



Australian Government
Austrade



TOURISM
RESEARCH
AUSTRALIA

AUSTRALIAN TOURISM INDUSTRY 2014–15

\$107.1b

TOTAL VISITOR SPEND ▲5%



\$88.8b TOURISM INDUSTRY POTENTIAL* ▲6%



6.6 MILLION
INTERNATIONAL VISITORS



236 MILLION
NIGHTS ▲8%



\$33.4 BILLION
SPEND ▲10%



83.2 MILLION
DOMESTIC OVERNIGHT VISITORS



313 MILLION
NIGHTS ▲6%



\$55.4 BILLION
SPEND ▲4%



TOURISM'S DIRECT CONTRIBUTION
TO GROSS DOMESTIC PRODUCT

\$43.4b OR **2.7%**



THERE ARE

534,000

PEOPLE EMPLOYED DIRECTLY
IN TOURISM-RELATED
INDUSTRIES ▼1%



64.1%
OCCUPANCY
RATE

229,646 ROOMS ▼0.2%



22.1 MILLION
INTERNATIONAL AIRLINE SEATS
(INBOUND) ▲1%

76.4 MILLION
DOMESTIC AIRLINE SEATS
(TOTAL) ▼1%

*The Tourism 2020 Potential (the Potential) is part of the Australian Government's tourism strategy, Tourism 2020. The Potential outlines overnight visitor expenditure targets of between \$115 billion and \$140 billion by 2020. Note: GDP and employment figures are as at 2013–14. All percentage changes are as compared to the same period 12 months prior. All demand estimates relate to visitors aged 15 years and older.