

# PENINSULA VICTORIA

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	1,281	▲ 5.5%
<b>TOURISM GRP (\$m)</b>		
Direct	435	▲ 8.1%
Indirect	413	▲ 5.1%
<b>Total tourism GRP</b>	<b>849</b>	<b>▲ 6.7%</b>
Tourism's direct share of GRP (%)	4.2%	
<b>TOURISM GVA (\$m)</b>		
Direct	393	▲ 8.8%
Indirect	358	▲ 5.9%
<b>Total tourism GVA</b>	<b>750</b>	<b>▲ 7.4%</b>
Tourism's direct share of regional GVA (%)	4.0%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	6,671	▲ 4.4%
Indirect	2,354	▲ 5.3%
<b>Total tourism employment</b>	<b>9,025</b>	<b>▲ 4.6%</b>
Tourism's direct share of regional employment (%)	6.3%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Peninsula was worth \$435 million (▲ 8.1% compared to 2015-16). This was 4.2% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$413 million to the Peninsula economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$849 million to the Peninsula 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.

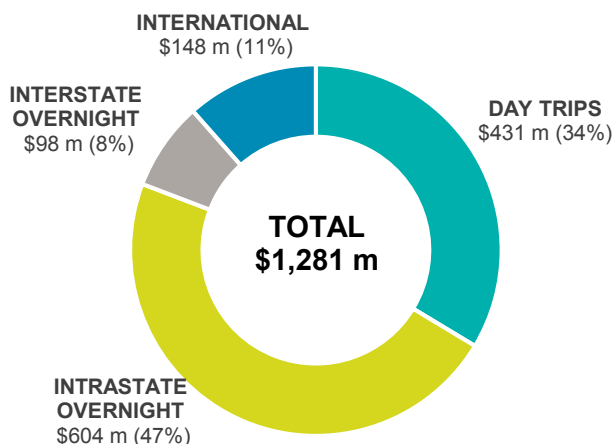
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Peninsula, 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>2,911</b>
<b>PART TIME</b>	<b>3,699</b>