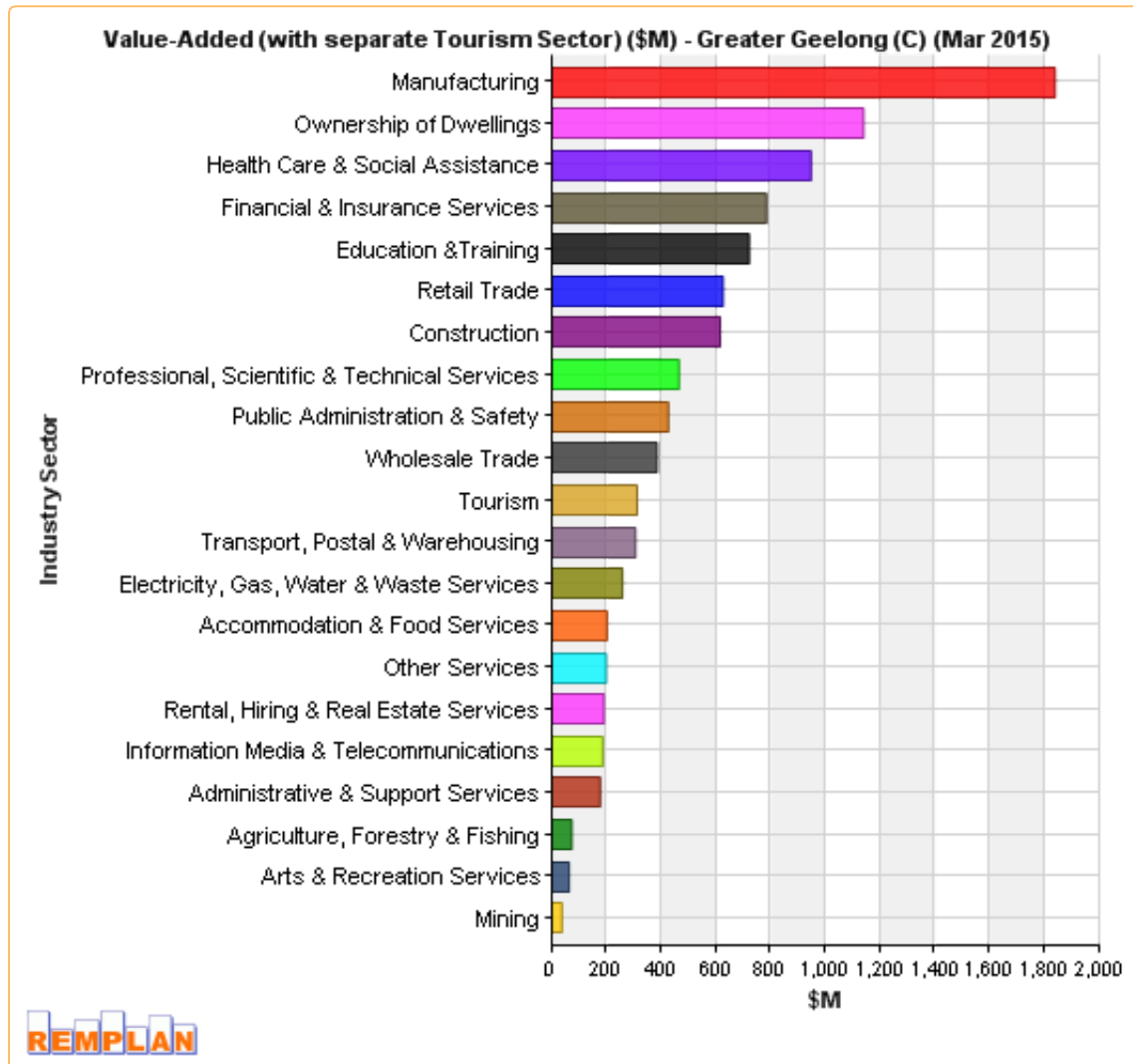


Value Added Report with Tourism Sector

This report shows the value that is added by industry sectors in Greater Geelong (C) to intermediate inputs.

The estimated value-added generated by tourism for each industry sector has been deducted and consolidated into a separate tourism sector.

The total value-added estimate for Greater Geelong (C) is \$9,937.365 million.



All industry sectors in Greater Geelong (C) ranked by Value-Added

Industry Sector	Greater Geelong (C) (Mar 2015)	
	\$M	%
Manufacturing	\$1,838.316	18.5 %
Ownership of Dwellings	\$1,138.799	11.5 %
Health Care & Social Assistance	\$947.278	9.5 %
Financial & Insurance Services	\$783.599	7.9 %
Education & Training	\$720.164	7.2 %
Retail Trade	\$625.366	6.3 %
Construction	\$613.842	6.2 %
Professional, Scientific & Technical Services	\$464.937	4.7 %
Public Administration & Safety	\$425.800	4.3 %
Wholesale Trade	\$383.617	3.9 %
Tourism	\$310.782	3.1 %
Transport, Postal & Warehousing	\$304.587	3.1 %
Electricity, Gas, Water & Waste Services	\$257.486	2.6 %
Accommodation & Food Services	\$200.781	2.0 %

Other Services	\$198.449	2.0 %
Rental, Hiring & Real Estate Services	\$189.865	1.9 %
Information Media & Telecommunications	\$185.276	1.9 %
Administrative & Support Services	\$176.271	1.8 %
Agriculture, Forestry & Fishing	\$72.462	0.7 %
Arts & Recreation Services	\$62.711	0.6 %
Mining	\$36.974	0.4 %
Total	\$9,937.365	

Where is the tourism sector?

The answer is that tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, cultural & recreational services.

In order to capture the value of tourism surveying may be conducted to gather direct expenditure data from people attending specific festivals or events. Once this survey data is collated and coded it can be applied to REMPLAN to model the direct and flow-on economic implications for the region from hosting such activities.

Where representative samples of data are captured in relation to specific events the combination of market research and economic analysis is a powerful basis upon which to make strategic decisions about growing tourism activities in the region. A shortcoming of such approaches is that they can be expensive in terms of time and resources. In some circumstances secondary data may represent a cost effective alternative while still providing the insights required. In the above table and graphs secondary datasets have been applied to estimate the contribution of tourists to the area's economy.

The Australian National Accounts provides estimates of output by industry sector, and the Tourism Satellite Account (TSA), also from the Australian Bureau of Statistics, provides estimates of the value of industry sectors' contributions to total tourism product output. Combined, it possible to estimate the proportion of output for each industry sector that is generated to service demand created by tourists at the national level.

In the TSA, tourism is defined as:

"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."

Under this definition of tourism, the expenditure of domestic, international, business and government travellers are included.

In the Greater Geelong (C) economy it is estimated that the following percentages relate to industry sectors' output that is generated to service demand from tourists.

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

These percentages have been applied to the economic profile of the local economy to estimate the contributions of tourism. 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).