THE VALUE OF TOURISM TO THE RIVERINA MURRAY 2018

Every minute of every day, tourism delivers $3,205 of visitor spend into the Riverina Murray.

That is almost $4.6 million per day!! A value that has grown by 30.6% in the last year alone.

Based on Tourism Research Australia – International & National Visitor Surveys
Tourism delivers 6.0% of our jobs, supports 3,014 businesses and delivers 3.4% of our region’s Gross Value Add which has grown every year since 2010/11 at an average 2.4% pa.

**HOW DOES TOURISM COMPARE WITH OTHER MAJOR INDUSTRIES IN THE REGION?**

The NSW Visitor Economy (3.0% direct share of state total GDP) is worth more than Agriculture, Forestry and Fishing combined (2.0% share of state total) and scores just below Mining (3.2% share of state total) in contribution to NSW.

Tourism in NSW is the 2nd largest NSW industry in terms of exports of merchandise and services (behind Mining and ahead of Manufacturing).

1. Mining ($17.5 billion)
2. Tourism ($13.0 billion)
3. Manufacturing ($9.8 billion)

**EMPLOYMENT DUE TO TOURISM**

Tourism’s DIRECT Contribution to Employment

- FULL TIME: 4,381
- PART TIME: 3,929

Supporting our local economy, Tourism supplies 6.0% of the region’s employment including 8,292 persons who are directly employed and a further 3,032 who are indirectly employed.

There are 3,014 tourism related businesses in the Riverina Murray around 9% of all Regional NSW Tourism businesses.

**BUSINESSES RELYING ON TOURISM**

Economically, these tourism businesses deliver almost $421 million of the (3.4% of region’s Gross Value Add) nearly 90% of which is delivered directly by our Accommodation, Food Service, Retail, Transport and Education establishments.

According to the Deloitte 2015-2020 Tourism Labour Force survey, over 78% of tourism job vacancies are filled by local residents of the area where the business is located.

It is estimated that NSW has a 10% vacancy rate in tourism jobs.

**TOURISM SUPPLY**

Domestic direct inbound seats and flights have decreased in 2018 with a total of 10,289 flights (~4.4% yoy) delivering 459,344 seats (~5.1% yoy).

Note: Gross Value Added (GVA), Tourism Jobs and Businesses and Accommodation are only available by tourism region. GVA was estimated based on visitor expenditure share while Tourism Jobs and Businesses and Accommodation for the DN were estimated based on visitor number share of the tourism regions within each DN.

Sources: Tourism Research Australia, State Tourism Satellite Accounts, 2016-17, Official Airline Guide OAG YE Dec 2018; STR Tourist Accommodation 2018
Sources: Tourism Research Australia, International & National Visitor Surveys

Note: Items with an asterisk (*) are available but not statistically reliable
Travel to the Riverina Murray
Year ended December 2018
For the period of January 2018 to December 2018

Source: Tourism Research Australia, International & National Visitor Surveys