

GEELONG AND THE BELLARINE VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	1,140	▲ 8.8%
TOURISM GRP (\$m)		
Direct	405	▲ 8.6%
Indirect	378	▲ 7.8%
Total tourism GRP	783	▲ 8.2%
<i>Tourism's direct share of GRP (%)</i>	3.3%	
TOURISM GVA (\$m)		
Direct	366	▲ 8.8%
Indirect	327	▲ 8.6%
Total tourism GVA	693	▲ 8.7%
<i>Tourism's direct share of regional GVA (%)</i>	3.2%	
TOURISM EMPLOYMENT (persons)		
Direct	5,902	▲ 6.4%
Indirect	2,183	▲ 8.0%
Total tourism employment	8,085	▲ 6.8%
<i>Tourism's direct share of regional employment (%)</i>	5.2%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Geelong and the Bellarine was worth \$405 million (▲ 8.6% compared to 2015-16). This was 3.3% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$378 million to the Geelong and the Bellarine economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$783 million to the Geelong and the Bellarine 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.

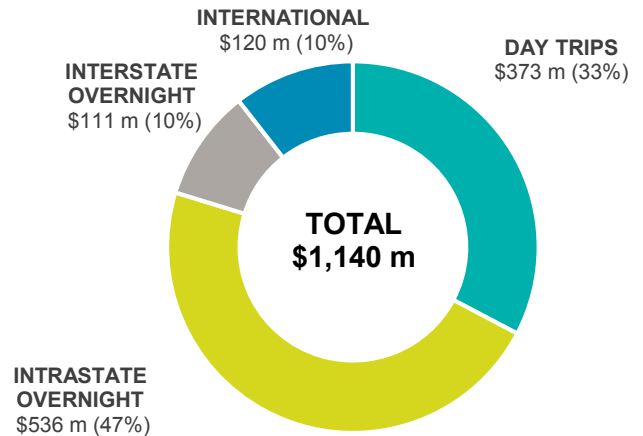
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Geelong and the Bellarine, 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	2,725
PART TIME	3,171