

Victoria

State Tourism Summary

Year Ending September 2019



Tourism is an important industry for Victoria. In the year ending September 2019, Victoria received approximately 96.8 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$31.6 billion.

GROSS STATE PRODUCT



GRP	% OF ECONOMY
\$26.7B ▲ 6.9%	6.2% ▲ 0.1%pt

VALUE OF TOURISM

In 2017-18, tourism was estimated to be worth \$26.7 billion to Victoria (in direct and indirect Gross State Product), representing 6.2 per cent of Victoria's economy.

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
232,700 ▲ 5.9%	7.2% ▲ 0.2% pts

Tourism generated employment of approximately 232,700 people (direct and indirect jobs) or 7.2 per cent of Victoria's employment.

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$16.5B ▲ 11.5%	29.4M ▲ 12.8%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending September 2019 was estimated to be \$16.5 billion (+11.5 per cent year-on-year), with visitors spending an average of \$201 per night and \$560 per visitor.

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$6.3B ▲ 15.2%	64.3M ▲ 14.7%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$6.3 billion in the year ending September 2019, an increase of 15.2 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$8.8B ▲ 6.0%	3.1M ▲ 4.4%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$8.8 billion in the year ending September 2019, an increase of 6.0 per cent year-on-year.

Victoria

Key Regional Tourism Statistics

Tourism Economic Contribution	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)
Gross State Product (GSP)								
Direct GSP (\$m)	9,055	9,454	10,060	10,870	11,830	12,751	7.1% p.a.	7.8%
Indirect GSP (\$m)	10,478	10,709	11,095	11,836	13,121	13,934	5.9% p.a.	6.2%
Total GSP (\$m)	19,533	20,163	21,156	22,706	24,952	26,685	6.4% p.a.	6.9%
Direct GSP (%)	2.6%	2.6%	2.7%	2.8%	2.9%	3.0%	0.3%pt	0.1%pt
Indirect GSP (%)	3.0%	3.0%	3.0%	3.1%	3.2%	3.2%	0.2%pt	0.0%pt
Total GSP (%)	5.7%	5.6%	5.7%	5.9%	6.1%	6.2%	0.5%pt	0.1%pt
Persons Employed								
Direct Employment (000s)	121.0	122.4	132.0	137.1	148.6	156.4	5.3% p.a.	5.2%
Indirect Employment (000s)	55.8	57.9	60.8	65.3	71.1	76.3	6.5% p.a.	7.3%
Total Employment (000s)	176.8	180.3	192.8	202.4	219.8	232.7	5.7% p.a.	5.9%
Direct Employment (%)	4.2%	4.2%	4.5%	4.5%	4.7%	4.8%	0.6%pt	0.1%pt
Indirect Employment (%)	2.0%	2.0%	2.1%	2.1%	2.2%	2.3%	0.4%pt	0.1%pt
Total Employment (%)	6.2%	6.3%	6.5%	6.7%	6.9%	7.2%	1.0%pt	0.2%pt

Visitors, Nights and Expenditure	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	AAG (YE Sep 2014-19) (% p.a.)	YOY change (YE Sep 2018-19) (%)	YE Sep 19 Share of Total
Domestic									
Daytrip visitors (000's)	42,368	44,599	48,694	50,771	56,031	64,286	8.7% p.a.	14.7%	66.4%
Overnight visitors (000's)	19,578	20,595	21,466	24,209	26,081	29,428	8.5% p.a.	12.8%	30.4%
Total domestic visitors (000's)	61,946	65,194	70,160	74,980	82,111	93,714	8.6% p.a.	14.1%	96.8%
Visitor nights (000's)	58,641	60,416	62,904	69,220	74,881	82,131	7.0% p.a.	9.7%	52.5%
Length of stay (nights)	3.0	2.9	2.9	2.9	2.9	2.8			
Daytrip Expenditure (\$m)	4,301	4,246	4,612	5,158	5,503	6,341	8.1% p.a.	15.2%	20.0%
Daytrip spend per trip	102	95	95	102	98	99			
Domestic Overnight Expenditure (\$m)	10,975	11,371	11,826	13,401	14,786	16,490	8.5% p.a.	11.5%	52.1%
Domestic Overnight Spend per Visitor (\$)	561	552	551	554	567	560			
Domestic Overnight Spend per Night (\$)	187	188	188	194	197	201			
Total Domestic Expenditure (\$m)	15,276	15,617	16,439	18,559	20,289	22,831	8.4% p.a.	12.5%	72.2%
International									
Overnight visitors (000's)	2,108	2,309	2,611	2,802	2,999	3,131	8.2% p.a.	4.4%	3.2%
Visitor nights (000's)	48,305	57,273	59,610	66,203	70,178	74,329	9.0% p.a.	5.9%	47.5%
Length of stay (nights)	22.9	24.8	22.8	23.6	23.4	23.7			
International Overnight Expenditure (\$m)	4,764	6,080	6,607	7,468	8,297	8,798	13.1% p.a.	6.0%	27.8%
International Overnight Spend per Visitor (\$)	2,260	2,633	2,530	2,665	2,766	2,810			
International Overnight Spend per Night (\$)	99	106	111	113	118	118			
TOTALS									
Visitors (000's)	64,054	67,503	72,771	77,783	85,111	96,845	8.6% p.a.	13.8%	
Visitor nights (000's)	106,947	117,689	122,514	135,422	145,059	156,459	7.9% p.a.	7.9%	
Expenditure (\$m)	20,040	21,697	23,046	26,026	28,585	31,629	9.6% p.a.	10.6%	

Sources: National and International Visitor Survey, Regional Expenditure Model, September 2019, Tourism Research Australia.

2017-18 State Tourism Satellite Accounts, Tourism Research Australia, released August 2019.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2019 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

Victoria

More Information

For further information on National Visitor Survey methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

<https://www.tra.gov.au/Domestic/national-visitor-survey-methodology>

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2017-18, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/economic-analysis/economic-value/state-tourism-satellite-account/state-tourism-satellite-account>

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.