



TOURISM READY RECKONER

RELEASE: MAY 2014

TOURISM'S DIRECT CONTRIBUTION TO THE AUSTRALIAN ECONOMY 2012-13

TOURISM EXPORTS \$27.0b	▲ 5.7%	Consumption by international visitors in Australia. Also known as tourism credits.
TOURISM IMPORTS \$32.1b	▼ 0.1%	Adjusted expenditure occurring overseas by Australian residents. Also known as tourism debits.
TOURISM GDP \$42.3b	▲ 3.7%	Direct tourism Gross Domestic Product. Tourism's direct contribution to the Australian economy.
TOURISM GVA \$38.8b	▲ 3.8%	Direct tourism Gross Value Added. The direct value of tourism at basic prices, before taxes are added and subsidies deducted.
TOURISM CONSUMPTION \$109.9b	▲ 4.0%	Adjusted expenditure based on Domestic and International consumption in Australia. Consumption should not be used as a 'contribution' statistic.
DOMESTIC CONSUMPTION IN AUSTRALIA \$83.0b	▲ 3.4%	Adjusted expenditure by Australian residents in Australia (for domestic tourism in Australia and spending by Australians before/after an overseas trip).
BALANCE OF TRADE -\$5.2b	▼ 22.0%	Tourism exports minus the value of tourism imports. Negative estimate refers to a deficit.
TOURISM EMPLOYMENT 543,600 PERSONS	▲ 2.1%	Persons employed directly in tourism-related industries.

TOURISM VISITOR EXPENDITURE (YEAR ENDING DECEMBER 2013)

TOTAL VISITOR EXPENDITURE \$98.7b	▲ 3.4%	Combined value of Total International visitor & Total Domestic visitor expenditure.
TOTAL INTERNATIONAL VISITOR EXPENDITURE \$28.9b	▲ 6.0%	Or Total Inbound Tourism Expenditure (TITE). All expenditure made by international visitors when travelling to Australia. Includes international pre-paid airfares and packages expenditure.
DOMESTIC OVERNIGHT VISITOR EXPENDITURE \$51.5b	▲ 3.0%	Expenditure by Australian residents who travel away from home for at least one night. Excludes the purchase of motor vehicles.
DOMESTIC DAY TRIP VISITOR EXPENDITURE \$18.3b	▲ 0.4%	Expenditure by Australian residents travelling on a day trip. Excludes the purchase of motor vehicles.
INTERNATIONAL VISITOR EXPENDITURE IN AUSTRALIA \$19.6b	▲ 4.6%	Amount that international visitors spend while in Australia. Excludes international pre-paid airfares and packages expenditure.
TOURISM INDUSTRY POTENTIAL \$80.4b	▲ 4.1%	Combined value of Total International visitor & Domestic overnight visitor expenditure.

Sources: Australian Bureau of Statistics, Australian National Accounts: Tourism Satellite Account, 2012-13 (ABS Cat. No. 5249.0) and Tourism Research Australia, International Visitor Survey & National Visitor Survey, December Quarter 2013

	VISITORS ('000)					TRIP NIGHTS IN AUSTRALIA ('000)				TOTAL TRIP EXPENDITURE (\$ MILLION) (C)			
	All ages YE Dec 2013 (A)	YE Dec 2013 (B)	% change	Dec Qtr 2013 (B)	% change	YE Dec 2013	% change	Dec Qtr 2013	% change	YE Dec 2013	% change	Dec Qtr 2013	% change
INTERNATIONAL (D)	6,381	5,903	6%	1,744	7%	216,690	4%	57,155	5%	28,907	6%	8,092	9%
TOP 5 COUNTRIES (E)													
China	709	665	14%	144	-4%	29,800	7%	5,605	10%	4,782	16%	946	13%
United Kingdom	626	621	8%	220	12%	25,948	9%	8,383	3%	3,395	12%	1,254	19%
USA	501	473	6%	142	11%	11,833	12%	3,024	8%	2,555	9%	733	9%
New Zealand	1,193	1,086	1%	304	3%	15,137	-3%	4,353	1%	2,309	2%	652	2%
Japan	324	297	-7%	84	-3%	8,967	-9%	2,962	18%	1,313	-15%	403	-9%
TRAVEL PURPOSE													
Holiday	2,929	2,643	8%	811	6%	73,370	10%	21,281	0%	11,381	12%	3,582	8%
VFR	1,739	1,591	9%	549	14%	45,152	8%	14,661	13%	4,527	9%	1,588	18%
Business (F)	810	813	-2%	212	1%	11,148	-8%	3,156	-8%	3,225	-5%	940	3%
Education	385	370	1%	54	3%	52,184	2%	8,759	2%	6,413	4%	1,042	2%
Employment	231	227	-3%	55	2%	27,925	-1%	7,374	13%	2,365	0%	664	15%
DOMESTIC OVERNIGHT (G)		75,796	2%	19,045	-1%	282,680	0%	70,124	-1%	51,481	3%	12,959	-2%
DESTINATION STATE													
NSW		25,705	4%	6,555	3%	85,540	2%	21,427	2%	15,125	8%	na	na
Vic		18,309	2%	4,747	6%	55,018	-2%	13,984	0%	10,100	-2%	na	na
Qld		17,572	-2%	4,428	-6%	73,846	-1%	18,297	-2%	13,782	2%	na	na
SA		5,235	1%	1,308	-5%	19,493	3%	5,753	19%	3,212	0%	na	na
WA		6,566	5%	1,477	-12%	30,231	8%	6,652	-11%	5,217	4%	na	na
Tas		2,066	1%	414	-22%	8,272	-7%	1,615	-17%	1,685	7%	na	na
NT		897	-13%	199	-13%	4,825	-22%	974	-27%	1,185	-14%	na	na
ACT		2,055	5%	537	3%	5,454	-5%	1,422	-20%	1,176	13%	na	na
TRAVEL PURPOSE													
Holiday		32,500	4%	7,662	-2%	134,919	1%	30,463	-6%	26,380	4%	6,132	-6%
VFR		25,866	1%	6,970	-1%	90,423	0%	23,643	0%	11,632	4%	3,229	4%
Business		13,886	-1%	3,426	-4%	43,501	-4%	10,890	-10%	11,401	-4%	3,039	-4%
Other		3,544	1%	988	25%	13,836	12%	5,128	103%	2,068	27%	560	48%
DOMESTIC DAY (H)		164,322	-6%	39,944	-4%					18,276	0%	4,669	-2%
TRAVEL PURPOSE													
Holiday		76,773	-6%	17,240	-10%					9,660	-3%	2,568	-2%
VFR		49,975	-4%	13,400	1%					3,855	1%	1,070	-5%
Business		17,208	-6%	4,182	6%					2,062	5%	421	-9%
Other		20,365	-6%	5,123	3%					2,699	9%	609	9%
DEPARTURES (I)	8,768												

SUMMARY OF TOURISM IN AUSTRALIA

Source: Tourism Research Australia, International Visitor Survey & National Visitor Survey, December Quarter 2013; Australian Bureau of Statistics, Overseas Arrivals and Departures, December 2013 (ABS Cat. No. 3401.0)

Notes: (A) Movement of all overseas visitors who arrive in Australia (ABS OAD). These numbers do not include pro-rata allocation of purpose 'not stated'. (B) Visitors aged 15 years and older. (C) All expenditure made by international visitors when travelling to Australia. Includes international pre-paid fares and packages expenditure. (D) Visitors from overseas who stay in Australia for a period of less than twelve months. (E) Ranking is based on total trip expenditure in TRA IVS year ending December 2013. (F) Includes conferences and conventions. (G) Australian residents who spend a minimum of one night at a location 40km or more away from home. (H) Australian residents who take a day trip (minimum of 4 hours) at a location at least 50km or more away from home. (I) Movement of Australian residents who travel overseas for a period of less than one year (ABS OAD).