Victoria's Visitor Economy
2016-17 Tourism Satellite Account Results

Tourism contribution to GSP

- **$24.8 billion ▲ 8.7%**
  - Year-on-year growth
  - 6.1% of the Victorian economy
  - $15.7b or 4.9% of the Melbourne economy
  - $7.5b or 8.5% of the regional Victoria economy

VIC tourism GSP growth performance

- **+17.3% growth since 2014-15**
  - $21.2b in 2014-15, $22.9b in 2015-16, $24.8b in 2016-17
  - Additional contribution: $3.7b

Tourism jobs

- **214,500 jobs ▲ 7.6%**
  - Year-on-year growth
  - 6.9% of the Victorian workforce
  - 119,800 jobs or 5.3% of jobs in Melbourne
  - 85,600 jobs or 9.9% of jobs in regional Victoria

VIC tourism jobs growth performance

- **+11.6% growth since 2014-15**
  - 192,100 jobs in 2014-15, 199,300 jobs in 2015-16, 214,500 jobs in 2016-17
  - New jobs: +22,400

Tourism contribution to GVA

- **$22.2 billion ▲ 9.0%**
  - Year-on-year growth
  - 5.8% share of state GVA
  - $14.2b or 4.8% of the Melbourne economy
  - $6.6b or 7.9% of the regional Victoria economy

VIC tourism GVA growth performance

- **+18.0% growth since 2014-15**
  - $18.8b in 2014-15, $20.3b in 2015-16, $22.2b in 2016-17
  - Additional contribution: $3.4b

GSP: Gross State Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts.
Sources: 2016-17 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released April 2018. 2016-17 Regional Tourism Satellite Accounts (RTSA), Tourism Research Australia, released July 2018. 2016-17 RTSA estimates are based on a revised methodology and should not be compared to previously released estimates. Data has been backcast to measure like-for-like growth changes. Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, July 2018. Due care is taken in the production of this factsheet, however DEDJTR accepts no responsibility for use of this information. Data considered correct at time of publishing.
Tourism contribution to GRP

Melbourne
$15.7 billion ▲ 8.0% y/y
Growth since 2014-15
+$2.4 billion ▲ 18.3%
Additional GRP

Regional Victoria
$7.5 billion ▲ 10.3% y/y
Growth since 2014-15
+$1.0 billion ▲ 15.6%
Additional GRP

Tourism employment

Melbourne
119,800 jobs ▲ 6.6% y/y
Growth since 2014-15
+$13,440 jobs ▲ 12.6%
Additional jobs

Regional Victoria
85,600 jobs ▲ 8.9% y/y
Growth since 2014-15
+$7,610 jobs ▲ 9.8%
Additional jobs

Tourism contribution to GVA

Melbourne
$14.2 billion ▲ 8.2% y/y
Growth since 2014-15
+$2.3 billion ▲ 19.0%
Additional GVA

Regional Victoria
$6.6 billion ▲ 10.8% y/y
Growth since 2014-15
+$915 million ▲ 16.1%
Additional GVA

Tourism GRP and jobs in Victoria’s regions (% of regional economy / % of regional jobs noted in brackets)

Murray
GRP: $1 billion (6.9%)
Jobs: 12,000 (8.4%)

Goldfields
GRP: $841 million (6.6%)
Jobs: 8,900 (7.3%)

Victoria’s High Country
GRP: $710 million (18.7%)
Jobs: 8,300 (21.0%)

Grampians
GRP: $290 million (6.8%)
Jobs: 4,200 (10.0%)

Great Ocean Road
GRP: $994 million (15.2%)
Jobs: 11,200 (17.8%)

Geelong and the Bellarine
GRP: $783 million (6.3%)
Jobs: 8,100 (7.1%)

Mornington Peninsula
GRP: $849 million (8.1%)
Jobs: 9,000 (8.6%)

Daylesford & the Macedon Ranges
GRP: $272 million (10.5%)
Jobs: 4,000 (14.3%)

Gippsland
GRP: $785 million (6.6%)
Jobs: 8,900 (8.6%)

Yarra Valley & Dandenong Ranges
GRP: $574 million (6.6%)
Jobs: 6,600 (7.3%)

Phillip Island
GRP: $407 million (39.1%)
Jobs: 4,400 (39.5%)

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