By 2020, Brisbane will be recognised as a serious player in Asia Pacific. It will be Australia’s most welcoming, spirited and energised subtropical capital city, offering world class major events, coastal, island and countryside experiences.

**Visitor economy in Brisbane Region**

- **$14.28m**: Visitors daily spend in local economy
- **$5.2b**: Visitors spend per year
- **$8.4b**: 2020 potential
- **6.5m**: Visitors per year
- **40m**: Over-night stays per year

**Why tourism matters to Brisbane Region**

- Tourism in Brisbane contributes **$5.7b** to Queensland’s GSP
- 65,000 Tourism jobs in the region
- 5.5% of the jobs in the region

Every dollar tourism earns adds an additional 97 cents to other parts of the economy.

1 Estimated contribution of the region’s visitors economy to total tourism Gross State Product.

The Brisbane tourism region includes the electoral areas of Nanango, Beaudesert, Lockyer, Glass House, Pine Rivers, Logie, Caloundra, Redcliffe, Ferny Grove, Ashgrove, Cleveland, Moggill, Ipswich West, Inala, Algester, Redlands, Bundamba, Ipswich, Logan, Aspley, Nudgee, Everton, Stafford, Clayfield, Lytton, Brisbane Central, Bulimba, Mount Coot-tha, South Brisbane, Indooroopilly, Greenslopes, Chatsworth, Yeerongpilly, Tarnya Smith, Sunnybank, Capalaba, Mansfield, Stretton, Springfield, Woodridge, Waterford.