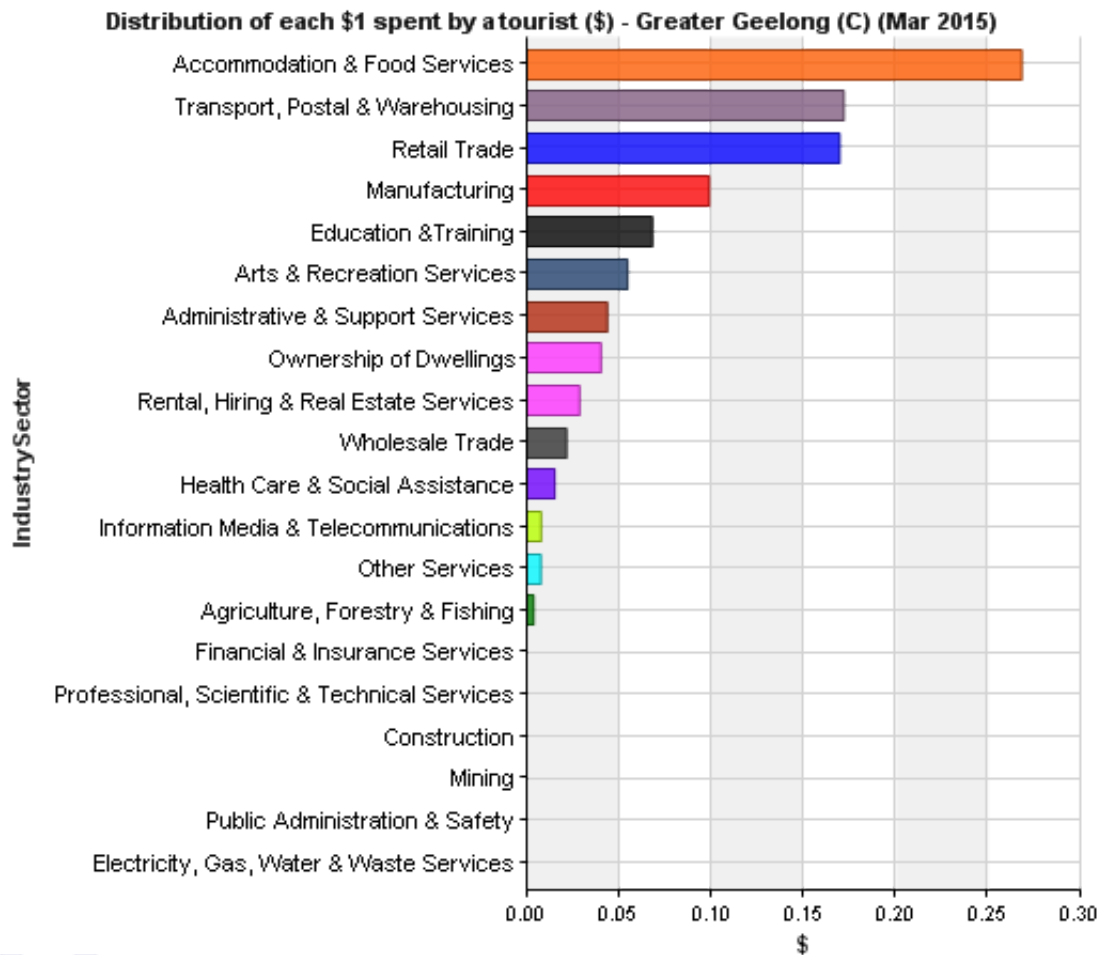


Distribution of Tourist Dollar

Tourism

"Comprising the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

For each dollar spent by a tourist in Greater Geelong (C), it is estimated that typically \$0.27 is spent on accommodation & food services, \$0.17 on transport, postal & warehousing and \$0.17 on retail trade.



All industry sectors in Greater Geelong (C) ranked by portion of \$1 spent by tourist

Greater Geelong (C) (Mar 2015)		
Industry Sector	\$	%
Accommodation & Food Services	\$0.27	26.8 %
Transport, Postal & Warehousing	\$0.17	17.2 %
Retail Trade	\$0.17	16.9 %
Manufacturing	\$0.10	9.9 %
Education & Training	\$0.07	6.8 %
Arts & Recreation Services	\$0.05	5.4 %
Administrative & Support Services	\$0.04	4.4 %
Ownership of Dwellings	\$0.04	4.0 %
Rental, Hiring & Real Estate Services	\$0.03	2.9 %
Wholesale Trade	\$0.02	2.2 %
Health Care & Social Assistance	\$0.02	1.5 %
Information Media & Telecommunications	\$0.01	0.8 %

Other Services	\$0.01	0.8 %
Agriculture, Forestry & Fishing	\$0.00	0.4 %
Financial & Insurance Services	\$0.00	0.1 %
Professional, Scientific & Technical Services	\$0.00	0.0 %
Construction	\$0.00	0.0 %
Mining	\$0.00	0.0 %
Public Administration & Safety	\$0.00	0.0 %
Electricity, Gas, Water & Waste Services	\$0.00	0.0 %
Total	\$1.00	

The data presented in the above table and graph is sourced from the Australian Bureau of Statistics Tourism Satellite Account and represents the estimated typical distribution of a dollar spent by a tourist in Greater Geelong (C).