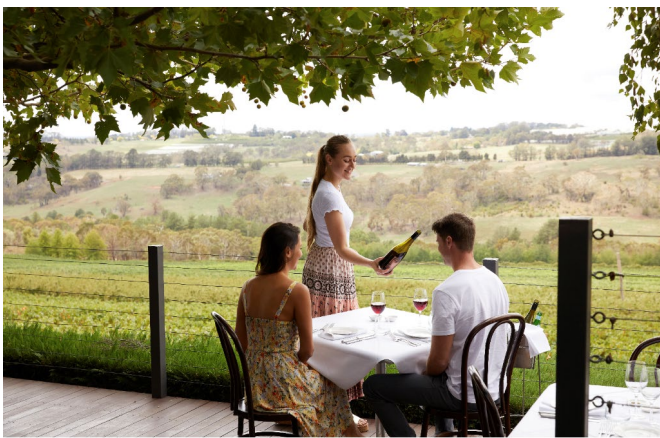


This document provides a summary of tourism's contribution to the economy of NSW based on the following reports from Tourism Research Australia:

- **State Tourism Satellite Account (STSA)** – details the economic contribution of tourism in terms of Employment, Consumption, Gross Value Added (GVA) and Gross State Product (GSP). These indicators are measured in terms of direct and indirect contribution to the economy, with direct contribution being the key measure.
- **Tourism Businesses in Australia** – focusses on tourism business count by employment size, industry type, location and financial performance.

The 2021-22 (Jul 1, 2021 – Jun 30, 2022) edition of STSA captures the impact of COVID-19 as well as the following recovery of the visitor economy during this period.



NOTES

Tourism Consumption is the total value of tourism goods and services consumed by residents and visitors from overseas in Australia.

Gross Value Added (GVA) is total labour income and capital revenue by industry plus net taxes that government receives from production.

Gross State Product (GSP) is the Tourism GVA plus net taxes on products attributable to the tourism industry. As such, it generally has a higher value than tourism GVA. It is the equivalent of a Gross Domestic Product (GDP) but at a state level.

Employed Person – A person aged 15 years or over who, during the reference week worked for one hour or more for pay, profit, commission or payment in kind in a job or business or on a farm, or worked for one hour or more without pay in a family business or on a farm.

More definitions are contained within and at the end this document.

KEY RESULTS

International and domestic border closures and lockdowns continued to have a negative impact on NSW's visitor economy in the second half of 2021. At the beginning of 2022 however, the economy started to recover, aided by the reopening of national borders to international visitors and state/territory borders to domestic visitors. These measures led to a quick turnaround of domestic travel demand and a gradual increase of international travel demand in early 2022.

Tourism is vital to the state economy, contributing billions in revenue and supporting jobs throughout the state. In 2021-22, tourism contributed \$25.1 billion (Tourism Consumption) to the economy and 174,500 filled jobs. NSW experienced a slight drop in tourism consumption and filled jobs, down 1.0 per cent (or \$266 million) and 2.4 per cent respectively as compared to 2020-21.

In 2021-22 tourism made the following contributions to NSW's economy:

Employment

- Tourism filled 174,500 jobs, of which 116,600 jobs were directly filled and a further 57,700 were filled indirectly.

Consumption

- Tourism consumption reached \$25.1 billion. Domestic tourism accounted for \$23.2 billion and international tourism contributed \$2.0 billion.

Gross Value Added (GVA)

- Tourism's GVA was \$17.6 billion. Direct GVA accounted for \$8.8 billion with indirect GVA accounting for a further \$8.8 billion.

Gross State Product (GSP)

- Tourism's GSP contribution was \$20.1 billion. The direct GSP contribution was \$9.6 billion with an indirect contribution of \$10.5 billion.

Tourism Businesses (as of June 2022)

- There were 117,781 businesses involved in tourism in NSW; 66.9 per cent were located in Sydney and 33.1 per cent in regional NSW.



EMPLOYMENT

NSW Tourism Filled Jobs 2021-22

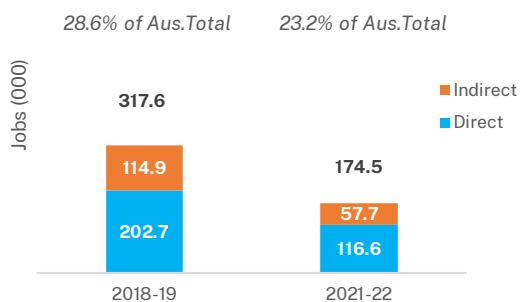
Job Type	Jobs (000s)	Share
Direct	116.6	66.8%
Indirect	57.7	33.1%
Total	174.5*	100%

In 2021-22, total tourism filled jobs (both direct and indirect) in NSW was equal to 174,500 jobs. Employment decreased by 2.4 per cent on the previous year, and was down 45.1 per cent on 2018-19 (pre-COVID).

There were 116,600 direct tourism jobs in NSW, a decrease of 2.9 per cent on the previous year, and down 42.5 per cent on 2018-19.

Indirect tourism added 57,700 jobs, a decrease of 1.7 per cent on the previous year and 49.8 per cent on 2018-19.

Direct and Indirect Contribution of Tourism Filled Jobs in NSW



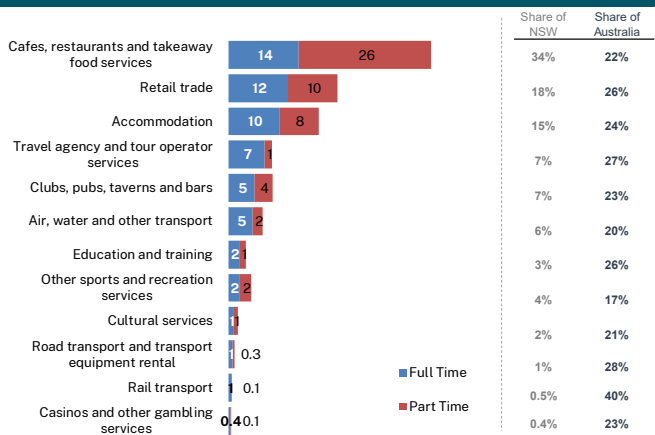
Nationally, NSW had the third highest share of direct tourism filled jobs at 23.3 per cent, following closely behind Queensland (26.8 per cent) and Victoria (24.3 per cent).

Direct Tourism Filled Jobs by Industry

The largest share of direct tourism employment in NSW comes from the *cafés, restaurants and takeaway food services* sector with 39,700 jobs or 34.0 per cent of total state direct tourism employment. Other major contributors to NSW direct tourism filled jobs include the *retail trade* and *accommodation*.

Compared to various industry segments across Australia, NSW's *rail transport* had the largest share (40 per cent) of national direct tourism employment.

NSW – Direct Tourism Employment (000) 2021-22

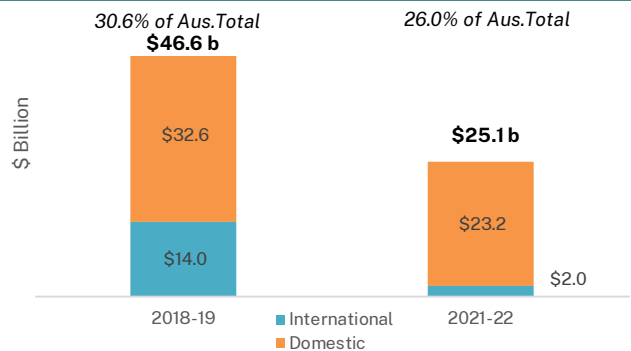


CONSUMPTION

In 2021-22, tourism consumption in NSW was \$25.1 billion. NSW had the second highest share of tourism consumption in Australia at 26.0 per cent. Queensland (27.6 per cent) led the states, with Victoria (21.1 per cent) coming in third.

In 2021-22, tourism consumption in NSW decreased by 1.0 per cent on the previous year. Domestic consumption decreased by 7.4 per cent, however international consumption increased by 407.4 per cent.

NSW Tourism Consumption by International and Domestic Visitors

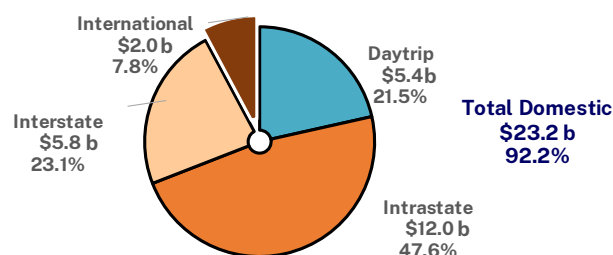


Compared to 2018-19, tourism consumption in NSW has decreased by 46.1 per cent. This is driven by both domestic consumption, which has decreased by 29.0 per cent, and international consumption which had the largest decrease of 86.0 per cent.

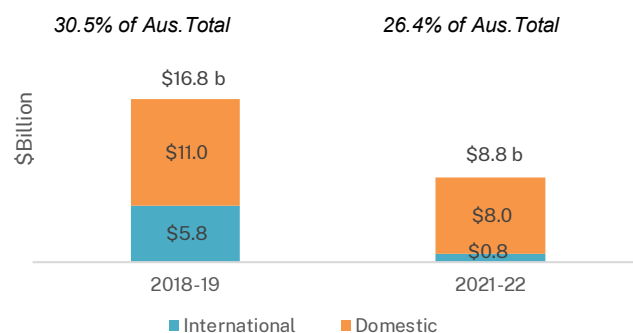
In terms of the domestic market, intrastate travel contributed the most in 2021-22, accounting for 51.6 per cent of total consumption.

When compared to 2018-19, interstate consumption dropped the most, down 38.6 per cent. Day trip consumption went down by 32.2 per cent, while intrastate consumption dropped by 21.5 per cent.

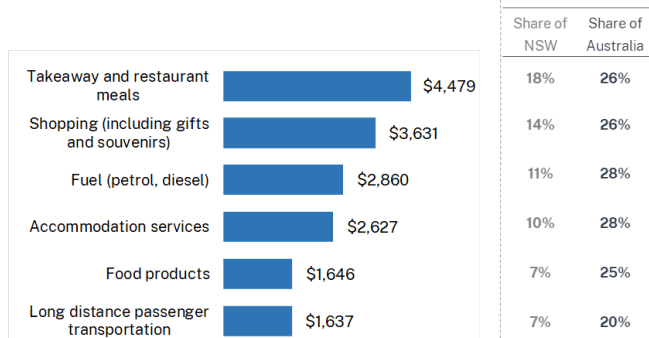
NSW Tourism Consumption by Visitor Source Market 2021-22 (\$ billion)



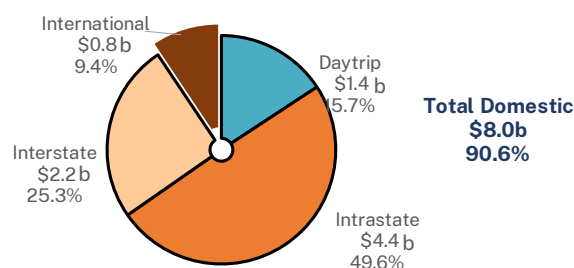
NSW Direct Tourism Gross Value Added by International and Domestic Visitors



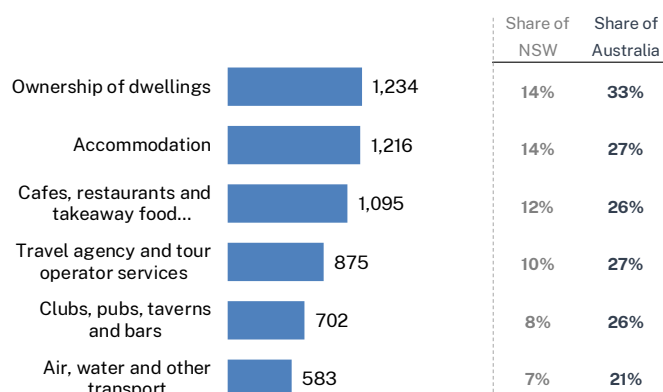
NSW Tourism Consumption by Product 2021-22 (\$ million and share)



NSW Direct Tourism Gross Value Added by Visitor Source Market 2021-22 (\$ billion)



NSW Direct Tourism Gross Value Added by Industry 2021-22 (\$ million and share)



The largest share of tourism consumption in NSW comes from *takeaway and restaurant meals*, valued at \$4.5 billion or 18 per cent of total State tourism consumption. Other major contributors to NSW tourism consumption include *shopping, fuel, accommodation services, food products and long-distance passenger transportation*. Among the top six contributors, *fuel and accommodation services* had the largest share of tourism consumption products in Australia.

GROSS VALUE ADDED (GVA)

In 2021-22, total tourism GVA (both direct and indirect) in NSW was equal to \$17.6 billion, which equates to 26.0 per cent of the national tourism GVA and 2.7 per cent of the total NSW GVA. Direct tourism GVA contributed \$8.8 billion which was the second highest share of national direct tourism GVA at 26.4 per cent. Queensland (28.2 per cent) led the states, with Victoria (20.7 per cent) following in third.

In 2021-22, direct tourism GVA in NSW increased by 7.1 per cent on the previous year. Compared to 2018-19, direct tourism GVA in NSW decreased by 47.8 per cent. Domestic visitation accounted for 90.6 per cent of direct tourism GVA, Intrastate tourism accounted for the largest share of the domestic market.

The largest share of direct tourism GVA in NSW comes from *ownership of dwellings*. The direct GVA contribution of this industry equates to \$1.2 billion or 14.0 per cent of the State direct tourism GVA.

Of the top six industries listed above, the *ownership of dwellings* sectors in NSW has the largest share of these industries in Australia.

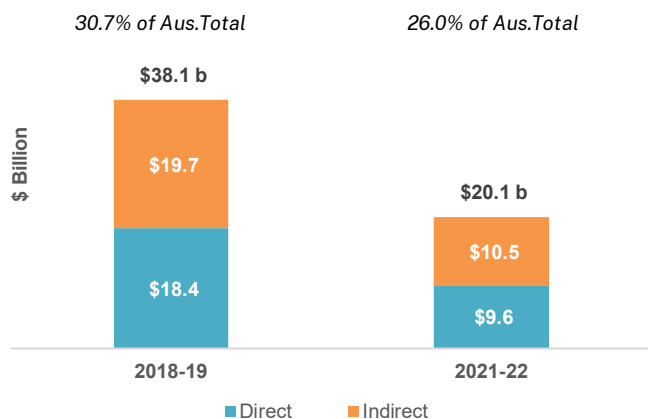
GROSS STATE PRODUCT (GSP)

In 2021-22, total tourism contribution to GSP (both direct and indirect) in NSW was equal to \$20.1 billion, which equates to 26.0 per cent of the national tourism GSP and 2.9 per cent of the total NSW GSP.

Direct tourism contribution to GSP in NSW was \$9.6 billion, recording the second highest share of national direct tourism GSP (26.3 per cent). Queensland (28.3 per cent) led the states, with Victoria (20.7 per cent) following in third.

In 2021-22, direct tourism GSP in NSW recorded an increase, up 8.2 per cent on the previous year. Direct tourism GSP in NSW has decreased by 47.9 per cent as compared to 2018-19.

Direct and Indirect Contribution of Tourism to GSP in NSW



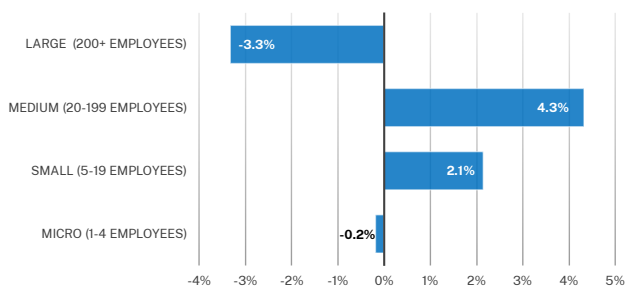
TOURISM BUSINESSES

As of June 2022, NSW had the highest number of tourism businesses nationally (32.9 per cent share), followed by Victoria (31.1 per cent) and Queensland (17.9 per cent).

Over half (54.7 per cent) of NSW tourism businesses were employing businesses and 45.3 per cent were non-employing businesses. When compared to last year, the number of employing businesses increased by 0.8 per cent or 520 businesses.

Nearly two-thirds (62.0 per cent) of the employing businesses in NSW were micro businesses, 30.1 per cent were small, 7.4 per cent were medium and 0.5 per cent were large businesses.

Annual percentage change in businesses by employment size June 2022



NOTES

Tourism business count methodology was developed by Tourism Research Australia with data derived from the ABS' publication 'Count of Australian Businesses Entries and Exits' (ABS Cat. No. 8165.0).

*Totals may be different due to rounding of the number of businesses undertaken in the confidentiality process by the Australian Bureau of Statistics.

DEFINITIONS

Direct Contribution of Tourism – The contribution generated by transactions between the visitor and producer for a good or service that involves a direct physical or economic relationship. For example, a visitor purchasing a meal in a restaurant.

Indirect Contribution of Tourism – The subsequent or flow-on effects created by the requirement for inputs from those industries supplying goods and services to tourists. For example, a restaurant purchasing ingredients in order to make a meal for a paying visitor.

For more detailed information including a more extensive range of definitions and information on how the Tourism Satellite Account is modelled, please see State Tourism Satellite Accounts 2021-22 report at the Tourism Research Australia website at www.tra.gov.au

Tourism Businesses - Sydney and Regional NSW, June 2022

Two in three tourism businesses were located in Sydney while 33.1 per cent were in regional NSW.

	Number of Businesses	Share of NSW Total
Sydney	78,781	66.9%
Regional	39,000	33.1%
Total Tourism in NSW*	117,781	100%

Of the tourism regions in regional NSW, the North Coast had the most tourism businesses, followed by the Hunter and the South Coast.

	Number of Businesses	Share of Regional NSW Total
North Coast NSW	8,316	21.3%
Hunter	7,050	18.1%
South Coast	5,701	14.6%
Central Coast	3,636	9.3%
Central NSW	3,165	8.1%
All other regions	11,132	28.5%
Total Regional NSW	39,000	100%

Tourism Businesses by Industry, June 2022

Cafes, restaurants and takeaway food services had the greatest share of tourism businesses in NSW, followed by taxi transport.

Industry	Number of Businesses	Share of NSW Total
Cafes, restaurants and takeaway food serv	28,908	24.5%
Taxi transport	10,128	8.6%
Cultural services	7,352	6.2%
Accommodation	4,909	4.2%
Clubs, pubs, taverns and bars	3,722	3.2%
All other industries	62,762	53.3%
Total NSW*	117,781	100%