THE VALUE OF TOURISM

Total overnight tourism spend in 2019 $126.1 billion

Domestic overnight tourism spend was $80.1 billion (64%)
NVS Dec 19

International overnight tourism spend was $45.4 billion (36%)
IVS Dec 19

$60.8 billion is contributed to the national GDP from tourism, a 3.4% yoy growth, which was faster than the national economy
State of the Industry 2018-19, TRA

666,000 Australians were directly employed by tourism, 5% of Australia’s workforce
State of the Industry 2018-19, TRA

44% of visitor spend was in regional areas

Tourism was Australia’s fourth largest exporting industry, accounting for 8.2% of Australia’s exports earnings
State of the Industry 2018-19, TRA

Tourism in regional areas accounts for 4.1% of GDP and 8.1% of the regional workforce
State of the Industry 2018-19, TRA

26.8 million plane seats into Australia in 2019
BITRE Dec 19

6,383 rooms entered the Australian market in 2019
STR Dec 19

tourism.australia.com/stats