

# Queensland Tourism Economic Key Facts

Updated on 22 December 2021

## Tourism in Queensland - Key Highlights

- Tourism is a \$23 billion industry for the state.
- Tourism directly and indirectly employs 207,000 Queenslanders.
- Tourism generates \$45.9 million a day in overnight visitor expenditure across the state.

Employs  
1 in 12  
Queenslanders

### Employment

In 2019-20 tourism directly accounted for 136,000 (or 5.4%) jobs and indirectly accounted for 71,000 jobs, or in total 8.2%, of employment in the state. Before COVID-19 (2018-19) tourism accounted for 9.3% of employment in the state. This is more people than the agriculture, forestry and fishing (3.2%) and mining (2.6%) industries combined.

Cafes, restaurants and takeaway food services had one of the largest share of direct tourism employment (33,000 jobs), as well as retail trade (22,000 jobs) and accommodation (15,000 jobs).

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2019-20)

6.3% of  
GSP

### Gross State Product (GSP)

In 2019-20 direct and indirect tourism GSP was \$22.7 billion, or 6.3% of total Queensland GSP. Before COVID-19 tourism accounted for 7.7% Queensland's GSP. Tourism contributes \$11.4 billion directly to the Queensland economy, accounting for 3.2% of Queensland's GSP.

Tourism indirectly contributes an additional \$11.3 billion to the Queensland economy.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2019-20)

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 59,600 tourism related businesses, with the majority of these located outside the Brisbane region (52%).

(Source: Tourism Research Australia - Tourism businesses in Australia, June 2015 to June 2020, Australian Bureau of Statistics)

\$908  
million

### Tax revenue

Net taxes on tourism products arising from direct tourism consumption in Queensland raised \$908 million in federal, state and local government revenues, and was 23% of total taxes on tourism products in Australia. Before COVID-19 direct tourism raised \$1,140 million in tax revenue

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2019-20)

\$6.4  
billion

### Overseas Exports

For the year ended June 2020 overseas tourism exports were \$6.4 billion for Queensland, the equivalent of 8.4% of Queensland's goods exports. Tourism is the state's fourth largest export, behind coal, LNG and food products. Before COVID-19 tourism totaled \$8.0 billion and was the third largest export market.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2019-20, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry 2019-20)

\$45.9  
million per  
day

### Overnight visitor expenditure

For the year ending September 2021 domestic overnight visitors spent \$16.6 billion and international visitors spent \$165.9 million; totaling \$16.7 billion or \$45.9 million per day. Before COVID-19 tourists spent \$69.9 million per day on average in the year ending December 2019.

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