



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**SENATOR NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation  
Minister Assisting on Tourism

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## TOURISM GDP GROWTH EXCEEDS ECONOMY AVERAGE

Tourism is growing at a faster rate than Australia's gross domestic product (GDP), with the industry growing by 3.2 per cent to \$33.9 billion in the last financial year, compared to 2.3 per cent for the economy as a whole.

Minister for Tourism, Martin Ferguson AM MP and Minister Assisting on Tourism, Senator Nick Sherry, welcomed the results showing tourism's strong performance in the face of volatility in the global travel market.

"Australia's tourism industry has remained resilient despite the challenges of the economic downturn in important European and North American markets and the disruption caused by the Icelandic volcano eruption," Minister Ferguson said.

"Spending from Asian markets was at record levels in 2009-10, helping to raise the industry contribution to our export performance and job creation."

Internationals arrivals were up 2.7 per cent, leading to increased consumption of tourism services (up 2.0 per cent to \$93.6 billion) and cementing tourism's position as Australia's leading services export earner.

"Increasing numbers of international visitors and their spending are lifting turnover and allowing businesses to take on more staff," Senator Sherry said.

"Employment data shows tourism contributed 6,900 more jobs in the past financial year, up 1.4 per cent on the previous year to 500,500 direct jobs."

Domestic tourism GDP in 2009-10 increased 5.2 per cent to a record level of \$24.7 billion. This is despite the challenge of the high number of Australians travelling overseas. The tourism trade deficit in 2009-10 grew to \$5.0 billion.

"The Government's *No Leave No Life* campaign highlights Australia's wealth of attractions and aims to get hard-working Australians to take a holiday at home," Senator Sherry said.

"The Oprah visit is also continuing to generate publicity and will hopefully spur Australians into rediscovering our many world-class attractions."

Copies of the Australian Bureau of Statistics Tourism Satellite Accounts: [www.abs.gov.au](http://www.abs.gov.au)

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**Summary highlights: Australian Bureau of Statistics Tourism Satellite Account (2009-10, current prices)**

**Gross domestic product (GDP):** In 2009-10, direct tourism GDP increased 3.2 per cent (or \$1,042 million) to \$33.9 billion. Over the same period, the Australian economy grew at a slower rate (up 2.3 per cent). Tourism's share of total GDP remained steady at 2.6 per cent.

Domestic tourism GDP increased 5.2 per cent (or \$1,230 million) to \$24.7 billion in 2009-10. Domestic tourism was responsible for 72.8 per cent of total direct tourism GDP.

International tourism GDP decreased 2.0 per cent (or \$188 million) to \$9.2 billion in 2009-10. International tourism was responsible for 27.2 per cent of total direct tourism GDP.

Over the period 1997-98 to 2009-10, direct tourism GDP has increased \$15.5 billion (84.7 per cent, or average annual rate of 5.2 per cent).

**Gross value added (GVA):** In 2009-10, direct tourism GVA increased 3.2 per cent (or \$960 million) to \$31.0 billion. Direct GVA for main tourism industries: Accommodation increased 1.3 per cent to \$5.4 billion; Cafes, restaurants and takeaway food services increased 3.7 per cent to \$3.5 billion; Air, water and other transport increased 0.2 per cent to \$4.6 billion; Other retail trade increased 1.0 per cent to \$3.9 billion; and Education and training increased 6.9 per cent to \$2.5 billion.

**Employment:** In 2009-10, direct tourism employment increased 1.4 per cent (or 6,900 jobs) to 500,500. At the same time, total employment increased 1.3 per cent. This resulted in tourism's share of total employment remaining stable at 4.5 per cent.

Direct employment in main tourism industries: Accommodation increased 3.6 per cent to 71,500; Cafes, restaurants and takeaway food services increased 2.6 per cent to 128,200; Air, water and other transport decreased 4.9 per cent to 35,000; Retail trade decreased 2.4 per cent to 95,900; and Education and training increased 2.8 per cent to 32,800.

**Consumption:** Tourism consumption increased 2.0 per cent, from \$91.8 billion to \$93.6 billion.

**Trade:** Tourism exports decreased 2.1 per cent to \$22.9 billion. At the same time, total Australian exports fell 10.6 per cent. Tourism imports rose by 1.8 per cent to \$27.9 billion. As a consequence, tourism trade was in deficit of \$5.0 billion. This follows a trade deficit of \$4.1 billion in 2008-09.