

# SUNSHINE COAST QUEENSLAND

SUMMARY OF RESULTS	2016–17	CHANGE ON 2015–16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	3,753	▼ -2.3%
<b>TOURISM GRP (\$m)</b>		
Direct	1,364	▲ 0.5%
Indirect	1,119	▼ -1.5%
<b>Total tourism GRP</b>	<b>2,483</b>	<b>▼ -0.4%</b>
Tourism's direct share of GRP (%)	7.6%	
<b>TOURISM GVA (\$m)</b>		
Direct	1,241	▲ 0.6%
Indirect	990	▼ -1.3%
<b>Total tourism GVA</b>	<b>2,231</b>	<b>▼ -0.3%</b>
Tourism's direct share of regional GVA (%)	7.5%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	16,108	▼ -2.6%
Indirect	7,141	▼ -1.5%
<b>Total tourism employment</b>	<b>23,249</b>	<b>▼ -2.3%</b>
Tourism's direct share of regional employment (%)	9.7%	

## HOW DO I READ THIS TABLE?

- In 2016–17, *direct* tourism GRP in the Sunshine Coast was worth \$1.4 billion (▲ 0.5% compared to 2015–16). This was 7.6% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$1.1 billion to the Sunshine Coast economy
- So, in 2016–17, tourism (both direct and indirect) was worth \$2.5 billion to the Sunshine Coast 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.

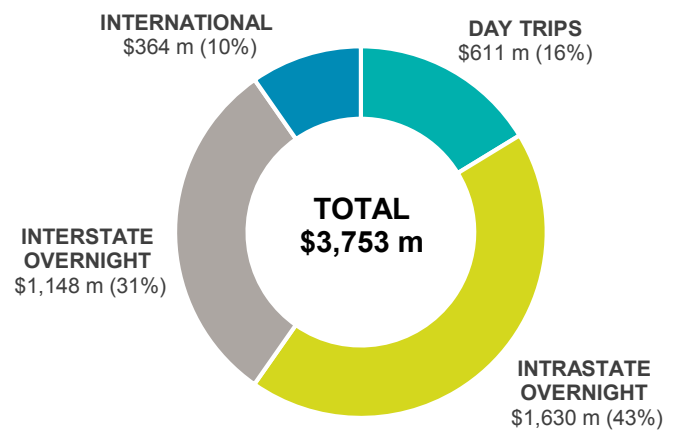
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Sunshine Coast, 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	8,002
PART TIME	7,950