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Tourism in Queensland - Key Highlights

- Tourism is a \$23 billion industry for the State.
- Tourism directly and indirectly employs 230,000 Queenslanders.
- Tourism generates \$54 million a day in overnight visitor expenditure across the State.

10%

Employment

In 2013-14 tourism directly accounted for 131,000 (or 5.6%) jobs and indirectly accounted for 99,000 jobs, or in total 10%, of employment in the state. This is substantially more than the mining sector (79,000 direct jobs) and agriculture, forestry and fishing (56,000 direct jobs).

Cafes, restaurants and takeaway food services had the largest share of tourism employment (27%), followed by retail trade (19%) and accommodation (13%).

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2013-14, Queensland Government Office of Economic and Statistical Research)

7.6%

Gross State Product (GSP)

In 2013-14 direct and indirect tourism GSP was \$23 billion, or 7.6% of total Queensland GSP. Tourism contributes \$10.8 billion directly to the Queensland economy, accounting for 3.6% of Queensland's GSP.

Tourism indirectly contributes an additional \$11.8 billion to the Queensland economy.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2013-14)

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 51,400 tourism related businesses, with the majority of these located in regional areas (58%).

(Source: Tourism Research Australia - Tourism businesses in Australia, June 2010 to June 2013, Australian Bureau of Statistics)

\$926 million

Tax revenue

Net taxes on tourism products arising from direct tourism consumption in Queensland raised \$926 million in federal, state and local government revenues, and was 26% of total taxes on tourism products in Australia. (Source: Tourism Research Australia - State Tourism Satellite Accounts 2013-14)

\$5.8 billion

Overseas Exports

For the year ended June 2014 overseas tourism exports were \$5.8 billion for Queensland. Tourism is the state's second largest export, behind coal.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2013-14, 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. Does not include Daytrip expenditure.)