



KEY FACTS - TOURISM

(Latest data as at October 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					
(\$m) 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					
(\$m) 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, 2008-09

Country	TIEV ¹		Arrivals		Average TIEV ¹	
	2008-09 (\$b)	Change (%)	2008-09 ('000)	Change (%)	2008-09 (\$)	Change (%)
United Kingdom	3.4	-2.2	659	-4.0	5,152	1.9
China	2.5	20.3	358	-4.5	7,061	26.0
New Zealand	2.1	-4.9	1,106	-1.4	1,889	-3.5
USA	2.0	-2.1	452	-0.6	4,454	-1.5
Japan	1.4	-1.5	404	-22.5	3,566	27.2
South Korea	1.2	0.7	193	-18.2	6,233	23.1
Singapore	1.0	0.8	278	4.5	3,467	-3.5
Germany	0.9	9.0	159	2.5	5,904	6.4
Malaysia	0.9	9.1	195	17.5	4,631	-7.1
India	0.8	15.1	121	11.9	6,658	2.9
Total Inbound	25.0	6.0	5,541	-1.6	4,514	7.7

Sources: Australian Bureau of Statistics Overseas Arrivals and Departures, Australia (ABS Cat No. 3401.0); Tourism Research Australia International Visitor Survey, June Quarter 2009.

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

Domestic overnight travel by Australian residents, 2008-09

Purpose	Expenditure		Trips		Nights	
	2008-09 (\$m)	Change (%)	2008-09 ('000)	Change (%)	2008-09 ('000)	Change (%)
Holiday/Leisure	24,095	-4.9	29,694	-6.0	131,080	-7.1
VFR ¹	8,932	-2.2	21,956	-8.3	79,721	-6.0
Business	7,597	-12.2	12,656	-8.2	37,142	-12.0
Other	1,356	-11.2	2,760	-4.7	9,632	-18.9
Total	41,979	-6.0	67,066	-7.1	257,575	-8.0

Source: Tourism Research Australia, National Visitor Survey, June Quarter 2009.

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 March 2009

Purpose	Expenditure		Trips		Nights	
	Year ending Mar 2009 (\$m)	Change (%)	Year ending Mar 2009 ('000)	Change (%)	Year ending Mar 2009 ('000)	Change (%)
Holiday/Leisure	20,784	17.2	2,787	6.3	57,417	5.4
VFR ¹	6,307	17.2	1,255	5.2	33,031	6.3
Business	5,224	-6.1	1,092	-0.1	15,769	-4.5
Other	578	-23.8	92	-32.8	4,401	-9.5
Total	32,893	11.7	5,226	3.6	110,618	3.4

Source: Tourism Research Australia, National Visitor Survey, June Quarter 2009.

Notes: 1. Visiting Friends and Relatives.

2. Total outbound trips (all ages) increased 3.0% to 5,768,000.

Tourism forecasts, 2008-2018, by sector

	Domestic		International		Outbound	
	2018	AAGR ² (%)	2018	AAGR ² (%)	2018	AAGR ² (%)
Visitors/Trips ('000s)	74,995	0.6	8,230	4.0	8,113	3.4
Visitor nights ('000s)	270,626	0.0	256,454	3.8	n/a	n/a
Economic value (\$b) ¹	70.6	0.7	35.9	3.8	n/a	n/a

Source: Tourism Forecasting Committee, Forecast Issue 1 2009, 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: March Quarter 2009).

2. Average annual growth rate for the period, 2008 to 2018.

Australia's top 10 inbound markets, ranked by value, 2018

	TIEV ¹	AAGR ²	Visitors	AAGR ²
	(\$b)	(%)	('000)	(%)
China	5.8	10.4	947	10.3
United Kingdom	4.0	1.4	821	2.0
United States	2.9	3.6	639	3.5
New Zealand	2.4	0.6	1,288	1.5
India	2.2	11.5	459	14.8
South Korea	1.4	1.5	277	2.4
Malaysia	1.3	3.9	317	6.4
Indonesia	1.1	9.0	243	9.9
Japan	1.1	-2.6	338	-3.0
Middle East	1.1	6.4	243	9.3
Total	35.9	3.8	8,230	4.0

Source: Tourism Forecasting Committee, Forecast Issue 1 2009, Tourism Research Australia.

Note: 1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: March Quarter 2009).

2. Average annual growth rate for the period, 2008 to 2018.

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