

Tourism in the Whitsundays

- Directly employs 3,400 Queenslanders.
- Contributes \$253 million to the Queensland economy.
- Generates nearly \$160 million annually as an export earner.

Employment

3,400

In 2007-08 tourism directly accounted for 3,400 jobs, or 2.8% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (22.4%), followed by accommodation (20.6%) and cafes and restaurants (14.4%).

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

Gross Regional Product

\$253 million

In 2007-08 tourism gross regional product was \$253 million, or 2.8% 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]

Exports

\$160 million

For the year ended June 2010, tourism exports totaled \$160 million from the Whitsundays, making up 4% of total tourism exports of \$3.9 billion for the state.

[Source: Tourism Research Australia – International Visitor Survey]

Tax revenue

\$55 million

In 2007-08, net taxes on tourism products arising from tourism consumption in the Whitsundays raised \$55 million in federal, state and local government revenues, and were 3.2% 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 Numbers

676,000

For the year ending June 2010, the Whitsundays attracted 463,000 domestic overnight visitors and 213,000 international visitors.

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