

Tourism in Sunshine Coast

- Directly employs 14,700 Queenslanders.
- Contributes \$1.1 billion to the Queensland economy.
- Generates \$230 million annually as an export earner

Employment

14,700

In 2007-08 tourism directly accounted for 14,700 jobs, or 12% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (26.7%), followed by accommodation (24.6%) and cafes and restaurants (17.4%).

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

Gross Regional Product

\$1.1 billion

In 2007-08 tourism gross regional product was \$1.1 billion, or 11.6% of the total Queensland tourism gross state product of \$9.2 billion.

Sunshine Coast Gross Regional Product grew by 9.2% over the previous financial year.

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

Exports

\$230 million

For the year ended June 2010, tourism exports totaled \$230 million from the Sunshine Coast, making up 5.7% of total tourism exports of \$3.9 billion for the state.

[Source: Tourism Research Australia – International Visitor Survey]

Tax revenue

\$237 million

In 2007-08, net taxes on tourism products arising from tourism consumption on the Sunshine Coast raised \$237 million in federal, state and local government revenues, and were 13.7% 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

\$2.3 billion

For the year ending June 2010 domestic overnight visitors spent \$1.63 billion, domestic day visitors spent \$446 million and international visitors spent \$230 million.

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

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