



## TOTAL TOURISM GSP

**\$38.1b**  
▲ 3.0%



## TOTAL TOURISM GVA

**\$34.0b**  
▲ 3.2%



## TOTAL TOURISM EMPLOYMENT

**296,200 PERSONS**  
▲ 2.1%



2018–19      CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	18,546	▲ 2.3%
Indirect	19,572	▲ 3.8%
<b>Total tourism GSP</b>	<b>38,118</b>	<b>▲ 3.0%</b>
<b>Total state GSP</b>	<b>625,405</b>	<b>▲ 3.7%</b>
Tourism's direct share of state GSP	3.0%	-



### TOURISM GVA (\$M)

Direct	17,051	▲ 2.3%
Indirect	16,964	▲ 4.1%
<b>Total tourism GVA</b>	<b>34,015</b>	<b>▲ 3.2%</b>
<b>Total state GVA</b>	<b>576,661</b>	<b>▲ 3.9%</b>
Tourism's direct share of state GVA	3.0%	-



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	191.8	▲ 1.0%
Indirect	104.4	▲ 4.0%
<b>Total tourism employment</b>	<b>296.2</b>	<b>▲ 2.1%</b>
<b>Total state employment</b>	<b>4,083</b>	<b>▲ 3.5%</b>
Tourism's direct share of state employment	4.7%	▼ 0.1 PPT*

\*Percentage points

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in New South Wales was worth \$18.5 billion (▲ 2.3% compared to 2017–18). This was 3.0% of the state total GSP (\$625.4 billion).
- Indirect* tourism GSP was worth an extra \$19.6 billion to the New South Wales economy (▲ 3.8% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$38.1 billion to the New South Wales economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in New South Wales, this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In New South Wales, for every dollar spent in the tourism industry, an additional 84 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOTAL TOURISM GSP

**\$29.4b**  
▲ 9.1%



## TOTAL TOURISM GVA

**\$26.6b**  
▲ 9.6%



## TOTAL TOURISM EMPLOYMENT

**263,300 PERSONS**  
▲ 6.2%



2018–19      CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	14,689	▲ 10.7%
Indirect	14,701	▲ 7.5%
<b>Total tourism GSP</b>	<b>29,389</b>	<b>▲ 9.1%</b>
<b>Total state GSP</b>	<b>454,590</b>	<b>▲ 5.0%</b>
Tourism's direct share of state GSP	3.2%	▲ 0.2 PPT*



### TOURISM GVA (\$M)

Direct	13,536	▲ 10.8%
Indirect	13,079	▲ 8.5%
<b>Total tourism GVA</b>	<b>26,615</b>	<b>▲ 9.6%</b>
<b>Total state GVA</b>	<b>426,153</b>	<b>▲ 5.3%</b>
Tourism's direct share of state GVA	3.2%	▲ 0.2 PPT*



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	180.0	▲ 5.3%
Indirect	83.3	▲ 8.2%
<b>Total tourism employment</b>	<b>263.3</b>	<b>▲ 6.2%</b>
<b>Total state employment</b>	<b>3,360</b>	<b>▲ 3.3%</b>
Tourism's direct share of state employment	5.4%	▲ 0.1 PPT*

\*Percentage points

## HOW DO I READ THIS TABLE?

- In 2018–19 *direct* tourism GSP in Victoria was worth \$14.7 billion (▲ 10.7% compared to 2017–18). This was 3.2% of the state total GSP (\$454.6 billion).
- Indirect* tourism GSP was worth an extra \$14.7 billion to Victoria's economy (▲ 7.5% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$29.4 billion to Victoria's economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Victoria this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In Victoria, for every dollar spent in the tourism industry, an additional 83 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOTAL TOURISM GSP

**\$28.3b**  
▲ 3.2%



## TOTAL TOURISM GVA

**\$25.3b**  
▲ 3.6%



## TOTAL TOURISM EMPLOYMENT

**234,300 PERSONS**  
▲ 2.1%



2018–19      CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	13,841	▲ 3.3%
Indirect	14,446	▲ 3.1%
<b>Total tourism GSP</b>	<b>28,287</b>	<b>▲ 3.2%</b>
<b>Total state GSP</b>	<b>369,578</b>	<b>▲ 4.9%</b>
Tourism's direct share of state GSP	3.7%	▼ 0.1 PPT*



### TOURISM GVA (\$M)

Direct	12,705	▲ 3.3%
Indirect	12,614	▲ 3.9%
<b>Total tourism GVA</b>	<b>25,318</b>	<b>▲ 3.6%</b>
<b>Total state GVA</b>	<b>347,930</b>	<b>▲ 4.8%</b>
Tourism's direct share of state GVA	3.7%	▼ 0.1 PPT*



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	145.4	▲ 1.0%
Indirect	88.9	▲ 3.8%
<b>Total tourism employment</b>	<b>234.3</b>	<b>▲ 2.1%</b>
<b>Total state employment</b>	<b>2,509</b>	<b>▲ 1.6%</b>
Tourism's direct share of state employment	5.8%	–

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in Queensland was worth \$13.8 billion (▲ 3.3% compared to 2017–18). This was 3.7% of the state total GSP (\$369.6 billion).
- Indirect* tourism GSP was worth an extra \$14.4 billion to Queensland's economy (▲ 3.1% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$28.3 billion to Queensland's economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Queensland this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In Queensland, for every dollar spent in the tourism industry, an additional 83 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

\*Percentage points



## TOTAL TOURISM GSP

**\$7.7b**  
▲ 7.4%



## TOTAL TOURISM GVA

**\$6.5b**  
▲ 7.6%



## TOTAL TOURISM EMPLOYMENT

**63,800 PERSONS**  
▲ 4.7%



2018–19      CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	3,558	▲ 8.3%
Indirect	4,158	▲ 6.5%
<b>Total tourism GSP</b>	<b>7,717</b>	<b>▲ 7.4%</b>
<b>Total state GSP</b>	<b>110,403</b>	<b>▲ 3.7%</b>
Tourism's direct share of state GSP	3.2%	▲ 0.1 PPT*



### TOURISM GVA (\$M)

Direct	3,287	▲ 8.3%
Indirect	3,243	▲ 6.9%
<b>Total tourism GVA</b>	<b>6,530</b>	<b>▲ 7.6%</b>
<b>Total state GVA</b>	<b>102,246</b>	<b>▲ 3.9%</b>
Tourism's direct share of state GVA	3.2%	▲ 0.1 PPT*



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	40.5	▲ 3.6%
Indirect	23.2	▲ 6.7%
<b>Total tourism employment</b>	<b>63.8</b>	<b>▲ 4.7%</b>
<b>Total state employment</b>	<b>848</b>	<b>▲ 1.1%</b>
Tourism's direct share of state employment	4.8%	▲ 0.1 PPT*

\*Percentage points

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in South Australia was worth \$3.6 billion (▲ 8.3% compared to 2017–18). This was 3.2% of the state total GSP (\$110.4 billion).
- Indirect* tourism GSP was worth an extra \$4.2 billion to South Australia's economy (▲ 6.5% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$7.7 billion to South Australia's economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in South Australia this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In South Australia, for every dollar spent in the tourism industry, an additional 80 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOTAL TOURISM GSP

**\$12.2b**

▲ 12.9%



## TOTAL TOURISM GVA

**\$10.9b**

▲ 13.5%



## TOTAL TOURISM EMPLOYMENT

**100,900 PERSONS**

▲ 10.7%



2018–19 CHANGE ON 2017–18 (%)

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in Western Australia was worth \$6.0 billion (▲ 13.8% compared to 2017–18). This was 2.1% of the state total GSP (\$285.6 billion).
- Indirect* tourism GSP was worth an extra \$6.1 billion to Western Australia's economy (▲ 12.1% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$12.2 billion to Western Australia's economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Western Australia this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In Western Australia, for every dollar spent in the tourism industry, an additional 80 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM GSP (\$M)

Direct	6,033	▲ 13.8%
Indirect	6,147	▲ 12.1%
<b>Total tourism GSP</b>	<b>12,180</b>	<b>▲ 12.9%</b>
<b>Total state GSP</b>	<b>285,563</b>	<b>▲ 10.6%</b>
Tourism's direct share of state GSP	2.1%	▲ 0.1 PPT*



## TOURISM GVA (\$M)

Direct	5,547	▲ 13.7%
Indirect	5,389	▲ 13.4%
<b>Total tourism GVA</b>	<b>10,936</b>	<b>▲ 13.5%</b>
<b>Total state GVA</b>	<b>274,581</b>	<b>▲ 10.7%</b>
Tourism's direct share of state GVA	2.0%	▲ 0.1 PPT*



## TOURISM EMPLOYMENT ('000 PERSONS)

Direct	66.6	▲ 9.5%
Indirect	34.3	▲ 13.3%
<b>Total tourism employment</b>	<b>100.9</b>	<b>▲ 10.7%</b>
<b>Total state employment</b>	<b>1,345</b>	<b>▲ 1.0%</b>
Tourism's direct share of state employment	5.0%	▲ 0.4PPT*

\*Percentage points



## TOTAL TOURISM GSP

**\$3.6b**

▲ 10.9%



## TOTAL TOURISM GVA

**\$3.2b**

▲ 11.0%



## TOTAL TOURISM EMPLOYMENT

**43,200 PERSONS**

▲ 10.3%



2018–19      CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	1,750	▲ 11.2%
Indirect	1,854	▲ 10.6%
<b>Total tourism GSP</b>	<b>3,604</b>	<b>▲ 10.9%</b>
<b>Total state GSP</b>	<b>32,555</b>	<b>▲ 6.0%</b>
Tourism's direct share of state GSP	5.4%	▲ 0.3 PPT*



### TOURISM GVA (\$M)

Direct	1,599	▲ 11.1%
Indirect	1,643	▲ 10.9%
<b>Total tourism GVA</b>	<b>3,242</b>	<b>▲ 11.0%</b>
<b>Total state GVA</b>	<b>30,201</b>	<b>▲ 6.0%</b>
Tourism's direct share of state GVA	5.3%	▲ 0.2 PPT*



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	22.3	▲ 9.4%
Indirect	20.9	▲ 11.3%
<b>Total tourism employment</b>	<b>43.2</b>	<b>▲ 10.3%</b>
<b>Total state employment</b>	<b>249</b>	<b>▲ 0.4%</b>
Tourism's direct share of state employment	9.0%	▲ 0.7 PPT*

\*Percentage points

### HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in Tasmania was worth \$1.8 billion (▲ 11.2% compared to 2017–18). This was 5.4% of the state total GSP (\$32.6 billion).
- *Indirect* tourism GSP was worth an extra \$1.9 billion to Tasmania's economy (▲ 10.6% compared to 2017–18).
- **So, in 2018–19, tourism (both direct and indirect) was worth \$3.6 billion to Tasmania's economy.**

### WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Tasmania this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In Tasmania, for every dollar spent in the tourism industry, an additional 83 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOTAL TOURISM GSP

**\$2.6b**

▲ 10.6%



## TOTAL TOURISM GVA

**\$2.2b**

▲ 10.0%



## TOTAL TOURISM EMPLOYMENT

**15,600 PERSONS**

▲ 7.3%



2018–19 CHANGE ON  
2017–18 (%)



### TOURISM GSP (\$M)

Direct	1,158	▲ 8.8%
Indirect	1,446	▲ 12.0%
<b>Total tourism GSP</b>	<b>2,604</b>	<b>▲ 10.6%</b>
<b>Total state GSP</b>	<b>27,512</b>	<b>▲ 3.8%</b>
Tourism's direct share of state GSP	4.2%	▲ 0.2 PPT*



### TOURISM GVA (\$M)

Direct	1,062	▲ 9.5%
Indirect	1,115	▲ 10.6%
<b>Total tourism GVA</b>	<b>2,177</b>	<b>▲ 10.0%</b>
<b>Total state GVA</b>	<b>23,670</b>	<b>▲ 3.0%</b>
Tourism's direct share of state GVA	4.5%	▲ 0.3 PPT*



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	8.4	▲ 5.5%
Indirect	7.2	▲ 9.5%
<b>Total tourism employment</b>	<b>15.6</b>	<b>▲ 7.3%</b>
<b>Total state employment</b>	<b>132</b>	<b>▼ 4.0%</b>
Tourism's direct share of state employment	6.3%	▲ 0.6 PPT*

\*Percentage points

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in the Northern Territory was worth \$1.2 billion (▲ 8.8% compared to 2017–18). This was 4.2% of the territory total GSP (\$27.5 billion).
- Indirect* tourism GSP was worth an extra \$1.4 billion to the Northern Territory's economy (▲ 12.0% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$2.6 billion to the Northern Territory's economy.**

## WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in the Northern Territory this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In the Northern Territory, for every dollar spent in the tourism industry, an additional 77 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.





## TOTAL TOURISM GSP

**\$2.5b**

▼4.7%



## TOTAL TOURISM GVA

**\$2.2b**

▼4.8%



## TOTAL TOURISM EMPLOYMENT

**18,500 PERSONS**

▼4.5%



2018–19 CHANGE ON 2017–18 (%)

## HOW DO I READ THIS TABLE?

- In 2018–19, *direct* tourism GSP in the Australian Capital Territory was worth \$1.2 billion (▼6.7% compared to 2017–18). This was 3.0% of the territory total GSP (\$41.6 billion).
- Indirect* tourism GSP was worth an extra \$1.3 billion to the Australian Capital Territory's economy (▼2.8% compared to 2017–18).
- So, in 2018–19, tourism (both direct and indirect) was worth \$2.5 billion to the Australian Capital Territory's economy.**

### WHAT IS *DIRECT* CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in the Australian Capital Territory this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS *INDIRECT* CONTRIBUTION?

- The flow-on effect of the tourism industry. In the Australian Capital Territory, for every dollar spent in the tourism industry, an additional 77 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM GSP (\$M)

Direct	1,246	▼6.7%
Indirect	1,282	▼2.8%
<b>Total tourism GSP</b>	<b>2,528</b>	<b>▼4.7%</b>
<b>Total state GSP</b>	<b>41,641</b>	<b>▲4.9%</b>
Tourism's direct share of state GSP	3.0%	▼0.4 PPT*



## TOURISM GVA (\$M)

Direct	1,151	▼6.8%
Indirect	1,089	▼2.5%
<b>Total tourism GVA</b>	<b>2,240</b>	<b>▼4.8%</b>
<b>Total state GVA</b>	<b>37,924</b>	<b>▲5.1%</b>
Tourism's direct share of state GVA	3.0%	▼0.4 PPT*



## TOURISM EMPLOYMENT ('000 PERSONS)

Direct	11.0	▼5.6%
Indirect	7.6	▼2.8%
<b>Total tourism employment</b>	<b>18.5</b>	<b>▼4.5%</b>
<b>Total state employment</b>	<b>227</b>	<b>▼0.2%</b>
Tourism's direct share of state employment	4.8%	▼0.3 PPT*

\*Percentage points