



KEY FACTS - TOURISM

(Latest data as at May 2008)

Tourism's direct contribution to the Australian economy, 1997-98 to 2006-07

Direct contribution to the economy ¹	1997-98	2006-07	AAGR ² (%)
Consumption of tourism goods & services (\$m)	58,726	84,975	4.2
Tourism gross value added at basic prices (\$m)	21,772	32,306	4.5
plus Net taxes on tourism products (\$m)	2,788	6,629	10.1
equals Tourism gross domestic product (\$m)	24,560	38,935	5.3
Tourism employment (persons)	422,900	482,800	1.5
Tourism exports (\$m)	13,696	22,350	5.6
Tourism imports (\$m)	11,729	22,023	7.3
Tourism balance of trade (\$m)	1,967	327	n/a
Tourism's share of total gross domestic product (%)	4.3	3.7	n/a
Tourism's share of total employment (%)	5.0	4.7	n/a
Tourism's share of total exports (%)	11.9	10.4	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 2006-07.

Tourism gross domestic product and consumption, by visitor type, 2006-07

	Domestic			International	Total
	H/hold	Business/ Govt	Total Domestic		
GDP					
(\$m)	24,415	4,613	29,028	9,907	38,935
Change (%)	6.3	10.3	6.9	10.4	7.8
Share (%)	62.7	11.8	74.6	25.4	100.0
Consumption					
(\$m)	51,748	10,878	62,626	22,350	84,975
Change (%)	6.2	9.8	6.8	9.8	7.6
Share (%)	60.9	12.8	73.7	26.3	100.0

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

Inbound travel to Australia, top 10 markets, 2007

Country	TIEV ¹		Arrivals		Average TIEV ¹	
	2007 (\$b)	Change (%)	2007 ('000)	Change (%)	2007 (\$)	Change (%)
United Kingdom	3.5	-3.8	688.9	-6.2	5,118	2.6
New Zealand	2.3	10.9	1,138.0	5.8	1,979	4.8
USA	2.1	2.1	459.7	0.8	4,535	1.2
China	2.0	16.1	357.4	15.9	5,522	0.2
Japan	1.7	-10.9	572.9	-12.0	2,886	1.2
South Korea	1.3	2.0	253.2	-3.0	4,993	5.1
Singapore	1.0	15.0	263.8	4.1	3,703	10.5
Germany	0.8	0.5	151.5	2.2	5,463	-1.6
Malaysia	0.8	21.5	159.5	6.1	4,840	14.5
Canada	0.7	6.6	114.6	4.5	5,823	2.1
Total inbound	23.3	6.2	5,644.0	2.0	4,123	4.1

Sources: Australian Bureau of Statistics Overseas Arrivals and Departures, Australia (ABS Cat No. 3401.0); Tourism Research Australia International Visitor Survey, December quarter 2007.

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

Domestic overnight travel by Australian residents, 2007

Purpose	Expenditure		Trips		Nights	
	2007	Change	2007	Change	2007	Change
	(\$m)	(%)	('000)	(%)	('000)	(%)
Holiday	24,639	1.6	32,171	0.1	141,577	3.1
VFR ¹	9,741	-2.9	25,011	-3.5	87,211	-4.9
Business	8,817	16.9	14,487	7.1	44,171	7.9
Other	2,722	-8.1	4,047	-0.7	15,644	-0.1
Total²	43,545	4.4	73,800	0.3	288,603	1.0

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2007.

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 2007

Purpose	Expenditure		Trips		Nights	
	Year ending Sept 2007	Change	Year ending Sept 2007	Change	Year ending Sept 2007	Change
	(\$m)	(%)	('000)	(%)	('000)	(%)
Holiday	15,670	21.7	2,385	11.2	50,542	7.0
VFR ¹	4,854	7.8	1,122	3.9	28,714	-3.7
Business	4,830	13.8	1,079	6.9	16,708	9.4
Other	893	37.2	156	20.9	6,643	27.5
Total²	26,247	17.8	4,742	8.7	102,607	5.2

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2007.

Notes: 1. Visiting Friends and Relatives.

2. Total outbound trips (all ages) increased by 10.6% to 5,462,300.

Tourism forecasts, 2006-2016, by sector

	Domestic		International		Outbound	
	2016	AAGR ²	2016	AAGR ²	2016	AAGR ²
		(%)		(%)		(%)
Visitors/Trips ('000)	86,569	1.6	8,852	4.8	8,216	5.2
Visitor nights ('000)	282,175	-0.1	256,175	4.4	n/a	n/a
TDEV/TIEV ¹ (\$b)	68.7	1.0	35.2	4.7	n/a	n/a

Source: Tourism Forecasting Committee, Forecast 2007 Issue 2, 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: June quarter 2007=100).

2. Average annual growth rate for the period, 2006 to 2016.

Australia's top 10 inbound markets, ranked by value, 2016

	TIEV ¹	AAGR ²	Visitors	AAGR ²
	(\$b)	(%)		
China	5.2	11.7	1,050.8	13.0
United Kingdom	4.8	2.5	941.5	2.5
USA	4.0	6.7	794.8	5.7
New Zealand	2.7	2.7	1,381.3	2.5
South Korea	1.7	3.1	423.8	5.0
Japan	1.5	-2.0	561.2	-1.5
India	1.5	13.1	396.6	16.8
Germany	1.1	3.0	209.7	3.5
Malaysia	1.0	4.3	260.5	5.7
Canada	1.0	4.3	174.6	4.7
Total inbound	35.2	4.7	8,852.4	4.8

Source: Tourism Forecasting Committee, Forecast 2007 Issue 2, Tourism Research Australia.

Note: 1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: June quarter 2007=100).

2. Average annual growth rate for the period, 2006 to 2016.

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