# QUEENSLAND TOURISM
# BUSINESS COUNT
# & EMPLOYMENT ATLAS

**TTF**
AUSTRALIA
Tourism & Transport Forum

Tourism & Transport Forum (TTF) is proud to present the Queensland edition of our popular and respected tourism employment atlas to help inform decision makers, business leaders and the community about the value of tourism to the Queensland economy. In addition to its current contribution, tourism has been identified as a 'super-growth' industry that can provide future job and business opportunities across the state and help to deliver prosperity around Australia.

The Queensland Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Queensland electorates. We hope the Atlas will help reinforce the importance of tourism and the visitor economy to every part of the state.

**Margy Osmond**
*Chief Executive Officer*

Note: Figures in all tables are rounded to the nearest hundred, so some figures may not sum to totals. Results less than 100 are not reported.

| Table 1: Tourism employment in Queensland | |
| --- | --- |
| **Industry** | **Tourism employment** |
| Accommodation | 17,900 |
| Cafes, restaurants and takeaway food services | 36,900 |
| Clubs, pubs, taverns and bars | 7,400 |
| Rail transport | 800 |
| Road transport and transport equipment rental | 5,800 |
| Air, water and other transport | 10,100 |
| Travel agency and tour operator services | 12,200 |
| Cultural services | 2,300 |
| Casinos and other gambling services | 600 |
| Other sports and recreation services | 5,100 |
| Retail trade | 23,200 |
| Education and training | 9,100 |
| All other industries | 6,000 |
| **TOTAL** | **137,600** |

Source: Tourism Satellite Accounts 2015/16 Table 7

| Table 2: Electorates with the highest intensity of tourism employment | | |
| --- | --- | --- |
| **Electorate** | **Tourism employment** | **% of total employment** |
| Cairns | 3,500 | 13.4% |
| Surfers Paradise | 3,500 | 12.5% |
| Barron River | 3,500 | 11.5% |
| Southport | 2,800 | 10.6% |
| Cook | 2,000 | 10.4% |
| Mermaid Beach | 2,700 | 10.3% |
| Noosa | 2,200 | 10.1% |
| Whitsunday | 2,800 | 9.7% |
| Broadwater | 2,000 | 9.1% |
| Burleigh | 2,300 | 9.0% |

Source: TTF calculations, Tourism Satellite Accounts 2015/16, Census 2016.

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# QUEENSLAND ELECTORAL DISTRICTS

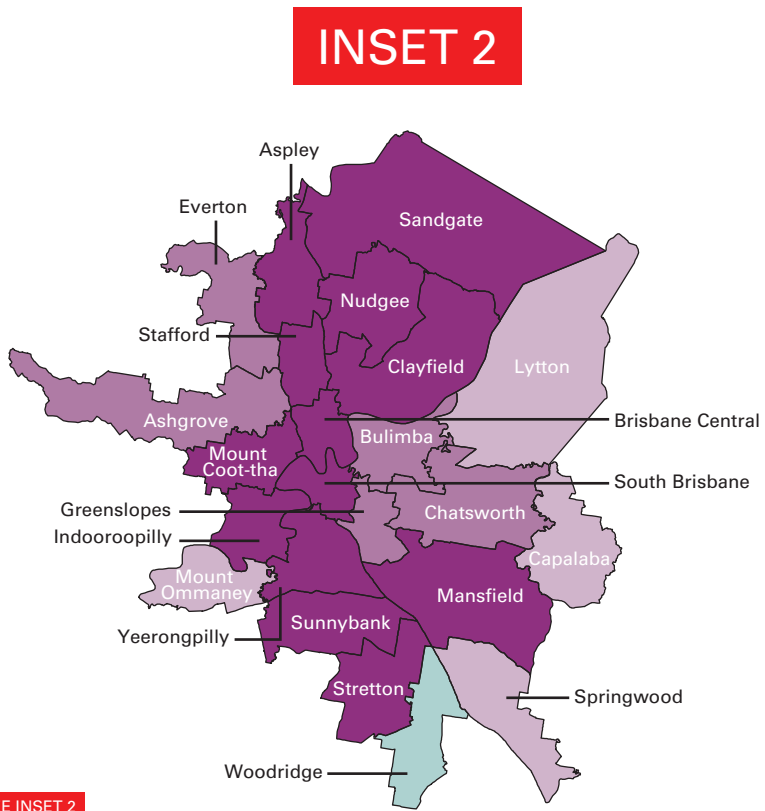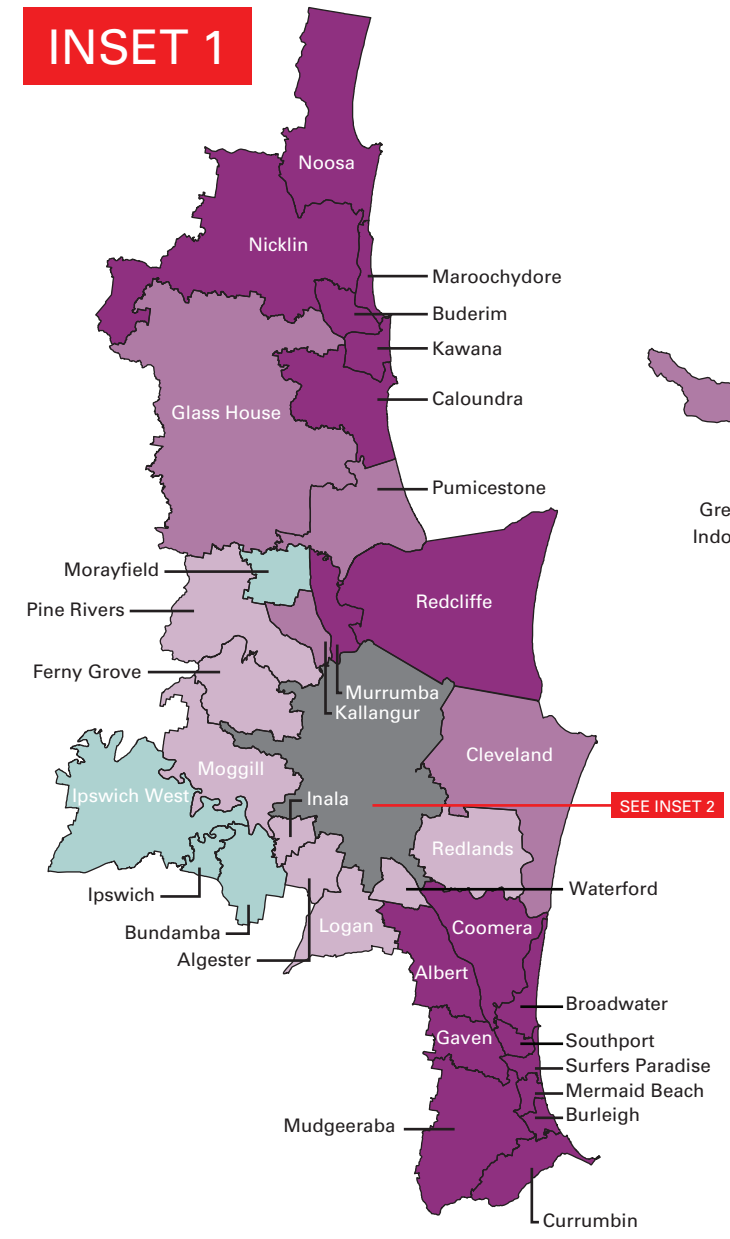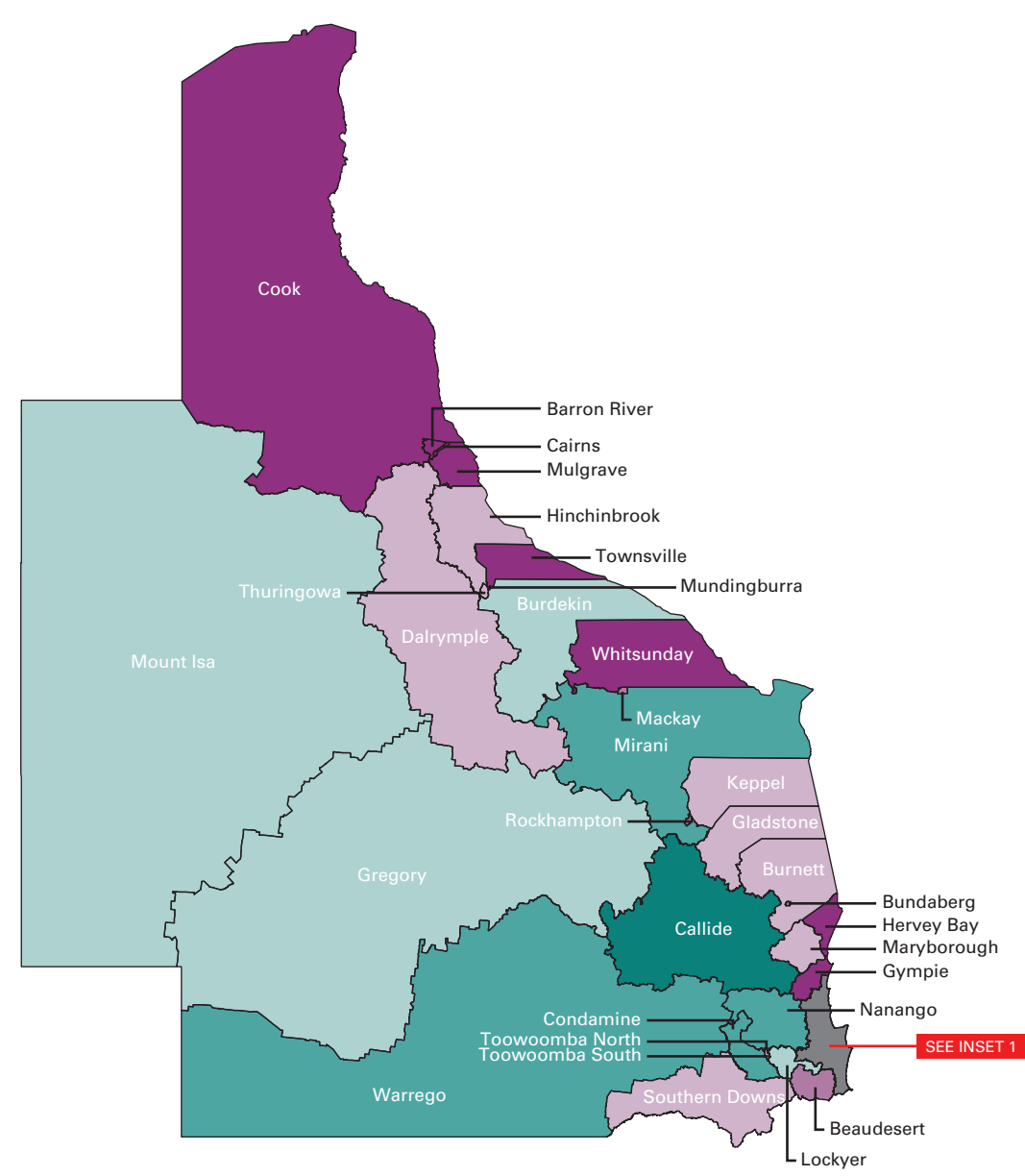| Table 3: Tourism employment and businesses by State Electorate | | | | |
|---|---|---|---|---|
| **State Electorate** | **Tourism employment** | **% of electorate employment** | **Tourism related businesses** | **% of electorate businesses** |
| Albert | 2,400 | 6.9% | 900 | 16.9% |
| Algester | 1,400 | 5.3% | 700 | 21.5% |
| Ashgrove | 1,400 | 5.7% | 600 | 15.7% |
| Aspley | 1,400 | 6.2% | 600 | 18.5% |
| Barron River | 3,500 | 11.5% | 800 | 19.2% |
| Beaudesert | 1,500 | 5.9% | 900 | 17.6% |
| Brisbane Central | 3,000 | 8.4% | 3,100 | 15.3% |
| Broadwater | 2,000 | 9.1% | 1,000 | 20.2% |
| Buderim | 1,700 | 7.2% | 900 | 17.2% |
| Bulimba | 1,700 | 6.0% | 900 | 16.5% |
| Bundaberg | 900 | 5.8% | 600 | 20.7% |
| Bundamba | 1,700 | 4.9% | 600 | 22.6% |
| Burdekin | 1,100 | 4.9% | 700 | 17.4% |
| Burleigh | 2,300 | 9.0% | 1,200 | 19.1% |
| Burnett | 1,000 | 5.5% | 500 | 15.3% |
| Cairns | 3,500 | 13.4% | 1,700 | 24.7% |
| Callide | 700 | 3.7% | 600 | 11.9% |
| Caloundra | 1,600 | 7.4% | 900 | 21.7% |
| Capalaba | 1,200 | 5.1% | 600 | 17.7% |
| Chatsworth | 1,500 | 5.7% | 700 | 16.6% |
| Clayfield | 2,200 | 7.7% | 1,200 | 18.6% |
| Cleveland | 1,400 | 5.8% | 800 | 17.7% |
| Condamine | 1,200 | 4.4% | 900 | 16.4% |
| Cook | 2,000 | 10.4% | 800 | 24.3% |
| Coomera | 2,300 | 7.2% | 1,200 | 18.1% |
| Currumbin | 2,000 | 8.7% | 800 | 18.4% |
| Dalrymple | 1,100 | 5.5% | 600 | 17.1% |
| Everton | 1,400 | 5.8% | 500 | 17.0% |
| Ferny Grove | 1,200 | 5.3% | 500 | 16.2% |
| Gaven | 2,300 | 8.0% | 1,000 | 19.1% |
| Gladstone | 1,400 | 5.4% | 600 | 18.7% |
| Glass House | 1,400 | 5.9% | 800 | 17.6% |
| Greenslopes | 1,400 | 5.7% | 800 | 18.3% |
| Gregory | 1,000 | 4.8% | 600 | 16.0% |
| Gympie | 1,100 | 6.1% | 700 | 18.0% |
| Hervey Bay | 1,400 | 8.3% | 500 | 19.6% |
| Hinchinbrook | 1,300 | 5.3% | 600 | 14.7% |
| Inala | 1,200 | 5.2% | 600 | 21.0% |
| Indooroopilly | 1,500 | 6.5% | 700 | 17.1% |
| Ipswich | 1,100 | 5.0% | 500 | 20.9% |
| Ipswich West | 1,100 | 4.7% | 500 | 20.4% |
| Kallangur | 1,500 | 5.9% | 500 | 19.0% |
| Kawana | 1,600 | 7.0% | 800 | 17.4% |
| Keppel | 1,300 | 5.5% | 500 | 17.2% |
| Lockyer | 1,100 | 4.8% | 700 | 18.9% |
| Logan | 1,200 | 5.1% | 800 | 22.4% |
| Lytton | 1,300 | 5.6% | 700 | 18.6% |
| Mackay | 1,100 | 5.6% | 600 | 18.3% |
| Mansfield | 1,400 | 6.3% | 800 | 18.8% |
| Maroochydore | 2,200 | 8.8% | 1,400 | 21.2% |
| Maryborough | 900 | 5.5% | 500 | 19.1% |
| Mermaid Beach | 2,700 | 10.3% | 1,300 | 21.0% |
| Mirani | 1,000 | 4.2% | 600 | 12.9% |
| Moggill | 1,200 | 5.1% | 600 | 14.3% |
| Morayfield | 1,400 | 5.6% | 500 | 19.3% |
| Mount Coot-tha | 1,800 | 6.8% | 1,100 | 15.9% |
| Mount Isa | 700 | 4.7% | 500 | 22.8% |
| Mount Ommaney | 1,300 | 5.5% | 800 | 18.2% |
| Mudgeeraba | 2,200 | 8.2% | 1,000 | 17.6% |
| Mulgrave | 1,600 | 7.2% | 500 | 18.1% |
| Mundingburra | 1,200 | 6.2% | 400 | 17.9% |
| Murrumba | 2,000 | 6.2% | 700 | 19.5% |
| Nanango | 800 | 4.2% | 700 | 15.0% |
| Nicklin | 1,400 | 6.4% | 700 | 17.0% |
| Noosa | 2,200 | 10.1% | 1,400 | 21.9% |
| Nudgee | 2,100 | 7.3% | 900 | 19.8% |
| Pine Rivers | 1,400 | 5.4% | 800 | 18.2% |
| Pumicestone | 1,100 | 5.8% | 600 | 19.5% |
| Redcliffe | 1,300 | 6.4% | 600 | 18.3% |
| Redlands | 1,200 | 5.2% | 600 | 16.2% |
| Rockhampton | 1,200 | 6.0% | 700 | 22.2% |
| Sandgate | 1,500 | 6.2% | 500 | 21.7% |
| South Brisbane | 2,400 | 7.7% | 1,500 | 20.0% |
| Southern Downs | 1,100 | 5.4% | 800 | 15.3% |
| Southport | 2,800 | 10.6% | 1,700 | 21.9% |
| Springwood | 1,300 | 5.1% | 800 | 15.7% |
| Stafford | 1,600 | 6.3% | 700 | 18.4% |
| Stretton | 1,800 | 6.5% | 1,300 | 23.8% |
| Sunnybank | 1,600 | 6.7% | 1,400 | 22.3% |
| Surfers Paradise | 3,500 | 12.5% | 2,100 | 23.5% |
| Thuringowa | 1,300 | 5.5% | 400 | 18.1% |
| Toowoomba North | 1,100 | 5.2% | 900 | 18.4% |
| Toowoomba South | 1,200 | 5.5% | 600 | 18.8% |
| Townsville | 1,600 | 6.7% | 1,100 | 20.8% |
| Warrego | 800 | 4.2% | 800 | 15.3% |
| Waterford | 1,400 | 5.3% | 600 | 19.6% |
| Whitsunday | 2,800 | 9.7% | 900 | 18.6% |
| Woodridge | 1,100 | 5.0% | 800 | 23.7% |
| Yeerongpilly | 1,600 | 6.1% | 900 | 19.1% |

Source: ABS unpublished business counts data, Tourism Satellite Accounts 2015/16, Census 2016, TTF calculations.

Note: tourism business as per Appendix 1 ANSIC codes - Tourism Satellite Accounts 2015/16.

## INSET 1

Noosa, Nicklin, Maroochydore, Buderim, Kawana, Caloundra, Glass House, Pumicestone, Morayfield, Pine Rivers, Ferny Grove, Murrumba, Kallangur, Redcliffe, Moggill, Ipswich West, Inala, Cleveland, Redlands, Ipswich, Bundamba, Algester, Logan, Coomera, Albert, Waterford, Broadwater, Gaven, Southport, Surfers Paradise, Mermaid Beach, Burleigh, Mudgeeraba, Currumbin

SEE INSET 2

## INSET 2

Aspley, Everton, Sandgate, Nudgee, Stafford, Clayfield, Lytton, Ashgrove, Mount Coot-tha, Bulimba, Brisbane Central, Greenslopes, Indooroopilly, Chatsworth, South Brisbane, Mount Ommaney, Mansfield, Yeerongpilly, Sunnybank, Capalaba, Stretton, Springwood, Woodridge

**Map labels (main map):** Cook, Barron River, Cairns, Mulgrave, Hinchinbrook, Townsville, Mundingburra, Thuringowa, Burdekin, Dalrymple, Whitsunday, Mount Isa, Mackay, Mirani, Keppel, Rockhampton, Gladstone, Gregory, Burnett, Callide, Bundaberg, Hervey Bay, Maryborough, Gympie, Nanango, Condamine, Toowoomba North, Toowoomba South, Warrego, Southern Downs, Beaudesert, Lockyer

SEE INSET 1

**Legend:** < 4.0% | 4.0–4.5% | 4.6–5.0% | 5.1–5.5% | 5.6–6.0% | > 6.0%