

Queensland Tourism Economic Key Facts

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Tourism in Queensland - Key Highlights

- Tourism is a \$27 billion industry for the state.
- Tourism directly and indirectly employs 236,000 Queenslanders.
- Tourism generates \$67.9 million a day in overnight visitor expenditure across the state.

Employs
1 in 10
Queenslanders

Employment

In 2017-18 tourism directly accounted for 151,000 (or 6.1%) jobs and indirectly accounted for 85,000 jobs, or in total 9.6%, of employment in the state. This is more people than the agriculture, forestry and fishing (2.6%) and mining (2.5%) industries combined.

Cafes, restaurants and takeaway food services had one of the largest share of direct tourism employment (41,000 jobs), as well as retail trade (25,000 jobs) and accommodation (19,000 jobs).

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2017-18)

7.8% of
GSP

Gross State Product (GSP)

In 2017-18 direct and indirect tourism GSP was \$27 billion, or 7.8% of total Queensland GSP.

Tourism contributes \$13.4 billion directly to the Queensland economy, accounting for 3.8% of Queensland's GSP.

Tourism indirectly contributes an additional \$13.9 billion to the Queensland economy.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2017-18)

over
9 in 10

Tourism businesses in Queensland are small businesses

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

Queensland has a total of 55,000 tourism related businesses, with the majority of these located outside the Brisbane region (54%).

(Source: Tourism Research Australia - Tourism businesses in Australia, June 2012 to June 2017, Australian Bureau of Statistics)

\$1,147
million

Tax revenue

Net taxes on tourism products arising from direct tourism consumption in Queensland raised \$1,147 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 2017-18)

\$7.5
billion

Overseas Exports

For the year ended June 2018 overseas tourism exports were \$7.5 billion for Queensland, the equivalent of 10.1% of Queensland's exports. Tourism is the state's third largest export, behind coal and LNG.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2017-18, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry 2017-18)

\$67.9
million per
day

Overnight visitor expenditure

For the year ending June 2019 domestic overnight visitors spent \$18.8 billion and international visitors spent \$6.0 billion; totaling \$24.8 billion or \$67.9 million per day.

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