AUSTRALIAN TOURISM INDUSTRY 2013–14

DEMAND

$101.6b TOTAL VISITOR SPEND ▲4%

6.1 MILLION INTERNATIONAL VISITORS

216 MILLION NIGHTS ▲1%

$30.1 BILLION SPEND ▲7%

79.1 MILLION DOMESTIC OVERNIGHT VISITORS

295 MILLION NIGHTS ▲3%

$53.3 BILLION SPEND ▲4%

165.2 MILLION DOMESTIC DAY TRIPS (▼2%) & $18.2 BILLION SPEND (▲1%)

AUSTRALIA’S TOURISM INDUSTRY IS 18% TOWARD ITS 2020 GOAL

TOP 5 MARKETS BASED ON TOTAL SPEND

- CHINA: $5.3b ▲16%
- UK: $3.5b ▲13%
- NZ: $2.4b ▲3%
- JAPAN: $1.4b ▲7%
- US: $2.6b ▲9%

GDP & JOBS

TOURISM’S DIRECT CONTRIBUTION TO GROSS DOMESTIC PRODUCT

$42.3b OR 2.8%

THE TOURISM INVESTMENT PIPELINE IS WORTH $49.4b ▲12%

INVESTMENT

$33.1b AVIATION FLEET & INFRASTRUCTURE

$8.9b ARTS AND RECREATION

$7.4b ACCOMMODATION

SUPPLY

543,600 PEOPLE EMPLOYED DIRECTLY IN TOURISM-RELATED INDUSTRIES ▲2%

4.7% OF TOTAL EMPLOYMENT

526,000 TOURISM BUSINESSES ▲1%

13% OF THE TOTAL 2.1 MILLION BUSINESSES IN AUSTRALIA

231,695 ROOMS ▲1%

21.8 MILLION INTERNATIONAL AIRLINE SEATS (INBOUND) ▲8%

77.3 MILLION DOMESTIC AIRLINE SEATS (TOTAL) ▲2%

216 MILLION NIGHTS ▲1%

$30.1 BILLION SPEND ▲7%

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