

# Victoria

## State Tourism Summary

Year Ending March 2020



Tourism is an important industry for Victoria. In the year ending March 2020, Victoria received approximately 95.5 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$31.3 billion.

### GROSS STATE PRODUCT



GSP	% OF ECONOMY
\$29.4B ▲ 9.1%	6.5% ▲ 0.2%pt

### VALUE OF TOURISM

In 2018-19, tourism was estimated to be worth \$29.4 billion to Victoria (in direct and indirect Gross State Product), representing 6.5 per cent of Victoria's economy.

### TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
263,300 ▲ 6.2%	7.8% ▲ 0.2% pts

Tourism generated employment of approximately 263,300 people (direct and indirect jobs) or 7.8 per cent of Victoria's employment.

### DOMESTIC OVERNIGHT



SPEND	VISITORS
\$16.8B ▲ 8.0%	28.3M ▲ 1.7%

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending March 2020 was estimated to be \$16.8 billion (+8.0 per cent year-on-year), with visitors spending an average of \$206 per night and \$592 per visitor.

### DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$6.4B ▲ 8.2%	64.4M ▲ 7.9%

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$6.4 billion in the year ending March 2020, an increase of 8.2 per cent compared to the previous year.

### INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$8.1B ▼ -4.9%	2.8M ▼ -8.4%

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$8.1 billion in the year ending March 2020, a decrease of 4.9 per cent year-on-year.

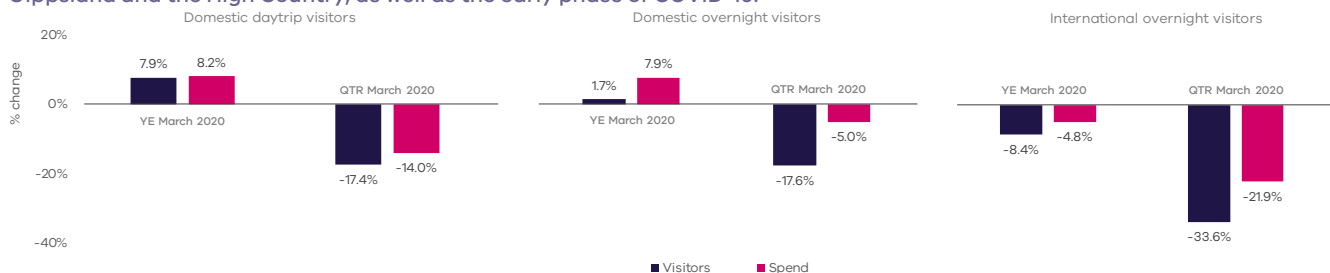
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## Key Regional Tourism Statistics

Tourism Economic Contribution	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	AAG (2014-19) (% p.a.)	YOY change (2018-19) (%)
<b>Gross State Product (GSP)</b>								
Direct GSP (\$m)	9,843	10,519	11,384	12,429	13,272	14,689	8.3% p.a.	10.7%
Indirect GSP (\$m)	10,409	10,884	11,672	12,799	13,669	14,701	7.1% p.a.	7.5%
<b>Total GSP (\$m)</b>	<b>20,252</b>	<b>21,404</b>	<b>23,056</b>	<b>25,229</b>	<b>26,941</b>	<b>29,389</b>	<b>7.7% p.a.</b>	<b>9.1%</b>
Direct GSP (%)	2.8%	2.8%	2.9%	3.0%	3.1%	3.2%	0.5%pt	0.2%pt
Indirect GSP (%)	2.9%	2.9%	3.0%	3.1%	3.2%	3.2%	0.3%pt	0.1%pt
<b>Total GSP (%)</b>	<b>5.7%</b>	<b>5.7%</b>	<b>6.0%</b>	<b>6.2%</b>	<b>6.2%</b>	<b>6.5%</b>	<b>0.8%pt</b>	<b>0.2%pt</b>
<b>Persons Employed</b>								
Direct Employment (000s)	132.2	143.3	149.4	163.0	171.0	180.0	6.4% p.a.	5.3%
Indirect Employment (000s)	57.8	61.0	65.8	72.1	77.0	83.3	7.6% p.a.	8.2%
<b>Total Employment (000s)</b>	<b>190.0</b>	<b>204.3</b>	<b>215.2</b>	<b>235.1</b>	<b>247.9</b>	<b>263.3</b>	<b>6.7% p.a.</b>	<b>6.2%</b>
Direct Employment (%)	4.6%	4.8%	4.9%	5.2%	5.3%	5.4%	0.8%pt	0.1%pt
Indirect Employment (%)	2.0%	2.1%	2.2%	2.3%	2.4%	2.5%	0.5%pt	0.1%pt
<b>Total Employment (%)</b>	<b>6.6%</b>	<b>6.9%</b>	<b>7.1%</b>	<b>7.4%</b>	<b>7.6%</b>	<b>7.8%</b>	<b>1.2%pt</b>	<b>0.2%pt</b>

Visitors, Nights and Expenditure	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	AAG (YE Mar 2015-20) (% p.a.)	YOY change (YE Mar 2019-20) (%)	YE Mar 20 Share of Total
<b>Domestic</b>									
Daytrip visitors (000's)	43,459	46,354	49,611	53,671	59,697	64,403	8.2% p.a.	7.9%	67.4%
Overnight visitors (000's)	20,111	21,231	22,631	24,892	27,832	28,310	7.1% p.a.	1.7%	29.6%
Total domestic visitors (000's)	63,570	67,585	72,242	78,563	87,529	92,713	7.8% p.a.	5.9%	97.0%
Visitor nights (000's)	59,963	62,183	65,478	70,137	78,965	81,399	6.3% p.a.	3.1%	54.1%
Length of stay (nights)	3.0	2.9	2.9	2.8	2.8	2.9			
Daytrip Expenditure (\$m)	4,291	4,431	4,783	5,381	5,938	6,425	8.4% p.a.	8.2%	20.5%
Daytrip spend per trip	99	96	96	100	99	100			
Domestic Overnight Expenditure (\$m)	11,292	11,360	12,689	13,887	15,535	16,772	8.2% p.a.	8.0%	53.5%
Domestic Overnight Spend per Visitor (\$)	561	535	561	558	558	592			
Domestic Overnight Spend per Night (\$)	188	183	194	198	197	206			
Total Domestic Expenditure (\$m)	15,582	15,791	17,472	19,268	21,473	23,197	8.3% p.a.	8.0%	74.0%
<b>International</b>									
Overnight visitors (000's)	2,231	2,494	2,690	2,942	3,088	2,830	4.9% p.a.	-8.4%	3.0%
Visitor nights (000's)	52,904	58,303	66,116	67,908	71,690	68,973	5.4% p.a.	-3.8%	45.9%
Length of stay (nights)	23.7	23.4	24.6	23.1	23.2	24.4			
International Overnight Expenditure (\$m)	5,341	6,595	7,101	7,947	8,548	8,130	8.8% p.a.	-4.9%	26.0%
International Overnight Spend per Visitor (\$)	2,394	2,644	2,639	2,701	2,769	2,873			
International Overnight Spend per Night (\$)	101	113	107	117	119	118			
<b>TOTALS</b>									
Visitors (000's)	65,801	70,079	74,932	81,505	90,617	95,543	7.7% p.a.	5.4%	
Visitor nights (000's)	112,867	120,486	131,594	138,045	150,655	150,373	5.9% p.a.	-0.2%	
Expenditure (\$m)	20,923	22,386	24,572	27,215	30,021	31,327	8.4% p.a.	4.4%	

The charts below include annual and March quarter growth figures for spend and visitors to illustrate the region's performance during the first three months of 2020, which was impacted by the unprecedented summer bushfires in Gippsland and the High Country, as well as the early phase of COVID-19.



Sources: National and International Visitor Survey, Regional Expenditure Model, March 2020, TRA State Tourism Satellite Account 2018-19, TRA, released May 2020  
Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the TRA NVS Methodology.

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

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

Factsheet published by the TEVE Research Unit, July 2020



Jobs, Precincts and Regions

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## 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.