

Regional Tourism Satellite Account 2023-24

Topline Results for WA

Prepared by Tourism WA

Based on data provided by Tourism Research Australia

June 2025

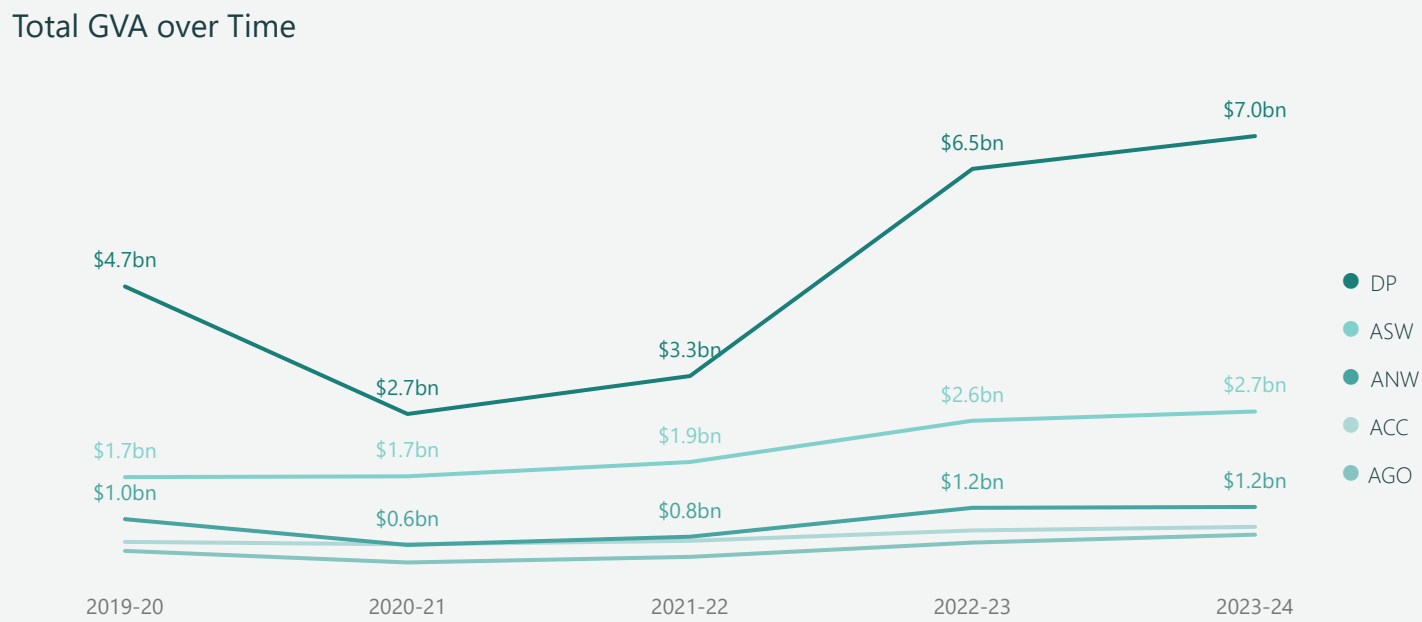
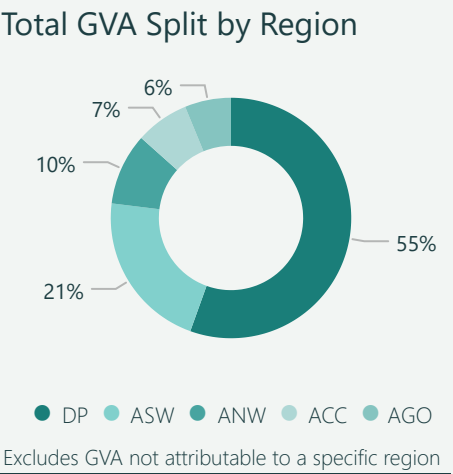


WESTERN
AUSTRALIA

Regional Tourism Satellite Account (RTSA) 2023-24 - Gross Value Added (GVA)

Direct GVA		Total (Direct + Indirect) GVA	
Destination Perth (DP)			
	\$3,688 \$ million	1.2% % of total economy	\$7,014 \$ million
Australia's North West (ANW)			
	\$716 \$ million	1.3% % of total economy	\$1,219 \$ million
Australia's Coral Coast (ACC)			
	\$488 \$ million	4.7% % of total economy	\$909 \$ million
Australia's South West (ASW)			
	\$1,328 \$ million	4.4% % of total economy	\$2,711 \$ million
Australia's Golden Outback (AGO)			
	\$383 \$ million	1.3% % of total economy	\$786 \$ million
Regional Western Australia			
	\$2,915 \$ million	2.3% % of total economy	\$5,625 \$ million
Western Australia (WA)			
	\$6,603 \$ million	1.5% % of total economy	\$13,835 \$ million

- In 2023-24, tourism (direct + indirect) in WA was worth \$13.8 billion by GVA, equivalent to 3.1% of WA's total GVA.
- Tourism accounted for a larger share of the total economy's GVA in Australia's South West (8.9%) and in Australia's Coral Coast (8.8%).
- In 2023-24, \$0.41 in every \$1 of WA's total (direct + indirect) tourism GVA was produced in regional WA.
- In 2023-24 each region saw growth in total GVA from the previous year; up +8% in Destination Perth and up 6% in Regional WA.



Note \$1,195 million indirect GVA which is not attributable to a specific region is included in the total GVA for WA.

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.

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

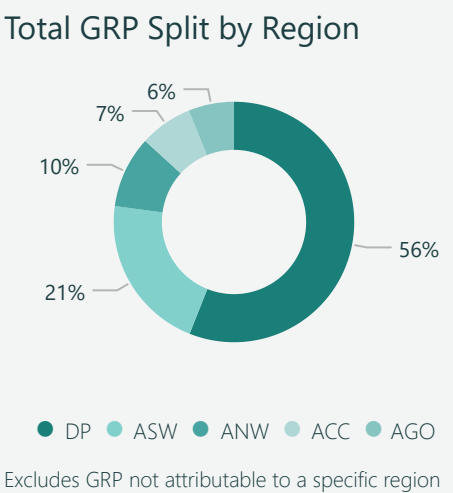
Indirect contribution is the flow-on effect of the tourism industry. In each of WA's regions, every dollar spent in the tourism industry, created additional value elsewhere in the economy.

Regional Tourism Satellite Account (RTSA) 2023-24 - Gross Regional Product (GRP)

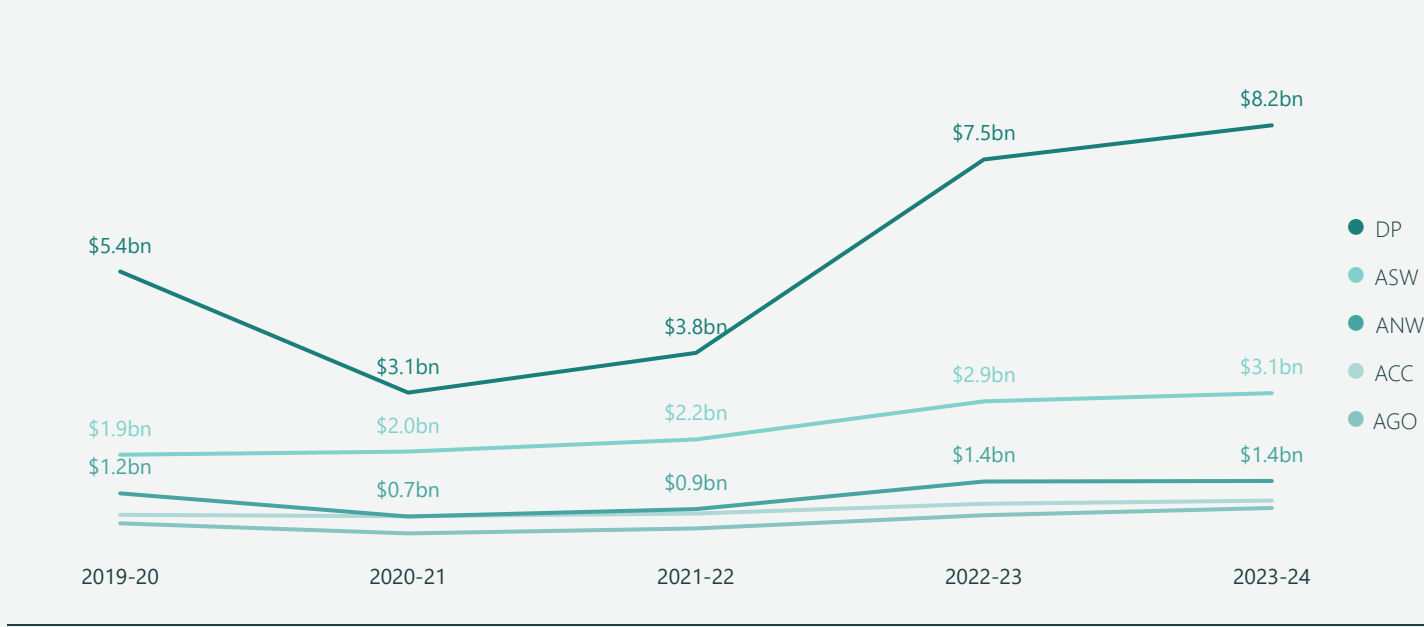
	Direct GRP		Total (Direct + Indirect) GRP	
	Destination Perth (DP)			
	\$4,441	1.4%	\$8,169	2.5%
	\$ million	% of total economy	\$ million	% of total economy
	Australia's North West (ANW)			
	\$842	1.4%	\$1,407	2.4%
	\$ million	% of total economy	\$ million	% of total economy
	Australia's Coral Coast (ACC)			
	\$562	5.3%	\$1,035	9.7%
	\$ million	% of total economy	\$ million	% of total economy
	Australia's South West (ASW)			
	\$1,525	4.8%	\$3,077	9.7%
	\$ million	% of total economy	\$ million	% of total economy
	Australia's Golden Outback (AGO)			
	\$440	1.4%	\$894	2.9%
	\$ million	% of total economy	\$ million	% of total economy
	Regional Western Australia			
	\$3,369	2.6%	\$6,413	4.9%
	\$ million	% of total economy	\$ million	% of total economy
	Western Australia (WA)			
	\$7,810	1.7%	\$15,925	3.5%
	\$ million	% of total economy	\$ million	% of total economy

Note \$1,343 million indirect GRP which is not attributable to a specific region is included in the total GRP for WA.

- In 2023-24, tourism (direct + indirect) in WA was worth \$15.9 billion by GRP, equivalent to 3.5% of WA's total Gross State Product.
- In regional WA, tourism accounted for 4.9% of GRP compared to 2.5% in DP, demonstrating the importance of the tourism industry in Regional WA. This is particularly true for ASW and ACC where tourism accounts for 9.7% of GRP.
- In 2023-24, \$0.40 in every \$1 of WA's total (direct + indirect) tourism GRP was produced in regional WA.
- In 2023-24 each region saw growth in total GRP from the previous year; up (+) 9% in Destination Perth and up (+) 6% in Regional WA.



Total GRP over Time



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

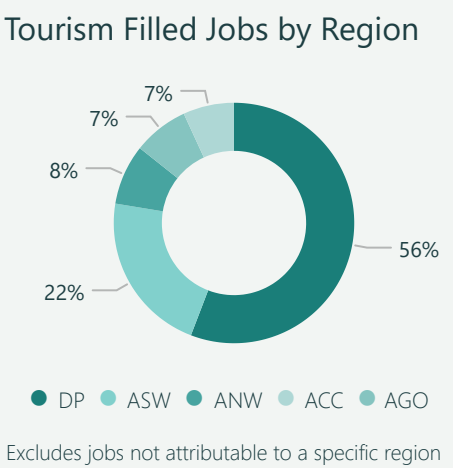
Direct contribution is money spent directly in the tourism industry - with no tourism industry this money wouldn't be generated, or these jobs wouldn't exist.

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.

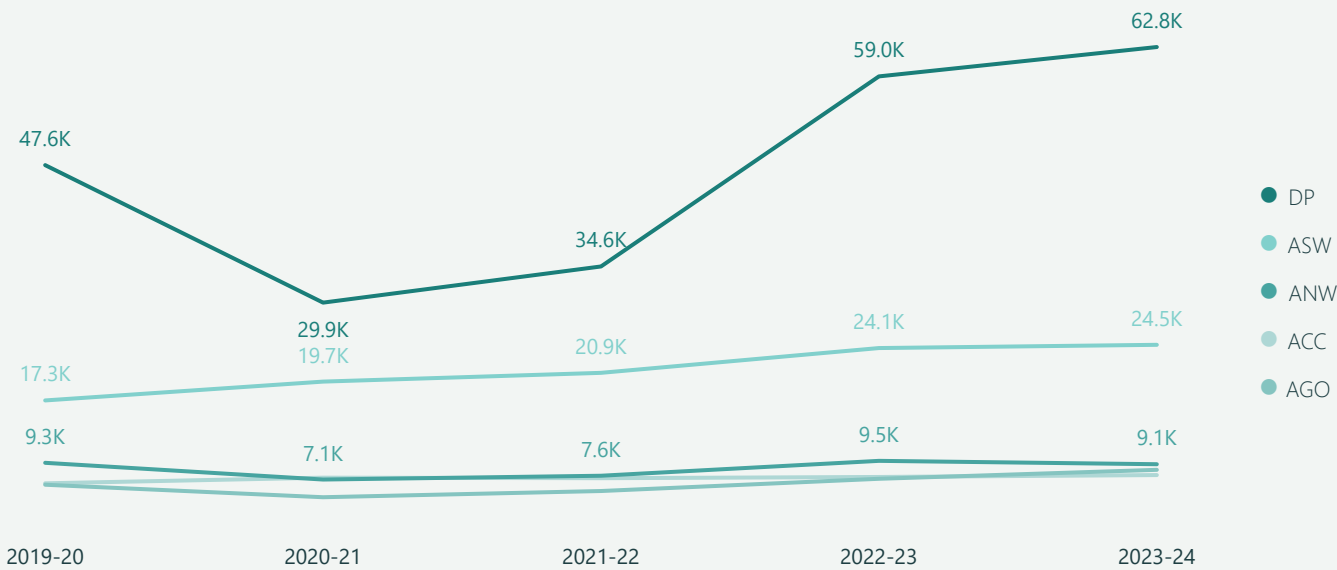
Regional Tourism Satellite Account (RTSA) 2023-24 - Tourism Filled Jobs (jobs)

Direct Jobs		Total (Direct+Indirect) Jobs	
Destination Perth (DP)			
 40,400 Jobs	3.0% % of total economy	62,800 Jobs	4.7% % of total economy
Australia's North West (ANW)			
 5,900 Jobs	8.2% % of total economy	9,100 Jobs	12.6% % of total economy
Australia's Coral Coast (ACC)			
 5,000 Jobs	12.0% % of total economy	7,700 Jobs	18.5% % of total economy
Australia's South West (ASW)			
 15,700 Jobs	10.4% % of total economy	24,500 Jobs	16.3% % of total economy
Australia's Golden Outback (AGO)			
 5,700 Jobs	9.2% % of total economy	8,400 Jobs	13.6% % of total economy
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Regional Western Australia			
 32,300 Jobs	9.9% % of total economy	49,700 Jobs	15.2% % of total economy
Western Australia (WA)			
 72,700 Jobs	4.4% % of total economy	120,100 Jobs	7.2% % of total economy

- In 2023-24, there were 120,100 (direct + indirect) tourism filled jobs in WA, equivalent to 7.2% of WA's total jobs.
- In regional WA, tourism accounted for 15.2% of jobs compared to 4.7% in DP. Tourism accounts for the largest proportion of jobs in ACC (18.5%), followed by ASW (16.3%).
- More than two in five tourism filled jobs were based in regional WA.
- In 2023-24 each region saw growth in tourism filled jobs from the previous year, except for ANW which declined by (-) 5%. Destination Perth was up (+) 6% and up (+) 5% in Regional WA.



Total Tourism Filled Jobs over Time



Note 7,600 indirect jobs which are not attributable to a specific region are included in the total jobs for WA.

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

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

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.

Regional Tourism Satellite Account (RTSA) 2023-24 - Further Information

Source and further information

All data presented in this report is sourced from Tourism Research Australia's (TRA) Regional Tourism Satellite Accounts 2023-24. For more information on the RTSA, and to access reports and data tables for each tourism region in Australia, visit tra.gov.au.

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

About this report

The Regional Tourism Satellite Accounts (RTSA) highlights the importance of tourism to the economy of each tourism region across Australia. The RTSA measures the direct and indirect impact of tourism across a number of measures including Gross Regional Product (GRP), Gross Value Added (GVA), and tourism filled jobs (jobs). The RTSA is based on the same inputs and principles used for the State Tourism Satellite Accounts, also developed by TRA. It should be noted that the sum of tourism regions will not always equate to total Western Australia, due to indirect effects of tourism consumption in Western Australia's tourism regions that are not allocated to a specific tourism region.

A recurring feature of the RTSA 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 RTSA release, therefore the historic data presented in this report (for years 2019-20 to 2021-22) differs from that published in the 2021-22 report. Due to methodological changes, comparisons to results for years prior to 2019-20 is not possible.

This report summarises key findings for Western Australia's five tourism regions from the 2023-24 RTSA, and is considered the most recent and accurate data on tourism's contribution to the WA economy. In this report, "Regional WA" is defined as all tourism regions excluding Destination Perth. For more information on the RTSA, and to access reports and data tables for each tourism region in Australia, visit tra.gov.au.

Western Australia's Tourism Regions

