



Australian Government
Austrade



TOURISM
RESEARCH
AUSTRALIA

TEN FACTS ABOUT TOURISM

TOTAL TOURISM EXPENDITURE IN AUSTRALIA IS WORTH ALMOST

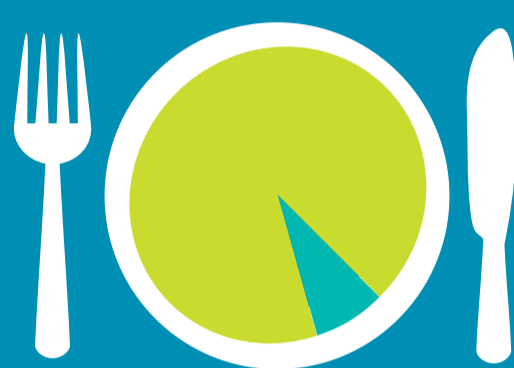
\$100 BILLION



AUSTRALIA IS RANKED

9TH

IN THE WORLD
FOR GLOBAL TOURISM
EXPENDITURE AND HAS THE
WORLD'S LARGEST DAILY
EXPENDITURE



DIRECT AND INDIRECT EMPLOYMENT
IN TOURISM-RELATED INDUSTRIES
ACCOUNTS FOR

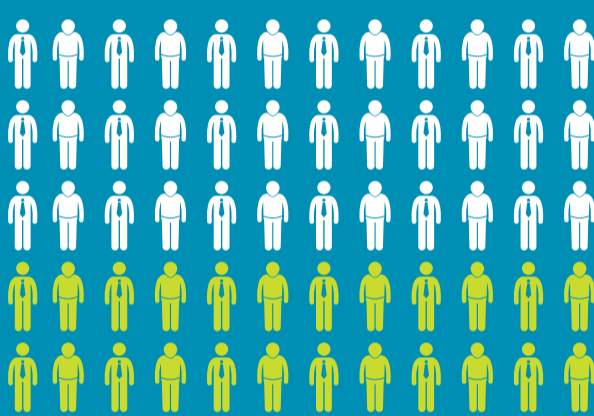
8%

OF TOTAL EMPLOYMENT
(OR 929,000 PEOPLE)

DOMESTIC TOURISM IN AUSTRALIA
IS WORTH ALMOST

\$70 BILLION

(APPROXIMATELY **70%**
OF TOURISM EXPENDITURE)



OVER **6 MILLION** PEOPLE
VISIT AUSTRALIA EACH YEAR WITH
MORE THAN **60%**

OF INTERNATIONAL VISITORS OVER
15 YEARS BEING RETURN VISITORS

OVER
5 MILLION
VISITORS ARE LIKELY TO RECOMMEND
AUSTRALIA AS A TOURISM DESTINATION
TO FRIENDS AND FAMILY



INTERNATIONAL
VISITORS LOVE
AUSTRALIA!



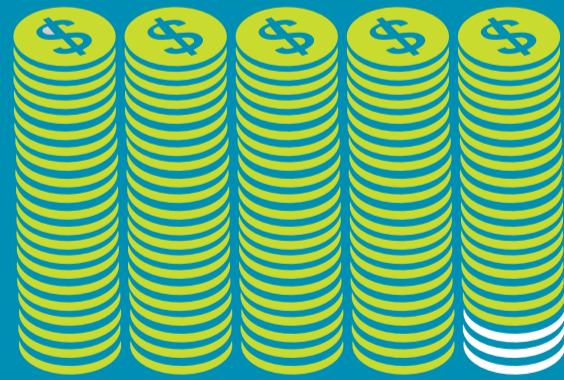
CHINESE VISITORS SPENT MORE THAN

\$4 BILLION

WHEN VISITING AUSTRALIA IN 2013

THE TOURISM SHARE
OF THE NATIONAL ECONOMY
IS ALMOST

3%



INTERNATIONAL VISITORS
SPENT MORE THAN

200

MILLION NIGHTS

IN AUSTRALIA IN 2013

TOURISM IS AUSTRALIA'S



SERVICES EXPORT INDUSTRY

ACCOUNTING FOR MORE THAN
HALF OF AUSTRALIA'S TOTAL
SERVICE EXPORTS AND
8% OF TOTAL EXPORTS

Sources: Australian Bureau of Statistics, National Accounts (December 2013), Tourism Satellite Account 2012-13; Tourism Research Australia, International Visitor Survey, National Visitor Survey (year ending December 2013), Tourism's Contribution to the Australian Economy 1997-98 to 2012-13; United Nations World Tourism Organization, World Tourism Barometer (January 2014).