

LIMESTONE COAST SOUTH AUSTRALIA

SUMMARY OF RESULTS

	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	440	▲ 21.5%
TOURISM GRP (\$m)		
Direct	124	▲ 16.6%
Indirect	125	▲ 19.9%
Total tourism GRP	249	▲ 18.3%
<i>Tourism's direct share of GRP (%)</i>	3.0%	
TOURISM GVA (\$m)		
Direct	115	▲ 16.9%
Indirect	111	▲ 20.3%
Total tourism GVA	226	▲ 18.6%
<i>Tourism's direct share of regional GVA (%)</i>	3.0%	
TOURISM EMPLOYMENT (persons)		
Direct	1,926	▲ 12.8%
Indirect	848	▲ 20.2%
Total tourism employment	2,774	▲ 14.9%
<i>Tourism's direct share of regional employment (%)</i>	5.9%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Limestone Coast was worth \$124 million (▲ 16.6% compared to 2015-16). This was 3.0% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$125 million to the Limestone Coast economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$249 million to the Limestone Coast economy.**

What is **tourism consumption**?

- The total value of goods and services consumed by domestic and international visitors in Australia

What is **direct contribution**?

- Money spent directly in the tourism industry – with no tourism industry this money wouldn't be generated, or these people wouldn't be employed.

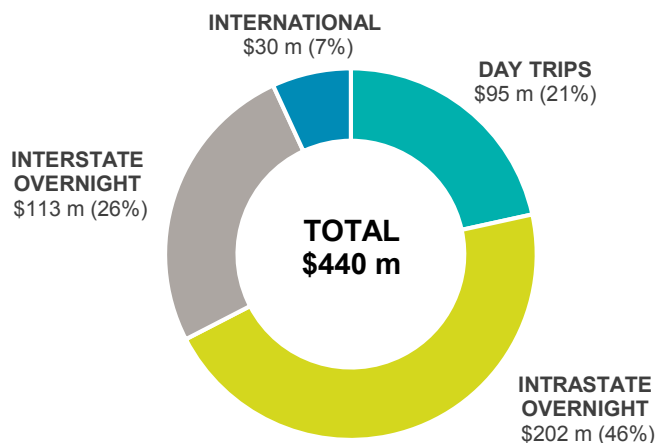
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Limestone Coast, every dollar spent in the tourism industry, created additional value elsewhere in the economy.

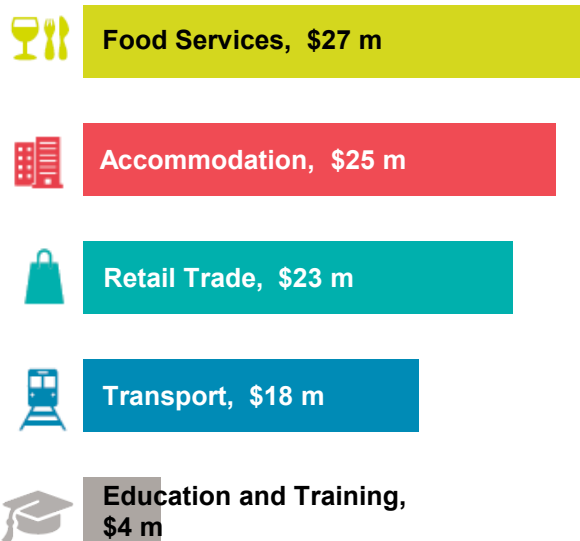
Why do we use **GVA**?

- GVA allows easier comparisons across industries. GVA is equal to GRP minus taxes.

SHARE OF REGIONAL CONSUMPTION



INDUSTRY SHARE OF DIRECT TOURISM GVA



TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT

	DIRECT
FULL TIME	899
PART TIME	1,016