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## **MEDIA RELEASE**

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Friday 24 April 2015

### **NSW LEADING AUSTRALIA'S TOURISM INDUSTRY**

The latest Tourism Research Australia statistics show NSW continues to lead the nation contributing 50 per cent of Australia's tourism growth over the last 12 months.

The State Tourism Satellite Account 2013-14, published by Tourism Research Australia reports on four key areas: tourism consumption, tourism Gross Domestic/State Product, tourism Gross Value Added and tourism employment to understand the impact of tourism.

Minister for Trade, Tourism and Major Events Stuart Ayres said these results prove once again, NSW is the number one State in the country.

"Total tourism consumption in Australia grew by \$4 billion to reach \$113.3 billion in 2013-14 with NSW delivering an extra \$2 billion, or 50 per cent of that growth," Mr Ayres said.

"The results show NSW continues to lead in terms of tourism contribution to the Australian economy and cements our position as Australia's number one State for tourism and major events.

"It is also pleasing to see around 2,000 extra jobs were created in the tourism sector in 2013-14 bringing direct employment to its highest level since 2011-12.

"The sector now delivers 158,800 direct tourism jobs, which accounts for 4.4 per cent of employed persons, or one in 23 jobs in the State," Mr Ayres added.

Key results from the NSW State Tourism Satellite Account show that:

- NSW received its highest level of tourism consumption, direct tourism Gross Domestic Product, direct tourism Gross Value Add since 2006-07
- International and domestic tourism consumption in NSW grew by 6.1 per cent, above the national average increase of 3.7 per cent, and now stands at \$34.9 billion
- Direct tourism Gross Domestic State Product has reached \$13.9 billion, an increase of 5.5 per cent and direct tourism Gross Value Add rose by 5.3 per cent, exceeding the national average growth rate of 3.4 per cent for both measures.

"These outstanding results demonstrate the progress being made by Destination NSW, our tourism and major events agency, and by our tourism industry in delivering the best results for NSW," Mr Ayres concluded.