



# TOURISM READY RECKONER

RELEASE: DECEMBER 2014

## TOURISM'S DIRECT CONTRIBUTION TO THE AUSTRALIAN ECONOMY 2013-14

|   |        |  |
|---|--------|--|
| TOURISM GDP<br><b>\$43.4b</b>                       | ▲ 3.4% | Direct tourism Gross Domestic Product. Tourism's direct contribution to the Australian economy.  |
| TOURISM GVA<br><b>\$39.9b</b>                       | ▲ 3.4% | Direct tourism Gross Value Added. The direct value of tourism at basic prices, before taxes are added and subsidies deducted.                            |
| TOURISM EMPLOYMENT<br><b>534,000</b>                | ▼ 1.0% | Persons employed directly in tourism-related industries.   |
| TOURISM CONSUMPTION<br><b>\$113.3b</b>              | ▲ 3.7% | Adjusted expenditure based on domestic and international consumption in Australia. Consumption should not be used as a 'contribution' statistic.         |
| DOMESTIC CONSUMPTION IN AUSTRALIA<br><b>\$86.2b</b> | ▲ 3.5% | Adjusted expenditure by Australian residents in Australia (for domestic tourism in Australia and spending by Australians before/after an overseas trip). |
| TOURISM EXPORTS<br><b>\$27.2b</b>                   | ▲ 4.1% | Consumption by international visitors in Australia. Also known as tourism credits.   |
| TOURISM IMPORTS<br><b>\$34.9b</b>                   | ▲ 3.6% | Adjusted expenditure occurring overseas by Australian residents. Also known as tourism debits.   |
| TOURISM TRADE BALANCE<br><b>-\$7.7b</b>             |        | Tourism exports minus the value of tourism imports. Negative estimate refers to a deficit.   |

## TOURISM VISITOR EXPENDITURE (YEAR ENDING SEPTEMBER 2014)

|  |        |  |
|--|--------|--|
| TOTAL VISITOR EXPENDITURE<br><b>\$102.1b</b>                     | ▲ 3.8% | Sum of total international & domestic visitor expenditure. Includes international pre-paid airfares and packages expenditure. Excludes the purchase of motor vehicles. |
| TOTAL INTERNATIONAL VISITOR EXPENDITURE<br><b>\$30.7b</b>        | ▲ 8.6% | All expenditure made by international visitors when travelling to Australia. Includes international pre-paid airfares and packages expenditure.                        |
| DOMESTIC OVERNIGHT VISITOR EXPENDITURE<br><b>\$53.7b</b>         | ▲ 3.9% | 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<br><b>\$17.6b</b>          | ▼ 4.1% | Expenditure by Australian residents travelling on a day trip. Excludes the purchase of motor vehicles.   |
| INTERNATIONAL VISITOR EXPENDITURE IN AUSTRALIA<br><b>\$20.3b</b> | ▲ 5.4% | Amount that international visitors spend while in Australia. Excludes international pre-paid airfares and packages expenditure.  |
| TOURISM INDUSTRY POTENTIAL<br><b>\$84.4b</b>                     | ▲ 5.6% | Combined value of total international visitor & domestic overnight visitor expenditure.  |

Sources: Australian Bureau of Statistics, *Australian National Accounts: Tourism Satellite Account, 2013-14* (ABS Cat. No. 5249.0) and Tourism Research Australia, *International Visitor Survey & National Visitor Survey (NVS)*, September Quarter 2014.

Note: From the March quarter 2014, the NVS results are based on a new dual frame interviewing methodology, causing a break in series. Consequently, readers should use the domestic tourism comparisons with caution. For more information go to [tra.gov.au](http://tra.gov.au)

|                               | VISITORS ('000)                   |                         |            | TRIP NIGHTS IN AUSTRALIA ('000) |           | TOTAL TRIP EXPENDITURE (\$ MILLION) (C) |            |
|-------------------------------|-----------------------------------|-------------------------|------------|---------------------------------|-----------|---|------------|
|                               | All ages<br>YE September 2014 (A) | YE September<br>2014(B) | % change   | YE September<br>2014(B)         | % change  | YE September<br>2014(B)                 | % change   |
| <b>INTERNATIONAL (D)</b>      | <b>6,769</b>                      | <b>6,263</b>            | <b>8%</b>  | <b>220,565</b>                  | <b>3%</b> | <b>30,684</b>                           | <b>9%</b>  |
| <b>TOP 5 COUNTRIES (E)</b>    |                                   |                         |            |                                 |           |   |            |
| China                         | 789                               | 736                     | 10%        | 31,358                          | 7%        | 5,416                                   | 16%        |
| United Kingdom                | 669                               | 630                     | 6%         | 26,365                          | 3%        | 3,652                                   | 14%        |
| United States                 | 538                               | 509                     | 11%        | 11,349                          | -2%       | 2,675                                   | 7%         |
| New Zealand                   | 1,230                             | 1,123                   | 4%         | 14,599                          | -3%       | 2,393                                   | 4%         |
| Japan                         | 329                               | 302                     | 1%         | 8,770                           | 3%        | 1,370                                   | 1%         |
| <b>TRAVEL PURPOSE</b>         |                                   |                         |            |                                 |           |   |            |
| Holiday                       | 3,155                             | 2,841                   | 9%         | 74,124                          | 1%        | 12,288                                  | 11%        |
| VFR                           | 1,891                             | 1,739                   | 14%        | 49,516                          | 14%       | 5,057                                   | 18%        |
| Business (F)                  | 834                               | 835                     | 3%         | 11,713                          | 2%        | 3,492                                   | 9%         |
| Education                     | 385                               | 224                     | -1%        | 26,360                          | -3%       | 2,242                                   | -2%        |
| Employment                    | 226                               | 367                     | 0%         | 50,492                          | -3%       | 6,468                                   | 1%         |
| <b>DOMESTIC OVERNIGHT (G)</b> |                                   | <b>79,736</b>           | <b>5%</b>  | <b>302,368</b>                  | <b>7%</b> | <b>53,744</b>                           | <b>4%</b>  |
| <b>TRAVEL PURPOSE</b>         |                                   |                         |            |                                 |           |   |            |
| Holiday                       |                                   | 32,743                  | -1%        | 130,748                         | -3%       | 26,955                                  | -1%        |
| VFR                           |                                   | 28,822                  | 9%         | 97,649                          | 9%        | 13,158                                  | 7%         |
| Business                      |                                   | 15,270                  | 8%         | 54,307                          | 22%       | 12,756                                  | 9%         |
| Other                         |                                   | 750                     | 12%        | 19,664                          | 30%       | 3,356                                   | 7%         |
| <b>DOMESTIC DAY (H)</b>       |                                   | <b>162,861</b>          | <b>-2%</b> |                                 |           | <b>17,629</b>                           | <b>-4%</b> |
| <b>TRAVEL PURPOSE</b>         |                                   |                         |            |                                 |           |   |            |
| Holiday                       |                                   | 74,546                  | -5%        |                                 |           | 9,685                                   | 0%         |
| VFR                           |                                   | 49,752                  | 0%         |                                 |           | 3,786                                   | -3%        |
| Business                      |                                   | 17,458                  | 3%         |                                 |           | 1,700                                   | -19%       |
| Other                         |                                   | 21,105                  | 4%         |                                 |           | 2,458                                   | -7%        |
| <b>DEPARTURES (I)</b>         | <b>9,057</b>                      | <b>8,005</b>            | <b>7%</b>  | <b>161,115</b>                  | <b>7%</b> | <b>46,417</b>                           | <b>0%</b>  |
| <b>TOP 5 COUNTRIES</b>        |                                   |                         |            |                                 |           |   |            |
| United States                 | 932                               | 874                     | 7%         | 18,983                          | 6%        | 7,695                                   | 0%         |
| United Kingdom                | 552                               | 505                     | 8%         | 18,128                          | 4%        | 4,815                                   | 6%         |
| New Zealand                   | 1,190                             | 1,063                   | 6%         | 11,561                          | 13%       | 3,327                                   | 8%         |
| Indonesia                     | 1,054                             | 884                     | 12%        | 9,589                           | 11%       | 3,056                                   | 7%         |
| Thailand                      | 592                               | 555                     | -2%        | 10,323                          | 22%       | 2,236                                   | -18%       |

## SUMMARY OF TOURISM IN AUSTRALIA

Source: Tourism Research Australia, *International Visitor Survey & National Visitor Survey (NVS)*, September quarter 2014; Australian Bureau of Statistics, *Overseas Arrivals and Departures*, September 2014 (ABS Cat. No. 3401.0)

Note: From the March quarter 2014, the NVS results are based on a new dual frame interviewing methodology, causing a break in series. Consequently, readers should use the domestic tourism comparisons with caution. Due to increased variance in the data, quarterly figures have been removed from the *Ready Reckoner*. For more information go to [tra.gov.au](http://tra.gov.au)

Other notes: (A) Movement of all overseas visitors who arrive in Australia for a period of less than one year (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 airfares 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 September 2014.

(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) Departures are the movement of Australian residents who travel overseas for a period of less than one year as at year ending June 2014. 'All ages' figures are for the year ending September 2014.