AUSTRALIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
2.5% Travel & Tourism grew significantly more at 3.5%
330MN Jobs globally (1 in 10 jobs)

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

AUSTRALIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.8% OF TOTAL ECONOMY
Total T&T GDP = AUD215.4BN (USD149.7BN)

+0.8%
2019 Travel & Tourism GDP growth vs +1.8% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,653.6 JOBS (000’s)
(12.8% of total employment)

INTERNATIONAL VISITOR IMPACT

AUD31.6BN in visitor spend (6.4% of total exports)
(USD22.0BN)

INBOUND ARRIVALS

1. NEW ZEALAND 15%
2. CHINA 15%
3. UNITED STATES 9%
4. UNITED KINGDOM 8%
5. SINGAPORE 5%
REST OF WORLD 48%

OUTBOUND DEPARTURES

1. INDONESIA 9%
2. NEW ZEALAND 9%
3. UNITED STATES 8%
4. UNITED KINGDOM 6%
5. ITALY 5%
REST OF WORLD 63%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING: 83%
BUSINESS SPENDING: 17%
DOMESTIC SPENDING: 78%
INTERNATIONAL SPENDING: 22%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%