

GIPPSLAND (AGG.)* VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	1,203	▲ 10.2%
TOURISM GRP (\$m)		
Direct	400	▲ 10.3%
Indirect	385	▲ 9.4%
Total tourism GRP	785	▲ 9.8%
<i>Tourism's direct share of GRP (%)</i>	3.4%	
TOURISM GVA (\$m)		
Direct	355	▲ 10.0%
Indirect	333	▲ 10.1%
Total tourism GVA	688	▲ 10.1%
<i>Tourism's direct share of regional GVA (%)</i>	3.2%	
TOURISM EMPLOYMENT (persons)		
Direct	6,701	▲ 8.5%
Indirect	2,166	▲ 9.9%
Total tourism employment	8,867	▲ 8.8%
<i>Tourism's direct share of regional employment (%)</i>	6.5%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Gippsland was worth \$400 million (▲ 10.3% compared to 2015-16). This was 3.4% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$385 million to the Gippsland economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$785 million to the Gippsland 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.

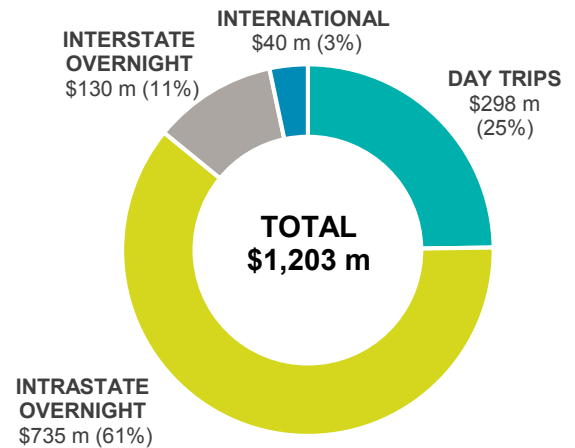
What is **indirect contribution**?

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

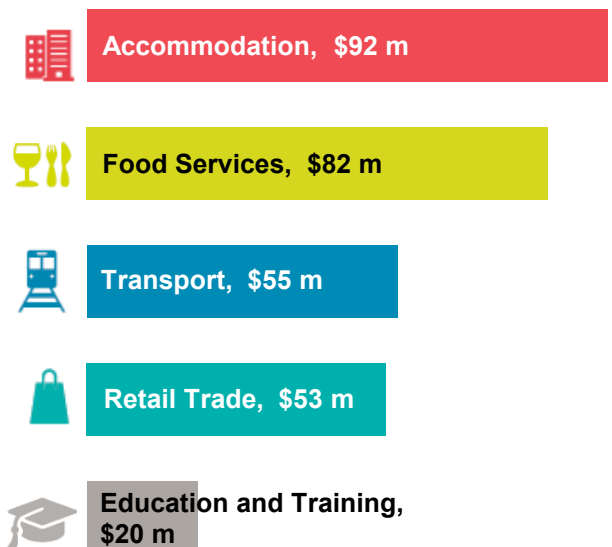
Why do we use **GVA**?

- GVA allows easier comparisons across industries. GVA is equal to GRP minus taxes.

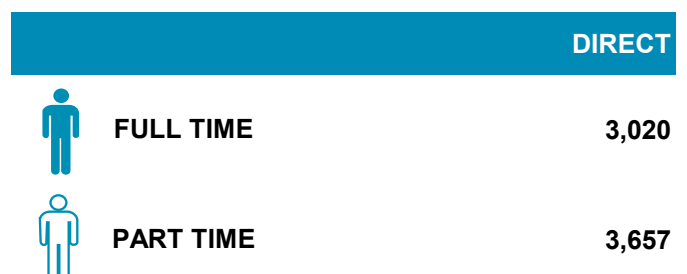
SHARE OF REGIONAL CONSUMPTION



INDUSTRY SHARE OF DIRECT TOURISM GVA



TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT



*The Gippsland (Agg.) area is an aggregate of the Gippsland and Lakes tourism regions