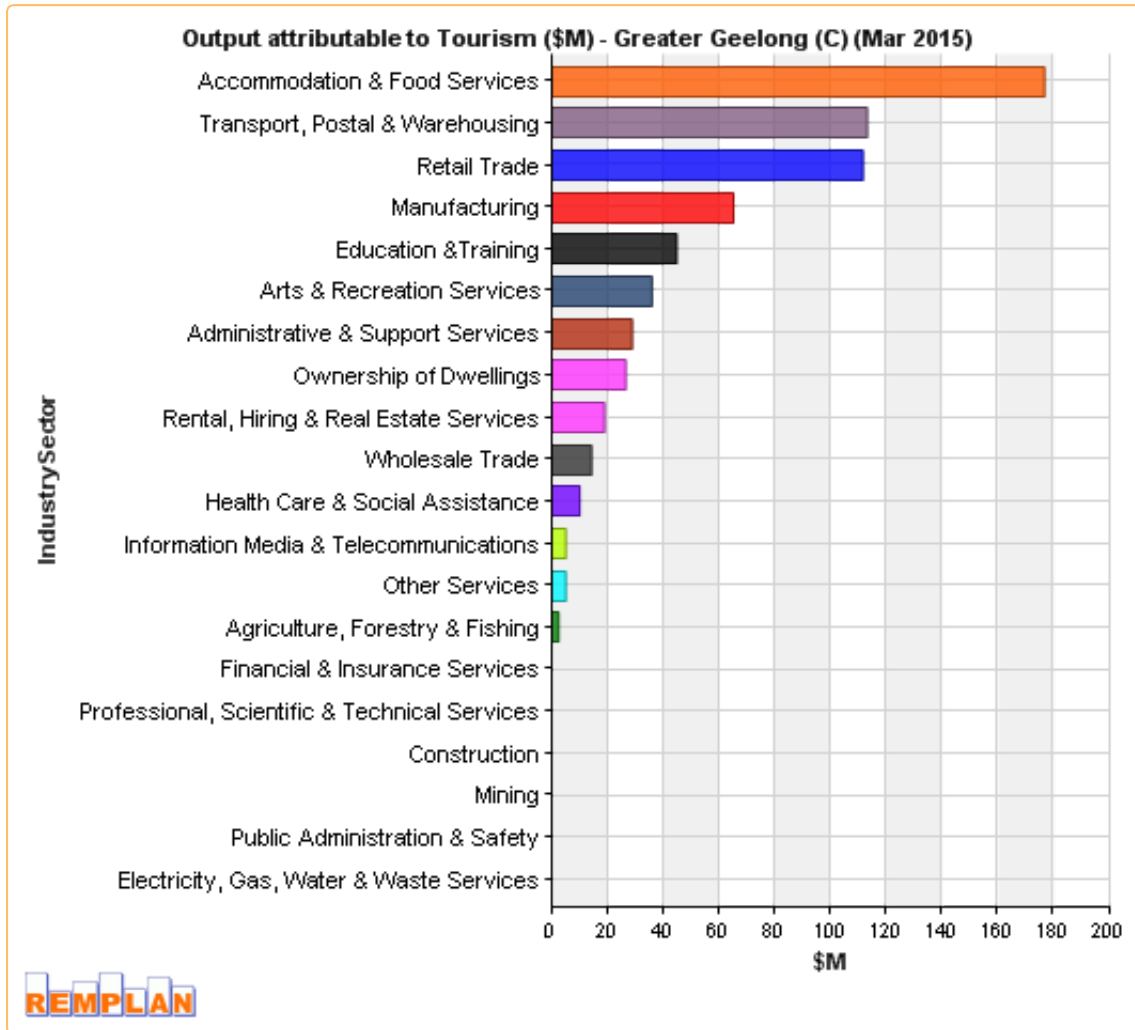


Output attributable to Tourism

This report shows the gross revenue generated by businesses and organisations in Greater Geelong (C) to service demand generated by tourists to the area.

The total value of tourism related output for Greater Geelong (C) is estimated at \$658.471 million.



All industry sectors in Greater Geelong (C) ranked by Tourism related Output

Greater Geelong (C) (Mar 2015)		
Industry Sector	\$M	%
Accommodation & Food Services	\$176.641	26.8 %
Transport, Postal & Warehousing	\$113.092	17.2 %
Retail Trade	\$111.563	16.9 %
Manufacturing	\$65.050	9.9 %
Education & Training	\$44.761	6.8 %
Arts & Recreation Services	\$35.882	5.4 %
Administrative & Support Services	\$28.751	4.4 %
Ownership of Dwellings	\$26.461	4.0 %
Rental, Hiring & Real Estate Services	\$18.865	2.9 %
Wholesale Trade	\$14.198	2.2 %
Health Care & Social Assistance	\$9.989	1.5 %
Information Media & Telecommunications	\$5.078	0.8 %
Other Services	\$5.044	0.8 %
Agriculture, Forestry & Fishing	\$2.458	0.4 %
Financial & Insurance Services	\$0.638	0.1 %
Professional, Scientific & Technical Services	\$0.000	0.0 %

Construction	\$0.000	0.0 %
Mining	\$0.000	0.0 %
Public Administration & Safety	\$0.000	0.0 %
Electricity, Gas, Water & Waste Services	\$0.000	0.0 %
Total	\$658.471	

Calculation Method

The above estimates of the value of tourism by industry sector for Greater Geelong (C) are based on Australian Bureau of Statistics estimates of National Tourism Product Output by industry, and the degree to which tourism industry related jobs are located in Greater Geelong (C). The greater the number of tourism related jobs in an area, the greater the estimated value of tourism in the local economy.

Industry Sector	% of Tourism Activity
Accommodation & Food Services	28.30 %
Arts & Recreation Services	17.11 %
Transport, Postal & Warehousing	13.73 %
Retail Trade	9.45 %
Administrative & Support Services	7.17 %
Education & Training	4.34 %
Rental, Hiring & Real Estate Services	3.62 %
Wholesale Trade	1.83 %
Ownership of Dwellings	1.75 %
Agriculture, Forestry & Fishing	1.44 %
Other Services	1.30 %
Information Media & Telecommunications	1.27 %
Health Care & Social Assistance	0.72 %
Manufacturing	0.58 %
Financial & Insurance Services	0.05 %

Source: 2013-14, Australian Bureau of Statistics (ABS), Tourism Satellite Account

The percentages above are based on the specific structure of the Greater Geelong (C) economy. The greater the number of visitors to the area, the greater the employment in tourism related industry sectors, and therefore the higher the estimated value of tourism in Greater Geelong (C).