



Tasmanian Trade Scorecard 2024-25



Tasmanian
Government

An aerial photograph showing the dynamic movement of ocean waves as they break onto a sandy beach. The water is a deep, dark blue-green, while the foam of the waves is a bright, white-yellow. The sand is a light tan color, visible in the upper right corner where the waves are washing onto the shore. The overall texture is highly detailed and energetic.

Acknowledgement

We acknowledge Tasmanian Aboriginal people as the traditional owners of this Land, and pay respects to Elders past and present for they hold the knowledge, memories and culture of Aboriginal people in Tasmania.

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Overview

This Trade Scorecard (Scorecard) is an annual snapshot of Tasmania's national and international trade performance and is a key deliverable of the *Tasmanian Trade Strategy 2019–2025* (the Strategy). Led by Trade Tasmania, the strategy establishes a coordinated whole-of-government approach to work with businesses, industry, the Australian Government and global partners to increase trade in domestic and international markets.

The purpose of the Scorecard is to benchmark Tasmania's annual trade performance against the previous years' Trade Action Plan and the four key performance indicators (KPIs) outlined in the Strategy.

1. An increase in the number of businesses provided with a service and/or support.
2. An improvement in brand awareness in targeted markets.
3. At least 80 per cent of businesses satisfied with the quality of services provided.
4. An increase in the value of products or services sold by Tasmanian businesses to the domestic or international market.

These KPIs support the growth of Tasmania's trade to \$15 billion by 2050 across four priority areas.

- i. Build trade in key sectors.
- ii. Showcase Tasmania in priority markets.
- iii. Support trade logistics and market access.
- iv. Build export capabilities of Tasmanian businesses.

The 2024-25 Scorecard is the sixth and final of its kind under the Strategy.

All values in this Scorecard are based on subscription data sourced from the Australian Bureau of Statistics (ABS), unless otherwise stated. It is important to note that the data on exported goods is collected at the Australian port of departure, and therefore, it may not always provide a complete representation of the total goods exported from the state. In cases where products undergo processing, transformation, or when a head office or distribution centre is in a different jurisdiction, the origin of the product or service may vary. Certain commodity groupings are under-reported due to classification as confidential trade items. However, the values of these items are still included in the overall export value.

Achievements 2019-25

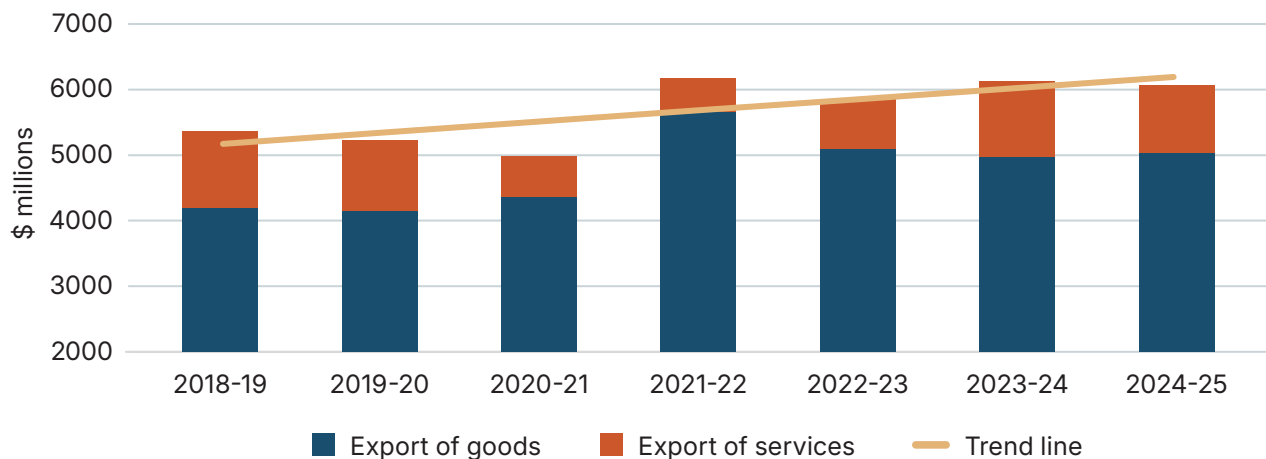
This is the final Trade Scorecard under the Strategy. It marks the end of a six-year period of structured, government-supported trade activity and an opportunity to take stock of what was achieved.

Tasmania's international exports showed strong resilience over the strategy period of 2018-19 to 2024-25, with nominal export values rising by \$699 million (13 per cent) despite the significant disruption caused by the COVID-19 pandemic. This growth was achieved even as service exports, particularly exposed to global travel restrictions, have yet to fully recover to pre-pandemic levels.

Goods exports rose by \$840 million (20 per cent), driven by strong gains in ores and concentrates, processed metals, seafood, and dairy, with growth recorded across key markets including South Korea, China, Vietnam, Indonesia, and the United States.

In contrast, service exports experienced a sharp contraction, falling by nearly 55 per cent between 2018-19 and 2021-22 as the pandemic halted international travel and education flows. While there has been a strong rebound, service exports rose by around 95 per cent by 2024-25, they remain \$141 million below pre-pandemic levels in nominal terms. This highlights both the severity of the initial shock and the ongoing recovery still underway in Tasmania's service export sectors.

Tasmania's international export values 2019-25



Source: Australian National Accounts: State Accounts – ABS Cat No 5220.0, Table 7.

Key Performance Indicators 2024-25

KPI 1: Services and support | **1,665** services provided | **1,003** businesses supported

The number of businesses supported doubled from 466 in 2023–24 to 1,003 in 2024–25.

KPI 2: Brand awareness | **3.13 million** online reach | **708** businesses promoted in targeted markets

Both brand awareness metrics declined in 2024–25 compared to 2023–24. Online reach fell by approximately 55 per cent, and the number of businesses promoted dropped by 25 per cent.

The 2023–24 result was exceptionally high, driven by a series of Key Opinion Leader (KOL) activations in China and live streaming events broadcast to large Chinese audiences that generated a large volume of impressions. The 2024–25 result of 3.13 million impressions is still more than double the 2022–23 baseline of 1.34 million.

KPI 3: Satisfaction | **97%** 1,540 of 1,588 businesses were satisfied, exceeding the 80 per cent target.

Trade Tasmania’s business satisfaction rate increased from 94 per cent to 97 per cent.

This result is particularly meaningful in the context of KPI 1. In 2024–25, Trade Tasmania more than doubled the number of businesses it supported. This demonstrates that the quality of Trade Tasmania’s engagement remained high even as its reach expanded significantly.

KPI 4: Export value | **\$6.06 billion** total value of Tasmanian exports for goods and services.

Combined goods and services exports reached \$6.06 billion, a modest decrease of \$100 million (–1.6 per cent). While this represents a step back from the 2023–24 high of \$6.16 billion, it is the third time in four years Tasmania’s exports have exceeded \$6 billion, demonstrating sustained export strength.

Source: Trade Tasmania KPI reporting, Department of State Growth, 2024–25.

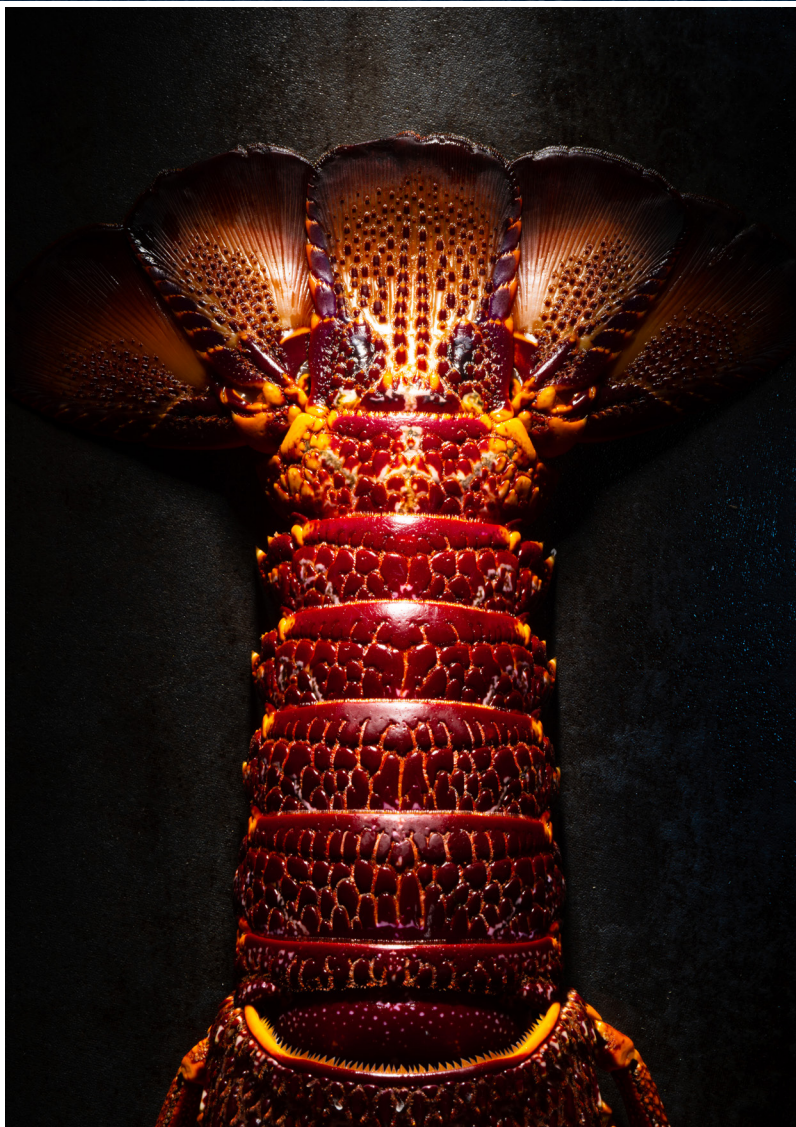
Summary

Tasmania's trade performance in 2024-25 demonstrated resilience in an increasingly complex and uncertain global trading environment. Global economic growth remained subdued, influenced by geopolitical conflicts, supply chain disruptions, inflation, rising freight costs and increasing trade protectionism. Despite these challenges, Tasmania's combined goods and services exports remained above \$6 billion for the third time in four years, reflecting the underlying strength and adaptability of the state's export industries.

Tasmania's export performance continued to be supported by its global reputation for premium, sustainable and high-quality products and services. Key export sectors including seafood, dairy, mining and processed metals recorded positive outcomes. The state's export profile remained diversified across commodities, services and international markets, helping to reduce exposure to economic volatility in individual countries or industries.

China remained Tasmania's largest trading partner, although exports became more broadly distributed across Asia, North America, Europe and the Middle East. Renewed market access for several Australian products into China, together with growing opportunities arising from Free Trade Agreements and emerging markets, provided additional momentum for exporters. Tasmania benefited from increasing global demand for high-quality food products, critical minerals, renewable energy inputs and advanced manufacturing capabilities.





Trade snapshot

Total exports

\$6.06 billion

goods + services
>\$6 billion for the
third time in four years

Goods

\$5.03 billion

▲ 1.45% year on year
national goods exports
▼ 4.3%

Services

\$1.02 billion

▼ 11.7% year on year

Top market

China

32.3% of goods exports
▲ \$119.2m year on year

Goods sector

MANUFACTURING

54%

share of
goods exports
▼ 1.7%

METALS

\$1.82 billion

▲ 1.5% zinc +
aluminium

FOOD + AGRIBUSINESS

\$978 million

▲ 8.3% seafood
+ dairy + meat

MINING

24%

share of
goods exports
▲ 3.8% tin

FORESTRY

\$468 million

woodchips and
logs (estimated)
▲ 158% to India

Services sector

TOURISM

\$3.6 billion

1.35m visitors ▲ 5.3%

INT. VISITORS

252,400

total spend ▲ 22.8%

EDUCATION

\$411 million

enrolments ▼ 11.2%

EDUCATION SOURCE

Nepal

overtook India as #1

What moved the needle

EXPORT INCREASE BY MARKET

China	▲ \$119.2m
India	▲ \$77.5m
Taiwan	▲ \$45.6m
Kuwait	▲ \$12.2m

EXPORT DECLINE BY MARKET

Indonesia	▼ \$41.4m
United States	▼ \$35.6m
Thailand	▼ \$30.0m
Malaysia	▼ \$26.9m

KEY PRODUCT MOVEMENT

Rock lobster	▲ 116.8%
Salmon	▲ 60.5%
Whisky	▼ 59%
Iron ore	▼ 22%

Context: Global and domestic

OUTPERFORMED NATION

Tasmania's goods exports
rose 1.45% while national
goods exports fell 4.3%.

FREIGHT HEADWINDS

Red Sea disruption forced
container vessels to divert
around the Cape of Good Hope.

TARIFFS RESHAPED TRADE

China removed barriers on
rock lobster, wine and timber,
while the US tightened tariffs
on steel and aluminium.

Source: ABS Cat. 5220.0 / 5368.0; Tourism Tasmania; Department of Education; Department of State Growth estimates.

Goods exports

Tasmania’s combined exports of goods and services reached \$6.06 billion¹ in 2024-25, exceeding the \$6 billion mark for the third time in four years. Tasmania’s nominal goods exports totalled \$5.03 billion in 2024-25, up 1.45 per cent from 2023-24. This was a solid result given the challenging global trade environment. This modest growth outpaced the national trend as Australia’s goods exports declined 4.3 per cent.²

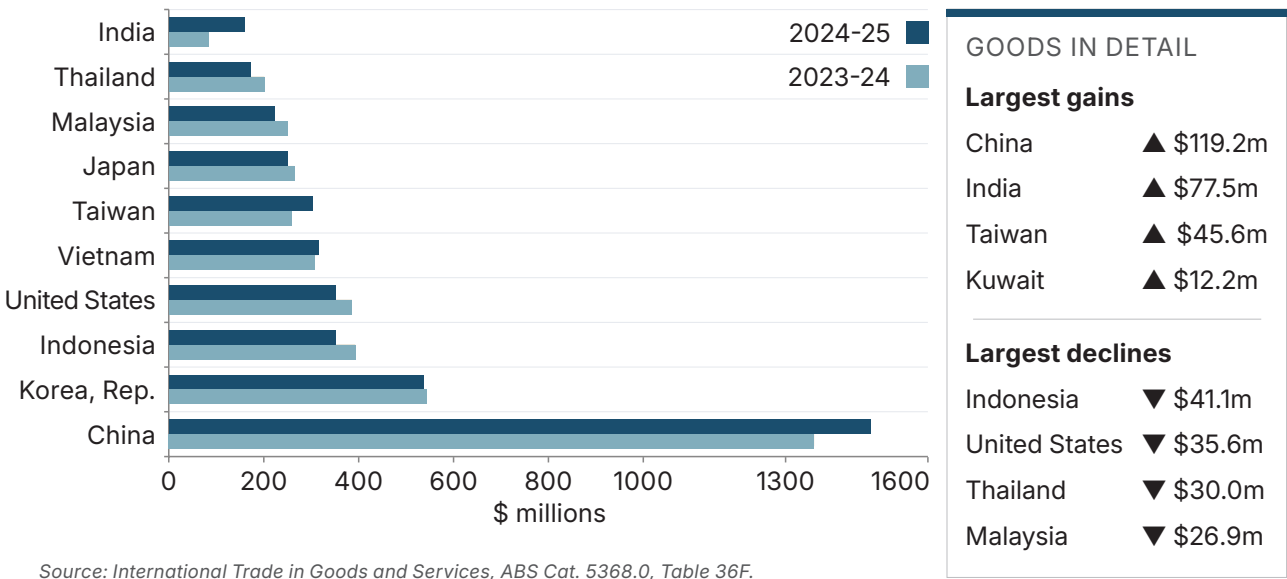
Demand from key Asian markets was steady, but geopolitical tensions, periodic trade barriers, supply chain issues and high freight costs created headwinds.

China’s removal of trade barriers on several Australian products boosted demand for exports such as rock lobster, wine and timber. However, the introduction of new tariffs by the United States later in the financial year prompted some businesses to adjust their operating models.

Freight and logistics remained a significant challenge for Tasmanian exporters. Disruptions in the Red Sea during 2024 forced container vessels to divert, resulting in longer transit times and higher shipping costs. Reduced shipping capacity and rising operational expenses pushed freight rates higher.

Market volatility persisted into 2025, driven in part by new tariff announcements from the United States, while escalating tensions in the Strait of Hormuz contributed to another rise in shipping rates in June 2025.³

Top export destinations for Tasmanian goods



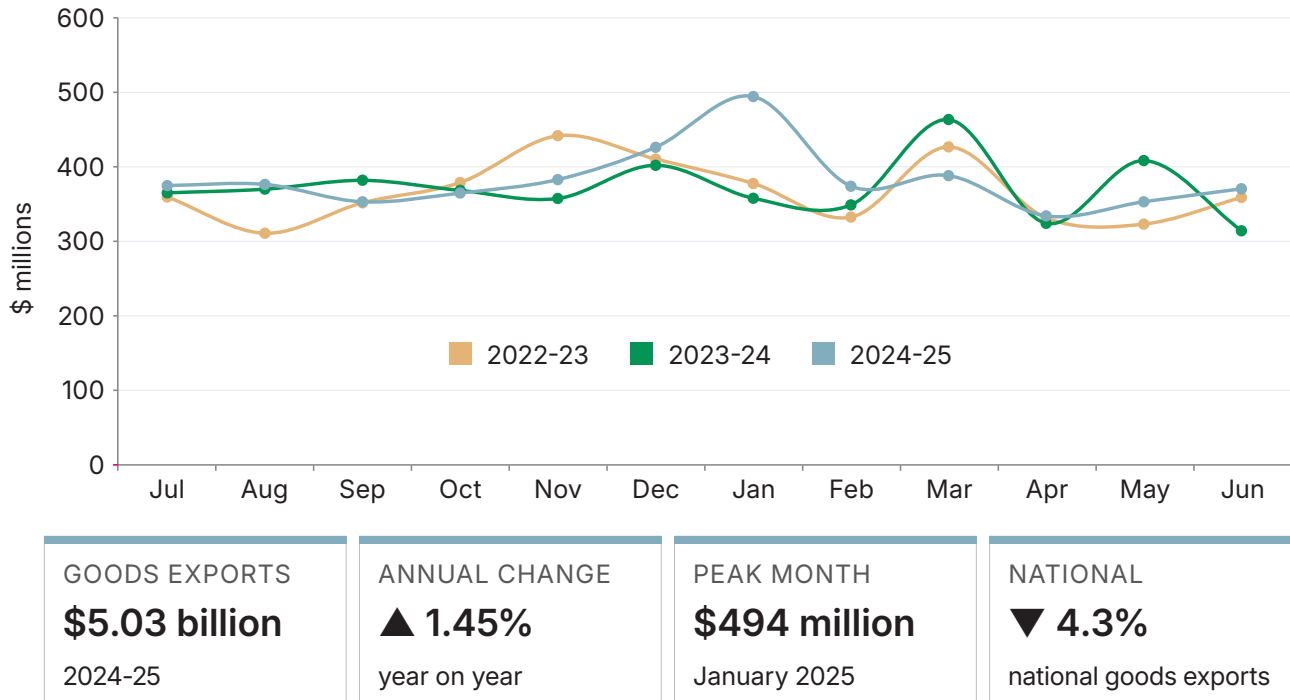
Source: International Trade in Goods and Services, ABS Cat. 5368.0, Table 36F.

¹ Combining the goods export values from Australian National Accounts: State Accounts - ABS Cat No 5220.0, Table 7, and service export values from International Trade: Supplementary Information, Financial Year, 2024-25 ABS Cat. 536805500303, Table 3.6.

² Estimated based on trade figures released by ABS Cat 5220.0, Australian National Accounts: State Accounts, Table 10.

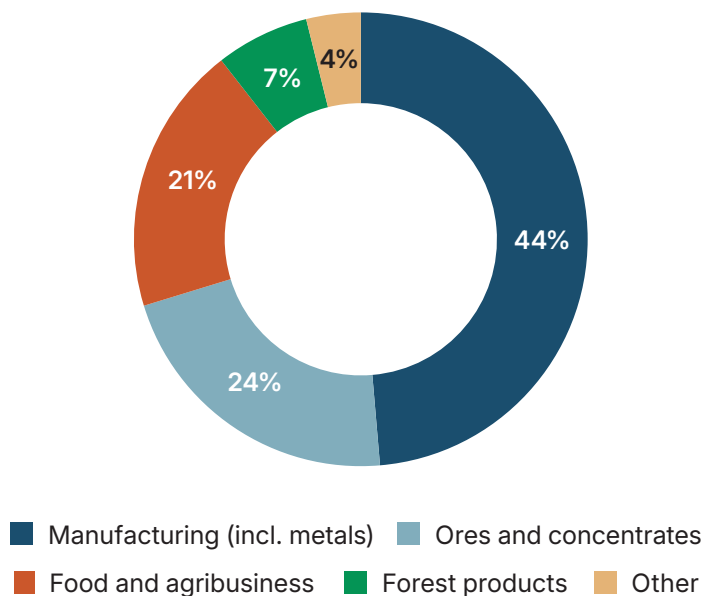
10 ³ UN Trade and Development (UNCTAD): 2025 Review of maritime transport.

Monthly goods exports: three-year comparison



Source: International Trade in Goods and Services, ABS Cat. 5368.0, Table 15A.

Tasmania's goods exports 2024-25



MANUFACTURING 44%⁴
 Largest export-earning sector.
 Includes processed metals:
 zinc, aluminium, copper and lead.

ORES AND CONCENTRATES 24%
 Tin and iron ore make up
 85%+ of mining exports.

FOOD AND AGRIBUSINESS 21%
 Seafood, dairy, red meat,
 horticulture and beverages.

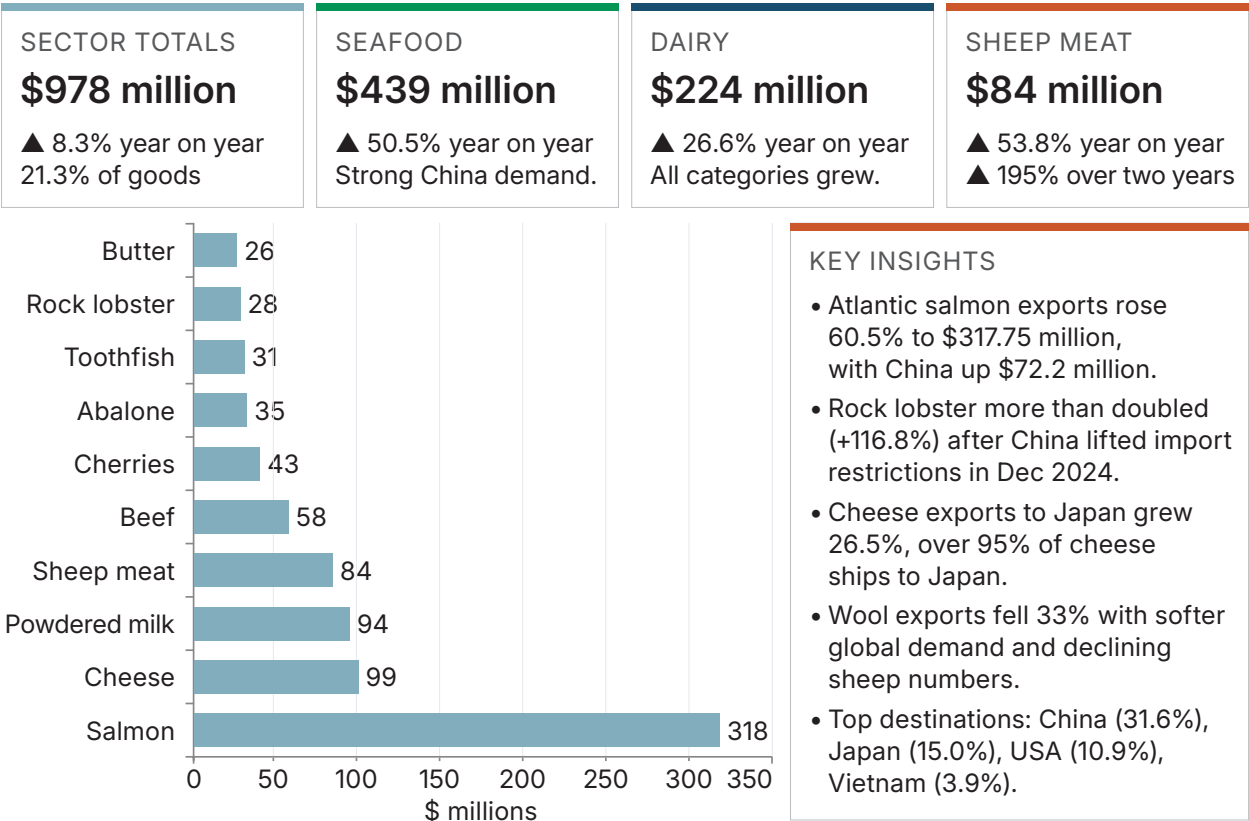
FOREST PRODUCTS 7%
 Woodchips and logs:
 India log demand surged 159%.

Source: Department of State Growth estimates based on ABS Cat. 5368.0. Shares are of goods export value.

⁴ This 44 per cent figure doesn't include food manufacturing (10 per cent), this is part of the food and agribusiness 21 per cent figure in this chart. Other manufacturing figures within the Scorecard include food manufacturing which is why it is at 54 per cent elsewhere.

Food and agribusiness ▲ 8.3%

Tasmania’s food and agribusiness sector bounced back from a challenging 2023-24 by posting an 8.3 per cent increase in export values in 2024-25. Export values reached around \$978 million, contributing 21.3 per cent of the total goods export values.



Source: Department of State Growth estimates based on ABS Cat. 5368.0 (data on subscription).



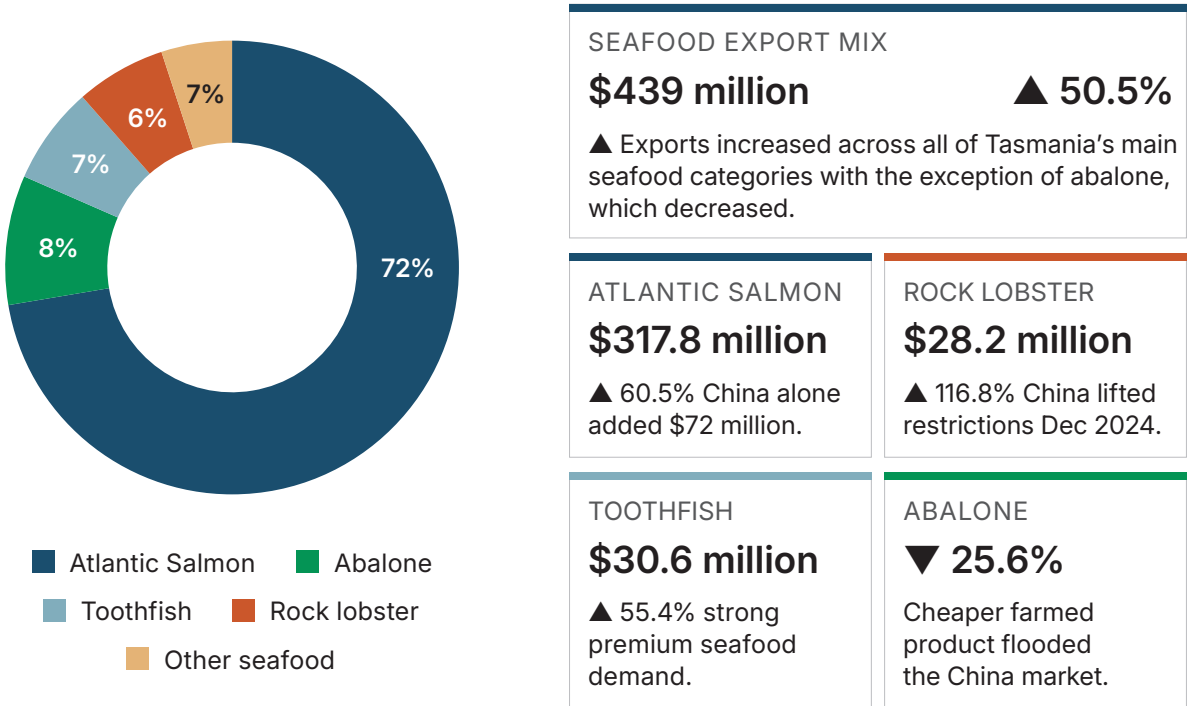
Seafood ▲ 50.5%

Seafood was the standout food and agribusiness performer of 2024–25. Export values surged more than 50 per cent from \$291.74 million in 2023-24 to \$439.20 million, consolidating the industry’s position as Tasmania’s largest food and agribusiness export.

Atlantic salmon: Atlantic salmon export values rose 60.5 per cent to \$317.75 million in 2024-25 driven primarily by strong demand from China (up \$72.18 million), with additional growth recorded in Japan, Vietnam, the United States, Indonesia, Singapore, India, Taiwan, and Brunei Darussalam. This result is particularly notable given that production volumes declined slightly from 69,979 in 2023-24 to 67,984 tonnes in 2024–25⁵.

Rock lobster: Rock lobster exports rose 116.8 per cent to \$28.20 million, following China’s lifting of import restrictions in December 2024. Toothfish exports increased 55.4 per cent to \$30.62 million.

Abalone: remained Tasmania’s second-largest seafood export, despite a 25.6 per cent decline in export values. The fall was largely attributed to cheaper domestically farmed abalone in the Chinese market.



Source: ABS Cat. 5368.0; Tasmanian Salmon Farming Data (Salmon Portal).

⁵ Tasmania Government: Tasmanian Salmon Farming Data (Salmon Portal).

Dairy ▲ 26.6%

Dairy export values rebounded strongly in 2024–25, rising 26.6 per cent to \$224.30 million, with growth recorded across all product categories including cheese, powdered milk, butter and yoghurt.

Milk production: According to Rabobank Research, Tasmania's dairy industry has been a key driver of national growth over the past three decades, having doubled the state's milk pool while the national milk pool declined by 25 per cent. Although dry spring conditions contributed to a modest 3.6 per cent fall in production in 2023–24, overall output remained strong in 2024–25⁶.

Cheese: Cheese was the highest-value dairy export in 2024–25, valued at \$99.41 million up 12.5 per cent on the previous year. Over 95 per cent of cheese exports were destined for Japan, where Tasmanian cheese exports recorded growth of 26.5 per cent.

Powdered milk: Exports rose 25 per cent to \$94.18 million, supported by higher unit prices and volumes. Growth was driven by exports to New Zealand, Kuwait, the Philippines, China, Malaysia, South Korea and Sri Lanka, which offset declines in Bangladesh, Thailand and Indonesia.

Butter and yoghurt: Export values more than doubled to \$26.01 million for butter, with strong growth recorded in Thailand, Mexico and Kuwait. Yoghurt exports also grew, rising 19.7 per cent to \$4.69 million, with Singapore and Hong Kong as the top destinations.

Meat ▼ 37%

Meat export values declined 37 per cent to \$145.86 million according to ABS data, which showed a 68.6 per cent drop in beef export volumes. However, ABS data likely understates beef export values.

Beef: The Quota Unit of the Department of Agriculture, Fisheries and Forestry (DAFF) reported a beef export volume decline of only around two per cent and given that average unit prices for beef increased by six per cent this year, beef export values from Tasmania are more likely to have grown year-on-year in 2024–25.

Sheep meat: Lamb and mutton posted export values of nearly \$84 million in 2024–25, representing 53.8 per cent growth in one year and 195 per cent growth over two years since 2022–23. The Middle East and North America were the major destinations for Tasmania's lamb and mutton exports.

Fruits and vegetables ▼ 6.4%

Tasmanian fruit and vegetable product exports declined by 6.4 per cent in 2024–25. This decline was driven by a 43.1 per cent drop in onion export values, mostly in Thailand, the Netherlands, Spain, and Germany, and an 11.6 per cent decline in cherry exports, mainly in Hong Kong, Indonesia, and China. Cherries remained the state's top horticultural export, while hop cones surpassed onions as the second-largest export in this category, with exports rising by over 36 per cent, mainly to Germany and the United States.

⁶ Department of Natural Resources and Environment (NRE): Agribusiness Insights Production Update 2024–25.

Despite a good production season at home, Tasmanian cherries faced strong competition in Asian markets from major cherry producers, particularly Chile, which significantly increased its exports.

The EU–New Zealand FTA removed the 9.6 per cent import duty on New Zealand onions, improving their price competitiveness in EU markets. This placed Tasmanian onions at a relative disadvantage in 2024-25.

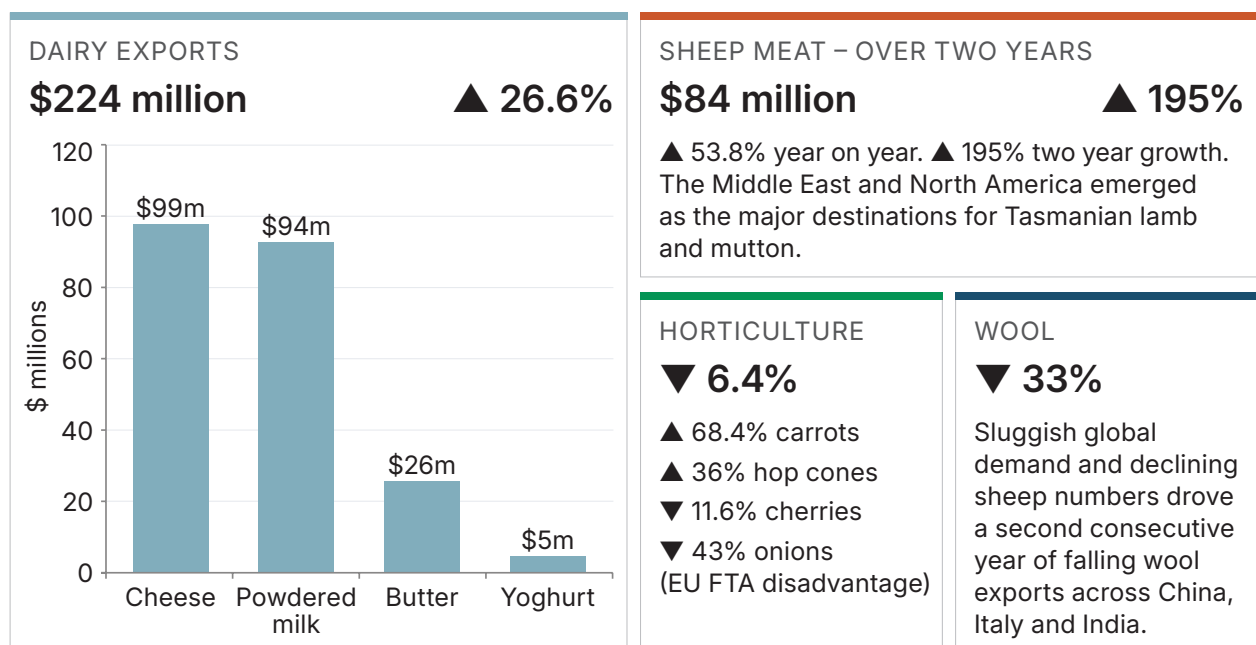
Wool ▼ 33%

Wool exports fell a further 33 per cent, marking the second consecutive annual decline despite slightly higher wool prices. This reflected weak global demand and reduced production due to a smaller Tasmanian sheep flock. Tasmania's wool exports fell across all three top destinations – China, Italy and India.

Beverages ▼ 13%

Beverage exports declined overall in 2024–25. The main driver was a steep drop in whisky exports, down nearly 59 per cent, as shipments to key markets including the US and China fell. In contrast, wine exports rose 37 per cent to \$5.52 million, aided by China's removal of high tariffs on Australian wine (effective March 2024) and growth in the higher-value wine segments.

The top five destinations for agri-food industries in 2024-25 were China (31.6 per cent), Japan (15.0 per cent), the United States (10.9 per cent), Vietnam (3.9 per cent) and Indonesia (3.4 per cent).



Source: Department of State Growth estimates based on ABS Cat. 5368.0; Rabobank Research; NRE Tasmania.

Advanced manufacturing ▼ 1.7%

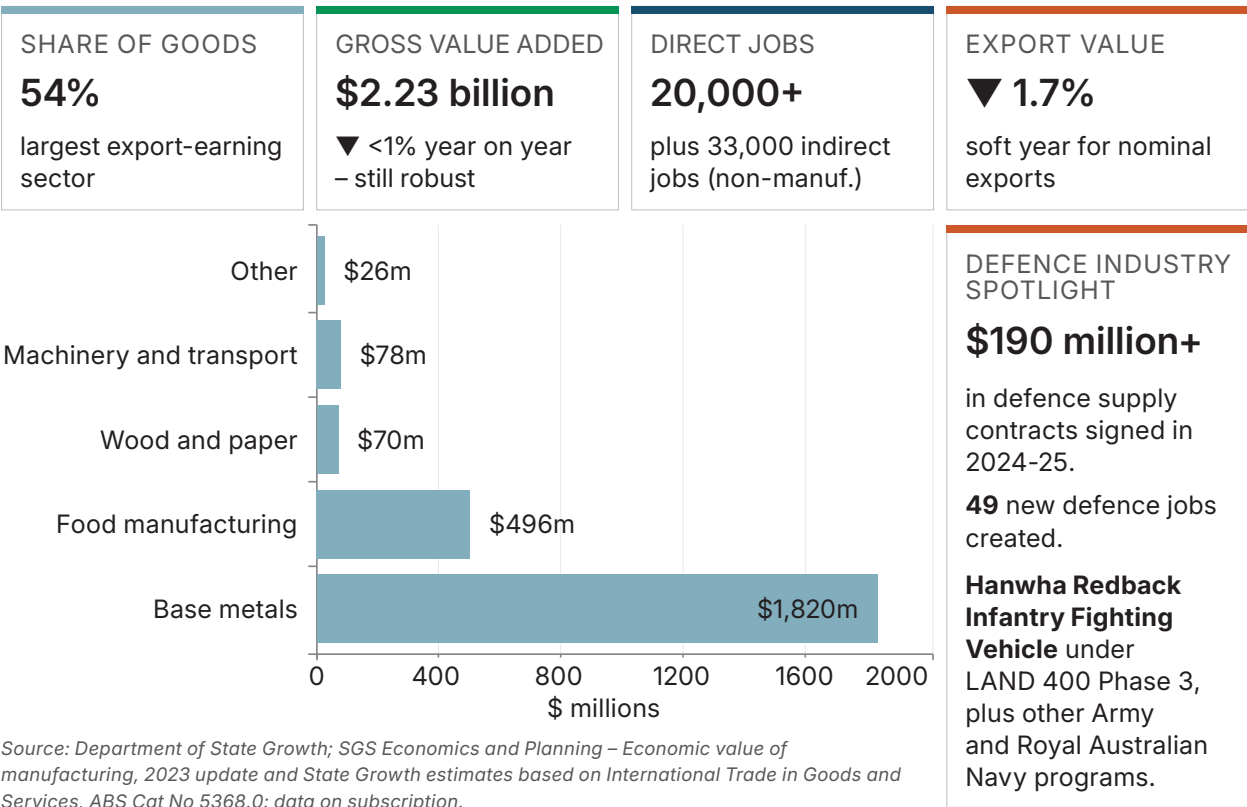
As the state’s largest export-earning sector in 2024-25, manufacturing accounts for a significant 54 per cent of total goods export value⁷.

This year, the Tasmanian manufacturing sector, including metal processing, recorded a 1.7 per cent decline in nominal export values compared with the previous year. The manufacturing sector directly employs 19,000 people whilst generating over 33,000 additional non-manufacturing jobs⁸.

Despite facing global disruptions, Tasmania’s manufacturers continued producing a broad range of outputs, from processed metals to food and beverage products as well as significant defence and commercial contracts. While the sector recorded a slight decline in export values, this reflects both normal year-to-year variation and ongoing challenges in global markets, including geopolitical uncertainty and higher production costs.

Defence industry ▲ 49 new jobs

The defence industry, a niche within Tasmania’s manufacturing sector, had a successful year in 2024–25. Local companies secured over \$190 million in defence supply contracts, creating 49 new jobs in the state. These wins included participating in production of the Redback Infantry Fighting Vehicle for the Australian Army (part of the LAND 400 Phase 3 project) and supplying equipment and components to other major army and navy procurement programs.



⁷ Manufacturing includes food and beverage processing; however, these activities are covered under Food and agribusiness.

⁸ Australian Bureau of Statistics, Cat. 6291.0.55.001 Labour Force, Australia, Detailed, Table 05.

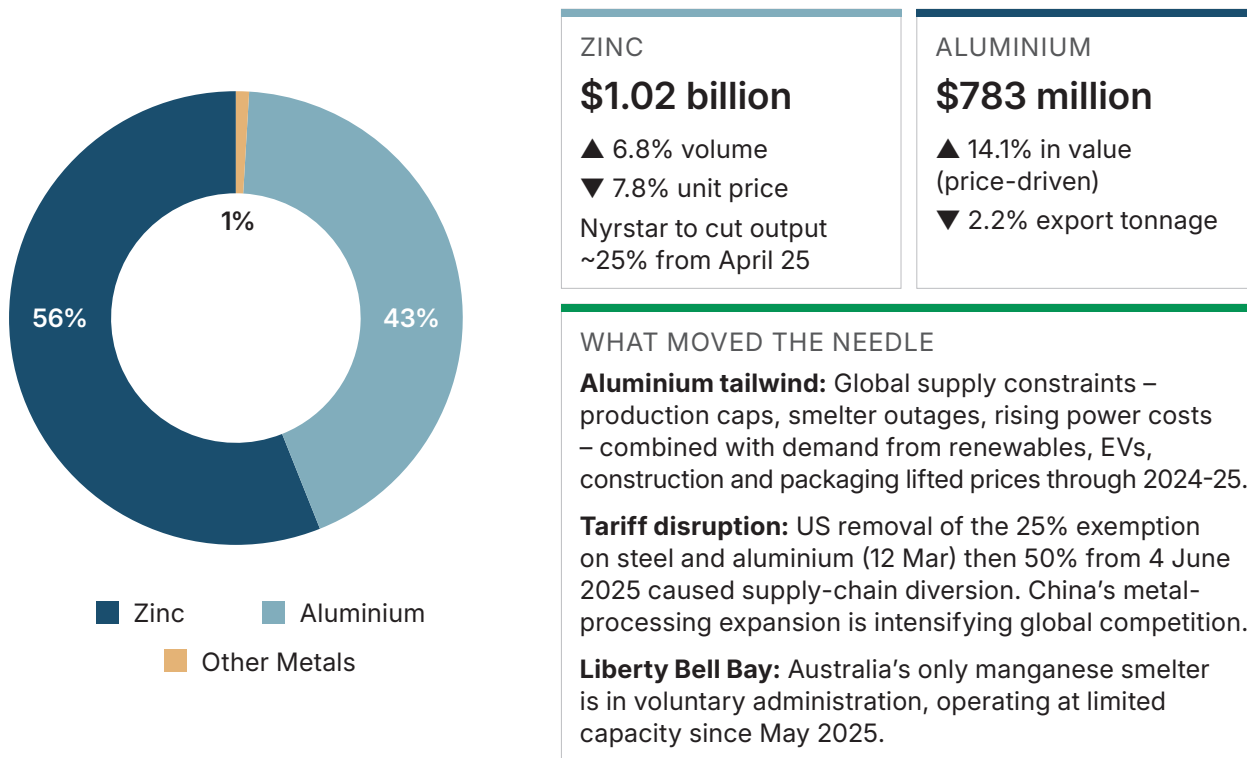
Processed metals ▲ 1.5%

Processed metals, primarily zinc and aluminium, are a cornerstone of Tasmania's exports. In 2024–25, processed metal exports rose 1.5 per cent to approximately \$1.82 billion (excluding manganese), comprising nearly 40 per cent of total goods exports.

The export value of aluminium increased (up 14.1 per cent year-on-year) despite a slight fall in volume, driven by higher global prices amid supply constraints and strong demand from industries such as renewable energy and electric vehicles. Copper and lead exports also inched up (collectively adding about \$5 million). Zinc export value declined 6.8 per cent, despite higher prices for the metal. Even so, zinc remained Tasmania's largest single export at \$1.02 billion, with aluminium second at \$783.4 million.

The small increase in export value masks underlying challenges. Late in 2024–25, Tasmania's main zinc producer, Nyrstar, announced a 25 per cent cut to output from April 2025⁹.

The United States raised tariffs on aluminium and steel imports in early 2025, increasing them to 50 per cent by June, adding further pressure to global supply chains. At the same time, China's rapid expansion in metal processing capacity intensified competition and weighed on Tasmanian smelters. Reflecting these pressures, Tasmania's Liberty Bell Bay, Australia's only manganese smelter, entered voluntary administration and has operated at limited capacity since May 2025.



Source: Department of State Growth estimates based on ABS Cat. 5368.0 (data on subscription).

⁹ Nyrstar: Nyrstar's Hobart Zinc operations to reduce production by 25 per cent.

Ores and concentrates ▲ 3.8%

Building on last year’s gains, Tasmania’s mining and mineral ores sector achieved another year of growth in 2024–25. Export values for ores and concentrates increased by approximately \$40.94 million (+3.8 per cent year-on-year), with this segment now accounting for over 24 per cent of Tasmania’s total merchandise exports by value. Performance across the sector was mixed.

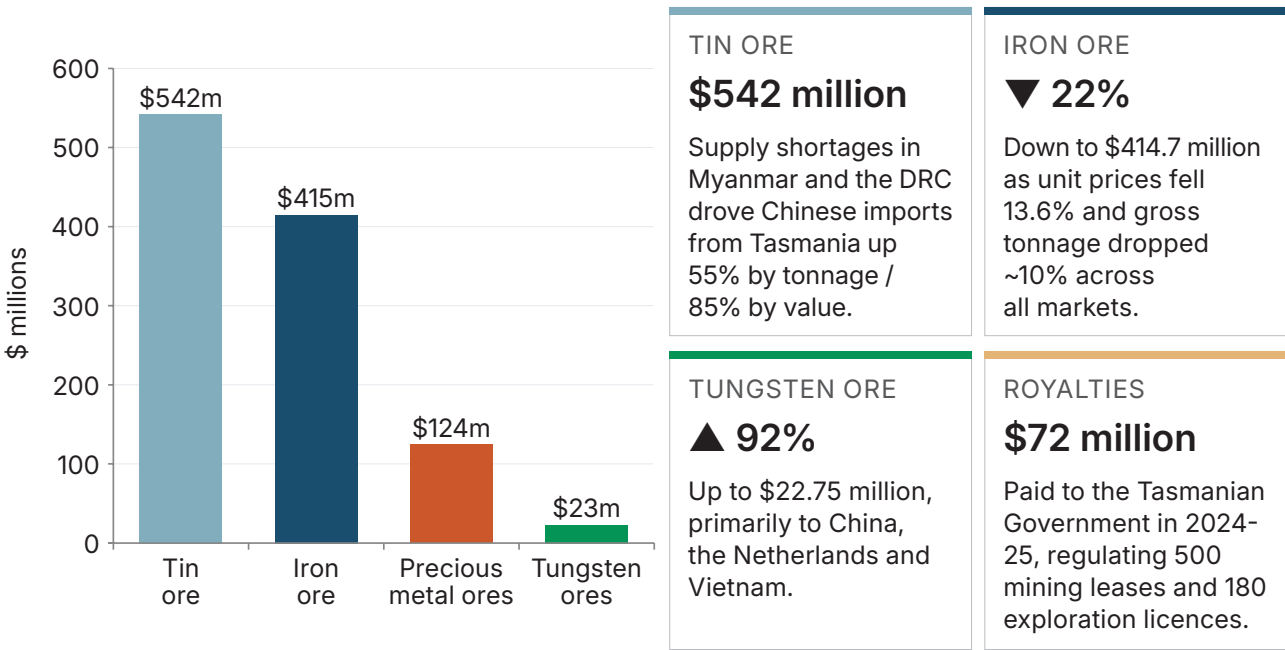
Tin ore: Tasmania’s largest mining export surged to \$542.22 million in 2024–25. A global tin shortage, driven by conflicts affecting major producers in Myanmar and the Democratic Republic of the Congo, created sharp demand from China and significantly boosted Tasmania’s tin export values.

Precious metal ores: exports climbed 11 per cent to \$124.1 million, with all exports destined for China.

Tungsten ore: exports nearly doubled, rising 92 per cent to \$22.75 million, supported by growing demand from China, the Netherlands and Vietnam.

Iron ore: The value of iron ore exports fell by more than 22 per cent to \$414.69 million, impacted by both lower average prices (–13.6 per cent) and reduced volumes. Shipments to all major markets declined over the period.

Royalties paid to the Tasmanian Government from mining and mineral processing totalled over \$72 million in 2024–25, with Mineral Resources Tasmania regulating 500 mining leases and 180 exploration licenses¹⁰.



Source: Department of State Growth estimates based on ABS Cat. 5368.0 (data on subscription).

¹⁰ Department of State Growth, Annual Report – 2024-25.

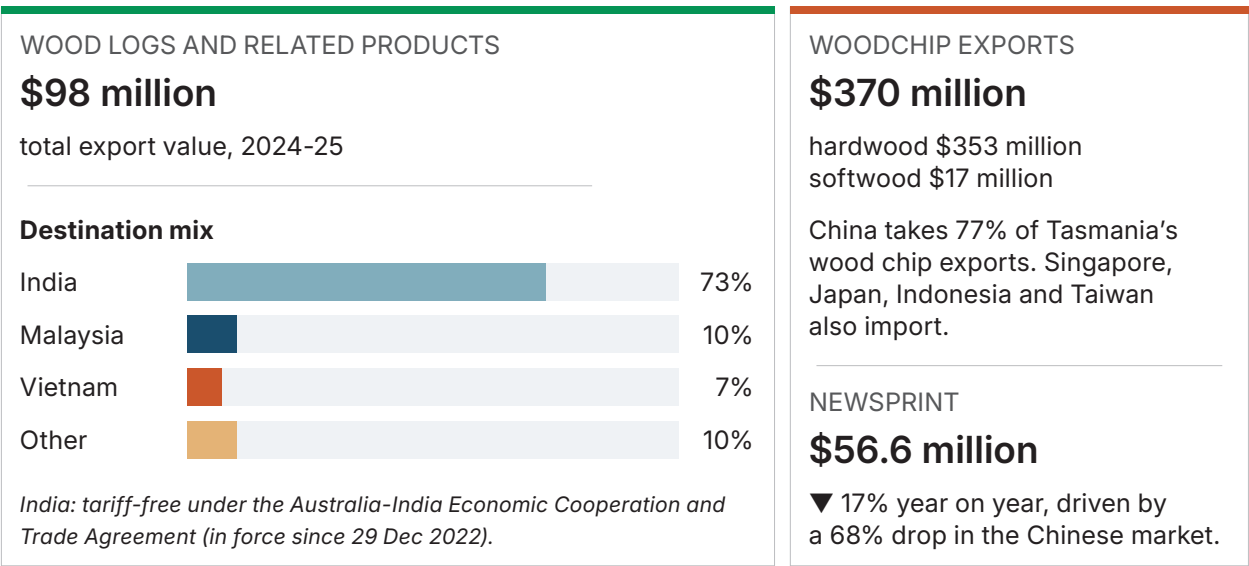
Forest products ▲ 159% whole logs to India

Tasmania’s forest products export sector mainly consists of woodchip and whole log exports. The Australian Bureau of Statistics has classified woodchip export figures as confidential, thus, no woodchip exports are reported in the disclosed amounts.

Whole logs: After four consecutive years of decline, whole log exports rebounded strongly in 2024–25, driven by a 159 per cent surge in demand from India. This is closely linked to the Australia-India Economic Cooperation and Trade Agreement (AI-ECTA), which made Australian wood exports to India tariff-free. In 2024-25, 73 per cent of the state’s around \$98 million in wood log and related product exports were shipped to India, while exports to Malaysia and Vietnam increased.

Woodchips: According to Industry Edge data, Tasmania’s woodchip exports totalled approximately \$370 million in 2024–25, around 22 per cent higher than the previous year. China was the major market, accounting for 77 per cent of Tasmania’s exports, with Singapore, Japan, Indonesia and Taiwan as other importing markets.

Newsprint: Exports of newsprint declined by nearly 17 per cent to \$56.58 million in 2024–25, driven by a 68 per cent fall in sales to China.

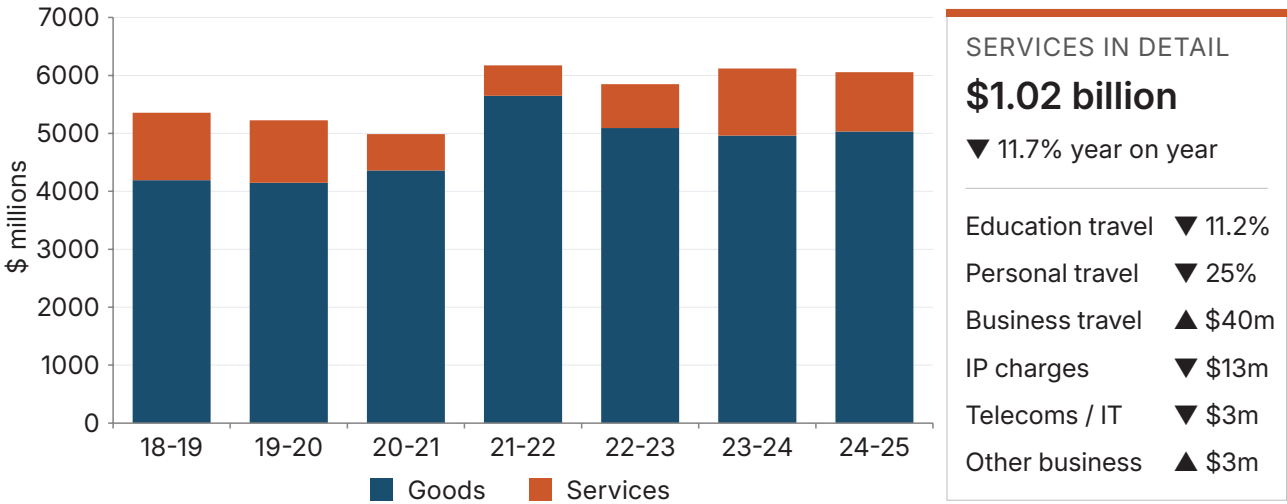


Source: Department of State Growth estimates based on ABS Cat. 5368.0; Industry Edge. Woodchip values partly confidential.

Services exports

After two years of strong growth, the Tasmanian services sector recorded an 11.7 per cent year-on-year decline in 2024-25. The nominal value of service exports reached \$1.023 billion¹¹, still below the pre-pandemic 2018-19 export value of \$1.163 billion.

Despite the decline, Tasmania’s services sector remains well-positioned for recovery, with education, tourism and business services benefitting from renewed market access, rising international travel and strong demand for Tasmanian offerings.



Source: ABS Cat. 5220.0; ABS Cat. 5368.0.55.003 (International Trade Supplementary Information, FY 2024-25).

¹¹ ABS Cat. 5368.0.55.00303: International Trade: Supplementary Information, Financial year, 2024-25 Table, 3.6.

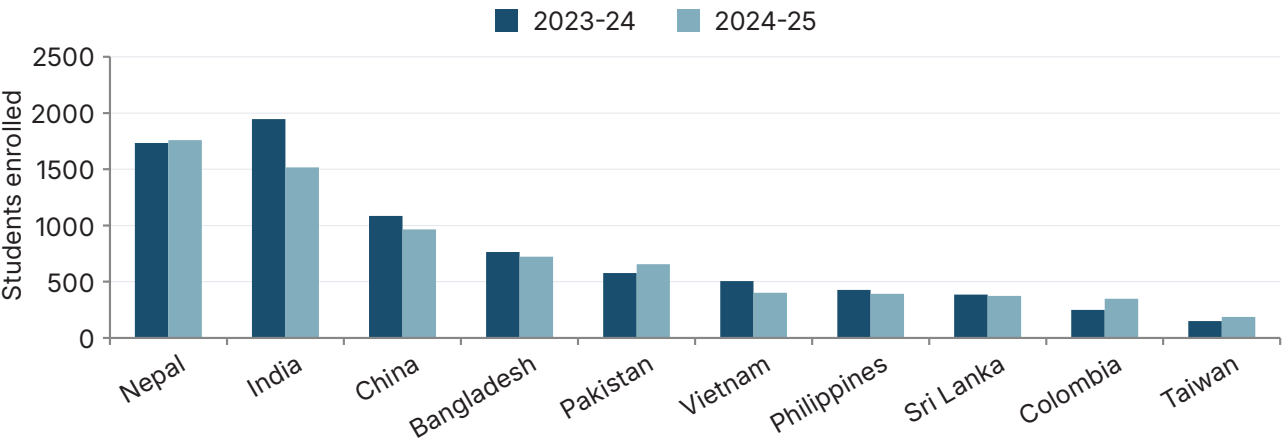
International education ▼ 11.2%

International education accounted for over 40 per cent of Tasmania’s international services exports in 2024–25, reflecting the state’s high-quality education system and world-class institutions. Export earnings from international education were valued at \$411 million, representing an 11.2 per cent decrease compared to 2023–24. International student enrolments in Tasmanian courses have continued to decline since their peak in 2019–20.

In 2024–25, Nepal overtook India as Tasmania’s leading source of international students, with student numbers from India and China declining.

Although this policy change falls outside the 2024-25 reporting period, in September 2025 the Australian Government announced an additional year of post-study work rights for international students studying in Hobart. This measure is expected to improve Tasmania’s competitiveness in attracting and retaining international students, supporting a gradual recovery in enrolments and education export earnings in future years.¹²

EDUCATION EXPORTS \$411 million ▼ 11.2% year on year	TOTAL ENROLMENTS 9,552 ▼ 7.3% year on year	TOP SOURCE Nepal 1,759 students ▲ 1.5% year on year	WORK VISA +1 year Extra post-study year for Hobart students
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KEY DRIVERS	
Tighter visa assessment This was in addition to an enrolment cap on the University of Tasmania which impacted numbers.	Slower China return Enrolments from China, India and Bangladesh fell while Nepal and Pakistan grew.

Source: Department of Education – International Student Monthly Summary and Data Tables.

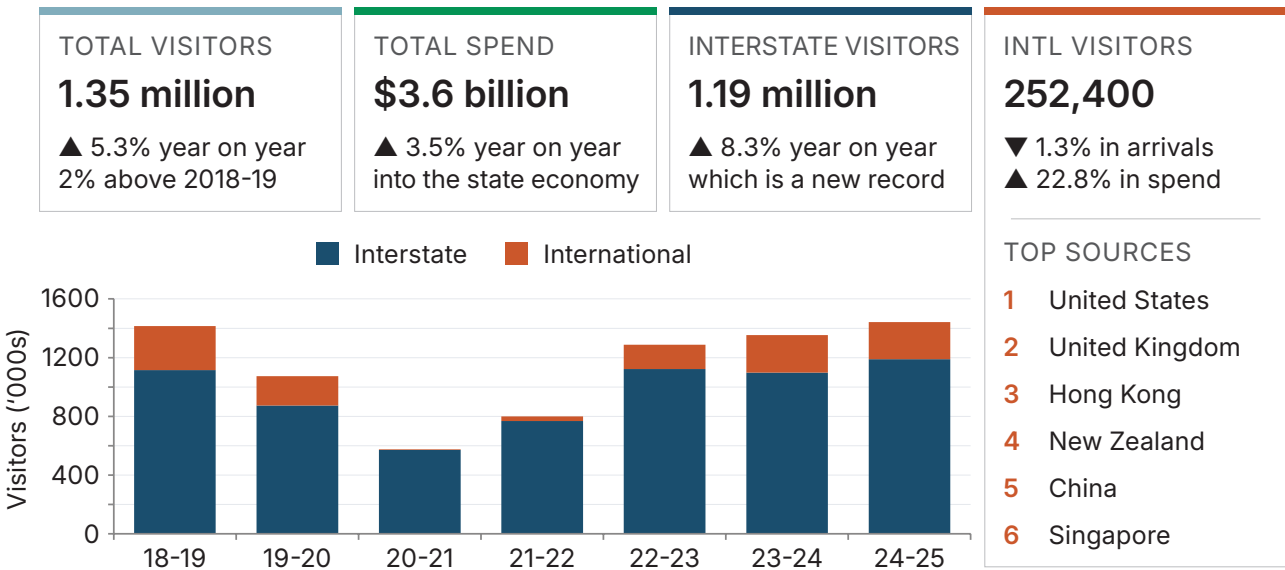
¹² utas.edu.au/about/news-and-stories/articles/2025/policy-change-strengthens-tasmanias-international-education-sector

Tourism ▲ 5.3% in visitor numbers

Tasmania’s tourism sector delivered a record number of visitors in 2024–25, with a standout summer and autumn season lifting combined interstate and international visitor numbers to 1.348 million¹³. This represents a 5.3 per cent increase from 2023–24 and is two per cent above pre-pandemic levels (2018–19). Total visitor spending reached \$3.601 billion, a 3.5 per cent increase on the previous year.

International visitor numbers fell 1.3 per cent to 252,400 in 2024–25, with the number of nights spent in Tasmania declining by 9.3 per cent compared to 2023–24. Despite this, international visitors spent more per visit and per night, with total international visitor spend increasing by 22.8 per cent to \$648.6 million, according to the International Visitor Survey.

The ABS however, estimated a combined contribution of \$450 million from personal travel (non-education-related) and business travel by international visitors in 2024-25, a 13.8 per cent decline on the previous year.



Source: Tourism Tasmania – Tasmanian Visitor Survey; International Visitor Survey. Interstate and international visitation figures are sourced from separate national surveys and do not necessarily reconcile arithmetically. Tourism Tasmania’s total visitation figure is derived from the Tasmanian Visitor Survey, supplemented by these surveys and other datasets, and is the official number for reporting.

¹³ Tourism Tasmania: Tasmanian Visitor Survey, Year Ending June 2024. Visitor data snapshot, year ending June 2025.

Looking ahead

Tasmania's trade performance in 2024–25 demonstrated the resilience and adaptability of the state's export industries in a challenging global environment. Despite geopolitical tensions, trade protectionism, high freight costs and softer demand in some sectors, Tasmania maintained export values above \$6 billion. Strong performances in seafood, dairy, processed metals, mining and forestry helped offset declines in other sectors, while continued market diversification reduced reliance on individual trading partners.

Looking ahead, Tasmania is well-positioned to strengthen its international trade performance through its reputation for premium, sustainable, high-quality products and services. Opportunities linked to expanding Free Trade Agreements, renewed market access, and growing demand across Asia and the Middle East are expected to support future growth. Risks associated with global economic uncertainty, geopolitical instability, climate-related disruptions and trade protectionism are likely to remain significant, making continued collaboration between government and industry essential to enhancing Tasmania's long-term international competitiveness.



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