

CLARE VALLEY SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	143	▲ 2.1%
TOURISM GRP (\$m)		
Direct	31	▼ 0.0%
Indirect	32	▲ 2.8%
Total tourism GRP	63	▲ 1.4%
<i>Tourism's direct share of GRP (%)</i>	3.8%	
TOURISM GVA (\$m)		
Direct	29	▲ 1.2%
Indirect	29	▲ 3.2%
Total tourism GVA	58	▲ 2.2%
<i>Tourism's direct share of regional GVA (%)</i>	3.9%	
TOURISM EMPLOYMENT (persons)		
Direct	486	▼ -1.9%
Indirect	212	▲ 3.1%
Total tourism employment	698	▼ -0.4%
<i>Tourism's direct share of regional employment (%)</i>	8.0%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Clare Valley was worth \$31 million (▼ 0.0% compared to 2015-16). This was 3.8% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$32 million to the Clare Valley economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$63 million to the Clare valley 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.

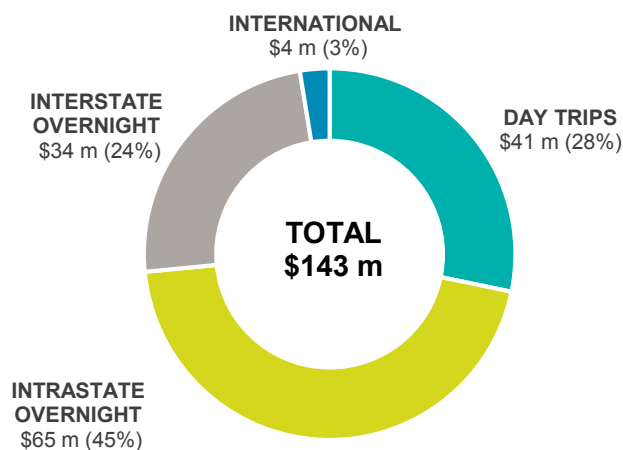
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Clare Valley, 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	201
PART TIME	273