



NEW SOUTH WALES TOURISM BUSINESS COUNT & EMPLOYMENT ATLAS



Tourism & Transport Forum (TTF) is proud to present the New South Wales 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 New South Wales 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 state and help to deliver prosperity around Australia.

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

Margy Osmond
Chief Executive Officer

Image Credits: Taronga Zoo, Sydney, NSW – Karen Gallagher | Bluesfest, Byron Bay, NSW – Tourism Australia | Wolgan Valley Resort – Tourism Australia | ATE Sydney 2017 – Tourism Australia | Queen Victoria Building, Sydney, NSW – Tourism Australia | Sculpture by the Sea, Bondi, NSW – Tourism Australia | Royal Easter Show, Sydney, NSW – Royal Agricultural Society of NSW

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 New South Wales	
Industry	Tourism employment
Accommodation	22,600
Cafes, restaurants and takeaway food services	45,600
Clubs, pubs, taverns and bars	9,200
Rail transport	1,200
Road transport and transport equipment rental	6,000
Air, water and other transport	9,900
Travel agency and tour operator services	8,800
Cultural services	3,400
Casinos and other gambling services	500
Other sports and recreation services	4,800
Retail trade	30,900
Education and training	13,900
All other industries	7,100
TOTAL	164,000

Source: Tourism Satellite Accounts 2015/16 Table 7

Table 2: Electorates with the highest intensity of tourism employment		
Electorate	Tourism employment	% of total employment
Sydney	4,200	7.3%
Ballina	2,100	6.8%
Tweed	2,000	6.8%
Bega	1,700	6.7%
Rockdale	2,800	6.6%
Port Macquarie	1,800	6.5%
Kogarah	2,800	6.5%
Coffs Harbour	1,900	6.4%
Heffron	3,500	6.4%
South Coast	1,500	6.3%

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

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NEW SOUTH WALES ELECTORAL DISTRICTS

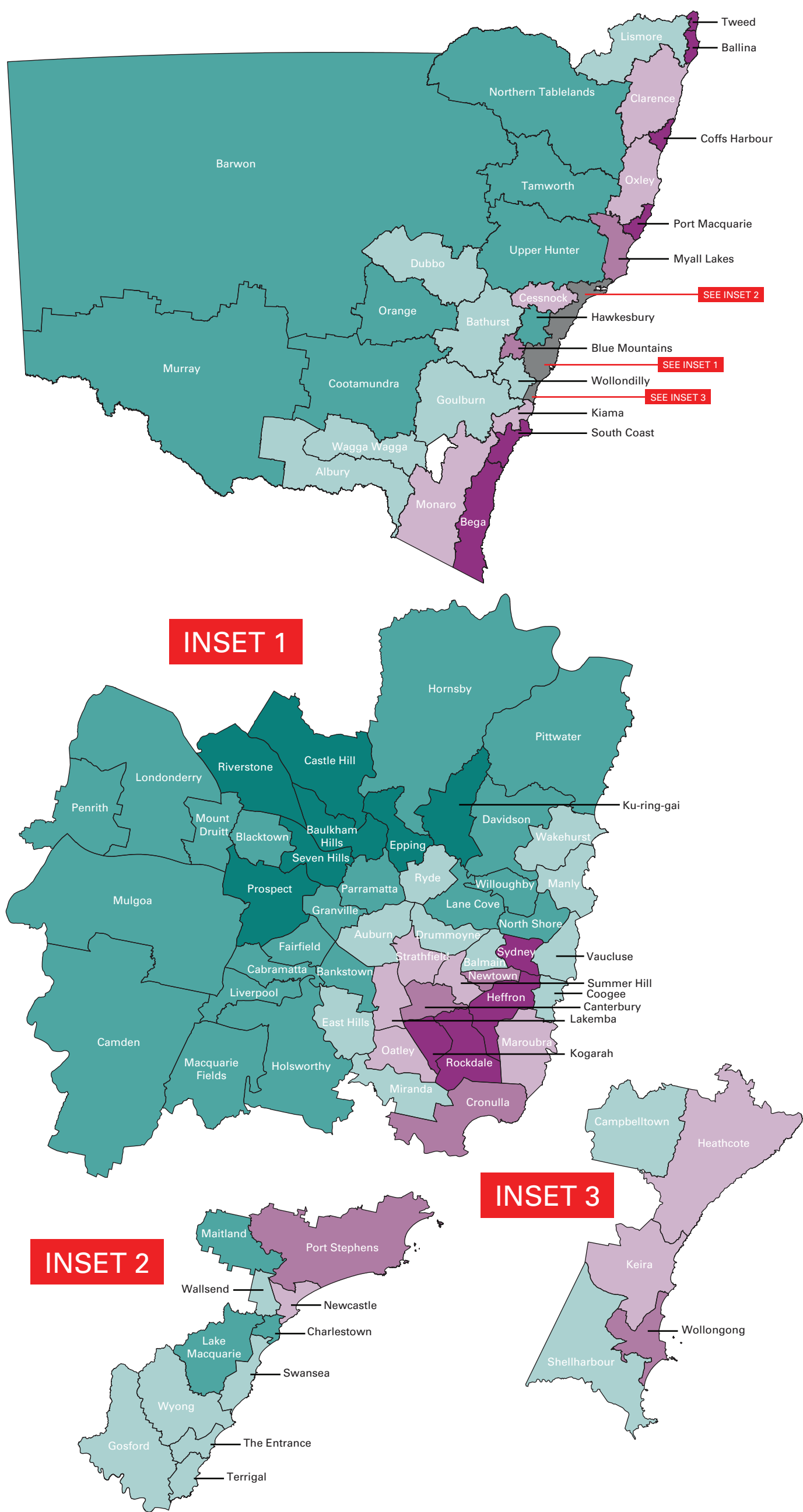


Table 3: Tourism employment and businesses by State Electorate

State Electorate	Tourism employment	% of electorate employment	Tourism related businesses	% of electorate businesses
Albury	1,700	4.9%	1,300	18.7%
Auburn	2,100	5.0%	2,100	20.5%
Ballina	2,100	6.8%	1,700	21.1%
Balmain	2,200	4.9%	2,200	21.5%
Bankstown	1,300	4.4%	1,600	23.1%
Barwon	1,300	4.2%	1,200	18.7%
Bathurst	1,600	4.8%	1,100	18.2%
Baulkham Hills	1,500	3.8%	1,600	16.8%
Bega	1,700	6.7%	1,200	23.0%
Blacktown	1,700	4.2%	1,200	23.1%
Blue Mountains	1,900	5.8%	1,100	22.5%
Cabramatta	1,300	4.3%	1,200	26.0%
Camden	1,900	4.2%	1,400	19.9%
Campbelltown	1,600	4.7%	700	20.7%
Canterbury	2,200	5.6%	1,800	21.8%
Castle Hill	1,600	3.9%	1,600	17.5%
Cessnock	1,700	5.4%	800	23.7%
Charlestown	1,500	4.5%	800	16.6%
Clarence	1,400	5.5%	900	18.7%
Coffs Harbour	1,900	6.4%	1,000	18.6%
Coogee	2,200	4.9%	2,000	19.9%
Cootamundra	1,200	4.1%	1,100	18.2%
Cronulla	2,200	5.6%	1,400	17.4%
Davidson	1,500	4.0%	1,400	15.6%
Drummoyne	1,900	4.6%	1,800	20.0%
Dubbo	1,600	4.8%	1,200	17.4%
East Hills	1,600	4.7%	1,400	20.0%
Epping	1,500	3.9%	1,200	16.8%
Fairfield	1,200	4.1%	1,200	23.6%
Gosford	1,500	4.7%	1,000	18.6%
Goulburn	1,600	4.7%	1,200	16.8%
Granville	1,600	4.5%	1,600	22.5%
Hawkesbury	1,500	4.0%	1,400	17.2%
Heathcote	2,000	5.1%	1,000	18.1%
Heffron	3,400	6.4%	2,600	23.2%
Holsworthy	1,700	4.5%	1,300	21.1%
Hornsby	1,600	4.0%	1,200	15.8%
Keira	1,800	5.1%	900	20.5%
Kiama	1,700	5.4%	1,000	20.6%
Kogarah	2,800	6.5%	2,000	22.3%
Ku-ring-gai	1,400	3.8%	1,400	16.0%
Lake Macquarie	1,200	4.2%	900	19.0%
Lakemba	1,700	5.2%	1,900	23.3%
Lane Cove	1,800	4.2%	1,800	16.7%
Lismore	1,500	5.0%	1,100	16.3%
Liverpool	1,400	4.2%	1,200	22.1%
Londonderry	1,600	4.1%	1,000	21.9%
Macquarie Fields	1,800	4.5%	1,100	21.0%
Maitland	1,600	4.5%	900	17.1%
Manly	2,000	4.6%	1,800	18.0%
Maroubra	2,000	5.4%	1,400	19.1%
Miranda	1,800	5.0%	1,400	18.6%
Monaro	2,100	5.4%	1,200	18.8%
Mount Druitt	1,500	4.1%	900	24.5%
Mulgoa	1,700	4.1%	1,100	19.5%
Murray	1,500	4.3%	1,200	16.9%
Myall Lakes	1,400	5.9%	900	19.9%
Newcastle	1,800	5.1%	1,600	19.7%
Newtown	2,800	5.8%	2,200	23.7%
North Shore	1,800	4.2%	2,400	14.9%
Northern Tablelands	1,400	4.5%	1,200	16.2%
Oatley	1,900	5.2%	1,400	19.9%
Orange	1,400	4.2%	1,100	18.2%
Oxley	1,400	5.5%	1,000	18.5%
Paramatta	2,100	4.3%	2,300	20.1%
Penrith	1,600	4.3%	1,200	21.1%
Pittwater	1,500	4.3%	1,700	16.4%
Port Macquarie	1,800	6.5%	1,100	21.2%
Port Stephens	1,600	5.7%	900	20.2%
Prospect	1,400	3.9%	1,600	19.0%
Riverstone	1,800	3.9%	1,200	22.0%
Rockdale	2,800	6.6%	1,900	23.8%
Ryde	2,100	4.7%	1,700	20.6%
Seven Hills	1,500	3.9%	1,100	17.5%
Shellharbour	1,700	5.0%	700	22.0%
South Coast	1,500	6.3%	1,000	23.3%
Strathfield	2,500	5.4%	2,300	20.3%
Summer Hill	2,300	5.5%	1,600	22.7%
Swansea	1,400	4.7%	600	17.1%
Sydney	4,200	7.3%	8,600	17.1%
Tamworth	1,500	4.5%	1,200	17.4%
Terrigal	1,600	5.0%	1,100	16.8%
The Entrance	1,500	4.8%	700	18.4%
Tweed	2,100	6.8%	1,000	18.7%
Upper Hunter	1,300	4.0%	1,000	16.0%
Vaucluse	2,000	4.7%	2,400	20.3%
Wagga Wagga	1,700	4.9%	1,000	17.3%
Wakehurst	1,800	4.6%	1,400	16.4%
Wallsend	1,700	4.8%	700	18.7%
Willoughby	1,900	4.4%	2,400	18.3%
Wollondilly	1,600	4.6%	1,300	19.4%
Wollongong	1,900	5.6%	1,300	21.6%
Wyong	1,500	4.9%	900	21.2%

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.

