



Tourism Analysis Module TM



- The Tourism Analysis Module allows you to model the flow-on impacts of tourism activity for your local economy
- With minimal data input requirements the direct and flow-on impacts of tourism activity can be calculated in terms of output, employment, wages & salaries and value-added
- The contribution of Tourism to the economy is estimated, relative to all other local industry sectors

A region's tourism sector is made up of a combination of activities across various industry sectors such as retail, accommodation, cafés & restaurants, and cultural & recreational services.

In order to capture the value of tourism, surveying may be conducted to gather direct expenditure data about people attending specific festivals or events. Once this survey data is collated and coded it can be applied to REMPLAN for analysis.

Where survey data is unavailable, the Tourism Analysis Module provides an alternative approach to estimating tourist expenditure by incorporating tourist expenditure data from Tourism Research Australia with industrial economic data from the ABS' Tourism Satellite Account.

The Tourism Analysis Module links tourist expenditure data to REMPLAN enabling the modelling of the flow-on impacts for a local economy of tourism activity in terms of output, employment, wages and salaries and value-added.

As with REMPLAN, the Tourism Analysis Module has been designed to be easy to use and does not require a formal background in economics.

As well as modelling the impacts for a local economy from tourism activity, the Tourism Analysis Module also estimates the total value of tourism for the local economy and integrates a 'Tourism Sector' into the output, employment, wages & salaries and value-added reports in REMPLAN.

TRAINING & SUPPORT

All REMPLAN Service packages include training conducted by Compelling Economics. Training sessions are conducted onsite and all team members are welcome to attend.

FREE TRIAL AND DEMONSTRATIONS

No obligation REMPLAN demonstrations are available. Contact us to arrange your free information session.

CONTACT US

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REMPLAN

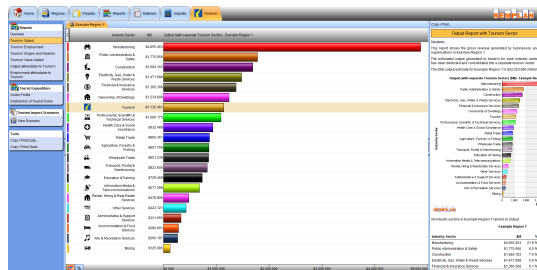
Screen Shots

Examples of the information displayed in the REMPLAN Tourism Analysis Module:

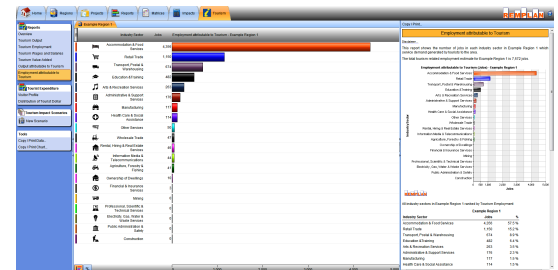
PRODUCT INCLUSIONS

Tourism Analysis Module includes:

- Economic profile data
- Graphs and charts for 21 industry sectors, including the 'Tourism Sector'
- Event economic impact modelling



Industry Output: Value of the tourism sector's output (gross revenue) relative to all other industry sectors.



Industry Employment Attributable to Tourism: Details the distribution of local Tourism related employment across industry sectors.

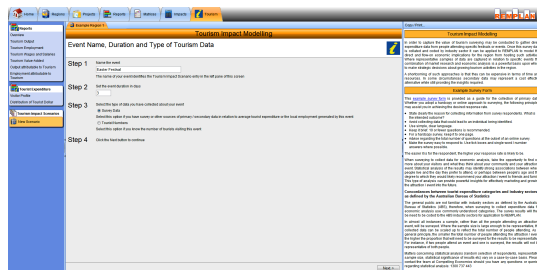
SYSTEM REQUIREMENTS

Tourism Analysis Module is an optional analytical tool for use in conjunction with REMPLAN.

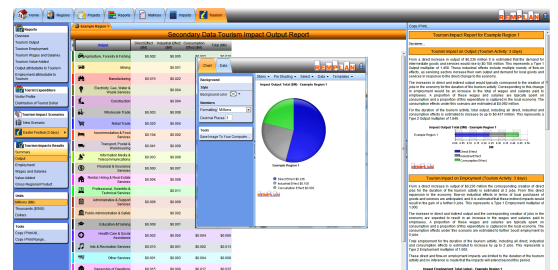
REMPLAN system requirements

include:

- Windows XP or later running any commonly used internet browser - Internet Explorer 6, 7, 8, or 9, or the latest version of Firefox, Chrome, Safari or Opera
- Javascript enabled
- Cookies enabled recommended
- Screen resolution of 1024 x 768 recommended
- Printers supported by Windows XP / Vista / 7



Tourism Impact Scenarios: Model the flow-on economic benefits for the local economy from a tourism event using either survey data or secondary data.



Tourism Impact Modelling Results: The direct value of the event, defined by applying either survey data or secondary data from the ABS and Tourism Research Australia, is applied to the REMPLAN model of the local economy to assess the likely flow-on impacts in terms of output, employment, wages & salaries and value-added.

For more information on the Tourism Analysis Module please visit us on the Web at: remplan.com.au/products/tourism



Tourism Impact Summary Report: The Tourism impacts in terms of output, employment, wages & salaries and value-added are summarised in a clear and concise summary report.



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