

CAIRNS REGIONAL COUNCIL

# TOURISM INDUSTRY

2021/22

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# Industry Snapshot - 2022



**\$613M**

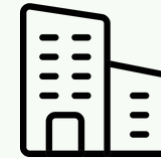
Output / Total Sales



**5,315**

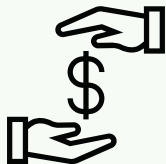
Local Jobs

6.3% of total local jobs



**927**

Local Businesses



**\$293M**

Gross Value Added

3.5% of total industry value added

**5YR  
ANNUAL  
AVERAGE  
GROWTH**



Output  
Value Added  
Local Jobs

## KEY SUB-INDUSTRIES



**Food & Beverage**

**\$58M Value Added**

**1,788 Jobs**



**Accommodation**

**\$59M Value Added**

**1,350 Jobs**



**1.2M**

Domestic Visitors

(2021/22)



Sources: NIEIR, 2023; ABS, 2022

# Industry Size and Composition



**Output/Sales**



**Value Added**



**Employment**

**Direct**

**\$613M**

**\$293M**

**5,315**

**Indirect/Flow-on Impacts**

**Industrial**

**\$492M**

**\$245M**

**2,727**

**+**

**+**

**+**

**Consumption**

**\$577M**

**\$289M**

**4,015**

**Total Impact**

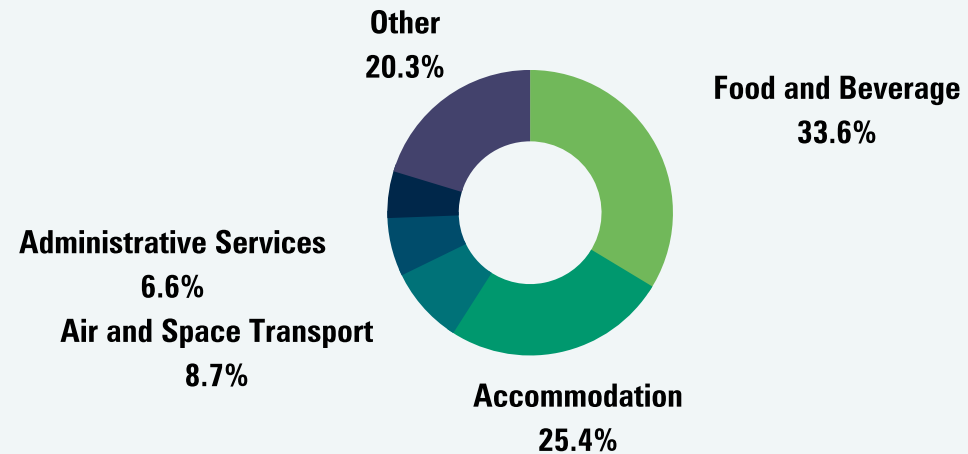
**\$1,681M**

**\$826M**

**12,057**

In 2021/22, the Tourism Industry in Cairns was estimated to have generated \$293M in direct plus an additional \$533M in indirect impacts for a total contribution of \$826M in Value Added. The industry supported 5,315 jobs directly and an additional 6,742 in indirect employment. The largest sub-industry for direct employment was estimated to be Food and Beverage Services with 34% of the total sector's direct employment.

## Share of Total Sector Direct Employment, 2021/22

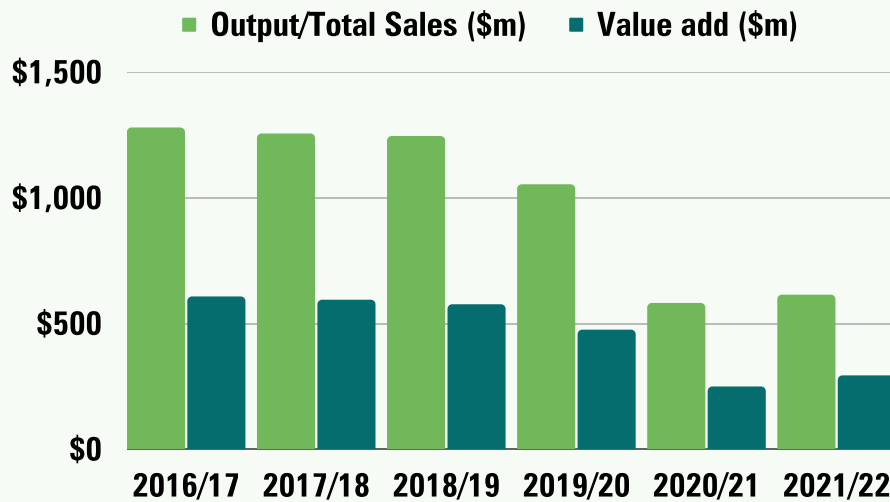


Sources: NIEIR, 2022

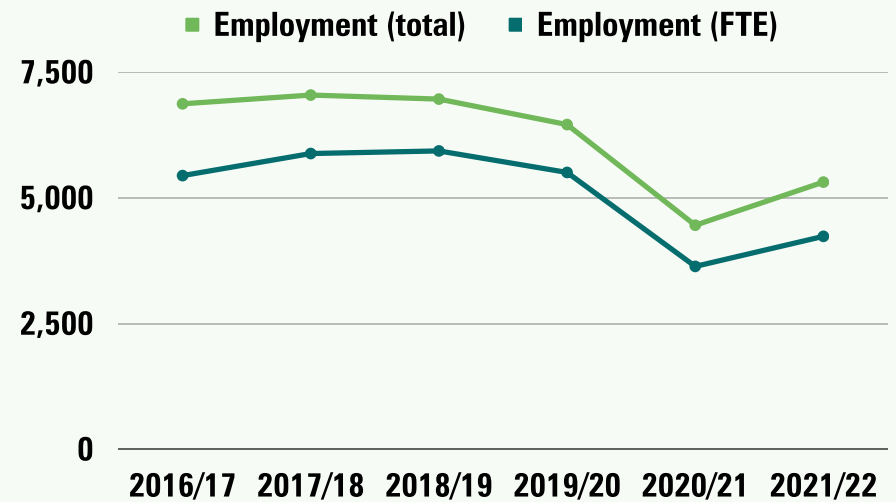
# GROWTH TRENDS

In 2021/22, there was an estimated 5,315 employees working in the Tourism Industry in Cairns and 4,236 full-time equivalents. The industry generated \$293M in Value Added, or \$55,084 per employee (\$69,128/FTE). Growth in the industry has averaged -5.0% p.a. for employment over the last five years and -13.6% p.a. for value added. Jobs growth has obviously been affected by COVID restrictions, but is now rebounding with 16% annual growth in 2021/22.

### Economic Value, Cairns Region, Financial Year



### Average Employment, Cairns Region, Financial Year



**5 YEAR  
AVERAGE  
ANNUAL  
INDUSTRY  
GROWTH**

**-13.7%**  
**Output/Sales**  
-8.8% p.a.

**-13.6%**  
**Value Added**  
-9.2% p.a.

**5 YEAR  
AVERAGE  
ANNUAL  
INDUSTRY  
GROWTH**

**-5.0%**  
**Employment**  
-3.7% p.a.

**-4.9%**  
**FTEs**  
-4.2% p.a.

Sources: NIEIR, 2022

# COMPETITIVE ANALYSIS



Cairns role as a gateway to natural assets, such as the Great Barrier Reef and Wet Tropics Rainforests, and its warm climate has enabled the city to position itself as a major tourist destination.



Cairns has a major airport with networks to most domestic and overseas locations. The Port of Cairns also supports the docking of major cruise liners that regularly stop by.



Cairns is home to world specialist training facilities such as the Great Barrier Reef International Marine College. Tourism and hospitality courses are also a focus of TAFE QLD's Cairns campus and James Cook University.



With almost 10% of residents identifying as Aboriginal and/or Torres Strait Islander, more than double the QLD average, the Cairns region naturally offers unique cultural experiences that attract both domestic and international visitors alike.



Cairns regularly hosts regional and national cultural and sporting events including:

- Ironman Cairns
- Crankworx Cairns
- NRL matches.



Cairns is home to a major convention centre that hosts regular business conferences and expos. The Cairns Convention Centre has been awarded the 2014 and 2004 AIPC Apex Award for "World's Best Congress Centre".

# WORKFORCE PROFILE

Workers in the Tourism Industry in Cairns were slightly older than the state as a whole in 2021 with a median age of 34. Half of the workforce were female and 41% were born overseas (well above that for the state).

An estimated 1 in 5 workers were degree educated and 21% were working in professional or managerial roles.

In 2021, the FTE median income of the local workforce was slightly lower than the state median.

## KEY CHARACTERISTICS OF THE TOURISM INDUSTRY, 2021 - CAIRNS REGION



**34 years**

**Median Age**

QLD - 29 years



**\$56,682**

**Median Income FTE**

QLD - \$57,769



**49%**

**Male**

QLD - 48%/52%



**51%**

**Female**



**43%**

**Full Time**

QLD - 39%



**41%**

**Born Overseas**

QLD - 33%



**9.4%**

**Owner Manager**

QLD - 9.8%



**5.4%**

**Identified as ATSI**

QLD - 3.3%



**21%**

**Professionals/Managers**

QLD - 19%



**16%**

**Degree or Above**

QLD - 16%

**37%**

**Certificate III to Advanced Diploma**

QLD - 34%

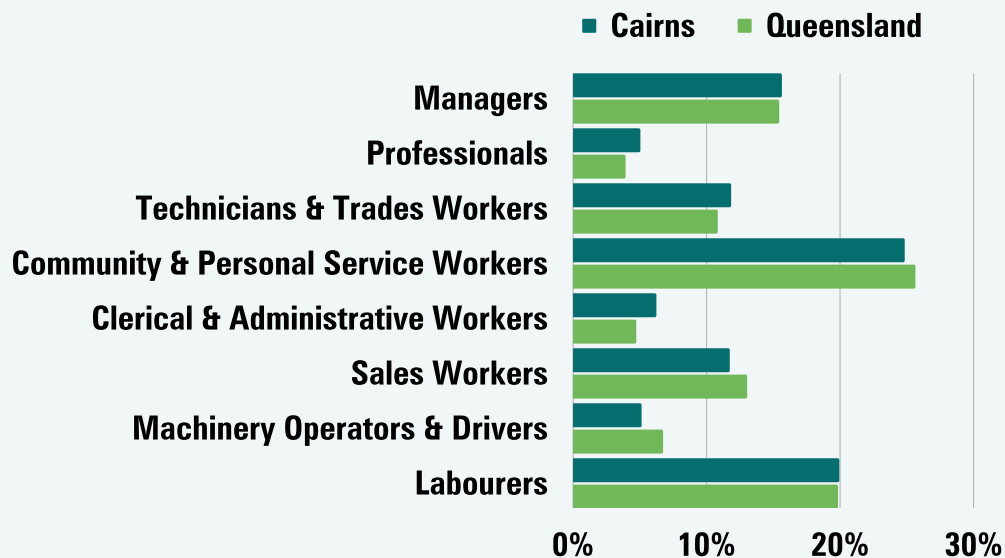
Sources: ABS Census of Population and Housing, 2022

# EDUCATION & SKILLS

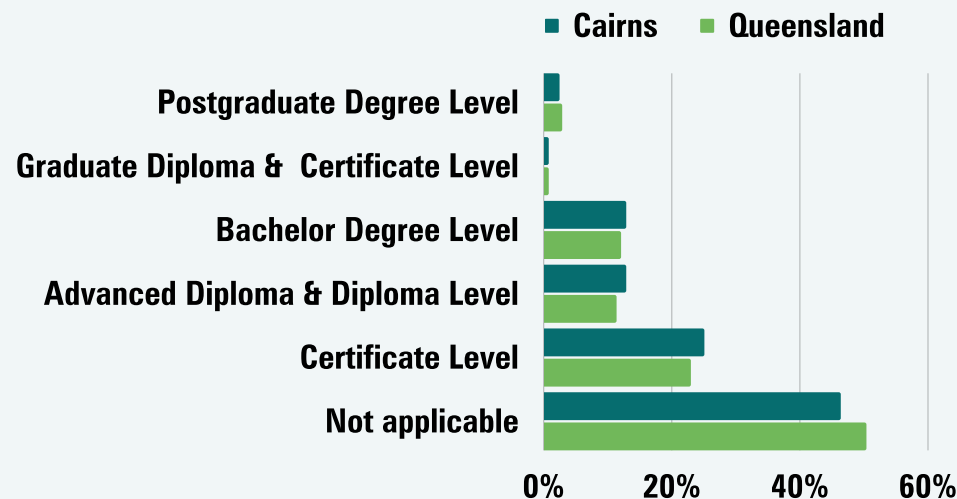
The Tourism Industry in Cairns had an higher share of workers in professional occupations in 2021 (5%) compared to the QLD average (4%). The top occupations were waiters and sales assistants.

The industry had a slightly higher share of qualified workers (54%) than the QLD average (50%), but a similar share with degree level qualifications (16%).

### Local Workforce Occupations, 2021



### Local Workforce Qualifications, 2021



#### Top Occupations

- Waiters
- Sales assistants
- Chefs
- Bar attendants and Baristas

#### Top Study Fields

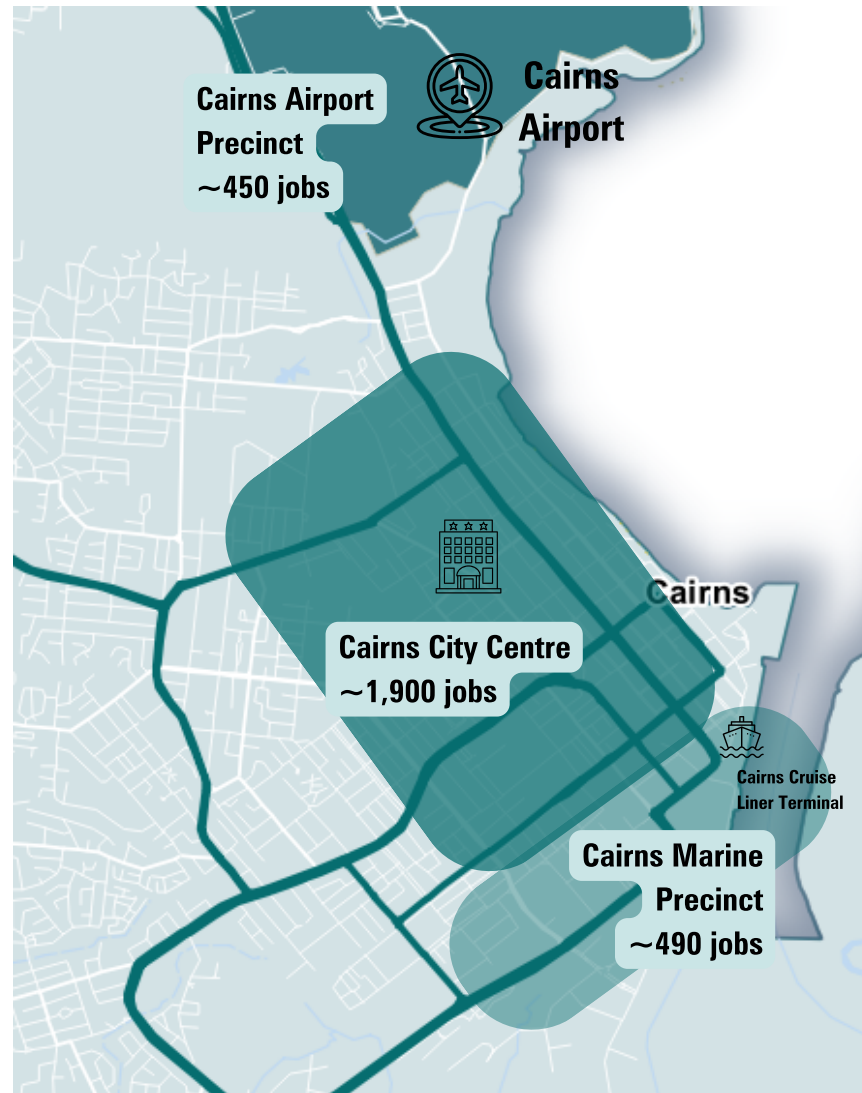
- Hospitality
- Cookery
- Business and Management
- Tourism

Sources: ABS Census of Population and Housing, 2022



# Main employment precincts

# Key employers



## Estimated Industry Jobs, 2021



- Accor
- Cairns Adventure Group
- Cairns Airport
- Cairns Aquarium
- Cairns Convention Centre
- Cairns Discovery Tours
- Capta Group
- Crystalbrook Collection Hotels
- Experience Co
- Hilton
- Mantra
- Novotel
- Pullman
- Quicksilver
- Reef Hotel Casino
- Rydges
- Shangri La
- Skyrail
- The Tour Specialists

Sources: ABS Census of Population and Housing, 2022

# PROJECTS & TRENDS SHAPING THE FUTURE



## Cairns Convention Centre

The Cairns Convention Centre is undergoing a \$176 million expansion and refurbishment. The expansion will include additional 10,500 square metres and facilities to cater for multiple functions, helping the city to attract new conferences and events.



## Cairns Airport Terminal upgrades

Cairns Airport Domestic Terminal has been refurbished and the International Terminal is being upgraded. These projects will allow future expansion and maintain the competitiveness of the facility.



## Growing tourism niches

Cairns has the potential to better capture different market segments looking for experiences beyond the reef and rainforest including:

- Indigenous culture
- Food
- Biking and hiking



## Natural environment impacts

Climate change and the demand for environmentally sustainable practices will continue to have a big influence on the region. Adverse impacts to major natural assets could have substantial effects on tourism.

# SWOT Analysis

## STRENGTHS

- Major natural assets such as the two World Heritage listed areas
- Proximity to Asia attractive for overseas students
- Strong transport facilities such as Cairns International Airport
- Indigenous cultural assets to build from
- Well established meetings/event destination enhanced by a major convention facility



## WEAKNESSES

- Peak periods can bring labour and accommodation capacity constraints
- Lack of investment and/or redevelopment of assets and product offer by some providers
- Lack of international air connections with major Chinese markets
- Tourism offer has not diversified to cater fully to different markets/segments
- Wet season perception can limit domestic travel



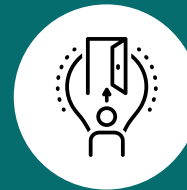
## THREATS

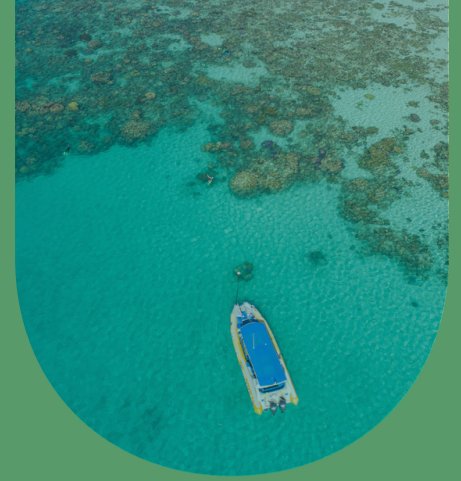
- Labour constraints to potentially continue for sometime
- Cost competitiveness compared to overseas destinations may impact domestic tourism post-COVID
- Climate change can impact quality and attractiveness of natural assets
- Intensity of climatic events (like cyclones) increasing, and negatively impacting tourism assets and visitation



## OPPORTUNITIES

- Cairns Convention Centre expansion to allow for a greater diversity of events
- Potential to grow high-end/luxury market which Australia generally underperforms in
- Nature-based tourism still expanding
- Growing demand for cultural experiences can feed Indigenous tourism experiences growth
- Airport upgrades to support future passenger growth and potentially attract new airlines





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

