

# MURRAYLANDS SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016–17	CHANGE ON 2015–16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	192	▼ -1.6%
<b>TOURISM GRP (\$m)</b>		
Direct	62	▼ -0.3%
Indirect	58	▼ -1.2%
<b>Total tourism GRP</b>	120	▼ -0.7%
Tourism's direct share of GRP (%)	3.1%	
<b>TOURISM GVA (\$m)</b>		
Direct	58	▲ 2.4%
Indirect	52	▼ -0.8%
<b>Total tourism GVA</b>	110	▲ 0.9%
Tourism's direct share of regional GVA (%)	3.2%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	1,017	▼ -3.2%
Indirect	392	▼ -0.9%
<b>Total tourism employment</b>	1,409	▼ -2.5%
Tourism's direct share of regional employment (%)	6.1%	

## HOW DO I READ THIS TABLE?

- In 2016–17, *direct* tourism GRP in the Murraylands was worth \$62 million (▼ 0.3% compared to 2015–16). This was 3.1% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$58 million to the Murraylands economy
- So, in 2016–17, tourism (both direct and indirect) was worth \$120 million to the Murraylands 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.

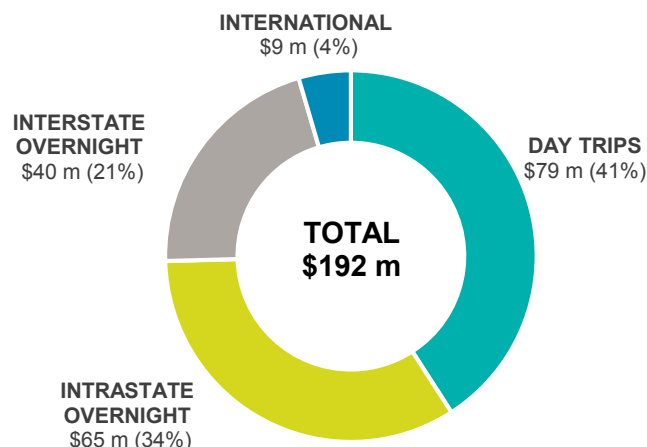
### What is *indirect contribution*?

- The flow-on effect of the tourism industry. In the Murraylands, 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	507
PART TIME	526