

# BAROSSA SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016–17	CHANGE ON 2015–16
<b>TOURISM CONSUMPTION (\$m)</b>		
<b>Total tourism consumption</b>	271	▲ 51.1%
<b>TOURISM GRP (\$m)</b>		
Direct	64	▲ 35.3%
Indirect	71	▲ 46.3%
<b>Total tourism GRP</b>	135	▲ 40.8%
<i>Tourism's direct share of GRP (%)</i>	3.1%	
<b>TOURISM GVA (\$m)</b>		
Direct	61	▲ 39.5%
Indirect	63	▲ 46.8%
<b>Total tourism GVA</b>	124	▲ 43.1%
<i>Tourism's direct share of regional GVA (%)</i>	3.2%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	852	▲ 32.0%
Indirect	477	▲ 46.8%
<b>Total tourism employment</b>	1,329	▲ 37.0%
<i>Tourism's direct share of regional employment (%)</i>	4.7%	

## HOW DO I READ THIS TABLE?

- In 2016–17, *direct* tourism GRP in the Barossa was worth \$64 million (▲ 35.3% compared to 2015–16). This was 3.1% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$71 million to the Barossa economy
- So, in 2016–17, tourism (both direct and indirect) was worth \$135 million to the Barossa 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.

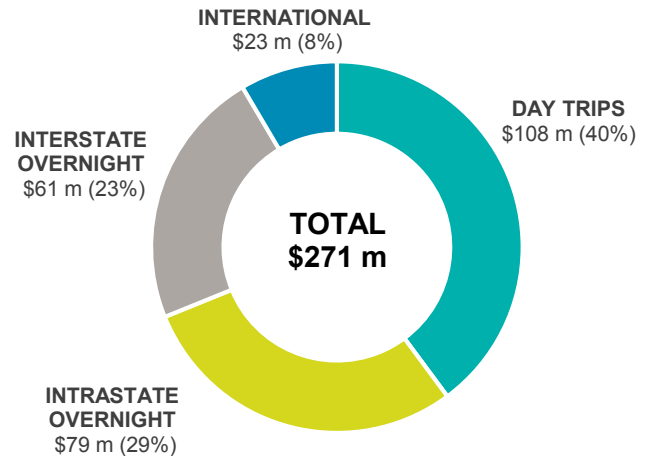
### What is **indirect contribution**?

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

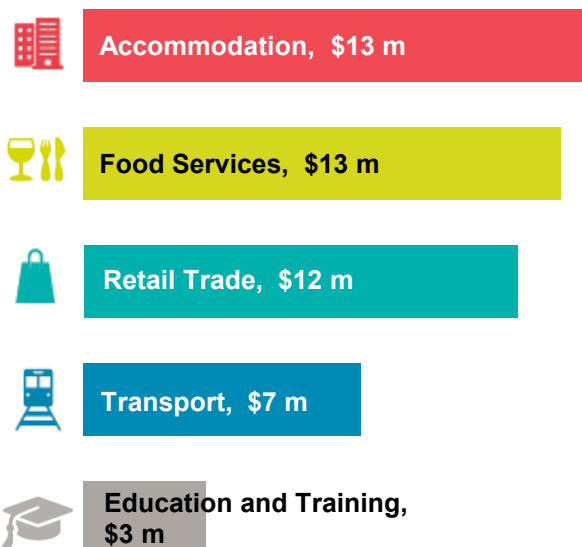
### Why do we use **GVA**?

- 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
<b>FULL TIME</b>	<b>417</b>
<b>PART TIME</b>	<b>427</b>