



TOURISM INDUSTRY PERFORMANCE SCORECARD 2012–13

SUPPLY >

ACCOMMODATION	2012–13	CHANGE ON 2011–12
ROOMS	230,064	1.3%
Capital city share	51.2%	0.3%
Regional share	48.8%	-0.3%
OCCUPANCY RATE	65.4%	-0.5%
Capital cities	75.6%	-0.1%
Regional	54.6%	-1.1%

AVIATION	2012–13	CHANGE ON 2011–12
INTERNATIONAL SEATS	20.1 million	5.2%
DOMESTIC SEAT KMS	87.6 billion	7.3%

TOURISM QUALITY	2012–13	CHANGE ON 2011–12
T-QUAL SUB-LICENCES SIGNED	6,000	20.0%

EMPLOYMENT	2011–12	CHANGE ON 2010–11
JOBS	531,900	0.3%

INVESTMENT	2012	CHANGE ON 2011
ACCOMMODATION (\$m)	5,569	25.7%
AVIATION (\$m)	28,940	37.5%
ARTS & RECREATION SERVICES (\$m)	9,620	-10.1%

DIGITAL CAPABILITY	2013	2010
WEBSITE PRESENCE	91%	84%
INSTANT CONFIRMATION OF BOOKINGS	62%	42%

DEMAND >

INTERNATIONAL	\$28.2 billion
▲ 5.9% change on 2011–12	MARKET EXPENDITURE
Spend per trip \$4,848	0.8% change on 2011–12

ASIAN MARKETS	EXPENDITURE (\$ MILLION)	CHANGE ON 2011–12
CHINA	4,530	20.0%
JAPAN	1,473	2.3%
SOUTH KOREA	1,156	-10.4%
SINGAPORE	1,189	-0.4%
MALAYSIA	994	-3.0%
INDIA	794	12.0%

OTHER MARKETS	EXPENDITURE (\$ MILLION)	CHANGE ON 2011–12
UK	3,015	7.3%
USA	2,493	9.0%
NZ	2,315	3.7%
GERMANY	881	-0.2%
FRANCE	594	7.6%

DOMESTIC OVERNIGHT	\$51.4 billion
▲ 3.2% change on 2011–12	MARKET EXPENDITURE
Spend per trip \$683	0.6% change on 2011–12

DOMESTIC DAY	\$18.1 billion
▲ 3.0% change on 2011–12	MARKET EXPENDITURE
Spend per trip \$108	3.6% change on 2011–12

EXPENDITURE

\$97.7 billion
TOTAL VISITOR EXPENDITURE
▲ 3.9% change on 2011–12

BY PURPOSE	CHANGE ON 2011–12
HOLIDAY	5.5%
VISITING FRIENDS AND RELATIVES	5.7%
BUSINESS	-1.8%
EMPLOYMENT	4.6%
EDUCATION	0.6%

BY LOCATION	CHANGE ON 2011–12
NSW	4.5%
Vic	3.3%
Qld	4.2%
SA	-2.2%
WA	2.7%
Tas	10.5%
NT	-0.1%
ACT	10.6%

TOURISM 2020
POTENTIAL >
\$79.6 billion
OVERNIGHT VISITOR EXPENDITURE
▲ 4.2% change on 2011–12

Sources: Tourism Research Australia, International Visitor Survey & National Visitor Survey, June Quarter 2013 & Tourism Investment Monitor 2013; Australian Bureau of Statistics, Tourism Satellite Account 2011–12, (ABS cat no. 5249.0) & Survey of Tourist Accommodation (ABS cat. No. 8635.0), June quarter 2013; Bureau of Infrastructure, Transport and Regional Economics, International Airline Activity – time series (2013) & Australian Domestic Airline Activity—time series (2013); Australian Government, Tourism Operators' Digital Uptake Benchmark Survey, 2013