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.