

#### Tourism in the Fraser Coast \*

- Directly employs 2,800 Queenslanders.
- Contributes \$222 million to the Queensland economy.
- Attracts 933,000 overnight visitors to the region annually.

#### Employment

2,800

In 2007-08 tourism directly accounted for 2,800 jobs, or 2.2% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (27.9%), followed by accommodation (17.5%) and manufacturing (13.2%).

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

#### Gross Regional Product

\$222 million

In 2007-08 tourism gross regional product was \$222 million, or 2.4% of the total Queensland tourism gross state product of \$9.2 billion.

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

#### Tax revenue

\$63 million

In 2007-08, net taxes on tourism products arising from tourism consumption on the Fraser Coast raised \$63 million in federal, state and local government revenues, and were 3.6% 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 Numbers

933,000

For the year ending June 2010, the Fraser Coast attracted 752,000 domestic overnight visitors and 181,000 international visitors.

There were also 947,000 day trip visitors to the region in the financial year.

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

\* Fraser Coast refers to the ABS region of Hervey Bay / Maryborough in the STCRC study