



Economic Contribution of Tourism to Western Australia's Tourism Regions 2016-17

Prepared by Tourism Western Australia based on
Tourism Research Australia's *Regional Tourism Satellite
Accounts 2016-17*

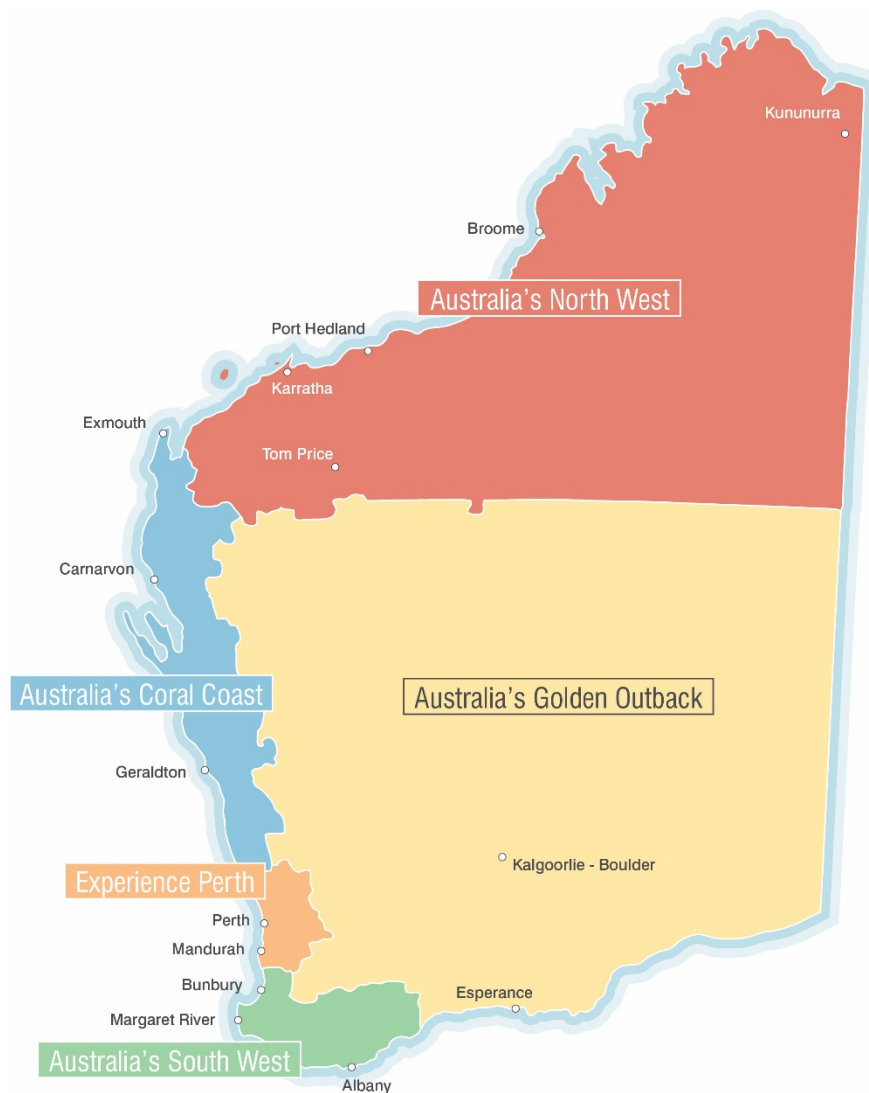
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ABOUT THIS REPORT

Produced by Tourism Research Australia (TRA), the *Regional Tourism Satellite Accounts* (RTSA) highlight the importance of tourism to the economy of each tourism region across Australia. The RTSA measures the direct and indirect impact of tourism across a number of measures including Gross Regional Product (GRP), Gross Value Added (GVA), and employment. The RTSA is based on the same inputs and principles used for the *State Tourism Satellite Accounts*, also developed by TRA. It should be noted that the sum of tourism regions will not always equate to total Western Australia, due to indirect effects of tourism consumption in Western Australia's tourism regions that are not allocated to a specific tourism region.

This report summarises key findings for Western Australia's five tourism regions from the 2016-17 RTSA, and is considered the most recent and accurate data on tourism's contribution to the WA economy. In this report, "Regional WA" is defined as all tourism regions excluding Experience Perth. For more information on the RTSA, and to access reports and data tables for each tourism region in Australia, visit [TRA's website](#).

Image 1: Western Australia's Tourism Regions



SUMMARY RESULTS

Key findings for Western Australia (WA) from the *Regional Tourism Satellite Account* for 2016-17 provided in Tables 1 and 2 below. These tables show that in 2016-17:

- The WA tourism industry directly employed 71,100 people, 32,000 of whom (45%) were employed in Regional WA.
- Taking into account indirect effects, the WA tourism industry directly and indirectly employed a total of 103,900 people, 43,700 of whom (42%) were employed in Regional WA.
 - The greatest number of people were employed in Experience Perth (55,000), followed by Australia's South West (21,100), Australia's North West (9,000), Australia's Coral Coast (8,000), and finally Australia's Golden Outback (5,600).
- Tourism (direct and indirect) in Regional WA was worth \$4.36 billion by Gross Regional Product, equivalent to 37% tourism's total contribution to Gross State Product in WA.

Table 1: DIRECT Contribution of Tourism to Western Australia's Tourism Regions in 2016-17

	Gross Value Added (\$ million)	Gross Regional Product (\$ million)	Employment (persons employed)
Experience Perth	\$3,345	\$3,726	39,100
Australia's Golden Outback	\$239	\$257	4,200
Australia's South West	\$996	\$1,057	15,200
Australia's North West	\$545	\$595	6,800
Australia's Coral Coast	\$431	\$458	5,800
Western Australia	\$5,556	\$6,092	71,100
Regional WA	\$2,212	\$2,366	32,000

Table 2: TOTAL (Direct and Indirect) Contribution of Tourism to Western Australia's Tourism Regions in 2016-17

	Gross Value Added (\$ million)	Gross Regional Product (\$ million)	Employment (persons employed)
Experience Perth	\$5,824	\$6,521	55,000
Australia's Golden Outback	\$444	\$488	5,600
Australia's South West	\$1,886	\$2,061	21,100
Australia's North West	\$884	\$978	9,000
Australia's Coral Coast	\$761	\$830	8,000
Western Australia	\$10,605	\$11,789	103,900
Regional WA	\$3,975	\$4,357	43,700

TOURISM'S CONTRIBUTION TO REGIONAL ECONOMIES

The WA tourism industry is a major contributor to WA's economy. The relative importance of tourism to the economy is even more significant for Regional WA specifically. As shown in Tables 3 and 4, in 2016-17:

- The WA tourism industry directly and indirectly accounted for 7.7% of persons employed in the State, and 4.8% of the State's economy (by Gross State Product).
- Tourism accounted for 14.6% of persons employed in Regional WA, and 5.2% of Regional WA's economy (by Gross Regional Product).

Of all five tourism regions in WA, tourism accounts for the greatest proportion of the economy in Australia's Coral Coast; in this region, tourism directly and indirectly accounts for almost one in four (23.4%) persons employed. Australia's South West follows, with tourism directly and indirectly accounting for one in five (19.5%) persons employed in this region.

Table 3: DIRECT Contribution of Tourism to WAs Tourism Region Economies in 2016-17 (as a % of the region's total economy)

	Gross Value Added (% of region's total economy)	Gross Regional Product (% of region's total economy)	Employment (% of region's total economy)
Experience Perth	2.1%	2.3%	3.7%
Australia's Golden Outback	1.2%	1.3%	6.7%
Australia's South West	7.1%	7.2%	14.1%
Australia's North West	1.3%	1.4%	7.2%
Australia's Coral Coast	7.9%	8.0%	17.0%
Western Australia	2.3%	2.5%	5.3%
Regional WA	2.7%	2.8%	10.7%

Table 4: TOTAL (Direct and Indirect) Contribution of Tourism to WA's Tourism Region Economies in 2016-17 (as a % of the region's total economy)

	Gross Value Added (% of region's total economy)	Gross Regional Product (% of region's total economy)	Employment (% of region's total economy)
Experience Perth	3.7%	4.0%	5.3%
Australia's Golden Outback	2.3%	2.4%	8.9%
Australia's South West	13.4%	14.1%	19.5%
Australia's North West	2.1%	2.2%	9.6%
Australia's Coral Coast	13.9%	14.6%	23.4%
Western Australia	4.4%	4.8%	7.7%
Regional WA	4.9%	5.2%	14.6%

TIME SERIES

The key measures of tourism's contribution to the economy – Gross Value Added, Gross Regional Product, and employment - have generally been trending upwards for each of the tourism regions over the five years from 2012-13 to 2016-17. On average over this time period, the value of tourism in Regional WA has grown at a greater rate year on year than in Experience Perth.

Note: A recurring feature of the State TSA is that historical estimates for previous years are revised to reflect revisions to input data, such as changes in Australian Bureau of Statistics National Accounts data. TRA makes changes to previous time series estimates as required in each State TSA release, therefore the historic data presented in this report for total Western Australia differs from that published in the State Tourism Satellite Accounts 2015-16 report.

As demonstrated in Table 5 below, the number of persons employed in WA by tourism (directly and indirectly) declined by (-) 0.8% (or 800 people) from 104,700 in 2015-16 to 103,900 in 2016-17. Meanwhile, tourism's total contribution to GVA increased (+) 1.4% (from \$10.5 billion to \$10.6 billion), and tourism's total contribution to GSP increased (+) 0.9% (from \$11.7 billion to \$11.8 billion). While tourism GVA and GSP saw growth in numeric terms, the relative contribution of tourism to the State's economy declined. Tourism contributed 4.4% to WA's economy by GVA in 2016-17, down from 4.6% in 2015-16. Therefore, the estimate of tourism employment in the State declined year on year, as tourism employment is reliant on the ratio of tourism's contribution to total State GVA.

Table 5: Key Estimates over Time (Direct and Indirect)

	2012-13	2013-14	2014-15	2015-16	2016-17
Experience Perth					
Gross Value Added (\$m)	\$4,642	\$5,081	\$5,393	\$5,613	\$5,824
Gross Regional Product (\$m)	\$5,176	\$5,684	\$6,046	\$6,313	\$6,521
Persons Employed	48,500	52,100	53,400	54,500	55,000
Australia's Golden Outback					
Gross Value Added (\$m)	\$301	\$316	\$443	\$414	\$444
Gross Regional Product (\$m)	\$337	\$354	\$492	\$459	\$488
Persons Employed	4,300	4,400	5,900	5,300	5,600
Australia's South West					
Gross Value Added (\$m)	\$1,096	\$1,375	\$1,594	\$1,746	\$1,886
Gross Regional Product (\$m)	\$1,225	\$1,533	\$1,764	\$1,917	\$2,061
Persons Employed	13,800	16,800	18,800	19,900	21,100
Australia's North West					
Gross Value Added (\$m)	\$530	\$681	\$801	\$1,054	\$884
Gross Regional Product (\$m)	\$593	\$767	\$899	\$1,168	\$978
Persons Employed	6,000	7,600	8,400	10,900	9,000
Australia's Coral Coast					

Gross Value Added (\$m)	\$447	\$578	\$708	\$823	\$761
Gross Regional Product (\$m)	\$499	\$643	\$781	\$902	\$830
Persons Employed	5,300	6,700	7,800	8,800	8,000
Western Australia					
Gross Value Added (\$m)	\$7,610	\$8,725	\$9,691	\$10,458	\$10,605
Gross State Product (\$m)	\$8,510	\$9,777	\$10,842	\$11,681	\$11,789
Persons Employed	81,800	92,000	99,100	104,700	103,900
Regional WA					
Gross Value Added (\$m)	\$2,374	\$2,950	\$3,546	\$4,037	\$3,975
Gross Regional Product (\$m)	\$2,654	\$3,297	\$3,936	\$4,446	\$4,357
Persons Employed	29,500	35,500	40,800	45,000	43,700

Definitions

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. For example, the direct effects of an increase in the number of visitors staying in hotel accommodation are the sales and any associated changes in payments for wages and salaries, taxes and supplies and services.

Indirect contribution of tourism: The subsequent or flow-on effects created by the requirement for inputs from those industries supplying goods and services to tourists. For example, in the case of the hotel industry this might include the fresh produce supplied to a hotel and the electricity used.

Employed person: A person aged 15 years or over who, during the reference week, worked for one hour or more for pay, profit, commission or payment in kind in a job or business or on a farm, or worked for one hour or more without pay in a family business or on a farm.

Total contribution of tourism: The total contribution of tourism taking into account direct and indirect effects (see direct contribution of tourism and indirect contribution of tourism).

Tourism gross state product: Tourism GVA plus net taxes on products that are attributable to the tourism industry. As such, it generally has a higher value than tourism GVA.

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 receives from the production, and is measured in basic prices.

Source and further information

All data presented in this report is sourced from Tourism Research Australia's (TRA) *Regional Tourism Satellite Accounts 2016-17*. For more information on the RTSA, and to access reports and data tables for each tourism region in Australia, visit [TRA's website](#).

For any queries about this summary, please contact the Tourism WA research team via research@westernaustralia.com.