

# INTERNATIONAL VISITOR PROFILE

YEAR ENDING DECEMBER 2024



Bay of Fires  
Stu Gibson

**TASMANIA**

COME DOWN FOR AIR





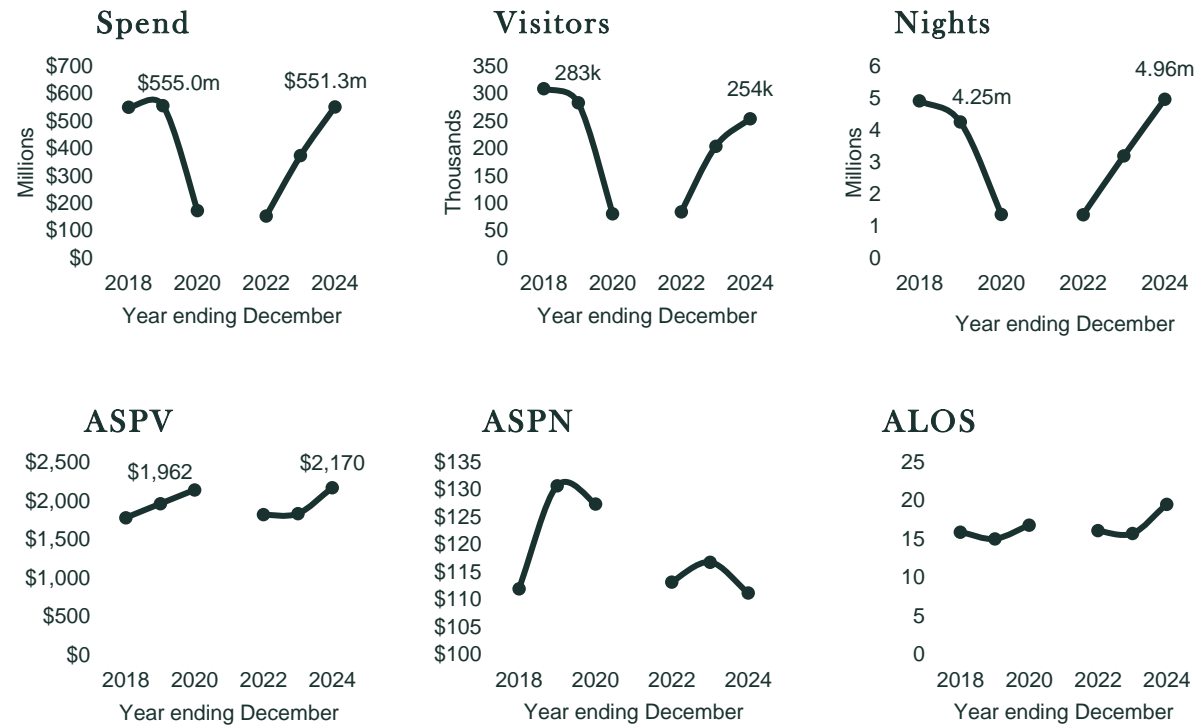
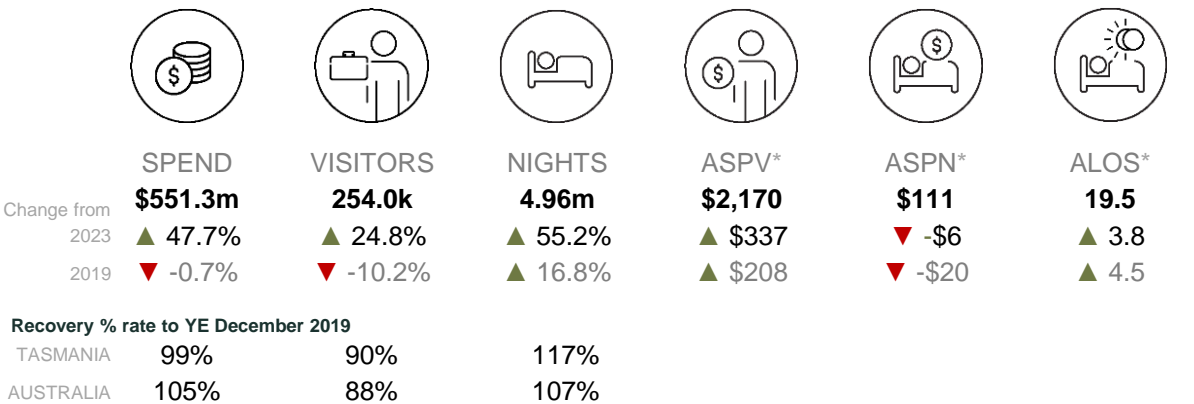
# International Visitors

International Visitor Survey, YE December 2024  
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS).

- Tasmania welcomed more international visitors in 2024, who spent more each and stayed for longer, compared to 2023.
- International visitors spent \$551m in the state, up significantly on last year (+48%, or \$178m more) driven by each visitor on average spending an additional \$337 and staying almost four nights longer.
- Post-pandemic international travel into Australia continued to improve throughout 2024, with Tasmania maintaining its share of all international visitors to Australia at 3.33% (3.25% in 2019), and 5.07% of holiday visitors (4.81% in 2019).
- Tasmania's international visitor recovery leads the national average for nights (TAS 117%, national average 107%) and visitation (TAS 90%, national average 88%, of 2019).
- International spend in Tasmania has recovered to pre-COVID levels (99% of 2019), while nationally spend has slightly exceeded it (105%).
- Tasmania attracts a higher proportion of international holiday visitors compared to other states, and while visitation remains down on 2019 (189.8k in 2024, -16%), they spent \$311 more each, leading to a total spend of \$322.1m (+3% on 2019).

## INTERNATIONAL VISITORS

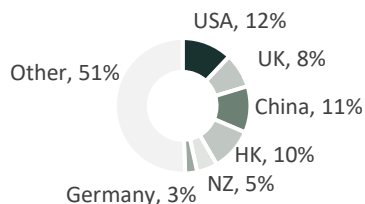


\* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)

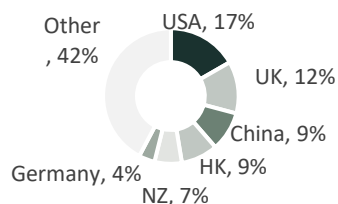
# International Visitors

International Visitor Survey, YE December 2024  
Tourism Research Australia

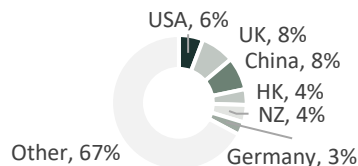
## Spend market share



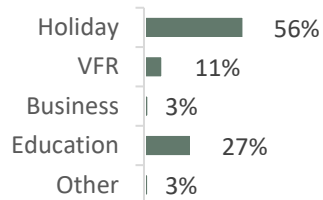
## Visitors market share



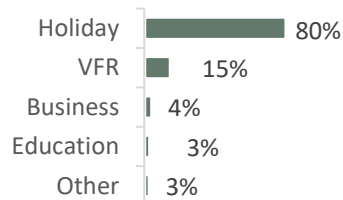
## Nights market share



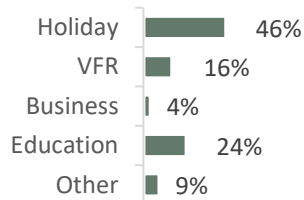
## Spend by purpose\*



## Visitors by purpose

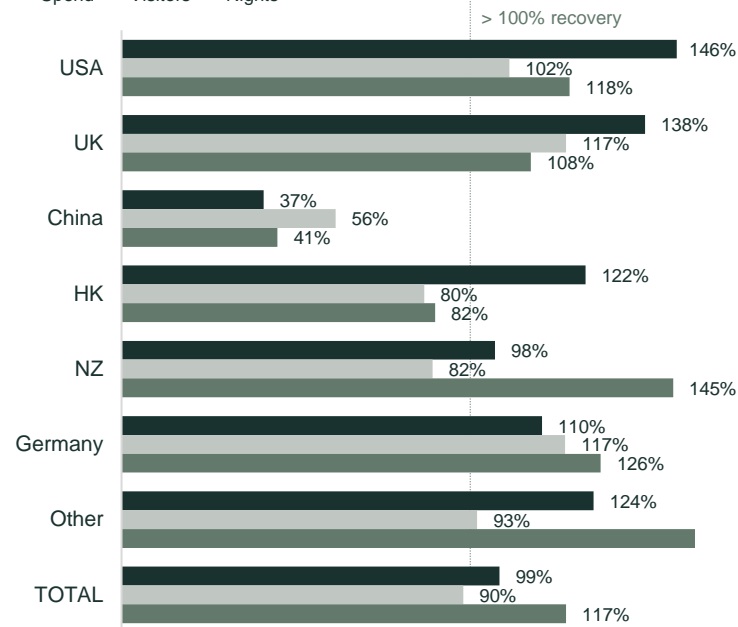


## Nights by purpose



## Market recovery rate compared to 2019

● Spend ● Visitors ● Nights



	SPEND (m)	Change from 2023	VISITORS (000)	Change from 2023	NIGHTS (000)	Change from 2023	ASPV	Change from 2023	ASPN	Change from 2023	ALOS (nights)	Change from 2023
USA	\$66.3	15.3%	42.4	5.7%	289.0	-31.1%	\$1,562	\$130	\$229	\$92	6.8	-3.6
UK	\$45.8	49.6%	31.6	39.2%	399.9	13.9%	\$1,449	\$102	\$114	\$27	12.7	-2.8
China	\$61.0	124.5%	24.0	55.8%	389.3	203.5%	\$2,541	\$777	\$157	-\$55	16.2	7.9
HK	\$56.3	33.6%	22.3	33.5%	186.9	-5.7%	\$2,520	\$1	\$301	\$89	8.4	-3.5
NZ	\$27.2	-37.8%	16.5	0.3%	205.8	29.3%	\$1,645	-\$1,009	\$132	-\$143	12.4	2.8
Germany	\$15.8	51.5%	9.7	57.3%	154.8	39.2%	\$1,623	-\$61	\$102	\$8	15.9	-2.1
Other	\$278.9	72.6%	107.4	25.0%	3,333.8	82.3%	\$2,597	\$716	\$84	-\$5	31.0	9.8
<b>TOTAL</b>	<b>\$551.3</b>	<b>47.7%</b>	<b>254.0</b>	<b>24.8%</b>	<b>4,959.4</b>	<b>55.2%</b>	<b>\$2,170</b>	<b>\$337</b>	<b>\$111</b>	<b>-\$6</b>	<b>19.5</b>	<b>3.8</b>

\* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)

+ The IVS allows different purposes by stopover (overnight stays in a place), and therefore values may add to more than 100%. This list reflects all markets where there is sufficient survey sample that meets TRA's publishable data threshold