



State Tourism Satellite Account

2023–24

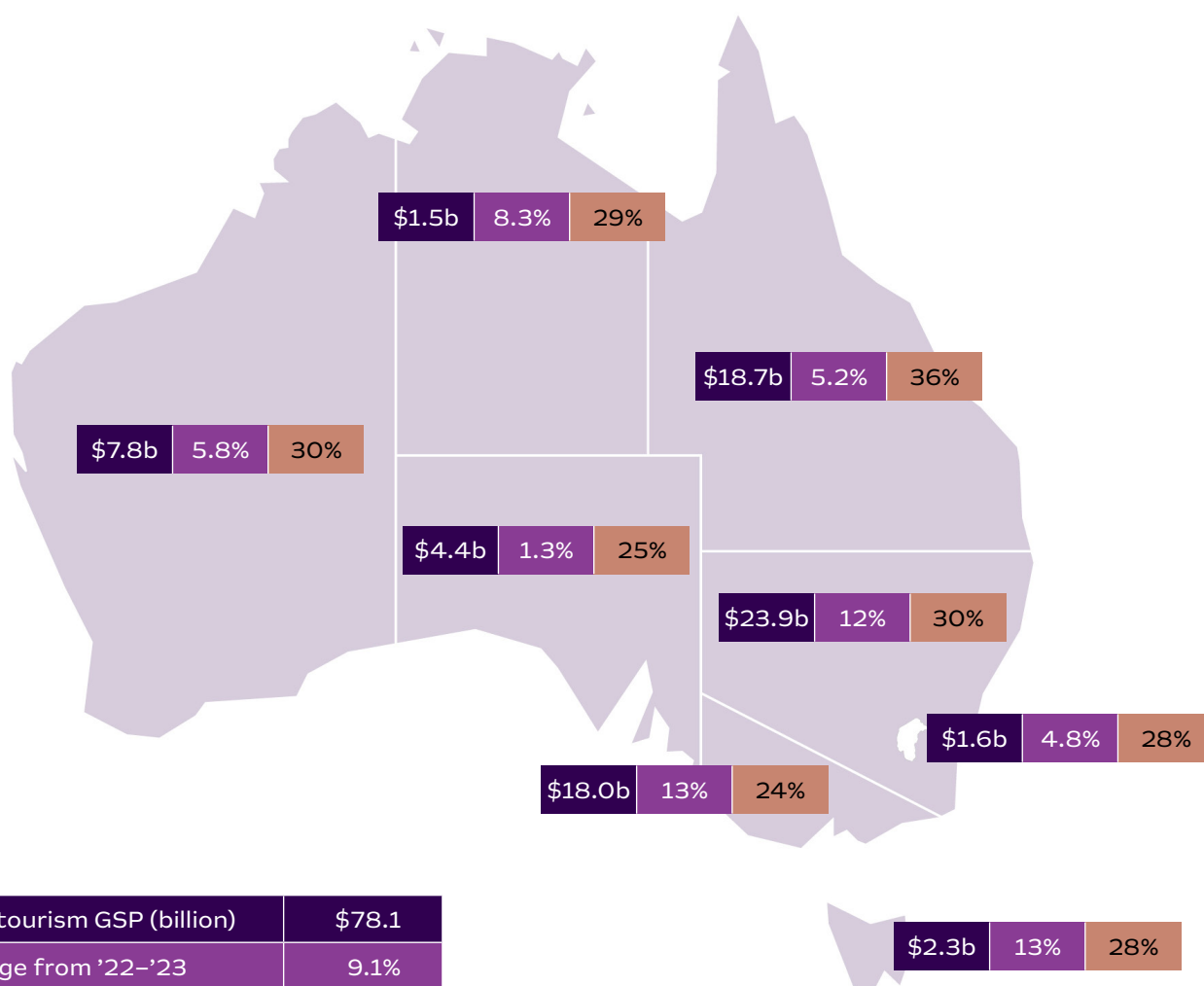
State Tourism Satellite Account 2023–24

The State Tourism Satellite Account (STSA) highlights the importance of tourism to each state and territory. The 2023–24 STSA reports the direct and indirect economic contribution of tourism for all states and territories.

This factsheet provides direct values for Gross State Product, Gross Value Added and Filled Jobs, and the total value for Consumption. Refer to the TRA website for the full data.

Direct Gross State Product

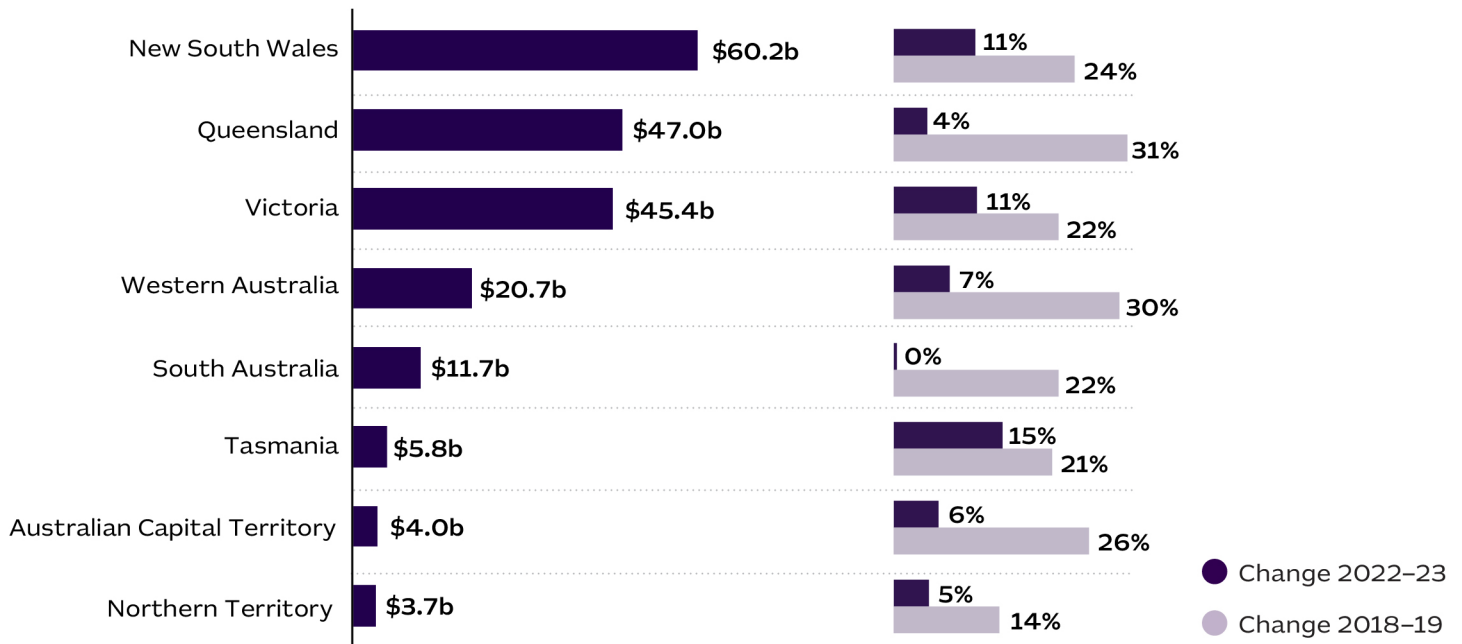
Direct Gross State Product (GSP) from tourism was \$78.1 billion in 2023–24. Including indirect effects, tourism's total contribution to the economy was \$158.0 billion. Due to a strong rebound in visitor activities after the COVID-19 pandemic, all states and territories' GSP surpassed pre-pandemic levels in 2022–23, and now remain above pre-pandemic 2018–19 levels.





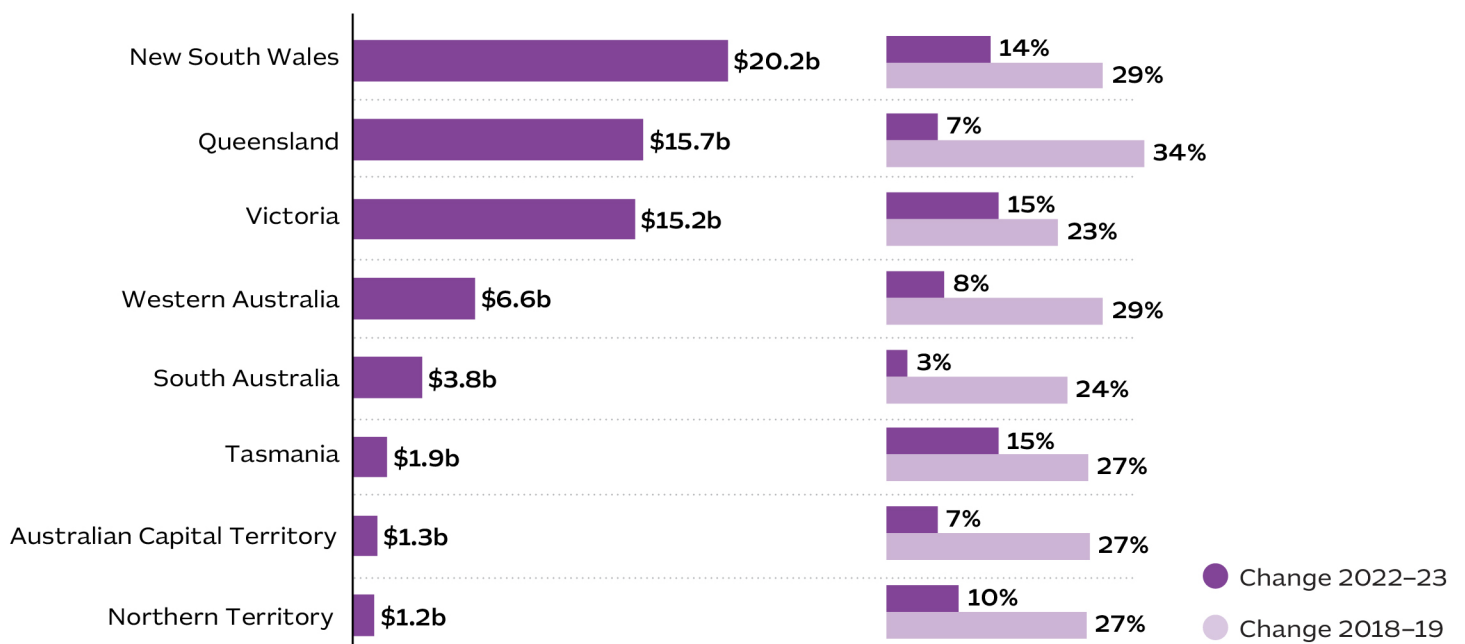
Total tourism consumption

Tourism consumption was \$198.5 billion in 2023–24, up \$15.1 billion on 2022–23 and exceeding the previous peak in 2018–19 by 25%. Tourism consumption improved for all states and territories in 2023–24, indicating growth across Australia.



Direct Gross Value Added

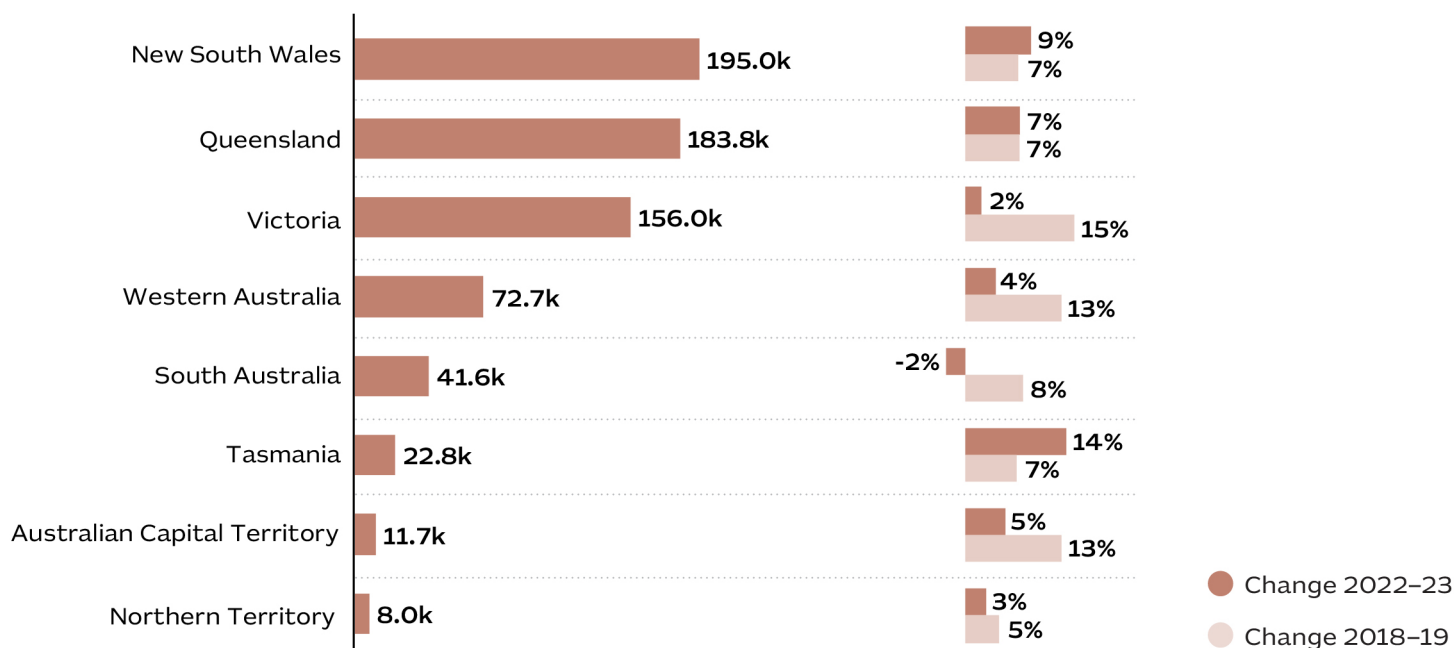
Direct Gross Value Added (GVA) from tourism was \$65.9 billion in 2023–24, an increase of 11% on the previous year and up 28% since 2018–19. All states and territories showed an increase, but by varying degrees. Including the indirect effects of tourism, the total GVA across all states and territories was \$136.5 billion.





Direct tourism filled jobs

There were 691,500 direct tourism filled jobs at the end of 2023–24, an increase of 5.7% on the previous year and up 9.4% since 2018–19. Compared with pre-pandemic levels, all states and territories had higher tourism filled jobs in 2023–24. When the indirect effects of tourism are taken into account, the total number of filled jobs across all states and territories was 1,175,400.



Data source:

Tourism Research Australia, State Tourism Satellite Accounts (STSA) 2023–24, published April 2025. Data may not sum to 100% for all measures due to rounding. All economic data in this report is presented in nominal terms.

For more information and data tables, visit <https://www.tra.gov.au/en/economic-analysis/tourism-satellite-accounts/state-tourism-satellite-account>

The STSA complements the work of the Australian Bureau of Statistics' (ABS) Australian Tourism Satellite Account (TSA) by examining state and territory tourism performance and estimating the indirect economic and jobs impacts of tourism at a state and territory level.

See [ABS Tourism Satellite Account Methodology](#) for further information.

Further information

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

Web: www.tra.gov.au

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