



Australian Government

Austrade



TOURISM
RESEARCH
AUSTRALIA

TOURISM SATELLITE ACCOUNT 2014–15

SUMMARY OF KEY RESULTS

A Tourism Satellite Account (TSA) is recognised internationally as the benchmark for estimating the economic contribution of tourism in an economy. The Australian TSA is published each year, and provides measures of tourism gross domestic product (GDP), tourism gross value added (GVA), tourism trade, and employment in tourism. Since last year, the TSA also includes estimates for hours worked (as a proxy for labour productivity), and chain volume measures of the key aggregates of GDP, GVA and consumption and their indices.

Estimates in this edition also contain revisions reflecting new input-output relationships due to a benchmarking exercise corresponding to the latest (2012–13) available final Supply-Use tables. In addition to this, one of the more significant revisions is upward revisions to international student fees across the time series – cause of these revisions was updating the ratio of short-term to long-term students in all visa classes using the most up to date detailed Net Overseas Migration (NOM) data.

The Australian TSA is prepared by the Australian Bureau of Statistics and is funded by the Australian Trade Commission (AUSTRADE). The 2014–15 TSA was published on 29 April 2016 and is available at www.abs.gov.au

TOURISM GROSS DOMESTIC PRODUCT (GDP)

In 2014–15, direct tourism GDP in current prices (or nominal terms) increased 5.3 per cent (or \$2.4 billion) to \$47.5 billion a growth higher than last year's growth on 3.3 per cent (Figure 1). The strength of the industry is highlighted by the fact that tourism GDP increased 5.3 per cent in 2014-15, which is more than three times the growth for the total economy.

Figure 1. Direct tourism GDP (\$ billion)



DOMESTIC AND INTERNATIONAL TOURISM

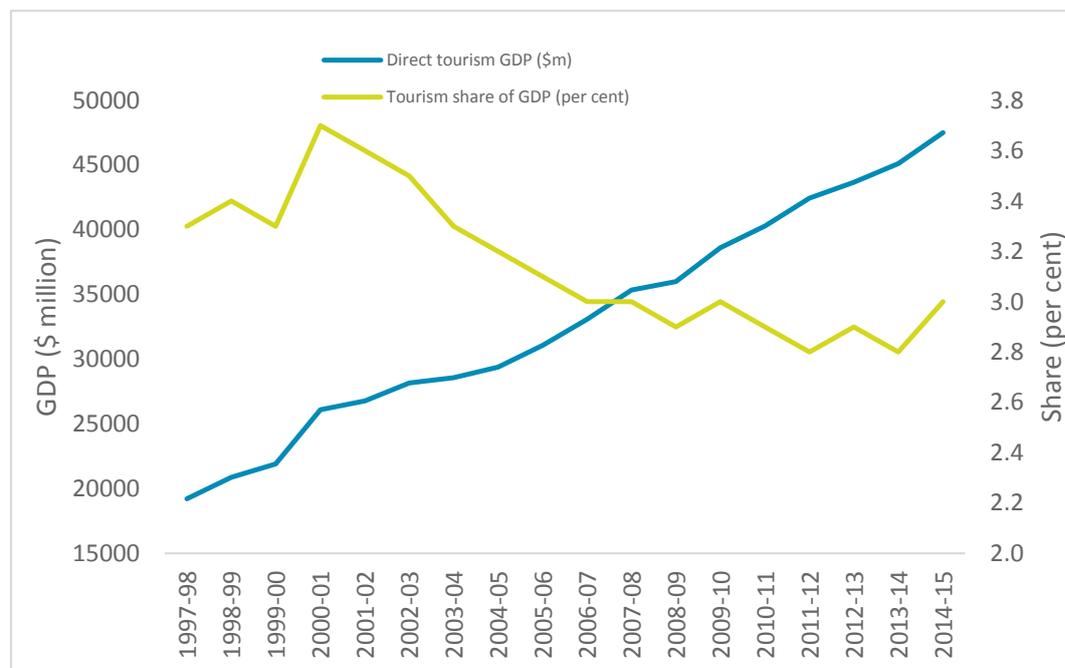
In 2014–15:

Tourism's share of total GDP increased to 3.0 per cent (Figure 2).

- Domestic tourism GDP increased 4.1 per cent (or \$1.4 billion) to \$34.2 billion, with domestic tourism responsible for 72 per cent of total direct tourism GDP (Figure 2).
- International tourism GDP increased 8.3 per cent (or \$1.0 billion) to \$13.3 billion, with international tourism responsible for 28 per cent of total direct tourism GDP.

In chain volume measures (real terms), direct tourism GDP increased by 2.8 per cent, compared with real GDP growth of 2.3 per cent. The tourism GDP implicit price deflator¹ rose by 2.4 per cent, well above the national average of 1.7 per cent

Figure 2: Growth in tourism industry GDP



TOURISM GROSS VALUE ADDED (GVA)

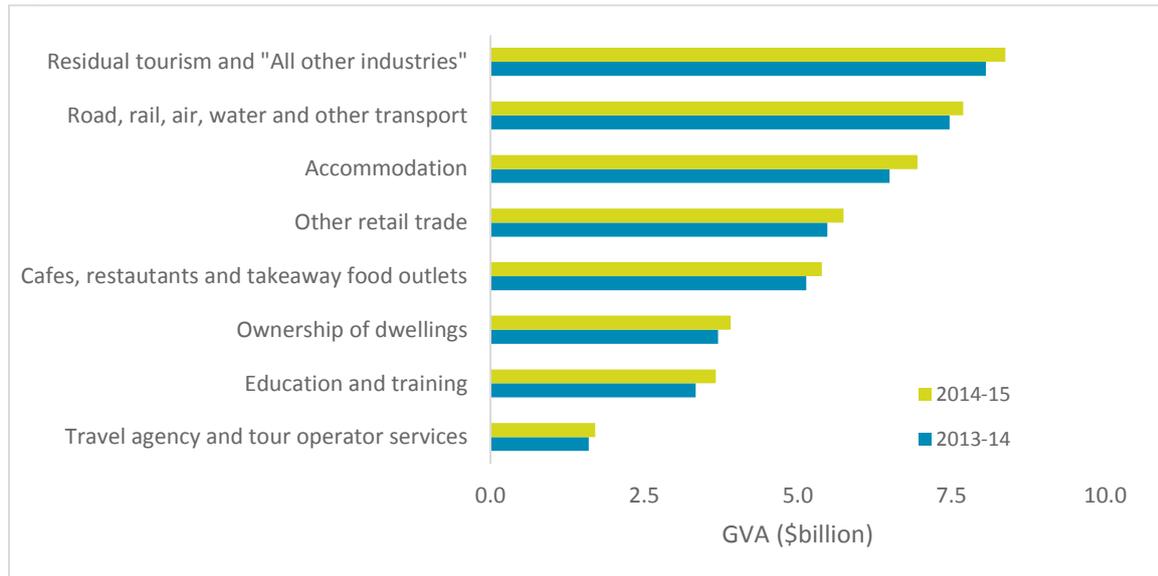
In 2014–15, direct tourism GVA increased 5.2 per cent (or \$2.2 billion) to \$43.4 billion. The main tourism industries had the following increases for direct GVA:

- *Road, rail, air, water and other transport* up 3.0 per cent to \$7.7 billion
- *Accommodation* up 7.0 per cent to \$7.0 billion
- *Other retail trade* up 4.8 per cent to \$5.7 billion
- *Cafes, restaurants and takeaway food services* up 5.0 per cent to \$5.4 billion

¹ This reflects broad price pressures faced across the tourism “sector” by both tourism industries and visitors.

- *Education and training* up 9.9 per cent to \$3.7 billion
- *Travel agency and tour operating services* up 6.6 per cent to \$1.7 billion (Figure 3).

Figure 3: Tourism GVA, selected industries

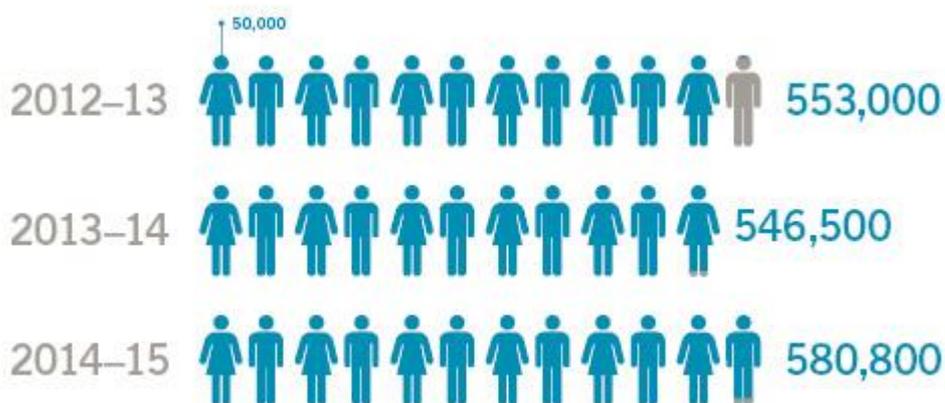


KEY TOURISM AGGREGATES

TOURISM EMPLOYMENT

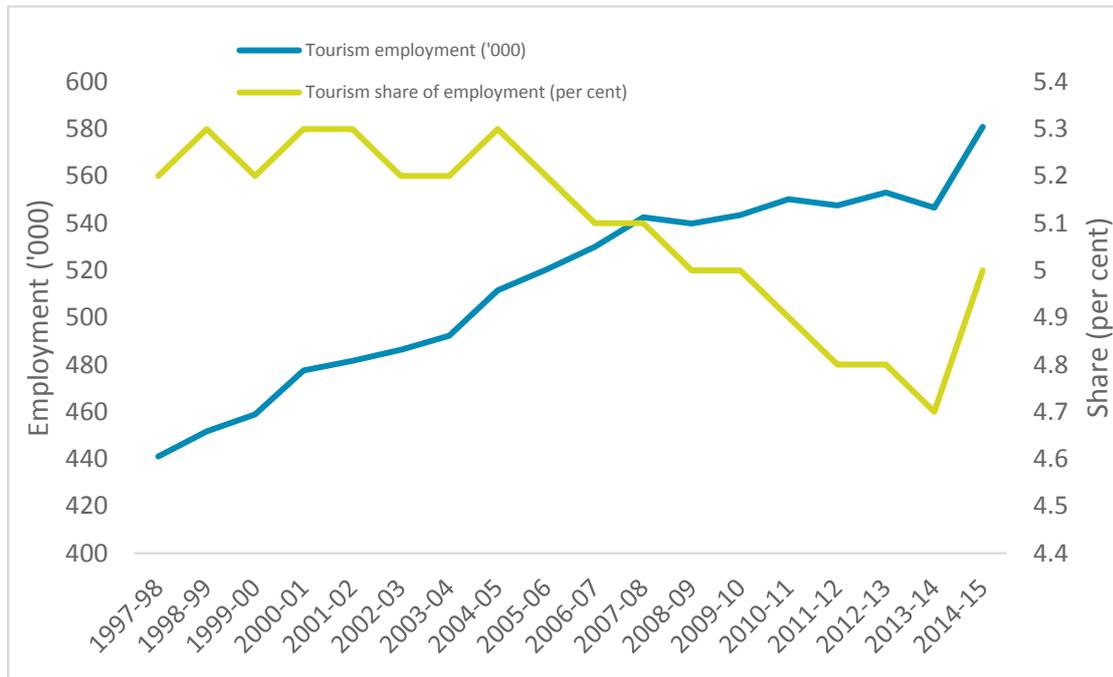
In 2014–15, direct tourism employment increased 6.3 per cent (or 34,300 jobs) to 580,800 after a dip in employment (down 6,500 jobs) to 546,500 persons in 2013-14 (Figure 4).

Figure 4: Direct tourism employment (persons)



At the same time, total employment in Australia increased 1.8 per cent. This resulted in tourism's share of total employment increasing to 5.0 per cent (Figure 5).

Figure 5: Trends in tourism industry employment.

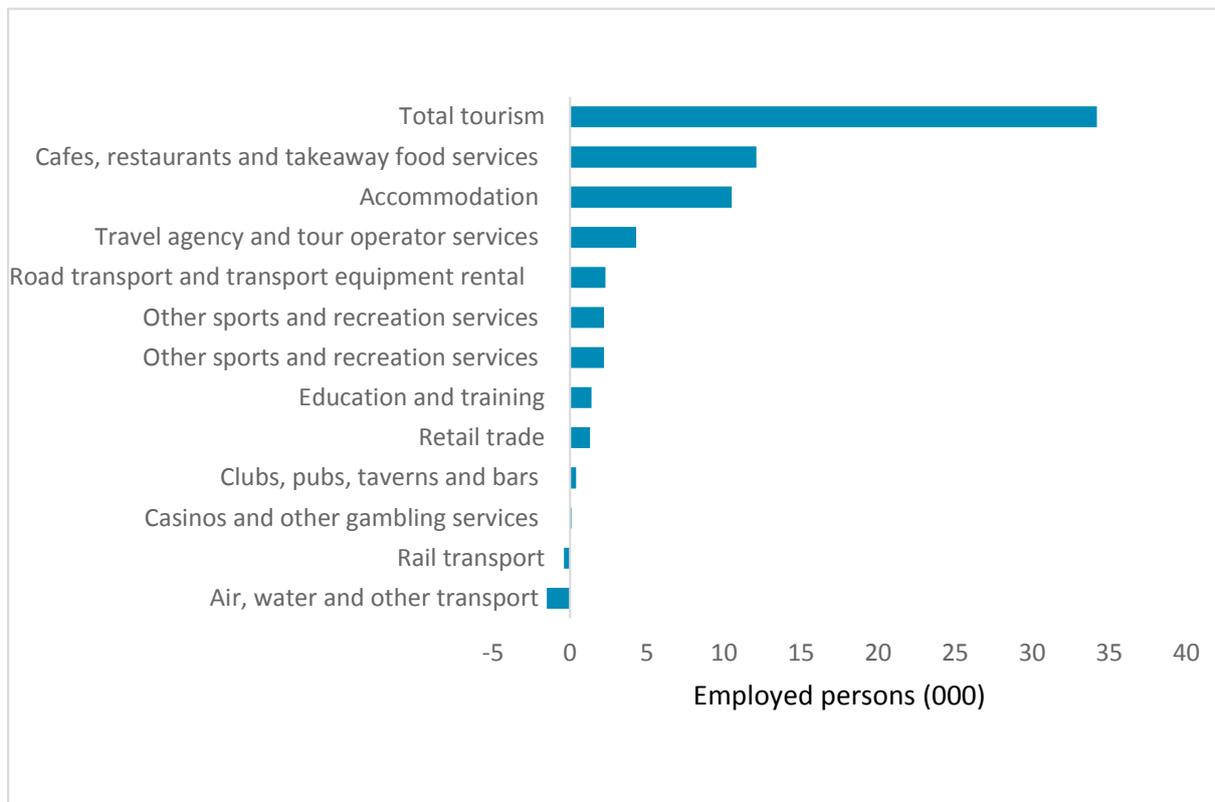


TOURISM EMPLOYMENT BY INDUSTRY

For direct employment in the main tourism industries:

- *Cafes, restaurants and takeaway food services* increased by 12,100 to 155,900 persons
- *Accommodation* increased by 10,500 to 87,500 persons
- *Travel agency and tour operator services* increased by 4,300 to 42,900 persons
- *Road transport* increased by 2,300 to 21,000 persons (Figure 6).

Figure 6: Changes in tourism employment by industry in 2014-15 on 2013-14



TOURISM EMPLOYMENT BY STATUS

In 2014–15, there were around 319,800 full-time jobs, with *Cafes, restaurants and takeaway food services*, *Retail trade* and *Accommodation* industries employing half (50 per cent) of tourism full-time employees. There were around 261,100 part-time jobs in tourism, up 5.6 per cent on the previous year (Figure 7).

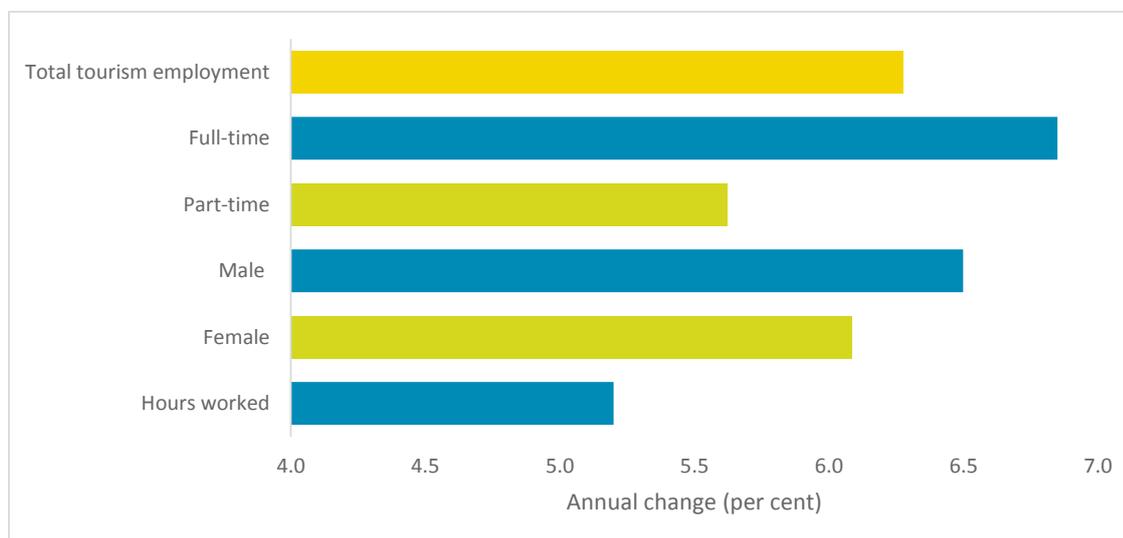
TOURISM EMPLOYMENT BY GENDER

In 2014–15, more than half (54 per cent) of persons employed in tourism were female. The number of females working in tourism increased 6.1 per cent to 313,700. The number of males employed in tourism increased by 6.5 per cent in 2014-15 to 267,100 (Figure 7).

TOURISM EMPLOYMENT BY HOURS WORKED

In 2014–15, tourism hours worked were 5.2 per cent higher than in 2013–14. This growth was slower than that for the number of persons employed in the industry in 2014–15 (6.3 per cent) (Figure 7).

Figure 7: Changes in tourism employment, status, gender and hours of work, 2014-15.



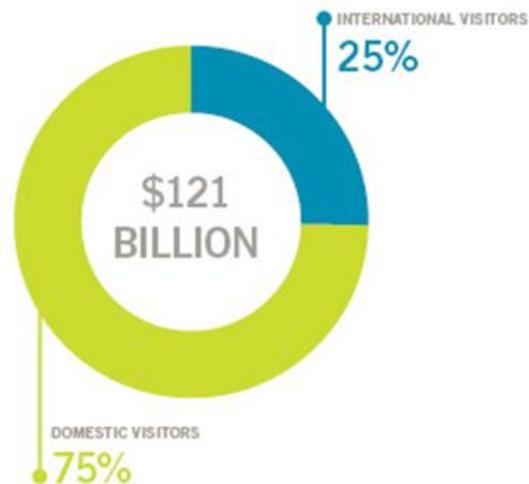
TOURISM CONSUMPTION AND TOURISM TRADE

In 2014–15, total tourism consumption in Australia increased 4.3 per cent (or \$4.9 billion) to \$121.2 billion. Of the total tourism consumption expenditure domestic visitors consumed 75 per cent and the rest was consumed by international visitors (Figure 8)

Domestic visitor consumption (including consumption made by Australian residents accrued to Australian firms before or after an outbound trip) increased 2.7 per cent (or by \$2.4 billion) to \$90.5 billion.

International visitor consumption (or tourism exports) increased 9.0 per cent to \$30.7 billion in 2014–15. Tourism exports also represent around 9.6 per cent share of total Australian exports. Tourism imports (or consumption made by Australians when travelling overseas) decreased 3.6 per cent to \$34.5 billion.

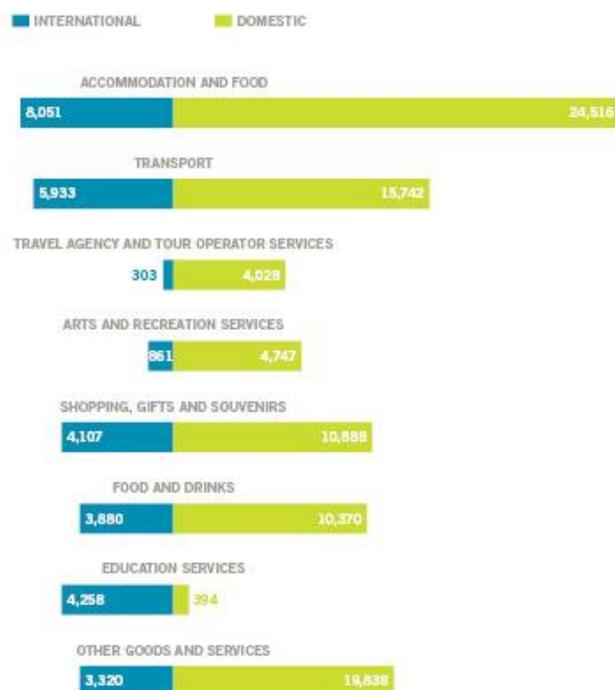
Figure 8: Domestic and international visitor consumption expenditure, 2014-15.



More than a third (39 per cent) of domestic visitors' consumption expenditure was on *Accommodation and food* (including food consumed at cafes and restaurants and food and alcoholic beverages bought directly from supermarkets). This was followed by *Transport* (17 per cent) and *Shopping, gifts and souvenirs* (12 per cent).

Similarly international visitors follow the same pattern as in the case of domestic visitors besides this international visitors' share on spending was also significant (14 per cent) during 2014-15 (Figure 9).

Figure 9: Visitor consumption expenditure on tourism products (\$ million), 2014-15



As a consequence, the tourism trade deficit narrowed to \$3.8 billion in 2014–15, compared to \$7.6 billion in 2013–14 (Figure 10).

NOTE: Internal tourism consumption is equal to tourism expenditure made by all visitors, both resident and non-resident in Australia *plus* it includes adjustments for imputed consumption, such as imputed rents on vacation homes, or a visit to a museum or art gallery where entry is free. Internal tourism consumption estimates are different to TRA's estimates for visitor expenditure due to the imputation, the treatment of outbound expenditure within Australia or with Australian firms, and some other adjustments detailed in the explanatory notes of the TSA.

Figure 10: Tourism, exports, imports and net trade

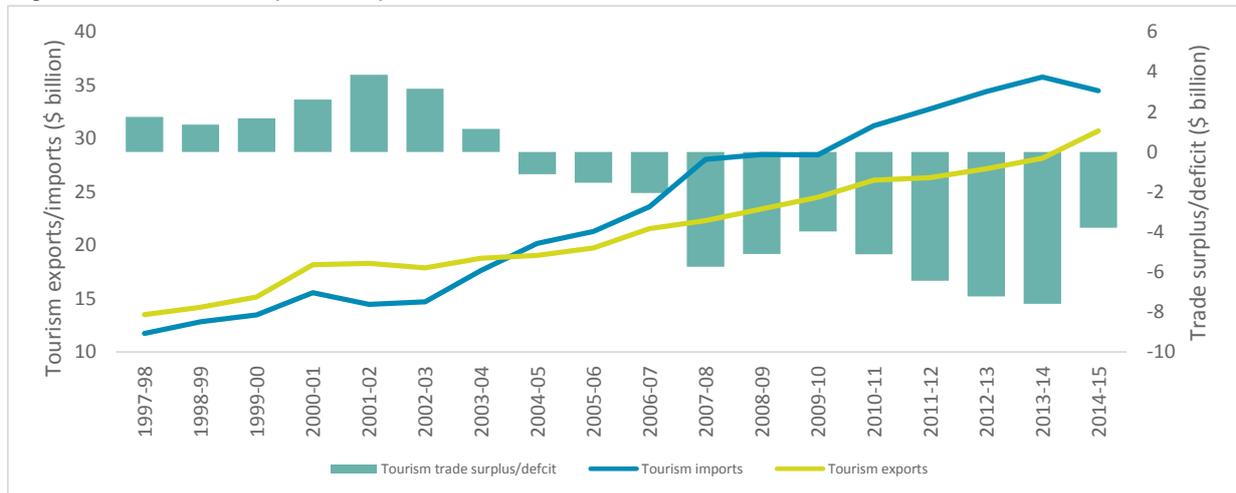


TABLE 1: KEY TOURISM AGGREGATES, 2013–14 AND 2014–15

	2013–14	2014–15	CHANGE	
			PER CENT	UNIT
Tourism gross value added (\$b)	41.3	43.4	5.2	2.1
Net taxes on tourism products (\$b)	3.8	4.1	5.8	0.2
Tourism gross domestic product (\$b)	45.1	47.5	5.3	2.4
Total consumption by tourists in Australia (\$b)	116.3	121.2	4.3	4.9
Consumption by domestic visitors in Australia (\$b)	88.1	90.5	2.7	2.4
Consumption by international visitors in Australia ¹ (\$b)	28.2	30.7	9.0	2.5
Tourism balance of trade ³ (\$b)	- 7.6	- 3.8	n.a.	n.a.
Persons employed in tourism	546,500	580,800	6.3	34,300
Full time	299,300	319,800	6.8	20,500
Part time	247,200	261,100	5.6	13,900
Male	250,800	267,100	6.5	16,300
Female	295,700	313,700	6.1	18,000
<i>Tourism share of gross value added (%)</i>	2.8	2.9	n.a.	n.a.
<i>Tourism share of gross domestic product (%)</i>	2.8	3.0	n.a.	n.a.
<i>Tourism share of total employment (%)</i>	4.7	5.0	n.a.	n.a.

Source: Australian Bureau of Statistics (2016), *Tourism Satellite Account 2014–15* (ABS Cat. No. 5249.0)

Notes: (1) Consumption by international visitors in Australia is equivalent to the value of tourism exports; (2) Consumption by Australians while overseas is equivalent to the value of tourism imports; (3) Equal to the value of tourism exports minus the value of tourism imports.

How to read this table: The table shows that in the period 2014–15, tourism gross domestic product (GDP) was \$47.5 billion, an increase of 5.3 per cent from 2013–14 (or a change of \$2.4 billion from 2013–14).

GLOSSARY OF TERMS²

DIRECT TOURISM GROSS DOMESTIC PRODUCT (GDP)

Direct tourism gross value added plus net taxes on products that are attributable to the tourism industry. Direct tourism GDP will generally have a higher value than direct tourism value added. Direct tourism GDP is a satellite account construct to enable a direct comparison with the most widely recognised national accounting aggregate, GDP. While it is useful in this context, the direct tourism gross value added measure should be used when making comparisons with other industries or between countries.

DIRECT TOURISM GROSS VALUE ADDED (GVA)

The value of direct tourism output at basic prices, less the value of the inputs used in producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries.

TOURISM CONSUMPTION

Consists of tourism expenditure plus imputed consumption by domestic, inbound and outbound visitors on tourism-related products, including those sold at prices that are not economically significant.

- *Domestic tourism consumption* consists of the tourism consumption by domestic visitors on tourism-related products within Australia. It is the sum of household tourism consumption and business and government tourism consumption.
- *International tourism consumption* consists of the tourism consumption within Australia by inbound visitors on tourism-related products. Also referred to as internal tourism consumption by international visitors.
- *Outbound tourism consumption* consists of the tourism consumption by Australian outbound visitors outside of Australia while on an international trip. Also referred to as tourism imports.

TOURISM EXPENDITURE

Refers to the amount paid by a visitor or on behalf of a visitor for and during his/her trip and stay at the destination.

EMPLOYED PERSON

Refers to a person aged 15 years and over who, during the reference week:

- Worked for one hour or more for pay, profit, commission or payment in kind in a job or business, or on a farm; or
- Worked for one hour or more without pay in a family business or on a farm; or
- Were employees who had a job but were not at work and were: away from work for less than four weeks up to the end of the reference week; or away from work for more than four weeks up to the end of the reference week and received pay for some or all of the four week period to the end of the reference week; or away from work as a standard work or shift arrangement; or on strike or locked out; or on workers' compensation and expected to return to their job; or
- Were employers or own account workers, who had a job, business or farm, but were not at work.

Full-time workers are those employed persons who usually worked 35 hours or more a week (in all jobs) and those who, although usually working fewer than 35 hours a week, worked 35 hours or more during the reference week. *Part-time workers* are those employed persons who usually worked fewer than 35 hours a week (in all jobs) and either did so during the reference week or were not at work during the reference week.

² For a full glossary of terms used in compiling the Tourism Satellite Account, please see Australian Bureau of Statistics (2016), *Tourism Satellite Account 2014–15* (ABS Cat. No. 5249.0) available on the ABS website – www.abs.gov.au