



WESTERN AUSTRALIAN TOURISM BUSINESS COUNT & EMPLOYMENT ATLAS



Tourism & Transport Forum (TTF) is proud to present the Western Australian 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 Western Australian 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 Western Australian Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Western Australian 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

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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 Western Australia	
Industry	Tourism employment
Accommodation	11,100
Cafes, restaurants and takeaway food services	20,800
Clubs, pubs, taverns and bars	4,200
Rail transport	100
Road transport and transport equipment rental	1,900
Air, water and other transport	3,600
Travel agency and tour operator services	6,800
Cultural services	800
Casinos and other gambling services	300
Other sports and recreation services	2,000
Retail trade	12,400
Education and training	4,800
All other industries	3,000
TOTAL	71,800

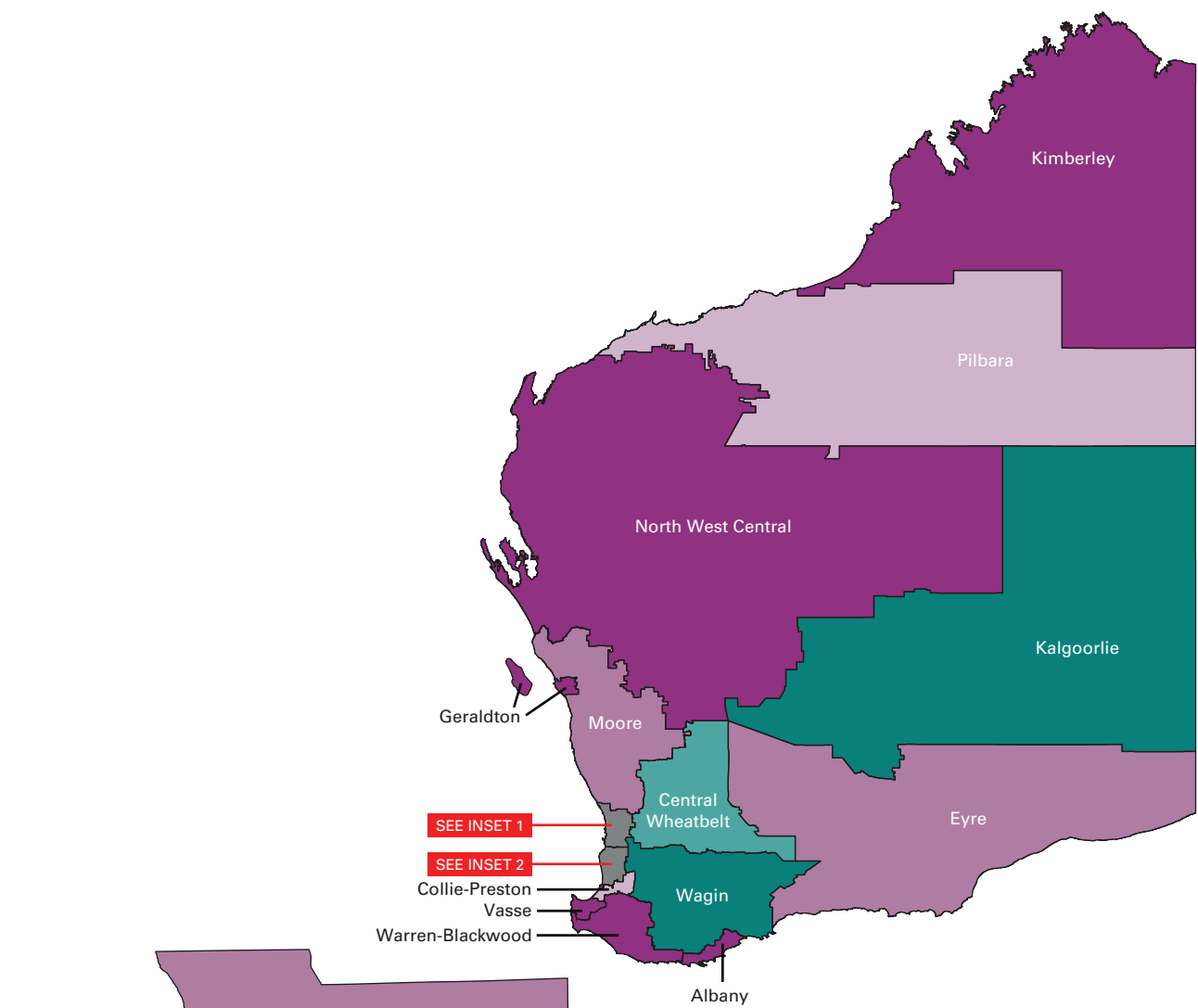
Table 2: Electorates with the highest intensity of tourism employment		
Electorate	Tourism employment	% of total employment
Kimberley	1,600	11.6%
Vasse	1,800	10.3%
Warren-Blackwood	1,500	8.8%
Perth	2,400	8.0%
Victoria Park	1,900	7.9%
Belmont	1,500	7.5%
Geraldton	1,200	7.2%
Cannington	1,500	7.2%
Maylands	1,500	7.0%
Fremantle	1,400	6.9%

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

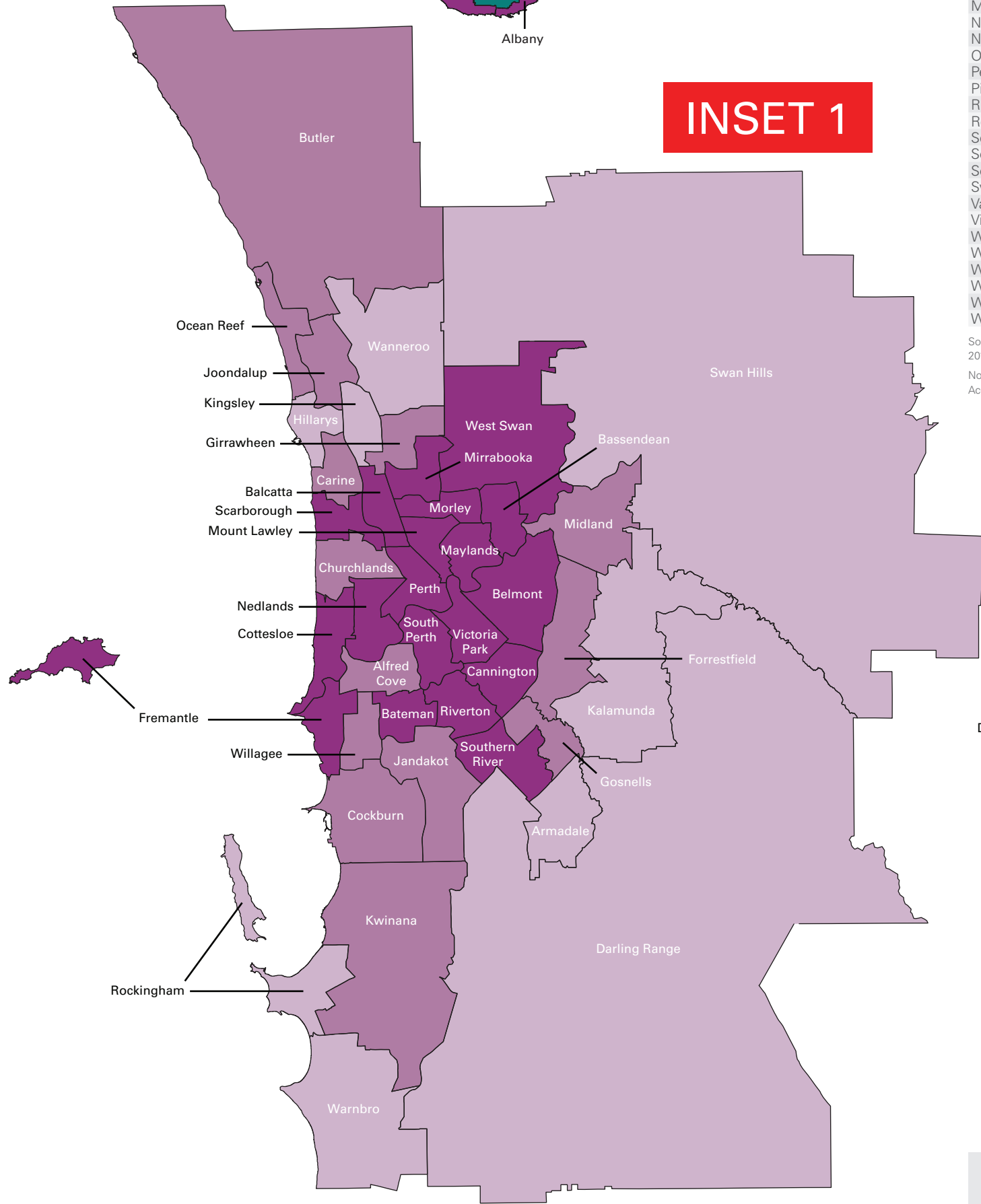
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WESTERN AUSTRALIAN ELECTORATES



INSET 1



INSET 2

Table 3: Tourism employment and businesses by State Electorate				
State Electorate	Tourism employment	% of electorate employment	Tourism related businesses	% of electorate businesses
Albany	1,100	6.8%	500	17.2%
Alfred Cove	1,000	6.0%	700	14.8%
Armadale	1,000	5.5%	400	21.6%
Balcatta	1,300	6.4%	800	16.4%
Bassendean	1,100	6.2%	500	20.4%
Bateman	1,000	6.5%	600	18.1%
Belmont	1,500	7.5%	800	20.7%
Bunbury	1,000	6.3%	600	19.7%
Butler	2,000	5.7%	500	13.3%
Cannington	1,500	7.2%	700	24.0%
Carine	1,000	5.6%	500	13.8%
Central Wheatbelt	600	4.4%	500	15.8%
Churchlands	1,200	5.9%	600	13.9%
Cockburn	1,400	5.6%	700	17.0%
Collie-Preston	1,000	5.5%	300	16.6%
Cottesloe	1,100	6.2%	800	15.0%
Darling Range	1,600	5.1%	800	18.3%
Dawesville	900	5.7%	400	16.8%
Eyre	1,500	6.0%	700	18.9%
Forreestfield	1,200	6.0%	800	22.1%
Fremantle	1,400	6.9%	1,000	20.7%
Geraldton	1,200	7.2%	500	17.3%
Girrawheen	1,300	5.9%	600	18.2%
Gosnells	1,000	5.6%	400	19.8%
Hillarys	900	5.4%	500	15.1%
Jandakot	1,200	5.6%	500	18.2%
Joondalup	1,100	5.9%	500	18.1%
Kalamunda	900	5.5%	500	17.9%
Kalgoorlie	100	3.9%	-	22.9%
Kimberley	1,600	11.6%	500	23.7%
Kingsley	900	5.4%	300	14.9%
Kwinana	1,600	5.6%	400	18.5%
Mandurah	1,000	6.4%	500	20.6%
Maylands	1,500	7.0%	800	19.9%
Midland	1,100	6.0%	600	21.9%
Mirrabooka	1,200	6.3%	600	22.6%
Moore	900	5.9%	600	15.8%
Morley	1,200	6.6%	500	19.3%
Mount Lawley	1,300	6.6%	700	18.8%
Murray-Wellington	900	5.2%	400	16.3%
Nedlands	1,200	6.2%	1,200	13.2%
North West	900	6.7%	300	24.3%
Ocean Reef	1,300	5.7%	500	13.6%
Perth	2,400	8.0%	2,700	16.5%
Pilbara	1,200	5.1%	400	19.7%
Riverton	1,100	6.5%	700	17.3%
Rockingham	800	5.2%	400	21.8%
Scarborough	1,400	6.3%	1,000	16.5%
South Perth	1,300	6.6%	700	15.3%
Southern River	1,600	6.2%	700	23.2%
Swan Hills	1,200	5.4%	600	16.2%
Vasse	1,800	10.3%	700	16.7%
Victoria Park	1,900	7.9%	1,200	20.0%
Wagin	600	3.9%	500	14.0%
Wanneroo	1,200	5.3%	700	15.1%
Warnbro	1,500	5.4%	400	17.3%
Warren-Blackwood	1,500	8.8%	700	17.6%
West Swan	1,800	6.5%	900	18.7%
Willagee	1,000	5.9%	500	18.4%

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.

