

ADELAIDE HILLS SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	204	▲ 1.8%
TOURISM GRP (\$m)		
Direct	66	▲ 6.6%
Indirect	60	▲ 1.9%
Total tourism GRP	126	▲ 4.3%
<i>Tourism's direct share of GRP (%)</i>	2.8%	
TOURISM GVA (\$m)		
Direct	63	▲ 10.8%
Indirect	54	▲ 2.2%
Total tourism GVA	117	▲ 6.7%
<i>Tourism's direct share of regional GVA (%)</i>	2.9%	
TOURISM EMPLOYMENT (persons)		
Direct	1,190	▲ 0.7%
Indirect	400	▲ 2.7%
Total tourism employment	1,590	▲ 1.2%
<i>Tourism's direct share of regional employment (%)</i>	5.3%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Adelaide Hills was worth \$66 million (▲ 6.6% compared to 2015-16). This was 2.8% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$60 million to the Adelaide Hills economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$126 million to the Adelaide Hills 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.

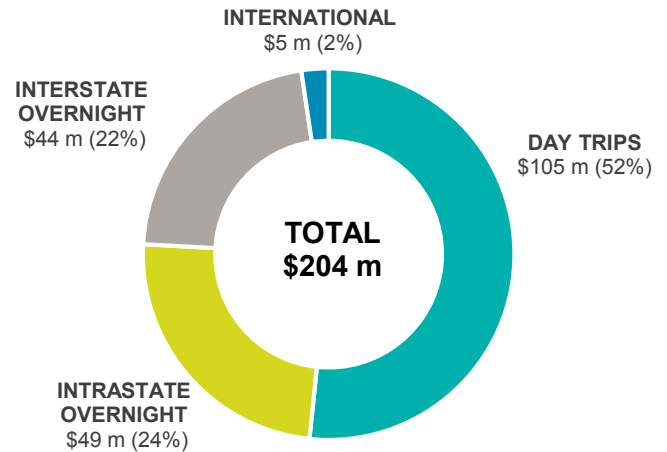
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Adelaide Hills, 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	426
PART TIME	748