

THE VALUE OF TOURISM



Total overnight tourism spend in 2019 **\$126.1 billion**

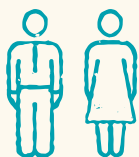
Domestic overnight tourism spend was **\$80.1 billion** (64%)
NVS Dec 19

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



of visitor spend was in regional areas

14%
(\$4.5 billion) of international spend
IVS Dec 2019

52%
(\$4.5 billion) of domestic overnight spend
NVS Dec 2019

55%
(\$14.6 billion) of domestic day spend
NVS Dec 2019



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

