

Visitors to Queensland - year ended March 2011

	Visitors	% change from YE March 2010	Nights	% change from YE March 2010
Domestic ¹ (overnight)	16,037,000	3%	67,025,000	-4%
from intrastate	10,698,000	2%	33,434,000	-9%
from interstate	5,340,000	5%	33,590,000	2%
Domestic ¹ (daytrip)	34,258,000	7%	-	-
	Visitors	% change from YE Mar 2010	Nights	% change from YE Mar 2010
International ²	2,002,000	1%	39,474,000	-1%

Visitor Expenditure in Queensland - year ended March 2011

	Expenditure (\$ million)	% change from YE Mar 2010	% share of expenditure in Australia	% point share change from YE Mar 2010
Domestic (overnight) ⁶	\$10,757	-8%	25.7%	-1.7% points
Domestic (daytrip)	\$3,627	7%	24.3%	1.9% points
International ⁷	\$3,656	-7%	20.6%	-2.3% points
Total ⁸	\$18,040	-5%	-	-

Economic impact of tourism

Tourism in Queensland

- contributes \$7.8 billion to the Queensland economy and accounts for 3.2 percent of Queensland's Gross State Product (GSP).⁹
- 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

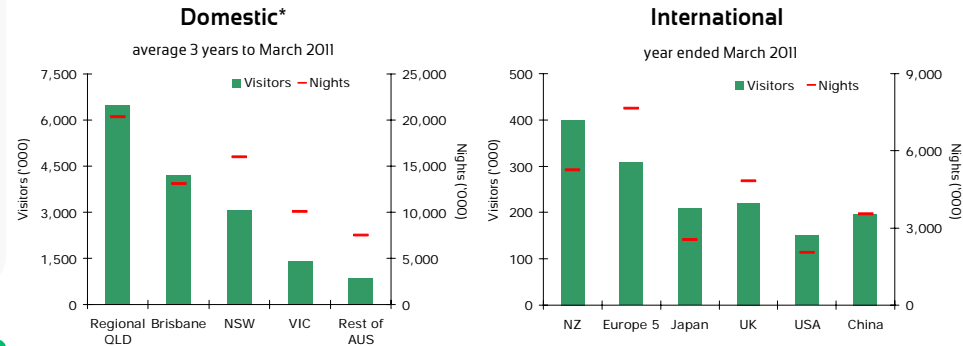
³ Survey of Tourist Accommodation, Australian Bureau of Statistics

⁴ Percentage point change

⁵ Europe excludes the United Kingdom

⁶ Due to recent severe weather events in Queensland, the domestic data should be viewed with caution as there were disruptions encountered with the data collection. Tourism Queensland will not publish domestic data for the year ended March 2011 at a tourism region level. Instead, domestic data for tourism regions will be presented as a 3 year average, with change over time shown as a 3 year trend change not year on year change.

Key visitor source markets to Queensland



QLD Commercial Accommodation³ year ended March 2011

	Total hotels, motels and serviced apartments	% change from YE Mar 2010
Rooms nights available	22,424,948	-0.4%
Room nights occupied	14,054,600	1.5%
Room occupancy rate	62.7%	1.2% 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 owe their employment to tourism.⁹
- contributes significantly to employment nationally, with 500,500 persons in tourism-generated employment 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.¹⁴
- 85% of tourism businesses in Queensland are small businesses (employing 1 to 19 people).¹³

⁶ Includes airfares and long distance travel costs

⁷ Includes packages

⁸ Total expenditure includes domestic day and overnight, and international expenditure

⁹ Tourism Research Australia, year to June 2009

¹⁰ Tourism Research Australia, year to March 2011

¹¹ Office of Economic and Statistical Research, year to June 2010

¹² Australian Bureau of Statistics, National Tourism Satellite Account 2009-10

¹³ Department of Foreign Affairs and Trade, year to June 2010

¹⁴ Tourism Research Australia, Australian Bureau of Statistics, as at 30 June 2007

Stats on Q are you subscribed?

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

statsonq@tq.com.au