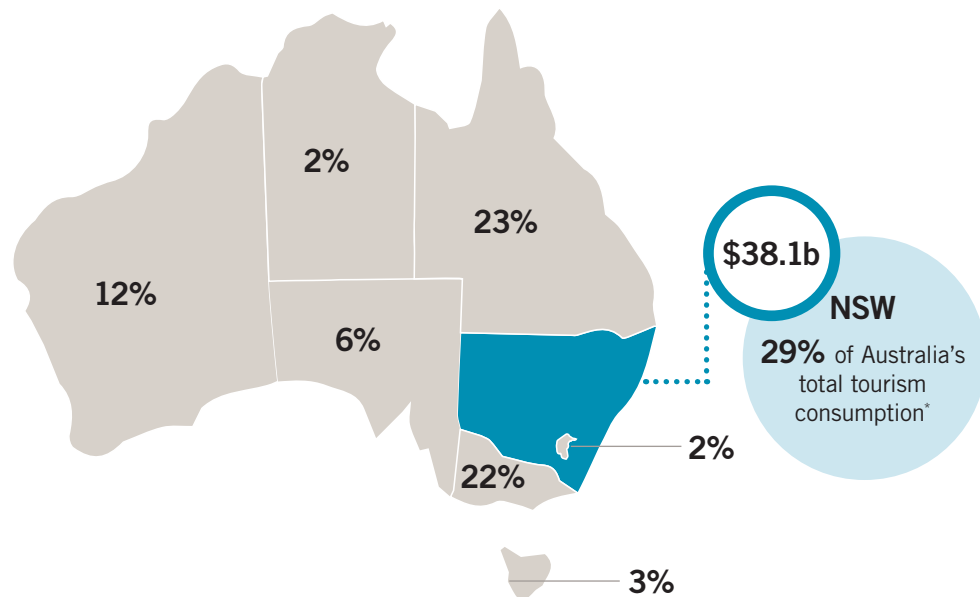




## TOURISM CONSUMPTION\* IN NEW SOUTH WALES



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

### 2015-16 CHANGE ON 2014-15 (%)



#### TOURISM GSP (\$M)

Direct	16,268	▲6.6%
Indirect	16,188	▲5.5%
<b>Total tourism GSP</b>	<b>32,456</b>	<b>▲6.0%</b>
<b>Total state GSP</b>	<b>538,513</b>	<b>▲4.9%</b>
Tourism's direct share of state GSP	3.0%	–



#### TOURISM GVA (\$M)

Direct	14,968	▲6.7%
Indirect	14,116	▲5.9%
<b>Total tourism GVA</b>	<b>29,083</b>	<b>▲6.3%</b>
<b>Total state GVA</b>	<b>497,606</b>	<b>▲5.1%</b>
Tourism's direct share of state GVA	3.0%	–



#### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	164.0	▼0.2%
Indirect	97.2	▲5.7%
<b>Total tourism employment</b>	<b>261.1</b>	<b>▲1.9%</b>
<b>Total state employment</b>	<b>3,786</b>	<b>▲3.7%</b>
Tourism's direct share of state employment	4.3%	▼0.2 ppt

### HOW DO I READ THIS TABLE?

- In 2015–16, *direct* tourism GSP in New South Wales was worth \$16.3 billion (▲ 6.6% compared to 2014–15). This was 3.0% of the state total GSP (\$538.5b).
- Indirect* tourism GSP was worth an extra \$16.2 billion to New South Wales' economy (▲ 5.5% compared to 2014–15).
- So, in 2015–16, tourism (both direct and indirect) was worth \$32.5 billion to New South Wales' economy.**

### WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in New South Wales this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS INDIRECT CONTRIBUTION?

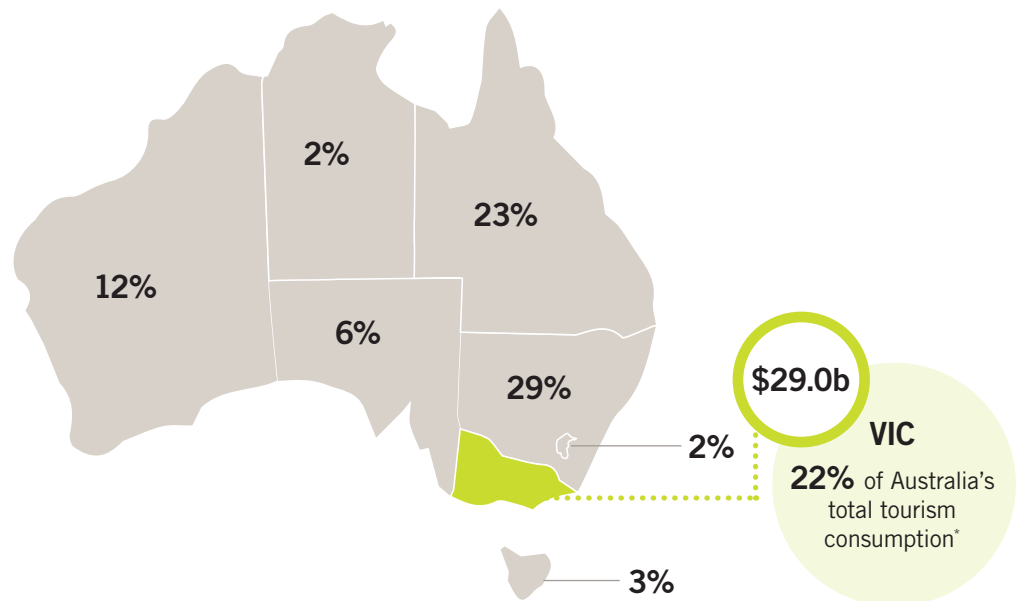
- The flow-on effect of the tourism industry. In New South Wales, for every dollar spent in the tourism industry, an additional 81 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM CONSUMPTION\* IN VICTORIA



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

	2015–16	CHANGE ON 2014–15 (%)
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### TOURISM GSP (\$M)

Direct	11,340	▲9.2%
Indirect	11,978	▲8.0%
<b>Total tourism GSP</b>	<b>23,318</b>	<b>▲8.6%</b>
<b>Total state GSP</b>	<b>374,435</b>	<b>▲3.5%</b>
Tourism's direct share of state GSP	3.0%	▲0.2 ppt



### TOURISM GVA (\$M)

Direct	10,470	▲9.3%
Indirect	10,326	▲8.5%
<b>Total tourism GVA</b>	<b>20,795</b>	<b>▲8.9%</b>
<b>Total state GVA</b>	<b>345,384</b>	<b>▲3.6%</b>
Tourism's direct share of state GVA	3.0%	▲0.2 ppt



### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	134.1	▲2.3%
Indirect	74.2	▲8.2%
<b>Total tourism employment</b>	<b>208.3</b>	<b>▲4.3%</b>
<b>Total state employment</b>	<b>2,994</b>	<b>▲2.2%</b>
Tourism's direct share of state employment	4.5%	–

## HOW DO I READ THIS TABLE?

- In 2015–16, *direct* tourism GSP in Victoria was worth \$11.3 billion (▲ 9.2% compared to 2014–15). This was 3.0% of the state total GSP (\$374.4b).
- Indirect* tourism GSP was worth an extra \$12.0 billion to Victoria's economy (▲ 8.0% compared to 2014–15).
- So, in 2015–16, tourism (both direct and indirect) was worth \$23.3 billion to Victoria's economy.**

## WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Victoria this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS INDIRECT CONTRIBUTION?

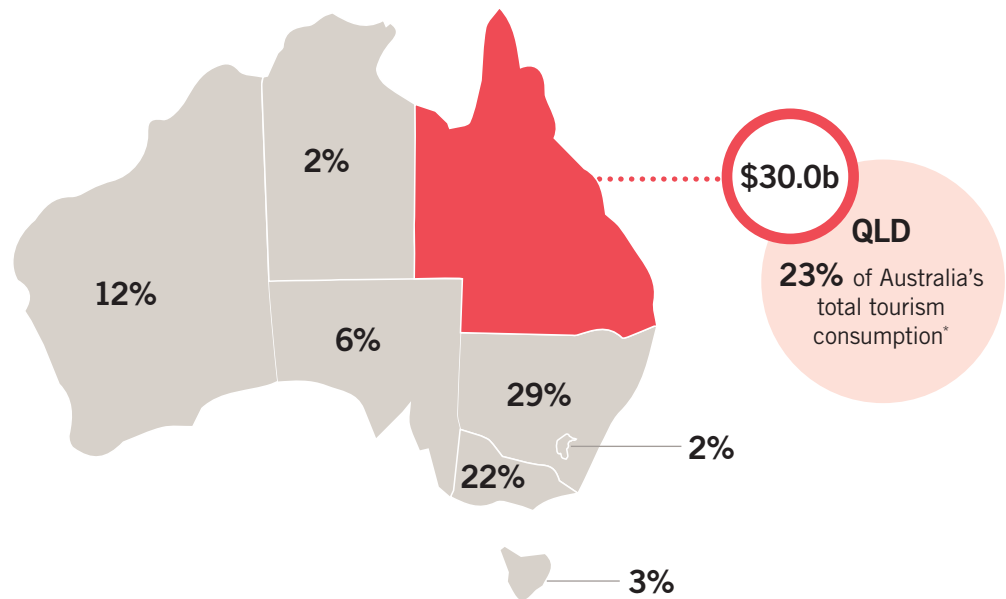
- The flow-on effect of the tourism industry. In Victoria, for every dollar spent in the tourism industry, an additional 78 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM CONSUMPTION\* IN QUEENSLAND



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

### 2015-16 CHANGE ON 2014-15 (%)



#### TOURISM GSP (\$M)

Direct	12,614	▲9.5%
Indirect	12,393	▲7.9%
<b>Total tourism GSP</b>	<b>25,006</b>	<b>▲8.7%</b>
<b>Total state GSP</b>	<b>316,208</b>	<b>▲2.5%</b>
Tourism's direct share of state GSP	4.0%	▲0.3 ppt



#### TOURISM GVA (\$M)

Direct	11,503	▲9.4%
Indirect	10,963	▲8.6%
<b>Total tourism GVA</b>	<b>22,466</b>	<b>▲9.0%</b>
<b>Total state GVA</b>	<b>298,984</b>	<b>▲3.5%</b>
Tourism's direct share of state GVA	3.8%	▲0.2 ppt



#### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	137.6	▲3.9%
Indirect	87.7	▲8.3%
<b>Total tourism employment</b>	<b>225.3</b>	<b>▲5.6%</b>
<b>Total state employment</b>	<b>2,364</b>	<b>▲1.4%</b>
Tourism's direct share of state employment	5.8%	▲0.1 ppt

### HOW DO I READ THIS TABLE?

- In 2015-16, *direct* tourism GSP in Queensland was worth \$12.6 billion (▲9.5% compared to 2014-15). This was 4.0% of the state total GSP (\$316.2b).
- Indirect* tourism GSP was worth an extra \$12.4 billion to Queensland's economy (▲7.9% compared to 2014-15).
- So, in 2015-16, tourism (both direct and indirect) was worth \$25.0 billion to Queensland's economy.

### WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Queensland this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS INDIRECT CONTRIBUTION?

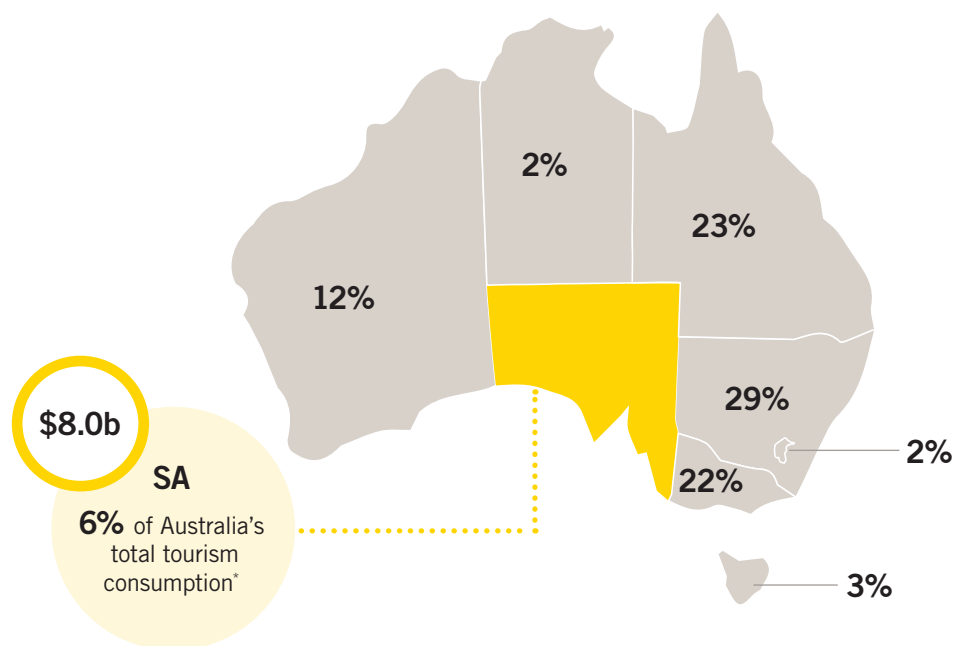
- The flow-on effect of the tourism industry. In Queensland, for every dollar spent in the tourism industry, an additional 85 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM CONSUMPTION\* IN SOUTH AUSTRALIA



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

## HOW DO I READ THIS TABLE?

- In 2015–16, *direct* tourism GSP in South Australia was worth \$3.1 billion (▲ 2.1% compared to 2014–15). This was 3.1% of the state total GSP (\$100.3b).
- Indirect* tourism GSP was worth an extra \$3.2 billion to South Australia's economy (▲ 3.7% compared to 2014–15).
- So, in 2015–16, tourism (both direct and indirect) was worth \$6.3 billion to South Australia's economy.

## WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in South Australia this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS INDIRECT CONTRIBUTION?

- The flow-on effect of the tourism industry. In South Australia, for every dollar spent in the tourism industry, an additional 82 cents was spent elsewhere in the economy.

## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

	2015–16	CHANGE ON 2014–15 (%)
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## TOURISM GSP (\$M)

Direct	3,092	▲ 2.1%
Indirect	3,207	▲ 3.7%
<b>Total tourism GSP</b>	<b>6,299</b>	<b>▲ 2.9%</b>
<b>Total state GSP</b>	<b>100,331</b>	<b>▲ 1.1%</b>
Tourism's direct share of state GSP	3.1%	–

## TOURISM GVA (\$M)

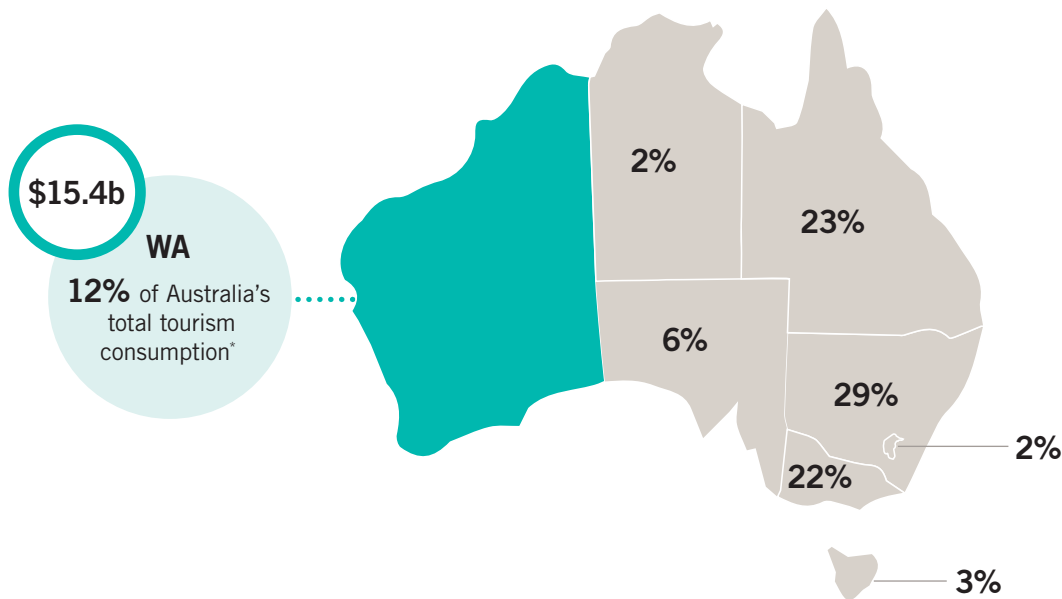
Direct	2,841	▲ 2.4%
Indirect	2,833	▲ 3.6%
<b>Total tourism GVA</b>	<b>5,674</b>	<b>▲ 3.0%</b>
<b>Total state GVA</b>	<b>93,596</b>	<b>▲ 1.5%</b>
Tourism's direct share of state GVA	3.0%	–

## TOURISM EMPLOYMENT ('000 PERSONS)

Direct	36.7	▼ 5.7%
Indirect	23.4	▲ 3.0%
<b>Total tourism employment</b>	<b>60.0</b>	<b>▼ 2.5%</b>
<b>Total state employment</b>	<b>807</b>	<b>▲ 0.1%</b>
Tourism's direct share of state employment	4.5%	▼ 0.3 ppt



## TOURISM CONSUMPTION\* IN WESTERN AUSTRALIA



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

### 2015-16 CHANGE ON 2014-15 (%)



#### TOURISM GSP (\$M)

Direct	6,025	▲7.1%
Indirect	5,838	▲6.1%
<b>Total tourism GSP</b>	<b>11,863</b>	<b>▲6.6%</b>
<b>Total state GSP</b>	<b>239,706</b>	<b>▼4.3%</b>
Tourism's direct share of state GSP	2.5%	▲0.3 ppt



#### TOURISM GVA (\$M)

Direct	5,502	▲7.1%
Indirect	5,132	▲6.5%
<b>Total tourism GVA</b>	<b>10,635</b>	<b>▲6.8%</b>
<b>Total state GVA</b>	<b>230,309</b>	<b>▼4.1%</b>
Tourism's direct share of state GVA	2.4%	▲0.2 ppt



#### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	71.8	▲3.2%
Indirect	37.0	▲6.2%
<b>Total tourism employment</b>	<b>108.7</b>	<b>▲4.2%</b>
<b>Total state employment</b>	<b>1,348</b>	<b>▼0.6%</b>
Tourism's direct share of state employment	5.3%	▲0.2 ppt

### HOW DO I READ THIS TABLE?

- In 2015-16, *direct* tourism GSP in Western Australia was worth \$6.0 billion (▲ 7.1% compared to 2014-15). This was 2.5% of the state total GSP (\$239.7b).
- Indirect* tourism GSP was worth an extra \$5.8 billion to Western Australia's economy (▲ 6.1% compared to 2014-15).
- So, in 2015-16, tourism (both direct and indirect) was worth \$11.9 billion to Western Australia's economy.

### WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Western Australia this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS INDIRECT CONTRIBUTION?

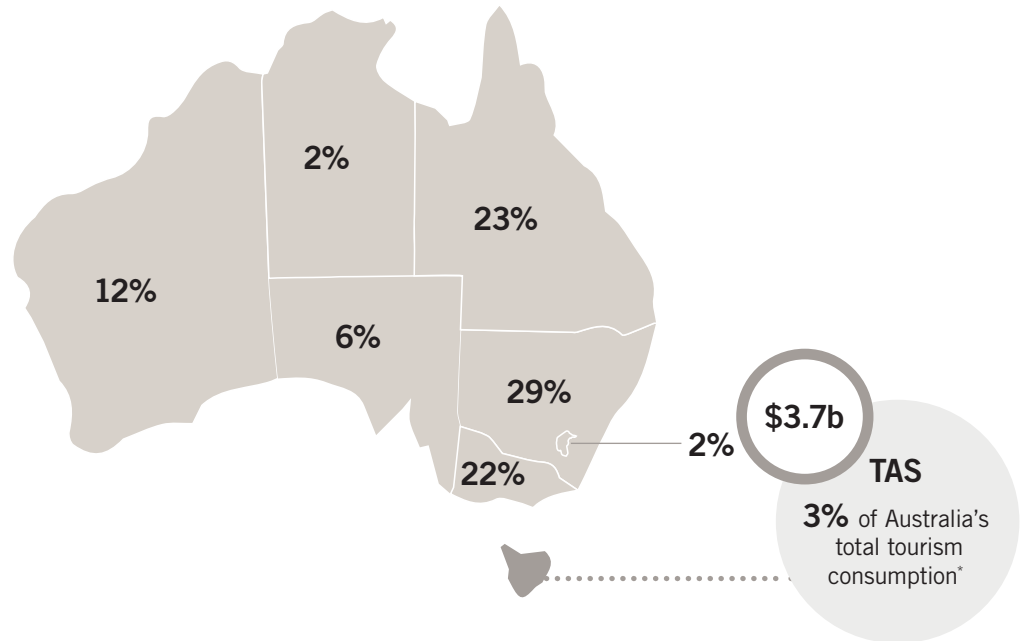
- The flow-on effect of the tourism industry. In Western Australia, for every dollar spent in the tourism industry, an additional 83 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.



## TOURISM CONSUMPTION\* IN TASMANIA



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

	2015-16	CHANGE ON 2014-15 (%)
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### TOURISM GSP (\$M)

Direct	1,332	▲4.3%
Indirect	1,462	▲3.3%
<b>Total tourism GSP</b>	<b>2,794</b>	<b>▲3.7%</b>
<b>Total state GSP</b>	<b>26,161</b>	<b>▲1.8%</b>
Tourism's direct share of state GSP	5.1%	▲0.1 ppt

### TOURISM GVA (\$M)

Direct	1,210	▲4.3%
Indirect	1,273	▲3.3%
<b>Total tourism GVA</b>	<b>2,483</b>	<b>▲3.8%</b>
<b>Total state GVA</b>	<b>24,500</b>	<b>▲1.7%</b>
Tourism's direct share of state GVA	4.9%	▲0.1 ppt

### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	17.2	▼3.3%
Indirect	20.2	▲3.6%
<b>Total tourism employment</b>	<b>37.4</b>	<b>▲0.3%</b>
<b>Total state employment</b>	<b>239</b>	<b>▼0.4%</b>
Tourism's direct share of state employment	7.2%	▼0.2 ppt

## HOW DO I READ THIS TABLE?

- In 2015-16 *direct* tourism GSP in Tasmania was worth \$1.3 billion (▲4.3% compared to 2014-15). This was 5.1% of the state total GSP (\$26.2b).
- Indirect* tourism GSP was worth an extra \$1.5 billion to Tasmania's economy (▲3.3% compared to 2014-15).
- So, in 2015-16, tourism (both direct and indirect) was worth \$2.8 billion to Tasmania's economy.

## WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in Tasmania this money wouldn't be generated, or these people wouldn't be employed.

## WHAT IS INDIRECT CONTRIBUTION?

- The flow-on effect of the tourism industry. In Tasmania, for every dollar spent in the tourism industry, an additional 90 cents was spent elsewhere in the economy.

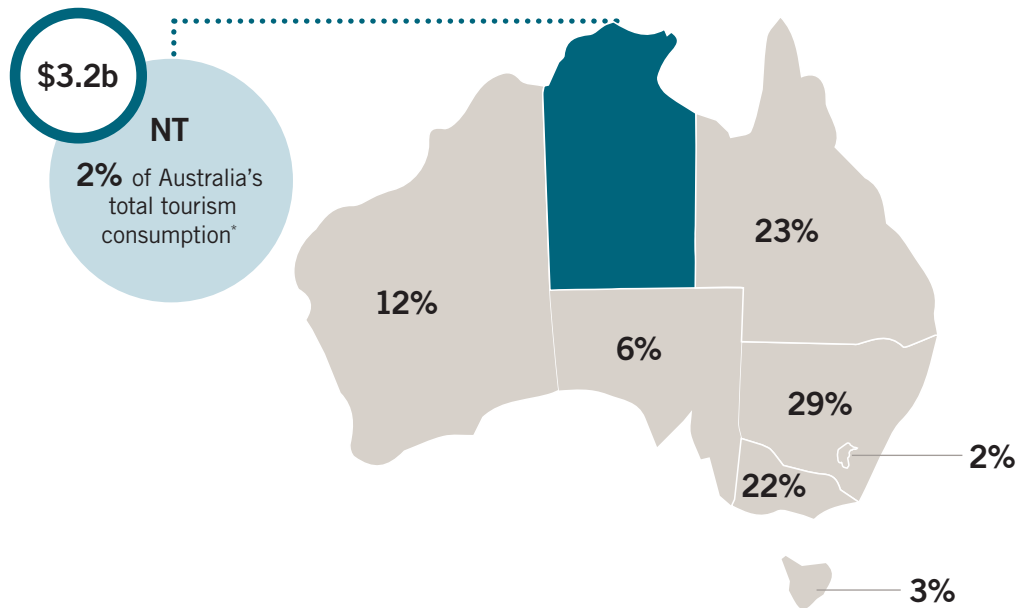
## WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

# TOURISM'S VALUE TO THE NORTHERN TERRITORY



## TOURISM CONSUMPTION\* IN THE NORTHERN TERRITORY



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

### 2015–16 CHANGE ON 2014–15 (%)



#### TOURISM GSP (\$M)

Direct	1,235	▲5.7%
Indirect	1,171	▲6.5%
<b>Total tourism GSP</b>	<b>2,406</b>	<b>▲6.1%</b>
<b>Total state GSP</b>	<b>23,040</b>	<b>0.0%</b>
Tourism's direct share of state GSP	5.4%	▲0.3 ppt



#### TOURISM GVA (\$M)

Direct	1,108	▲5.4%
Indirect	1,080	▲6.1%
<b>Total tourism GVA</b>	<b>2,189</b>	<b>▲5.8%</b>
<b>Total state GVA</b>	<b>22,183</b>	<b>▲0.6%</b>
Tourism's direct share of state GVA	5.0%	▲0.2 ppt



#### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	9.2	▼2.0%
Indirect	8.1	▲5.4%
<b>Total tourism employment</b>	<b>17.3</b>	<b>▲1.3%</b>
<b>Total state employment</b>	<b>133</b>	<b>▲1.2%</b>
Tourism's direct share of state employment	6.9%	▼0.2 ppt

### HOW DO I READ THIS TABLE?

- In 2015–16, *direct* tourism GSP in the Northern Territory was worth around \$1.2 billion (▲ 5.7% compared to 2014–15). This was 5.4% of the state total GSP (\$23.0b).
- Indirect* tourism GSP was worth an extra \$1.2 billion (approximately) to the Northern Territory's economy (▲ 6.5% compared to 2014–15).
- So, in 2015–16, tourism (both direct and indirect) was worth around \$2.4 billion to the Northern Territory's economy.**

### WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in the Northern Territory this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS INDIRECT CONTRIBUTION?

- The flow-on effect of the tourism industry. In the Northern Territory, for every dollar spent in the tourism industry, an additional 93 cents was spent elsewhere in the economy.

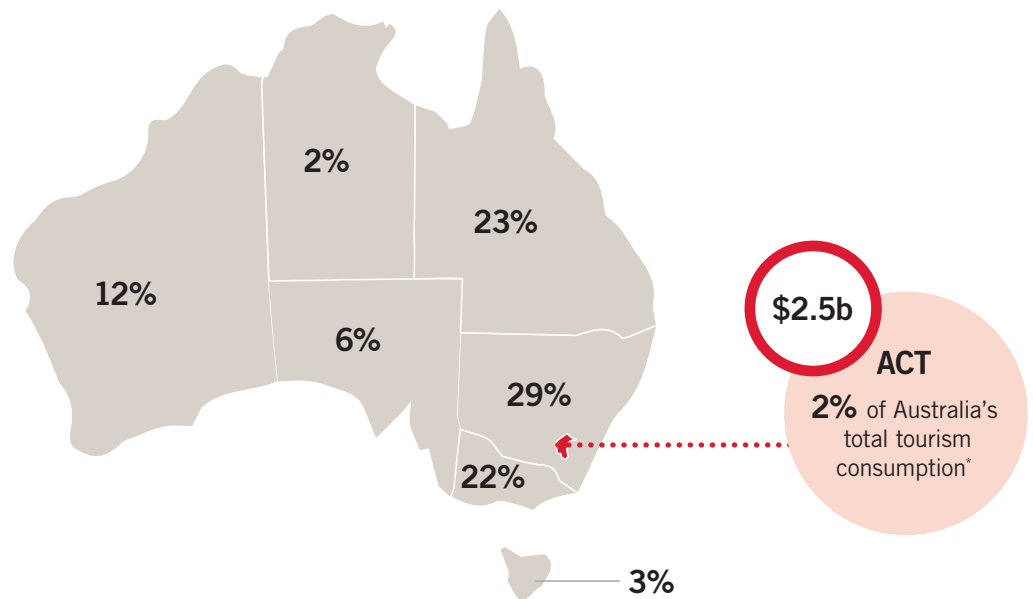
### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.

# TOURISM'S VALUE TO THE AUSTRALIAN CAPITAL TERRITORY



## TOURISM CONSUMPTION\* IN THE AUSTRALIAN CAPITAL TERRITORY



\* Total value of tourism goods/services consumed by residents/international visitors in Australia

### 2015-16 CHANGE ON 2014-15 (%)



#### TOURISM GSP (\$M)

Direct	1,010	▲ 1.2%
Indirect	1,049	▲ 2.0%
<b>Total tourism GSP</b>	<b>2,058</b>	<b>▲ 1.6%</b>
<b>Total state GSP</b>	<b>36,470</b>	<b>▲ 4.1%</b>
Tourism's direct share of state GSP	2.8%	▼ 0.1 ppt



#### TOURISM GVA (\$M)

Direct	925	▲ 1.5%
Indirect	812	▲ 1.1%
<b>Total tourism GVA</b>	<b>1,736</b>	<b>▲ 1.3%</b>
<b>Total state GVA</b>	<b>35,001</b>	<b>▲ 4.6%</b>
Tourism's direct share of state GVA	2.6%	▼ 0.1 ppt



#### TOURISM EMPLOYMENT ('000 PERSONS)

Direct	9.7	▼ 4.7%
Indirect	6.3	▲ 1.2%
<b>Total tourism employment</b>	<b>16.0</b>	<b>▼ 2.5%</b>
<b>Total state employment</b>	<b>210</b>	<b>▲ 0.5%</b>
Tourism's direct share of state employment	4.6%	▼ 0.2 ppt

### HOW DO I READ THIS TABLE?

- In 2015-16, *direct* tourism GSP in the Australian Capital Territory was worth around \$1.0 billion (▲ 1.2% compared to 2014-15). This was 2.8% of the state total GSP (\$36.5b).
- Indirect* tourism GSP was worth an extra \$1.0 billion (approximately) to the Australian Capital Territory's economy (▲ 2.0% compared to 2014-15).
- So, in 2015-16, tourism (both direct and indirect) was worth around \$2.1 billion to the Australian Capital Territory's economy.**

### WHAT IS DIRECT CONTRIBUTION?

- Money spent directly in the tourism industry – without a tourism industry in the Australian Capital Territory this money wouldn't be generated, or these people wouldn't be employed.

### WHAT IS INDIRECT CONTRIBUTION?

- The flow-on effect of the tourism industry. In the Australian Capital Territory, for every dollar spent in the tourism industry, an additional 84 cents was spent elsewhere in the economy.

### WHY DO WE USE GVA?

- GVA allows easier comparisons across industries. GVA is equal to GSP minus taxes.