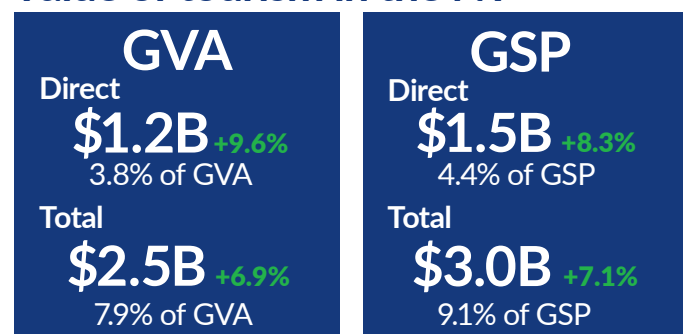


Economic contribution of tourism to the NT 2023-24

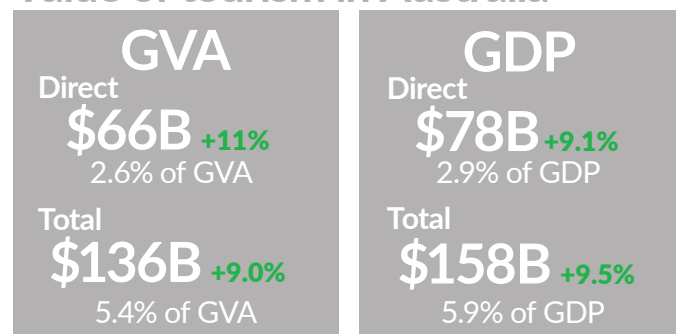
Released May 2025

This release of the 2023-24 results of the Tourism Satellite Account (TSA) highlights the contribution of tourism to the broader visitor economy, with growth in numbers compared to 2022-23. In 2023-24, total tourism Gross Value Added (GVA) in the NT was \$2.5 billion, a 6.9% increase from the previous year, making up 7.9% of the region's total GVA. Tourism employment in the NT also grew to an estimate 8,000 direct filled jobs, up 2.8% from 2022-23. When indirect jobs* are included, at a total level tourism supported almost 17,000 jobs in the NT, up 4.1% from 2022-23.

Value of tourism in the NT

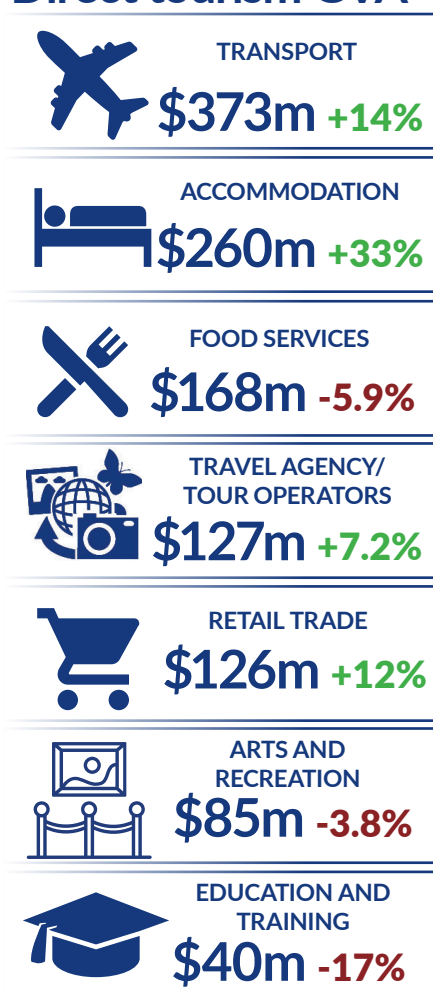


Value of tourism in Australia



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

Direct tourism GVA



Tourism filled jobs in the NT

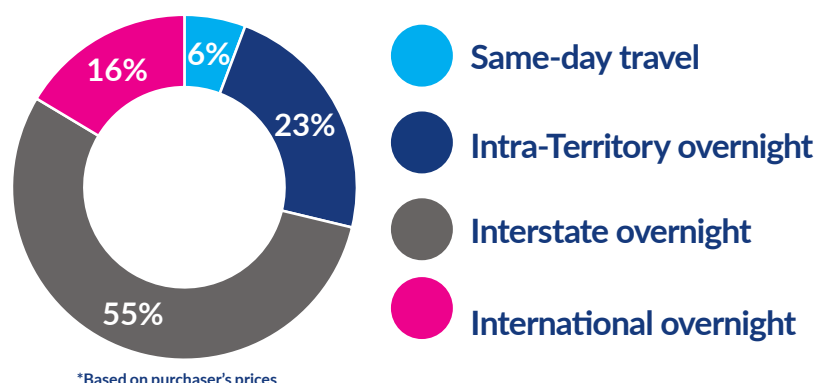


*Indirect jobs account for approximately 53% of tourism filled jobs in the NT.

Tourism consumption in the NT

\$3.7 billion +4.6%

Share of tourism consumption by visitor type*



*Based on purchaser's prices

Data on factsheet is rounded, % change reflects change from the previous results in 2022-23.

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Economic contribution of tourism to the NT 2023-24

Glossary

Tourism Satellite Accounts (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.

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).

Filled Jobs: The Australian Bureau of Statistics (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.

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.

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.

More Information

For more detail on the methodology and results please refer to the full report on Tourism Research Australia's website on the Economic Report page: [State Tourism Satellite Accounts 2023-24](#).