

REGIONAL TOURISM SATELLITE ACCOUNTS 2016-17

WHITSUNDAYS REGION KEY FACTS



In 2016-17, the tourism industry contributed an estimated **\$650.6 million** to the Whitsundays regional economy (25.0% of Whitsundays gross regional product) and supported around **6,100 jobs** (34.0% of employment in Whitsundays).

TOURISM GROSS REGIONAL PRODUCT (GRP)

*GSP indicates Gross State Product



Whitsundays (WSY)	Regional QLD ²	Total QLD (GSP*)
DIRECT \$410.2M ▲ 5.6% 15.7% of WSY GRP	DIRECT \$8.4 bn ▲ 2.0% 5.2% of Reg. QLD GRP	DIRECT \$12.8 bn ▲ 4.2% 3.9% of QLD GSP
TOTAL \$650.6M ▲ 5.6% 25.0% of WSY GRP	TOTAL \$14.8 bn ▲ 1.5% 9.2% of Reg. QLD GRP	TOTAL¹ \$25.4 bn ▲ 3.9% 7.8% of QLD GSP

GRP/GSP Per Capita



TOURISM EMPLOYMENT IN THE WHITSUNDAYS

Supporting 6,100 jobs
34.0% of WSY employment

▲ 4.6%
YoY

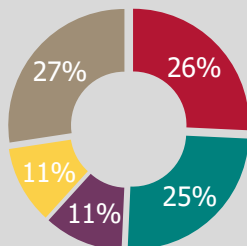


4,500 direct tourism jobs
25.4% of WSY employment

▲ 4.2%
YoY

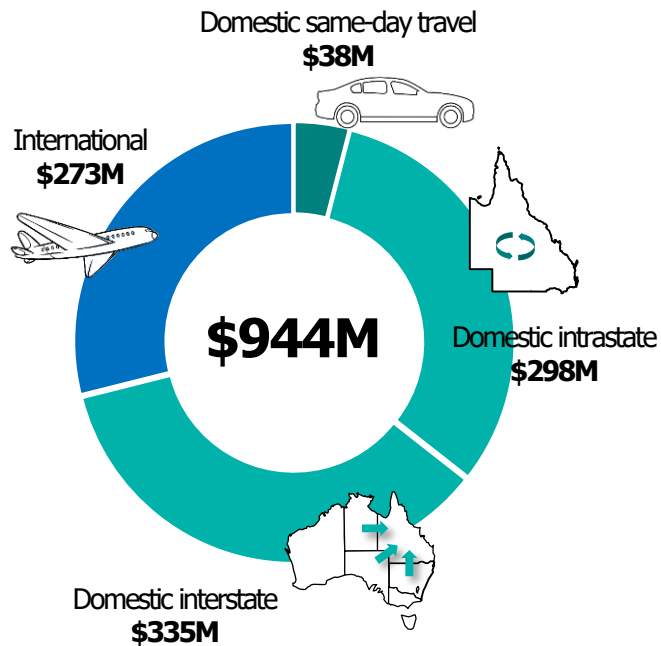
DIRECT TOURISM EMPLOYMENT BY INDUSTRY

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