



# AUSTRALIAN TOURISM INDUSTRY 2013-14

## DEMAND

# \$101.6b

## TOTAL VISITOR SPEND ▲4%



**6.1 MILLION**  
INTERNATIONAL VISITORS



**79.1 MILLION**  
DOMESTIC OVERNIGHT VISITORS



**216 MILLION**  
NIGHTS ▲1%



**295 MILLION**  
NIGHTS ▲3%



**\$30.1 BILLION**  
SPEND ▲7%



**\$53.3 BILLION**  
SPEND ▲4%

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

## TOP 5 MARKETS BASED ON TOTAL SPEND



AUSTRALIA'S TOURISM INDUSTRY IS  
**18%** TOWARD ITS 2020 GOAL

## GDP & JOBS

TOURISM'S DIRECT CONTRIBUTION  
TO GROSS DOMESTIC PRODUCT

**\$42.3b** OR **2.8%**



THERE ARE  
**543,600**  
PEOPLE EMPLOYED DIRECTLY  
IN TOURISM-RELATED  
INDUSTRIES ▲2%  
**4.7%** OF TOTAL  
EMPLOYMENT

## INVESTMENT

THE TOURISM INVESTMENT  
PIPELINE IS WORTH

**\$49.4b** ▲12%

**\$33.1b**  
AVIATION FLEET & INFRASTRUCTURE



**\$8.9b**  
ARTS AND RECREATION



**\$7.4b**  
ACCOMMODATION

## SUPPLY



67%  
OCCUPANCY  
RATE

**231,695**  
ROOMS ▲1%



**21.8 MILLION**  
INTERNATIONAL AIRLINE  
SEATS (INBOUND) ▲8%



**77.3 MILLION**  
DOMESTIC AIRLINE  
SEATS (TOTAL) ▲2%

**267,000**  
TOURISM BUSINESSES



OF THE TOTAL  
**2.1 MILLION**  
BUSINESSES IN AUSTRALIA

Note: a) GDP and employment figures are as at 2012-13 and investment figures as at 2013. b) All percentage changes are as compared to the same period 12 months prior. c) All demand estimates relate to visitors aged 15 years and older. d) From the March quarter 2014, the National Visitor Survey results are based on a new dual frame interviewing methodology, causing a break in series. Consequently, readers should use the domestic tourism comparisons with caution. For more information go to tra.gov.au  
Source: State of the Industry 2014. For the full report and sources go to tra.gov.au