

Regional Tourism Satellite Account

Barossa 2013-14

In 2013-14, the tourism industry contributed an estimated \$216 million to the Barossa regional economy (12.8% of gross regional product) and directly employed approximately 600 people (4.3% 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 Barossa 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 Barossa generated:

Tourism output

- \$75 million and \$379 million in direct and indirect tourism output, and \$453 million in total tourism output.

Gross Value Added (GVA)

- \$38 million and \$151 million in direct and indirect tourism GVA, and \$189 million in total tourism GVA.

Gross Regional Product (GRP)

- \$40 million and \$175 million in direct and indirect tourism GRP and \$216 million in total tourism GRP; and

Employment

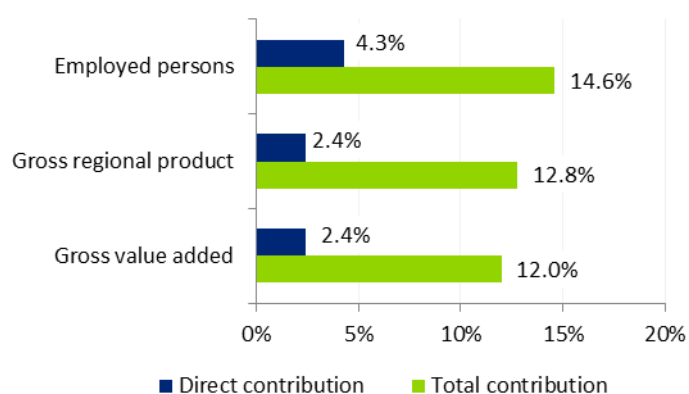
- 600 jobs for people employed directly by the tourism industry, 1,500 indirect jobs and a total employment impact of 2,200 people.

Economic importance of tourism in the region

The ratio of Barossa's 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 2.4% of the total Barossa economy (in GRP terms), compared to 3.3% for regional South Australia.

Barossa is relatively less reliant on the tourism industry than regional South Australia; rather it acts as a supply region for indirect inputs to tourism activity elsewhere in the State. In level terms, the total value of tourism in Barossa is 1.1% 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.

Table 1.1 Key tourism aggregates (\$ million)

Visitor segment	Consumption	Output	GVA	GRP	Employed ('000)
Day-trippers	80	18	9	9	
Domestic overnight	119	46	23	25	
International	13	10	6	7	
Direct	212	75	38	40	0.6
Indirect		379	151	175	1.5
Total impact		453	189	216	2.2
Total economy			1,572	1,687	14.9

Research factsheet - Value of tourism to Barossa

Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Barossa in 2013-14 were: (1) \$35m on takeaway and restaurant meals; (2) \$33m on fuel; and (3) \$30m on shopping.

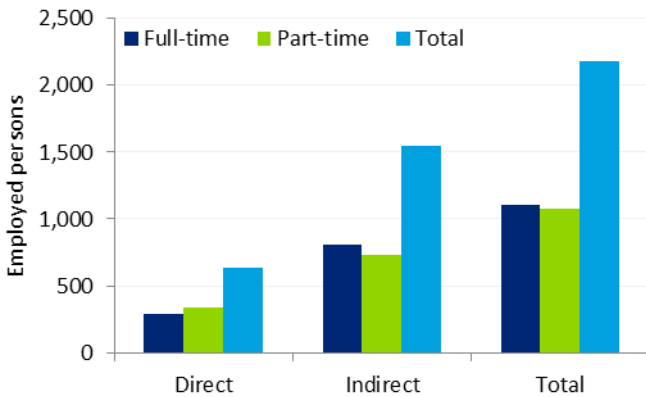
In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Barossa in 2013-14 were:

- accommodation with \$12 million in direct GVA and \$13 million in direct GRP;
- other retail trade with \$7 million in direct GVA and \$7 million in direct GRP; and
- cafes, restaurants and takeaway food services with \$5 million in direct GVA and \$5 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 640 persons (made up of 300 full-time and 340 part-time) directly employed in tourism in Barossa.

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

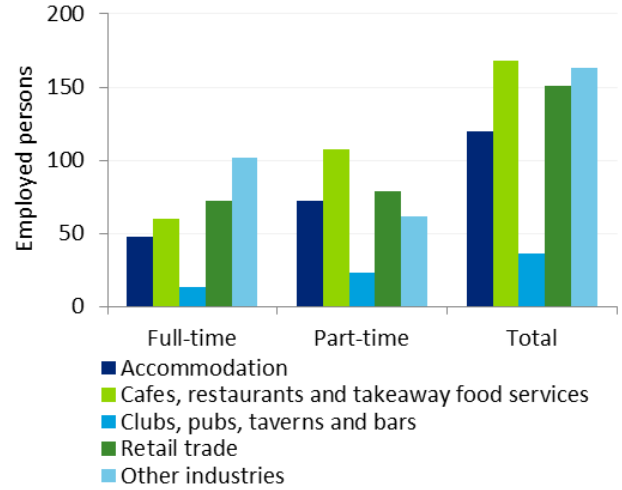


Source: Deloitte Access Economics' Regional TSA model.

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

- cafes, restaurants and takeaway food services (60 full time and 110 part time employed persons);
- retail trade (70 full time and 80 part time employed persons); and
- accommodation (50 full time and 70 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 Barossa contributed a total of \$212 million in tourism consumption to the Barossa economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors (\$119 million). In relative terms, domestic overnight visitors to Barossa spend the most per night (\$227) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption (\$ million)	Consumption (%)	\$ per night
Day-trippers	758	55	80	38	106
Domestic overnight	523	38	119	56	227
International	103	7	13	6	129

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

Research factsheet - *Value of tourism to Barossa*

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 Barossa's 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.