

INTRASTATE VISITOR PROFILE

YEAR ENDING DECEMBER 2024



Bay of Fires
Stu Gibson

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

Intrastate trips by Tasmanians

National Visitor Survey, YE December 2024
Tourism Research Australia

Intrastate visitation data on this page comes from Tourism Research Australia's National Visitor Survey (NVS).

— Tasmanians spent over \$1.8b (-4.5% on 2023) on trips within the state in the year ending December 2024, spread across overnight trips (\$970m, -14.0%) and day trips (\$841m, +9.5%).

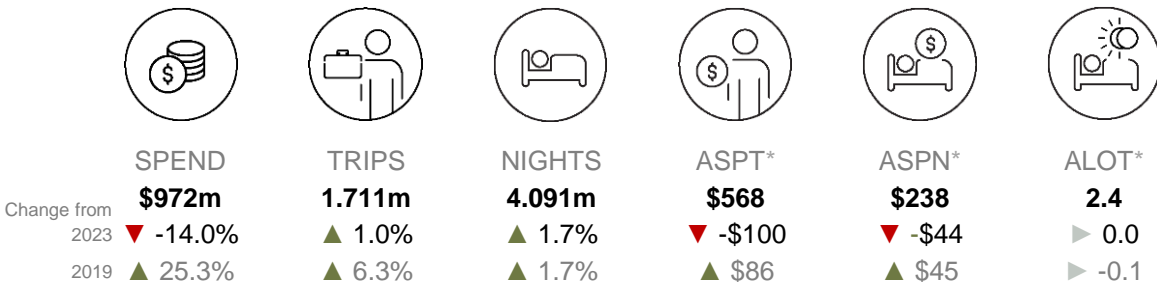
OVERNIGHT TRIPS

- Tasmanians took a similar number of overnight trips within the state compared to the previous year (+1.0%), and for similar duration (2.4 nights).
- There was however a drop in average spend per trip, (\$568, down \$100, or \$44 less per night, from 2023), resulting in an overall decline in overnight trip spend.
- Spend by Tasmanians taking overnight trips for a holiday (\$363m) was up 15% on 2019 (\$316m), as the number of trips taken (+9%) and nights (+15%) also increased.

Definition of an overnight trip

- Overnight trips must include at least one night away and be a minimum of 40 kilometres from the respondent's usual place of residence.

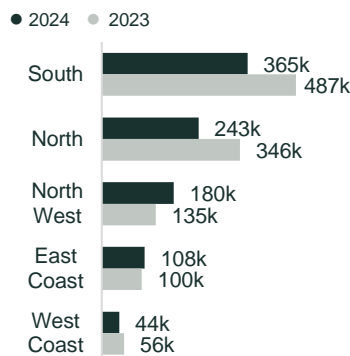
INTRASTATE OVERNIGHT TRIPS



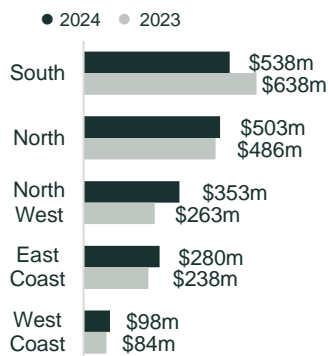
HOLIDAY OVERNIGHT TRIPS



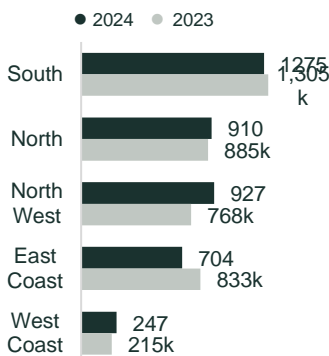
Overnight trips to regions



Spend in regions



Nights in regions



* ASPT – average spend per trip. ASPN – average spend per night. ALOT – average length of trip (nights)

Intrastate trips by Tasmanians

National Visitor Survey, YE December 2024
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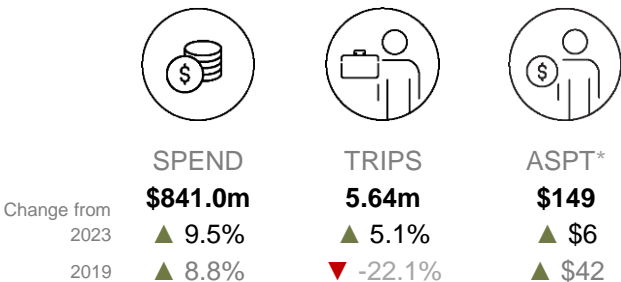
DAY TRIPS

- Tasmanians are avid explorers of their 'backyard', and in 2024 took more day trips within the state and spent more each compared to the previous year.
- Over half of day trips are for 'holiday' purposes, with Tasmanians taking an additional 241k of these day trips, spending \$31m more than in the previous year.

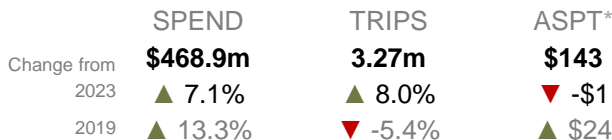
Definition of a day trip for this data

- A day trip is a trip that involves a round-trip distance of at least 50 kilometres from the respondent's usual place of residence, lasting a minimum of four hours and does not involve an overnight stay.

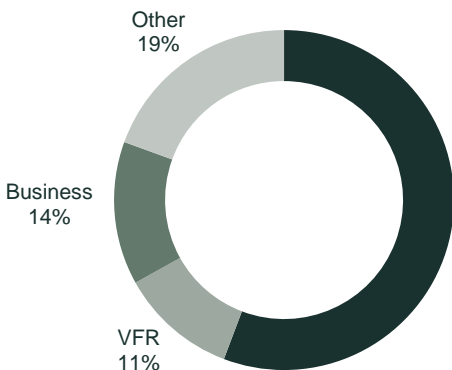
INTRASTATE DAY TRIPS



HOLIDAY DAY TRIPS



Day trip spend



Day trip purpose

