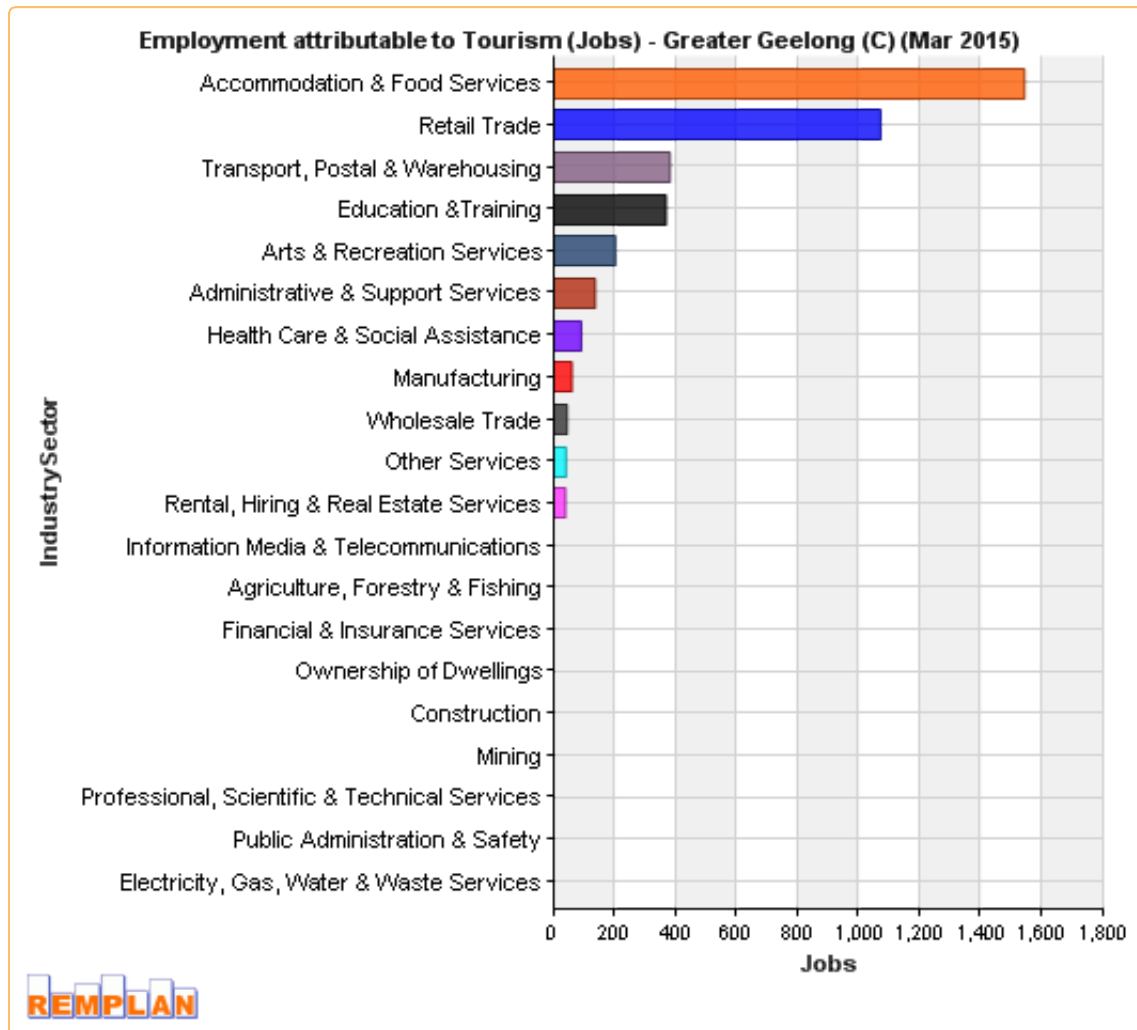


Employment attributable to Tourism

This report shows the number of jobs in each industry sector in Greater Geelong (C) which service demand generated by tourists to the area.

The total tourism related employment estimate for Greater Geelong (C) is 3,988 jobs.



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

Greater Geelong (C) (Mar 2015)		
Industry Sector	Jobs	%
Accommodation & Food Services	1,542	38.7 %
Retail Trade	1,070	26.8 %
Transport, Postal & Warehousing	380	9.5 %
Education & Training	367	9.2 %
Arts & Recreation Services	201	5.0 %
Administrative & Support Services	135	3.4 %
Health Care & Social Assistance	90	2.3 %
Manufacturing	59	1.5 %
Wholesale Trade	43	1.1 %
Other Services	40	1.0 %
Rental, Hiring & Real Estate Services	38	1.0 %
Information Media & Telecommunications	11	0.3 %
Agriculture, Forestry & Fishing	10	0.3 %
Financial & Insurance Services	1	0.0 %
Ownership of Dwellings	1	0.0 %
Construction	0	0.0 %

Mining	0	0.0 %
Professional, Scientific & Technical Services	0	0.0 %
Public Administration & Safety	0	0.0 %
Electricity, Gas, Water & Waste Services	0	0.0 %
Total	3,988	

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).