



Tourism Businesses in Australia

June 2024



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.

All tourism-related businesses



Total businesses
360,202



Change vs last year
+0.7%



Change vs pre-pandemic
+11%



% of all Australian
businesses
13.5%

Businesses from tourism characteristic industries



Total businesses
203,264



Change vs last year
+1.4%



Change vs pre-pandemic
+7.9%



% of all Australian
businesses
7.6%

Data sources 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](#).

A **Tourism characteristic industry** is an industry that is reliant on tourism, with at least 25 per cent of its output consumed by visitors. For example: accommodation.

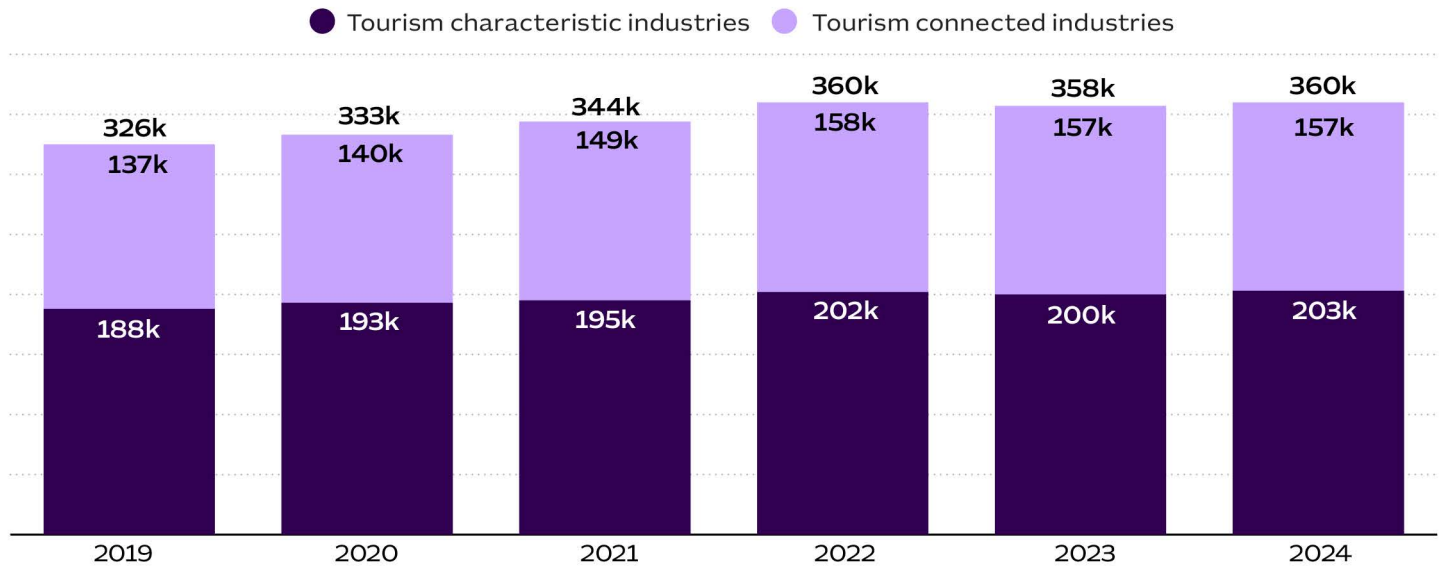
A **Tourism connected industry** is an industry where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer, yet do not account for at least 25 per cent of its consumed output. For example: automotive fuel retailing.

See: [ABS Tourism Satellite Account Methodology](#) for further information.



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%.

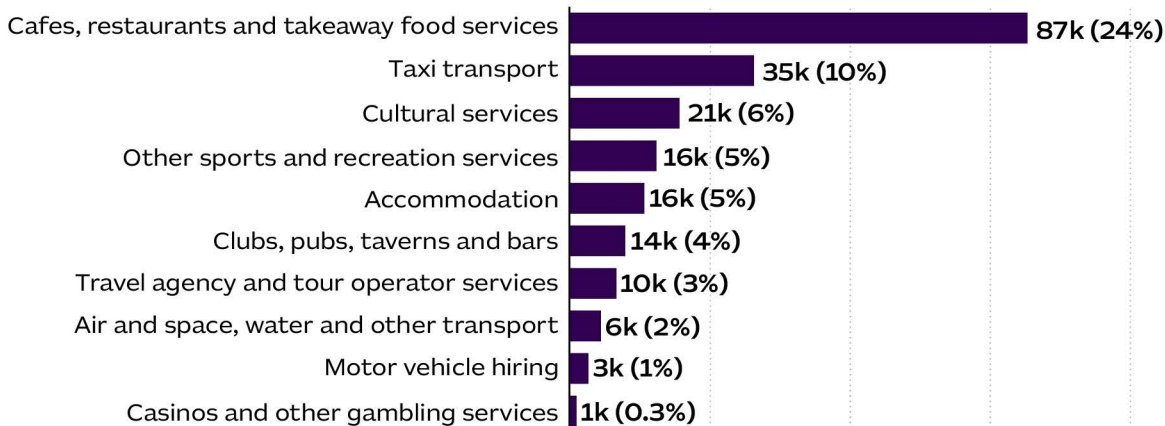


Industries of tourism-related businesses in 2024

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.

Tourism-characteristic industries



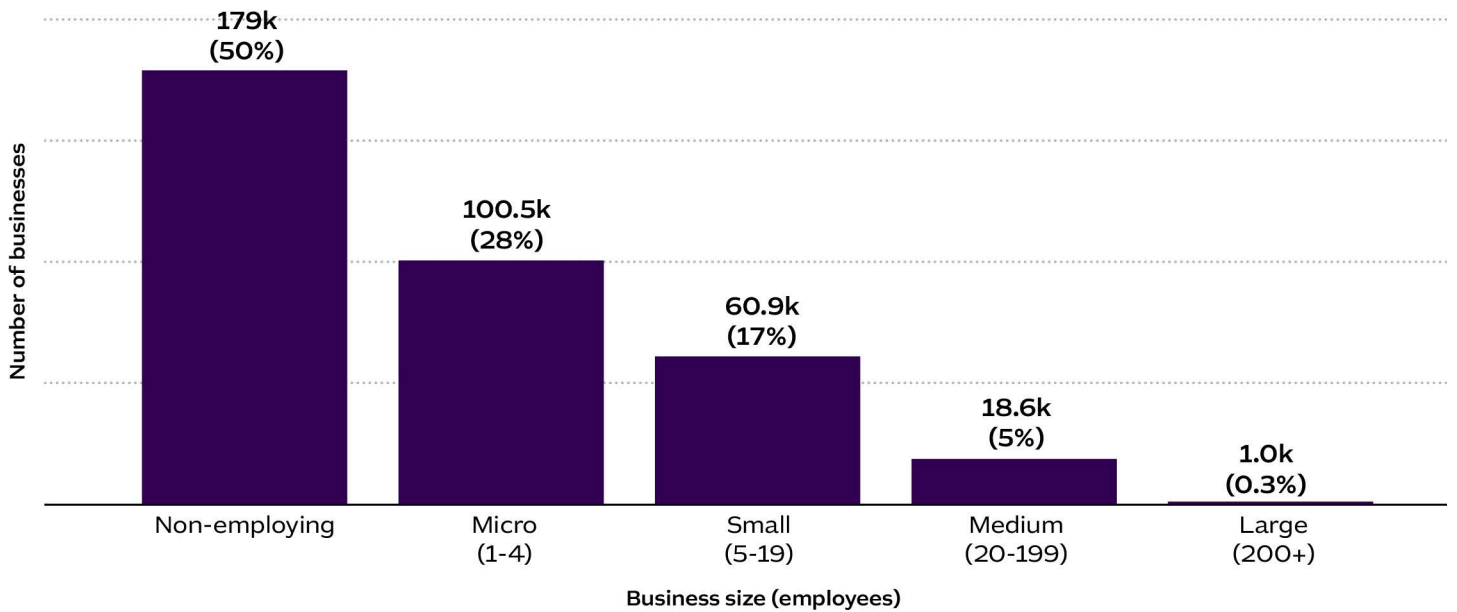
Tourism-connected industries





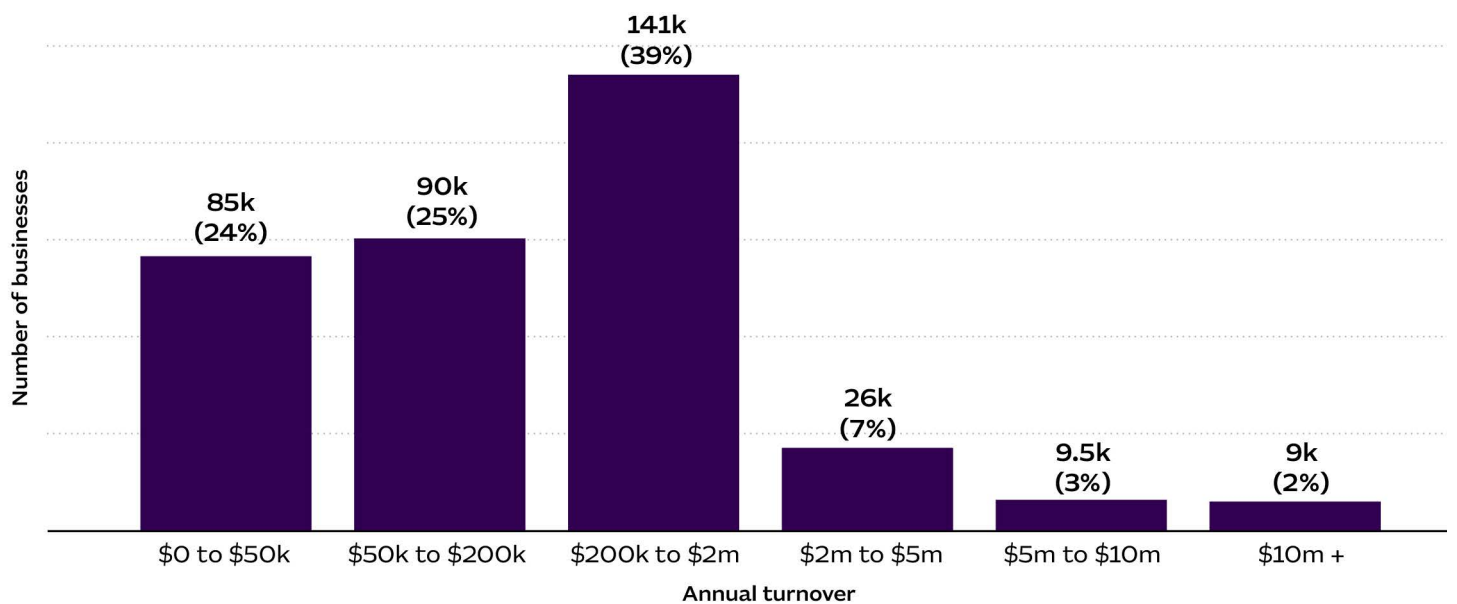
Tourism-related businesses by size in 2024

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%).



Tourism-related businesses by turnover in 2024

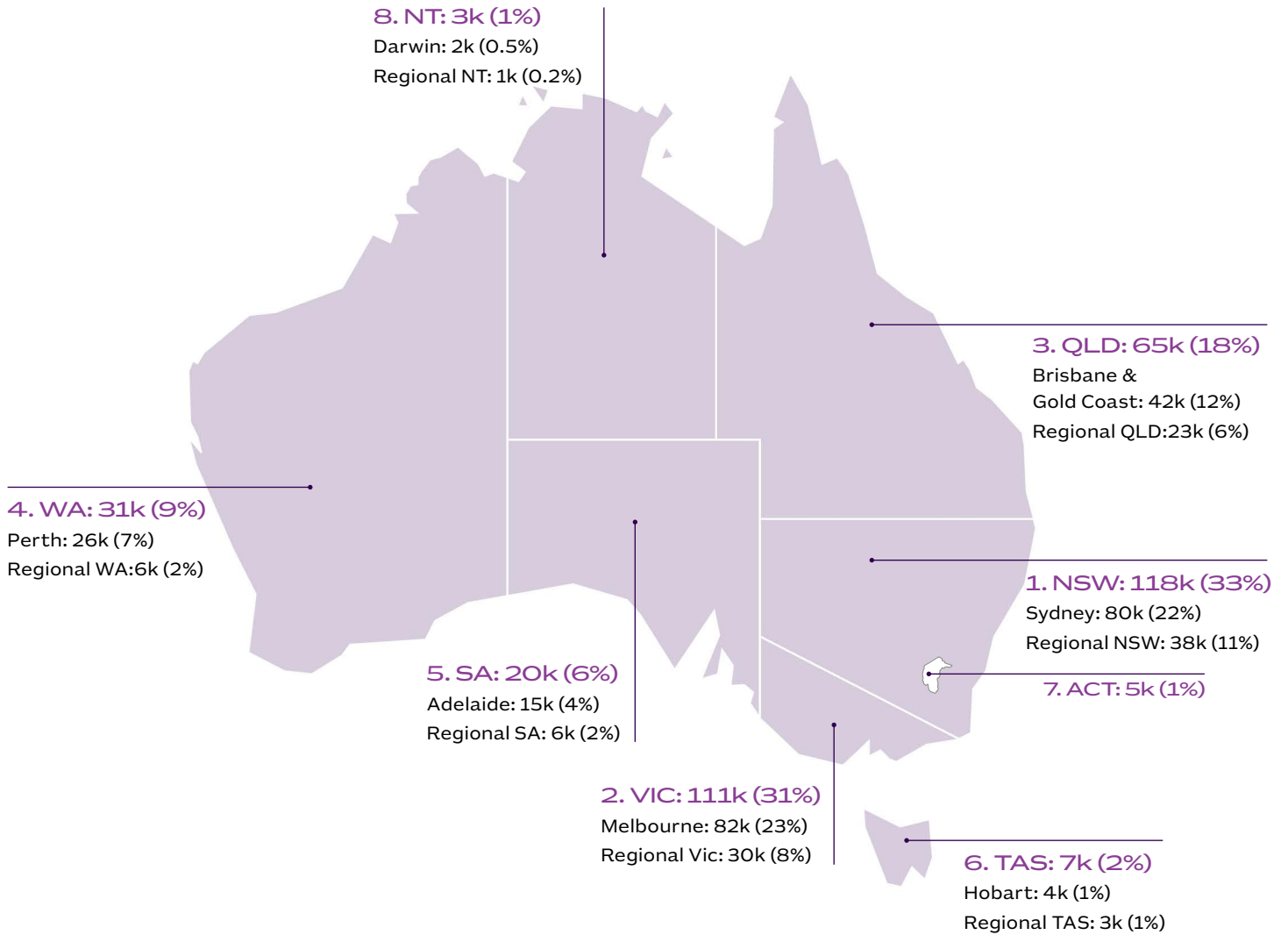
Almost half (49%) of tourism-related businesses had a turnover of under \$200k, while 1 in 20 (5%) of tourism-related businesses had a turnover of more than \$5 million. For context, 57% of all Australian businesses had a turnover under \$200k while only 4% had a turnover over \$5 million.





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.



Note: region’s % of all tourism-related businesses shown in brackets. Rank of state by number of tourism-related businesses is shown before state title (e.g. NSW has the highest number of businesses)

Further information

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

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

Web: www.tra.gov.au

Enquiries welcome at: tourism.research@tra.gov.au