

# Value of Tourism to Great Ocean Road 2013-14

## Tourism Victoria

*In 2013-14, the tourism industry contributed an estimated \$1.9 billion to the Great Ocean Road economy (10.8% of gross regional product) and employed approximately 20,700 people (12.0% of regional employment).*

Tourism Satellite Accounts (TSA) evaluate tourism industry activity and performance within a national accounting framework. The regional TSA measures both the direct and indirect impacts of tourism on the economy and includes metrics such as Gross Value Added (GVA), Gross Regional Product (GRP) and employment. It also provides information about tourism consumption, output, taxation and the composition of the tourism industry and its interaction with other industries.

This Great Ocean Road regional profile presents (and ranks) the economic contribution of tourism to the region both in absolute level terms and as a contribution to the regional economy. These measures are directly comparable to State and National Tourism Satellite Accounts.

### TOURISM VICTORIA REGIONS

The Great Ocean Road region comprises two tourism regions: Geelong and Western.



Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012013?OpenDocument>

Region	SA2
Geelong	Belmont, Clifton Springs, Corio – Norlane, Geelong, Geelong West - Hamlyn Heights, Grovedale, Highton, Lara, Leopold, Newcomb – Moolap, Newtown, North Geelong - Bell Park, Ocean Grove - Barwon Heads, Portarlington, Queenscliff
Western	Bannockburn, Camperdown, Colac, Colac Region, Corangamite – North, Corangamite – South, Glenelg, Golden Plains – North, Golden Plains – South, Lorne – Anglesea, Moyne – East, Moyne – West, Otway, Portland, Smythes Creek, Torquay, Warrnambool – North, Warrnambool – South, Winchelsea

### KEY RESULTS

In 2013-14, the tourism activity in the Great Ocean Road generated:

#### Tourism output

- \$1.4 billion in direct and \$2.3 billion in indirect tourism output, and \$3.7 billion in total tourism output.

#### Gross Value Added (GVA)

- \$751 million and \$921 million in direct and indirect tourism GVA, and \$1.7 billion in total tourism GVA.

#### Gross Regional Product (GRP)

- \$822 million and \$1.1 billion in direct and indirect tourism GRP and \$1.9 billion in total tourism GRP.
- Total tourism GRP in the Great Ocean Road region has increased at an average annual rate of 4.6 per cent over the period 2006-07 to 2013-14. Total tourism GRP increased by 12.8 per cent from 2012-13 to 2013-14.

#### Employment

- 12,500 jobs for people employed directly by the tourism industry, 8,200 indirect jobs and a total employment impact of 20,700 people.
- Total tourism employment in the Great Ocean Road region has increased at an average annual rate of 2.8 per cent over the period 2006-07 to 2013-14. Total tourism employment increased by 11.6 per cent from 2012-13 to 2013-14.

# Research Factsheet: Value of Tourism to Great Ocean Road

## Key tourism aggregates (\$ million) – Great Ocean Road

Visitor segment	Consumption	Output	GVA	GRP	Employed ('000)
Day-trippers	507	206	103	106	
Intrastate overnight	1,554	840	434	484	
Interstate overnight	326	245	127	138	
International overnight	144	154	87	93	
<b>Direct</b>	<b>2,531</b>	<b>1,446</b>	<b>751</b>	<b>822</b>	<b>12.5</b>
<b>Indirect</b>		<b>2,270</b>	<b>921</b>	<b>1,110</b>	<b>8.2</b>
<b>Total impact</b>	<b>2,531</b>	<b>3,716</b>	<b>1,672</b>	<b>1,931</b>	<b>20.7</b>

Total economy	16,572	17,877	172.3

Source: DAE Regional TSA model, ABS National Accounts and Census data.

At a sub-regional level, Western contributed the most to the Great Ocean Road's direct economic impact of tourism (63% or \$515 million of GRP). Indirect impacts could not be quantified at the sub-regional level.

### Key direct tourism aggregates, Great Ocean Road sub-regions (\$m)

Region	Consumption	Output	GVA	GRP	Employed ('000)
Geelong	822	538	281	306	4.3
Western	1,708	908	470	515	8.1
Great Ocean Road	2,531	1,446	751	822	12.5

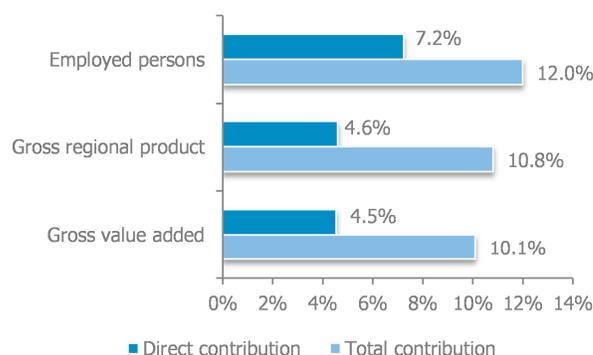
Source: Deloitte Access Economics' Regional TSA model.

## ECONOMIC IMPORTANCE OF TOURISM IN THE REGION

The ratio of the Great Ocean Road's direct tourism contribution to the total regional economy aggregates provides a point of reference snapshot for the importance of tourism to the region. In 2013-14, it is estimated that tourism directly represented 4.6% of the total Great Ocean Road economy (in GRP terms), slightly above the average of 4.2% for regional Victoria overall.

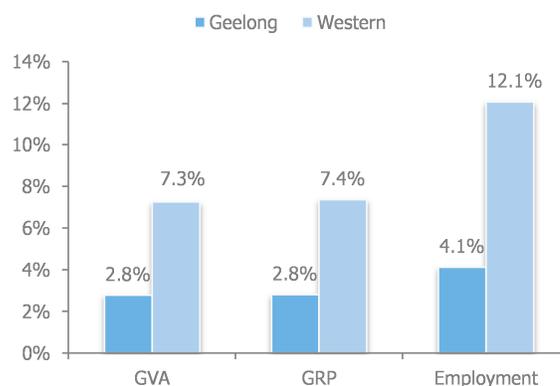
Great Ocean Road ranked 4th overall in the comparative importance of tourism across Tourism Victoria Regions (i.e. direct share of regional economy). However, in terms of industry size, Great Ocean Road supplies a significant amount (8.9%) of the state-wide direct contribution of tourism, ranking 2nd behind only Melbourne.

## Tourism's contribution to the regional economy, Great Ocean Road, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

## Tourism's direct contribution to the sub-regional economy, Great Ocean Road, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

## TOURISM RELATED INDUSTRY PROFILE

In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to the Great Ocean Road in 2013-14 were:

- accommodation with \$128 million in direct GVA and \$140 million in direct GRP; and
- retail trade with \$109 million in direct GVA and \$115 million in direct GRP;
- ownership of dwellings with \$97 million in direct GVA and \$109 million in direct GRP; and
- cafes, restaurants and takeaway food services with \$98 million in direct GVA and \$108 million in direct GRP.

## TOURISM EMPLOYMENT

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14, there were 12,500 persons (made up of 5,700 full-time and 6,700 part-time) directly employed in tourism in the Great Ocean Road.

To note: Some results may not add due to rounding.

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.



# Research Factsheet: Value of Tourism to Great Ocean Road

## Contribution of tourism to employment, Great Ocean Road, 2013-14

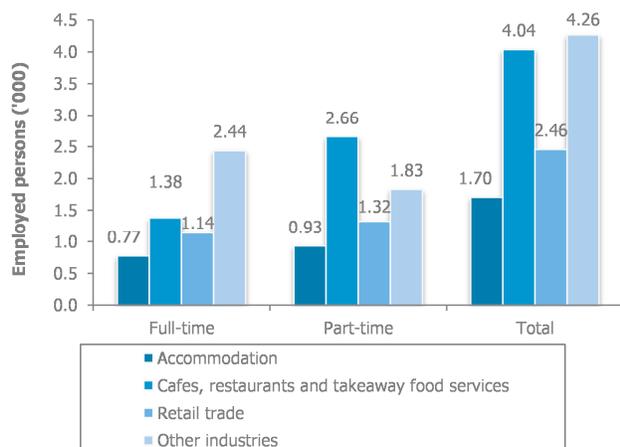


Source: Deloitte Access Economics' Regional TSA model.

The tourism related industries that contributed most to direct regional tourism employment in the Great Ocean Road in 2013-14 were:

- cafes, restaurants and takeaway food services (1,380 full time and 2,660 part time employed persons);
- retail trade (1,140 full time and 1,320 part time employed persons); and
- accommodation (770 full time and 930 part time employed persons).

## Direct tourism employed persons, Great Ocean Road, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

## REGIONAL TOURISM PROFILE

In 2013-14, visitors to the Great Ocean Road contributed a total of \$2.6 billion in direct tourism consumption to the Great Ocean Road economy. Intrastate overnight visitors contributed the most to visitor consumption in the region (\$1.6 billion). In relative terms, intrastate overnight visitors to Great Ocean Road spend the most per night (\$199) on average.

To note: Some results may not add due to rounding.

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

## Tourism activity summary – Great Ocean Road

Visitor segment	Nights /Trips ('000)	Nights /Trips (%)	Consumption (\$ million)	Consumption (%)	\$ per night/trip
Day-trippers	5,495	34%	507	20%	92
Intrastate overnight	7,812	48%	1,554	61%	199
Interstate overnight	1,776	11%	326	13%	183
International overnight	1,296	8%	144	6%	111

Source: Tourism Research Australia Visitor Surveys and Deloitte Access Economics' Regional TSA model.

## METHODOLOGY

Tourism Victoria has worked with Deloitte Access Economics to produce regional Tourism Satellite Account (TSA) estimates of the value of tourism to Tourism Victoria's regions.

Tourism Satellite Accounts (TSAs) are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national estimates are based on an internationally recognised and standardised framework (although regional TSA methodology has been extended to determine the indirect impact of cross region trade flows).

There are a number of steps required to calculate the tourism industry's contribution to the Great Ocean Road's economy. To start, a regional tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g. taxes, transport margins, pre-manufactured inputs etc.). The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from ABS data.

For consistency and assurance, the regional results are calibrated against the reported 2013-14 state TSA data.

*Note: It is important that these results are not compared to previously published estimates as historical results have been revised due to refinements in the methodology and changes in input data. Results should also not be compared to alternative studies that are not based on the same methodology.*

## GLOSSARY

**Direct contribution of tourism:** The contribution generated by transactions between the visitor and provider that involve a direct physical or economic relationship.

**Indirect contribution of tourism:** The subsequent flow-on effects created by the requirement for inputs from those industries supplying goods and services to visitors.



## Research Factsheet: Value of Tourism to Great Ocean Road

**Input-output table:** An input-output table is a means of presenting a detailed analysis of the process of production and the associated use of goods and services and income generated. National input-output tables are produced annually by the Australian Bureau of Statistics.

**Tourism gross regional product (GRP):** Tourism GRP (the equivalent to Gross State Product (GSP) but at a regional level) is tourism GVA plus net taxes on products that are attributable to the tourism industry. As such direct tourism GRP will generally have a higher value than direct tourism GVA. Direct tourism GRP is a satellite account construct to enable a direct comparison with the most widely recognised national accounting aggregate, gross domestic (or regional) product.

**Tourism gross value added (GVA):** Considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government received from the production. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and can also be used for comparisons across countries.

**Tourism output:** The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products.

### TOURISM'S TOTAL CONTRIBUTION TO THE GREAT OCEAN ROAD ECONOMY (DIRECT AND INDIRECT ESTIMATES) 2006-07 TO 2013-14

Great Ocean Road	Tourism's Total <sup>^</sup> contribution to the Economy								AAG* 2006-07 to 2013-14	% Change 2012-13 vs 2013-14
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		
GRP (\$ millions basic prices)	1,411	1,515	1,603	1,723	1,689	1,817	1,713	1,931	4.6%	12.8%
% share of the regional economy	11.0%	10.7%	11.2%	11.4%	10.6%	10.8%	9.9%	10.8%		
Employment (000s)	17.0	18.1	19.2	19.9	19.9	20.4	18.5	20.7	2.8%	11.6%
% share of the regional economy	9.9%	10.5%	11.1%	11.6%	11.5%	11.8%	10.7%	12.0%		

\*Average annual growth rate. <sup>^</sup>Direct and Indirect contribution.

### MORE INFORMATION

For further information on the methodology and key concepts for the *Victorian Regional Tourism Satellite Accounts 2013-14*, please refer to the Regional Tourism Satellite Account User Guide at this link:

<http://www.tourism.vic.gov.au/research/economic-significance.html>

For more detail on the *State Tourism Satellite Accounts 2013-14*, published by Tourism Research Australia refer to the full report:

<http://www.tra.gov.au/research/State-tourism-satellite-accounts-2013-14.html>

To note: Some results may not add due to rounding.

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

