

#### Tourism in Townsville\*

- Directly employs 4,000 Queenslanders.
- Contributes \$366 million to the Queensland economy.
- Generates \$120 million annually as an export earner.

#### Employment

4,000

In 2007-08 tourism directly accounted for 4,000 jobs, or 3.2% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (26%), followed by accommodation (19.3%) and cafes and restaurants (13.6%).

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

#### Gross Regional Product

\$336 million

In 2007-08 tourism gross regional product was \$336 million, or 3.7% of the total Queensland tourism gross state product of \$9.2 billion.

Gross Regional Product increased by 10.2% over the previous financial year.

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

#### Exports

\$120 million

For the year ended June 2010, tourism exports totaled \$120 million from Townsville, making up 3.1% of total tourism exports of \$3.9 billion for the state

[Source: Tourism Research Australia – International Visitor Survey]

#### Tax revenue

\$83 million

In 2007-08, net taxes on tourism products arising from tourism consumption in Townsville raised \$83 million in federal, state and local government revenues, and were 4.8% 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

\$624 million

For the year ending June 2010, domestic overnight visitors spent \$504 million, and international visitors spent \$120 million.

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

\* Townsville refers to the ABS region of Northern in the STCRC study

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