

# KANGAROO ISLAND SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	168	▲ 6.4%
<b>TOURISM GRP (\$m)</b>		
Direct	63	▲ 6.4%
Indirect	39	▲ 6.0%
<b>Total tourism GRP</b>	<b>102</b>	<b>▲ 6.2%</b>
Tourism's direct share of GRP (%)	24.9%	
<b>TOURISM GVA (\$m)</b>		
Direct	57	▲ 4.6%
Indirect	34	▲ 6.4%
<b>Total tourism GVA</b>	<b>91</b>	<b>▲ 5.3%</b>
Tourism's direct share of regional GVA (%)	24.3%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	825	▲ 2.0%
Indirect	252	▲ 5.5%
<b>Total tourism employment</b>	<b>1,077</b>	<b>▲ 2.8%</b>
Tourism's direct share of regional employment (%)	37.3%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Kangaroo Island was worth \$63 million (▲ 6.4% compared to 2015-16). This was 24.9% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$39 million to the Kangaroo Island economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$102 million to the Kangaroo Island 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.

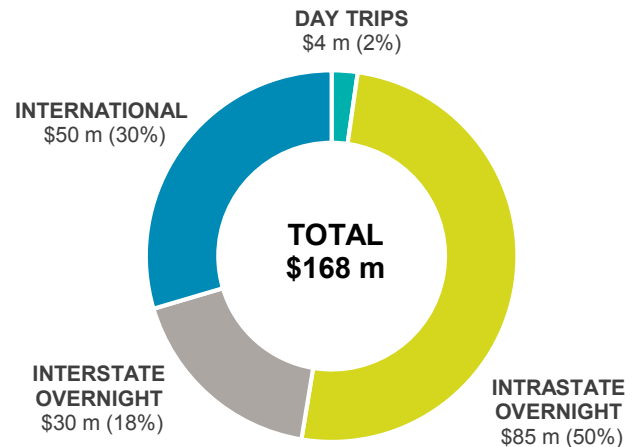
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Kangaroo Island, 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	430
PART TIME	352