

# AUSTRALIA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



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



**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

**AUD31.6<sub>BN</sub>**

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%**

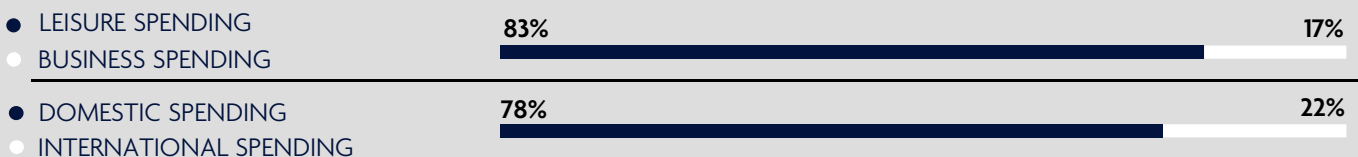
### OUTBOUND DEPARTURES



- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020