**Tourism: Economic research and industry reports**

<https://www.tra.gov.au/Economic-analysis/tourism-industry>

Tourism plays a significant part in Australia’s economy, contributing to both GDP and employment. Tourism Research Australia’s strategic research and analysis program focuses on delivering measures of the structure and performance of the Australian tourism industry. Our analysis brings together key findings from our own surveys with supply and demand intelligence from a broad range of sources to support policy making, marketing and industry development.

Economic and industry analysis reports cover issues such as the value of tourism to the Australian economy (both directly and indirectly), industry performance, current market dynamics and emerging trends. We also produce an annual State of the Industry report, which analyses the current performance of the Australian tourism industry, the challenges ahead, and how the industry needs to respond.

# State of the Industry 2018–19

Tourism continues to be a driver of growth for the economy. Historically, international visitors have propelled the industry, but it is Australia’s desire to travel around Australia that sees the sector exhibit double-digit growth in value in 2018–19.

Domestic spend exceeded $100 billion for the first time. Australia’s standing in the global top ten for international expenditure – $64.2 billion on outbound trips – demonstrates appetite for travel and considerable capacity to increase domestic travel.

Internationally, Australia is marketed as an aspirational destination with a strong focus on high value travellers. This complements the sustainable intent of Australian tourism – achieving strong economic benefits while managing environmental and social impacts. However, as a long-haul destination for most international markets, the industry is exposed to changing travel trends and the risks of global economic and geopolitical uncertainties.

# THE ECONOMIC IMPORTANCE OF TOURISM

Tourism in Australia continues to be a driver of growth for the Australian economy, with domestic and international tourism spend totalling $122 billion in 2018-19.

In the financial year 2018–19, Australia generated $60.8 billion in direct tourism gross domestic product (GDP). This represents a growth of 3.5 per cent over the previous year – faster than the national GDP growth. Tourism also directly employed 666,000 Australians making up 5 per cent of Australia’s workforce.

44 cents of every tourism dollar were spent in regional destinations and tourism was Australia’s fourth largest exporting industry, accounting for 8.2 per cent of Australia’s exports earnings.

There are now more than 1.4 billion international travellers globally, spending US$1.5 trillion per year. In 2018-19, 9.3 million international visitors arrived in Australia, an increase of 3.0 per cent compared to the previous year. Australia is currently one of the highest yielding destinations in the world, with international visitors spending $44.6 billion in 2018-19 compared to the previous year, a growth of 5 per cent.

[Download our infographic on the economic importance of tourism](http://www.tourism.australia.com/content/dam/assets/photograph/digital/1/7/6/8/p/2014297.pdf)

<https://www.tourism.australia.com/en/markets-and-stats/tourism-statistics/the-economic-importance-of-tourism.html>

