

# THE VALUE OF TOURISM



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

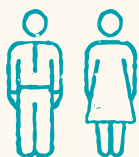
Domestic overnight tourism spend was **\$80.1 billion** (64%)  
*NVS Dec 19*

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*

