

TOURISM SATELLITE ACCOUNT

Western Australia 2013 – 2014 | FACT SHEET

Produced by Tourism Research Australia (TRA), the State based Tourism Satellite Account (TSA) measures the economic contribution of tourism to the Western Australian (WA) economy. The TSA reports the economic contribution of tourism to the economy in relation to total output, value added and employment. The development of a TSA is necessary because there is no tourism 'industry' identified within the current national accounting framework.

The current TSA is based on 2013-14 financial year data, and is the most recent and accurate data on tourism's contribution to the WA economy.

The key findings are as follows:

- The value of the WA Tourism Industry is \$9.33 billion (by Gross State Product (GSP)).
- The WA tourism industry directly employs 58,000 people and accounts for a further 36,000 indirectly, making a total of 94,000 people in WA employed in the tourism industry.

- The WA tourism industry directly accounts for 1.6% of the State economy by Gross Value Added (GVA), and indirectly a further 1.6%: contributing 3.2% in total.
- The WA tourism industry is an important contributor to the national direct tourism industry, accounting for 10.3% by GVA.

ECONOMIC CONTRIBUTION OF TOURISM TO WESTERN AUSTRALIA IN 2013-14 – GROSS FIGURES FOR TOURISM

	Gross Value Added (\$ billions)	Gross State Product (\$ billions)	Employment
Direct tourism contribution	\$4.10	\$4.47	58,000
Indirect tourism contribution	\$4.15	\$4.86	36,000
Total tourism contribution	\$8.26	\$9.33	94,000



ECONOMIC CONTRIBUTION OF TOURISM TO WESTERN AUSTRALIA IN 2013-14 – PROPORTION OF TOTAL STATE ECONOMY

	Gross Value Added (% of state economy)	Gross State Product (% of state economy)	Employment (% of state economy)
Direct tourism contribution	1.6%	1.7%	4.3%
Indirect tourism contribution	1.6%	1.8%	2.7%
Total tourism contribution	3.2%	3.5%	7.0%

TOURISM'S CONTRIBUTION TO THE WESTERN AUSTRALIAN ECONOMY

The WA tourism industry is a major contributor to the State's Gross Value Added (GVA) and Gross State Product (GSP). In 2012-13:

- Direct tourism GVA was \$4.10 billion, or 1.6% of total GVA generated by all industries in WA.
- Direct tourism GSP was \$4.47 billion, or 1.7% of total GSP generated by all industries in WA.

Indirectly, tourism contributes a further:

- \$4.15 billion of GVA and \$4.86 billion of GSP to the WA economy.

CONTRIBUTION TO TOURISM INDUSTRY BY TOURISM CATEGORY

	WA Direct Tourism GVA (\$ millions)	National Direct Tourism GVA (\$ millions)	State Share of National Direct Tourism GVA
Same day travel	\$393	\$4,509	8.7%
Intrastate	\$1,608	\$13,475	11.9%
Interstate	\$915	\$10,673	8.6%
International	\$1,189	\$11,243	10.6%
Total	\$4,104	\$39,900	10.3%

Intrastate and international visitors to WA contribute most to the state's direct tourism GVA, accounting for 39.2% and 29.0% respectively (while interstate visitors account for 22.3%, and same day travel accounts for 9.6%).

The WA tourism industry accounts for 10.3% of the national direct tourism industry by GVA.

INDUSTRY CONTRIBUTION TO TOURISM

Industry	Direct contribution to WA Tourism GVA (\$ millions)	Direct contribution to WA Tourism GVA (%)
Accommodation, cafés / restaurants / takeaway food services, bars / clubs	\$1,458	36%
Transport	\$948	23%
Retail	\$520	13%
Ownership of dwellings	\$351	9%
Education	\$252	6%
Travel agency and tour operator services	\$216	5%
Entertainment and recreation	\$141	3%
All other	\$217	5%
Total	\$4,104	100%

* Note: Sum of figures may not equal total due to rounding.

INDUSTRY CONTRIBUTION TO WA TOURISM

- The accommodation, cafés / restaurants / takeaway, and bars / clubs sector is the top contributor to the WA tourism industry at 36% of GVA, followed by Transport at 23% of GVA.

COMPARISON WITH 'NON TOURISM' INDUSTRIES

Tourism goods and services fall across several industry sectors (e.g. manufacturing, transport), therefore it is not recognised as an individual sector. Accordingly, while it is not possible to accurately rank tourism in the context of traditional Australian and New Zealand Standard Industrial Classification (ANZSIC) industries, the table below provides an indication of how the tourism industry contributes to the State in terms of GVA in comparison to other key sectors of the economy.

TOURISM WITHIN WA INDUSTRY

Industry	State Share of Total GVA
Mining	31.0%
Construction	12.9%
Professional, scientific and technical services	5.1%
Manufacturing	5.0%
Health care & social assistance	4.6%
Tourism (direct + indirect)	3.2%

TOURISM EMPLOYMENT

The WA tourism industry generates a significant number of jobs within the WA economy, and accounts for 10.8% of persons directly employed in tourism nationally (58,000 compared to 534,000 nationally). In 2013-14, half of tourism employees in WA worked in accommodation, cafés / restaurants / takeaway food services, or bars / clubs:

	Persons directly employed in Tourism in WA	% of WA Tourism employment
Accommodation, cafés / restaurants / takeaway food services, bars / clubs	29,700	51%
Retail trade	9,800	17%
Transport	5,500	9%
Education	4,400	8%
Travel agency and tour operator services	2,900	5%
Entertainment and recreation	2,800	5%
All other	2,500	4%
Total	58,000	100%

TIME SERIES UPDATES

To maximise consistency between annual TSA data and ensure the TSA reflects revisions to input data (including TRA's national and international visitor surveys and the national TSA produced by the ABS), TRA makes minor changes to previous time series estimates as required in each State TSA release. As such, the data presented in this report (for years 2009-10 to 2012-13) may differ slightly from that published in the 2012-13 report.

In 2013-14 an increase in WA's key aggregate measures is evident:

Western Australia – Key Estimates					
Total contribution	2009-10	2010-11	2011-12	2012-13	2013-14
GVA (\$bn)	6.40	6.54	7.49	7.67	8.26
GSP (\$bn)	7.19	7.33	8.44	8.66	9.33
Employment	76,000	79,000	88,000	89,000	94,000

*Source: State Tourism Satellite Accounts 2013-14

For more information please see full report, published on the [Tourism Research Australia website](#).

DEFINITIONS AND EXPLANATORY NOTES

- 1) **Gross State Product (GSP)** – Tourism's contribution to Gross State Product is measured as the output of tourism products by industries less the value of the inputs used in producing these tourism products. Output is measured at purchasers' (market) prices. It therefore includes taxes paid less subsidies received on tourism related products.
- 2) **Gross Value Added (GVA)** – Tourism's contribution to Gross Value Added is the same as tourism's contribution to Gross State Product except output is measured at 'basic prices'. That is, output excludes any taxes on tourism products and is measured before any subsidies on tourism products are deducted. This measure is free of any distortions caused by changes in tax rates or the introduction of new taxes over time.
- 3) **Direct Employment** – is employment in businesses which directly supply goods and services to travellers.
- 4) **Indirect Employment** – is employment in businesses which indirectly supply goods and services to travellers (e.g. manufacturers).