



AUSTRALIAN CAPITAL TERRITORY TOURISM BUSINESS COUNT & EMPLOYMENT ATLAS



Tourism & Transport Forum (TTF) is proud to present the Australian Capital Territory edition of our popular and respected tourism employment atlas to help inform decision makers, business leaders and the community about the value of tourism to the Australian Capital Territory economy. In addition to its current contribution, tourism has been identified as a ‘super-growth’ industry that can provide future job and business opportunities across the territory and help to deliver prosperity around Australia.

The Australian Capital Territory Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Australian Capital Territory electorates. We hope the Atlas will help reinforce the importance of tourism and the visitor economy to every part of the territory.

Margy Osmond
Chief Executive Officer

Image Credits: National Gallery of Australia, Canberra, ACT – Tourism Australia | The Aboriginal Memorial at the National Gallery of Australia, Canberra, ACT – Tourism Australia | Hot air ballooning, Canberra, ACT – Tourism Australia | National Museum of Australia, Canberra, ACT – Tourism Australia | Floriade, Canberra, ACT – Floriade Australia | Australian War Memorial, Canberra, ACT – Tourism Australia | Parliament House forecourt, Canberra, ACT – Tourism Australia

Note: Figures in all tables are rounded to the nearest hundred, so some figures may not sum to totals. Results less than 100 are not reported.

Table 1: Tourism employment in the Australian Capital Territory	
Industry	Tourism employment
Accommodation	1,500
Cafes, restaurants and takeaway food services	2,800
Clubs, pubs, taverns and bars	600
Rail transport	-
Road transport and transport equipment rental	400
Air, water and other transport	400
Travel agency and tour operator services	400
Cultural services	200
Casinos and other gambling services	-
Other sports and recreation services	300
Retail trade	1,900
Education and training	1,000
All other industries	400
TOTAL	9,700

Source: Tourism Satellite Accounts 2015/16 Table 7

Table 2: Electorates with the highest intensity of tourism employment		
Electorate	Tourism employment	% of total employment
Ginninderra	2,000	5.2%
Yerrabi	2,400	5.0%
Murrumbidgee	1,900	4.9%

Source: TTF calculations, Tourism Satellite Accounts 2015/16, Census 2016.

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AUSTRALIAN CAPITAL TERRITORY ELECTORAL DISTRICTS

Table 3: Tourism employment and businesses by State Electorate				
State Electorate	Tourism employment	% of electorate employment	Tourism related businesses	% of electorate businesses
Brindabella	1,700	4.6%	500	16.9%
Ginninderra	2,000	5.2%	600	19.3%
Kurrajong	1,900	4.4%	1,800	19.5%
Murrumbidgee	1,900	4.9%	800	16.8%
Yerrabi	2,400	5.0%	900	17.8%

Source: ABS unpublished business counts data, Tourism Satellite Accounts 2015/16, Census 2016, TTF calculations.

Note: tourism business as per Appendix 1 ANSIC codes - Tourism Satellite Accounts 2015/16.

