

# ADELAIDE SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	4,350	▲ 1.3%
<b>TOURISM GRP (\$m)</b>		
Direct	2,045	▲ 4.4%
Indirect	1,406	▲ 1.6%
<b>Total tourism GRP</b>	<b>3,451</b>	<b>▲ 3.2%</b>
Tourism's direct share of GRP (%)	2.7%	
<b>TOURISM GVA (\$m)</b>		
Direct	1,874	▲ 4.4%
Indirect	1,248	▲ 2.0%
<b>Total tourism GVA</b>	<b>3,123</b>	<b>▲ 3.4%</b>
Tourism's direct share of regional GVA (%)	2.7%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	20,339	▲ 1.1%
Indirect	9,081	▲ 1.3%
<b>Total tourism employment</b>	<b>29,420</b>	<b>▲ 1.2%</b>
Tourism's direct share of regional employment (%)	3.3%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Adelaide was worth \$2.0 billion (▲ 4.4% compared to 2015-16). This was 2.7% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$1.4 billion to the Adelaide economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$3.5 billion to the Adelaide 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.

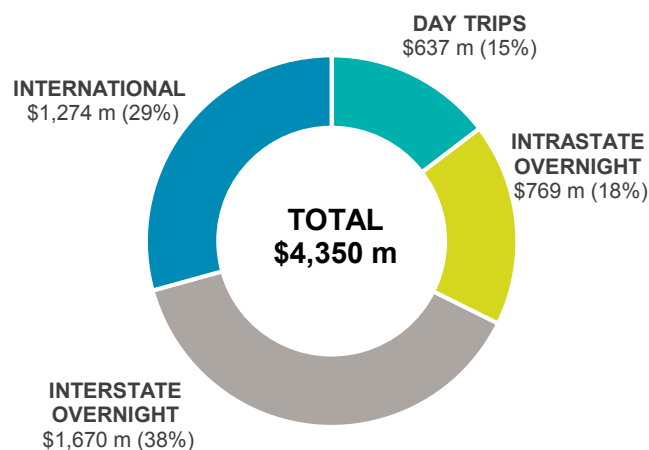
### What is *indirect contribution*?

- The flow-on effect of the tourism industry. In Adelaide, 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	11,004
PART TIME	9,538