

# TOURISM

# GYMPIE REGION





## SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). The tourism industries are estimated from the NIEIR microsimulation model by looking at the level of exports from specific industries which have a significant direct tourism component. By measuring the level of export activity (i.e. goods and services purchased by individuals or business from outside the local area) for those industries that form part of a tourism cluster, the value of the tourism industry can be estimated. Of the 86 industries at the 2 digit ANZSIC code, 11 industries have a significant direct tourism output. These include:

- Motor Vehicle and Motor Vehicle Parts Retailing
- Fuel Retailing
- Food Retailing
- Other Store-Based Retailing
- Non-Store Retailing and Retail Commission Based Buying
- Accommodation
- Food and Beverage Services
- Heritage Activities
- Creative and Performing Arts Activities
- Sports and Recreation Activities
- Gambling Activities

There are also many other industries that contribute to tourism indirectly such as transport and education. The value of these industries to the economy is taken into account through the calculation of their indirect impact tourism spend flows through the local economy. Using this methodology the total sum of all regional Tourism output comes to within 5% of the ABS National Tourism Satellite Account (NTSA). Other industries included in the Satellite Account include:

- Residential property operators
- Rail transport
- Taxi and other road transport
- Road freight transport
- Interurban and rural bus transport
- Urban bus transport (including tramway)
- Water transport
- Air and space transport
- Scenic and Sightseeing Transport
- Passenger car rental and hiring
- Travel agency and tour arrangement
- Preschool and school education
- Tertiary education
- Adult, community and other education

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# GYMPIE REGION - TOURISM SECTOR\*

## ECONOMIC OVERVIEW



**\$112M**  
Sales/Output

2.2% of total output



**1,400,000**<sup>\*\*</sup>  
Visitors

### KEY LOCATION



**Gympie - North**

Statistical Area 2

67% of jobs in 2021



**\$66M**  
Gross Value Added

2.9% of total GVA



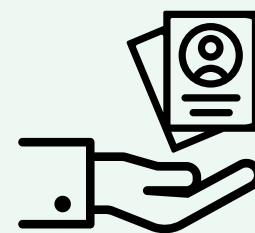
**1,700,000**<sup>\*\*</sup>  
Visitor Nights

### TOP INDUSTRIES



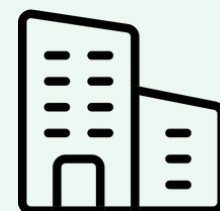
**Accommodation**

\$16M Value Added  
182 Local Workers



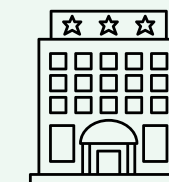
**1,084**  
Local Jobs

4.9% of total jobs



**145**  
Local Businesses

2.9% of total businesses



**Cafes, Restaurants & Takeaway**

\$10M Value Added  
352 Local Workers

Sources: NIEIR, 2024; ABS Census 2021; ABS Business Register, 2023; Tourism Research Australia, 2023.

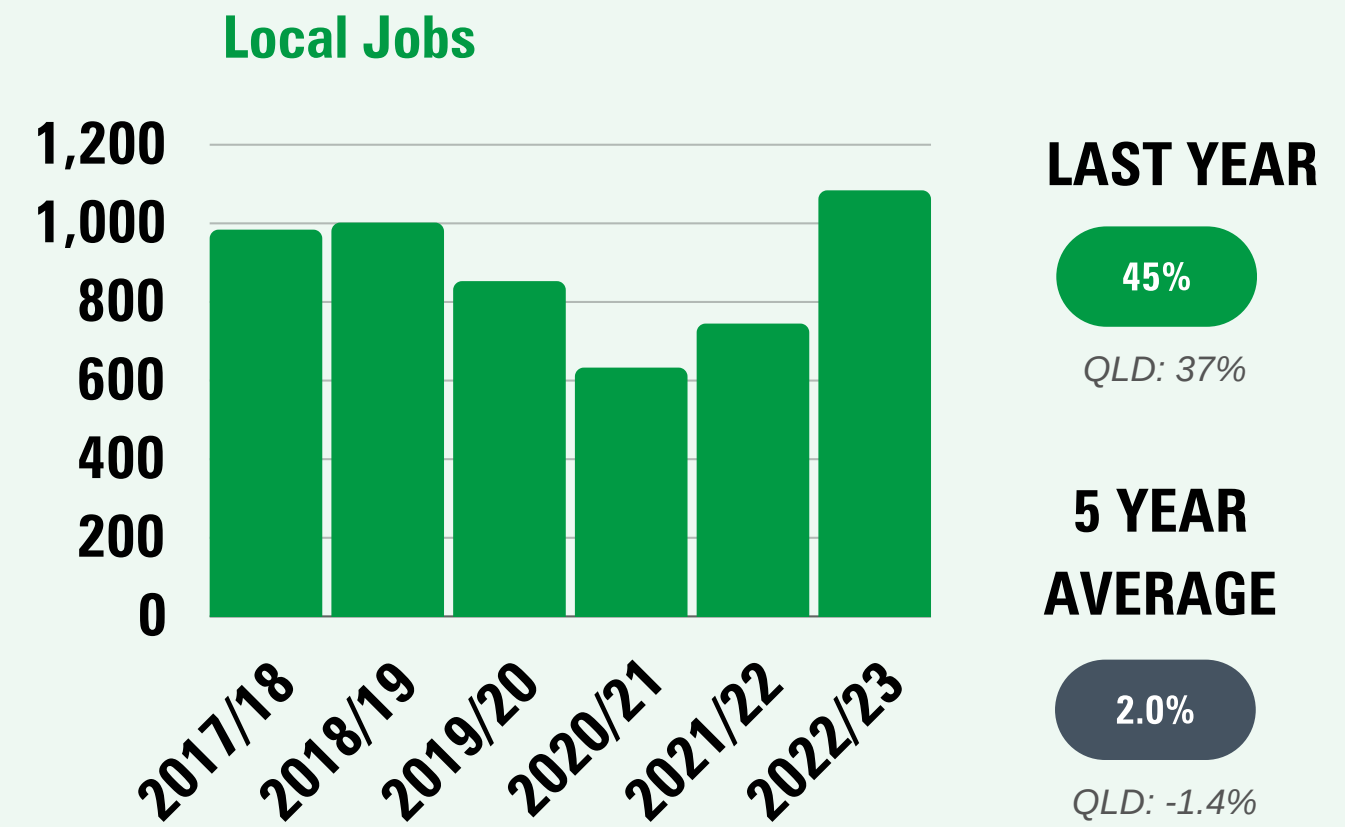
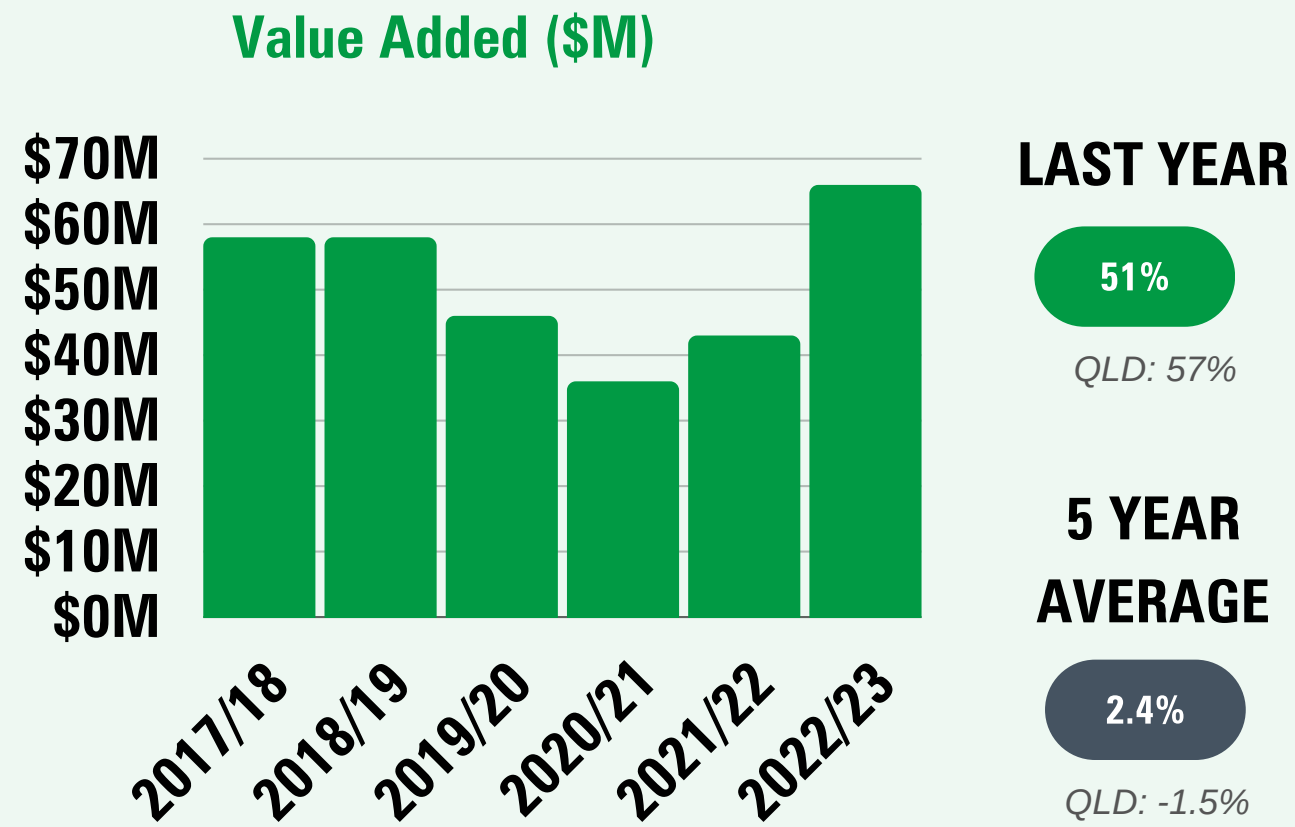
\* Tourism value and jobs estimates are based on proportion of economic activity related to servicing external visitors.

\*\*Please note that the Tourism Research Australia data is survey based and the sample size affects data reliability and confidentiality. Numbers should be used with caution.

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# GYMPIE REGION - TOURISM SECTOR\*

## GROWTH TRENDS



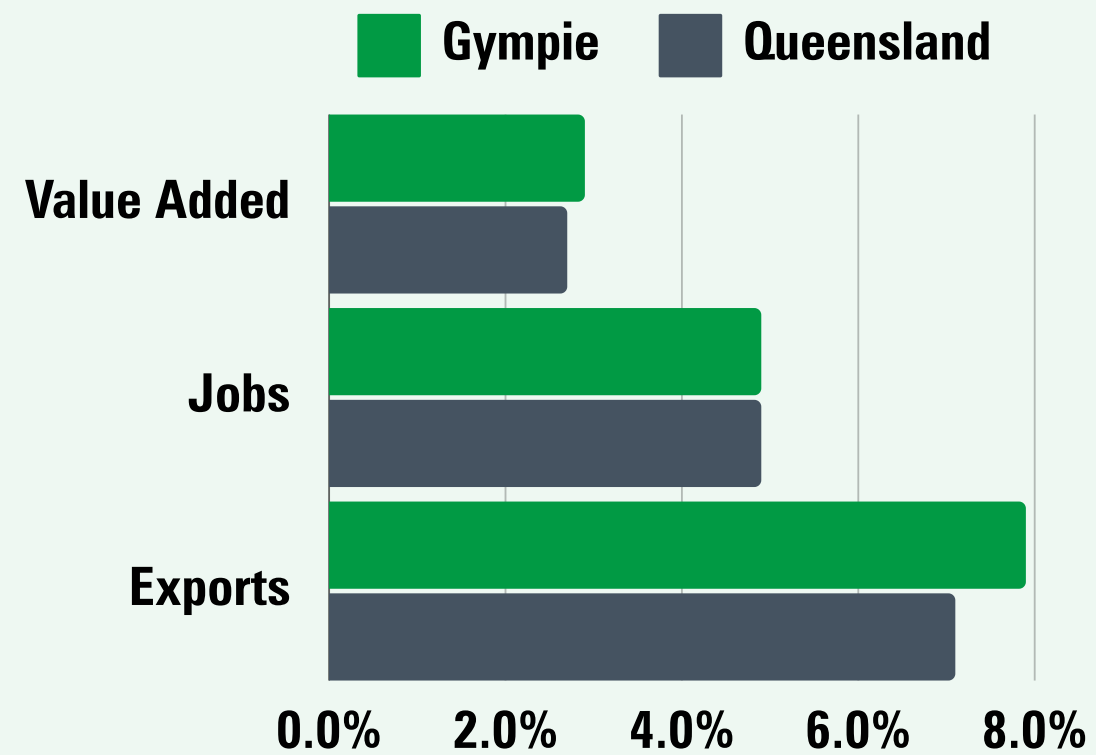
Source: NIEIR, 2024. \* Tourism value and jobs estimates are based on proportion of economic activity related to servicing external visitors

**Over the five years to 2022/23, the Tourism Sector in the Gympie Region was estimated to have averaged 2.0% p.a. growth in jobs and 2.4% p.a. in value. The latest annual growth was very strong taking into account a return to pre-COVID levels.**

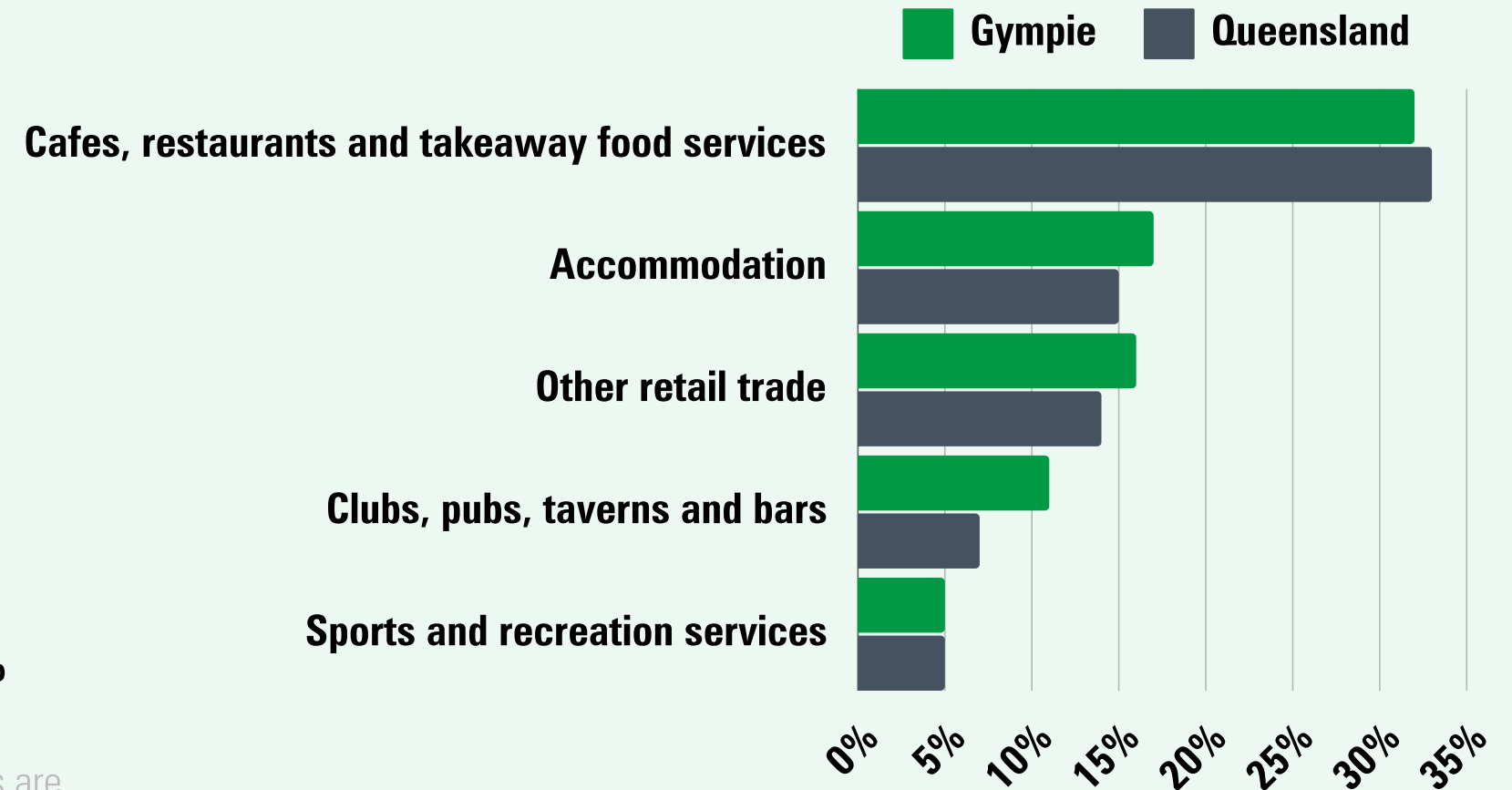
# GYMPIE REGION - TOURISM SECTOR\*

## BENCHMARK ANALYSIS

### Share of Total - 2022/23



### Top Industries by Employment



Source: NIEIR, 2024; ABS Census 2021. \* Tourism value and jobs estimates are based on proportion of economic activity related to servicing external visitors

**In 2022/23, the Tourism Sector in the Gympie Region directly supported 4.9% of all jobs in the LGA and generated 2.9% of total Gross Value Added. The top employing sub-industry was cafes, restaurants and takeaway food services.**

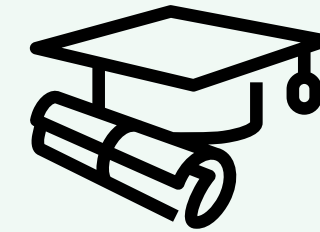
# GYMPIE REGION - TOURISM & HOSPITALITY SECTOR\*



**28 years**

**Median Age**

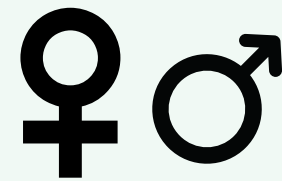
(QLD - 29 years)



**6%**

**Degree Educated**

(QLD - 16%)



**61%**

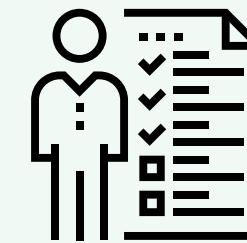
**Female**

(QLD - 52%)

**39%**

**Male**

(QLD - 48%)



**17%**

**Managers/Professionals**

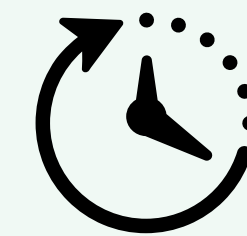
(QLD - 19%)



**12%**

**Born Overseas**

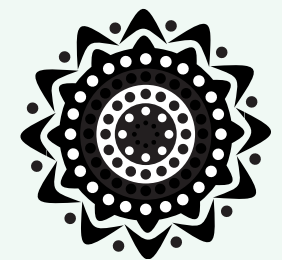
(QLD - 32%)



**31%**

**Full Time**

(QLD - 39%)



**6.0%**

**Identified as ATSI**

(QLD - 3.3%)



**\$29,122**

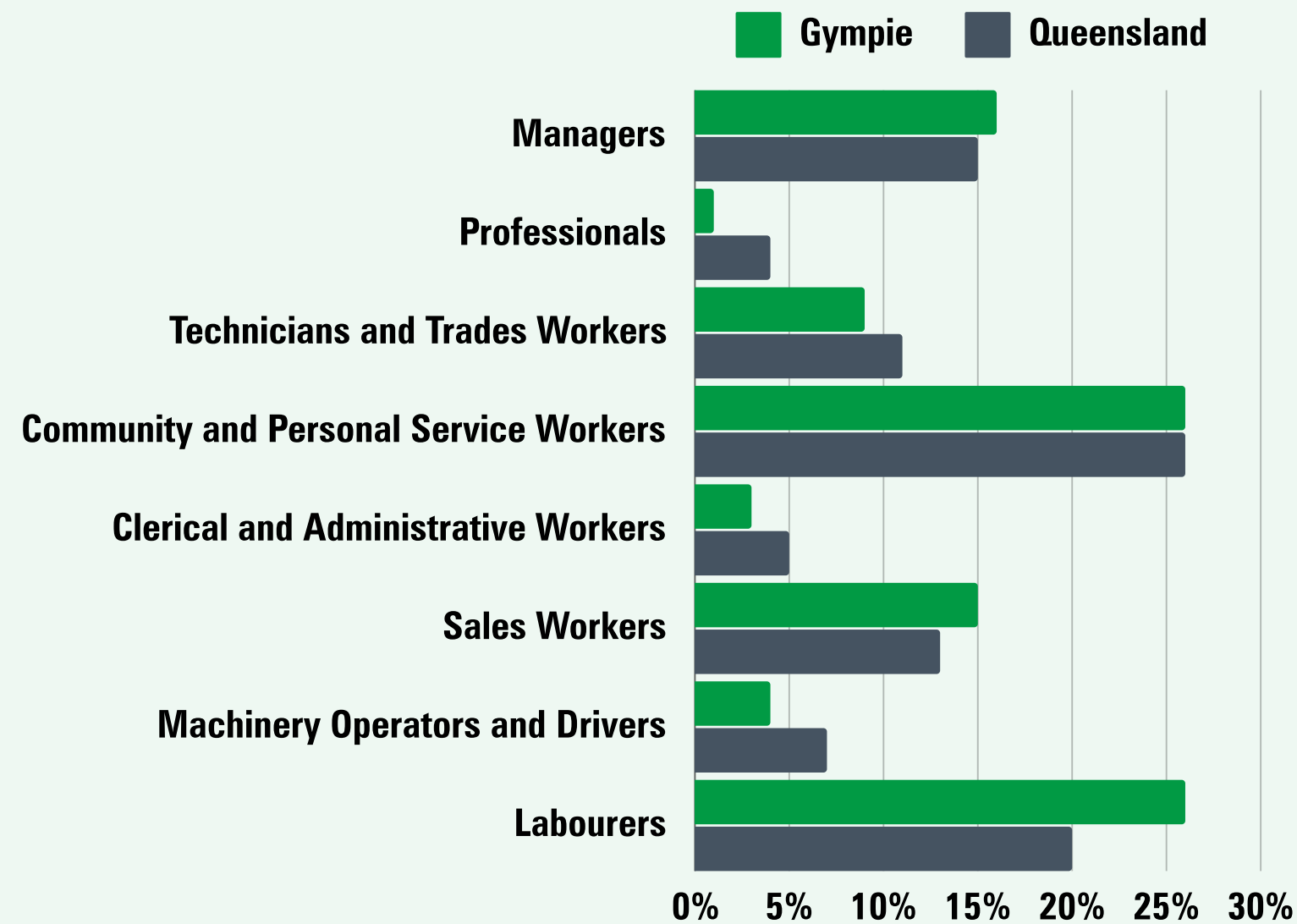
**Median Income**

(QLD - \$37,125)

# GYMPIE REGION - TOURISM & HOSPITALITY SECTOR\*

## SKILL PROFILE

### Occupations Breakdown



In 2021 in the Gympie Region, 25.9% of Tourism workers were community and personal service workers, compared to 25.6% in Queensland.

The top employing occupation in the sector was sales assistants.

### Top Occupations

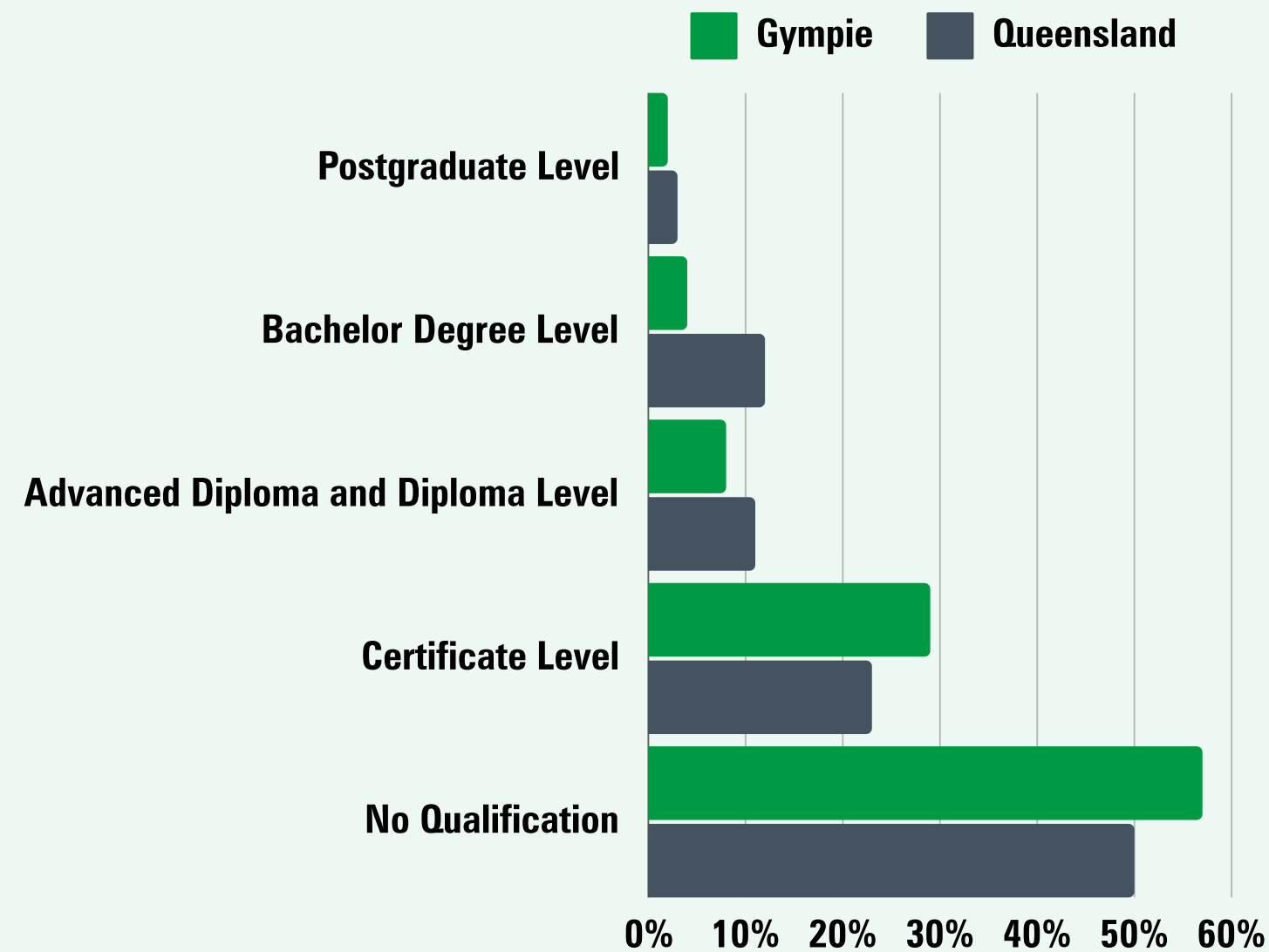
- 1 Sales Assistants (General)
- 2 Kitchenhands
- 3 Bar Attendants and Baristas
- 4 Waiters
- 5 Fast Food Cooks

Source: ABS Census, 2021. \* Profile is based on all workers in direct tourism and hospitality based industries

# GYMPIE REGION - TOURISM & HOSPITALITY SECTOR\*

## SKILL PROFILE

### Qualifications Breakdown



In 2021 in the Gympie Region, 56.6% of Tourism workers had no qualifications, compared to 50.3% in Queensland.

The top field of study in the sector was hospitality.

### Top Study Fields

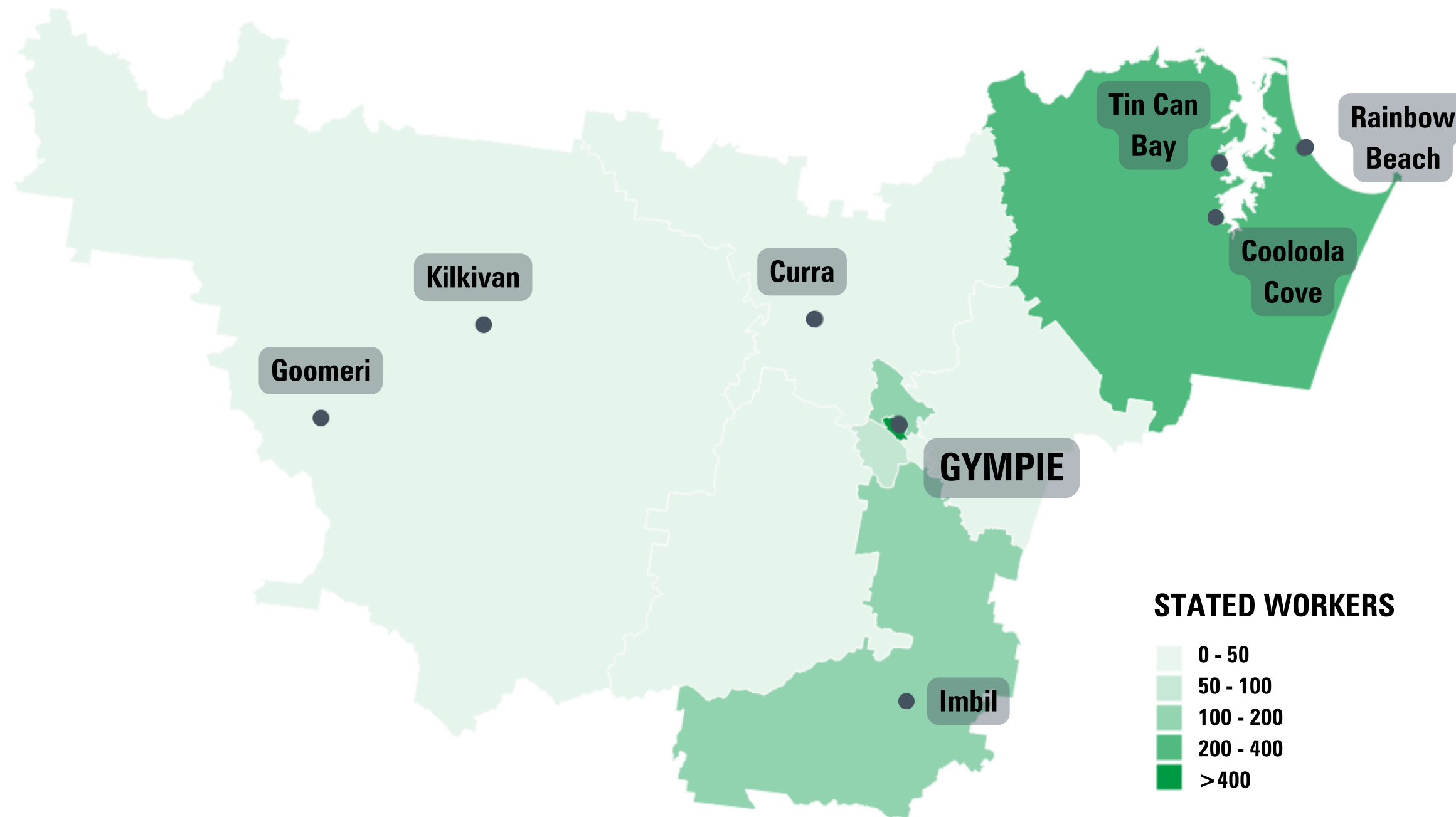
- 1 Hospitality
- 2 Cookery
- 3 Business and Management, nfd
- 4 Business Management
- 5 Sales

Source: ABS Census, 2021. \* Profile is based on all workers in direct tourism and hospitality based industries



# GYMPIE REGION - TOURISM & HOSPITALITY SECTOR\*

## SPATIAL PROFILE



In the 2021 Census, the SA2 of Gympie - North had the largest number of Tourism & Hospitality workers who stated their place of work as being in the Gympie Region (67%) with 635 stating they worked in Gympie's CBD.

Outside of Gympie & Surrounds, the Cooloola area had almost 300 stated workers.

Source: ABS Census, 2021

Source: ABS Census, 2021. \* Profile is based on all workers in direct tourism and hospitality based industries

**For more economic data on the  
Gympie Region, visit [economy.id](http://economy.id)**

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