

SOUTHERN GREAT BARRIER REEF* QUEENSLAND

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
TOURISM CONSUMPTION (\$m)		
Total tourism consumption	1,893	▲ 8.2%
TOURISM GRP (\$m)		
Direct	677	▲ 7.8%
Indirect	558	▲ 7.7%
Total tourism GRP	1,235	▲ 7.7%
<i>Tourism's direct share of GRP (%)</i>	2.6%	
TOURISM GVA (\$m)		
Direct	618	▲ 8.2%
Indirect	494	▲ 8.0%
Total tourism GVA	1,112	▲ 8.1%
<i>Tourism's direct share of regional GVA (%)</i>	2.5%	
TOURISM EMPLOYMENT (persons)		
Direct	8,893	▲ 5.9%
Indirect	3,543	▲ 7.8%
Total tourism employment	12,436	▲ 6.4%
<i>Tourism's direct share of regional employment (%)</i>	5.7%	

HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in the Southern Great Barrier Reef was worth \$677 million (▲ 7.8% compared to 2015-16). This was 2.6% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$558 million to the Southern Great Barrier Reef economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$1.2 billion to the Southern Great Barrier Reef 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.

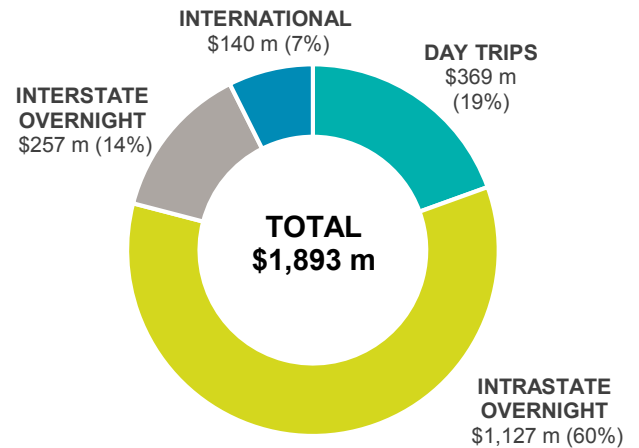
What is **indirect contribution**?

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

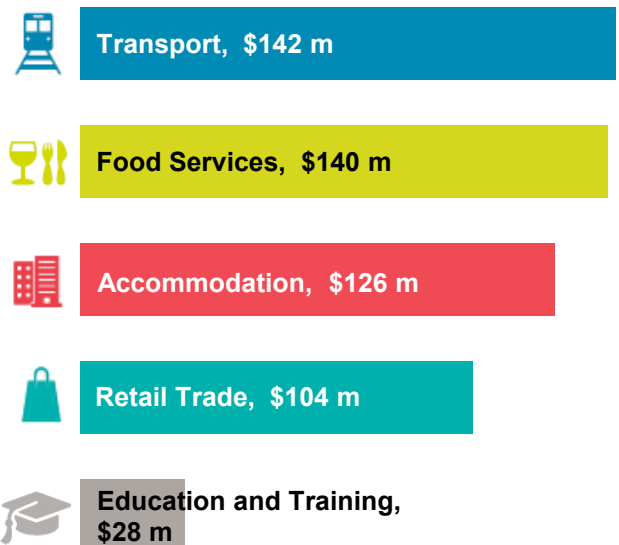
Why do we use **GVA**?

- 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	4,725
PART TIME	4,176

*The Southern Great Barrier Reef area is an aggregate of the Bundaberg and Central Queensland tourism regions