

# MACKAY QUEENSLAND

SUMMARY OF RESULTS	2016-17	CHANGE ON 2015-16
<b>TOURISM CONSUMPTION (\$m)</b>		
Total tourism consumption	604	▲ 20.8%
<b>TOURISM GRP (\$m)</b>		
Direct	213	▲ 14.9%
Indirect	169	▲ 17.4%
<b>Total tourism GRP</b>	<b>382</b>	<b>▲ 16.0%</b>
Tourism's direct share of GRP (%)	1.1%	
<b>TOURISM GVA (\$m)</b>		
Direct	194	▲ 15.2%
Indirect	150	▲ 17.7%
<b>Total tourism GVA</b>	<b>344</b>	<b>▲ 16.2%</b>
Tourism's direct share of regional GVA (%)	1.1%	
<b>TOURISM EMPLOYMENT (persons)</b>		
Direct	2,636	▲ 14.1%
Indirect	1,082	▲ 17.8%
<b>Total tourism employment</b>	<b>3,717</b>	<b>▲ 15.2%</b>
Tourism's direct share of regional employment (%)	3.4%	

## HOW DO I READ THIS TABLE?

- In 2016-17, *direct* tourism GRP in Mackay was worth \$213 million (▲ 14.9% compared to 2015-16). This was 1.1% of the region's total GRP.
- Indirect* tourism GRP was worth an extra \$169 million to the Mackay economy
- So, in 2016-17, tourism (both direct and indirect) was worth \$382 million to the Mackay 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.

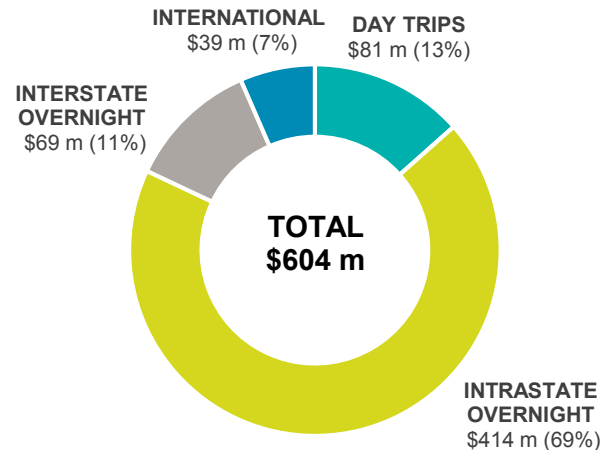
### What is **indirect contribution**?

- The flow-on effect of the tourism industry. In Mackay, 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>1,472</b>
<b>PART TIME</b>	<b>1,150</b>