

Victoria

State Tourism Summary

Year Ending June 2020



Travel in 2020 has been severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on travel that were progressively implemented from February 2020.

Tourism is an important industry for Victoria. In the year ending June 2020, Victoria received approximately 80.5 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$25.5 billion.

GROSS STATE PRODUCT



GSP	% OF ECONOMY
\$29.4B ▲ 9%	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%	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
\$13.3B ▼ -18%	22.7M ▼ -22%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending June 2020 was estimated to be \$13.3 billion (-18 per cent year-on-year), with visitors spending an average of \$197 per night and \$588 per visitor.

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$5.4B ▼ -12%	55.6M ▼ -10%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$5.4 billion in the year ending June 2020, a decrease of 12 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$6.7B ▼ -22%	2.2M ▼ -29%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$6.7 billion in the year ending June 2020, a decrease of 22 per cent year-on-year.

Victoria

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) (%)
Gross State Product (GSP)								
Direct GSP (\$m)	9,843	10,519	11,384	12,429	13,272	14,689	8% p.a.	11%
Indirect GSP (\$m)	10,409	10,884	11,672	12,799	13,669	14,701	7% p.a.	8%
Total GSP (\$m)	20,252	21,404	23,056	25,229	26,941	29,389	8% p.a.	9%
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% p.a.	5%
Indirect Employment (000s)	57.8	61.0	65.8	72.1	77.0	83.3	8% p.a.	8%
Total Employment (000s)	190.0	204.3	215.2	235.1	247.9	263.3	7% p.a.	6%
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
Total Employment (%)	6.6%	6.9%	7.1%	7.4%	7.6%	7.8%	1.2%pt	0.2%pt

Visitors, Nights and Expenditure	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	AAG (YE Jun 2015-20) (% p.a.)	YOY change (YE Jun 2019-20) (%)	YE Jun 20 Share of Total
Domestic									
Daytrip visitors (000's)	44,002	47,318	49,559	55,315	61,453	55,555	5% p.a.	-10%	69%
Overnight visitors (000's)	20,184	21,233	23,376	25,517	29,047	22,701	2% p.a.	-22%	28%
Total domestic visitors (000's)	64,186	68,550	72,935	80,832	90,500	78,256	4% p.a.	-14%	97%
Visitor nights (000's)	59,393	62,559	66,763	73,382	81,165	67,813	3% p.a.	-16%	55%
Length of stay (nights)	2.9	2.9	2.9	2.9	2.8	3.0			
Daytrip Expenditure (\$m)	4,235	4,482	4,833	5,494	6,211	5,441	5% p.a.	-12%	21%
Daytrip spend per trip	96	95	98	99	101	98			
Domestic Overnight Expenditure (\$m)	11,184	11,614	12,977	14,246	16,208	13,348	4% p.a.	-18%	52%
Domestic Overnight Spend per Visitor (\$)	554	547	555	558	558	588			
Domestic Overnight Spend per Night (\$)	188	186	194	194	200	197			
Total Domestic Expenditure (\$m)	15,419	16,096	17,810	19,740	22,419	18,788	4% p.a.	-16%	74%
International									
Overnight visitors (000's)	2,267	2,547	2,748	2,974	3,101	2,196	-1% p.a.	-29%	3%
Visitor nights (000's)	54,355	58,346	66,800	68,602	72,935	55,253	0% p.a.	-24%	45%
Length of stay (nights)	24.0	22.9	24.3	23.1	23.5	25.2			
International Overnight Expenditure (\$m)	5,535	6,589	7,325	8,014	8,581	6,695	4% p.a.	-22%	26%
International Overnight Spend per Visitor (\$)	2,442	2,587	2,665	2,695	2,767	3,049			
International Overnight Spend per Night (\$)	102	113	110	117	118	121			
TOTALS									
Visitors (000's)	66,453	71,097	75,683	83,806	93,602	80,452	4% p.a.	-14%	
Visitor nights (000's)	113,748	120,905	133,563	141,984	154,101	123,066	2% p.a.	-20%	
Expenditure (\$m)	20,955	22,685	25,134	27,754	31,000	25,483	4% p.a.	-18%	

Sources: National and International Visitor Survey, Regional Expenditure Model, June 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, October 2020



Jobs,
Precincts
and Regions

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>

Refer to the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data for the June quarter 2020. Estimates for Melbourne are calculated using the main state of stay as Victoria, for those arriving and quarantining in Melbourne. For the year ending June 2020 measures, individual regions are calculated using the nine months from July 2019 to March 2020. The combined regional Victoria estimates (balance) include additional international visitors that are unallocated to a destination, reflecting that we do not know where in Victoria they went (as that information is usually gathered through the survey interview process) and with minimal impact on results for the period (~1-2%).

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.