

# PHILLIP ISLAND VICTORIA

| SUMMARY OF RESULTS                                | 2016-17      | CHANGE ON<br>2015-16 |
|---|--------------|----------------------|
| <b>TOURISM CONSUMPTION (\$m)</b>                  |              |                      |
| Total tourism consumption                         | 699          | ▲ 4.9%               |
| <b>TOURISM GRP (\$m)</b>                          |              |                      |
| Direct  | 212          | ▲ 6.3%               |
| Indirect  | 196          | ▲ 4.3%               |
| <b>Total tourism GRP</b>                          | <b>407</b>   | <b>▲ 5.3%</b>        |
| Tourism's direct share of GRP (%)                 | 20.3%        |                      |
| <b>TOURISM GVA (\$m)</b>                          |              |                      |
| Direct  | 186          | ▲ 6.4%               |
| Indirect  | 169          | ▲ 5.1%               |
| <b>Total tourism GVA</b>                          | <b>356</b>   | <b>▲ 5.8%</b>        |
| Tourism's direct share of regional GVA (%)        | 19.1%        |                      |
| <b>TOURISM EMPLOYMENT (persons)</b>               |              |                      |
| Direct  | 3,314        | ▲ 5.3%               |
| Indirect  | 1,090        | ▲ 4.8%               |
| <b>Total tourism employment</b>                   | <b>4,404</b> | <b>▲ 5.2%</b>        |
| Tourism's direct share of regional employment (%) | 29.7%        |                      |

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Phillip Island was worth \$212 million (▲ 6.3% compared to 2015-16). This was 20.3% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$196 million to the Phillip Island economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$407 million to the Phillip Island 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.

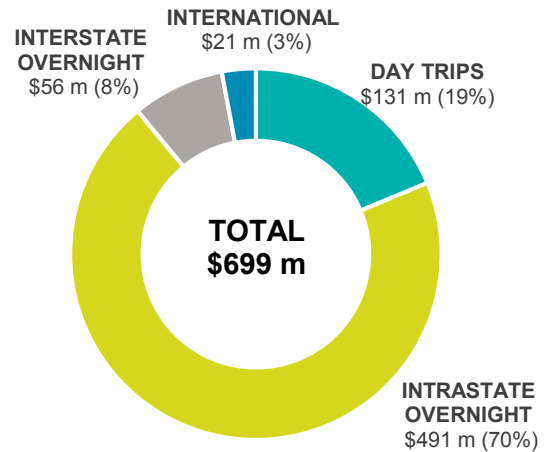
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Phillip Island, 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 | 1,568  |
| PART TIME | 1,763  |