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 EARNED, 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?

RECOGNISE THE IMPORTANT ECONOMIC BENEFITS OF TOURISM
91%

SEE THE GREATER CULTURAL DIVERSITY TOURISM GENERATES
92%

AGREE THAT TOURISM PRODUCES INCREASED LOCAL PRIDE
72%

RECOGNISE TOURISM STIMULATES NEW INFRASTRUCTURE
68%

ARE HAPPY WITH MORE TOURISM GROWTH
72%

¹ Estimated contribution of the region’s visitor 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