

Tourism Facts and Figures

Updated 7 December 2011

Visitors to Queensland - year ended September 2011

	Visitors	% change from YE September 2010	Nights	% change from YE September 2010
Domestic ¹ (overnight)	16,838,000	6%	68,895,000	-2%
from intrastate	11,428,000	8%	35,976,000	-2%
from interstate	5,410,000	1%	32,919,000	-2%
Domestic ¹ (daytrip)	33,507,000	-1%	-	-
	Visitors	% change from YE September 2010	Nights	% change from YE September 2010
International ²	1,943,000	-3%	40,328,000	3%

Visitor Expenditure in Queensland - year ended September 2011

	Expenditure (\$ million)	% change from YE September 2010	% share of expenditure in Australia	% point share change from YE September 2010
Domestic (overnight) ⁶	\$11,335	-1%	26.2%	-0.4% points
Domestic (daytrip)	\$3,431	-7%	22.6%	-1.1% points
International ⁷	\$3,683	-4%	20.3%	-1.8% points
Total ⁸	\$18,449	-3%	-	-

Economic impact of tourism

Tourism in Queensland

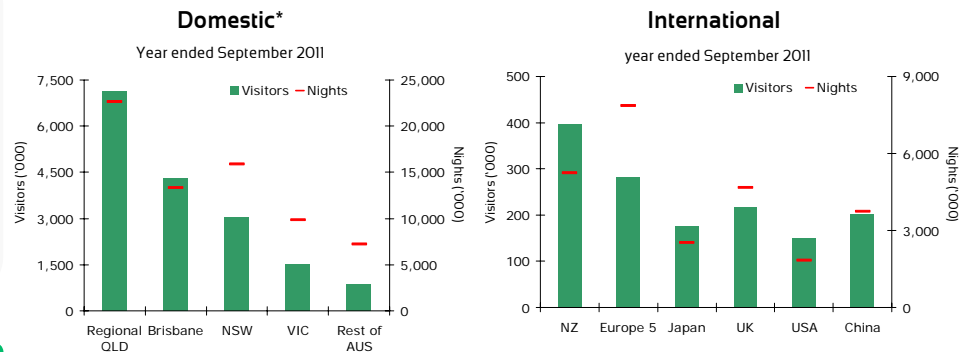
- contributes \$17.0 billion to the Queensland economy and accounts for 7.0 percent of Queensland's Gross State Product (GSP).⁹
- directly contributes \$7.8 billion to the Queensland Economy.
- indirectly contributes an additional \$9.2 billion to the Queensland Economy.⁹
- generates \$3.7 billion annually as an export earner.¹⁰
- is the second largest export earner for Queensland, behind coal.¹¹

Tourism in Australia

- accounted for \$33.9 billion of total GDP in 2009-10, an increase of 3.2% from 08-09.¹²
- is a third largest export earner for Australia, behind coal and iron ore, contributing \$17.6 billion in 2010.¹³
- Tourism consumption increased from \$85.9 billion to \$87.4 billion between 2008-09 and 2009-10.¹²

¹ National Visitor Survey, Tourism Research Australia
² International Visitor Survey, Tourism Research Australia
³ Survey of Tourist Accommodation, Australian Bureau of Statistics
⁴ Percentage point change
⁵ Europe excludes the United Kingdom
⁶ Includes airfares and long distance travel costs
⁷ Includes packages

Key visitor source markets to Queensland



QLD Commercial Accommodation³ year ended June 2011

	Total hotels, motels and serviced apartments	% change from YE June 2010
Rooms nights available	22,406,985	-0.4%
Room nights occupied	14,146,900	1.9%
Room occupancy rate	63.1%	1.4% ⁴

Employment generating potential

Tourism

- directly employs 118,000 Queenslanders or 5.3% of all persons employed in the state.⁹
- indirectly another 102,000 Queenslanders are employed as a result of tourism activity.⁹
- contributes significantly to employment nationally, with 486,000 persons directly employed by tourism in 2009-10, representing 4.5% of total employed persons. This was an increase of 1.4% from 2008-09.¹²
- Queensland had 115,500 tourism related businesses, representing 28.5% of all registered businesses in the state.¹³
- 85% of tourism businesses in Queensland are small businesses (employing 1 to 19 people).¹³

Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to:

statsonq@tq.com.au

⁸ Total expenditure includes domestic day and overnight, and international expenditure
⁹ Tourism Research Australia, year to June 2009
¹⁰ International Visitor Survey, Tourism Research Australia, year to September 2011
¹¹ Office of Economic and Statistical Research, year to June 2010
¹² Australian Bureau of Statistics, National Tourism Satellite Account 2009-10
¹³ Tourism Research Australia, Australian Bureau of Statistics, as at 30 June 2007