

State Tourism Satellite Account 2023-24

Topline Results for WA

Prepared by Tourism WA

Data provided by Tourism Research Australia

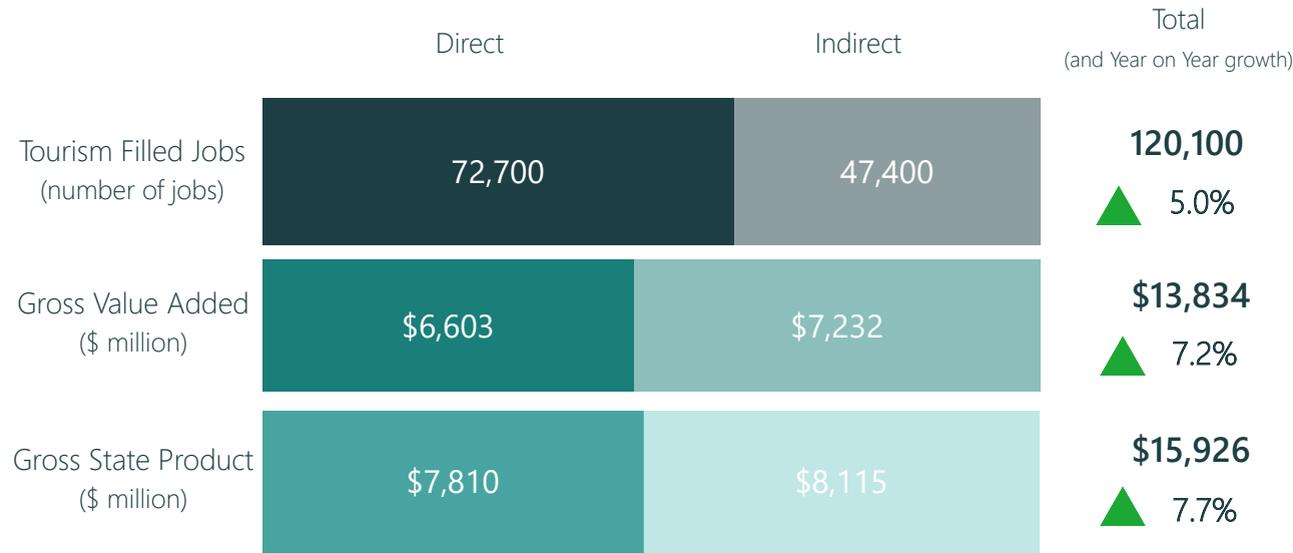
April 2025



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State Tourism Satellite Account 2023-24

Summary of Economic Contribution to Western Australia



- In 2023-24 there were 72,700 direct tourism filled jobs in WA and tourism generated a further 47,400 jobs indirectly, making a total of 120,100 tourism filled jobs. Tourism (direct + indirect) contributes 7.2% of WA's total jobs.
- The value of the WA tourism industry is \$13.8 billion by Gross Value Added (GVA), contributing 3.1% of WA's total GVA. This is the equivalent of \$15.9 billion by Gross State Product (GSP), contributing 1.8% of WA's total GSP.
- Compared to 2022-23, total tourism filled jobs have grown by 5.0%, GVA by 7.2% and GSP by 7.7%.
- Almost half (48%) of WA's direct tourism GVA was contributed by intrastate overnight travel, while daytrip visitors accounted for 14%. Interstate visitors contributed 20% and international visitors contributed 18%.

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.

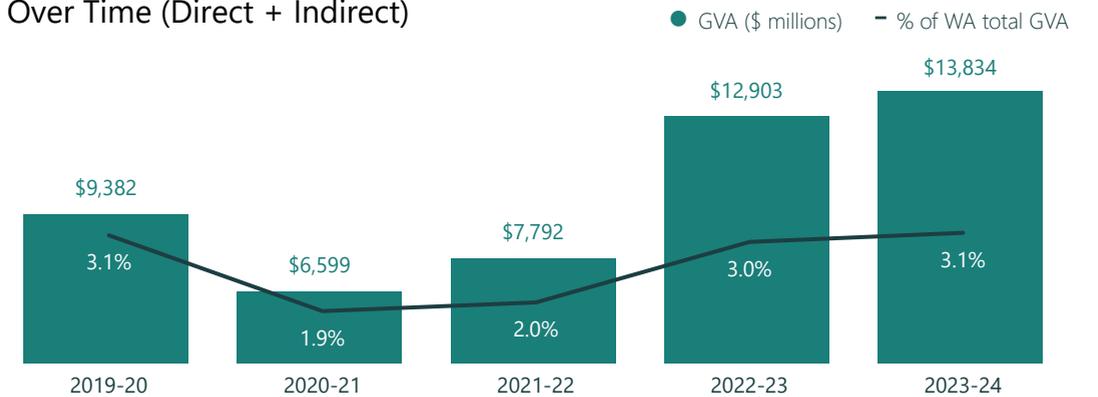
Gross state product (GSP) allows easier comparisons across industries. GRP is GVA plus net taxes.

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

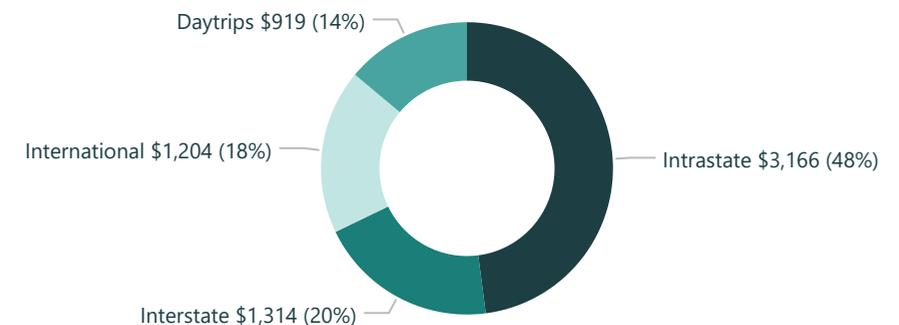
Tourism Filled Jobs Over Time (Direct + Indirect)



GVA Over Time (Direct + Indirect)



Direct GVA by Source Market (\$ million)

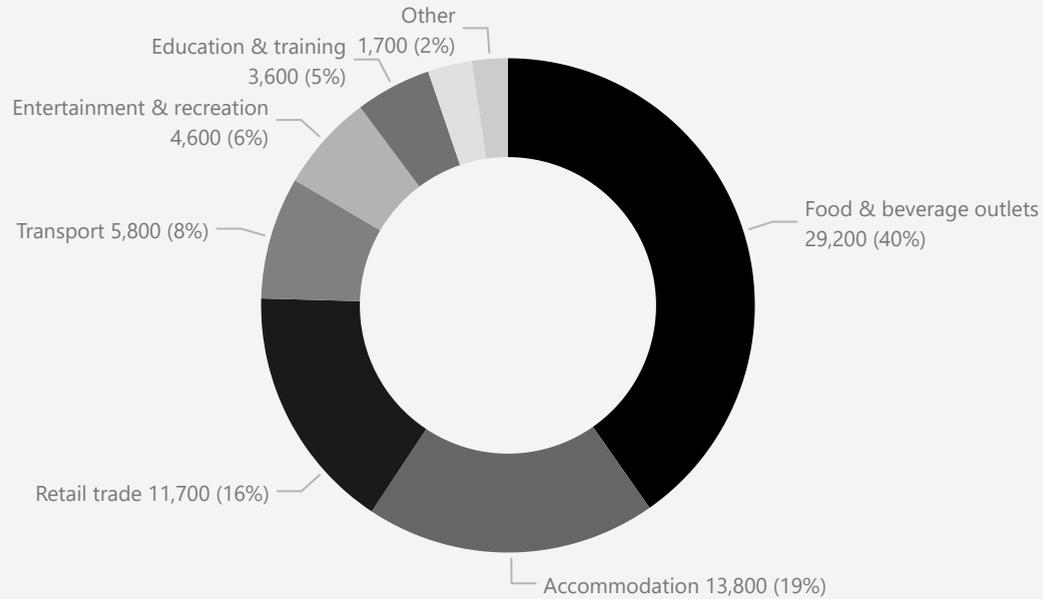


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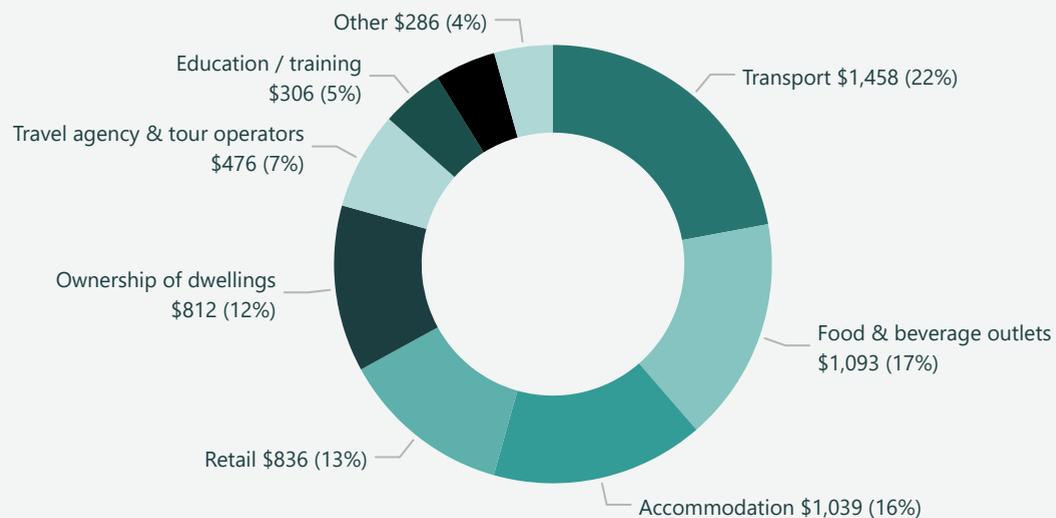


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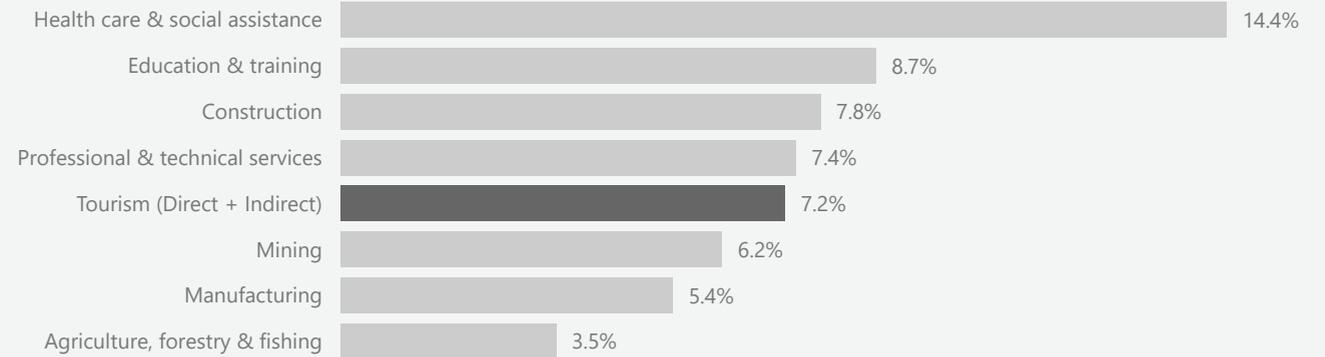
Direct Tourism Filled Jobs by Industry



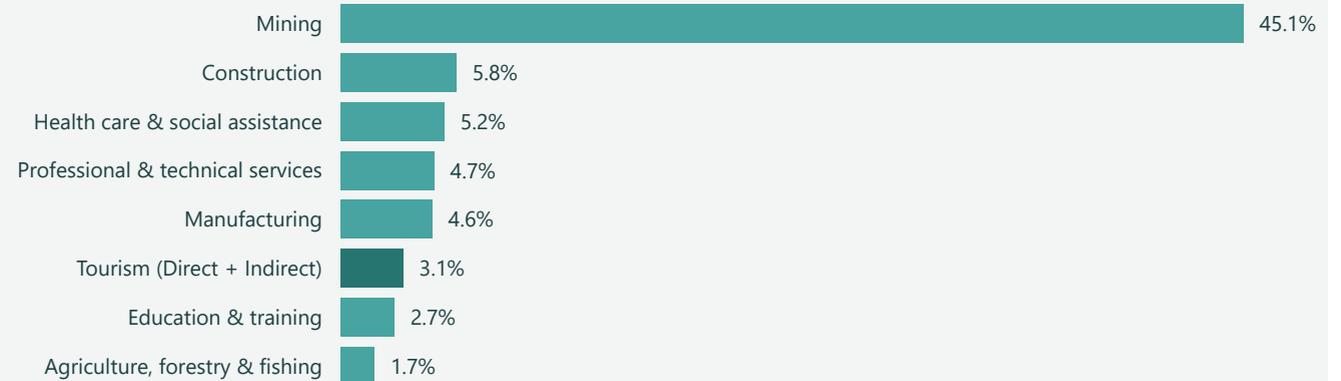
Direct GVA by Industry (\$ million)



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: 7.2% of the State's filled jobs.
- Two in five (40%) of direct tourism filled jobs in WA are in the food & beverage sector, with a further 19% in the accommodation sector and 16% in retail trade.
- In 2023-24, WA's tourism industry (direct + indirect) contributed 3.1% to the State's GVA. The transport sector contributed most significantly to WA's direct tourism GVA, followed by food & beverage and accommodation.

State Tourism Satellite Account 2023-24 - Source and Definitions

About this report

The State Tourism Satellite Accounts (State TSA) report highlights 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 and National Visitor Surveys), 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.

A recurring feature of the State TSA is that historical estimates for previous years are revised to reflect revisions to input data, such as changes in Australian Bureau of Statistics National Accounts data. TRA makes changes to previous time series estimates as required in each State TSA release, therefore the historic data presented in this report (for years 2019-20 to 2022-23) differs from that published in the 2022-23 report.

This report summarises key findings for Western Australia (WA) from the 2023-24 State TSA, and is considered the most recent and accurate data on tourism's contribution to the WA economy.

Source and further information

All data presented in this report is sourced from Tourism Research Australia's (TRA) State Tourism Satellite Accounts 2023-24 (State TSA). 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.