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30 April 2014

**MEDIA RELEASE:**

**Australia's economy benefits from a 4.3% rise in tourism's total contribution**

*Tourism's Contribution to the Australian Economy, 1997–98 to 2012–13* report released today by TRA, confirms that the Australian tourism industry's total (direct and indirect) contribution to the national economy is significant; estimated at \$91 billion in 2012–13, or 6.0 per cent of Australia's GDP.

"Australia's tourism industry has shown continuous growth over recent years—an indication of a resilient tourism industry. This year's 4.3 per cent growth is an addition to the continued growth since the 2008–09 GFC events," confirmed Dr Leo Jago, Chief Economist at Tourism Research Australia.

While reminding policymakers and industry experts of the wide ranging contribution of tourism, Dr Jago said that, "tourism has a significant downstream effect and extends well past those industries directly linked to tourists".

The tourism industry employed approximately 929,000 persons (or 8.0 per cent of the Australian workforce) in 2012–13. Of that total, 543,600 persons were employed directly and 385,400 persons employed indirectly.

"Australia's favourable geographical location near emerging tourism growth markets, such as those in Asia, will have a favourable impact on tourism and the broader economy well into the future," Dr Jago added.

Key findings from the report include:

- In 2012–13, tourism's direct GDP contribution was \$42 billion, an increase of 3.7 per cent on 2011–12, with the industry indirectly contributing a further \$48 billion to GDP.
- In 2012–13, for every one dollar increase in tourism output, an additional 90 cents was generated throughout the economy. This was a stronger result than for other industries such as mining, retail trade and education.

The report provides estimates for the total flow-on of output, GDP and employment contribution from tourism consumption, and complements the Australian Bureau of Statistics' direct contribution estimates of the Tourism Satellite Accounts.

The full *Tourism's Contribution to the Australian Economy, 1997–98 to 2012–13*, report is available at:  
[www.tra.gov.au](http://www.tra.gov.au)

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