

Great Ocean Road

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for the Great Ocean Road¹. The region received approximately 5.5 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$1.3 billion in the year ending December 2018.



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$994M ▲ 17.4%	15.2% ▲ 1.2%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$994 million to the region's economy in direct and indirect Gross Regional Product, representing 15.2 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
11,200 ▲ 16.1%	17.8% ▲ 1.8%pts

Tourism generated employment of approximately 11,200 people or 17.8 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$896M ▼ -1.4%	2.2M ► 0.3%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in the Great Ocean Road in the year ending December 2018 was estimated to be \$896 million (-1.4 per cent year-on-year), with visitors spending an average of \$151 per night and \$406 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$315M ▲ 9.1%	3.0M ▲ 5.8%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$315 million in the year ending December 2018, an increase of 9.1 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$115M ▲ 10.3%	239,000 ▲ 9.7%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in the Great Ocean Road was estimated to be \$115 million in the year ending December 2018, an increase of 10.3 per cent year-on-year.

Great Ocean Road

Key Regional Tourism Statistics (Year ending December)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	391	333	393	411	417	495	4.8%	18.7%
Indirect GRP (\$m)	437	363	434	428	429	498	2.7%	16.1%
Total GRP (\$m)	828	696	827	839	847	994	3.7%	17.4%
Direct GRP (%)	7.1%	5.8%	6.9%	6.8%	6.9%	7.6%	0.5%pt	0.7%pt
Indirect GRP (%)	7.9%	6.4%	7.6%	7.1%	7.1%	7.6%	-0.3%pt	0.5%pt
Total GRP (%)	15.0%	12.2%	14.4%	13.8%	14.0%	15.2%	0.2%pt	1.2%pt
Persons Employed								
Direct Employment (000s)	7.7	6.5	7.3	7.5	7.2	8.3	1.6%	15.9%
Indirect Employment (000s)	2.4	2.1	2.5	2.5	2.5	2.9	3.5%	16.5%
Total Employment (000s)	10.1	8.6	9.7	9.9	9.6	11.2	2.1%	16.1%
Direct Employment (%)	13.5%	11.4%	12.6%	12.6%	11.9%	13.2%	-0.3%pt	1.4%pt
Indirect Employment (%)	4.3%	3.6%	4.3%	4.2%	4.1%	4.6%	0.3%pt	0.5%pt
Total Employment (%)	17.8%	15.0%	16.9%	16.8%	15.9%	17.8%	0.0%pt	1.8%pt

Years ending December Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	1,998	2,697	2,824	2,968	2,869	3,036	8.7%	5.8%	55.4%
Overnight visitors (000's)	1,691	1,771	1,836	1,919	2,201	2,207	5.5%	0.3%	40.3%
Total domestic visitors (000's)	3,688	4,468	4,660	4,886	5,070	5,243	7.3%	3.4%	95.6%
Visitor nights (000's)	5,347	5,265	5,277	5,571	6,115	5,930	2.1%	-3.0%	84.8%
Length of stay (nights)	3.2	3.0	2.9	2.9	2.8	2.7			
Daytrip Expenditure (\$m)	211	247	261	284	289	315	8.4%	9.1%	23.8%
Daytrip spend per trip	106	92	92	96	101	104			
Domestic Overnight Expenditure (\$m)	695	710	757	742	908	896	5.2%	-1.4%	67.6%
Domestic Overnight Spend per Visitor (\$)	411	401	412	387	413	406			
Domestic Overnight Spend per Night (\$)	130	135	143	133	149	151			
Total Domestic Expenditure (\$m)	906	957	1,018	1,027	1,197	1,211	6.0%	1.2%	91.3%
International									
Overnight visitors (000's)	141	154	182	195	218	239	11.1%	9.7%	4.4%
Visitor nights (000's)	890	649	1,022	790	952	1,060	3.6%	11.3%	15.2%
Length of stay (nights)	6.3	4.2	5.6	4.1	4.4	4.4			
International Overnight Expenditure (\$m)	51	74	93	90	104	115	17.8%	10.3%	8.7%
International Overnight Spend per Visitor (\$)	359	477	507	465	478	480			
International Overnight Spend per Night (\$)	57	114	91	114	109	108			
TOTALS									
Visitors (000's)	3,830	4,622	4,843	5,081	5,288	5,482	7.4%	3.7%	
Visitor nights (000's)	6,236	5,914	6,299	6,361	7,068	6,990	2.3%	-1.1%	
Expenditure (\$m)	956	1,031	1,110	1,117	1,301	1,326	6.7%	1.9%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

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

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

Great Ocean Road

¹Great Ocean Road Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Great Ocean Road tourism region:

Region	SA2
Great Ocean Road	Camperdown, Colac, Colac Region, Corangamite – North, Corangamite – South, Glenelg, Lorne – Anglesea, Moyne – East, Moyne – West, Otway, Portland, Torquay, Warrnambool – North, Warrnambool – South, Winchelsea

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

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

More Information

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 2016-17, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>