

# Queensland Indigenous Tourism Sector Analysis



## Summary

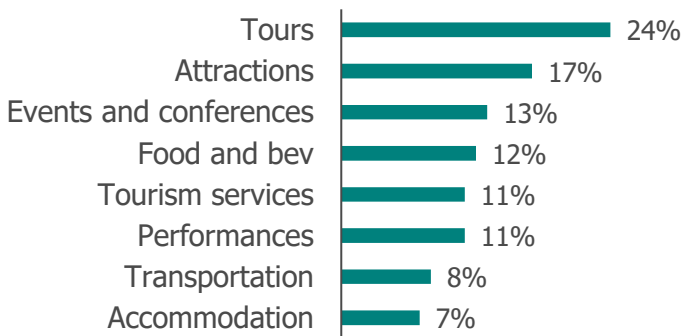
TEQ commissioned a study of the Indigenous tourism sector. The report is based on a survey of Indigenous tourism businesses as well as analysis of visitation data available about holiday visitors who engaged in Indigenous tourism experiences in Queensland.

## Key findings

- In FY 2018/19, 424,000 visitors partook in an Indigenous experience, supporting \$505 million in visitor expenditure.
- Indigenous tourism supports 2,500 full time jobs.
- 73% of businesses are optimistic for business growth.
- Nearly half of all Indigenous tourism businesses are making a profit, while 31% broke even.

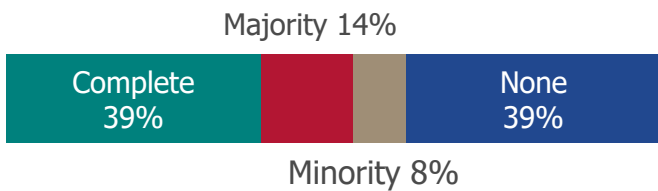
## Understanding our Indigenous tourism businesses

### Indigenous tourism businesses by type

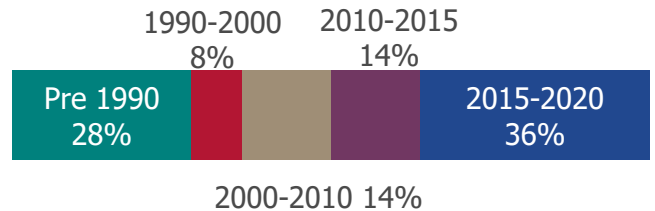


Dreamtime Dive and Snorkel, Cairns, TNQ

### Share of Indigenous ownership



### Year of business commencement

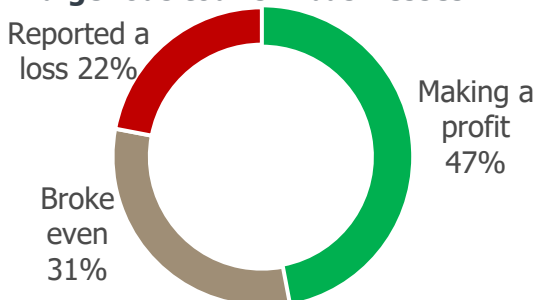


### Phase of business development

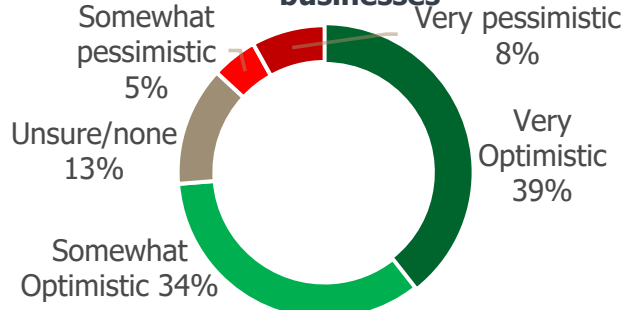
% of responses from Indigenous tourism businesses



### Reported profitability of Indigenous tourism businesses



### Optimism of Indigenous tourism businesses

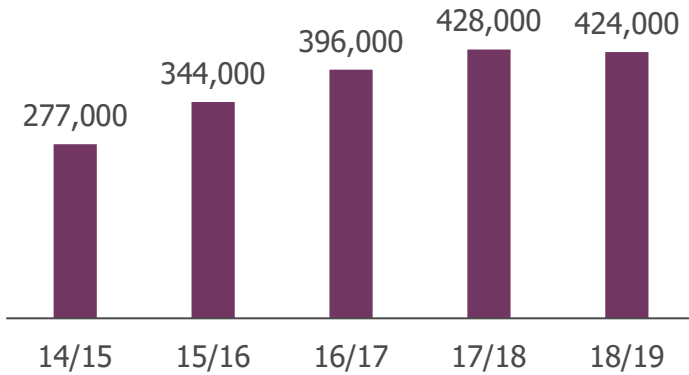


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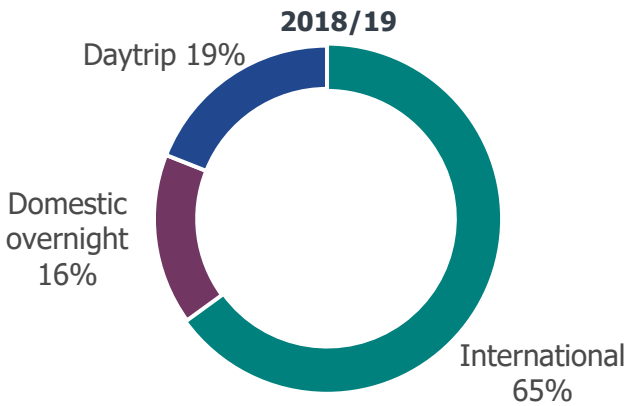
## Demand

Indigenous tourism visitation in Queensland

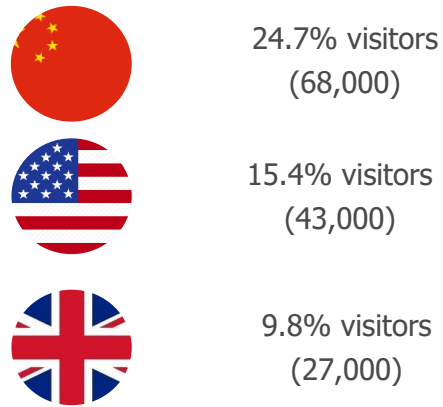


Jellurgal Aboriginal Cultural Centre, Gold Coast

Visitor shares of Indigenous tourism of Queensland



Top nations by volume of visitors 2018/19



**\$505m** spend in Queensland in FY 18/19  
15.2% growth year-on-year



**\$112m-\$176m** contribution to Gross State Product in FY 18/19



**2,500** full-time employed persons in Queensland in FY 18/19  
**1.6%** of total tourism employment



Laura Aboriginal Dance Festival, Laura, TNQ

### Research Background

The research was commissioned by TEQ and conducted by academics from University of Queensland and Griffith University. There was a supply side and demand element of this research. The supply side was based on a survey of businesses from a TEQ Indigenous tourism database, with 38 responses, representing a 28% response rate.

The demand side analysis is based on Tourism Research Australia data on visitation and spend that is used to model economic impact through input and output tables.