

**Senate Standing Committee on Economics
Budget Estimates 2008-09
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Tourism's direct contribution to the Australian economy, 1997-98 to 2006-07

| Direct contribution to the economy ¹ | 1997-98 | 2006-07 | AAGR ² (%) |
|---|---------|---------|--------------------------|
| Consumption of tourism goods & services (\$m) | 58,726 | 84,975 | 4.2 |
| Tourism gross value added at basic prices (\$m) | 21,772 | 32,306 | 4.5 |
| plus Net taxes on tourism products (\$m) | 2,788 | 6,629 | 10.1 |
| equals Tourism gross domestic product (\$m) | 24,560 | 38,935 | 5.3 |
| Tourism employment (persons) | 422,900 | 482,800 | 1.5 |
| Tourism exports (\$m) | 13,696 | 22,350 | 5.6 |
| Tourism imports (\$m) | 11,729 | 22,023 | 7.3 |
| Tourism balance of trade (\$m) | 1,967 | 327 | n/a |
| Tourism's share of total gross domestic product (%) | 4.3 | 3.7 | n/a |
| Tourism's share of total employment (%) | 5.0 | 4.7 | n/a |
| Tourism's share of total exports (%) | 11.9 | 10.4 | n/a |

Source: Australian Bureau of Statistics Tourism Satellite Account (ABS Cat. No 5249.0).
Notes: 1. Dollars in nominal terms.
2. Average annual growth rate for the period, 1997-98 to 2006-07.

Tourism gross domestic product and consumption, by visitor type, 2006-07

| | Domestic | | | International | Total |
|--------------------|----------|-------------------|-------------------|---------------|--------|
| | H/hold | Business/ Govt | Total Domestic | | |
| GDP | | | | | |
| (\$m) | 24,415 | 4,613 | 29,028 | 9,907 | 38,935 |
| Change (%) | 6.3 | 10.3 | 6.9 | 10.4 | 7.8 |
| Share (%) | 62.7 | 11.8 | 74.6 | 25.4 | 100.0 |
| Consumption | | | | | |
| (\$m) | 51,748 | 10,878 | 62,626 | 22,350 | 84,975 |
| Change (%) | 6.2 | 9.8 | 6.8 | 9.8 | 7.6 |
| Share (%) | 60.9 | 12.8 | 73.7 | 26.3 | 100.0 |

Source: Australian Bureau of Statistics Tourism Satellite Account (ABS Cat. No 5249.0).

Inbound travel to Australia, top 10 markets, 2007

| Country | TIEV ¹ | | Arrivals | | Average TIEV ¹ | |
|----------------------|-------------------|---------------|----------------|---------------|---------------------------|---------------|
| | 2007 (\$b) | Change (%) | 2007 ('000) | Change (%) | 2007 (\$) | Change (%) |
| United Kingdom | 3.5 | -3.8 | 688.9 | -6.2 | 5,118 | 2.6 |
| New Zealand | 2.3 | 10.9 | 1,138.0 | 5.8 | 1,979 | 4.8 |
| USA | 2.1 | 2.1 | 459.7 | 0.8 | 4,535 | 1.2 |
| China | 2.0 | 16.1 | 357.4 | 15.9 | 5,522 | 0.2 |
| Japan | 1.7 | -10.9 | 572.9 | -12.0 | 2,886 | 1.2 |
| South Korea | 1.3 | 2.0 | 253.2 | -3.0 | 4,993 | 5.1 |
| Singapore | 1.0 | 15.0 | 263.8 | 4.1 | 3,703 | 10.5 |
| Germany | 0.8 | 0.5 | 151.5 | 2.2 | 5,463 | -1.6 |
| Malaysia | 0.8 | 21.5 | 159.5 | 6.1 | 4,840 | 14.5 |
| Canada | 0.7 | 6.6 | 114.6 | 4.5 | 5,823 | 2.1 |
| Total inbound | 23.3 | 6.2 | 5,644.0 | 2.0 | 4,123 | 4.1 |

Sources: Australian Bureau of Statistics Overseas Arrivals and Departures, Australia (ABS Cat No. 3401.0); Tourism Research Australia International Visitor Survey, December quarter 2007.
Note: 1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate.

Domestic overnight travel by Australian residents, 2007

| Purpose | Expenditure | | Trips | | Nights | |
|--------------------------|---------------|---------------|----------------|---------------|----------------|---------------|
| | 2007 (\$m) | Change (%) | 2007 ('000) | Change (%) | 2007 ('000) | Change (%) |
| Holiday | 24,639 | 1.6 | 32,171 | 0.1 | 141,577 | 3.1 |
| VFR ¹ | 9,741 | -2.9 | 25,011 | -3.5 | 87,211 | -4.9 |
| Business | 8,817 | 16.9 | 14,487 | 7.1 | 44,171 | 7.9 |
| Other | 2,722 | -8.1 | 4,047 | -0.7 | 15,644 | -0.1 |
| Total² | 43,545 | 4.4 | 73,800 | 0.3 | 288,603 | 1.0 |

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2007.

- Notes:
1. Visiting Friends and Relatives.
 2. Component may not add to total as trips may be for more than one purpose.

Outbound travel by Australian residents, year ending September 2007

| Purpose | Expenditure | | Trips | | Nights | |
|--------------------------|--------------------------------------|---------------|---------------------------------------|---------------|---------------------------------------|---------------|
| | Year ending Sept 2007 (\$m) | Change (%) | Year ending Sept 2007 ('000) | Change (%) | Year ending Sept 2007 ('000) | Change (%) |
| Holiday | 15,670 | 21.7 | 2,385 | 11.2 | 50,542 | 7.0 |
| VFR ¹ | 4,854 | 7.8 | 1,122 | 3.9 | 28,714 | -3.7 |
| Business | 4,830 | 13.8 | 1,079 | 6.9 | 16,708 | 9.4 |
| Other | 893 | 37.2 | 156 | 20.9 | 6,643 | 27.5 |
| Total² | 26,247 | 17.8 | 4,742 | 8.7 | 102,607 | 5.2 |

Source: Tourism Research Australia, National Visitor Survey, December Quarter 2007.

- Notes:
1. Visiting Friends and Relatives.
 2. Total outbound trips (all ages) increased by 10.6% to 5,462,300.

Tourism forecasts, 2006-2016, by sector

| | Domestic | | International | | Outbound | |
|------------------------------|----------|--------------------------|---------------|--------------------------|----------|--------------------------|
| | 2016 | AAGR ² (%) | 2016 | AAGR ² (%) | 2016 | AAGR ² (%) |
| Visitors/Trips ('000) | 86,569 | 1.6 | 8,852 | 4.8 | 8,216 | 5.2 |
| Visitor nights ('000) | 282,175 | -0.1 | 256,175 | 4.4 | n/a | n/a |
| TDEV/TIEV ¹ (\$b) | 68.7 | 1.0 | 35.2 | 4.7 | n/a | n/a |

- Source: Tourism Forecasting Committee, Forecast 2007 Issue 2, Tourism Research Australia.
- Notes:
1. Total domestic/inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: June quarter 2007=100).
 2. Average annual growth rate for the period, 2006 to 2016.

Australia's top 10 inbound markets, ranked by value, 2016

| | TIEV ¹ | AAGR ² | Visitors | AAGR ² |
|----------------------|-------------------|-------------------|----------------|-------------------|
| | (\$b) | (%) | ('000) | (%) |
| China | 5.2 | 11.7 | 1,050.8 | 13.0 |
| United Kingdom | 4.8 | 2.5 | 941.5 | 2.5 |
| USA | 4.0 | 6.7 | 794.8 | 5.7 |
| New Zealand | 2.7 | 2.7 | 1,381.3 | 2.5 |
| South Korea | 1.7 | 3.1 | 423.8 | 5.0 |
| Japan | 1.5 | -2.0 | 561.2 | -1.5 |
| India | 1.5 | 13.1 | 396.6 | 16.8 |
| Germany | 1.1 | 3.0 | 209.7 | 3.5 |
| Malaysia | 1.0 | 4.3 | 260.5 | 5.7 |
| Canada | 1.0 | 4.3 | 174.6 | 4.7 |
| Total inbound | 35.2 | 4.7 | 8,852.4 | 4.8 |

- Source: Tourism Forecasting Committee, Forecast 2007 Issue 2, Tourism Research Australia.
- Note:
1. Total inbound economic value. A measure consistent with the ABS TSA consumption estimate and measured in real terms (Base: June quarter 2007=100).
 2. Average annual growth rate for the period, 2006 to 2016.

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