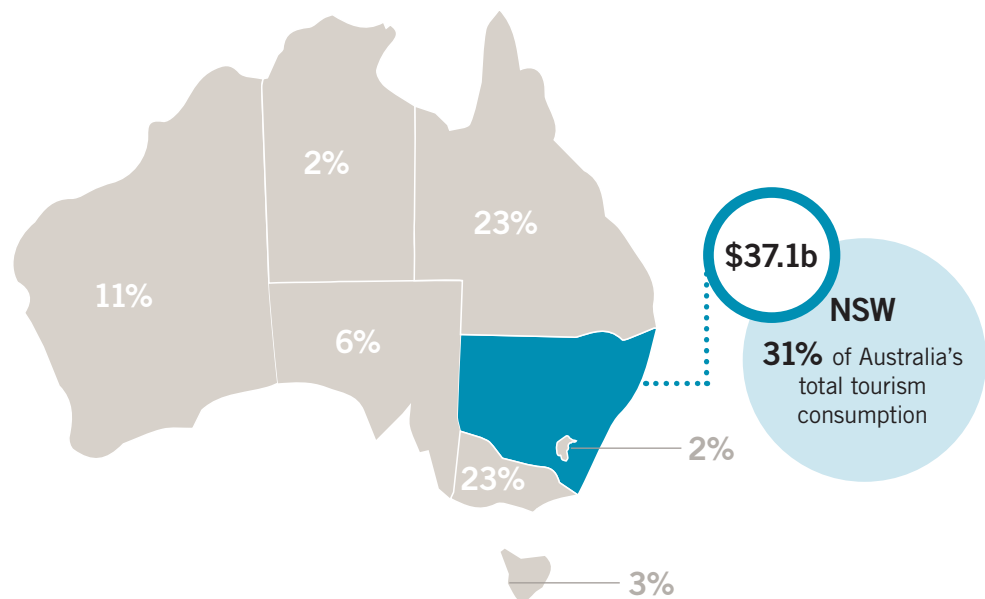




TOURISM CONSUMPTION IN NEW SOUTH WALES

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



2014-15 CHANGE ON 2013-14 (%)



TOURISM GSP (\$m)

	2014-15	CHANGE ON 2013-14 (%)
Direct	15,184	4.8%
Indirect	15,783	3.9%
Total tourism GSP	30,966	4.3%
Total state GSP	513,309	3.6%
Tourism's direct share of total state GSP (%)	3.0%	-



TOURISM GVA (\$m)

	2014-15	CHANGE ON 2013-14 (%)
Direct	13,923	4.8%
Indirect	13,632	4.2%
Total tourism GVA	27,555	4.5%
Total state GVA	474,415	3.9%
Tourism's direct share of total state GVA (%)	2.9%	-



TOURISM EMPLOYMENT (000 PERSONS)

	2014-15	CHANGE ON 2013-14 (%)
Direct	171.9	5.5%
Indirect	97.7	3.7%
Total tourism employment	269.6	4.8%
Total state employment	3,649	1.8%
Tourism's direct share of total state employment (%)	4.7%	▲0.2 ppt

HOW DO I READ THIS TABLE?

- In 2014-15, *direct* tourism GSP in New South Wales was worth \$15.2 billion (▲ 4.8% compared to 2013-14). This was 3.0% of the state tourism GSP (\$513.3b).
- Indirect* tourism GSP was worth an extra \$15.8 billion to New South Wales' economy (▲ 3.9% compared to 2013-14).
- So, in 2014-15, tourism (both direct and indirect) was worth \$31.0 billion to 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 81 cents was spent elsewhere in the economy.

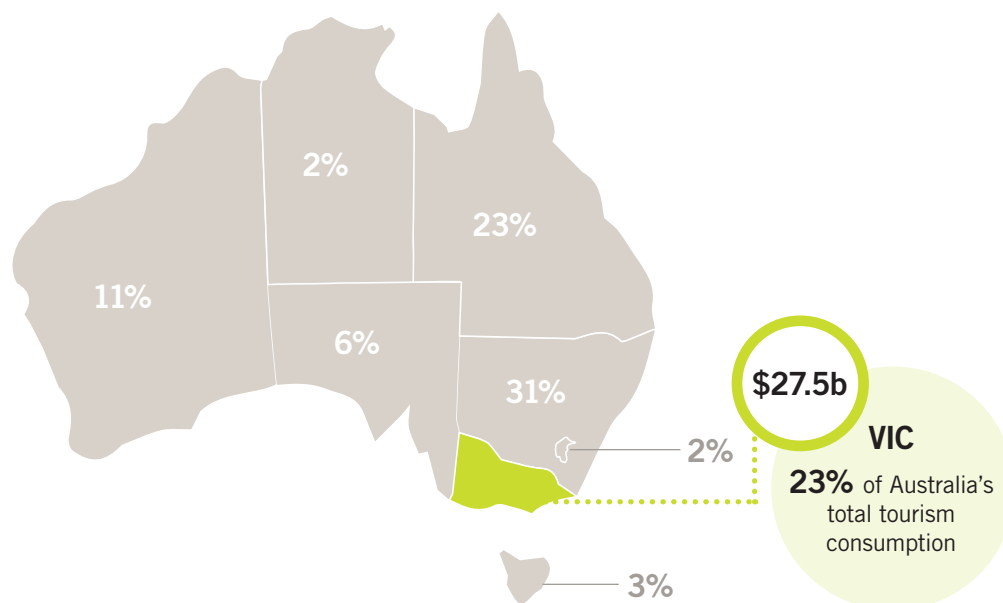
WHY DO WE USE GVA?

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



TOURISM CONSUMPTION IN VICTORIA

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	10,301	6.5%
Indirect	11,405	5.1%
Total tourism GSP	21,706	5.7%
Total state GSP	360,550	3.9%
Tourism's direct share of total state GSP (%)	2.9%	▲0.1 ppt

TOURISM GVA (\$m)

Direct	9,478	6.4%
Indirect	9,737	5.8%
Total tourism GVA	19,215	6.1%
Total state GVA	333,024	3.9%
Tourism's direct share of total state GVA (%)	2.8%	▲0.1 ppt

TOURISM EMPLOYMENT (000 PERSONS)

Direct	137.4	8.7%
Indirect	73.0	5.4%
Total tourism employment	210.4	7.5%
Total state employment	2,927	2.4%
Tourism's direct share of total state employment (%)	4.7%	▲0.3 ppt

HOW DO I READ THIS TABLE?

- In 2014–15, *direct* tourism GSP in Victoria was worth \$10.3 billion (▲ 6.5% compared to 2013–14). This was 2.9% of the state tourism GSP (\$361b).
- Indirect* tourism GSP was worth an extra \$11.4 billion to Victoria's economy (▲ 5.1% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth \$21.7 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 78 cents was spent elsewhere in the economy.

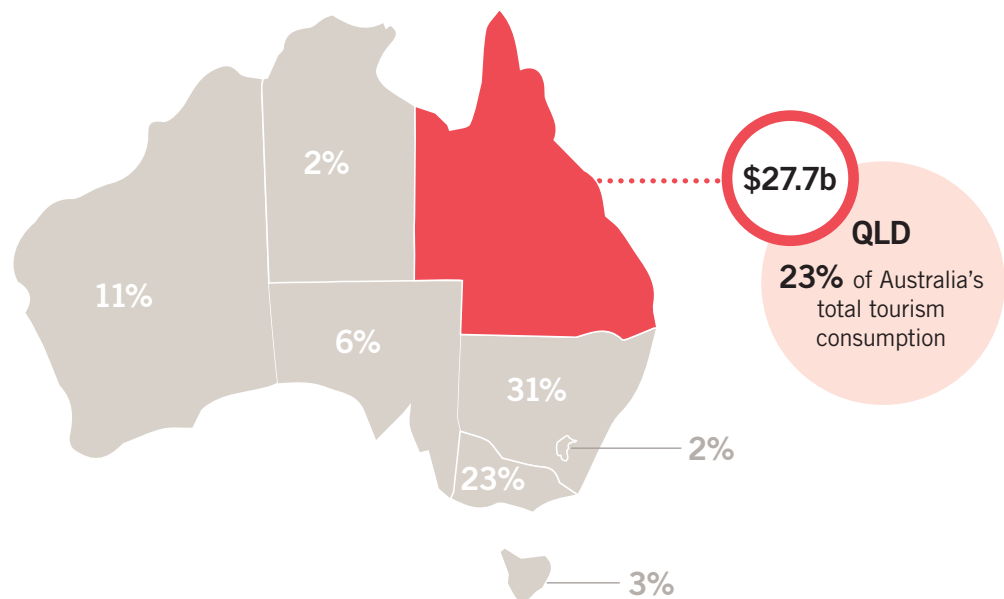
WHY DO WE USE GVA?

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



TOURISM CONSUMPTION IN QUEENSLAND

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	11,232	1.7%
Indirect	11,582	0.6%
Total tourism GSP	22,814	1.1%
Total state GSP	305,354	2.2%
Tourism's direct share of total state GSP (%)	3.7%	-

TOURISM GVA (\$m)

Direct	10,221	1.7%
Indirect	10,080	1.0%
Total tourism GVA	20,300	1.4%
Total state GVA	286,011	2.2%
Tourism's direct share of total state GVA (%)	3.6%	-

TOURISM EMPLOYMENT (000 PERSONS)

Direct	135.2	1.1%
Indirect	83.7	0.5%
Total tourism employment	218.9	0.9%
Total state employment	2,332	0.8%
Tourism's direct share of total state employment (%)	5.8%	-

HOW DO I READ THIS TABLE?

- In 2014–15, *direct* tourism GSP in Queensland was worth \$11.2 billion (▲1.7% compared to 2013–14). This was 3.7% of the state tourism GSP (\$305.4b).
- Indirect* tourism GSP was worth an extra \$11.6 billion to Queensland's economy (▲0.6% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth \$22.8 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 84 cents was spent elsewhere in the economy.

WHY DO WE USE GVA?

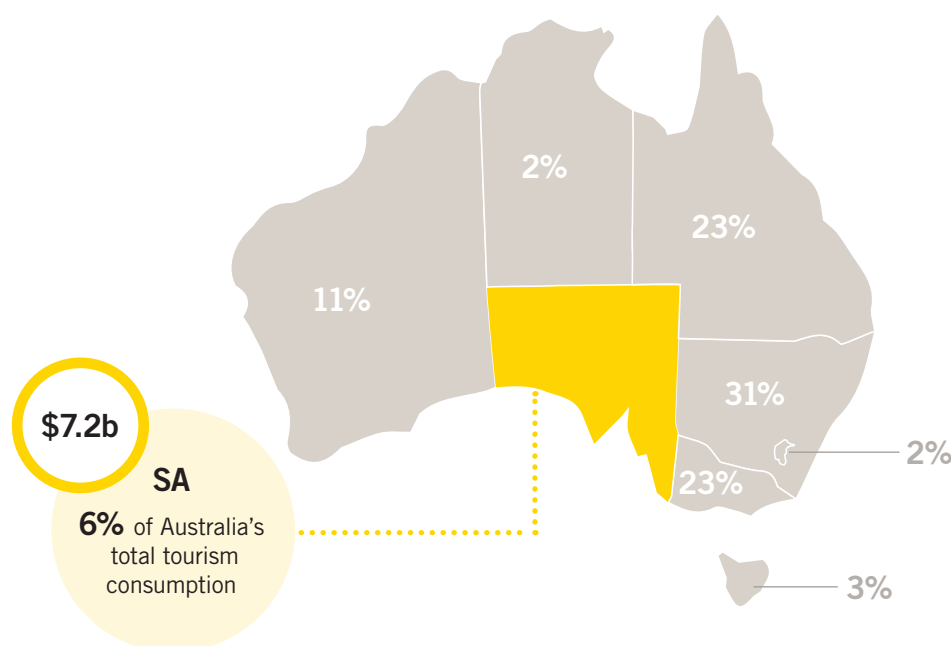
- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

TOURISM'S VALUE TO SOUTH AUSTRALIA



TOURISM CONSUMPTION IN SOUTH AUSTRALIA

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



HOW DO I READ THIS TABLE?

- In 2014–15, direct tourism GSP in South Australia was worth \$2.7 billion (▲ 6.6% compared to 2013–14). This was 2.7% of the state tourism GSP (\$98.6b).
- Indirect tourism GSP was worth an extra \$2.9 billion to South Australia's economy (▲ 4.6% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth \$5.6 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 81 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.

	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	2,662	6.6%
Indirect	2,899	4.6%
Total tourism GSP	5,561	5.6%
Total state GSP	98,629	1.7%
Tourism's direct share of total state GSP (%)	2.7%	▲0.1 ppt

TOURISM GVA (\$m)

Direct	2,439	6.2%
Indirect	2,533	5.7%
Total tourism GVA	4,972	6.0%
Total state GVA	91,888	1.9%
Tourism's direct share of total state GVA (%)	2.7%	▲0.2 ppt

TOURISM EMPLOYMENT (000 PERSONS)

Direct	35.7	9.0%
Indirect	21.8	5.1%
Total tourism employment	57.5	7.5%
Total state employment	806	1.2%
Tourism's direct share of total state employment (%)	4.4%	▲0.3 ppt

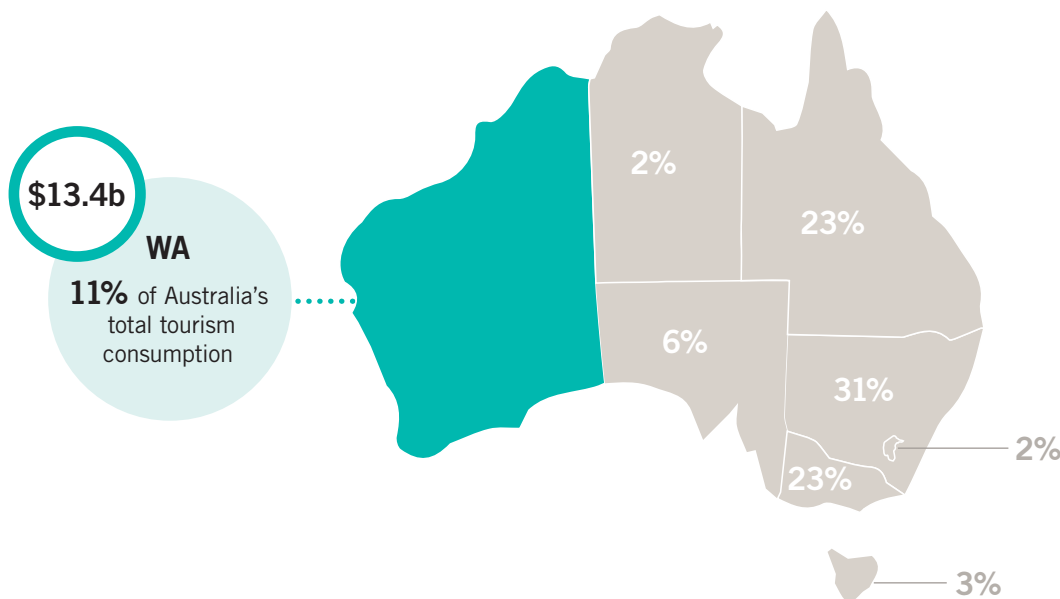
Note: GSP is the Gross State Product. This is equivalent to the STATES GDP.

TOURISM'S VALUE TO WESTERN AUSTRALIA



TOURISM CONSUMPTION IN WESTERN AUSTRALIA

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	5,021	8.0%
Indirect	5,016	6.9%
Total tourism GSP	10,037	7.4%
Total state GSP	248,557	-6.9%
Tourism's direct share of total state GSP (%)	2.0%	▲0.3 ppt

TOURISM GVA (\$m)

Direct	4,578	7.7%
Indirect	4,384	7.5%
Total tourism GVA	8,962	7.6%
Total state GVA	238,570	-7.0%
Tourism's direct share of total state GVA (%)	1.9%	▲0.3 ppt

TOURISM EMPLOYMENT (000 PERSONS)

Direct	64.4	8.2%
Indirect	32.9	7.0%
Total tourism employment	97.2	7.8%
Total state employment	1,356	2.4%
Tourism's direct share of total state employment (%)	4.7%	▲0.2 ppt

HOW DO I READ THIS TABLE?

- In 2014–15, *direct* tourism GSP in Western Australia was worth \$5.0 billion (▲ 8.0% compared to 2013–14). This was 2.0% of the state tourism GSP (\$248.6b).
- Indirect* tourism GSP was worth an extra \$5.0 billion to Western Australia's economy (▲ 6.9% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth \$10.0 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.

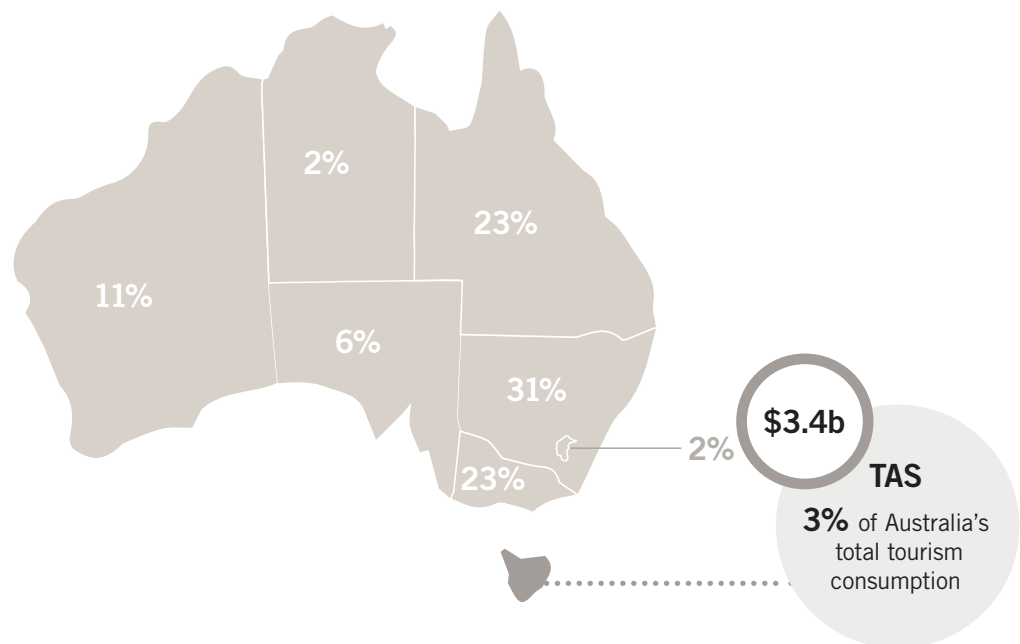
WHY DO WE USE GVA?

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



TOURISM CONSUMPTION IN TASMANIA

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



2014-15 CHANGE ON 2013-14 (%)

	2014-15	CHANGE ON 2013-14 (%)
TOURISM GSP (\$m)		
Direct	1,172	11.1%
Indirect	1,379	12.5%
Total tourism GSP	2,551	11.8%
Total state GSP	25,681	2.7%
Tourism's direct share of total state GSP (%)	4.6%	▲0.3 ppt

	2014-15	CHANGE ON 2013-14 (%)
TOURISM GVA (\$m)		
Direct	1,063	11.0%
Indirect	1,180	12.8%
Total tourism GVA	2,243	11.9%
Total state GVA	24,082	3.1%
Tourism's direct share of total state GVA (%)	4.4%	▲0.3 ppt

	2014-15	CHANGE ON 2013-14 (%)
TOURISM EMPLOYMENT (000 PERSONS)		
Direct	17.5	15.4%
Indirect	19.2	12.6%
Total tourism employment	36.7	13.9%
Total state employment	240	3.8%
Tourism's direct share of total state employment (%)	7.3%	▲0.7 ppt

HOW DO I READ THIS TABLE?

- In 2014-15, *direct* tourism GSP in Tasmania was worth \$1.2 billion (▲ 11.1% compared to 2013-14). This was 4.6% of the state tourism GSP (\$25.7b).
- Indirect* tourism GSP was worth an extra \$1.4 billion to Tasmania's economy (▲ 12.5% compared to 2013-14).
- So, in 2014-15, tourism (both direct and indirect) was worth \$2.6 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 89 cents was spent elsewhere in the economy.

WHY DO WE USE GVA?

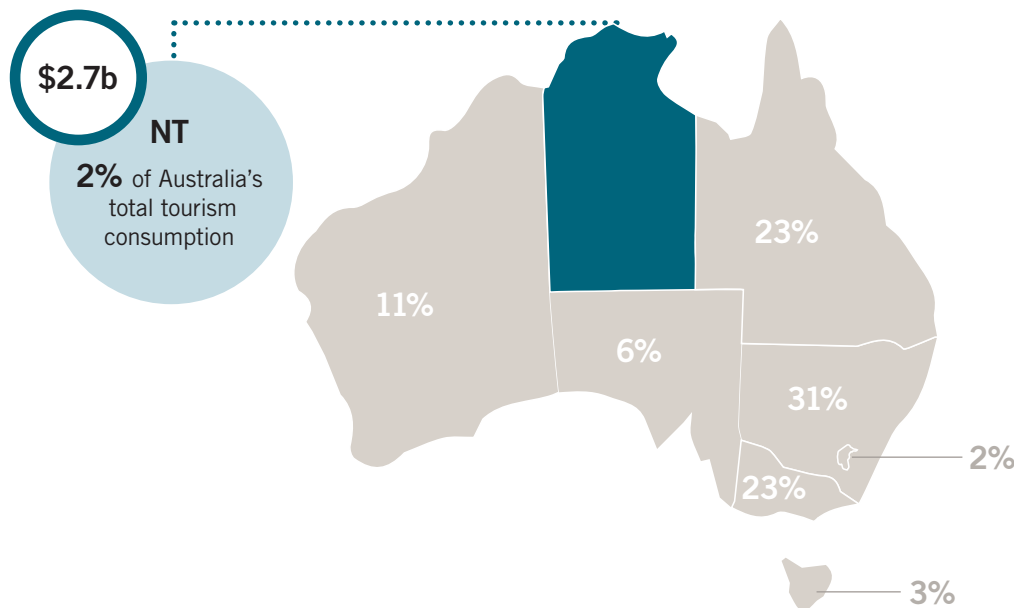
- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

TOURISM'S VALUE TO THE NORTHERN TERRITORY



TOURISM CONSUMPTION IN NORTHERN TERRITORY

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



HOW DO I READ THIS TABLE?

- In 2014–15, *direct* tourism GSP in the Northern Territory was worth around \$1.0 billion (▲ 8.3% compared to 2013–14). This was 4.2% of the state tourism GSP (\$23.1b).
- Indirect* tourism GSP was worth an extra \$1.0 billion (approximately) to the Northern Territory's economy (▲ 8.1% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth around \$2.0 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 90 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.

	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	976	8.3%
Indirect	976	8.1%
Total tourism GSP	1,952	8.2%
Total state GSP	23,139	13.9%
Tourism's direct share of total state GSP (%)	4.2%	▼0.2 ppt

TOURISM GVA (\$m)

Direct	874	8.5%
Indirect	890	8.9%
Total tourism GVA	1,765	8.7%
Total state GVA	22,184	14.1%
Tourism's direct share of total state GVA (%)	3.9%	▼0.2 ppt

TOURISM EMPLOYMENT (000 PERSONS)

Direct	8.5	11.4%
Indirect	7.0	8.3%
Total tourism employment	15.5	10.0%
Total state employment	131	-1.4%
Tourism's direct share of total state employment (%)	6.4%	▲0.7 ppt

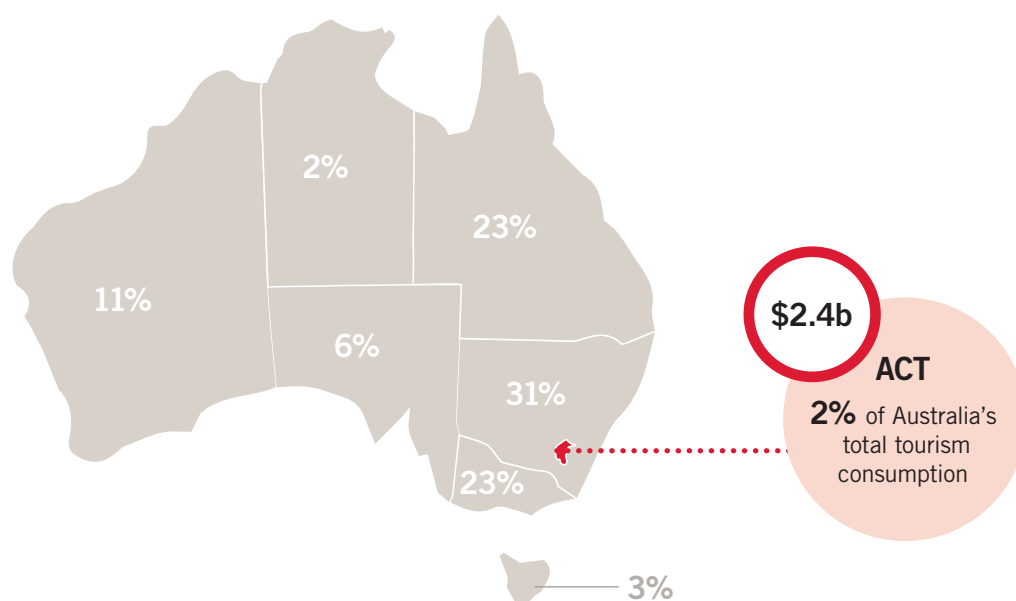
Note: GSP is the Gross State Product. This is equivalent to the STATES GDP.

TOURISM'S VALUE TO THE AUSTRALIAN CAPITAL TERRITORY



TOURISM CONSUMPTION IN AUSTRALIAN CAPITAL TERRITORY

(Total value of tourism goods/services consumed by residents/international visitors in Australia)



	2014–15	CHANGE ON 2013–14 (%)
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TOURISM GSP (\$m)

Direct	954	19.2%
Indirect	1,041	16.3%
Total tourism GSP	1,996	17.7%
Total state GSP	34,774	1.1%
Tourism's direct share of total state GSP (%)	2.7%	▲0.4 ppt

TOURISM GVA (\$m)

Direct	870	18.9%
Indirect	779	18.5%
Total tourism GVA	1,649	18.7%
Total state GVA	33,272	1.4%
Tourism's direct share of total state GVA (%)	2.6%	▲0.4 ppt

TOURISM EMPLOYMENT (000 PERSONS)

Direct	10.1	22.4%
Indirect	6.2	17.4%
Total tourism employment	16.4	20.5%
Total state employment	209	0.1%
Tourism's direct share of total state employment (%)	4.8%	▲0.9 ppt

HOW DO I READ THIS TABLE?

- In 2014–15, *direct* tourism GSP in the Australian Capital Territory was worth around \$1.0 billion (▲ 19.2% compared to 2013–14). This was 2.7% of the state tourism GSP (\$34.8b).
- Indirect* tourism GSP was worth an extra \$1.0 billion (approximately) to the Australian Capital Territory's economy (▲ 16.3% compared to 2013–14).
- So, in 2014–15, tourism (both direct and indirect) was worth around \$2.0 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 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.