

DAYLESFORD AND MACEDON RANGES* VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	550	▲ 5.1%
TOURISM GRP (\$m)		
Direct	142	▲ 8.6%
Indirect	130	▲ 6.7%
Total tourism GRP	272	▲ 7.7%
<i>Tourism's direct share of GRP (%)</i>	5.5%	
TOURISM GVA (\$m)		
Direct	127	▲ 8.9%
Indirect	113	▲ 7.4%
Total tourism GVA	240	▲ 8.2%
<i>Tourism's direct share of regional GVA (%)</i>	5.3%	
TOURISM EMPLOYMENT (persons)		
Direct	3,307	▲ 3.3%
Indirect	728	▲ 7.3%
Total tourism employment	4,035	▲ 4.0%
<i>Tourism's direct share of regional employment (%)</i>	11.8%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Daylesford and Macedon Ranges was worth \$142 million (▲ 8.6% compared to 2015-16). This was 5.5% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$130 million to the Daylesford and Macedon Ranges economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$272 million to the Daylesford and Macedon 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.

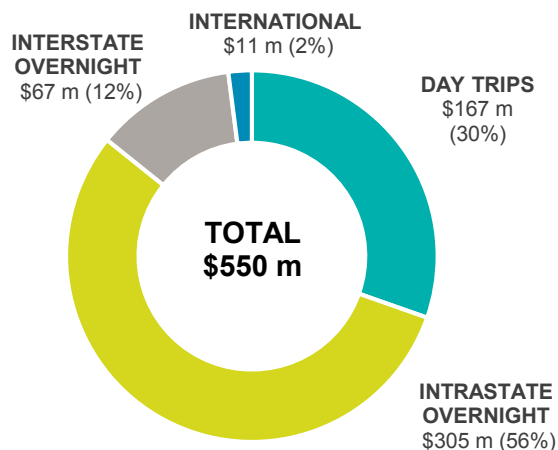
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Daylesford and Macedon 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	1,485
PART TIME	1,842