

Regional Tourism Satellite Account

Fleurieu Peninsula 2013-14

In 2013-14, the tourism industry contributed an estimated \$360 million to the Fleurieu Peninsula regional economy (15.9% of gross regional product) and employed approximately 2,100 people (9.5% 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 Fleurieu Peninsula 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 Fleurieu Peninsula generated:

Tourism output

- \$219 million and \$518 million in direct and indirect tourism output, and \$737 million in total tourism output.

Gross Value Added (GVA)

- \$108 million and \$212 million in direct and indirect tourism GVA, and \$320 million in total tourism GVA.

Gross Regional Product (GRP)

- \$113 million and \$247 million in direct and indirect tourism GRP and \$360 million in total tourism GRP; and

Employment

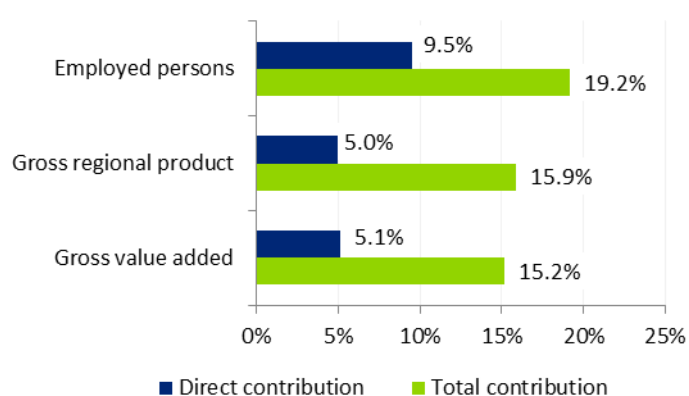
- 2,100 jobs for people employed directly by the tourism industry, 2,100 indirect jobs and a total employment impact of 4,200 people.

Economic importance of tourism in the region

The ratio of Fleurieu Peninsula'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 5.0% of the total Fleurieu Peninsula economy (in GRP terms), compared to 3.3% for regional South Australia.

Due to the region's reputation as a tourism hotspot, Fleurieu ranked 2nd overall in the comparative importance of tourism across South Australia's regions, and 4th in overall industry size; supplying 2.5% 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	229	59	30	28	
Domestic overnight	352	143	70	74	
International	21	17	9	12	
Direct	602	219	108	113	2.1
Indirect		518	212	247	2.1
Total impact		737	320	360	4.2
Total economy			2,113	2,267	22.1

Research factsheet

Value of tourism to Fleurieu Peninsula

Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Fleurieu Peninsula in 2013-14 were: (1) \$101m on takeaway and restaurant meals; (2) \$96m on fuel; and (3) \$87m on shopping.

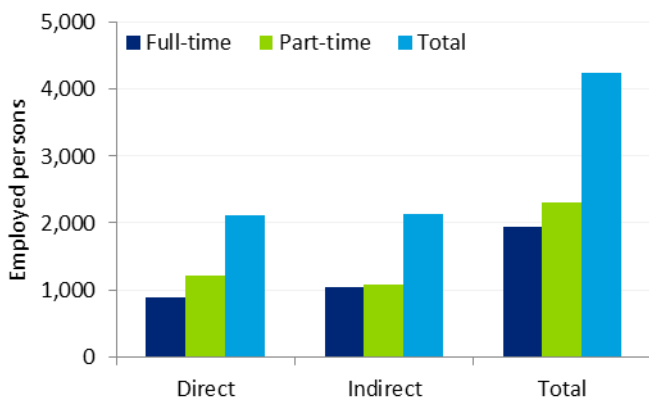
In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Fleurieu Peninsula in 2013-14 were:

- accommodation with \$24 million in direct GVA and \$25 million in direct GRP;
- cafes, restaurants and takeaway food services with \$19 million in direct GVA and \$20 million in direct GRP; and
- other retail trade with \$22 million in direct GVA and \$20 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 2,110 persons (made up of 890 full-time and 1,220 part-time) directly employed in tourism in Fleurieu Peninsula.

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

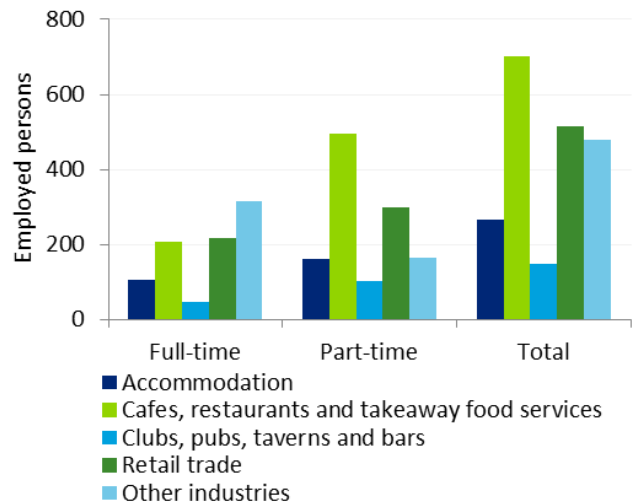


Source: Deloitte Access Economics' Regional TSA model.

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

- cafes, restaurants and takeaway food services (210 full time and 500 part time employed persons);
- retail trade (220 full time and 300 part time employed persons); and
- accommodation (110 full time and 160 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 Fleurieu Peninsula contributed a total of \$602 million in tourism consumption to the Fleurieu Peninsula economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors (\$352 million). In relative terms, domestic overnight visitors to Fleurieu Peninsula spend the most per night (\$192) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption (\$ million)	Consumption (%)	\$ per night
Day-trippers	2,480	56	229	38	92
Domestic overnight	1,830	41	352	58	192
International	156	4	21	4	135

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

Research factsheet

Value of tourism to Fleurieu Peninsula

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 Fleurieu Peninsula'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.