

THE VALUE OF TOURISM

From 1 July 2018 to 30 June 2019

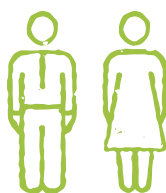


Australia generated **\$60.8** billion in direct tourism GDP

(the overall contribution of tourism to Australia's economy)



\$60.8 billion is contributed to the national GDP from tourism, a **3.4%** yoy growth, which was faster than the national economy



666,000 Australians were directly employed by tourism, **5%** of Australia's workforce

44%

of visitor spend was in regional areas

15%

(\$4.6 billion) of international spend

51%

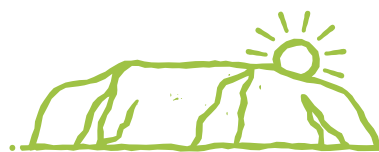
(\$39.6 billion) of domestic overnight spend

56%

(\$13.6 billion) of domestic day spend



Tourism was Australia's **fourth largest** exporting industry, accounting for **8.2%** of Australia's exports earnings



Tourism in regional areas accounts for **4.1%** of GDP and **8.1%** of the regional workforce



26.9 million plane seats into Australia, up **1.8%** yoy



7,650 rooms entered the Australian market in 2018/19