



TASMANIAN TOURISM BUSINESS COUNT & EMPLOYMENT ATLAS



Tourism & Transport Forum (TTF) is proud to present the Tasmanian edition of our popular and respected tourism employment atlas to help inform decision makers, business leaders and the community about the value of tourism to the Tasmanian economy. In addition to its current contribution, tourism has been identified as a ‘super-growth’ industry that can provide future job and business opportunities across the state and help to deliver prosperity around Australia.

The Tasmanian Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Tasmanian electorates. We hope the Atlas will help reinforce the importance of tourism and the visitor economy to every part of the state.

Margy Osmond
Chief Executive Officer

Image Credits: Salamanca Market, Hobart, TAS – Tourism Tasmania and Phil Kitt | Historic Gaol, Port Arthur, TAS – Port Arthur Historic Site Management Authority (PAHSMA) | Cradle Mountain Huts Walk, Lake St Clair National Park, TAS – Cradle Mountain Huts | Looking towards The Henry Jones Art Hotel, Hobart, TAS – Tourism Tasmania & Rob Burnett | Cradle Mountain Huts Overland Track Walk, TAS – Tasmanian Walking Company / Great Walks of Australia | MONA FOMA, Hobart, TAS – MONA | Bay of Fires Lodge Walk, Lichen Rocks at Boulder Point, Mount William National Park, TAS – Tasmanian Walking Company / Great Walks of Australia

Note: Figures in all tables are rounded to the nearest hundred, so some figures may not sum to totals. Results less than 100 are not reported.

Table 1: Tourism employment in Tasmania	
Industry	Tourism employment
Accommodation	3,700
Cafes, restaurants and takeaway food services	5,400
Clubs, pubs, taverns and bars	1,100
Rail transport	-
Road transport and transport equipment rental	700
Air, water and other transport	1,000
Travel agency and tour operator services	300
Cultural services	700
Casinos and other gambling services	100
Other sports and recreation services	400
Retail trade	2,700
Education and training	700
All other industries	300
TOTAL	17,200

Source: Tourism Satellite Accounts 2015/16 Table 7

Table 2: Electorates with the highest intensity of tourism employment		
Electorate	Tourism employment	% of total employment
Lyons (Apsley)	800	10.5%
Denison (Nelson)	1,000	9.7%
Denison (Hobart)	1,600	9.7%
Bass (Windermere)	1,100	8.6%
Lyons (Rumney)	6,00	8.6%
Denison (Elwick)	1,200	8.5%
Braddon (Mersey)	1,000	8.0%
Bass (Rosevears)	900	7.8%
Franklin (Nelson)	400	7.8%
Bass (Launceston)	1,200	7.8%

Source: TTF calculations, Tourism Satellite Accounts 2015/16, Census 2016.

For further information, please contact:
Tourism & Transport Forum (TTF)
Level 6, 7 Macquarie Place Sydney NSW 2000
T: +61 2 9240 2000

www.ttf.org.au

TASMANIAN ELECTORAL DISTRICTS

Table 3: Tourism employment and businesses by State Electorate				
State Electorate	Tourism employment	% of electorate employment	Tourism related businesses	% of electorate businesses
Bass (Apsley)	300	7.0%	200	15.5%
Bass (Launceston)	1,200	7.8%	700	22.0%
Bass (Rosevears)	900	7.8%	200	19.2%
Bass (Windermere)	1,100	8.6%	400	21.3%
Bass	3,400	7.9%	1,500	20.3%
Braddon (Mersey)	1,000	8.0%	400	21.5%
Braddon (Montgomery)	1,000	7.6%	400	20.4%
Braddon (Murchison)	1,000	7.3%	400	18.1%
Braddon (Western Tiers)	-	5.2%	-	29.4%
Braddon	3,000	7.6%	1,300	19.9%
Denison (Derwent)	300	7.0%	100	21.9%
Denison (Elwick)	1,200	8.5%	400	22.6%
Denison (Hobart)	1,600	9.7%	1,200	25.7%
Denison (Huon)	-	4.6%	-	12.9%
Denison (Nelson)	1,000	9.7%	400	20.2%
Denison	4,200	9.0%	2,000	23.7%
Franklin (Derwent)	100	6.6%	-	16.3%
Franklin (Huon)	1,000	6.5%	400	17.0%
Franklin (Nelson)	400	7.8%	100	19.1%
Franklin (Pembroke)	1,100	7.3%	300	18.3%
Franklin (Rumney)	700	7.1%	200	16.0%
Franklin	3,300	7.0%	1,000	17.4%
Lyons (Apsley)	800	10.5%	400	22.3%
Lyons (Derwent)	600	7.0%	200	23.9%
Lyons (Rosevears)	300	7.5%	100	16.9%
Lyons (Rumney)	600	8.6%	200	21.0%
Lyons (Western Tiers)	900	6.8%	400	16.1%
Lyons	3,300	7.9%	1,300	19.4%

Source: ABS unpublished business counts data, Tourism Satellite Accounts 2015/16, Census 2016, TTF calculations.
Note: tourism business as per Appendix 1 ANSIC codes - Tourism Satellite Accounts 2015/16.

