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Tourism in Queensland - Key Highlights

- Tourism is a \$23 billion industry for the State.
- Tourism directly and indirectly employs 220,000 Queenslanders.
- Tourism generates \$54 million a day in overnight visitor expenditure across the State.

9.4%

Employment

In 2014-15 tourism directly accounted for 135,000 (or 5.8%) jobs and indirectly accounted for 84,000 jobs, or in total 9.4%, of employment in the state. This is substantially more than mining (1.4%) and construction (4.6%).

Cafes, restaurants and takeaway food services had one of the largest share of direct tourism employment (22.6%), as well as retail trade (22.6%) and accommodation (23.7%).

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2014-15)

7.5%

Gross State Product (GSP)

In 2014-15 direct and indirect tourism GSP was \$23 billion, or 7.5% of total Queensland GSP. Tourism contributes \$11.2 billion directly to the Queensland economy, accounting for 3.7% of Queensland's GSP.

Tourism indirectly contributes an additional \$11.6 billion to the Queensland economy.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2014-15)

9 in 10

Tourism businesses in Queensland are small businesses

No other sector of the economy has more small businesses, with 9 in 10 tourism businesses employing fewer than 20 persons.

Queensland has a total of 52,200 tourism related businesses, with the majority of these located in regional areas (61%).

(Source: Tourism Research Australia - Tourism businesses in Australia, June 2011 to June 2015, Australian Bureau of Statistics)

\$1,011
million

Tax revenue

Net taxes on tourism products arising from direct tourism consumption in Queensland raised \$1,011 million in federal, state and local government revenues, and was 25% of total taxes on tourism products in Australia. (Source: Tourism Research Australia - State Tourism Satellite Accounts 2014-15)

\$6.6 billion

Overseas Exports

For the year ended June 2015 overseas tourism exports were \$6.6 billion for Queensland. Tourism is the state's third largest export, behind coal and food.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2014-15, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry)

\$54 million
per day

Overnight visitor expenditure

For the year ending March 2016 domestic overnight visitors spent \$14.6 billion and international visitors spent \$5.0 billion; totaling \$19.6 billion or \$53.8million per day.

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