 interstate and international visitors annually. Roy Morgan Research conducts the survey on behalf of Tourism Tasmania.



# INTERSTATE VISITORS TO TASMANIA

YEAR ENDING MARCH 2023

## ALL INTERSTATE VISITORS\*

<b>VISITORS</b> <b>1.169m</b> ▲ 59% 101% of 2019 <sup>^</sup>	<b>NIGHTS</b> <b>10.59m</b> ▲ 35% 120% of 2019	<b>SPEND</b> <b>\$3.52b</b> ▲ 63% 167% of 2019	<b>ALOS (nights)</b> <b>9.1</b> ▼ -16% 118% of 2019	<b>ASPV</b> <b>\$3,013</b> ▲ 2% 165% of 2019	<b>ASPEN</b> <b>\$333</b> ▲ 21% 140% of 2019
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## INTERSTATE HOLIDAY VISITORS

<b>VISITORS</b> <b>613k</b> ▲ 57% 123% of 2019 <sup>^</sup>	<b>NIGHTS</b> <b>6.08m</b> ▲ 45% 132% of 2019	<b>SPEND</b> <b>\$2.46b</b> ▲ 59% 181% of 2019	<b>ALOS (nights)</b> <b>9.9</b> ▼ -7% 107% of 2019	<b>ASPV</b> <b>\$4,005</b> ▲ 7% 147% of 2019	<b>ASPEN</b> <b>\$404</b> ▲ 10% 137% of 2019
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## State of origin

## % Share visitors from state

	Visitors	Nights '000	Spend \$m	ALOS nights	ASPV	ASPEN	Holiday	VFR	Business	Other
VIC	421,500	3,072	1065	7.3	\$2,528	\$347	48%	26%	19%	7%
NSW	341,000	3,255	1081	9.5	\$3,170	\$332	57%	24%	11%	8%
QLD	236,300	2,501	834	10.6	\$3,531	\$334	58%	26%	11%	5%
SA	65,000	548	188	8.4	\$2,897	\$344	48%	27%	12%	13%
WA	62,200	815	227	13.1	\$3,648	\$278	54%	33%	11%	2%
ACT	32,000	256	86	8.0	\$2,696	\$337	38%	29%	22%	10%
NT	9,500	99	36	10.4	\$3,781	\$363	50%	46%	0%	4%

## Recovery tracking by month of departure | green shaded calls denote recovery equal or above same month in 2019

	2022									2023		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Visitors	114,800	85,900	80,500	83,800	63,800	84,200	99,500	100,500	93,500	160,300	97,600	104,300
% 2019 #	103%	115%	122%	101%	94%	112%	100%	102%	86%	103%	91%	97%
Nights ('000)	1,114	770	619	688	520	581	868	765	783	1,787	957	1,133
% 2019 #	100%	114%	122%	139%	126%	133%	143%	118%	94%	120%	127%	130%
Spend (\$m)	343.2	246.0	205.1	258.4	143.5	212.1	326.6	270.2	278.6	612.1	294.9	330.8
% 2019 #	146%	203%	213%	215%	168%	176%	198%	143%	141%	160%	149%	166%

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

% Change is from previous year.

\*All visitors\* on this page refers to Australian travellers, excluding Tasmanians.

<sup>^</sup> % of 2019 refers to comparison to calendar year ending 2019.

# % 2019 monthly data refers to % share of the same month in 2019.

ALOS: Average length of stay (nights);  
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# VISITATION TO TOURISM REGIONS

(INTERSTATE & INTERNATIONAL)

YEAR ENDING MARCH 2023

## VISITORS TO REGIONS

SOUTHERN  
**1,058.2k**  
▲77%

NORTHERN  
**713.4k**  
▲69%

WEST X NORTH WEST  
**568.5k**  
▲76%

EAST  
**419.8k**  
▲70%

## OVERNIGHT VISITORS

SOUTHERN  
**995.2k**  
▲77%

NORTHERN  
**548.2k**  
▲65%

WEST X NORTH WEST  
**452.6k**  
▲78%

EAST  
**340.6k**  
▲63%

## NIGHTS IN REGIONS

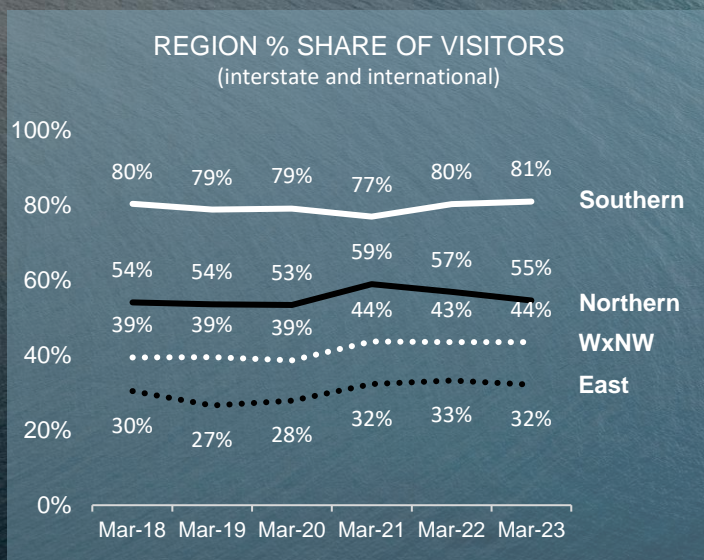
SOUTHERN  
**5.738m**  
▲55%

NORTHERN  
**2.129m**  
▲31%

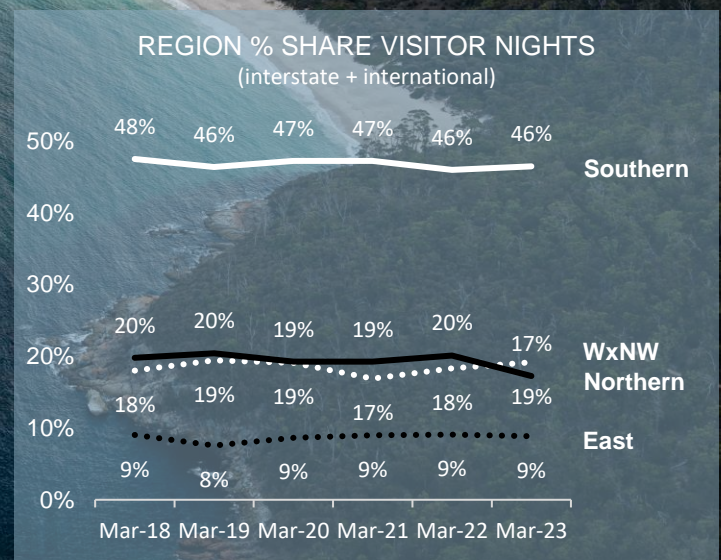
WEST X NORTH WEST  
**2.369m**  
▲60%

EAST  
**1.093m**  
▲50%

## Share of visitors by region



## Share of nights by region



Want more intrastate data?

Visit the National Visitor Survey website at [www.tra.gov.au/domestic](http://www.tra.gov.au/domestic)

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

% Change is from previous year.

More data available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

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# INTERNATIONAL VISITORS TO TASMANIA

YEAR ENDING MARCH 2023

## ALL VISITORS

**VISITORS**  
**142,000**  
▲ 1269%+  
50% of 2019^

**NIGHTS**  
**2.209m**  
▲ 278%  
52% of 2019^

**SPEND\*\***  
**\$275.6m**  
▲ 533%  
50% of 2019

**ALOS (nights)**  
**15.6**  
▼ -72%  
2019: 15.0

**ASPV**  
**\$1,940**  
▼ -54%  
2019: \$1,962

**ASPN**  
**\$125**  
▲ 67%  
2019: \$131

International visitation was lagging the national level through 2022, however improved in the December quarter 2022 (63% of Dec qtr 19) before softening in the March quarter 2023 (58% of Mar qtr 19). Nights are generally recovering ahead of visitation, boosted by families reconnecting as border restrictions eased and increasing return of holidaymakers. The key markets of USA, UK, Singapore, NZ, and Canada made up 62 per cent of international visitors to Tasmania. Singapore stands out as the only country to fully recovery visitation compared to YE March 2019.

## HOLIDAY VISITORS\*

**VISITORS**  
**96,300**  
43% of 2019^

**NIGHTS**  
**700,900**  
36% of 2019

**SPEND\*\***  
**\$166.2m**  
53% of 2019

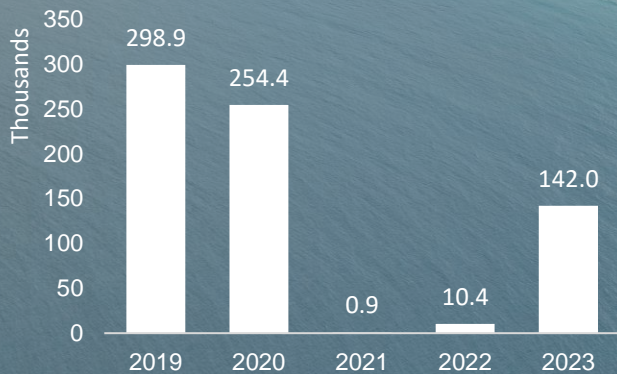
**ALOS (nights)**  
**7.3**  
2019: 8.8

**ASPV**  
**\$1,726**  
2019: \$1,386

**ASPN**  
**\$237**  
2019: \$158

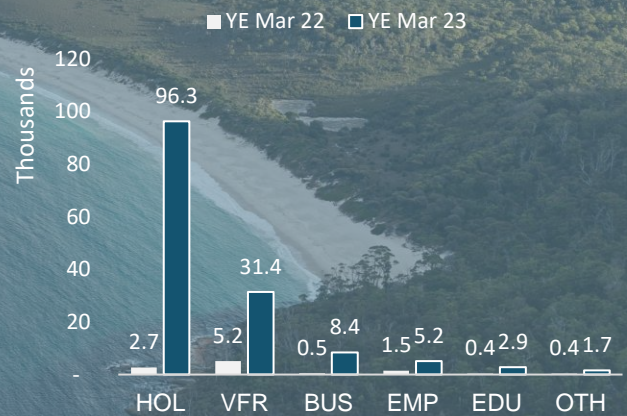
## Rolling Annual Visitation to Tasmania

TOTAL INTERNATIONAL VISITORS TO TASMANIA | YE March



## Purpose of Stopovers\* within Tasmania

PURPOSE OF STOPOVER IN TASMANIA



## Share of all visitors to Australia

**VISITORS**  
**3.1%**  
▲ 1.0%pts

**NIGHTS**  
**1.3%**  
▼ -0.5%pts

**SPEND**  
**1.5%**  
▲ 0.1%pts

## Share of holiday visitors\* to Australia

**VISITORS**  
**5.16%**  
▲ 1.6%pts

**NIGHTS**  
**2.1%**  
▲ 0.7%pts

**SPEND**  
**3.5%**  
▲ 2.0%pts

Want more data on international travellers to Australia?

Visit the International Visitor Survey website at [www.tra.gov.au/international](http://www.tra.gov.au/international)

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

+% Change is from previous year.

\*\* IVS data up to December 2022 is based on imputations from pre-COVID visitor behaviours.

March quarter 2023 is the first period to be based back on interviews

\* The IVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%.

^ % 2019 refers to comparison to calendar year 2019 figures (year ending December 2019).

ALOS: Average length of stay (nights);

ASPV: Average spend per visitor;

ASPN: Average spend per night.

The International Visitor Survey interviews 40,000 overseas travellers in person in Australia's eight major international airports. Between March 20 and Dec 22 the IVS scaled back interviews and primarily utilises passenger data cards. Interviews fully resumed from Jan 20. The IVS is conducted by Tourism Research Australia



# INTRASTATE TRIPS WITHIN TASMANIA

YEAR ENDING MARCH 2023

## OVERNIGHT TRIPS

TRIPS  
**1.48m**  
▼-14%

NIGHTS  
**3.54m**  
▼-15%

SPEND  
**\$1.028b**  
▲15%

ALOS (nights)  
**2.4**  
►-1%

ASPT  
**\$693**  
▲33%

ASPN  
**\$290**  
▲34%

## HOLIDAY OVERNIGHT TRIPS\*

TRIPS  
**739k**  
▼-21%

NIGHTS  
**1.83m**  
▼-11%

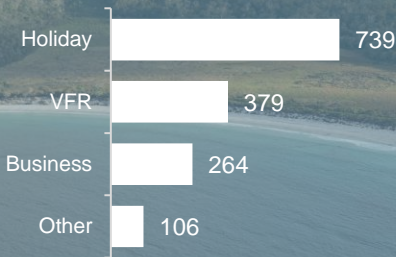
SPEND  
**\$390m**  
▼-21%

ALOS (nights)  
**2.0**  
►0%

ASPT  
**\$528**  
►1%

ASPN  
**\$213**  
►1%

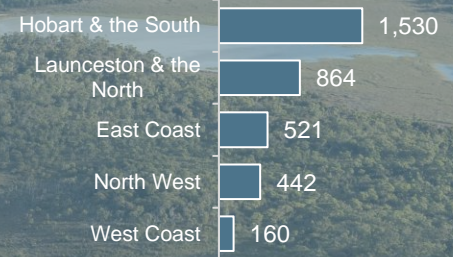
### PURPOSE OF OVERNIGHT TRIP ('000)



### OVERNIGHT TRIPS IN REGIONS ('000)



### NIGHTS IN REGIONS ('000)



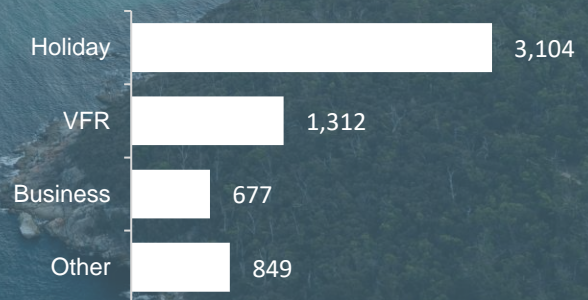
## DAY TRIPS

TRIPS  
**5.94m**  
▲22%

SPEND  
**\$745m**  
▲21%

ASPT  
**\$125**  
▼-1%

### PURPOSE OF DAY TRIP ('000)



## HOLIDAY DAY TRIPS\*

TRIPS  
**3.10m**  
▲25%

SPEND  
**\$427.8m**  
▲30%

ASPT  
**\$138**  
▲4%

Want more intrastate data?

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- ▲ Increase
- Steady (-2% to +2% change)
- ▼ Decrease

ALOS: Average length of stay (nights);  
ASPT: Average spend per trip;  
ASPN: Average spend per night.

% Change is from previous year.

\*The NVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%

The National Visitor Survey is a mobile phone survey of approximately 120,000 Australians annually. The NVS is conducted by Tourism Research Australia.



## About this Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS) and supplementary sources to provide you with an overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Accommodation data from AirDNA and STR are also featured.

More detailed statistics are available at Tourism Tasmania's corporate website at [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research) and via the interactive TVS Analyser [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

## A note of caution

You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors and therefore may be different from the real figure if data from 100% of all visitors could have been collected. These estimates may be subject to chance variation, or sampling error, and smaller estimates under 1,000 must be treated with greater caution. Figures that show a change  $\leq 2$  per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at [www.tourismtasmania.com.au/research/tvs](http://www.tourismtasmania.com.au/research/tvs) for further information

## Where does the visitor data come from?

### Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. Interviews take place at the states' four main airports as well as on the Spirit of Tasmania ferries.

[www.tourismtasmania.com.au/research/tvs](http://www.tourismtasmania.com.au/research/tvs)

### International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia, pre-COVID-19 sampling 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia (not Hobart).

- Between April 2020 and December 2022 the IVS utilised incoming passenger cards and algorithms supplemented by surveys. January 2023 saw the full re-introduction of survey-based sampling.

[www.tra.gov.au/international](http://www.tra.gov.au/international)

### National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia, sampling over 120,000 Australians annually pre-COVID. The survey has continued uninterrupted as it 100% mobile call based. The NVS provides the only nationally comparable travel data for Tasmanians within their own state.

[www.tra.gov.au/domestic](http://www.tra.gov.au/domestic)