

ROI and Community Impact Summary of \$90,000 Investment in Events Queensland Easter in Gladstone 2024

Event Overview

The Easter in Gladstone event, funded with \$90,000 from Council, achieved significant economic benefits and enhanced community engagement. The three-day event attracted 9,845 visitors generating substantial direct, indirect, and consumption-based impacts in the Gladstone region.

Economic Impact Highlights

- Direct Expenditure- Visitor spending reached \$2,983,035 which supported local businesses and tourism operators.
- Increased Employment – The event supported an estimated 21 jobs across various sectors enhancing economic stability and fostering employment opportunities.
- Boost in Wages and Salaries- The local economy saw an increase in wages and salaries of around \$1,167,134, providing additional income to residents.
- Gross Regional Product (GRP) Growth- An estimated boost to GRP of \$2,320,011, marking an increase of 0.03%, showcasing the positive economic contribution of the event to the region.

Community and Tourism Impact

- Visitor Influx – The event attracted a combined 5,907-day visitors and 3,983 overnight visitors with an average daily spend of \$149 for day visitors and \$178 for overnight visitors, supporting local businesses and increasing visibility for the region as a vibrant tourism destination.

(Source: TRA 2023 Tourism Profile)

- Enhanced Community Identity and Tourism Appeal – Beyond financial returns, the event fostered community pride, expanded regional tourism potential, and positioned Gladstone as a competitive destination for future events, thus attracting further investments and visitors.

Conclusion

The Council's \$90,000 investment in Events Queensland yielded not only a substantial economic boost with a total estimated output of \$4,581,256 but also strengthened the community ties and regional reputation. The event's success in drawing visitors, creating jobs, and increasing local expenditure underscores the long-term value of investing in events that foster economic and social growth in the Gladstone region.

This summary demonstrates that the funding impact extended beyond a simple dollar-for-dollar return, contributing to economic vitality, community engagement, and future growth for the region.