

YARRA VALLEY AND THE DANDENONG RANGES* VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	799	▲ 3.2%
TOURISM GRP (\$m)		
Direct	318	▲ 7.9%
Indirect	256	▲ 3.4%
Total tourism GRP	574	▲ 5.9%
<i>Tourism's direct share of GRP (%)</i>	3.7%	
TOURISM GVA (\$m)		
Direct	289	▲ 8.0%
Indirect	221	▲ 4.1%
Total tourism GVA	510	▲ 6.2%
<i>Tourism's direct share of regional GVA (%)</i>	3.6%	
TOURISM EMPLOYMENT (persons)		
Direct	5,162	▲ 3.1%
Indirect	1,445	▲ 3.8%
Total tourism employment	6,607	▲ 3.3%
<i>Tourism's direct share of regional employment (%)</i>	5.7%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Yarra Valley and the Dandenong Ranges was worth \$318 million (▲ 7.9% compared to 2015-16). This was 3.7% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$256 million to the Yarra Valley and the Dandenong Ranges economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$574 million to the Yarra Valley and the Dandenong Ranges 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.

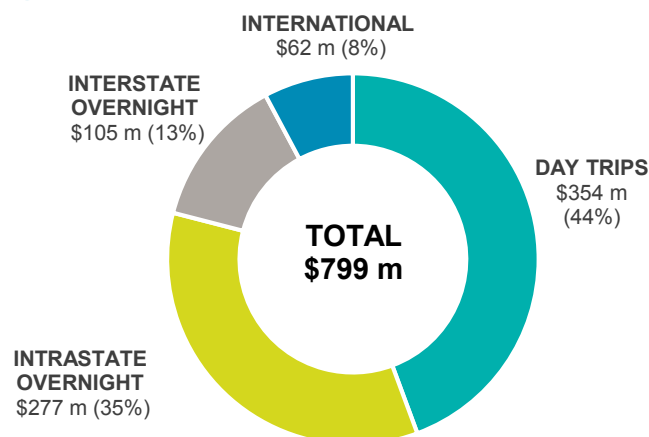
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Yarra Valley and the Dandenong Ranges 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	2,178
PART TIME	2,944

*The Yarra Valley and the Dandenong Ranges area is an aggregate of the Melbourne East and Upper Yarra tourism regions