

Toowoomba and surrounding regions

Tourism Economic Facts

November 2010

Tourism in Toowoomba and surrounding regions*

- Directly employs 3,000 Queenslanders.
- Contributes \$270 million to the Queensland economy.
- Attracts 1.4 million overnight visitors to the region annually.

Employment

3,000

In 2007-08 tourism directly accounted for 3,000 jobs, or 2.5% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (28.6%), followed by accommodation (14.6%) and manufacturing (14.6%).

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

Gross Regional Product

\$270 million

In 2007-08 tourism gross regional product was \$270 million, or 2.9% 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

\$75 million

In 2007-08, net taxes on tourism products arising from tourism consumption in the region raised \$75 million in federal, state and local government revenues, and were 4.4% 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

1.4 million

For the year ending June 2010, the region attracted 1,380,000 domestic overnight visitors and 41,500 international visitors.

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

* The Toowoomba and surrounding region refers to the ABS region of Darling Downs in the STCRC study.

The information contained in this publication is provided to you on the basis that you will use your own skill and judgment and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information. By using this information you acknowledge that this information is provided by Tourism Queensland (TQ) to you without any responsibility on behalf of TQ. You agree to release and indemnify TQ for any loss or damage that you may suffer as a result of your reliance on this information. TQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it.

Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to: statsonq@tq.com.au

