

GRAMPIANS* VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	592	▲ 27.7%
TOURISM GRP (\$m)		
Direct	147	▲ 26.5%
Indirect	143	▲ 23.2%
Total tourism GRP	290	▲ 24.9%
<i>Tourism's direct share of GRP (%)</i>	3.4%	
TOURISM GVA (\$m)		
Direct	131	▲ 26.3%
Indirect	124	▲ 24.0%
Total tourism GVA	255	▲ 25.2%
<i>Tourism's direct share of regional GVA (%)</i>	3.3%	
TOURISM EMPLOYMENT (persons)		
Direct	3,411	▲ 25.4%
Indirect	823	▲ 23.6%
Total tourism employment	4,234	▲ 25.0%
<i>Tourism's direct share of regional employment (%)</i>	8.0%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Grampians was worth \$147 million (▲ 26.5% compared to 2015-16). This was 3.4% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$143 million to the Grampians economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$290 million to the Grampians 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.

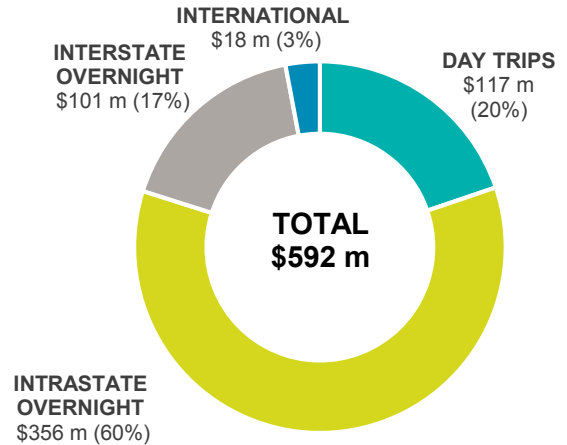
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Grampians, 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	1,538
PART TIME	1,836

*The Grampians region is an aggregation of the Central Highlands, Western Grampians and Wimmera tourism regions