

GREAT OCEAN ROAD VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	1,711	▲ 17.2%
TOURISM GRP (\$m)		
Direct	495	▲ 18.7%
Indirect	498	▲ 16.1%
Total tourism GRP	994	▲ 17.4%
<i>Tourism's direct share of GRP (%)</i>	7.6%	
TOURISM GVA (\$m)		
Direct	440	▲ 18.6%
Indirect	431	▲ 16.9%
Total tourism GVA	871	▲ 17.8%
<i>Tourism's direct share of regional GVA (%)</i>	7.2%	
TOURISM EMPLOYMENT (persons)		
Direct	8,296	▲ 15.9%
Indirect	2,873	▲ 16.5%
Total tourism employment	11,169	▲ 16.1%
<i>Tourism's direct share of regional employment (%)</i>	13.2%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Great Ocean Road was worth \$495 million (▲ 18.7% compared to 2015-16). This was 7.6% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$498 million to the Great Ocean Road economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$994 million to the Great Ocean Road 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.

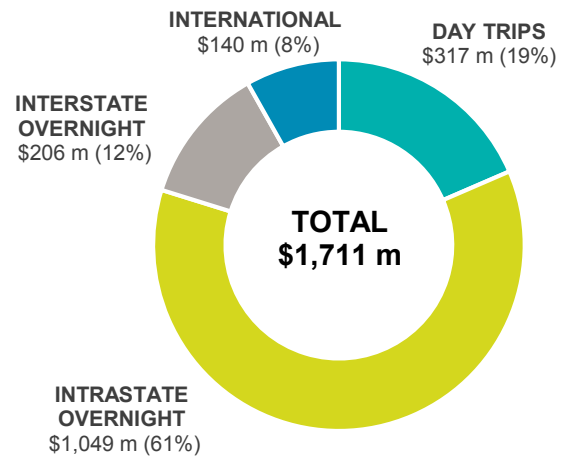
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Great Ocean Road, 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	3,685
PART TIME	4,606