

# MELBOURNE VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	19,032	▲ 7.7%
<b>TOURISM GRP (\$m)</b>		
Direct	8,374	▲ 8.5%
Indirect	7,329	▲ 7.3%
<b>Total tourism GRP</b>	<b>15,703</b>	<b>▲ 8.0%</b>
Tourism's direct share of GRP (%)	2.6%	
<b>TOURISM GVA (\$m)</b>		
Direct	7,821	▲ 8.3%
Indirect	6,344	▲ 8.0%
<b>Total tourism GVA</b>	<b>14,165</b>	<b>▲ 8.2%</b>
Tourism's direct share of regional GVA (%)	2.6%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	79,100	▲ 5.9%
Indirect	40,686	▲ 7.9%
<b>Total tourism employment</b>	<b>119,786</b>	<b>▲ 6.6%</b>
Tourism's direct share of regional employment (%)	3.5%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Melbourne was worth \$8.4 billion (▲ 8.5% compared to 2015-16). This was 2.6% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$7.3 billion to the Melbourne economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$15.7 billion to the Melbourne 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.

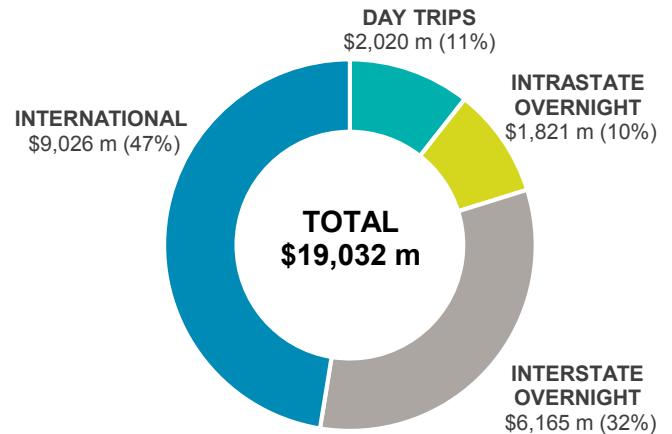
### What is **indirect contribution**?

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

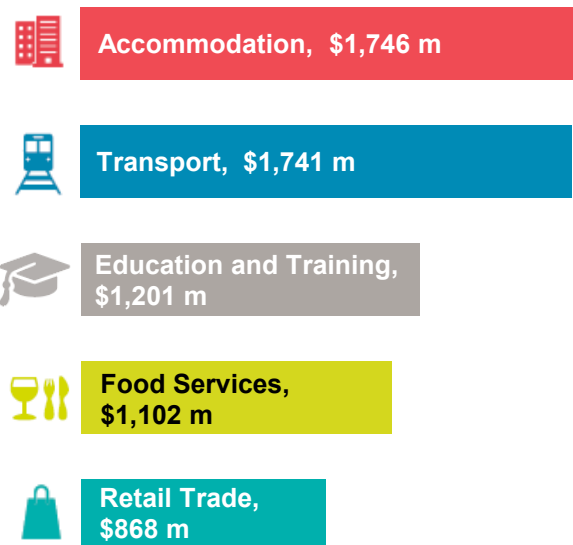
### Why do we use **GVA**?

- 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	45,388
PART TIME	34,063