

Regional Tourism Satellite Account

Murraylands 2013-14

In 2013-14, the tourism industry contributed an estimated \$167 million to the Murraylands regional economy (12.8% of gross regional product) and directly employed approximately 700 people (6.4% of regional employment).

Tourism Satellite Accounts (TSA) evaluates the tourism industry activity and performance within a national accounting framework. The regional TSA measures both the direct and indirect impacts of tourism on the economy and includes metrics such as Gross Value Added (GVA), Gross Regional Product (GRP) and employment. It also provides information about tourism consumption, output, taxation and the composition of the tourism industry and its interaction with other industries.

This Murraylands regional profile ranks the economic contribution of tourism to the region both in absolute level terms and as a contribution to the regional economy. These measures are directly comparable to State, National, and indeed, international Tourism Satellite Accounts.

Key aggregates

In 2013-14, the tourism activity in Murraylands generated:

Tourism output

- \$100 million and \$230 million in direct and indirect tourism output, and \$330 million in total tourism output.

Gross Value Added (GVA)

- \$51 million and \$96 million in direct and indirect tourism GVA, and \$148 million in total tourism GVA.

Gross Regional Product (GRP)

- \$54 million and \$112 million in direct and indirect tourism GRP and \$167 million in total tourism GRP; and

Employment

- 700 jobs for people employed directly by the tourism industry, 900 indirect jobs and a total employment impact of 1,700 people.

Table 1.1 Key tourism aggregates (\$ million)

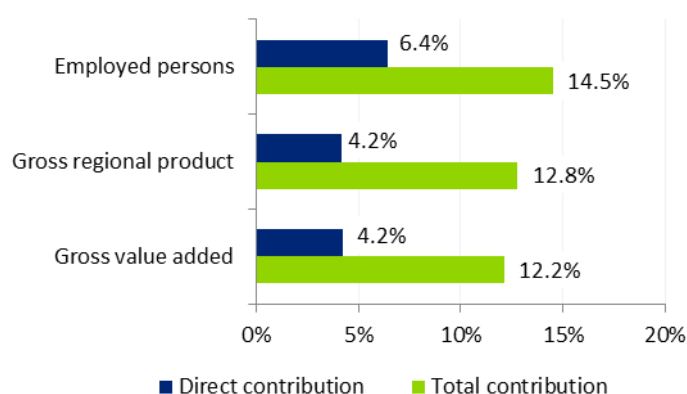
Visitor segment	Consumption	Output	GVA	GRP	Employed ('000)
Day-trippers	61	20	10	9	
Domestic overnight	84	65	33	35	
International	9	14	8	10	
Direct	154	100	51	54	0.7
Indirect		230	96	112	0.9
Total impact		330	148	167	1.7
Total economy			1,214	1,303	11.7

Economic importance of tourism in the region

The ratio of Murraylands' direct tourism contribution to the total regional economy aggregates provides a point of reference snapshot for the importance of tourism to the region. In 2013-14, it is estimated that tourism directly represented 4.2% of the total Murraylands economy (in GRP terms), compared to 3.3% for regional South Australia.

Murraylands ranked 3rd overall in the comparative importance of tourism across South Australia's regions. However, Murraylands ranked 6th in overall industry size; supplying 1.7% of the state-wide contribution of tourism.

Chart 1.1: Tourism's contribution to the regional economy, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

Research factsheet - Value of tourism to Murraylands

Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Murraylands in 2013-14 were: (1) \$24m on takeaway and restaurant meals; (2) \$24m on fuel; and (3) \$22m on shopping.

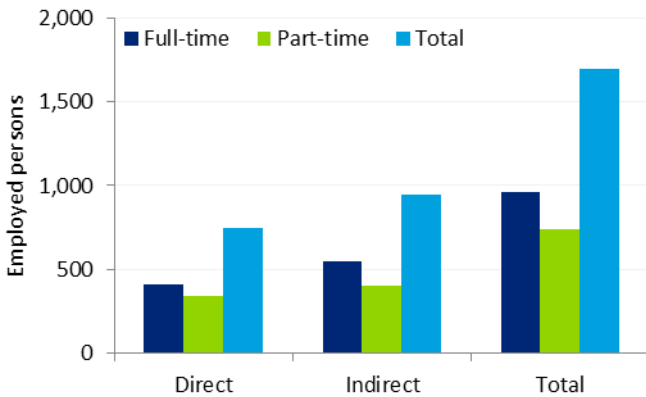
In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Murraylands in 2013-14 were:

- air, water and other transport with \$10 million in direct GVA and \$11 million in direct GRP;
- accommodation with \$8 million in direct GVA and \$9 million in direct GRP; and
- other retail trade with \$9 million in direct GVA and \$8 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 750 persons (made up of 410 full-time and 340 part-time) directly employed in tourism in Murraylands.

Chart 1.2: Contribution of tourism to employment, 2013-14

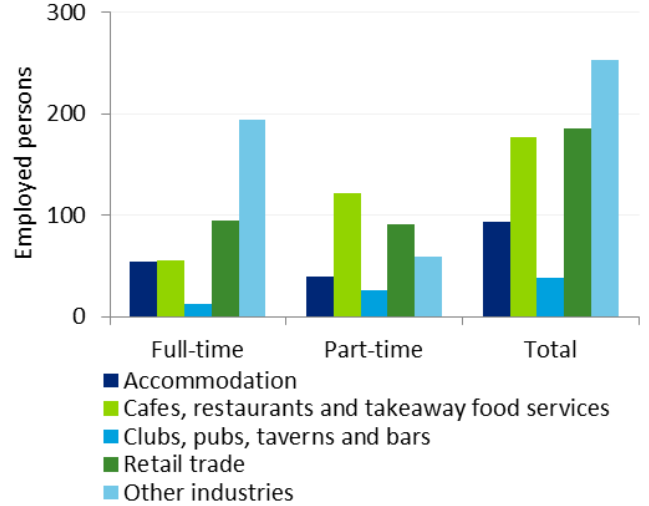


Source: Deloitte Access Economics' Regional TSA model.

The tourism related industries that contributed most to regional tourism employment in Murraylands in 2013-14 were:

- retail trade (90 full time and 90 part time employed persons);
- cafes, restaurants and takeaway food services (60 full time and 120 part time employed persons); and
- accommodation (50 full time and 40 part time employed persons).

Chart 1.3: Direct tourism employed persons, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

Regional tourism profile

In 2013-14, visitors to Murraylands contributed a total of \$154 million in tourism consumption to the Murraylands economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors (\$84 million). In relative terms, domestic overnight visitors to Murraylands spend the most per night (\$167) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption (\$ million)	Consumption (%)	\$ per night
Day-trippers	531	48	61	39	114
Domestic overnight	503	45	84	55	167
International	72	7	9	6	128

Source: Tourism Research Australia Visitor Surveys and Deloitte Access Economics' Regional TSA model.

Research factsheet - *Value of tourism to Murraylands*

Methodology

Tourism and Events South Australia has worked with Deloitte Access Economics to produce consistent and comparable regional Tourism Satellite Account (TSA) estimates of the value of tourism to South Australia's regions.

Tourism Satellite Accounts are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national estimates are based on an internationally recognised and standardised framework (although regional TSA methodology has been extended to determine the indirect impact of cross region trade flows).

There are a number of steps required to calculate the tourism industry's contribution to Murraylands' economy. To start, a regional tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g. taxes, transport margins, pre-manufactured inputs etc.). The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from ABS data.

For consistency and assurance, the regional results are calibrated against the reported 2013-14 state TSA data.

Tourism Standard Reporting

For consistency in reporting, when referring to the overall size or contribution of the tourism industry in a region, the appropriate measure is GRP. GVA should be used when comparing the tourism industry against another industry within the same region.

Glossary

Direct contribution of tourism: The contribution generated by transactions between the visitor and producer for a good or service that involves a direct physical or economic relationship.

Indirect contribution of tourism: The subsequent flow-on effects created by the requirement for inputs from those industries supplying goods and services to visitors. For example, in the case of the hotel industry this might include the fresh produce supplied to a hotel and the electricity used.

Input-output table: An input-output table is a means of presenting a detailed analysis of the process of production and the associated use of goods and services and income generated. National input-output tables are produced annually by the Australian Bureau of Statistics.

Tourism gross regional product: Tourism GRP is tourism GVA plus net taxes on products that are attributable to the tourism industry. As such direct tourism GRP will generally have a higher value than direct tourism GVA. Direct tourism GRP is a satellite account construct to enable a direct comparison with the most widely recognised national accounting aggregate, gross domestic (or regional) product.

Tourism gross value added: Considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government received from the production. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and can also be used for comparisons across countries.

Tourism output: The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products.