



KEY FACTS - TOURISM

(Latest data as at April 2009)

Tourism's direct contribution to the Australian economy, 1997-98 to 2007-08

Direct contribution to the economy ¹	1997-98	2007-08	AAGR ² (%)
Consumption of tourism goods & services (\$m)	58,726	88,723	4.2
Tourism gross value added at basic prices (\$m)	21,772	33,733	4.5
plus Net taxes on tourism products (\$m)	2,788	6,907	9.5
equals Tourism gross domestic product (\$m)	24,560	40,639	5.2
Tourism employment (persons)	422,900	497,800	1.6
Tourism exports (\$m)	13,696	23,593	5.6
Tourism imports (\$m)	11,729	24,637	7.7
Tourism balance of trade (\$m)	1,967	-1,044	n/a
Tourism's share of total gross domestic product (%)	4.3	3.6	n/a
Tourism's share of total employment (%)	5.0	4.7	n/a
Tourism's share of total exports (%)	11.9	10.1	n/a

Source: Australian Bureau of Statistics Tourism Satellite Account (ABS Cat. No 5249.0).

Notes: 1. Dollars in nominal terms.

2. Average annual growth rate for the period, 1997-98 to 2007-08.

Tourism gross domestic product and consumption, by visitor type, 2007-08

	Domestic			International	Total
	H/hold	Business/ Govt	Total Domestic		
GDP					
\$million ¹	25,307	4,777	30,085	10,555	40,639
Change (%) ²	3.5	3.1	3.4	7.4	4.4
Share (%)	62.3	11.8	74.0	26.0	100.0
Consumption					
\$million ¹	53,775	11,356	65,130	23,593	88,723
Change (%) ²	3.9	4.4	4.0	6.1	4.5
Share (%)	60.6	12.8	73.4	26.6	100.0

Source: Australian Bureau of Statistics Tourism Satellite Account (ABS Cat. No 5249.0).

Note: 1. Dollars in nominal terms.

2. Change in GDP 2007-08 on 2006-07.

Inbound travel to Australia, top 10 markets, 2008

Country	TIEV ¹		Arrivals		Average TIEV ¹	
	YE Dec 08 \$b	Change %	YE Dec 08 ('000)	Change %	YE Dec 08 (\$)	Change %
United Kingdom	3.5	0.4	672	-2.4	5,228	2.9
New Zealand	2.3	1.0	1,113	-2.2	2,024	3.2
China	2.2	11.4	356	-0.3	6,142	11.8
USA	2.1	-0.3	454	-1.1	4,557	0.9
Japan	1.5	-9.6	457	-20.2	3,264	13.2
South Korea	1.2	-5.2	218	-13.8	5,466	10.0
Singapore	1.0	1.0	271	2.7	3,623	-1.6
Germany	1.0	15.4	161	6.1	5,913	8.8
Malaysia	0.9	13.3	171	7.3	5,075	5.6
India	0.7	37.0	116	21.8	6,453	12.5
Total Inbound	25.0	8.1	5,586	-1.0	4,478	9.3

Sources: Australian Bureau of Statistics Overseas Arrivals and Departures, Australia (ABS Cat No. 3401.0); Tourism Research Australia International Visitor Survey, December Quarter 2008.

Note: 1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate.

Domestic overnight travel by Australian residents, 2008

Purpose	Expenditure		Trips		Nights	
	2008	Change	2008	Change	2008	Change
	(\$m)	(%)	('000)	(%)	('000)	(%)
Holiday/Leisure	25,614	6.1	31,401	-0.9	136,805	-4.8
VFR	9,175	-0.6	23,030	-6.2	83,570	-5.0
Business	8,438	-2.8	13,404	-6.9	40,224	-10.3
Other	1,397	-5.9	2,656	-16.1	11,180	-8.0
Total	44,625	2.5	70,491	-4.5	271,778	-5.8

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2008.

Notes: 1. Visiting Friends and Relatives.

2. Component may not add to total as trips may be for more than one purpose.

Outbound travel by Australian residents, year ending September 2008

Purpose	Expenditure		Trips		Nights	
	Year ending Sep 2008	Change	Year ending Sep 2008	Change	Year ending Sep 2008	Change
	(\$m)	(%)	('000)	(%)	('000)	(%)
Holiday/Leisure	20,225	29.1	2,801	17.4	57,686	14.1
VFR	6,164	27.0	1,229	9.4	33,359	16.2
Business	5,273	9.2	1,088	0.8	16,395	-1.9
Other	461	-48.4	97	-37.0	4,000	-39.8
Total	32,123	22.4	5,215	10.0	111,441	8.6

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2008.

Notes: 1. Visiting Friends and Relatives.

2. Total outbound trips (all ages) increased 8.9% to 5,772,200.

Tourism forecasts, 2007-2017, by sector

	Domestic		International		Outbound	
	2017	AAGR ² (%)	2017	AAGR ² (%)	2017	AAGR ² (%)
	Visitors/Trips ('000s)	77,902	0.5	8,117	3.7	7,751
Visitor nights ('000s)	284,979	-0.1	243,000	3.8	n/a	n/a
Economic value (\$b)	71.9	0.7	35.7	4.0	n/a	n/a

Source: Tourism Forecasting Committee, Forecast Issue 2 2008, Tourism Research Australia.

Notes: 1. Total domestic/inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: September Quarter 2008).

2. Average annual growth rate for the period, 2007 to 2017.

Australia's top 10 inbound markets, ranked by value, 2017

	TIEV ¹	AAGR ²	Visitors	AAGR ²
	(\$b)	(%)	('000)	(%)
China	5.5	10.2	956	10.3
United Kingdom	4.2	1.2	838	2.0
United States	3.2	4.9	688	4.1
New Zealand	2.4	0.5	1,266	1.1
India	2.4	15.3	459	17.0
South Korea	1.6	1.6	336	2.9
Middle East	1.3	9.2	222	9.8
Malaysia	1.2	3.6	265	5.2
Japan	1.1	-4.0	398	-3.6
Indonesia	1.1	9.1	214	9.2
Total	35.7	4.0	8,117	3.7

Source: Tourism Forecasting Committee, Forecast Issue 2 2008, Tourism Research Australia.

Note: 1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: September Quarter 2008).

2. Average annual growth rate for the period, 2007 to 2017.

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