

Regional Tourism Satellite Account

Whitsundays 2013-14

In 2013-14, the tourism industry contributed an estimated \$809 million to the Whitsundays regional economy (33.3% of gross regional product) and directly employed approximately 3,000 people (16.9% of regional employment).

Tourism Satellite Accounts (TSA) evaluates the 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 Whitsundays regional profile 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, National, and indeed, international Tourism Satellite Accounts.

Key aggregates

In 2013-14, the tourism activity in Whitsundays generated:

Tourism output

- \$0.6 billion and \$1.0 billion in direct and indirect tourism output, and \$1.6 billion in total tourism output.

Gross Value Added (GVA)

- \$0.3 billion and \$0.4 billion in direct and indirect tourism GVA, and \$0.7 billion in total tourism GVA.

Gross Regional Product (GRP)

- \$0.3 billion and \$0.5 billion in direct and indirect tourism GRP and \$0.8 billion in total tourism GRP; and

Employment

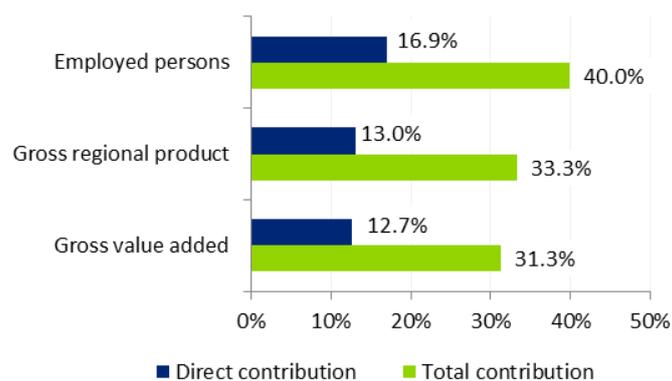
- 3,000 jobs for people employed directly by the tourism industry, 4,100 indirect jobs and a total employment impact of 7,100 people.

Economic importance of tourism in the region

The ratio of Whitsundays' 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 13.0% of the total Whitsundays economy (in GRP terms), compared to 4.9% for regional Queensland.

Due to the region's reputation as a tourism hotspot, Whitsundays ranked 1st overall in the comparative importance of tourism across Queensland's regions. However, due to the region's relatively small economy, Whitsundays ranked 8th in overall industry size; supplying just 3.0% of the state-wide contribution of tourism.

Chart 1.1: Tourism's contribution to the regional economy, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

Table 1.1 Key tourism aggregates (\$ million)

Visitor segment	Consumption	Output	GVA	GRP	Employed ('000)
Day-trippers	49	21	10	11	
Domestic overnight	624	433	210	227	
International	205	141	69	78	
Direct	878	595	289	316	3.0
Indirect		1,017	424	492	4.1
Total impact		1,612	713	809	7.1
Total economy			2,277	2,430	17.8

Research factsheet - Value of tourism to Whitsundays

Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Whitsundays in 2013-14 were: (1) \$162m on long distance transport; (2) \$138m on takeaway and restaurant meals; and (3) \$120m on accommodation services.

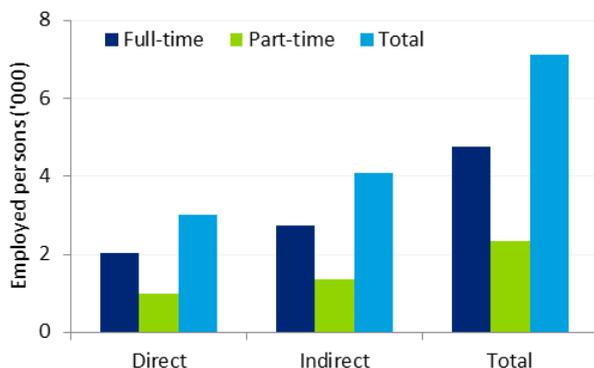
In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Whitsundays in 2013-14 were:

- accommodation with \$105 million in direct GVA and \$116 million in direct GRP;
- air, water and other transport with \$55 million in direct GVA and \$60 million in direct GRP; and
- café, restaurants and takeaway food services with \$28 million in direct GVA and \$31 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 3,010 persons (made up of 2,020 full-time and 990 part-time) directly employed in tourism in Whitsundays.

Chart 1.2: Contribution of tourism to employment, 2013-14

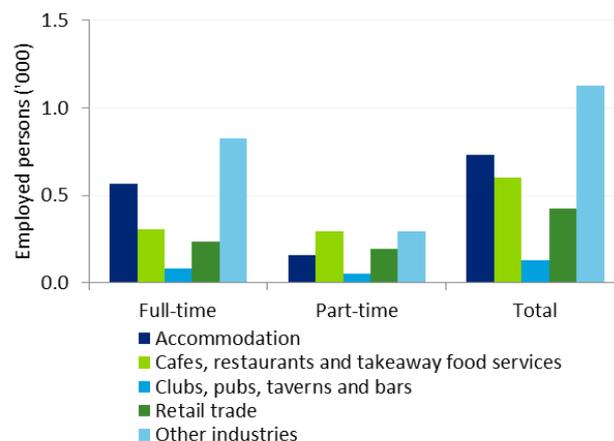


Source: Deloitte Access Economics' Regional TSA model.

The tourism related industries that contributed most to regional tourism employment in Whitsundays in 2013-14 were:

- accommodation (570 full time and 160 part time employed persons);
- cafes, restaurants and takeaway food services (310 full time and 290 part time employed persons); and
- retail trade (240 full time and 190 part time employed persons).

Chart 1.3: Direct tourism employed persons, 2013-14



Source: Deloitte Access Economics' Regional TSA model.

Regional tourism profile

In 2013-14, visitors to Whitsundays contributed a total of \$0.9 billion in tourism consumption to the Whitsundays economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors (\$0.6 billion). In relative terms, domestic overnight visitors to Whitsundays spend the most per night (\$305) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption (\$ million)	Consumption (%)	\$ per night
Day-trippers	353	9	49	6	138
Domestic overnight	2049	55	624	71	305
International	1354	36	205	23	151

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

Research factsheet - *Value of tourism to Whitsundays*

Methodology

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

Tourism Satellite Accounts 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 Whitsundays' 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.

Tourism Standard Reporting

For consistency in reporting, when referring to the overall size or contribution of the tourism industry in a region, the appropriate measure is GRP. GVA should be used when comparing the tourism industry against another industry within the same region.

Glossary

Direct contribution of tourism: The contribution generated by transactions between the visitor and producer for a good or service that involves 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. For example, in the case of the hotel industry this might include the fresh produce supplied to a hotel and the electricity used.

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: Tourism GRP 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: 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.