

EYRE PENINSULA SOUTH AUSTRALIA

| SUMMARY OF RESULTS | 2016-17 | CHANGE ON 2015-16 |
|---|---------|----------------------|
| TOURISM CONSUMPTION (\$m) | | |
| Total tourism consumption | 373 | ▲ 5.9% |
| TOURISM GRP (\$m) | | |
| Direct | 125 | ▲ 6.7% |
| Indirect | 101 | ▲ 5.5% |
| Total tourism GRP | 227 | ▲ 6.1% |
| Tourism's direct share of GRP (%) | 3.3% | |
| TOURISM GVA (\$m) | | |
| Direct | 115 | ▲ 5.6% |
| Indirect | 90 | ▲ 5.8% |
| Total tourism GVA | 205 | ▲ 5.7% |
| Tourism's direct share of regional GVA (%) | 3.3% | |
| TOURISM EMPLOYMENT (persons) | | |
| Direct | 1,760 | ▲ 2.6% |
| Indirect | 669 | ▲ 5.5% |
| Total tourism employment | 2,429 | ▲ 3.4% |
| Tourism's direct share of regional employment (%) | 6.8% | |

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Eyre Peninsula was worth \$125 million (▲ 6.7% compared to 2015-16). This was 3.3% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$101 million to the Eyre Peninsula economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$227 million to the Eyre 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.

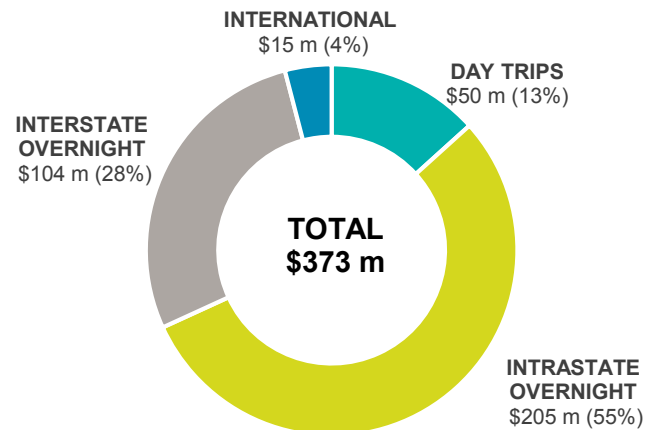
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Eyre 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



TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT

| | DIRECT |
|-----------|--------|
| FULL TIME | 778 |
| PART TIME | 954 |