

Tourism Impact Summary Report for Victoria (State) (Tourism Activity: 2 days)

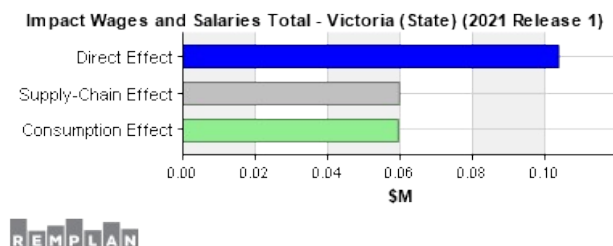
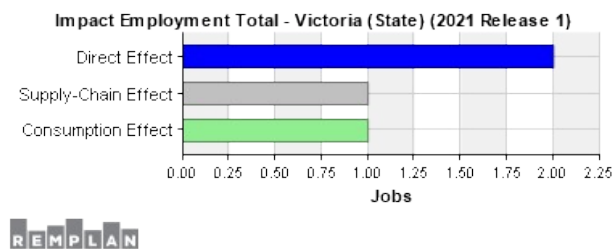
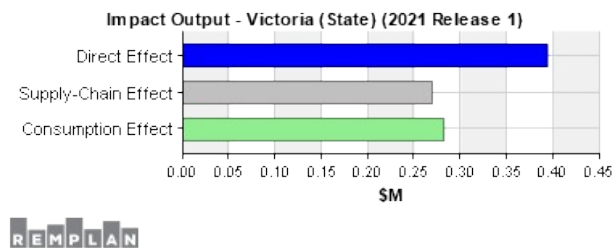
Tourism Impact Scenario

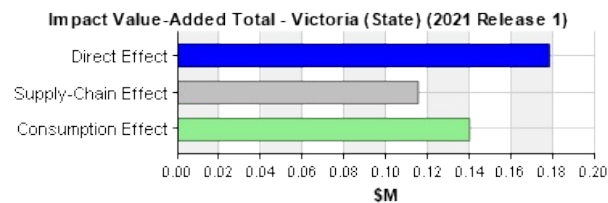
Name Euroa Music Festival
Duration 2 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	1,000	500	0	1,500
Number of Nights	n/a	3.00	0.00	
Estimated Expenditure per Visitor per Day (\$)	\$98	\$197	\$121	
Total Estimated Expenditure (\$)	\$98,000	\$295,500	\$0	\$393,500

Estimated Expenditure per Visitor per Day data sourced from:
TRA June 2020 National & International Visitor Surveys - Victoria

Tourism Impacts





Under this scenario Gross Regional Product is estimated to increase by \$0.433 million (0.00%) to \$474,161.433 million. Contributing to this is a direct increase in output of \$0.394 million, 2 additional jobs, \$0.104 million more in wages and salaries and a boost in value-added of \$0.178 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.269 million, 1 more job, \$0.060 million more paid in wages and salaries, and a gain of \$0.115 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.684
Employment	1.500
Wages and Salaries	1.577
Value-added	1.648

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$0.282 million, employment by 1 job, wages and salaries by \$0.059 million, and value-added by \$0.140 million.

Under this scenario, total output is expected to rise by \$0.944 million. Corresponding to this are anticipated increases in employment of 4 jobs, \$0.223 million wages and salaries, and \$0.433 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	2.400
Employment	2.000
Wages and Salaries	2.150
Value-added	2.433

Tourism Impact Summary (Tourism Activity: 2 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$0.394	\$0.269	\$0.282	\$0.944	1.684	2.400
Long Term Employment (Jobs)	2	1	1	4	1.500	2.000
Wages and Salaries (\$M)	\$0.104	\$0.060	\$0.059	\$0.223	1.577	2.150
Value-added (\$M)	\$0.178	\$0.115	\$0.140	\$0.433	1.648	2.433

Disclaimer

All figures, data and commentary presented in this report are based on data sourced from the Australian Bureau of Statistics (ABS), most of which relates to the 2016, 2011, 2006 and 2001 Censuses, and data sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) published by Tourism Research Australia.

Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated.

This report 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 action in any way related to the figures, data and commentary presented in this 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 such action and accept no responsibility for the consequences of pursuing any such action.