State Tourism Satellite Account 2024-25

Date released: 28 July 2026

Summary of outcomes

Following several years of strong post-pandemic growth, South Australia's visitor economy stabilised in 2024–25. While domestic overnight visitor expenditure softened, continued growth in tourism employment, Gross Value Added (GVA) and international spend supported a modest increase in the industry's overall economic contribution.

In 2024-25 there were 39,200 direct tourism jobs in South Australia. This was an increase of 560 jobs compared to the previous period. In 2024-25 there were an additional 30,700 people indirectly employed in tourism, bringing the total number of people employed in tourism to 69,800.

Tourism directly contributed $4.5 billion to Gross State Product (GSP) in 2024-25. This was a 2.2 per cent increase compared to 2023-24.

In 2024-25 tourism directly contributed $3.8 billion in GVA and an additional $3.8 billion in indirect GVA. Direct GVA increased 2.4 per cent from 2023-24.

South Australia	2024-25 Results	Change from 2023-24
Tourism GSP ($B)		
Direct	4.5	2.2%
Indirect	4.2	0.9%
Total tourism GSP	8.7	1.6%
Total state GSP	158	5.0%
Tourism's direct share of total state GDP (%)	**2.9%**	**-0.1%**
Tourism GVA ($B)		
Direct	3.8	2.4%
Indirect	3.8	0.7%
Total tourism GVA	7.6	1.5%
Total state GVA	146	5.0%
Tourism's direct share of total state GVA (%)	**2.7%**	**0.0%**
Tourism Employment (000s)		
Direct	39.2	1.4%
Indirect	30.7	3.6%
Total tourism employment	69.8	2.4%
Total state employment	1064	1.0%
Tourism's direct total state employment share (%)	**3.7%**	**0.0%**

The Tourism Satellite Account for South Australia includes an estimate of 'tourism consumption,' which is different from the estimates of expenditure published by the SATC and included in the 2030 South Australian Visitor Economy Sector Plan. Tourism consumption includes other expenditure data, such as outbound (Australian residents spending before and after they return from an overseas holiday) and actual and imputed rent on holiday houses. The South Australian Tourism Commission will continue to focus on using total tourism expenditure ($12.8 by 2030) as a basis for future planning.

Background

The Australian Bureau of Statistics (ABS) has been producing the Australian Tourism Satellite Account since 2000. The State Tourism Satellite Account provides information about the economic value of the tourism industry at the state and territory level.

The tourism industry is an important contributor to the Australian economy, however, up until this time, the System of National Accounts did not capture tourism as a single industry because of tourism's diverse range of products and services. Consequently, Tourism Satellite Accounts are used to supplement the System of National Accounts by consolidating these different sources into a single 'satellite' industry of 'tourism'. The Tourism Satellite Accounts have been recognised internationally as the best method for measuring the direct contribution of tourism to the economy on a comparable basis with other 'traditional' industries.

Tourism Research Australia uses the National Tourism Satellite Account as the basis for modelling the State Tourism Satellite Accounts which provide an insight to the economic value of the tourism industry in each Australian state and territory.

This fact sheet summarises the outcomes of the 2024-25 State Tourism Satellite Account for South Australia released on the 28 July 2026. This report can be found at: https://tourism.sa.gov.au/insights/south-australian-visitor-economy

Data Revisions

A recurring feature of the State Tourism Satellite Accounts (STSA) is that historical estimates for previous years are revised.

The 2024–25 STSA results incorporate a major methodological update, including the introduction of TRA's new Domestic Tourism Statistics (DoTS), revisions to the ABS National Tourism Satellite Account (NTSA), and a new sub-national model. These changes have resulted in revisions to historical tourism estimates, with data back cast to 2018–19 to support trend analysis. While results are not directly comparable with previous releases, the new framework provides more accurate, flexible and timely tourism economic estimates, along with enhanced reporting on tourism employment by gender and industry.

Explanation of Selected Terms

Direct Economic Contribution
Money spent directly in the tourism industry – without a tourism industry in South Australia this money wouldn't be generated, or these jobs wouldn't exist.

Indirect Economic Contribution
The flow-on effect of the tourism industry. In South Australia, for every dollar spent in the tourism industry, an additional 81 cents were spent elsewhere in the economy.

Tourism Consumption
The total value of tourism goods and services consumed by residents and visitors from overseas in Australia. It includes household, business and government tourism consumption. It represents the price paid by the visitor (which therefore includes taxes and subsidies) and is measured in purchasers' prices.

Tourism Expenditure
Tourism expenditure relates to actual expenditure made by, and on behalf of, travellers during a trip. It includes airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip. It does not include imputed expenditures or spending by outbound travellers and is therefore distinct from tourism consumption. The South Australian Tourism Commission goals are based on tourism expenditure not consumption.

Tourism Output
The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products. Direct and indirect flow-on outputs are measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism output.

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 Gross Value Add are measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism Gross Value Add.

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 Gross Value Add. Direct and indirect flow on Gross State Product is measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism Gross State Product.