

PRIORITIES FOR TOURISM 2020

- INVESTMENT IN PRIORITY INFRASTRUCTURE AND SUPPORTING TOURISM DEVELOPMENT
- ADVANCE INDUSTRY STRUCTURAL REFORM DESIGNED FOR GLOBAL COMPETITIVENESS
- COMPETITIVE INVESTMENT IN TOURISM FOR MARKETING AND EVENT ATTRACTION
- INVEST IN INNOVATION TO DRIVE INDIVIDUAL AND COLLECTIVE BUSINESS AND PRODUCT DEVELOPMENT
- MAXIMISE QUEENSLAND'S DESTINATION ADVANTAGE
- PRESERVE QUEENSLAND'S NATURAL ASSETS AND CULTURAL HERITAGE

Why tourism matters to Queensland

TOURISM CONTRIBUTES **\$23b¹** OR **7.6%** OF QUEENSLAND'S GSP
DELIVERS 1 IN EVERY 8 DOLLARS TO THE STATE'S ECONOMY THROUGH TOURISM SPENDING

 **230,000 Jobs**
1 IN 10 QUEENSLANDERS MORE THAN RESOURCES OR AGRICULTURE

SUPPORTS **12%** OF ALL **Businesses** IN THE STATE
 9 IN 10 ARE SMALL BUSINESSES

 **Exports \$5.8b**
2ND LARGEST EXPORT EARNER FOR QUEENSLAND 

Visitor economy

EVERY DOLLAR TOURISM EARNS, ADDS AN **ADDITIONAL 87¢** TO OTHER PARTS OF THE ECONOMY

\$49m DAILY SPEND IN LOCAL ECONOMY

\$18.3b VISITORS SPEND PER YEAR

\$30b 2020 POTENTIAL

What do Queenslanders think about tourism?



¹ Estimated contribution of the region's visitors economy to total tourism Gross State Product. Source of all data: Tourism Research Australia IVS and NVS, June 2015; Tourism and Events Queensland, Tourism Economic Key Facts, September 2015; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; Tourism Research Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2967