

Question on Notice
No. 735
Asked on 17 October 2013

MS BARTON ASKED THE MINISTER FOR TOURISM, MAJOR EVENTS, SMALL BUSINESS AND THE COMMONWEALTH GAMES (MRS STUCKEY)—

QUESTION:

Will the Minister advise how the 10 percent increase in holiday makers visiting Queensland benefits the tourism and small business sectors on the Gold Coast?

ANSWER:

I thank the Member for Broadwater for the question.

The increase in holiday maker visitations is good news for Gold Coast's tourism and small business sectors.

For the year ending June 2013, Tourism Research Australia reported domestic overnight visitors spent \$3.1 billion, domestic day visitors spent \$716 million and international visitors spent \$856 million - a total of \$4.67 billion or \$12.8 million per day.

Tourism Research Australia also reports as at June 2011, there are nearly 10,000 tourism related businesses on the Gold Coast. Nine out of 10 are small businesses employing less than 20 employees.

These businesses will directly benefit from the growth in the number of holiday makers and these benefits will flow on to other small business sectors in the Gold Coast economy.

Australian Bureau of Statistics figures released July 2013 indicate of the 59,300 small businesses in the Gold Coast, there are about 4,000 businesses in retail trade, 2,500 businesses in accommodation and food services, and over 8,500 businesses in rental and real estate services.

The increase in holiday figures will have a significant, positive impact for many small businesses as many Gold Coast businesses are reliant on the tourist dollar.

This increase does not mean we can rest on our laurels. This government will continue everything it can to bring even greater numbers of visitors to the Gold Coast as well as other regions. For example the \$15 million advertising campaign to boost visitors to Gold Coast theme parks, that commenced on 27 October 2013, will reinforce the Gold Coast's position as Queensland's leading tourist destination by focusing on its world-class theme parks.