



TOURISM READY RECKONER

RELEASE: DECEMBER 2013

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 \$42.0b	▲ 3.7%	Gross Domestic Product. Tourism's contribution to the Australian economy.
TOURISM GVA \$38.8b	▲ 3.8%	Gross Value Added. The 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 in tourism-related industries.

TOURISM VISITOR EXPENDITURE (YEAR ENDING SEPTEMBER 2013)

TOTAL VISITOR EXPENDITURE \$98.5b	▲ 4.0%	Combined value of Total International visitor & Total Domestic visitor expenditure.
TOTAL INTERNATIONAL VISITOR EXPENDITURE \$28.4b	▲ 4.6%	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 \$51.7b	▲ 4.6%	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 \$18.4b	▲ 1.5%	Expenditure by Australian residents travelling on a day trip. Excludes the purchase of motor vehicles.
INTERNATIONAL VISITOR EXPENDITURE IN AUSTRALIA \$19.4b	▲ 3.4%	Amount that international visitors spend while in Australia. Excludes international pre-paid airfares and packages expenditure.
TOURISM INDUSTRY POTENTIAL \$80.1	▲ 4.6%	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, September Quarter 2013

	VISITORS ('000)					TRIP NIGHTS IN AUSTRALIA ('000)				SPEND IN AUSTRALIA (\$ MILLION) (C)			
	All ages YE Oct 2013 (A)	YE Sept 2013 (B)	% change	Sept Qtr 2013 (B)	% change	YE Sept 2013	% change	Sept Qtr 2013	% change	YE Sept 2013	% change	Sept Qtr 2013	% change
INTERNATIONAL (D)	6,389	5,889	5%	1,422	5%	211,794	4%	51,225	-1%	19,347	3%	4,770	1%
TOP 5 COUNTRIES (E)													
New Zealand	1,204	1,093	0%	299	2%	15,134	-4%	3,910	-14%	1,615	-2%	435	-6%
China	719	676	18%	172	21%	29,125	6%	7,890	4%	3,457	12%	972	9%
United Kingdom	612	579	4%	100	6%	24,204	15%	4,415	-6%	1,807	9%	341	-4%
USA	498	465	5%	100	1%	11,429	9%	2,578	9%	1,308	8%	285	8%
Japan	334	304	-5%	82	-7%	8,434	-8%	1,671	-42%	737	-2%	153	-27%
TRAVEL PURPOSE													
Holiday	2,835	2,640	7%	614	8%	73,535	13%	16,508	1%	6,481	10%	1,486	6%
VFR	1,609	1,509	8%	353	11%	42,887	7%	10,199	10%	2,386	2%	554	3%
Business (F)	879	910	0%	232	-3%	12,585	0%	2,929	-8%	2,098	-2%	486	-18%
Education	369	362	0%	110	2%	51,620	0%	14,039	6%	5,971	3%	1,684	8%
Employment	209	210	-4%	48	-13%	24,683	-2%	6,108	-19%	1,879	-3%	423	-14%
DOMESTIC OVERNIGHT (G)		75,955	4%	18,032	4%	283,512	3%	65,277	-4%	51,703	5%	12,789	2%
DESTINATION STATE													
NSW		25,511	5%	6,306	8%	85,032	4%	19,170	3%	15,053	10%	na	na
Vic		18,056	1%	4,006	3%	54,973	2%	10,719	-10%	10,005	-2%	na	na
Qld		17,872	2%	4,476	-2%	74,256	1%	19,884	-5%	14,045	6%	na	na
SA		5,302	4%	1,185	7%	18,580	1%	3,524	-10%	3,140	-3%	na	na
WA		6,768	10%	1,580	12%	31,064	14%	7,841	16%	5,265	5%	na	na
Tas		2,185	10%	394	-11%	8,609	-4%	1,164	-25%	1,754	7%	na	na
NT		928	-11%	316	-8%	5,193	-16%	1,755	-30%	1,249	-8%	na	na
ACT		2,039	7%	515	-2%	5,805	14%	1,219	-26%	1,193	15%	na	na
TRAVEL PURPOSE													
Holiday		32,653	7%	7,340	5%	137,022	4%	30,712	-5%	26,782	7%	6,462	1%
VFR		25,917	3%	5,920	5%	90,533	2%	19,796	3%	11,504	6%	2,552	9%
Business		14,041	3%	3,841	0%	44,722	4%	11,694	-8%	11,529	-2%	3,225	-3%
Other		3,343	-6%	931	1%	11,236	-10%	3,075	-16%	1,888	13%	550	23%
DOMESTIC DAY (H)		165,821	-5%	41,706	-5%					18,378	2%	4,812	7%
TRAVEL PURPOSE													
Holiday		78,776	-3%	19,335	-3%					9,715	-1%	2,360	-2%
VFR		49,843	-3%	12,324	-6%					3,908	8%	932	7%
Business		16,983	-12%	4,496	-4%					2,106	0%	645	28%
Other		20,219	-9%	5,551	-7%					2,650	3%	875	22%
DEPARTURES (I)	8,651												

SUMMARY OF TOURISM IN AUSTRALIA

Source:

Tourism Research Australia, International Visitor Survey & National Visitor Survey, September Quarter 2013; Australian Bureau of Statistics, Overseas Arrivals and Departures, September 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) 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 trip nights in TRA IVS year ending September 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).

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