

Queensland Tourism Economic Key Facts

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Tourism in Queensland - Key highlights

- Tourists spent a total of \$35.3 billion in overnight visitor expenditure in year ending December 2024, so that tourism generated \$96.4 million a day. (Tourism Research Australia - International and National Visitors Survey Year ending December 2024)
- Tourism contributed \$31.8 billion in Gross State Product. (Tourism Research Australia - State Tourism Satellite Accounts 2022-23)
- Tourism directly and indirectly provided 260,000 filled jobs in Queensland in 2022-23. (Tourism Research Australia - State Tourism Satellite Accounts 2022-23)

\$96.4 million
per day

Overnight visitor expenditure

For the year ending December 2024 domestic overnight visitors spent \$29.0 billion and international visitors spent \$6.2 billion; totaling \$35.3 billion or \$96.4 million per day.

(Source: Tourism Research Australia - International and National Visitor Surveys. Overnight visitor expenditure only.)

Supports
1 in 12
Queensland
Jobs

Employment

In 2022-23 tourism directly accounted for 146,000 (or 4.7 per cent) filled jobs and indirectly accounted for 114,000 filled jobs, or in total 8.4 per cent of employment in the state. Before COVID-19 (2018-19) tourism accounted for 8.7 per cent of filled jobs in the state. Tourism provides more jobs than either agriculture, forestry and fishing (3.7 per cent) or mining (1.6 per cent) industries combined in that year.

Cafes, restaurants and takeaway food services the largest share of direct tourism employment (44,000 jobs), followed by retail trade (24,000 jobs) and accommodation (19,000 jobs).

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2022-23)

6.3 per cent
of GSP

Gross State Product (GSP)

In 2022-23 direct and indirect tourism GSP was \$31.8 billion, or 6.3 per cent of total Queensland GSP. Tourism contributes \$15.6 billion directly to the Queensland economy, accounting for 3.1 per cent of Queensland's GSP. Tourism indirectly contributes an additional \$16.1 billion to the Queensland economy. Before COVID-19 tourism total contribution accounted for 7.7 per cent Queensland's GSP.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2022-23)

Over
9 in 10
small
business

Tourism businesses in Queensland are small businesses

More than 9 in 10 tourism businesses are small businesses, employing fewer than 20 persons.

Queensland has a total of 65,000 tourism-related businesses, with the majority of these located outside the Brisbane region (53 per cent).

(Source: Tourism Research Australia - Tourism businesses in Australia, June 2019 to June 2024, Australian Bureau of Statistics)

\$1.5
billion

Tax revenue

Net taxes on tourism products arising from direct tourism consumption in Queensland raised \$1.5 billion in federal, state and local government revenues, and was 25 per cent of total taxes on tourism products in Australia. Before COVID-19 direct tourism raised \$1.2 billion in tax revenue.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2022-23)

\$5.4
billion

Overseas exports

For the year ended June 2023 overseas tourism exports were \$5.4 billion for Queensland which was the equivalent of 4.2 per cent of total goods exports making tourism the fifth largest export. However, before COVID-19 tourism exports were the equivalent of 9.0 per cent of total goods exports and was the third largest export market behind coal and LNG.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2022-23, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry 2022-23)