

WHITSUNDAYS QUEENSLAND

SUMMARY OF RESULTS

	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	944	▲ 5.0%
TOURISM GRP (\$m)		
Direct	410	▲ 5.6%
Indirect	240	▲ 5.6%
Total tourism GRP	651	▲ 5.6%
<i>Tourism's direct share of GRP (%)</i>	15.7%	
TOURISM GVA (\$m)		
Direct	371	▲ 5.3%
Indirect	213	▲ 5.8%
Total tourism GVA	584	▲ 5.5%
<i>Tourism's direct share of regional GVA (%)</i>	15.4%	
TOURISM EMPLOYMENT (persons)		
Direct	4,541	▲ 4.2%
Indirect	1,542	▲ 5.7%
Total tourism employment	6,082	▲ 4.6%
<i>Tourism's direct share of regional employment (%)</i>	25.4%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Whitsundays was worth \$410 million (▲ 5.6% compared to 2015-16). This was 15.7% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$240 million to the Whitsundays economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$651 million to the Whitsundays 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.

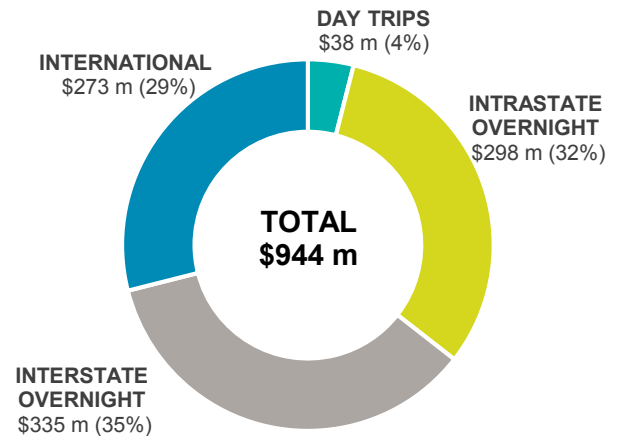
What is **indirect contribution**?

- The flow-on effect of the tourism industry. In the Whitsundays, 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	3,176
PART TIME	1,427