



Australian Government  
Tourism Research Australia



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AUSTRALIA

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### Media Release:

#### **Increase in international visitor expenditure in Australia three times global average**

The Australian tourism industry performed well in 2012–13 according to Tourism Research Australia’s (TRA) *State of the Industry, 2013* report released today.

“The report shows that in 2012–13, international visitor expenditure increased 5.9 per cent to \$28.2 billion. This was around three times the global average rate of growth of 1.8 per cent” said Dr Leo Jago, Chief Economist for Tourism and General Manager of TRA.

The domestic sector also performed well in 2012–13 with domestic visitor expenditure increasing 3.2 per cent to \$69.5 billion. Domestic overnight visitor expenditure doubled its five-year growth rate, increasing 3.2 per cent to \$51.4 billion.

“The Australian tourism industry has made good progress towards the targets set in *Tourism 2020*”, said Dr Jago.

Since 2009, the domestic and international aviation sectors have met 70 per cent and 43 per cent of their 2020 targets respectively, and the tourism industry has generated 18,000 additional jobs with 12 per cent of the 2020 employment target already achieved.

The Tourism Industry Potential, measured by total overnight visitor expenditure, has increased 11.4 per cent to \$80 billion since 2009 and is on target to exceed the lower range of the 2020 goal.

[A report summary is included here as an attachment.](http://tra.gov.au/publications/tourism-and-the-australian-economy-State_of_the_Industry_2013.html) The full report can be accessed at [http://tra.gov.au/publications/tourism-and-the-australian-economy-State\\_of\\_the\\_Industry\\_2013.html](http://tra.gov.au/publications/tourism-and-the-australian-economy-State_of_the_Industry_2013.html).

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