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**MEDIA RELEASE:**

**Tourism's contribution to Australian economy strengthens**

Tourism's contribution to the Australian economy is up 6.8 per cent to \$87 billion in 2011–12 according to a new report from Tourism Research Australia (TRA), with the industry continuing to demonstrate strong resilience against other factors.

*Tourism's Contribution to the Australian Economy, 1997–98 to 2011–12* report released today by TRA, confirms that the Australian tourism industry's contribution to the national economy is significant; estimated at \$87 billion in 2011–12, or 5.9 per cent to Australia's GDP.

"Australia's tourism industry is a significant contributor to the national economy showing continuous growth over recent years, with last year's growth of 6.8 per cent the largest since 2005–06," Tim Quinn, Acting General Manager of TRA, confirmed.

"This reminds policymakers and industry alike that tourism has a significant downstream effect and extends well past those industries directly linked to tourists," said Mr Quinn.

"Tourism is making considerable progress towards its potential. However, more investment and innovation is needed, particularly to improve product quality, for Australia's tourism industry to remain internationally competitive," Mr Quinn cautioned.

Key findings from the report include:

- In 2011–12, tourism's direct GDP contribution was \$41 billion, an increase of 5.3 per cent on 2010–11, with the industry indirectly contributing a further \$46 billion to GDP.
- The tourism industry employed approximately 908,400 persons (or 7.9 per cent of the Australian workforce) in 2011–12. Of that total, 531,900 persons were employed directly and 376,500 persons employed indirectly.
- In 2011–12, 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 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 2011–12*, report is available at:  
[www.tra.gov.au](http://www.tra.gov.au)

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