

# HIGH COUNTRY VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
<b>Total tourism consumption</b>	1,172	▲ 2.4%
<b>TOURISM GRP (\$m)</b>		
Direct	365	▲ 4.8%
Indirect	345	▲ 2.0%
<b>Total tourism GRP</b>	710	▲ 3.4%
<i>Tourism's direct share of GRP (%)</i>	9.6%	
<b>TOURISM GVA (\$m)</b>		
Direct	322	▲ 5.3%
Indirect	298	▲ 2.7%
<b>Total tourism GVA</b>	620	▲ 4.0%
<i>Tourism's direct share of regional GVA (%)</i>	9.1%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	6,316	▲ 3.6%
Indirect	1,956	▲ 2.1%
<b>Total tourism employment</b>	8,273	▲ 3.2%
<i>Tourism's direct share of regional employment (%)</i>	16.0%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in High Country was worth \$365 million (▲ 4.8% compared to 2015-16). This was 9.6% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$345 million to the High Country economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$710 million to the High Country 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.

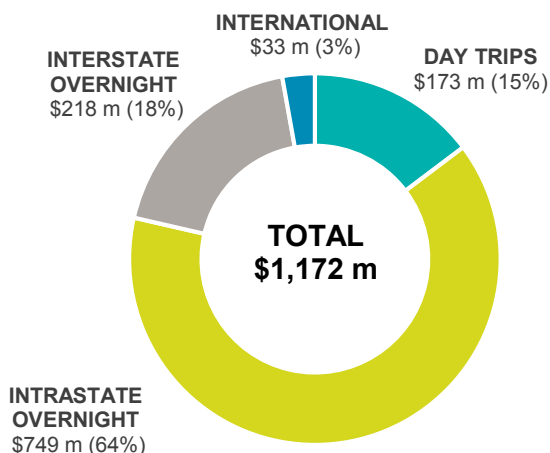
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In High Country, every dollar spent in the tourism industry, created additional value elsewhere in the economy.

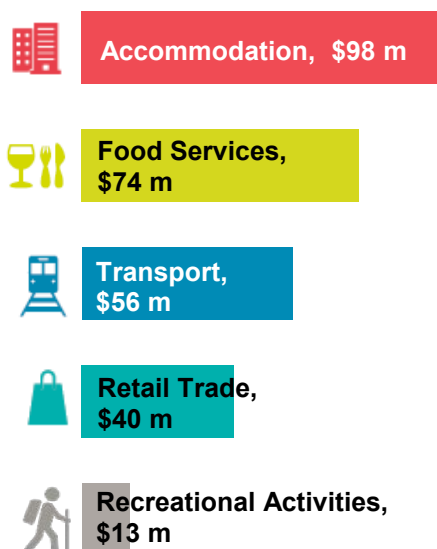
### Why do we use **GVA**?

- 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
<b>FULL TIME</b>	<b>3,466</b>
<b>PART TIME</b>	<b>2,894</b>