

State Tourism Satellite Account 2024-25

Topline Results for WA

Prepared by Tourism WA

Data provided by Tourism Research Australia

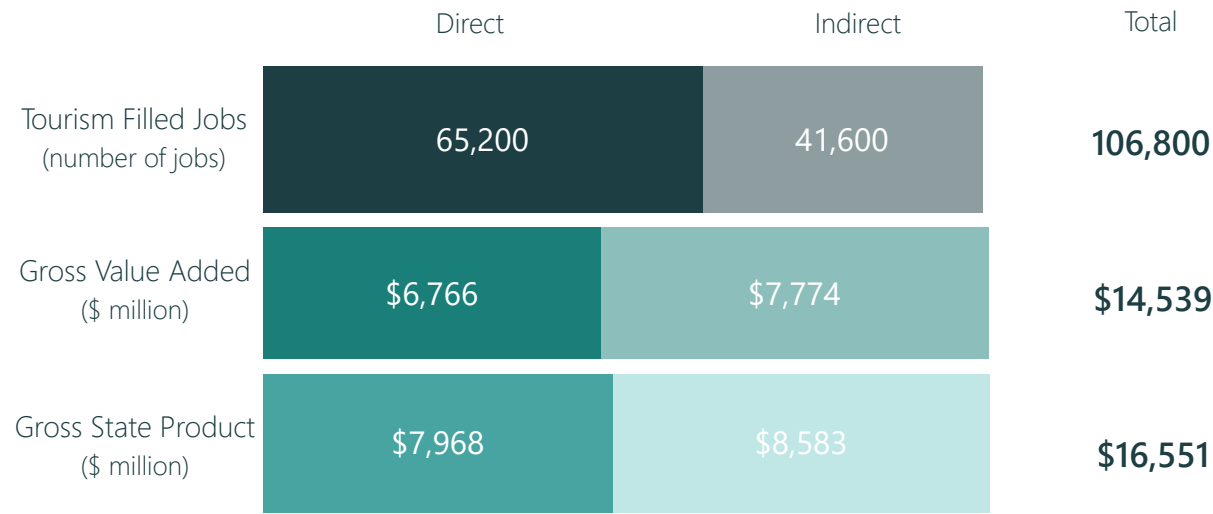
July 2026



WESTERN
AUSTRALIA

State Tourism Satellite Account 2024-25

Summary of Economic Contribution to Western Australia



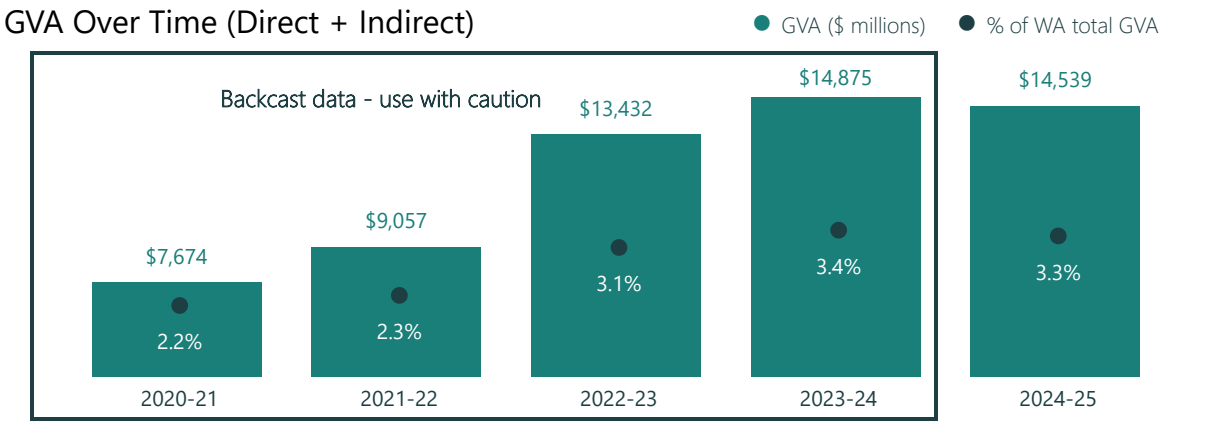
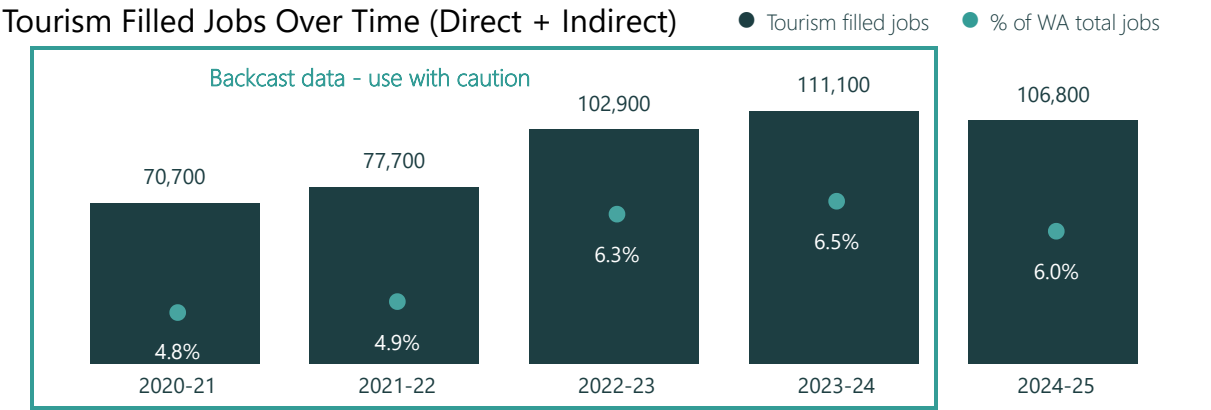
- In 2024-25 there were 65,200 direct tourism filled jobs in WA and tourism generated a further 41,600 jobs indirectly, making a total of 106,800 tourism filled jobs. Tourism (direct + indirect) contributes 6.0% of WA's total jobs.
- The value of the WA tourism industry is \$14.5 billion by Gross Value Added (GVA), contributing 3.3% of WA's total GVA. This is the equivalent of \$16.6 billion by Gross State Product (GSP), contributing 3.6% of WA's total GSP.
- 63% of WA's direct tourism GVA was contributed by domestic overnight travel. International visitors accounted for 22% and daytrips contributed 16%.
- Figures prior to 2024-25 rely on backcast visitor spend data and therefore should be used with caution.

Tourism Filled jobs refers to all positions of employment which are currently filled as a result of WA's tourism industry. Includes secondary jobs.

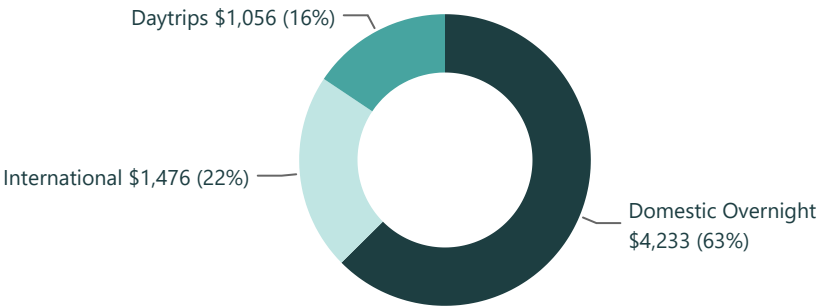
Gross value added (GVA) allows easier comparisons across industries. GVA is the labour income and capital revenue received by the industry from tourism and the net taxes government receives from production.

Gross state product (GSP) allows easier comparisons across industries. GRP is GVA plus net taxes.

Note: Sum of direct and indirect may not equal total due to rounding.

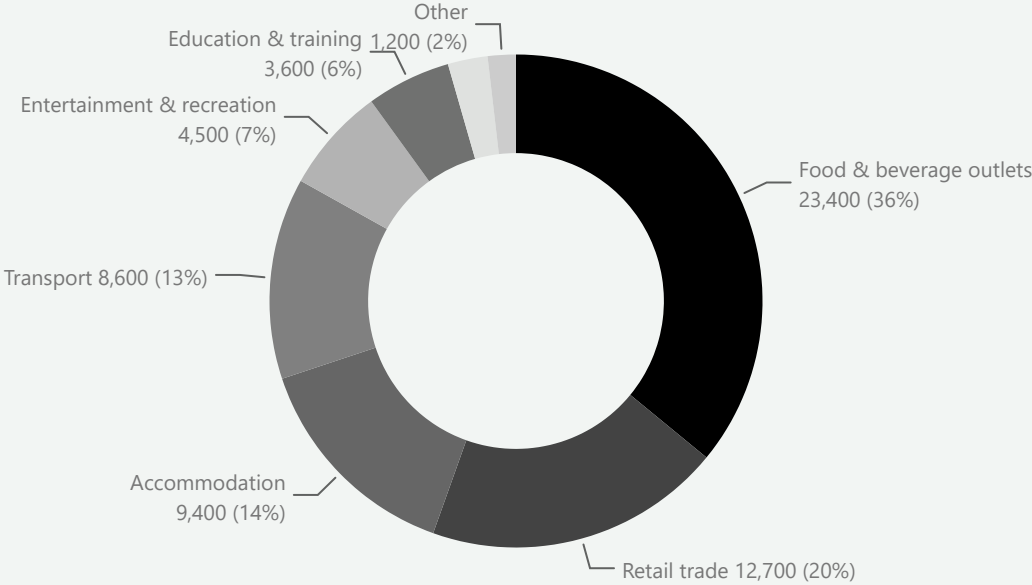


Direct GVA by Source Market (\$ million)

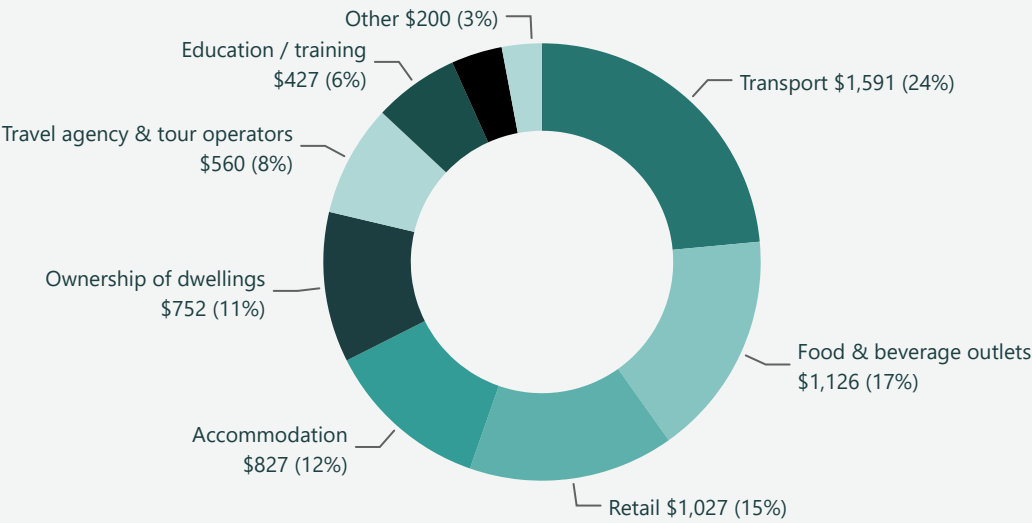


State Tourism Satellite Account 2024-25

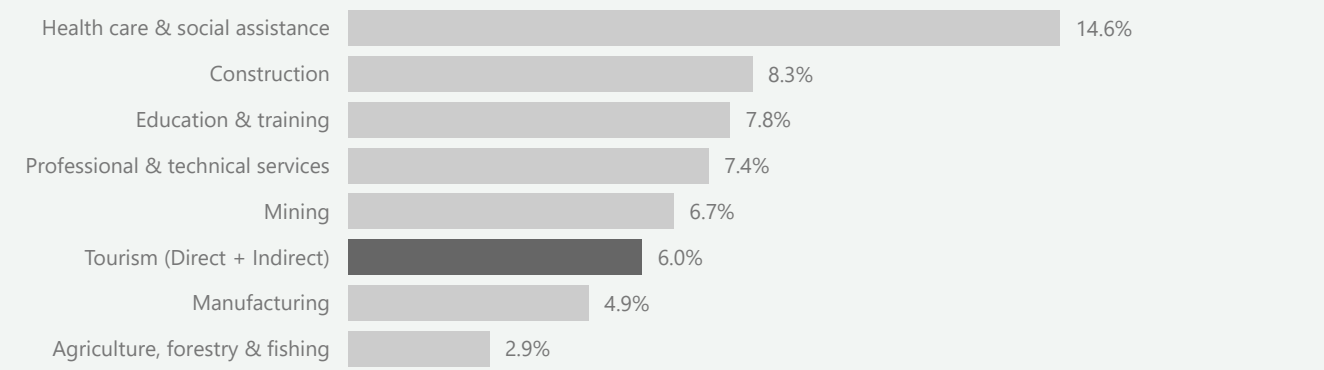
Direct Tourism Filled Jobs by Industry



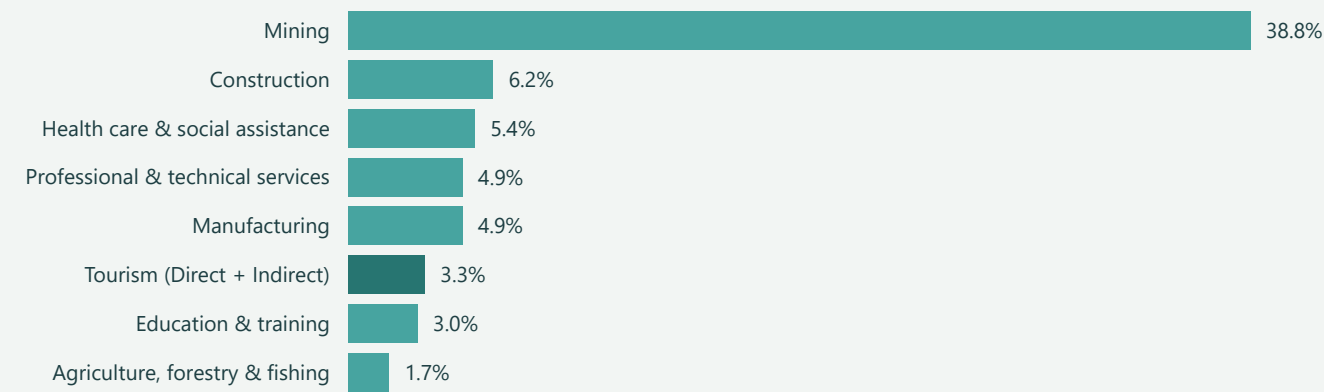
Direct GVA by Industry (\$ million)



Industry Shares of WA's Filled Jobs



Industry Shares of WA's Total GVA



- The WA tourism industry (direct + indirect) generates a significant number of jobs in the WA economy: 6.0% of the State's filled jobs. 55% of tourism jobs in the state are filled by females and 45% by males.
- Over a third (36%) of direct tourism filled jobs in WA are in the food and beverage sector, with a further 20% in the retail sector and 14% in accommodation.
- In 2024-25, WA's tourism industry (direct + indirect) contributed 3.3% to the State's GVA. The transport sector contributed most significantly to WA's direct tourism GVA, followed by food and beverage outlets.

State Tourism Satellite Account 2024-25 - Source and Definitions

About this report

The state-level sub-national tourism satellite account (State TSA) outputs highlight the importance of tourism to each state and territory's economy. The State TSA measures the direct and indirect impact of tourism across a number of measures including Gross State Product (GSP), Gross Value Added (GVA) and tourism filled jobs.

Underpinning these accounts is a framework built on international and domestic tourist spend (sourced from Tourism Research Australia's (TRA) International Visitor Surveys and Domestic Tourism Statistics), Australian Bureau of Statistics data, labour force statistics, and state accounts data. The development of a State TSA is necessary because there is no tourism 'industry' identified within the current national accounting framework, due the sector's diverse products and services.

This report summarises key findings for Western Australia (WA) from the 2024-25 State TSA, and is considered the most recent and accurate data on tourism's contribution to the WA economy.

Updated model and backcast data

The State TSA model has undergone a significant update and as such, the 2024-25 results are not comparable to previously published results and a back-cast of results back to 2018-19 has been created.

Due to a methodology change in January 2025, domestic spend cannot be reliably reported prior to 2025. As visitor spend is a major input to the model, the 2024/25 results should not be compared with previous years.

Source and further information

All data presented in this report is sourced from Tourism Research Australia's (TRA) State TSA 2024-25. For more information on the State TSA, visit TRA's website: tra.gov.au.

For any queries about this summary, please contact the Tourism WA Insights and Planning team via research@westernaustralia.com.

Definitions

Direct contribution is money spent directly in the tourism industry - with no tourism industry this money wouldn't be generated, or these people wouldn't be employed.

Indirect contribution is the flow-on effect of the tourism industry. In each of WA's regions, every dollar spent in the tourism industry, created additional value elsewhere in the economy.

Tourism filled jobs refers to all positions of employment which are currently filled as a result of WA's tourism industry. Includes secondary jobs.

International tourists are overseas visitors to Australia who stay for a period of less than 12 months.

Interstate travel is domestic overnight travel where a visitor travels to a state or territory other than that in which they reside.

Intrastate travel is domestic overnight travel where a visitor travels to a location in the state or territory in which they reside, at least 40kms away from home.

Daytrip travel is domestic travel involving a round trip distance of at least 50kms and at least four hours, and no nights spent away from home. Same-day travel as part of overnight travel is excluded, as is routine travel such as commuting between work or school and home.

Total contribution of tourism is the sum of direct contribution and indirect contribution.

Gross value added (GVA) allows easier comparisons across industries. The value of output at basic prices minus the value of intermediate consumption at purchasers' price.

Gross state product (GSP) is GVA plus net taxes.