Economic contribution of tourism to the NT 2024-25

TOURISM & EVENTS NORTHERN TERRITORY

$2.6 BILLION +13% TOURISM CONSUMPTION IN THE NT

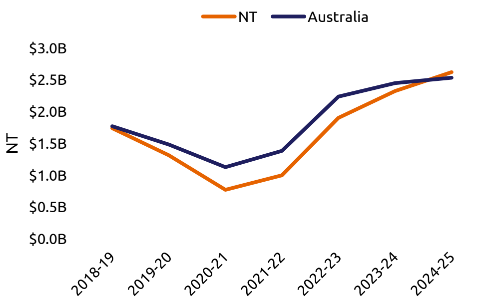
This release reflects revisions to the methodology and model, and alignment to the Domestic Tourism Statistics (DoTS) which replaced the National Visitor Survey (NVS). Tourism Satellite Accounts (TSA) highlight the contribution of tourism to the broader visitor economy. In 2024-25, NT's tourism consumption was $2.6 billion (+13%), outpacing national (+3.4%) when compared to 2023-24. NT was the only jurisdiction to experience a double-digit increase. At a total NT level, tourism employment contributed to 13,600 jobs (+9.9% from 2023-24), representing 8.7% of all filled jobs.

	NT		AUSTRALIA	
	DIRECT	TOTAL	DIRECT	TOTAL
TOURISM FILLED JOBS*	6.4K +9.2% 4.1% of NT filled jobs	13.6K +9.9% 8.7% of NT filled jobs	696K +2.1% 4.4% of total filled jobs	1.17M +2.6% 7.3% of total filled jobs
GVA	$933M +12% 2.8% of GVA	$2.1B +12% 6.3% of GVA	$70B +3.8% 2.7% of GVA	$141B +3.5% 5.4% of GVA
GSP / GSP	$1.1B +13% 3.1% of GSP	$2.3B +12% 6.6% of GSP	$81B +3.8% 2.9% of GDP	$160B +3.5% 5.8% of GDP

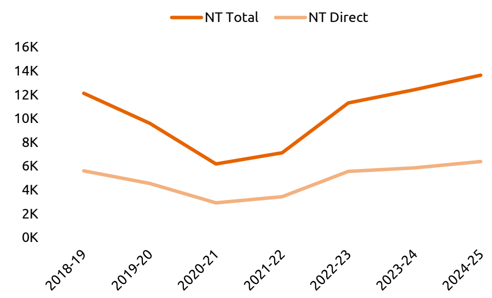
* Indirect jobs account for approximately 53% of tourism filled jobs in the NT

Note: GVA = Gross Value Added, GSP = Gross State Product, GDP = Gross Domestic Product

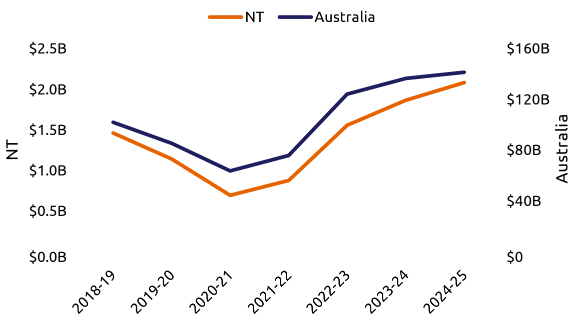
TOURISM CONSUMPTION



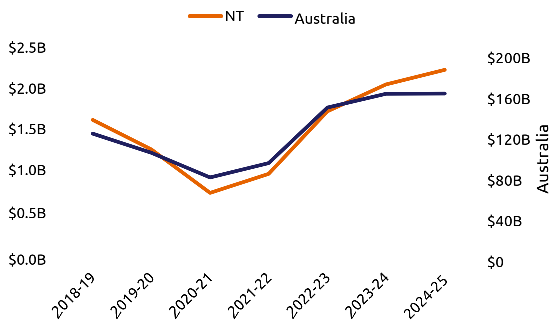
TOURISM FILLED JOBS



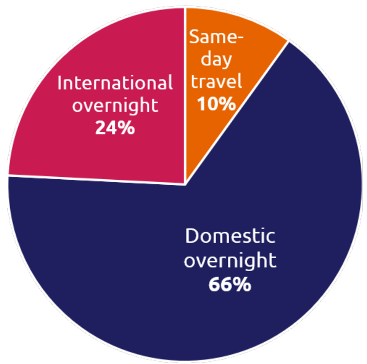
GVA TOTAL



GSP TOTAL



SHARE OF TOURISM CONSUMPTION BY VISITOR TYPE*



*Based on purchaser's prices

DIRECT TOURISM GVA BY SECTOR

TRANSPORT	$384M
ACCOMMODATION	$176M
FOOD SERVICES	$94M
TRAVEL AGENCY/ TOUR OPERATORS	$93M
RETAIL TRADE	$67M
ARTS & AND RECREATION	$57M
EDUCATION AND TRAINING	$50M

Source: State Tourism Satellite Accounts - Tourism Research Australia, 2024-25.

Note: Data on factsheet is rounded, percentage changes are compared to the 2023-24 backcasted results.

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Methodology Change

Tourism Research Australia (TRA) has revised the methodology and model, and aligned to the new DoTS (previously NVS), impacting the National Tourism Satellite Accounts which informs domestic tourism expenditure. The updated methodology also reflects improvements made by the Australian Bureau of Statistics (ABS) to employment ratios for the education, and the sports and recreation industry. Collectively, these changes have had a large impact on the NT level results, including a backcast to 2023-24 figures.

The NT's reported figures include the impact of the tourism sector across the rest of Australia. TRA publishes figures that exclude the rest of Australia as the sum of all states and territories would be greater than the total. For more detail on the methodology and results, please refer to TRA's website: State Tourism Satellite Accounts.

Glossary

TSA are used to supplement the system of National Accounts by measuring the economic contribution of tourism. The TSA estimates the worth of the tourism sector by combining the contributions of various goods and services across the economy. This then makes it possible to compare the economic contribution of the tourism industry and its individual sectors to conventional industries.

Filled Jobs: The ABS' "National TSA 2021-22" released in December 2022, included a change in their metric used for reporting employment. The ABS, for the first time, reported tourism filled jobs (sourced from the Labour Account) instead of tourism employment (sourced from the Labour Force Survey). The ABS applied this change because tourism filled jobs provide a more meaningful measure of the tourism workforce. Importantly, tourism filled jobs captures the many secondary jobs that people have in the tourism sector and the highly casualised nature of work within the industry.

Total tourism consumption: Consists of tourism expenditure plus imputed consumption by resident and non-resident visitors on tourism related products, including those sold at prices that are not economically significant.

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, the direct effects of an increase in the number of visitors staying in hotel accommodation are the sales and any associated changes in payments for wages and salaries, taxes and supplies and services. These direct economic impacts are measured according to the TSA framework.

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, in the case of the hotel industry this might include the fresh produce supplied to a hotel and the electricity used. These indirect economic impacts are measured using Input-Output modelling techniques as the TSA framework is not designed to produce such estimates at the state and territory level.

Tourism Gross Domestic Product (GDP): or Tourism Gross State Product (GSP): Tourism GVA plus net taxes on products that are attributable to the tourism industry. As such, it generally has a higher value than tourism GVA. Direct and indirect flow-on GSP are measured separately using the TSA framework and Input-Output modelling techniques, respectively. Combined, they provide an estimate of total tourism GSP.

Tourism Gross Value Added (GVA): Considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government receives from the production, and is measured in basic prices. Direct and indirect flow-on GVA are measured separately using the TSA framework and Input-Output modelling techniques, respectively. Combined, they provide an estimate of total tourism GVA.

Concept of tourism: Tourism is defined differently to other standard industries, such as manufacturing or transport, as it is defined by the nature of the consumer (demand side), rather than the process by which goods or services are produced (supply side). Tourism is a component of many other standard industries, as tourists create demand in a range of industries including accommodation, cafes, restaurants, retail trade and transport.

Basic price: The amount receivable by the producer from the purchaser for a unit of a good or service prior to any additional costs such as net commodity taxes or any margins required to facilitate transfer of the goods and services from the producer to the tourists. These additional costs are paid by consumers but received by other industries (e.g. transport) and government (tax revenue).