AUSTRALIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)
- While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%
- **1 in 4 net new jobs** were created by Travel & Tourism over the last five years
- **+0.8%** vs **+1.8%** real economy GDP growth

AUSTRALIA 2019 KEY DATA

- **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

- **1,653.6 JOBS (000's)**
  - (12.8% of total employment)

- **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%

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

SECTOR CHARACTERISTICS (2019)

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

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