

State Tourism Satellite Account 2015-16

Date released: 28th June 2017

Summary of outcomes

At 36,700 Direct Tourism Employment in South Australia has increased by 5,400 since the Premier's Economic Priority and State Tourism Plan targets were set in 2012-13 and continues the progress towards the goal of an additional 10,000 jobs by 2020.

In 2015-16, direct tourism Gross State Product (GSP) in South Australia was worth \$3.1 billion (up 2.1 per cent compared to 14-15). This was 3.1 per cent of the state tourism GSP (\$100.3b).

Indirect tourism GSP was worth an extra \$3.2 billion to South Australia's economy (up 3.7 per cent compared to 2014-15).

South Australia contributes 6.1 per cent (\$8.0 billion) of Australia's total tourism consumption.

17 per cent of this tourism consumption in South Australia is from international visitors.

Tourism directly contributed \$49 billion of GVA and \$53 billion of GDP (up by 7.5 per cent and 7.4 per cent, respectively) to Australia's economy in 2014-15.

Tourism also indirectly contributed \$47 billion of GVA and \$53 billion of GDP (up 6.8 per cent and 6.5 per cent, respectively).

	2015-16	Change since Tourism Plan set (2012-13)
Tourism GSP (\$B)		
Direct	3.1	34.0%
Indirect	3.2	24.8%
Total tourism GSP	6.3	29.2%
Total state GSP	100.3	6.4%
<i>Tourism's direct share of total state GDP (%)</i>	3.1%	+0.6ppt
Tourism GVA (\$B)		
Direct	2.8	34.1%
Indirect	2.8	25.8%
Total tourism GVA	5.7	29.8%
Total state GVA	93.6	6.6%
<i>Tourism's direct share of total state GVA (%)</i>	3.0%	+0.6ppt
Tourism Employment		
Direct	36,700	17.0%
Indirect	23,400	24.5%
Total tourism employment	60,000	19.8%
Total state employment	807,000	-0.1%
<i>Tourism's direct share of total state employment (%)</i>	4.5%	+0.7ppt

Note: The Tourism Satellite Account for South Australia includes an estimate of 'tourism consumption', which is different from the estimates of expenditure published by the SATC and included in the SA Tourism Plan 2020 and the Premier's Economic Priority #5 (Tourism). Tourism consumption includes other expenditure data, such as outbound (Australian residents spending before and after they return from an overseas holiday) and actual and imputed rent on holiday houses. The South Australian Tourism Commission will continue to use the benchmark using total tourism expenditure (\$8 billion by 2020) as a basis for future planning.

Background

The Australian Bureau of Statistics has been producing the Australian Tourism Satellite Account (TSA) since 2000. The TSA provides information about the economic value of the tourism industry at a national level.

The tourism industry is an important contributor to the Australian economy, however, up until this time, the System of National Accounts did not capture tourism as a single industry because of tourism's diverse range of products and services. Consequently, Tourism Satellite Accounts are used to supplement the System of National Accounts by consolidating these different sources into a single 'satellite' industry of 'tourism'. The Tourism Satellite Accounts have been recognised internationally as the best method for measuring the direct contribution of tourism to the economy on a comparable basis with other 'traditional' industries.

Tourism Research Australia (TRA) use the TSA as the basis of modelling the State Tourism Satellite Accounts (STSA) which provide an insight to the economic value of the tourism industry in each Australian state and territory. This fact sheet summarises the outcomes of the 2015-16 STSA for South Australia released 28th June 2017.

Data Revisions

The National Visitor Survey conducted by TRA is a key data input to the STSA. The March 2017 release of the National Visitor Survey included a back-cast of data based on improvements to the sampling frame. As a key input to the STSA, this back-cast has caused revisions of the STSA data for the 2013-14 and 2014-15 periods. These revisions are reflected in the STSA 2015-16.

Explanation of Selected Terms

Direct Economic Contribution

Money spent directly in the tourism industry – without a tourism industry in South Australia this money wouldn't be generated, or these jobs wouldn't exist.

Indirect Economic Contribution

The flow-on effect of the tourism industry. In South Australia, for every dollar spent in the tourism industry, an additional 81 cents were spent elsewhere in the economy.

Tourism Consumption

The total value of tourism goods and services consumed by residents and visitors from overseas in Australia. It includes household, business and government tourism consumption. It represents the price paid by the visitor (which therefore includes taxes and subsidies) and is measured in purchasers' prices.

Tourism Expenditure

Tourism expenditure relates to actual expenditure made by, and on behalf of, travellers during a trip. It includes airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip. It does not include imputed expenditures or spending by outbound travellers and is therefore distinct from tourism consumption. The South Australian Tourism Commission goals are based on tourism expenditure not consumption.

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. Direct and indirect flow-on outputs are measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism output.

Tourism Gross Value Added (GVA)

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 receives from the production, and is measured in basic prices. Direct and indirect flow-on Gross Value Add are measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism Gross Value Add.

Tourism Gross State Product (GSP)

Tourism GVA plus net taxes on products that are attributable to the tourism industry. As such, it generally has a higher value than tourism Gross Value Add. Direct and indirect flow on Gross State Product are measured separately using the Tourism Satellite Account framework and I-O modelling techniques, respectively. Combined, they provide an estimate of total tourism Gross State Product.