

# 2011-12 TOURISM INDUSTRY PERFORMANCE SCORECARD

Total visitor expenditure 2011-12

Tourism 2020 Potential

Demand drivers

Supply drivers

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Expenditure by state/territory/region		Change on 2010-11
NSW		▲ 3%
Vic		▲ 8%
Qld		▲ 16%
SA		▲ 3%
WA		▲ 18%
Tas		▲ 9%
NT		▲ 9%
ACT		▲ 11%
Capital city		▲ 8%
Regional Australia		▲ 9%

TOTAL VISITOR EXPENDITURE		2011-12 \$ million	Change on 2010-11
		95,007	▲ 8%

Expenditure by purpose		Change on 2010-11
Holiday		▲ 5%
Visiting friends & relatives		▲ 14%
Business		▲ 18%
Employment		▲ 11%
Education (international)		▲ 5%

Day trip expenditure		2011-12 \$ million	Change on 2010-11
		17,544	▲ 16%

Yield per trip		2011-12 \$	Change on 2010-11
International		4,812	▶ 0%
Domestic overnight		677	▲ 3%

Tourism 2020 Potential (overnight visitor expenditure)		2011-12 \$ million	Change on 2010-11
		77,462	▲ 6%

International market share (arrivals)		Change in share on 2010-11
Global share of international travel		▼ Down slightly
Out of region shares		Down in most regions (except for China & Indonesia)

Growing demand (\$) from Asia			2011-12 expenditure (\$ million)	Change on 2010-11
China			3,775	▲ 9%
Japan			1,440	▲ 2%
South Korea			1,293	▲ 2%
Singapore			1,194	▲ 1%
Malaysia			1,025	▲ 2%
India			709	▼ -23%

Growing other international markets (\$)			2011-12 expenditure (\$ million)	Change on 2010-11
UK			2,809	▼ -7%
USA			2,288	▲ 7%
NZ			2,231	▲ 4%
Germany			883	▶ 0%
France			552	▲ 2%
Other markets			5,226	▲ 1%

Growing the domestic overnight market (\$)			2011-12 expenditure (\$ million)	Change on 2010-11
Interstate			27,691	▲ 6%
Intrastate			23,129	▲ 12%
Total domestic overnight			50,820	▲ 9%

Total international market expenditure (Asia & other international)		2011-12 (\$ million)	Change on 2010-11
		26,642	▲ 1%

Digital capability		As at 2010*
On the internet (share)		84%
Transaction-ready (share)		35%
<i>(Indicators are in development)</i>		
*2011-12 data not yet available		

Accommodation		2011-12	Change on 2010-11
Rooms (number)		227,168	▶ 0%
Capital cities (share)*		51%	▲ 1%
Regional (share)*		49%	▼ -2%
Occupancy rates (%)		65.9	▲ 1.1%
Capital cities		75.0	▲ 0.4%
Regional		54.6	▲ 1.8%
*Share of total as at December 2011			

Aviation	

Tourism employment		2011-12	Change on 2010-11
Jobs ('000)		512	▶ 0%
Hours worked (billion hours)		15.8	▶ 0%

**Tourism quality**

T-QUAL Accreditation has endorsed 11 Quality Assurance Schemes to use the T-QUAL Tick.

Approx. 5,000 operators have signed up to date.

*(Indicators are in development)*

Investment (Gross Fixed Capital Formation)			2010-11*	Change on 2009-10
Accommodation & food services (\$m)			3,560	▶ 0%
Transport, postage & handling (\$m)			31,700	▼ -2%
Arts & recreation services (\$m)			3,799	▲ 2%
*2011-12 data not yet available				