

REGIONAL TOURISM SATELLITE ACCOUNTS 2019-20

WHITSUNDAYS REGION KEY FACTS



In 2019-20, the tourism industry contributed an estimated **\$552.2 million** to the Whitsundays regional economy (20.7% of Whitsundays gross regional product) and supported about **5,500 jobs** (29.6% of employment in the Whitsundays).

TOURISM GROSS REGIONAL PRODUCT (GRP)

*GSP indicates Gross State Product



Whitsundays (WSY)	Regional QLD ²	Total QLD (GSP*)
DIRECT \$338.4M ▼-15.5% 12.7% of WSY GRP	DIRECT \$5.0 bn ▼-17.4% 3.7% of Reg. QLD GRP	DIRECT \$11.4 bn ▼-18.1% 3.2% of QLD GSP
TOTAL \$552.2M ▼-15.7% 20.7% of WSY GRP	TOTAL \$8.9 bn ▼-18.8% 6.5% of Reg. QLD GRP	TOTAL¹ \$22.7 bn ▼-20.0% 6.3% of QLD GSP

GRP/GSP Per Capita

\$15,400
WSY

\$4,600
Regional
QLD²

\$4,400
Total
QLD¹

TOURISM EMPLOYMENT IN THE WHITSUNDAYS

Supporting 5,500 jobs
29.6% of WSY employment
1 in 3 jobs

▼-3.9%
YoY

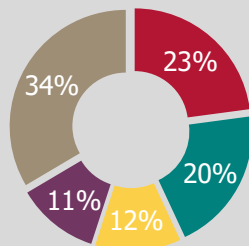


4,200 direct tourism jobs
22.3% of WSY employment
1 in 4 jobs

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YoY

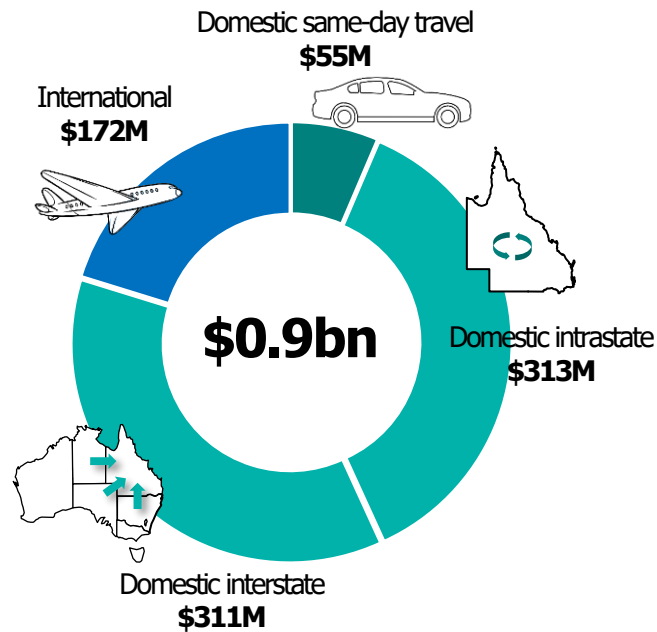
DIRECT TOURISM EMPLOYMENT BY INDUSTRY

- Food services**
- Accommodation
- Air, water and other transport
- Retail trade
- All other industries



**Refers to cafes, restaurants & take-away food services

TOURISM CONSUMPTION IN THE WHITSUNDAYS#



#Tourism consumption measures the total value of tourism goods/services consumed by residents/international visitors in Australia

SOURCE: TOURISM RESEARCH AUSTRALIA, REGIONAL TOURISM SATELLITE ACCOUNTS 2019-20

Notes: 1. Total impact on the Australian economy of tourism consumption in Queensland
2. Regional Queensland includes all tourism regions outside of Brisbane and the Gold Coast