

Tourism in Brisbane

- Directly employs 36,100 Queenslanders.
- Contributes \$2.8 billion to the Queensland economy.
- Generates \$1.36 billion annually as an export earner.

Employment

36,100

In 2007-08 tourism directly accounted for 36,100 jobs, or 29.4% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (18.8%), followed by education (12.7%) and accommodation (11.8%).

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Gross Regional Product

\$2.8 billion

In 2007-08 tourism gross regional product was \$2.8 billion, or 31% of the total Queensland tourism gross state product of \$9.2 billion.

Gross Regional Product grew by 9.8% over the previous financial year.

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Exports

\$1.36 billion

For the year ended June 2010, tourism exports totaled \$1.36 billion from Brisbane, making up 34.3% of total tourism exports of \$3.9 billion for the state.

[Source: Tourism Research Australia – International Visitor Survey]

Tax revenue

\$400 million

In 2007-08, net taxes on tourism products arising from tourism consumption in Brisbane raised \$400 million in federal, state and local government revenues, and were 23.2% of total taxes on tourism products of \$1.7 billion for Queensland.

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Visitor Expenditure

\$4.72 billion

For the year ending June 2010 domestic overnight visitors spent \$2.19 billion, domestic day visitors spent \$1.18 billion and international visitors spent \$1.36 billion.

[Source: Tourism Research Australia – International Visitor Survey, National Visitor Survey]

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