

FLEURIEU PENINSULA SOUTH AUSTRALIA

SUMMARY OF RESULTS	2016–17	CHANGE ON 2015–16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	615	▲ 6.4%
TOURISM GRP (\$m)		
Direct	180	▲ 8.7%
Indirect	167	▲ 6.2%
Total tourism GRP	347	▲ 7.5%
Tourism's direct share of GRP (%)	7.3%	
TOURISM GVA (\$m)		
Direct	168	▲ 10.1%
Indirect	148	▲ 6.6%
Total tourism GVA	316	▲ 8.4%
Tourism's direct share of regional GVA (%)	7.4%	
TOURISM EMPLOYMENT (persons)		
Direct	3,065	▲ 3.8%
Indirect	1,117	▲ 6.7%
Total tourism employment	4,182	▲ 4.5%
Tourism's direct share of regional employment (%)	12.7%	

HOW DO I READ THIS TABLE?

- In 2016–17, *direct* tourism GRP in Fleurieu Peninsula was worth \$180 million (▲ 8.7% compared to 2015–16). This was 7.3% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$167 million to the Fleurieu Peninsula economy
- So, in 2016–17, tourism (both direct and indirect) was worth \$347 million to the Fleurieu Peninsula 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.

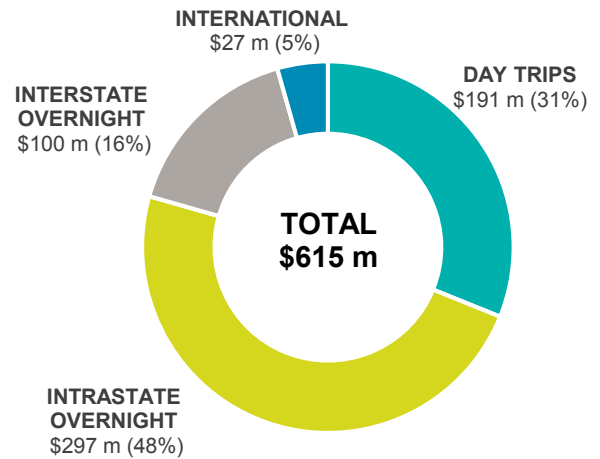
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Fleurieu Peninsula, 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



Food Services, \$48 m



Transport, \$33 m



Retail Trade, \$29 m





Accommodation, \$27 m



Education and Training, \$5 m

TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT

	DIRECT
 FULL TIME	1,097
 PART TIME	1,923