



## WA Tourism **Work Profile**

# Regional Development Commission **Gascoyne Region**

<b>People directly employed by tourism</b>	<b>550</b>
<b>Tourism related businesses</b>	<b>200</b>

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Gascoyne Region, tourism directly employs 550 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

<b>Gascoyne Region</b>	
<b>Industry</b>	<b>Tourism Jobs</b>
Accommodation	250
Cafes, restaurants & takeaway food	50
Clubs, pubs, taverns & bars	10
Road & rail transport	10
Air, water & other transport	80
Travel agency & tour operators	70
Cultural & recreational services	-
Retail	40
Education & training	20
All other industries	10
<b>Total Direct Employment</b>	<b>550</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Gascoyne Region is home to 200 businesses in tourism related industries (20% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 190 tourism businesses in the Gascoyne Region which are small businesses with 19 employees or less. There are 10 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Gascoyne Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission **Goldfields Region**

**People directly employed by tourism**

**1,570**

**Tourism related businesses**

**640**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Goldfields Region, tourism directly employs 1,570 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Goldfields Region	
Industry	Tourism Jobs
Accommodation	470
Cafes, restaurants & takeaway food	340
Clubs, pubs, taverns & bars	110
Road & rail transport	80
Air, water & other transport	30
Travel agency & tour operators	100
Cultural & recreational services	40
Retail	200
Education & training	110
All other industries	90
<b>Total Direct Employment</b>	<b>1,570</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Goldfields Region is home to 640 businesses in tourism related industries (15% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 610 tourism businesses in the Goldfields Region which are small businesses with 19 employees or less. There are 40 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Goldfields Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission **Great Southern Region**

**People directly employed by tourism**

**1,450**

**Tourism related businesses**

**840**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Great Southern Region, tourism directly employs 1,450 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Great Southern Region	
Industry	Tourism Jobs
Accommodation	430
Cafes, restaurants & takeaway food	330
Clubs, pubs, taverns & bars	60
Road & rail transport	40
Air, water & other transport	10
Travel agency & tour operators	80
Cultural & recreational services	50
Retail	250
Education & training	120
All other industries	70
<b>Total Direct Employment</b>	<b>1,450</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Great Southern Region is home to 840 businesses in tourism related industries (12% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 800 tourism businesses in the Great Southern Region which are small businesses with 19 employees or less. There are 40 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Great Southern Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission **Kimberley Region**

**People directly employed by tourism**

**1,390**

**Tourism related businesses**

**510**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Kimberley Region, tourism directly employs 1,390 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Kimberley Region	
Industry	Tourism Jobs
Accommodation	560
Cafes, restaurants & takeaway food	140
Clubs, pubs, taverns & bars	50
Road & rail transport	20
Air, water & other transport	220
Travel agency & tour operators	140
Cultural & recreational services	40
Retail	100
Education & training	100
All other industries	40
<b>Total Direct Employment</b>	<b>1,390</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Kimberley Region is home to 510 businesses in tourism related industries (22% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 470 tourism businesses in the Kimberley Region which are small businesses with 19 employees or less. There are 40 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Kimberley Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission Metropolitan Region

**People directly employed by tourism**

**47,190**

**Tourism related businesses**

**23,110**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Metropolitan Region, tourism directly employs 47,190 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Metropolitan Region	
Industry	Tourism Jobs
Accommodation	5,510
Cafes, restaurants & takeaway food	14,330
Clubs, pubs, taverns & bars	2,820
Road & rail transport	1,360
Air, water & other transport	3,170
Travel agency & tour operators	4,130
Cultural & recreational services	2,430
Retail	7,340
Education & training	3,710
All other industries	2,400
<b>Total Direct Employment</b>	<b>47,190</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Metropolitan Region is home to 23,110 businesses in tourism related industries (14% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 21,710 tourism businesses in the Metropolitan Region which are small businesses with 19 employees or less. There are 1,400 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Metropolitan Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission Mid West Region

**People directly employed by tourism**

**1,600**

**Tourism related businesses**

**660**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Mid West Region, tourism directly employs 1,600 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Mid West Region	
Industry	Tourism Jobs
Accommodation	500
Cafes, restaurants & takeaway food	360
Clubs, pubs, taverns & bars	90
Road & rail transport	70
Air, water & other transport	70
Travel agency & tour operators	70
Cultural & recreational services	30
Retail	220
Education & training	120
All other industries	70
<b>Total Direct Employment</b>	<b>1,600</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Mid West Region is home to 660 businesses in tourism related industries (13% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 620 tourism businesses in the Mid West Region which are small businesses with 19 employees or less. There are 40 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Mid West Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission Peel Region

**People directly employed by tourism**

**2,560**

**Tourism related businesses**

**1,080**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Peel Region, tourism directly employs 2,560 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Peel Region	
Industry	Tourism Jobs
Accommodation	360
Cafes, restaurants & takeaway food	790
Clubs, pubs, taverns & bars	210
Road & rail transport	80
Air, water & other transport	90
Travel agency & tour operators	140
Cultural & recreational services	140
Retail	440
Education & training	180
All other industries	130
<b>Total Direct Employment</b>	<b>2,560</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Peel Region is home to 1,080 businesses in tourism related industries (14% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 1,010 tourism businesses in the Peel Region which are small businesses with 19 employees or less. There are 70 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Peel Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission **Pilbara Region**

**People directly employed by tourism**

**1,660**

**Tourism related businesses**

**350**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Pilbara Region, tourism directly employs 1,660 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Pilbara Region	
Industry	Tourism Jobs
Accommodation	560
Cafes, restaurants & takeaway food	360
Clubs, pubs, taverns & bars	50
Road & rail transport	60
Air, water & other transport	190
Travel agency & tour operators	90
Cultural & recreational services	20
Retail	130
Education & training	90
All other industries	110
<b>Total Direct Employment</b>	<b>1,660</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Pilbara Region is home to 350 businesses in tourism related industries (15% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 320 tourism businesses in the Pilbara Region which are small businesses with 19 employees or less. There are 20 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Pilbara Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.



## WA Tourism **Work Profile**

# Regional Development Commission **South West Region**

**People directly employed by tourism**

**4,870**

**Tourism related businesses**

**2,230**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the South West Region, tourism directly employs 4,870 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

South West Region	
Industry	Tourism Jobs
Accommodation	1,460
Cafes, restaurants & takeaway food	1,180
Clubs, pubs, taverns & bars	280
Road & rail transport	140
Air, water & other transport	90
Travel agency & tour operators	370
Cultural & recreational services	130
Retail	720
Education & training	300
All other industries	210
<b>Total Direct Employment</b>	<b>4,870</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The South West Region is home to 2,230 businesses in tourism related industries (15% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 2,090 tourism businesses in the South West Region which are small businesses with 19 employees or less. There are 130 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the South West Region.

### Further information

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## WA Tourism **Work Profile**

# Regional Development Commission **Wheatbelt Region**

**People directly employed by tourism**

**1,530**

**Tourism related businesses**

**930**

### Tourism employment

Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes. Tourism expenditure generates 97,200 FTE jobs in Western Australia, including 64,400 in direct employment and 32,900 in indirect employment.

Domestic and international visitors spend an average of \$36.7 million across Western Australia every day.

Tourism expenditure provides jobs across many industries in Western Australia. In the Wheatbelt Region, tourism directly employs 1,530 people who reside in the Region.

The indirect flow-on effect of tourism expenditure also creates additional employment. This indirect employment cannot be estimated at a regional level. However, at the state level, for every 10 direct tourism jobs there is an additional 5.1 indirect tourism jobs.

Wheatbelt Region	
Industry	Tourism Jobs
Accommodation	420
Cafes, restaurants & takeaway food	280
Clubs, pubs, taverns & bars	160
Road & rail transport	80
Air, water & other transport	30
Travel agency & tour operators	40
Cultural & recreational services	30
Retail	230
Education & training	150
All other industries	100
<b>Total Direct Employment</b>	<b>1,530</b>

NB: Figures are rounded to the nearest ten and may not add up due to rounding.

### Tourism businesses

The Wheatbelt Region is home to 930 businesses in tourism related industries (10% of all businesses in the Region). A tourism business is a business which is reliant on tourism patronage or where a significant proportion of their products are consumed by visitors.

There are 900 tourism businesses in the Wheatbelt Region which are small businesses with 19 employees or less. There are 40 medium to large tourism businesses with 20 employees or more. Retail traders, cafes & restaurants and accommodation providers make up the majority of tourism businesses in the Wheatbelt Region.

### Further information

The WA Tourism Work Atlas provides further information on tourism employment and businesses, including comparisons to other local government areas. Figures are indicative estimates rather than accurate to the last job or business. Figures are rounded to the nearest ten and may not add up due to rounding. Where no data is listed, an estimate is not possible due to small sample size or confidentiality of data. Employment is counted at the place of residence rather than the place of work. Source data is affected by seasonality and random adjustment by the ABS to protect confidentiality. Industries ranked by proportion of output due to tourism consumption.