


# Tourism businesses in Australia

Tourism business numbers have remained relatively stable over the period 2022 to 2024.

There were 360,202 tourism-related businesses in June 2024. This was 0.7% higher than June 2023, 11% higher than June 2019 (pre-pandemic), but on par with the all-time high in June 2022.

## Data and definitions

The data and summary information is derived from the ABS Business Register database, based on selected businesses from tourism-related industries as defined in the [ABS Tourism Satellite Account](https://www.abs.gov.au/statistics/economy/national-accounts/tourism-satellite-account/latest-release).

* A tourism characteristic industry is an industry that is reliant on tourism, with at least 25% of its output consumed by visitors (e.g., accommodation).
* A tourism connected industry is an industry where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer, yet do not account for at least 25%t of its consumed output (e.g., automotive fuel retailing).

See: [ABS Tourism Satellite Account Methodology](https://www.abs.gov.au/methodologies/tourism-satellite-account-methodology/2023-24#glossary) for further information.

## Total number of tourism-related businesses

* There were a total of 360,202 tourism-related businesses in Australia in June 2024
* This is a 0.7% increase on last year (June 2023)
* The number of tourism-related businesses has increased by 11% since June 2019
* 13.5% of all Australian businesses are tourism-related

## Number of businesses in tourism characteristic industries

* There were a total of 203.264 tourism-characteristic businesses in Australia in June 2024
* This is a 1.4% increase on last year (June 2023)
* The number of tourism-characteristic businesses has increased by 7.9% since June 2019
* 7.6% of all Australian businesses are tourism-characteristic businesses

## Growth in number of tourism-related businesses

The total number of Australian businesses grew by 12% from June 2019 to June 2024. Total tourism characteristic businesses grew by 8% over this period, while tourism connected businesses grew by 14%.

**Table 1: Number of tourism-related businesses in Australia (June 2024)**

| **Year** | **Tourism characteristic industries**  | **Tourism connected industries**  | **Total tourism-related businesses** |
| --- | --- | --- | --- |
| 2019 | 188,419 | 137,094 | 325,513 |
| 2020 | 193,198 | 139,850 | 333,048 |
| 2021 | 194,935 | 149,110 | 344,045 |
| 2022 | 202,076 | 157,574 | 359,650 |
| 2023 | 200,368 | 157,246 | 357,614 |

## Industries of tourism-related businesses in 2024

Retail trade was the largest tourism-related industry in 2024 and the industry with the highest growth between 2019 and 2024, with 153k businesses in 2024 (42% of total), and 15% growth (20k businesses) from 2019 to 2024.

Cafés and restaurants was the largest tourism characteristic industry in 2024 and the tourism characteristic industry with the highest growth between 2019 and 2024, with 87k businesses (24% of total), and 15% growth (15k businesses) from 2019 to 2024.

**Table 2: Number of tourism-related businesses by industry**

| **Industry** | **Businesses** | **% of all tourism-related businesses** |
| --- | --- | --- |
| Other retail trade (non-fuel retailing) | 153,025 | 42% |
| Cafes, restaurants and takeaway food services | 87,078 | 24% |
| Taxi transport | 35,000 | 10% |
| Cultural services | 20,834 | 6% |
| Other sports and recreation services | 16,434 | 5% |
| Accommodation | 14,099 | 4% |
| Clubs, pubs, taverns and bars | 10,477 | 3% |
| Travel agency and tour operator services | 8,802 | 2% |
| Air and space, water and other transport | 5,856 | 2% |
| Automotive fuel retailing | 3,913 | 1% |
| Motor vehicle hiring | 3,466 | 1% |
| Casinos and other gambling services | 1,218 | 0.3% |

## Tourism-related businesses by size in 2024

4 in 5 (78%) of tourism-related businesses were non-employing (i.e. solo operator) or micro businesses in June 2024. Only 1 in 20 (5%) of tourism-related businesses were medium or large businesses, however this is a higher proportion than that of all Australian industries (3%).

**Table 3*:* Number of tourism-related businesses by industry**

| **Year** | **Tourism characteristic industries**  | **Tourism connected industries**  |
| --- | --- | --- |
| Non-employing | 179,208 | 50% |
| Micro (1-4 employees) | 100,492 | 28% |
| Small (5-19 employees) | 60,897 | 17% |
| Medium (20-199 employees) | 18,568 | 5% |
| Large (200+ employees) | 1,037 | 0.3% |

## Tourism-related businesses by turnover in 2024

Almost half (49%) of tourism-related businesses had a turnover of under $200k, while 1 in 20 (5%) of tourism-related businesses had a turnover of more than $5 million. For context, 57% of all Australian businesses had a turnover under $200k while only 4% had a turnover over $5 million.

**Table 4: Number of tourism-related businesses by annual turnover**

| **Annual Turnover range** | **Businesses** | **% of all businesses** |
| --- | --- | --- |
| $0 to $50 thousand | 84,850 | 24% |
| $50 thousand to $200 thousand | 90,391 | 25% |
| $200 thousand to $2 million | 141,104 | 39% |
| $2 million to $5 million | 25,528 | 7% |
| $5 million to $10 million | 9,455 | 3% |
| $10 million + | 8,869 | 2% |

## Location of tourism-related businesses in 2024

7 in 10 (70% or 253k) of tourism-related businesses are in Australia’s capital cities and the Gold Coast. 3 in 10 (30% or 107k) are in regional Australia, with the proportion of tourism-related businesses in regional areas increasing from 28% to 30% between 2019 and 2024. NSW has the largest share of tourism-related businesses with 1 in 3 (33% or 118k) of all tourism-related businesses in Australia.

| **State/territory** | **Businesses and % of all businesses** | **Capital city businesses and % of all businesses** | **Regional businesses and % of all businesses** |
| --- | --- | --- | --- |
| NSW | 118,000 (33%) | 80,000 (22%) | 38,000 (11%) |
| Vic | 111,000 (31%) | 82,000 (23%) | 30,000 (8%) |
| Qld | 65,000 (18%) | 42,000 (12%) | 23,000 (6%) |
| WA | 31,000 (9%) | 26,000 (7%) | 6,000 (2%) |
| SA | 20,000 (6%) | 15,000 (4%) | 6,000 (2%) |
| Tas | 7,000 (2%) | 4,000 (1%) | 3,000 (1%) |
| ACT | 5,000 (1%) | 5,000 (1%) | 0 |
| NT | 3,000 (1%) | 2,000 (0%) | 1,000 (0%) |

## Further information

For more information and data tables, visit <http://www.tra.gov.au/en/economic-analysis/tourism-businesses>. Published March 2025. Data may not sum to 100% for all measures due to rounding.

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