

Regional Tourism Satellite Account

Sunshine Coast 2013-14

In 2013-14, the tourism industry contributed an estimated \$2.4 billion to the Sunshine Coast regional economy (15.2% of gross regional product) and directly employed approximately 15,700 people (10.1% 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 Sunshine Coast 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 Sunshine Coast generated:

Tourism output

- \$2.0 billion and \$2.7 billion in direct and indirect tourism output, and \$4.7 billion in total tourism output.

Gross Value Added (GVA)

- \$1.0 billion and \$1.1 billion in direct and indirect tourism GVA, and \$2.1 billion in total tourism GVA.

Gross Regional Product (GRP)

- \$1.1 billion and \$1.3 billion in direct and indirect tourism GRP and \$2.4 billion in total tourism GRP; and

Employment

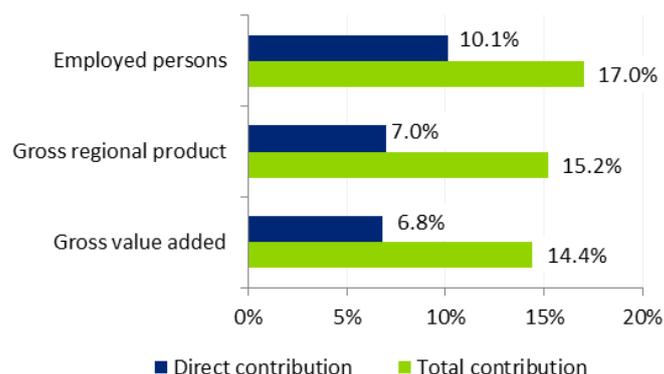
- 15,700 jobs for people employed directly by the tourism industry, 10,800 indirect jobs and a total employment impact of 26,500 people.

Economic importance of tourism in the region

The ratio of Sunshine Coast'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 7.0% of the total Sunshine Coast economy (in GRP terms), compared to 4.9% for regional Queensland.

Sunshine Coast ranked 4th overall in the comparative importance of tourism across Queensland's regions. Sunshine Coast also ranked 4th in overall industry size; supplying 9.8% 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	603	241	117	132	
Domestic overnight	2,455	1,450	724	775	
International	325	284	153	178	
Direct	3,383	1,975	994	1,084	15.7
Indirect		2,680	1,109	1,284	10.8
Total impact		4,655	2,103	2,368	26.5
Total economy			14,585	15,563	155.6

Research factsheet - Value of tourism to Sunshine Coast

Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Sunshine Coast in 2013-14 were: (1) \$544m on takeaway and restaurant meals; (2) \$518m on long distance transport; and (3) \$428m on shopping.

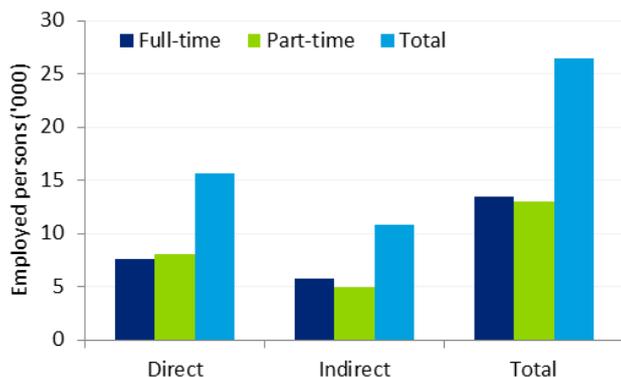
In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Sunshine Coast in 2013-14 were:

- accommodation with \$223 million in direct GVA and \$245 million in direct GRP;
- cafes, restaurants and takeaway food services with \$158 million in direct GVA and \$174 million in direct GRP; and
- other retail trade with \$162 million in direct GVA and \$173 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 15,720 persons (made up of 7,610 full-time and 8,110 part-time) directly employed in tourism in Sunshine Coast.

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

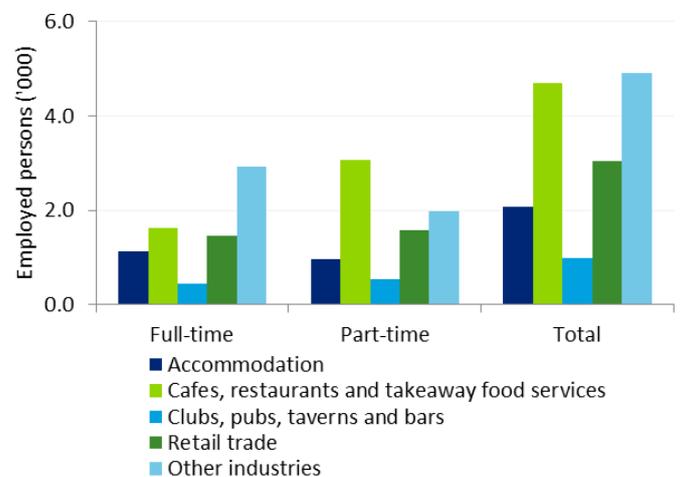


Source: Deloitte Access Economics' Regional TSA model.

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

- cafes, restaurants and takeaway food services (1,630 full time and 3,070 part time employed persons);
- retail trade (1,470 full time and 1,570 part time employed persons); and
- accommodation (1,130 full time and 950 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 Sunshine Coast contributed a total of \$3.4 billion in tourism consumption to the Sunshine Coast economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors (\$2.5 billion). In relative terms, domestic overnight visitors to Sunshine Coast spend the most per night (\$234) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption (\$ million)	Consumption (%)	\$ per night
Day-trippers	5,325	29	603	18	113
Domestic overnight	10,508	57	2,455	73	234
International	2,708	15	325	10	120

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

Research factsheet - *Value of tourism to Sunshine Coast*

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 Sunshine Coast'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.

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.