

# Tourism Facts and Figures

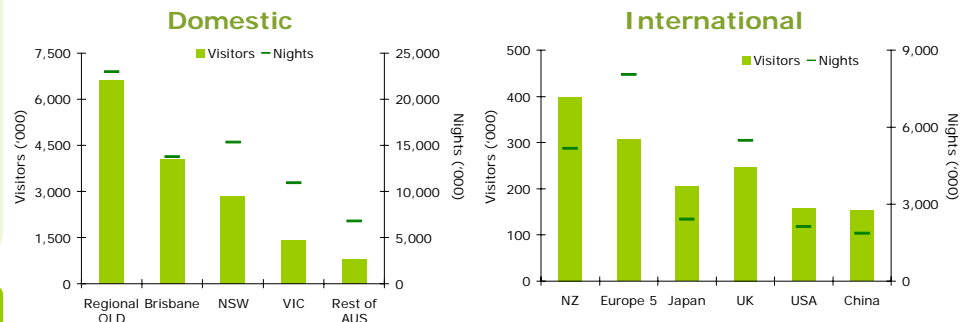
Updated 23 April 2010

## Visitors to Queensland year ended December 2009

	Visitors	% change from YE Dec 08	Nights	% change from YE Dec 08
Domestic <sup>1</sup> (overnight)	15,729,000	-6%	69,779,000	-3%
from intrastate	10,667,000	-5%	36,718,000	-2%
from interstate	5,061,000	-7%	33,061,000	-5%
Domestic <sup>1</sup> (daytrip)	31,575,000	11%	-	-
International <sup>2</sup>	1,968,000	-4%	39,075,000	-4%

## Key visitor source markets to Queensland

Year ended December 2009



## Visitor Expenditure in Queensland year ended December 2009

	Expenditure (\$ million)	% change from YE Dec 08	% share of expenditure in Australia	% point share change from YE Dec 08
Domestic (overnight) <sup>6</sup>	\$11,656	-6%	27.5%	-0.3% points
Domestic (daytrip)	\$3,216	2%	21.9%	0.1% points
International <sup>7</sup>	\$3,883	-4%	22.7%	-1.6% points
Total <sup>8</sup>	\$18,755	-4%	-	-

## QLD Commercial Accommodation<sup>3</sup> year ended December 2009

	Total hotels, motel, serviced apartments, holiday flats, units and houses	% change from YE Dec 08
Rooms nights available	29,059,129	0.8%
Room nights occupied	17,598,480	-3.1%
Room occupancy rate	60.6%	-2.5 <sup>4</sup>

## Economic impact of tourism

### Tourism in Queensland...

- contributes \$9.2 billion to the Queensland economy and accounts for 4.7 percent of Queensland's Gross State Product (GSP).<sup>9</sup>
- indirectly contributes an additional \$6.4 billion to the Queensland Economy.<sup>9</sup>
- generates \$3.9 billion annually as an export earner.<sup>10</sup>
- is the second largest export earner for Queensland, behind coal.<sup>11</sup>
- Overnight interstate visitors (35.5%) contributed most to tourism GSP in Queensland, followed by overnight intrastate visitors (28.0%) and international visitors (20.6%).

### Tourism in Australia...

- accounted for \$40.6 billion of total GDP in 2007-08, an increase of 4.4% from 06-07.<sup>12</sup>
- is a major export earner for Australia contributing \$23.59 billion in 2007-08.<sup>12</sup>
- Tourism consumption increased from \$85 billion to \$89 billion between 2006-07 and 2007-08.<sup>12</sup>

## Employment generating potential

### Tourism...

- directly employs 122,000 Queenslanders or 5.7% of all persons employed in the state.<sup>9</sup>
- indirectly another 100,000 owe their employment to tourism.<sup>9</sup>
- contributes significantly to employment nationally, with 497,800 persons in tourism-generated employment in 2007-08, representing 4.7% of total employed persons. This was an increase of 3.1% from 2006-07.<sup>12</sup>
- 85% of tourism businesses in Queensland are small businesses (employing 1 to 19 people).<sup>13</sup>

<sup>6</sup> Includes airfares and long distance travel costs

<sup>7</sup> Includes packages

<sup>8</sup> Total expenditure includes domestic day and overnight, and international expenditure

<sup>9</sup> Sustainable Tourism Cooperative Research Centre, year to June 2008

<sup>10</sup> Tourism Research Australia, year to December 2009

<sup>11</sup> Office of Economic and Statistical Research, year to June 2009

<sup>12</sup> Australian Bureau of Statistics, National Tourism Satellite Account

<sup>13</sup> Tourism Research Australia, year to June 2007

<sup>1</sup> National Visitor Survey, Tourism Research Australia

<sup>2</sup> International Visitor Survey, Tourism Research Australia

<sup>3</sup> Survey of Tourist Accommodation, Australian Bureau of Statistics

<sup>4</sup> Percentage point change

<sup>5</sup> Europe excludes the United Kingdom

For all the latest stats on visitors to Queensland and its regions, visit [www.tq.com.au/research](http://www.tq.com.au/research)

Comments or questions? [research@tq.com.au](mailto:research@tq.com.au)