



TOURISM READY RECKONER

RELEASE: SEPT 2013

TOURISM'S DIRECT CONTRIBUTION TO THE AUSTRALIAN ECONOMY 2011-12

TOURISM GDP \$41.0b	▲ 5.3%	Gross Domestic Product. Tourism's contribution to the Australian economy.
TOURISM GVA \$37.6b	▲ 5.3%	Gross Value Added. The value of tourism at basic prices, before taxes are added and subsidies deducted.
TOURISM CONSUMPTION \$106.6b	▲ 6.8%	Adjusted expenditure based on Domestic and International consumption in Australia. Consumption should not be used as a 'contribution' statistic.
DOMESTIC CONSUMPTION IN AUSTRALIA \$81.0b	▲ 8.3%	Adjusted expenditure by Australian residents in Australia (for domestic tourism in Australia and spending by Australians before/after an overseas trip).
INTERNATIONAL CONSUMPTION IN AUSTRALIA \$25.5b	▲ 2.1%	Consumption by international visitors in Australia. Also known as tourism exports or tourism credits.
DOMESTIC CONSUMPTION OUTBOUND TRIPS \$32.3b	▲ 5.1%	Adjusted expenditure occurring overseas by Australian residents. Also known as tourism imports or tourism debits.
BALANCE OF TRADE -\$6.7b	▼ 17.9%	Tourism exports minus the value of tourism imports. Negative estimate refers to a deficit.
TOURISM EMPLOYMENT 531,900 PERSONS	▲ 0.3%	Persons employed in tourism-related industries.

TOURISM VISITOR EXPENDITURE (YEAR ENDING JUNE 2013)

TOTAL INTERNATIONAL VISITOR EXPENDITURE \$28.2b	▲ 5.9%	Or Total Inbound Tourism Expenditure (TITE). All expenditure made by international visitors when travelling to Australia. Includes international pre-paid airfares and packages expenditure.
INTERNATIONAL VISITOR EXPENDITURE IN AUSTRALIA \$19.3b	▲ 5.8%	Amount that international visitors spend while in Australia. Excludes international pre-paid airfares and packages expenditure.
DOMESTIC OVERNIGHT VISITOR EXPENDITURE \$51.4b	▲ 3.2%	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 \$18.1b	▲ 3.0%	Expenditure by Australian residents travelling on a day trip. Excludes the purchase of motor vehicles.
TOTAL DOMESTIC VISITOR EXPENDITURE \$69.5b	▲ 3.2%	Combined value of Domestic overnight visitor & Domestic day trip visitor expenditure.
TOTAL VISITOR EXPENDITURE \$97.7b	▲ 3.9%	Combined value of Total International visitor & Total Domestic visitor expenditure.
TOURISM INDUSTRY POTENTIAL \$79.6b	▲ 4.2%	Combined value of Total International visitor & Domestic overnight visitor expenditure.

Sources: Australian Bureau of Statistics, Australian National Accounts: Tourism Satellite Account, 2011-12 (ABS Cat. No. 5249.0) and Tourism Research Australia, International Visitor Survey & National Visitor Survey, June Quarter 2013

	VISITORS					TRIP NIGHTS IN AUSTRALIA				SPEND IN AUSTRALIA (C)			
	All ages YE August 2013 (A)	YE June 2013 (B)	% change	June Qtr 2013 (B)	% change	YE June 2013	% change	June Qtr 2013	% change	YE June 2013	% change	June Qtr 2013	% change
INTERNATIONAL (D)	6,339,000	5,817,261	5%	1,234,902	4%	212,567,202	8%	40,517,255	5%	\$19,320,881	6%	\$3,640,650	3%
TOP 5 COUNTRIES (E)													
New Zealand	1,203,800	1,086,974	0%	262,246	-4%	15,768,489	2%	3,581,008	5%	\$1,641,687	1%	\$389,196	-1%
China	706,200	646,779	17%	139,044	24%	28,820,964	11%	3,608,703	-5%	\$3,378,483	20%	\$431,929	6%
United Kingdom	611,300	573,978	2%	101,617	16%	24,510,231	19%	4,988,317	29%	\$1,820,409	10%	\$349,293	5%
USA	493,300	464,634	6%	100,083	1%	11,213,079	9%	2,958,908	16%	\$1,287,662	10%	\$310,771	9%
Japan	335,400	310,404	-2%	50,323	-11%	9,629,944	15%	1,615,942	-16%	\$794,695	8%	\$128,391	-10%
TRAVEL PURPOSE													
Holiday	2,822,400	2,595,177	7%	530,105	7%	73,379,821	15%	15,137,695	23%	\$6,398,313	10%	\$1,273,732	14%
VFR	1,577,400	1,473,834	7%	309,678	3%	41,990,648	9%	8,616,413	1%	\$2,370,200	5%	\$474,346	-10%
Business (F)	891,200	915,698	2%	231,663	4%	12,843,280	2%	2,949,323	-12%	\$2,206,701	6%	\$498,873	-5%
Education	367,900	359,481	0%	57,183	9%	50,878,019	-1%	7,042,178	8%	\$5,852,372	4%	\$846,269	11%
Employment	207,500	216,828	2%	47,665	-9%	26,081,362	12%	5,178,947	-17%	\$1,950,358	4%	\$427,531	-11%
DOMESTIC OVERNIGHT (000s) (G)		75,268	3%	18,912	4%	287,524	3%	64,430	4%	\$51,442,035	3%	\$12,401,757	10%
DESTINATION STATE													
NSW		25,021	3%	6,289	3%	84,498	2%	18,688	1%	\$14,471,805	5%	na	na
VIC		17,935	0%	4,504	2%	57,589	6%	12,419	3%	\$10,333,375	3%	na	na
QLD		17,958	0%	4,296	-2%	75,309	0%	16,208	-2%	\$14,061,093	3%	na	na
SA		5,220	2%	1,332	6%	18,962	1%	4,630	11%	\$3,146,891	-6%	na	na
WA		6,601	8%	1,797	18%	29,975	10%	7,848	22%	\$5,094,335	1%	na	na
TAS		2,233	12%	544	24%	9,002	3%	1,950	1%	\$1,805,090	12%	na	na
NT		956	-6%	260	-4%	5,956	-5%	1,405	9%	\$1,322,158	1%	na	na
ACT		2,049	9%	477	4%	6,233	23%	1,282	7%	\$1,207,285	15%	na	na
TRAVEL PURPOSE													
Holiday		32,271	6%	7,878	5%	140,014	6%	29,577	7%	\$26,736,251	6%	\$6,218,704	14%
VFR		25,618	2%	6,385	-1%	90,013	0%	21,146	1%	\$11,297,960	5%	\$2,759,883	5%
Business		14,043	0%	3,785	8%	45,675	4%	10,897	0%	\$11,623,692	-3%	\$2,897,023	4%
Other		3,336	-6%	863	2%	11,822	-8%	2,810	8%	\$1,784,132	0%	\$526,147	30%
DOMESTIC DAY (000s) (H)		167,857	-1%	41,174	-6%					\$18,065,154	3%	\$4,483,217	-1%
TRAVEL PURPOSE													
Holiday		79,400	1%	18,994	-8%					\$9,759,892	2%	\$2,250,456	-7%
VFR		50,622	3%	12,246	-3%					\$3,849,449	7%	\$1,028,183	20%
Business		17,181	-12%	4,592	-13%					\$1,965,528	-1%	\$565,286	1%
Other		20,655	-4%	5,341	-1%					\$2,490,284	2%	\$639,293	-8%
DEPARTURES (I)	8,564,200												

SUMMARY OF TOURISM IN AUSTRALIA

Source:

Tourism Research Australia, International Visitor Survey (IVS) & National Visitor Survey (NVS), June Quarter 2013; Australian Bureau of Statistics, Overseas Arrivals and Departures, August 2013 (ABS Cat. No. 3401.0)

Notes:

(A) Movement of all overseas visitors who arrive in Australia (ABS OAD)
(B) Visitors aged 15 years and older.

(C) Excludes motor vehicle purchases for Domestic visitors; excludes international pre-paid airfare and package expenditure for International visitors.

(D) Visitors from overseas who stay in Australia for a period of less than twelve months.

(E) Ranking is based on the number of visitors in TRA IVS year ending June 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 one year or less (ABS OAD).