

# Cairns City - Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

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## Abstracts

Cairns City %li%Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

### Summary

“City Profile %li%Cairns” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Cairns.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Cairns city is situated at the center of Far North Queensland or Tropical North Queensland Region, in the state of Queensland in Australia. Cairns city covers a total land area of 254.1km<sup>2</sup> and is at statistical area level 4 (SA4), according to Australian Statistical Geography Standard (ASGS). In 2022, Cairns city posted a real-term economic growth of 4.2%, driven by the rebound of the tourism industry, eased travel restrictions, and increased confidence in international and domestic travel. Ongoing infrastructure projects and diversification into industries like technology and renewable energy played a crucial role in bolstering economic growth.

### Scope

The service and industry sectors remain the key contributors to the regional

economy and the major employers.

Cairns is one of the key tourist destinations in Australia, for both domestic and international tourists. The Cairns government is actively supporting Regional Tourism Organizations (RTOs) with over AUD2.1 million (\$1.4 million) across Queensland to strengthen local visitor economies and create tourism industry jobs.

Cairns' construction sector played a significant role in 2022, contributing 7.8% to the city's total Gross Value Added (GVA), with a well-balanced development pipeline and constant construction activity.

### Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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