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

<table>
<thead>
<tr>
<th></th>
<th>GSP</th>
<th>% of Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$</strong></td>
<td>$29.4B</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

### TOURISM EMPLOYMENT

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>% of Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>People</strong></td>
<td>263,300</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

### DOMESTIC OVERNIGHT

<table>
<thead>
<tr>
<th></th>
<th>Spend</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$</strong></td>
<td>$16.8B</td>
<td>28.3M</td>
</tr>
</tbody>
</table>

### DOMESTIC DAYTRIPS

<table>
<thead>
<tr>
<th></th>
<th>Spend</th>
<th>Daytrips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$</strong></td>
<td>$6.4B</td>
<td>64.4M</td>
</tr>
</tbody>
</table>

### INTERNATIONAL OVERNIGHT

<table>
<thead>
<tr>
<th></th>
<th>Spend</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$</strong></td>
<td>$8.1B</td>
<td>2.8M</td>
</tr>
</tbody>
</table>

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

### 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 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

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.

Sources: National Visitor Survey (NVS), International Visitor Survey (IVS) and Regional Expenditure Model, March 2020, by Tourism Research Australia (TRA).
State Tourism Satellite Account 2018-19, TRA.
All growth rates noted on this page are year-on-year percentage changes.
Data correct at time of publishing. Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, July 2020.
Victoria

Key Regional Tourism Statistics


Gross State Product (GSP)
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 12,769 13,669 14,701 7.1% p.a. 7.5%
Total GSP ($m) 20,252 21,404 23,056 25,229 26,941 29,389 7.7% p.a. 9.1%
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
Total GSP (%) 5.7% 5.7% 6.0% 6.2% 6.2% 6.5% 0.8%pt 0.2%pt

Persons Employed
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%
Total Employment (000s) 190.0 204.3 215.2 235.1 247.9 263.3 6.7% p.a. 6.2%
Direct Employment (%) 4.6% 4.8% 4.9% 5.2% 5.3% 5.4% 0.8%pt 0.1%pt
Indirect Employment (%) 2.9% 2.1% 2.2% 2.3% 2.4% 2.5% 0.5%pt 0.1%pt
Total Employment (%) 6.6% 6.9% 7.1% 7.4% 7.6% 7.8% 1.2%pt 0.2%pt

Visitors, Nights and Expenditure

Domestic
Daytrip visitors (000's) 43,459 46,354 49,611 53,671 59,963 64,403 8.2% p.a. 7.9% 67.4%
Overnight visitors (000's) 20,111 21,231 22,631 24,892 27,832 30,110 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) 59,863 62,183 65,478 70,157 78,865 81,999 6.3% p.a. 3.1% 54.1%
Length of stay (nights) 3.0 2.9 2.9 2.8 2.8 2.9 6.6% 0.6% 36.1%
Daytrip Spend per Trip ($m) 503 518 538 561 586 612 9.7% 6.2% 109.4%
Daytrip Spend per Visitor ($m) 11.6 12.0 12.5 13.1 13.9 14.5 6.3% 3.9% 121.3%
Total Domestic Expenditure ($m) 2,394 2,582 2,639 2,701 2,769 2,873 8.3% p.a. 8.0% 74.0%
Domestic daytrip visitors 19, 2019, TRA, released May 2020
Domestic Overnight Visitors 19

International
Overnight visitors (000's) 2,231 2,494 2,690 2,942 3,088 3,280 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 4.6% -0.8% 20.4%
International Overnight Spend per Visitor ($m) 2,394 2,644 2,639 2,701 2,769 2,873 8.8% p.a. -4.9% 26.0%
International Overnight Spend per Night ($) 101 113 107 117 119 118 6.3% 0.2% 117.0%

TOTALS
Visitors (000's) 65,801 70,079 74,332 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.


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 methodoligies 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.
Victoria

More Information

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

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:

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

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