

State Tourism Satellite Account 2020-21

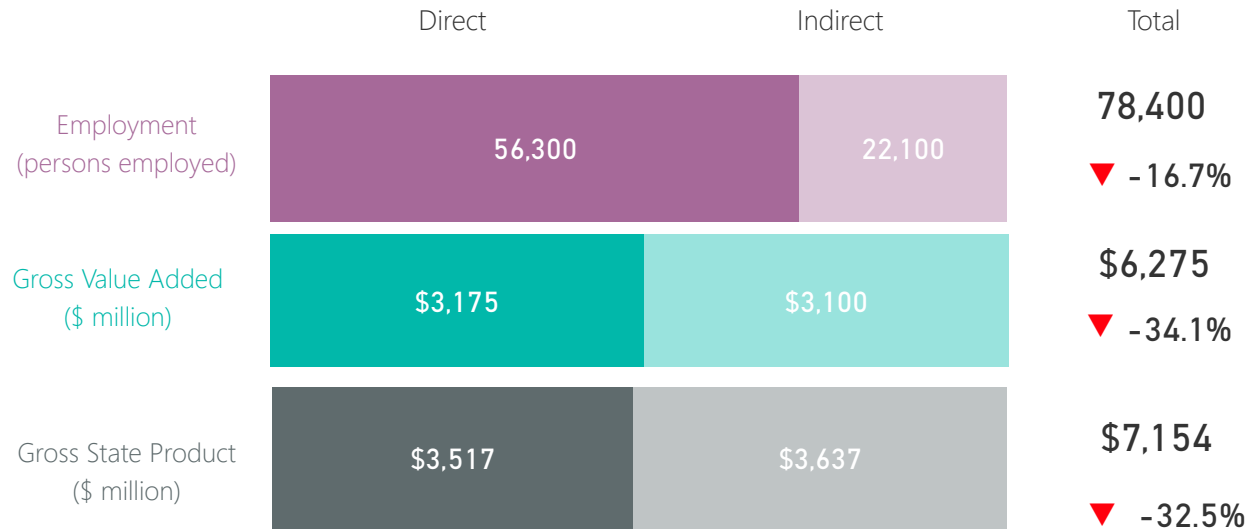
Topline Results for WA

Prepared by Tourism WA Strategy and Research
March 2021



State Tourism Satellite Account (State TSA) 2020-21

Summary of Economic Contribution to Western Australia



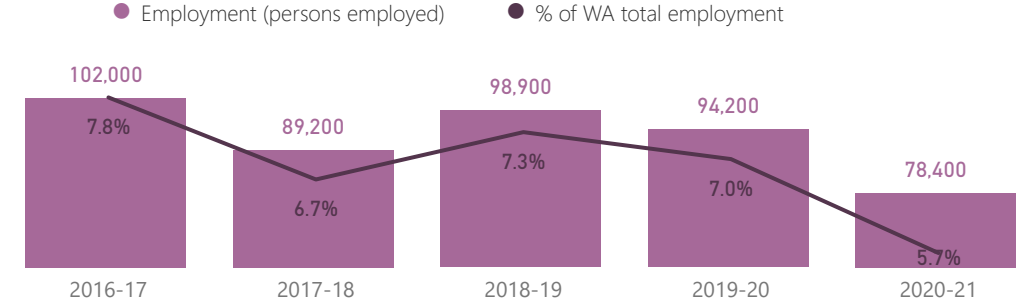
- The WA tourism industry directly employs 56,300 people and accounts for a further 22,100 indirectly, making a total of 78,400 people in WA employed in the tourism industry. Tourism (direct + indirect) contributes 5.7% of WA's total employment.
- The value of the WA tourism industry is \$6.3 billion by Gross Value Added (GVA), contributing 1.8% of WA's total GVA. This is the equivalent of \$7.2 billion by Gross State Product (GSP), contributing 2.0% of WA's total GSP.
- Two thirds (67%) of WA's direct tourism GVA was contributed by intrastate overnight travel, while daytrip visitors accounted for 19%. Interstate visitors contributed 11%, while international visitors contributed 2%.
- The decline in Employment and GVA compared to previous years was due to the decline from interstate and international visitation, impacted by travel restrictions throughout 2020-21.

Employed person is aged 15+ who, during the reference week, worked for one hour + for pay (or similar) in a job, a business or on a farm, or without pay in a family business or farm.

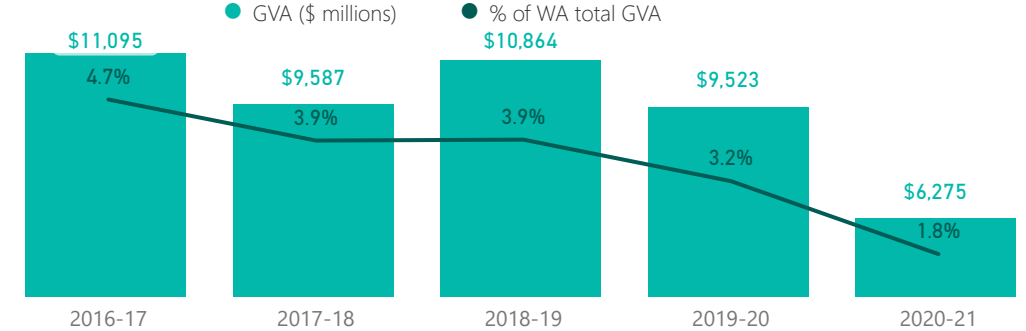
Gross value added (GVA) allows easier comparisons across industries. GVA is the labour income and capital revenue received by the industry from tourism and the net taxes government receives from production.

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

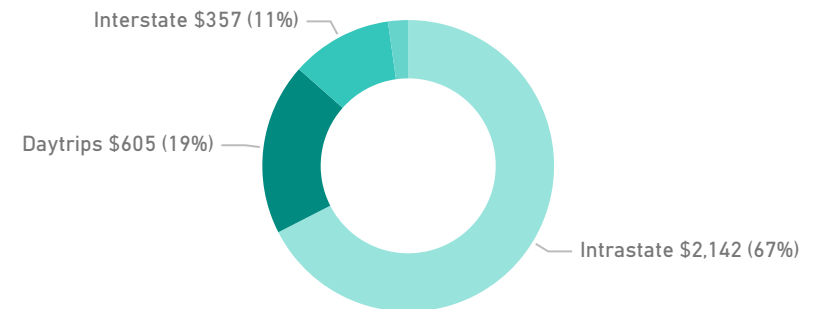
Total Employment Over Time (Direct + Indirect)



GVA Over Time (Direct + Indirect)

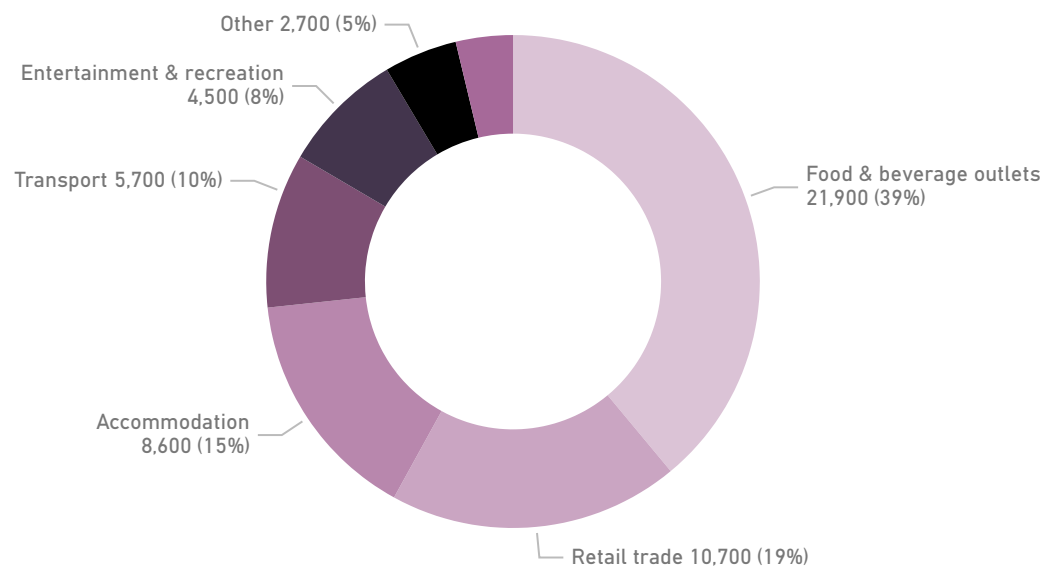


Direct GVA by Source Market (\$ million)

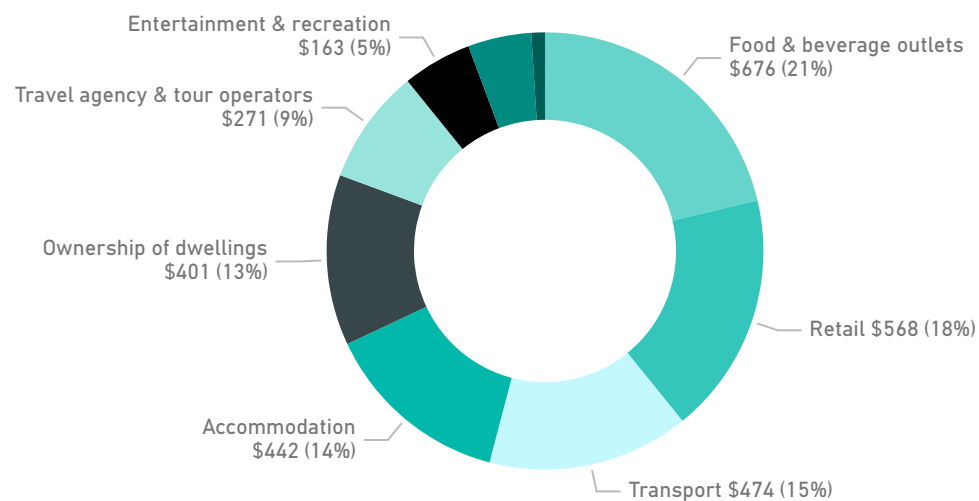


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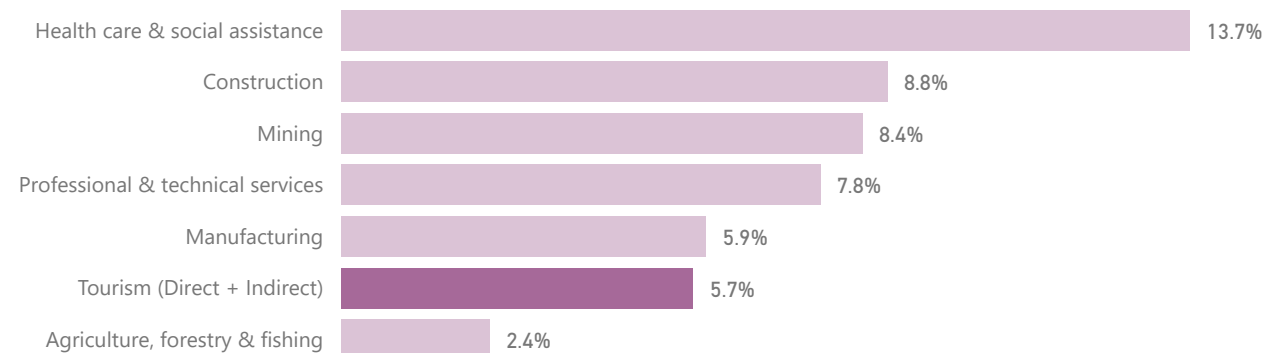
Direct Employment by Industry



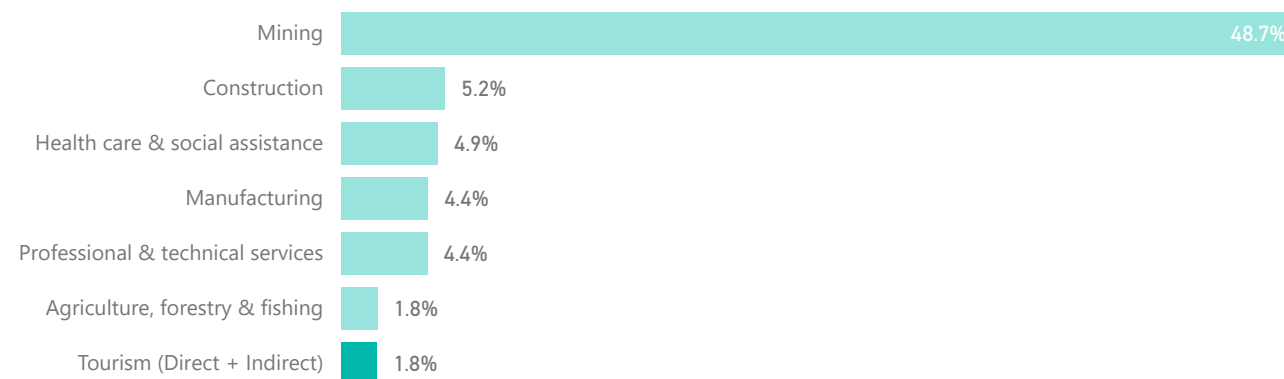
Direct GVA by Industry (\$ million)



Industry Shares of WA's Total Employment



Industry Shares of WA's Total GVA



- The WA tourism industry (direct + indirect) generates a significant number of jobs in the WA economy: 5.7% of the State's employment. Two fifths (39%) of people directly employed by tourism in WA are in the food and beverage sector, with a further 15% in the accommodation sector.

- In 2020-21, WA's tourism industry (direct + indirect) contributed 1.8% to the States GVA. Food and beverage outlets contributed most significantly to WA's direct tourism GVA, followed by retail and transport.

State Tourism Satellite Account (State TSA) 2020-21 - Further Information

About this report

The State Tourism Satellite Accounts (State TSA) report highlights the importance of tourism to each state and territory's economy. The State TSA measures the direct and indirect impact of tourism across a number of measures including Gross State Product (GSP), Gross Value Added (GVA), and employment.

Underpinning these accounts is a framework built on international and domestic tourist spend (sourced from Tourism Research Australia's (TRA) International and National Visitor Surveys), industry statistics, labour force statistics, and national accounts data. The development of a State TSA is necessary because there is no tourism 'industry' identified within the current national accounting framework, due to the sector's diverse products and services.

A recurring feature of the State TSA 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 State TSA release, therefore the historic data presented in this report (for years 2016-17 to 2019-20) differs from that published in the 2019-20 report.

This report summarises key findings for Western Australia (WA) from the 2020-21 State TSA, and is considered the most recent and accurate data on tourism's contribution to the WA economy. COVID-19 and border restrictions caused severe disruption throughout 2020-21. The 2020-21 State TSA is the first to capture the full 12 month impact of COVID-19 on the visitor economy.

Source and further information

All data presented in this report is sourced from TRA State Tourism Satellite Accounts 2020-21. For more information on the State TSA, and to access reports and data tables for each tourism region in Australia, visit [TRAs website](#).

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

Definitions

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

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.

Employed person is aged 15+ who, during the reference week, worked for one hour + for pay (or similar) in a job, a business or on a farm, or without pay in a family business or farm.

International tourists are overseas visitors to Australia who stay for a period of less than 12 months.

Interstate travel is domestic overnight travel where a visitor travels to a state or territory other than that in which they reside.

Intrastate travel is domestic overnight travel where a visitor travels to a location in the state or territory in which they reside.

Daytrip travel is domestic travel involving a round trip distance of at least 50 kilometres and at least four hours, and no nights spent away from home. Same-day travel as part of overnight travel is excluded, as is routine travel such as commuting between work or school and home.

Total contribution of tourism is the sum of direct contribution and indirect contribution

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.

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