In 2015-16, the tourism industry contributed an estimated $241 million to the Bundaberg North Burnett regional economy (5.2% of Bundaberg North Burnett’s gross regional product) and directly employed approximately 2,000 people (4.6% of regional employment).

Tourism Satellite Accounts (TSA) evaluates the tourism industry activity and performance within a national accounting framework. The regional TSA measures both the direct and indirect impacts of tourism on the economy and includes metrics such as Gross Value Added (GVA), Gross Regional Product (GRP) and employment. It also provides information about tourism consumption, output, taxation and the composition of the tourism industry and its interaction with other industries.

This Bundaberg North Burnett regional profile ranks the economic contribution of tourism to the region both in absolute level terms and as a contribution to the regional economy. These measures are directly comparable to State, National, and indeed, international Tourism Satellite Accounts.

Key aggregates
In 2015-16, the tourism activity in Bundaberg North Burnett generated:

**Tourism output**
- $232 million and $212 million in direct and indirect tourism output, and $444 million in total tourism output.

**Gross Value Added (GVA)**
- $127 million and $91 million in direct and indirect tourism GVA, and $218 million in total tourism GVA.

**Gross Regional Product (GRP)**
- $139 million and $103 million in direct and indirect tourism GRP and $241 million in total tourism GRP; and

**Employment**
- 2,000 jobs for people employed directly by the tourism industry, 700 indirect jobs and a total employment impact of 2,700 people.

### Table 1.1 Key tourism aggregates ($ million)

<table>
<thead>
<tr>
<th>Visitor segment</th>
<th>Consumption</th>
<th>Output</th>
<th>GVA</th>
<th>GRP</th>
<th>Employed ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day-trippers</td>
<td>100</td>
<td>40</td>
<td>22</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Domestic overnight</td>
<td>259</td>
<td>140</td>
<td>74</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>57</td>
<td>52</td>
<td>31</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Direct</td>
<td>416</td>
<td>232</td>
<td>127</td>
<td>139</td>
<td>2.0</td>
</tr>
<tr>
<td>Indirect*</td>
<td>212</td>
<td>91</td>
<td>103</td>
<td>0.7</td>
<td></td>
</tr>
<tr>
<td>Total impact</td>
<td>444</td>
<td>218</td>
<td>241</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>Total economy</td>
<td>4,368</td>
<td>4,620</td>
<td>43.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Regional indirect contribution does not include regional contribution to the rest of Australia. Total indirect contribution in the State Tourism Satellite Account however includes contribution to the rest of Australia.

Source: Deloitte Access Economics’ Regional TSA model.

### Economic importance of tourism in the region

The ratio of Bundaberg North Burnett’s direct tourism contribution to the total regional economy aggregates provides a point of reference snapshot for the importance of tourism to the region. In 2015-16, it is estimated that tourism directly represented 3.0% of the total Bundaberg North Burnett economy (in GRP terms), compared to 5.3% for regional Queensland.

Bundaberg North Burnett ranked 7th overall in the comparative importance of tourism across Queensland’s 12 tourism regions. However, Bundaberg North Burnett ranked 12th in overall industry size; supplying just 1.1% of the state-wide direct contribution of tourism.

**Chart 1.1: Tourism’s contribution to the regional economy, 2015-16**

Source: Deloitte Access Economics’ Regional TSA model.
Tourism related industry profile

At the industry level, the tourism products that contributed the most to tourism consumption in Bundaberg North Burnett in 2015-16 were: (1) $67m on long distance passenger transportation; (2) $65m on takeaway and restaurant meals; and (3) $53m on shopping.

In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Bundaberg North Burnett in 2015-16 were:
- Other retail trade with $30 million in direct GVA and $32 million in direct GRP;
- Accommodation with $22 million in direct GVA and $25 million in direct GRP; and
- Cafes, restaurants and takeaway food services with $18 million in direct GVA and $20 million in direct GRP.

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2015-16 there were 1,990 persons (made up of 920 full-time and 1,070 part-time) directly employed in tourism in Bundaberg North Burnett.

The tourism related industries that contributed most to direct regional tourism employment in Bundaberg North Burnett in 2015-16 were:
- Retail trade (210 full-time and 310 part-time employed persons);
- Cafes, restaurants and takeaway food services (170 full-time and 310 part-time employed persons); and
- Accommodation (120 full-time and 130 part-time employed persons).

Regional tourism profile

In 2015-16, visitors to Bundaberg North Burnett contributed a total of $416 million in tourism consumption to the Bundaberg North Burnett economy. The majority of visitor consumption in the region was contributed by intrastate overnight visitors ($208m). In relative terms, intrastate overnight visitors to Bundaberg North Burnett also spend the most per night ($181) on average.

Table 1.2: Tourism activity summary

<table>
<thead>
<tr>
<th>Visitor segment</th>
<th>Nights ('000)</th>
<th>Nights (%)</th>
<th>Consumption ($ million)</th>
<th>Consumption (%)</th>
<th>$ per night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day-trippers</td>
<td>667*</td>
<td>19.9</td>
<td>100.2</td>
<td>24.1</td>
<td>150**</td>
</tr>
<tr>
<td>Intrastate overnight</td>
<td>1,139</td>
<td>34.0</td>
<td>207.5</td>
<td>49.9</td>
<td>181</td>
</tr>
<tr>
<td>Interstate overnight</td>
<td>369</td>
<td>11.0</td>
<td>51.3</td>
<td>12.3</td>
<td>139</td>
</tr>
<tr>
<td>International</td>
<td>1,178</td>
<td>35.1</td>
<td>56.6</td>
<td>13.6</td>
<td>48</td>
</tr>
</tbody>
</table>

Source: Tourism Research Australia Visitor Surveys and Deloitte Access Economics’ Regional TSA model.

* Relates to visitor numbers for day-trippers.

** Related to $ spend per day-trip visitor.
Methodology

Tourism and Events Queensland has worked with Deloitte Access Economics to produce consistent and comparable regional Tourism Satellite Account (TSA) estimates of the value of tourism to Queensland’s regions.

Tourism Satellite Accounts are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national estimates are based on an internationally recognised and standardised framework (although regional TSA methodology has been extended to determine the indirect impact of cross region trade flows).

There are a number of steps required to calculate the tourism industry’s contribution to Bundaberg North Burnett’s economy. To start, a regional tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g. taxes, transport margins, pre-manufactured inputs etc.). The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from ABS data.

For consistency and assurance, the regional results are calibrated against the reported 2015-16 state TSA data.

Tourism Standard Reporting

For consistency in reporting, when referring to the overall size or contribution of the tourism industry in a region, the appropriate measure is GRP. GVA should be used when comparing the tourism industry against another industry within the same region.

Glossary

**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.

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

**Input-output table:** An input-output table is a means of presenting a detailed analysis of the process of production and the associated use of goods and services and income generated. National input-output tables are produced annually by the Australian Bureau of Statistics.

**Tourism gross regional product:** Tourism GRP is tourism GVA plus net taxes on products that are attributable to the tourism industry. As such direct tourism GRP will generally have a higher value than direct tourism GVA. Direct tourism GRP is a satellite account construct to enable a direct comparison with the most widely recognised national accounting aggregate, gross domestic (or regional) product.

**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 received from the production. This measure is directly comparable with the value added of ‘conventional’ industries such as mining and manufacturing and can also be used for comparisons across countries.

**Tourism output:** The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products.