Tourism Businesses in Australia

June 2025

361,270

tourism-related businesses

Tourism business numbers have remained relatively stable from 2022 to 2025

Tourism-related businesses reached an all-time high of 361,270 in June 2025. This was 0.1% higher than June 2024 and 8% higher than June 2020.

All tourism-related businesses

Total businesses
361,270

Change vs last year
+0.1%

5-year growth
+8.0%

% of all Australian businesses
13.2%

Businesses from tourism characteristic industries

Total businesses
205,101

Change vs last year
+0.4%

5-year growth
+5.3%

% of all Australian businesses
7.5%

Data sources and definitions

A **Tourism characteristic industry** is an industry that is reliant on tourism, with at least 25 per cent of its output consumed by visitors. For example: accommodation.

A **Tourism connected industry** is an industry where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer, yet do not account for at least 25 per cent of its consumed output. For example: automotive fuel retailing.

This information is derived from the ABS Business Register database, based on selected businesses from tourism-related industries as defined in the ABS Tourism Satellite Account.

See: ABS Tourism Satellite Account Methodology for further information.

Published March 2026.

Number of tourism-related businesses

- Total tourism-related business numbers grew by 8% from 335,000 in 2020 to 361,000 in 2025.
- However, the number remained relatively stable (at around 361,000) between June 2022 and June 2025.

● Tourism characteristic industries ● Tourism connected industries
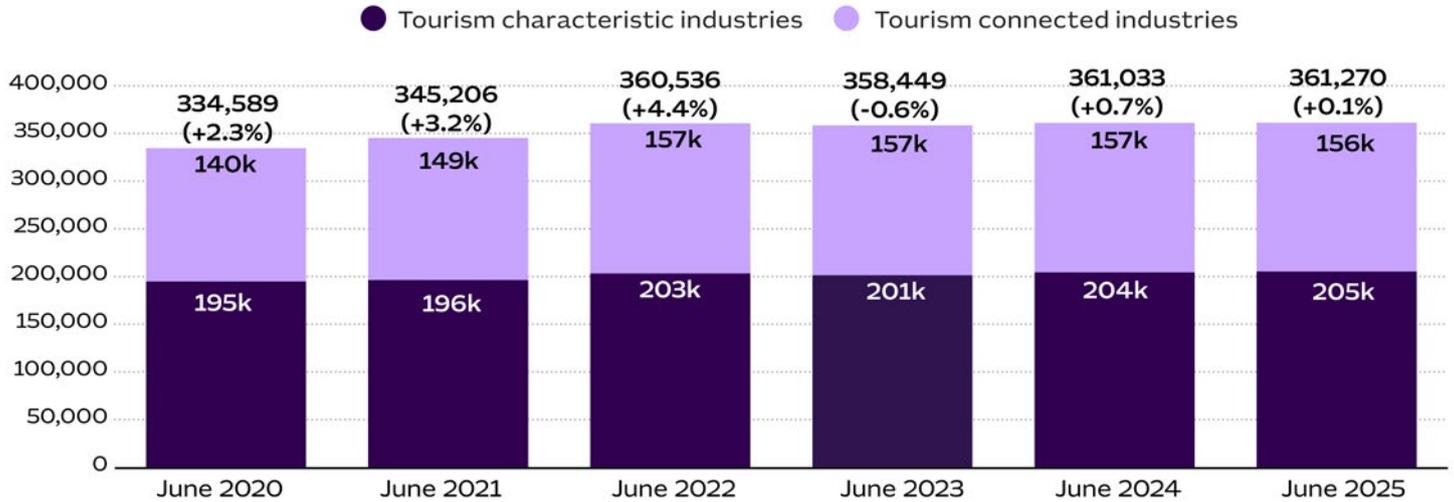
The % figures show % change from the previous year.

Industries of tourism-related businesses in June 2025

- The tourism-related industry with the largest number of businesses was retail trade (excl. automotive fuel retail) (152,000 businesses).
- The tourism characteristic industry with the largest number of businesses was cafés, restaurants and takeaway food services (89,000 businesses).
- The industry with the highest rate of growth in business numbers was motor vehicle hiring (64% growth between 2020 and 2025).
- The industry with the lowest rate of growth (largest contraction) was the taxi transport industry (24% contraction between 2020 and 2025).

Number of businesses by industry (June 2025 vs June 2020)

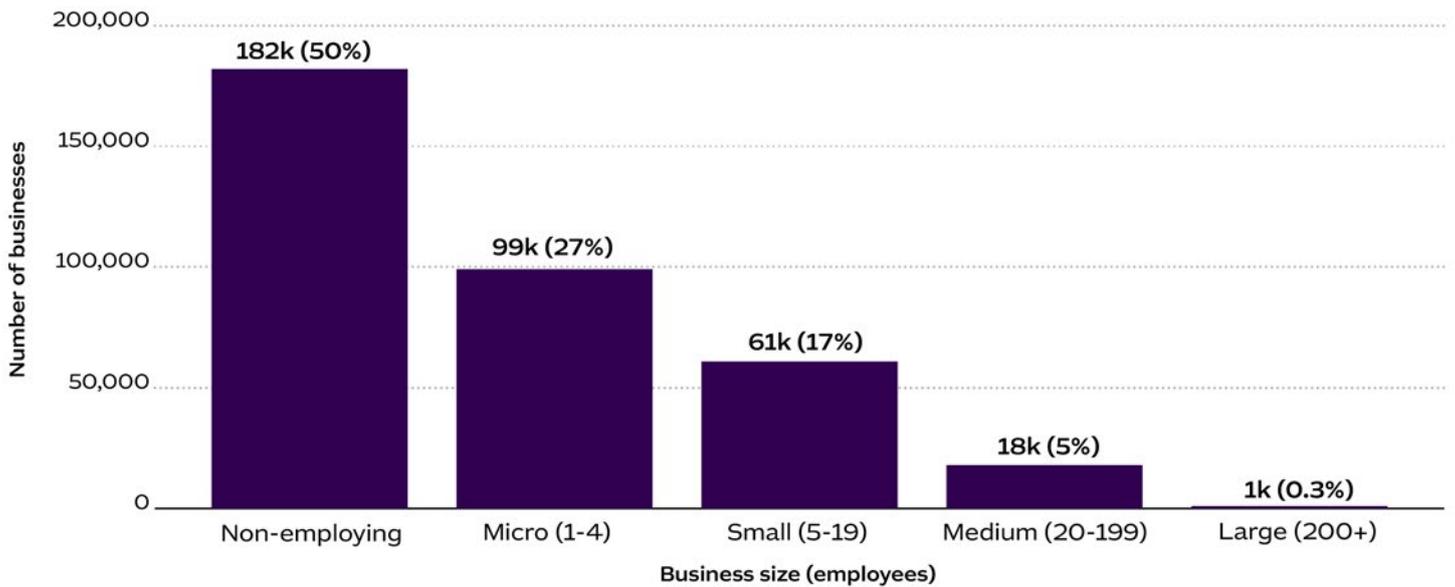**Tourism-characteristic industries**
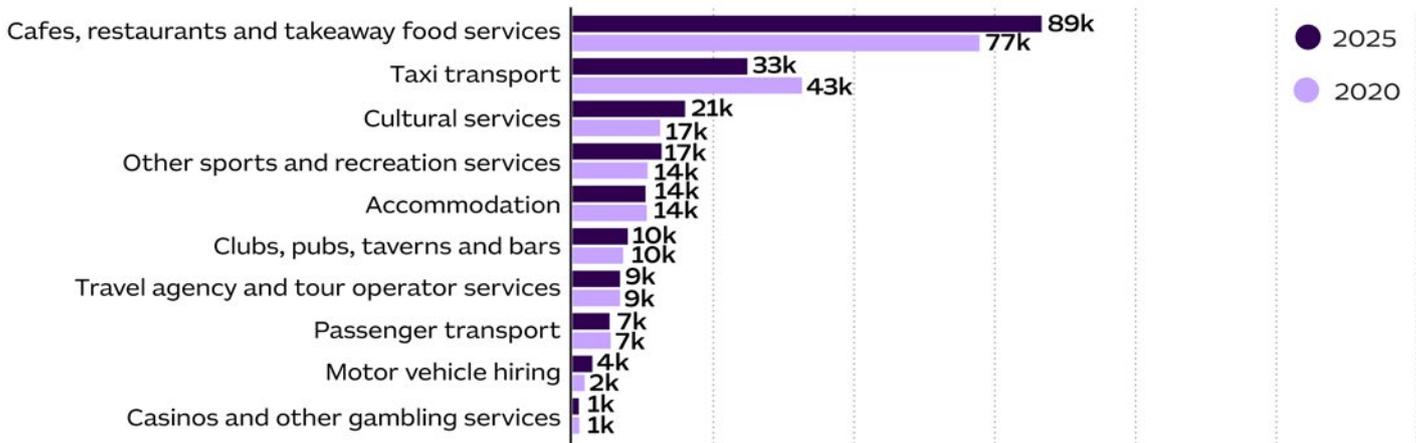

Tourism-connected industries

Tourism-related businesses by size in June 2025

- 4 in 5 (78%) of tourism-related businesses were micro (<5 employees) or non-employing businesses.
- 1 in 20 (5%) of tourism-related businesses were medium or large businesses, higher than the average (3%) for all Australian industries.
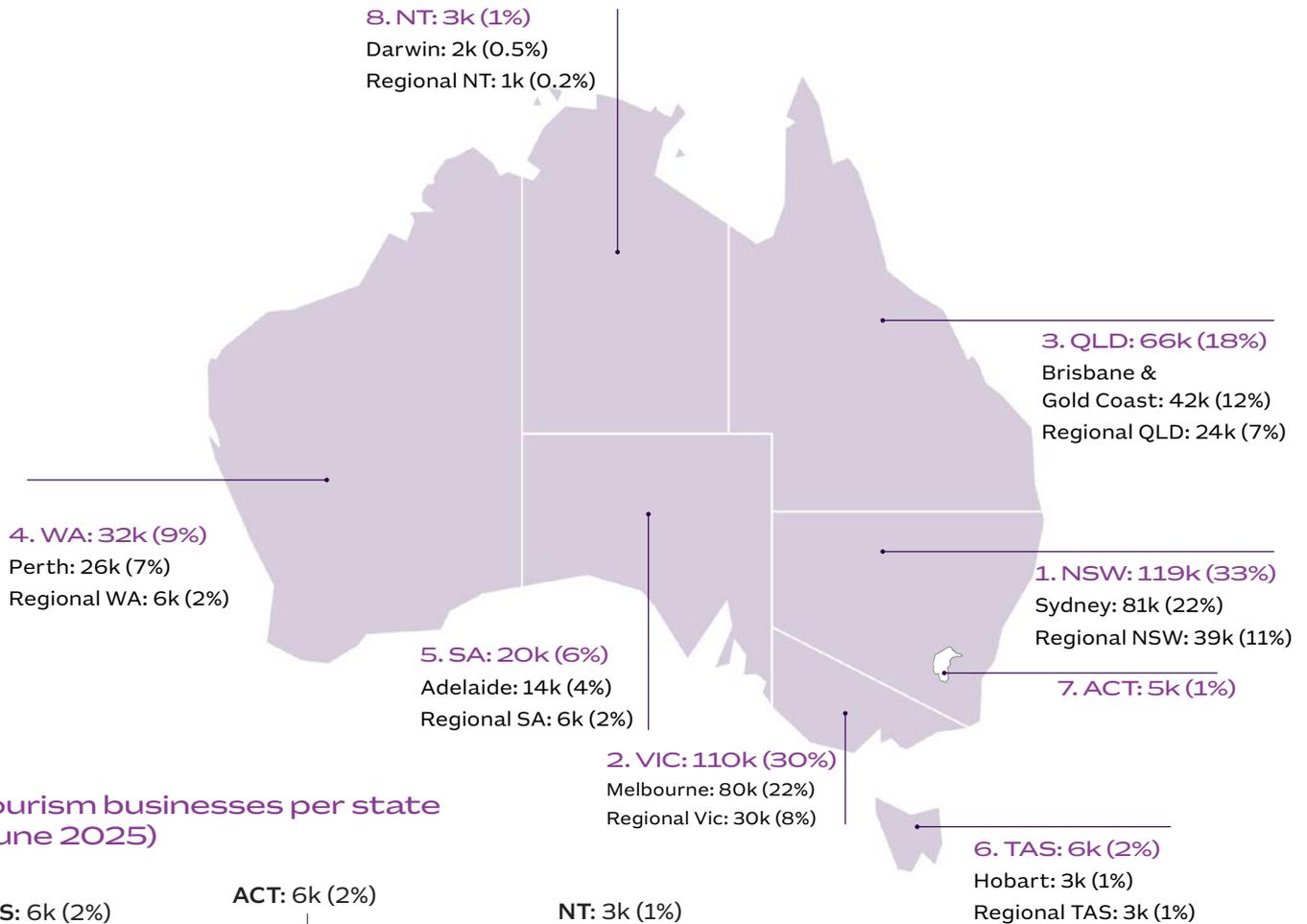

Tourism-related businesses by turnover in June 2025

- Almost half (48%) of tourism-related businesses had a turnover of under $200,000 (compared with 56% for all industries).
- 1 in 20 (5%) of tourism-related businesses had a turnover of more than $5 million (compared with 4% for all industries).
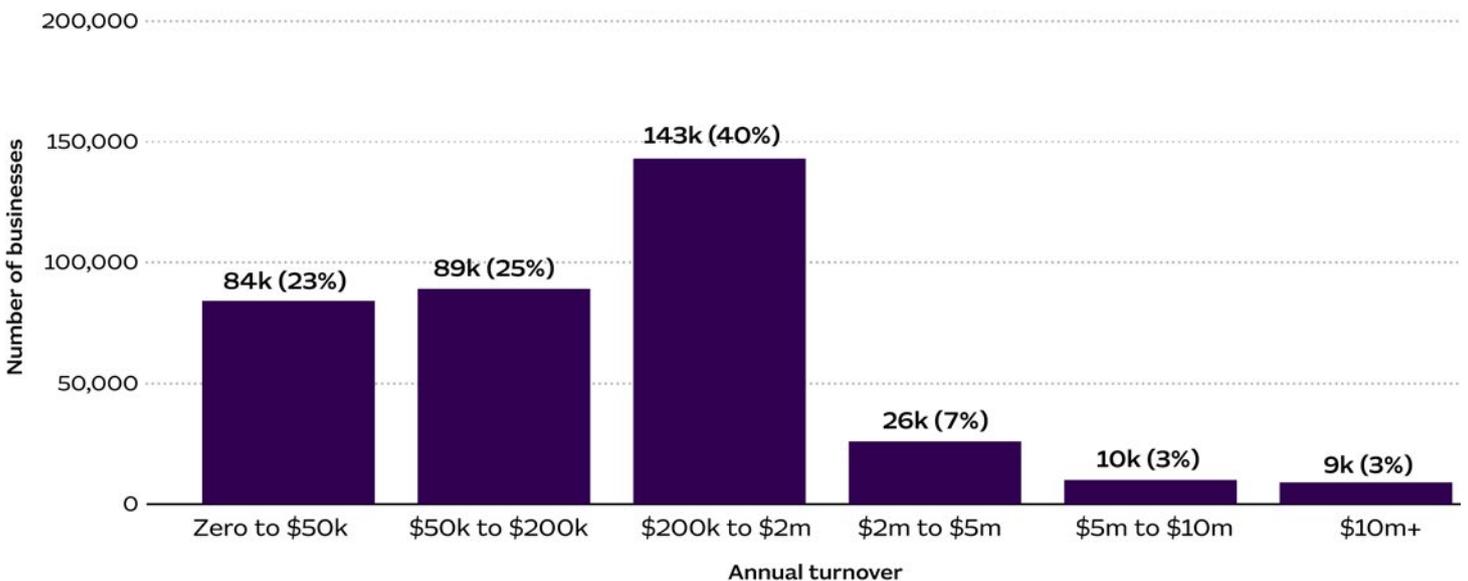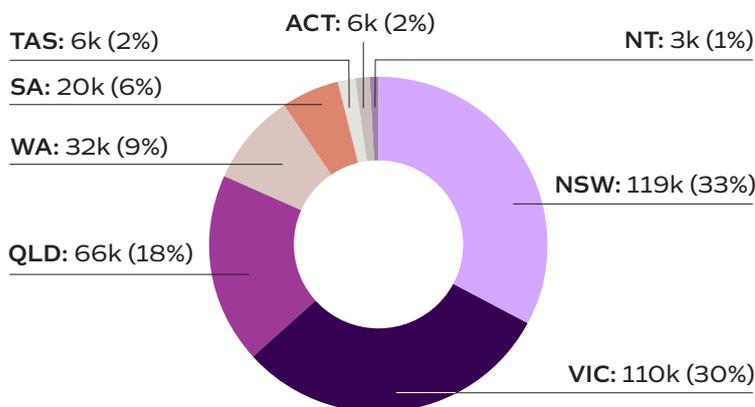
Location of tourism-related businesses in June 2025

- 7 in 10 (70% or 254,000) of tourism-related businesses were in Australia's capital cities or the Gold Coast.
- 3 in 10 (30% or 107,000) were in regional Australia.
- NSW was home to 33% of Australia's tourism-related businesses (119,000).
- The top 3 states (NSW, Victoria and Queensland) together accounted for 82% of tourism-related businesses.

8. NT: 3k (1%)
Darwin: 2k (0.5%)
Regional NT: 1k (0.2%)

3. QLD: 66k (18%)
Brisbane &
Gold Coast: 42k (12%)
Regional QLD: 24k (7%)

4. WA: 32k (9%)
Perth: 26k (7%)
Regional WA: 6k (2%)

1. NSW: 119k (33%)
Sydney: 81k (22%)
Regional NSW: 39k (11%)

7. ACT: 5k (1%)

5. SA: 20k (6%)
Adelaide: 14k (4%)
Regional SA: 6k (2%)

2. VIC: 110k (30%)
Melbourne: 80k (22%)
Regional Vic: 30k (8%)

6. TAS: 6k (2%)
Hobart: 3k (1%)
Regional TAS: 3k (1%)

Tourism businesses per state (June 2025)

ACT: 6k (2%)
NT: 3k (1%)
TAS: 6k (2%)
SA: 20k (6%)
WA: 32k (9%)
NSW: 119k (33%)
QLD: 66k (18%)
VIC: 110k (30%)

Note: region's % of all tourism-related businesses shown in brackets. Rank of state by number of tourism-related businesses is shown before state title (e.g. NSW has the highest number of businesses)