

Economic Impact Analysis

Tourism in Tasmania's West

REPORT PREPARED FOR TOURISM
TASMANIA AND THE CRADLE
COAST AUTHORITY

June 2013

The logo for REMPLAN features the word "REMPPLAN" in a bold, blue, sans-serif font. Each letter is contained within a white rectangular box with a blue border. The boxes are arranged in a slightly staggered, ascending pattern from left to right, creating a bar chart-like effect.

REMPPLAN

Economic Impact Analysis

Tourism in Tasmania's West

This project has been conducted by REMPLAN

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June 2013

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All figures and data presented in this document are based on data sourced from the Australia Bureau of Statistics (ABS), and other government agencies. Tourism data are sourced from Tourism Tasmania, Tourism Research Australia and the Australian Bureau of Statistics Tourism Satellite Account. Using ABS datasets, the regional economic modelling software REMPLAN, developed by REMPLAN has been applied to generate industrial economic data estimates. This document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any actions based on information presented in the report is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any action and accepts no responsibility for the consequences of pursuing any of the findings or actions discussed in the document.

RESOURCES

All modelling has been undertaken using REMPLAN™ software that has been authored by Principal Research Fellow (ret.), Ian Pinge, at La Trobe University Bendigo.

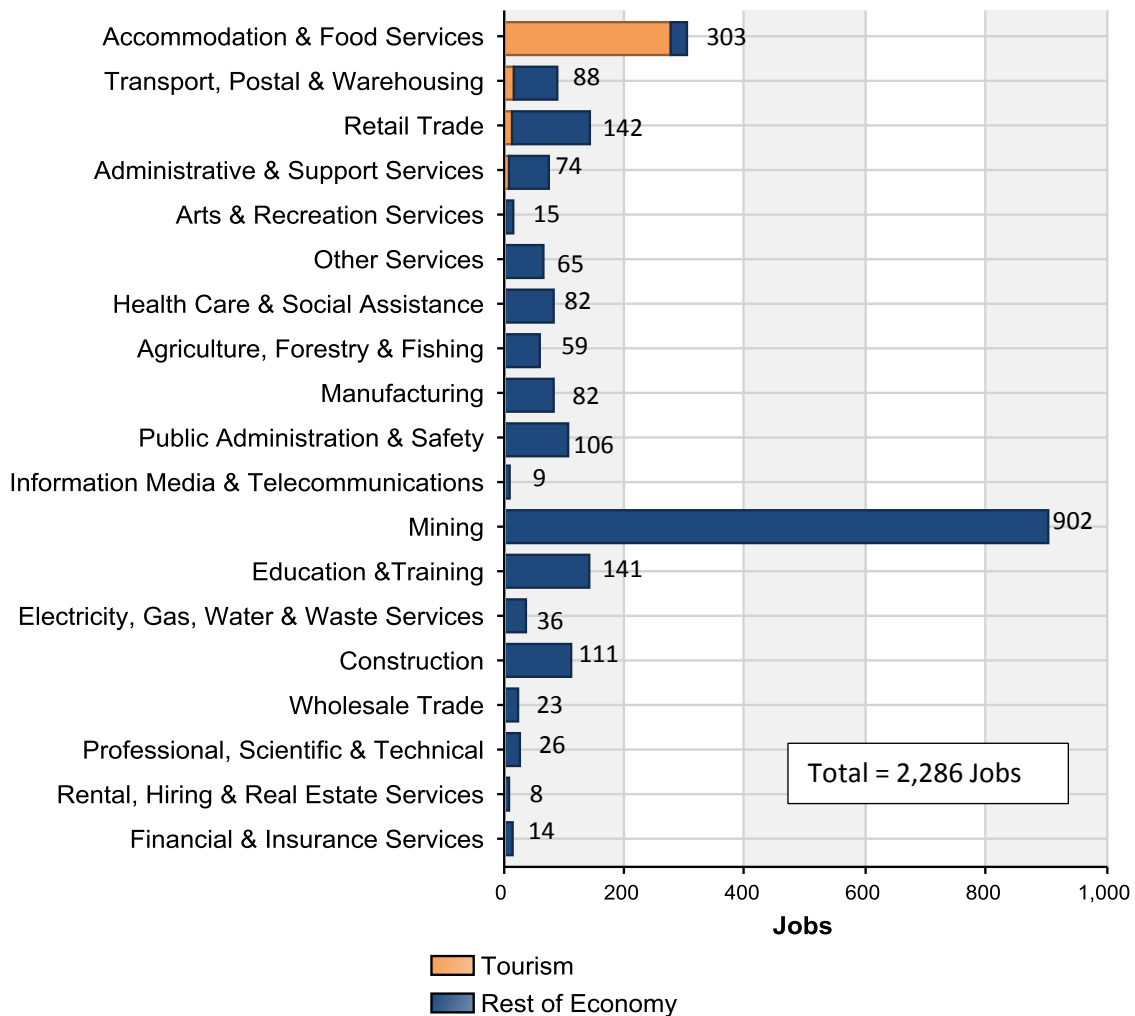
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Executive Summary

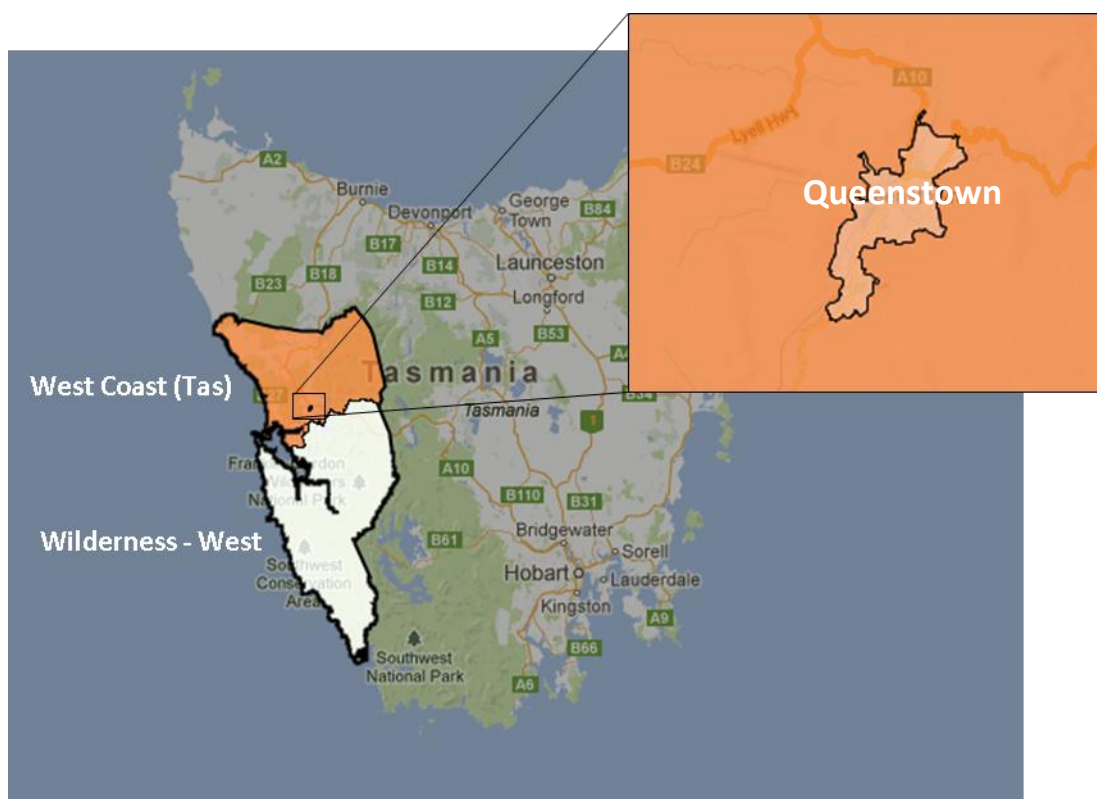
The West Coast is the gateway to 'Tasmania's Western Wilderness'. The strong association with the wilderness makes the West Coast a popular tourist destination. Based on the ABS 2011 Census, the West Coast's residential population is estimated at 4,679 people with the local economy supporting 2,286 jobs. A key objective of this study has been to estimate the proportion of these jobs that are supported by the demand for goods and services by visitors to the region, as opposed to demand by local residents.

ES – 1 Employment Servicing Visitors and Remainder Servicing Locals



Of the 2,286 people employed in the West Coast, it is estimated that demand by visitors for goods and services supports 303 jobs (highlighted in orange above). The Tourism sector represents 13.9% of total employment in the West Coast; which is significantly higher than the 7.2% of tourism related employment for the State of Tasmania. The major tourism related activities in the West Coast include 'Accommodation & Food Services' (276 jobs), 'Transport' (16 jobs) and 'Retail Trade' (64 jobs). The map below highlights that the region's economic activity, including the tourism sector, is predominantly in the north, with a particular concentration in Queenstown.

ES - 2 Tourism Employment Locations



Source: REMPLAN MapBuilder

The Tourism sector in the West Coast is estimated to generate \$53.8 million in annual economic output. The industries contributing most to the West Coast's Tourism sector are those that are the greatest beneficiaries of expenditure by visitors. On average, for each dollar spent by a visitor to the West Coast, \$0.72 is for 'Accommodation & Food Services', \$0.13 for 'Ownership of Dwellings'¹ and \$0.07 for 'Transport'.

For every dollar of direct expenditure by visitors to the West Coast, the broader local economy is estimated to benefit by a further \$0.26 once flow-on industrial and consumption effects are taken into consideration. This can also be expressed as a tourism output multiplier of 1.26.

An important finding in the report is that industry sectors benefiting from visitor expenditure in the West Coast include 'Information Media & Telecommunications' and 'Financial & Insurance Services', despite these sectors not typically having direct connections to tourists. This highlights the fact that the region's economy is an interconnected system where direct benefits to one industry will ripple through the economy to impact on all sectors to varying degrees.

Applying the tourism industry multiplier of 1.26 to the total output generated by the West Coast's Tourism sector of \$53.8 Million, the total value (direct + industrial + consumption) of tourism to the region's economy is estimated at up to \$67.6 Million. This economic output is estimated to support 401 jobs in the region.

¹ Ownership of dwellings in Figure 2-2 consists of landlords and owner-occupiers of dwellings. Owner-occupiers are regarded as operating a business that generates a gross operating surplus by receiving rents, paying expenses, and making a net contribution to the value of production which accrues to them as owners.

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1. Introduction

1.1 Purpose and Aim

This report has been prepared in response to a request from the Department of Development, Tourism and the Arts to assess the economic benefits of tourism in the West Coast of Tasmania.

Tourism is an amalgam of activities such as retail, accommodation, cafes & restaurants, and cultural & recreational services, and is unique to each region. This report will detail the unique structure of tourism for the West Coast in terms of employment, output, wages and salaries and value-added, and will examine tourism's contribution to the local economy relative to the other industry sectors. In addition, the supply chain linkages between tourism and the other industry sectors in the local economy will be identified. That is, for each dollar of output generated by tourism, the value of intermediate goods and services that can be supplied in the local region will be identified. These local supply chains will provide a basis for estimating the multiplying impact of tourism to local economy.

1.2 Data and Methodology

For this report REMPLAN² economic modelling has been applied to acquire area-specific industrial economic data. REMPLAN models are built on the latest available datasets sourced from the Australian Bureau of Statistics (ABS) and Tourism Research Australia (TRA). The main demographic and economic datasets used in this report include:

- ABS, Place of work data from the 2011 Census of Population and Housing
- ABS, 2008/2009, ABS, National Input /Output Tables
- ABS, June 2010, Tasmania's Gross State Product
- ABS, 2010, Tourism Satellite Account
- 2011/2012, Tourism Research Australia, Regional Tourism Profiles; Wilderness West Region and State of Tasmania

These datasets have been used to build REMPLAN Tourism datasets, detailing the economic contributions of Tourism alongside estimates for other industry sectors for the West Coast.

Under the methodological approach applied in this report the economic contributions of the Tourism sector are determined by the number of local tourism related jobs as a proportion of the total tourism related jobs across the country. Therefore, the greater the number of local jobs in tourism intensive sectors such as accommodation, the greater the estimate of the region's tourism product output, and the greater the region's proportionate contribution to Australia's tourism product output.

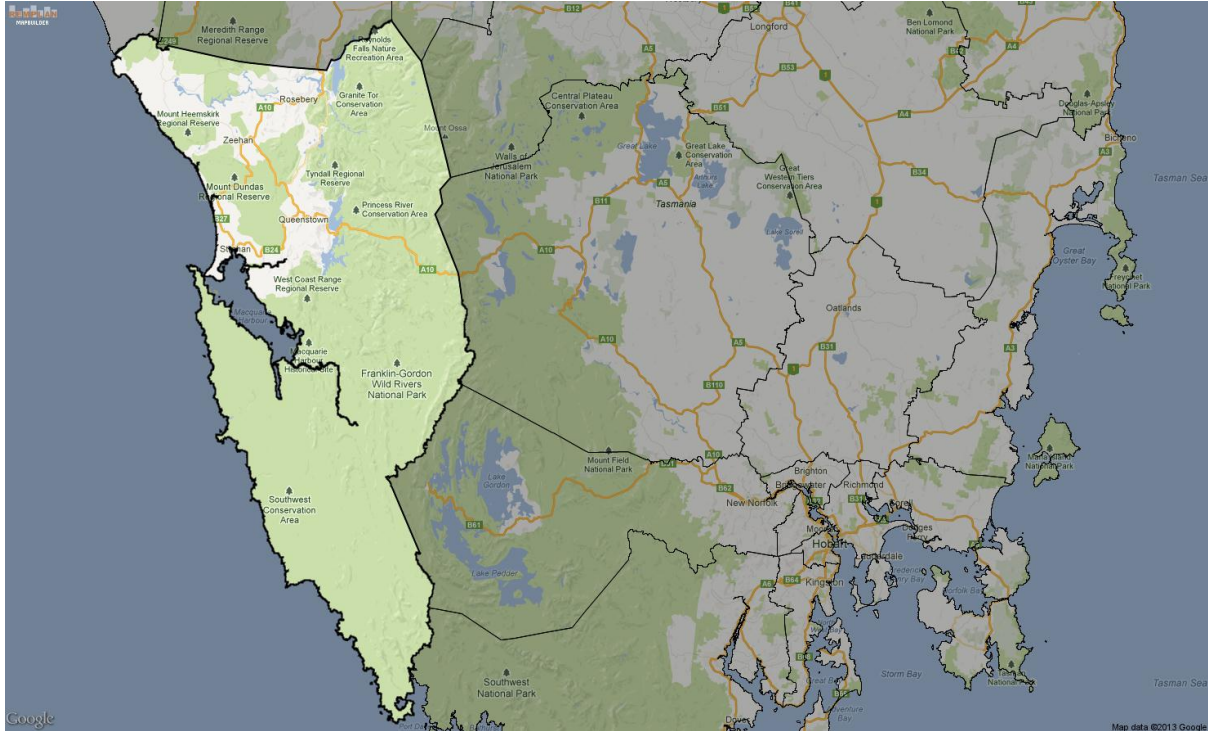
Previous research that relies on visitor expenditure from Tourism Research Australia may overestimate the value of tourism output relative to the output associated with servicing demand for goods and services by local people. The employment based approach applied in this report removes the potential for such anomalies to arise as the number of tourism jobs in an area is always a sub-component of the overall level of employment.

² www.remplan.com.au

1.3 Region Definition

The economic impact analysis has been undertaken in the context of the West Coast Tourism Region, Tasmania, defined by the local government area boundaries of West Coast (M).

Map 1-1 West Coast Tourism Region



Source: REMPLAN MapBuilder

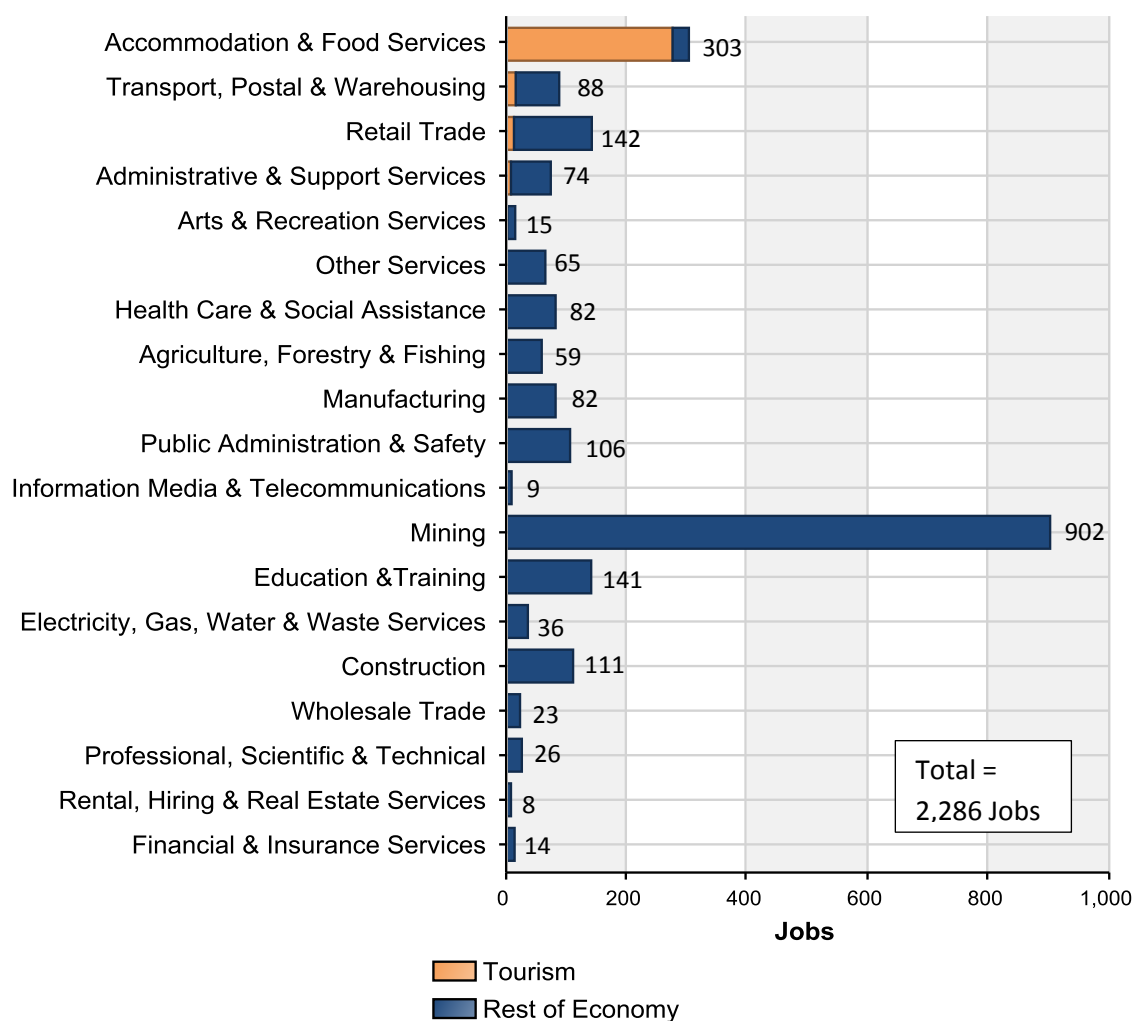
It is noted that the region is defined by Regional Tourism Organisations, which is different from the ABS definition.

2. Tourism - West Coast

Tourism is an amalgam of activities such as retail, accommodation, cafes & restaurants, cultural & recreational services, and is unique to each region. The figure below shows the number of people employed³ by industry sector that are estimated to service the demand from visitors to the West Coast. The remainder is the estimated proportion of employment attributable to servicing demand from local businesses and consumers.

2.1 Tourism Employment

Figure 2-1 Employment by industry with tourism proportion – West Coast



Source: REMPLAN Tourism Analysis Module

In total, the West Coast economy supports 2,286⁴ jobs, of which the total tourism related employment estimate is 319 jobs. The 'Accommodation & Food Services' industry sector employs

³ The employment data represents the number of people employed by businesses / organisations in each of the industry sectors in the defined regions. In this report the employment data is place of work data and represents total numbers of employees without any conversions to full-time equivalence.

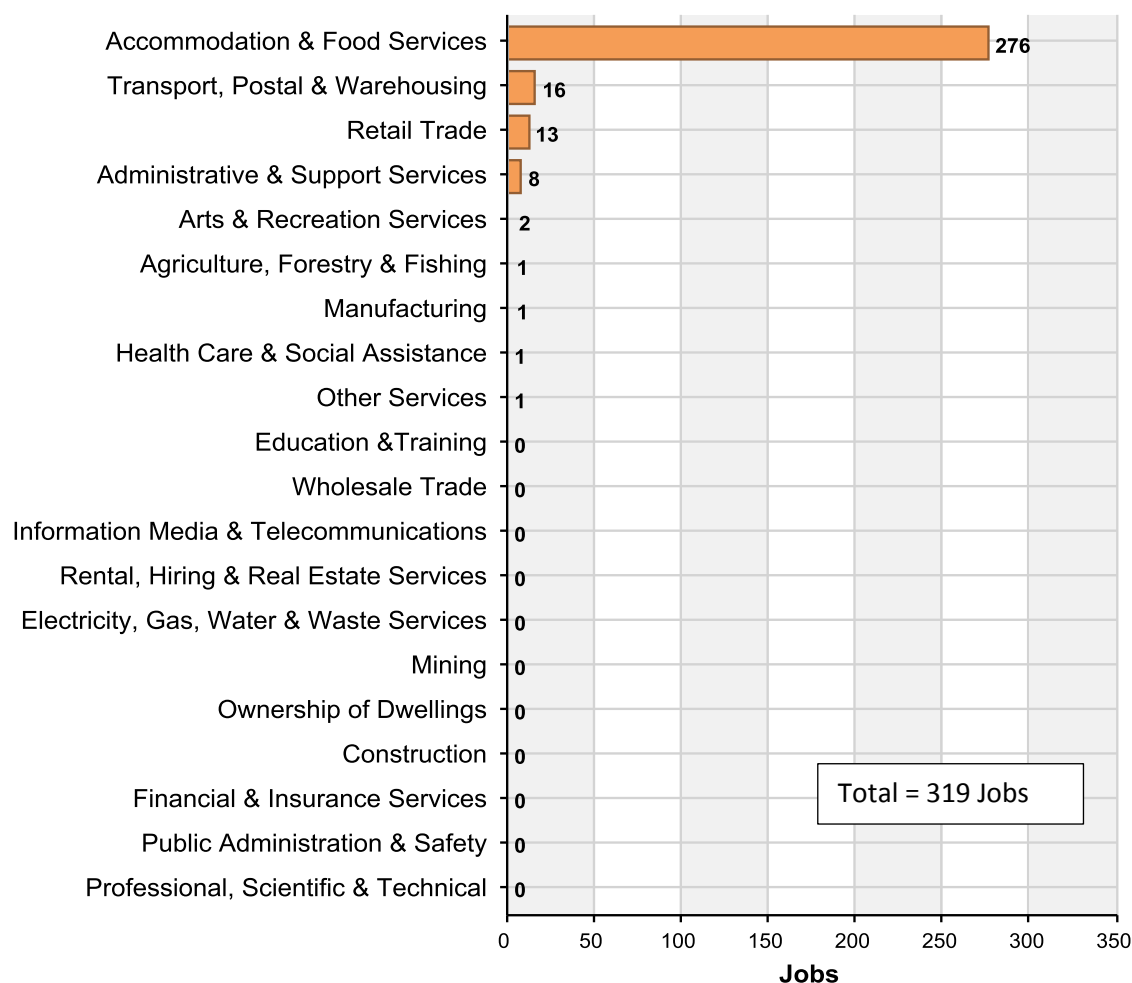
⁴ Employment figures are based on the Australian Bureau of Statistics place of work employment data from the 2011 Census.

303 people of which 276 (91%) of these jobs are attributable to the Tourism sector, accounting for the highest proportion of employees servicing demand for goods and services from visitors.

Figure 2-2 provides a breakdown the number of jobs servicing visitors in each industry sector in the West Coast.

It is estimated that the Tourism sector employs 319 people in total, which represents 13.9 % of total employment in the region. By comparison, the Tourism sector in Tasmania is estimated to employ 15,137 people, which represents 7.2% of total jobs across the State. As such, the proportion of Tourism associates jobs in the West Coast's is almost 2 times higher than the State average.

Figure 2-2 Employment attributable to Tourism – West Coast

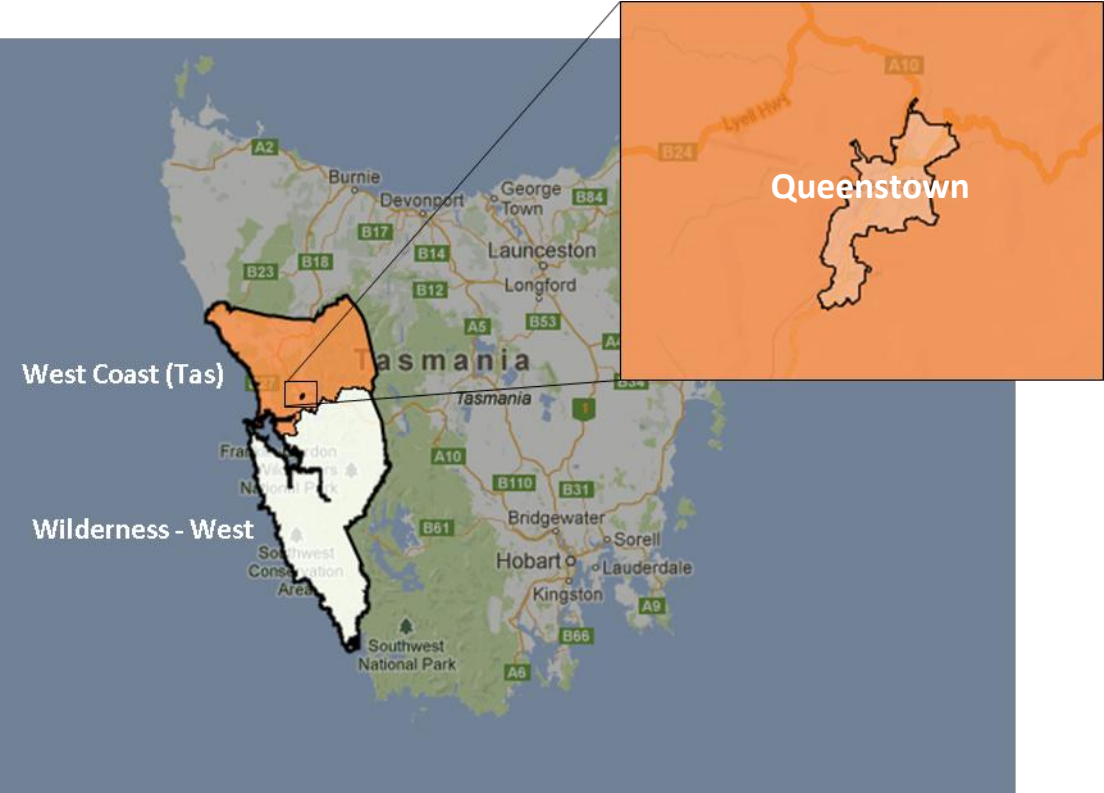


Source: REMPLAN Tourism Analysis Module

The map below highlights the concentrations of 'Accommodation & Food Services' jobs in West Coast. Jobs in the 'Accommodation & Food Services' sector are mainly concentrated in the north of the West Coast. Of a total of 303 accommodation and food services jobs (Figure 2-1), 107 are located in Queenstown.

As illustrated in Figure 2-2, the 'Accommodation & Food Services' sector is the most significant Tourism related industry sector employer in the West Coast (276 jobs) representing 86.7 % of total West Coast tourism related employment.

Map 2-1 Tourism employment locations



Source: REMPLAN MapBuilder

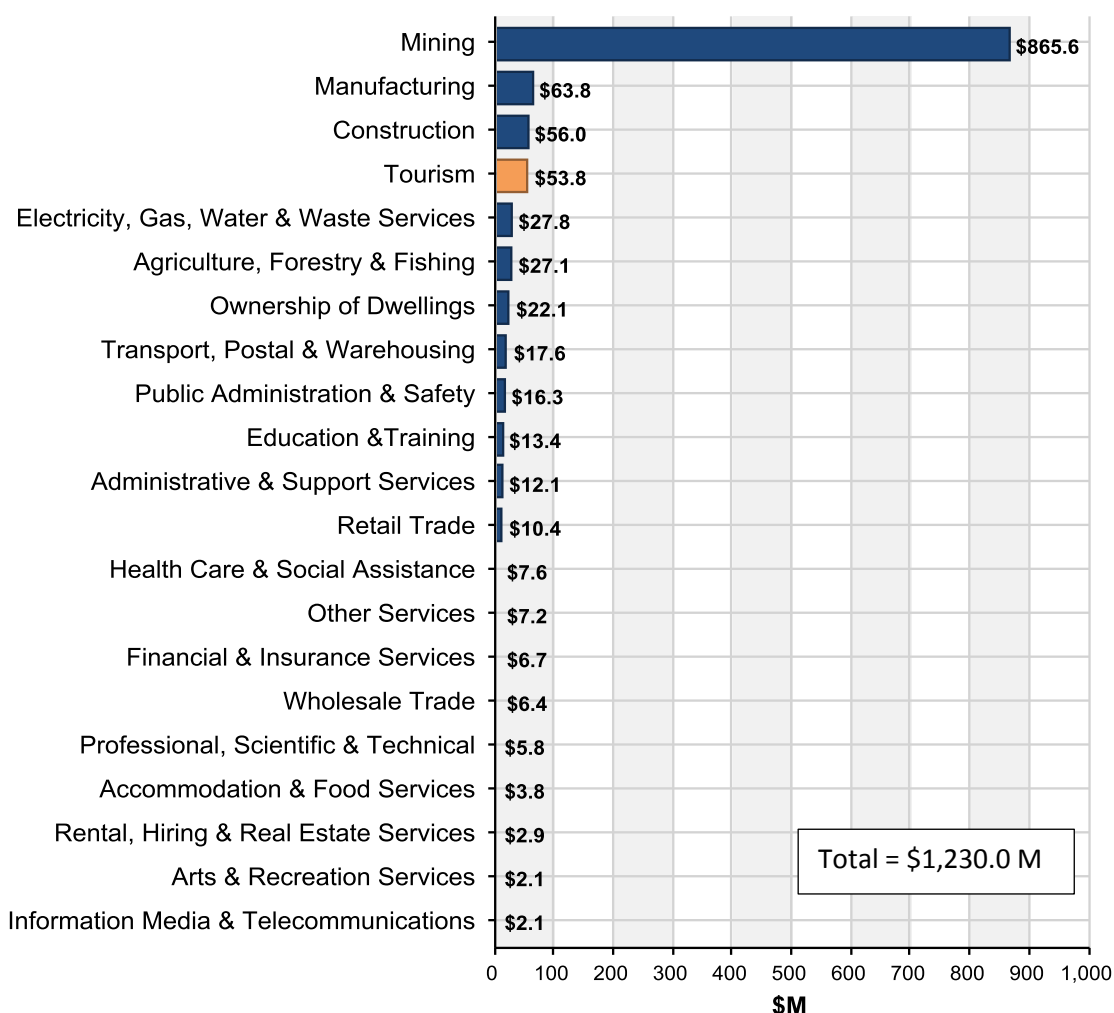
2.2 Tourism Output

The total output⁵ generated by the West Coast economy is estimated at \$1,230 million, with the mining sector having the highest contribution of \$865.6 million (70%). The estimated output generated by tourism for each industry sector has been deducted and consolidated into a separate Tourism sector. Tourism is the fourth largest contributors to the West Coast's economy.

The West Coast's Tourism related output is estimated to be \$53.8 million:

- Representing 4.4% of total region output and an estimated 319 jobs.
- Tasmania's tourism sector generates \$2,178.32 million of output, which accounts for 4.2% of the total state output of \$51,621.4 million. As a proportion of output, the West Coast's Tourism output is comparable to the state average, 4.4% and 4.2% respectively.
- The West Coast's tourism sector is estimated to contribute 2.5% of the State's tourism output in Tasmania.

Figure 2-3 Output with separate Tourism sector – West Coast

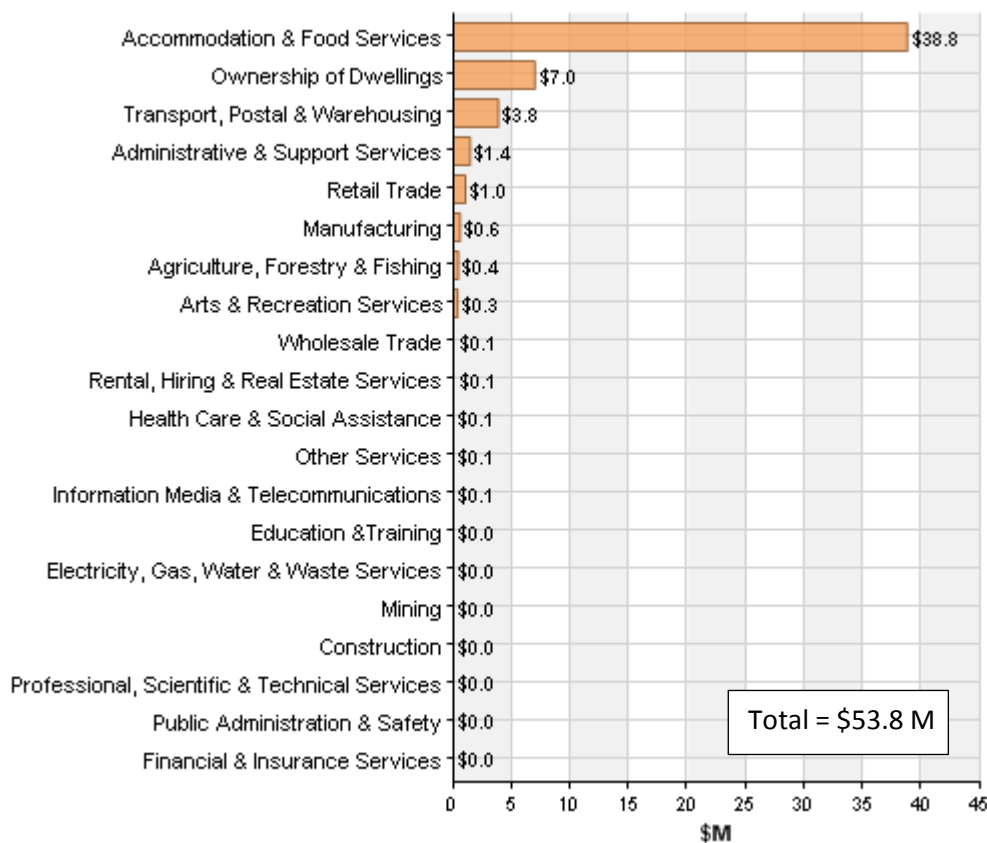


Source: REMPLAN Tourism Analysis Module

⁵ Output data represents the gross revenue generated by businesses/organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income. The output generated to service demand from visitors for each industry sector has been estimated through applying industry profiles from the Australian Bureau of Statistics Tourism Satellite Account and consolidated into a separate Tourism sector, highlighted in gold in the graph.

The industries contributing to the West Coast's tourism output are detailed in Figure 2-4. Total tourism output is estimated to be \$53.8 million, of which \$38.8 million (72.1%) is attributable to the 'Accommodation & Food Services' sector. The other top tourism related sectors in the West Coast are 'Ownership of Dwellings'⁶, 'Transport, Postal & Warehousing', which combined represent \$10.8 million (20.2%) of total tourism output.

Figure 2-4 Output attributable to Tourism – West Coast



Source: REMPLAN Tourism Analysis Module

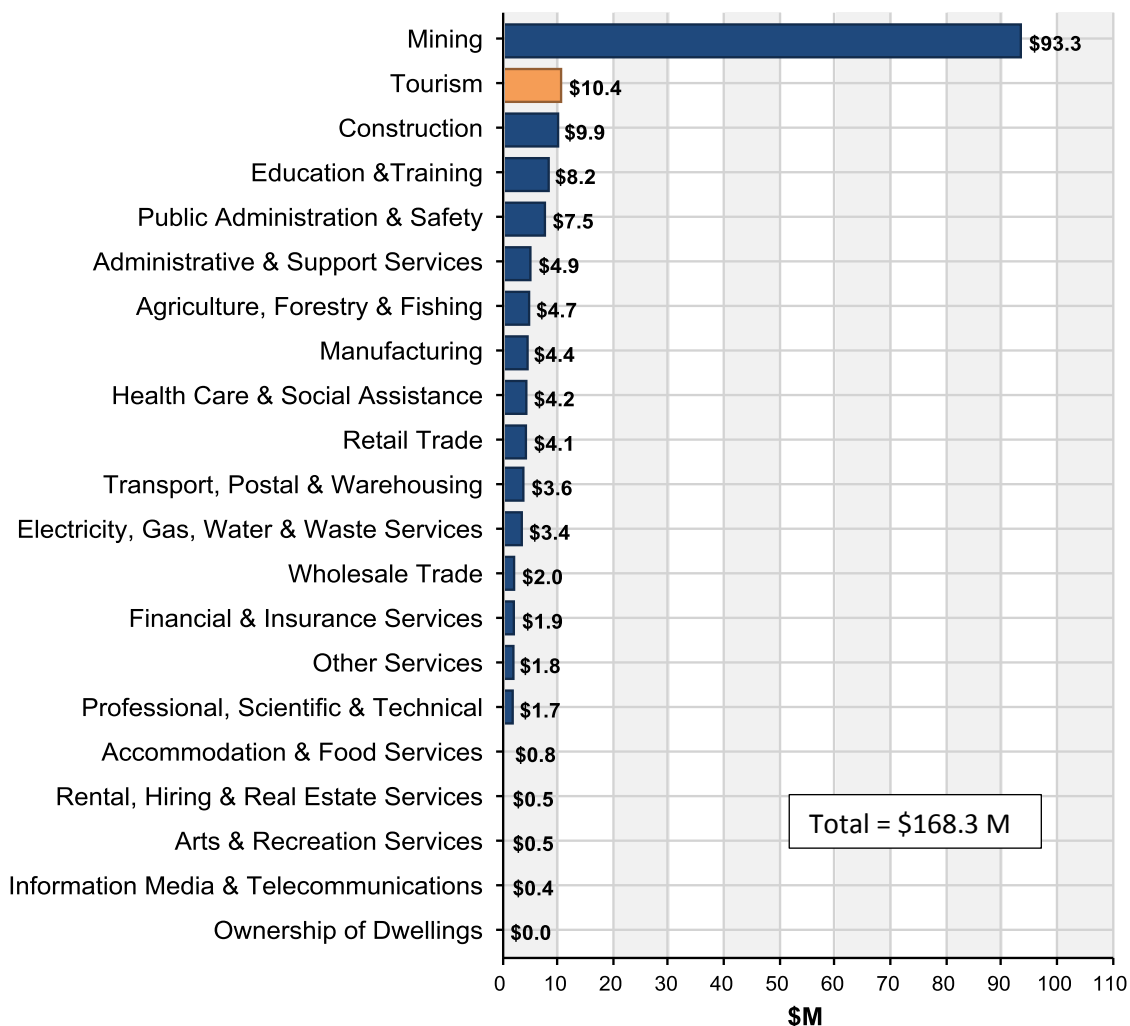
⁶ Ownership of dwellings in Figure 2-2 consists of landlords and owner-occupiers of dwellings. Owner-occupiers are regarded as operating a business that generates a gross operating surplus by receiving rents, paying expenses, and making a net contribution to the value of production which accrues to them as owners.

2.3 Tourism Wages and Salaries

The total wages and salaries paid to employees who work in the West Coast is estimated to be \$168.3 million. The 319 people employed in the tourism sector are estimated to receive \$10.4 million in wages and salaries, accounting for 6.2% of total wages and salaries in this region.

Tasmania's Tourism sector pays \$530.6 million in wages and salaries to workers, representing 4.5% of total wages and salaries in the state economy, which is lower than the 6.2% for the West Coast.

Figure 2-5 Tourism wages and salaries – West Coast



Source: REMPLAN Tourism Analysis Module

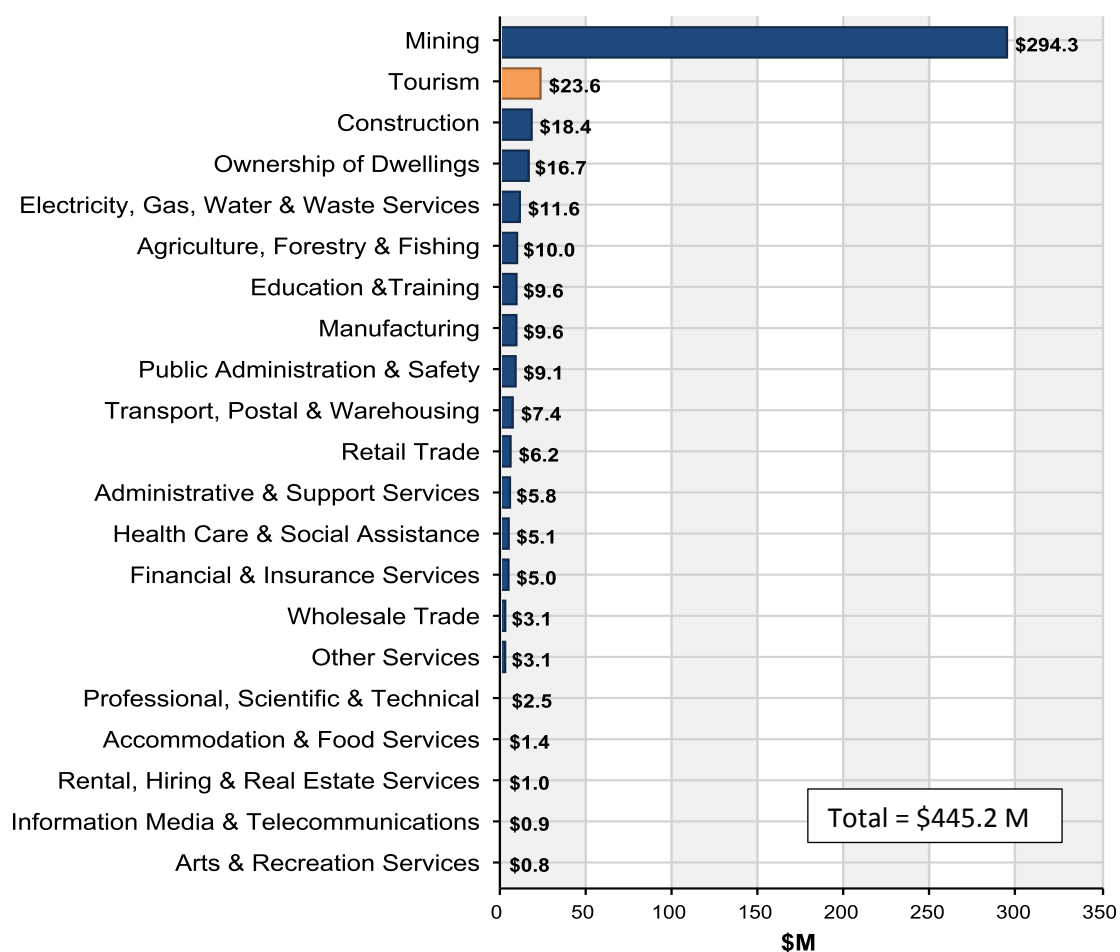
Note that a proportion of these wages and salaries is spent on the consumption of goods and services, and part of the consumption is expected to be captured within West Coast delivering further economic benefits (see figure 3-2).

2.4 Tourism Value-Added

The value that is added by industry sectors in the West Coast to intermediate goods and services is presented in Figure 2-6. The total value-added⁷ in the Region across all industry sectors is estimated at \$445.2 million, of which the Tourism sector contributes \$23.6 million, or 5.3 %.

The Tourism sector in Tasmania generates \$979.8 million of value-added, representing 4.4% of the State's total value-added, a marginally lower proportionate contribution compared to the West Coast (5.3%). The West Coast's tourism sector contributes 2.4% (\$23.6 million) of the State's tourism value-added (\$979.8 million).

Figure 2-6 Tourism value-added – West Coast (M)



Source: REMPLAN Tourism Analysis Module

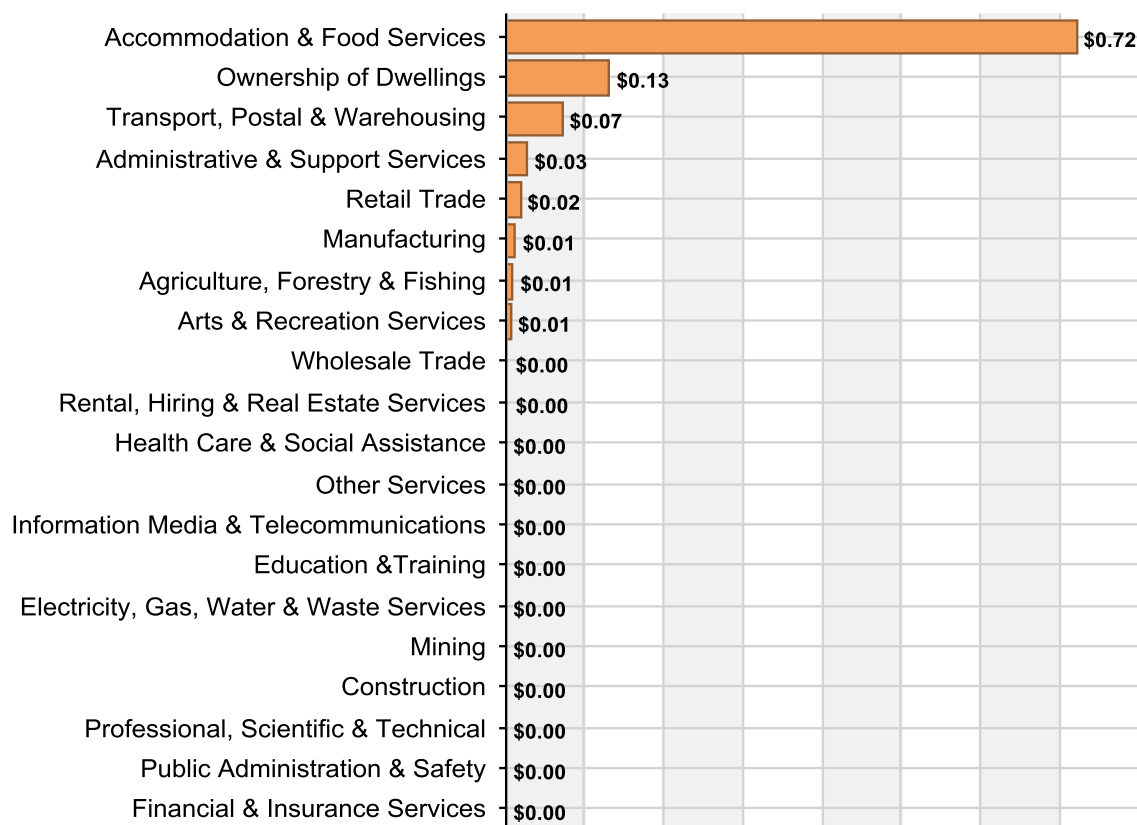
Value-added represents the contributions that industries make to West Coast's Gross Regional Product (GRP)⁸ and Tasmania's Gross State Product.

⁷ Value Added represents the marginal economic value that is added by each industry sector in a defined region. Value-Added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages and Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-Added by industry sector is the major element in the calculation of Gross Regional Product (GRP).

3. Supply Chains

The Tourism sector in the West Coast is estimated to generate \$53.8 million in annual economic output. The industries contributing the most to the Tourism sector are those that are the greatest beneficiaries of expenditure by visitors. The figure below provides insights regarding how the West Coast economy benefits from each dollar spent by a tourist.

Figure 3-1 Distribution of each \$1 spent by a visitor – West Coast



Source: REMPLAN Tourism Analysis Module

For each dollar spent by a tourist in the West Coast, it is estimated that typically \$0.72 is spent on ‘Accommodation & Food Services’, \$0.13 on ‘Ownership of Dwellings’, \$0.07 on ‘Transport, Postal & Warehousing’.

This data provides the basis for understanding the likely direct benefits for the West Coast should visitation and the associated expenditure increase. An increase in the number of tourists would boost the revenue generated by tourism related business, which would increase their demand for intermediate goods and services, some of which are likely to be sourced locally. These flow-on benefits associated with purchases of local intermediate goods and services are referred as industrial effects.

⁸ GRP is the total value-added to final goods and services produced in the region over the period of one year; this includes exports but excludes imports. This methodology is the same as that used to calculate Gross Domestic Product (GDP) at a national level. GRP can be measured by either the expenditure approach or the incomes approach.

In addition, increased demand for goods and services from tourists would typically support local jobs, and the payments of wages and salaries in local businesses would deliver further benefits related to household consumption in the region's economy.

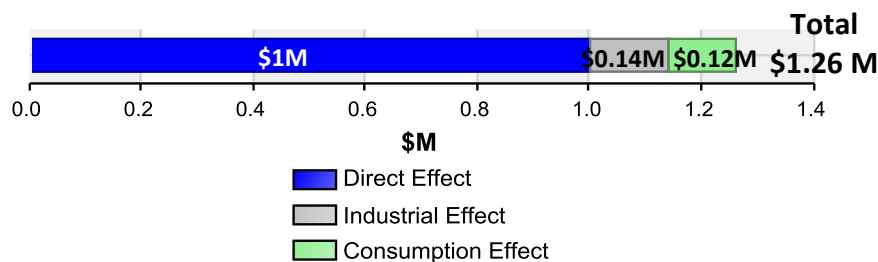
Based on the above tourist expenditure distribution across industry sectors, impact modelling was undertaken to estimate the likely flow-on industrial and consumption effects for every \$1 million of direct expenditure by visitors to the West Coast.

Figure 3-2 Economic Impacts of Visitor Expenditure – West Coast (M)

Output	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, Forestry & Fishing	\$0.01	\$0.01	\$0.00	\$0.02
Mining		\$0.00	\$0.00	\$0.00
Manufacturing	\$0.01	\$0.01	\$0.00	\$0.02
Electricity, Gas, Water & Waste Services		\$0.01	\$0.01	\$0.02
Construction		\$0.01	\$0.00	\$0.01
Wholesale Trade		\$0.00	\$0.00	\$0.01
Retail Trade	\$0.02	\$0.00	\$0.01	\$0.04
Accommodation & Food Services	\$0.72	\$0.00	\$0.02	\$0.74
Transport, Postal & Warehousing	\$0.07	\$0.01	\$0.00	\$0.08
Information Media & Telecommunications		\$0.02	\$0.00	\$0.02
Financial & Insurance Services		\$0.01	\$0.00	\$0.01
Rental, Hiring & Real Estate Services	\$0.13	\$0.00	\$0.05	\$0.18
Professional, Scientific & Technical Services		\$0.00	\$0.00	\$0.01
Administrative & Support Services	\$0.03	\$0.04	\$0.00	\$0.08
Public Administration & Safety		\$0.00	\$0.00	\$0.00
Education & Training		\$0.00	\$0.01	\$0.01
Health Care & Social Assistance		\$0.00	\$0.00	\$0.00
Arts & Recreation Services	\$0.01	\$0.00	\$0.00	\$0.01
Other Services		\$0.00	\$0.00	\$0.01
TOTAL	\$1.00	\$0.14	\$0.12	\$1.26
Multiplier		Type 1 1.14		Type 2 1.26

Source: REMPLAN Impact Analysis Model

Figure 3-3 \$1 Million Visitor Expenditure Impact Scenario



For \$1 million of direct expenditure by visitors to the West Coast, the local economy is estimated to benefit by a further \$0.26 million once flow-on industrial and consumption effects are taken into consideration. This can also be expressed as a tourism output multiplier of 1.26.

Applying the tourism industry multiplier of 1.26 to the direct output generated by West Coast's tourism sector of \$53.8 million, the total value (direct + industrial + consumption) of tourism to the region's economy is estimated at up to \$67.6 million. This economic output is estimated to support 401 jobs in the region.

In comparison to the state level, the Tourism sector output multiplier for Tasmania is 2.11, which implies that \$1 million of visitor expenditure captured by Tasmania's economy would deliver a further \$1.1 million benefit to the state.

4. Value of Events, Festivals and Peak Seasons

Section 3 details how visitors to the West Coast spend their money and how this expenditure is likely to flow through the economy to benefit other industry sectors. A key question remaining is: how much is each visitor to the area likely to spend?

This information can be captured via visitor surveys or sourced from previous studies undertaken in relation to similar events. Tourism Research Australia's Regional Tourism profiles also provide broad guidance regarding expenditure by visitor type.

Figure 4-1 Visitor Expenditure Profile

	Expenditure (\$M)	Visitors ('000)	Average stay (Nights)	Average trip expenditure (\$)	Average nightly expenditure (\$)
Domestic day ⁹	19	296	-	65	-
Domestic overnight ¹⁰	95	223	3	425	132
International ¹¹	8	30	3	269	88

Source: 2011-12, Tourism Research Australia (TRA), Regional Tourism Profiles; Wilderness West Region for domestic visitors and State level (Tasmania) for international visitors' average expenditure.

Expenditure estimates per visitor combined with the supply chain analysis and impact modelling presented in Section 3 provide a basis upon which to estimate the value of events, festivals and peak visitation periods to the West Coast economy.

⁹ A domestic visitor is defined by Tourism Research Australia as:

- the length of time away from the usual place of residence for travel (less than one year);
- the distance travelled from home (40 kilometre round trip from home for overnight travel, and 50 kilometre trip from home for same day travel); and
- Travel is not part of normal travel for employment (or non-commuter travel).

¹⁰ As per Tourism Research Australia, a domestic overnight visitor is an Australian who undertakes an overnight trip. A person is a visitor to a location if they stay one or more nights in the location while travelling and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations and consequently a trip may include multiple visits. Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.

¹¹ As per Tourism Research Australia, an International visitor is a visitor who visits another country. As for overnight travel, only international travel where the respondent is away from home for less than 12 months is included.