

Melbourne

Tourism Summary

Year Ending December 2018



Tourism is an important industry for the Melbourne tourism region. Melbourne received approximately 31.5 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$18.5 billion in the year ending December 2018.



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$15.7B ▲ 8.0%	4.9% ▲ 0.1%pts



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
119,800 ▲ 6.6%	5.3% ▲ 0.1%pts



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$8.4B ▲ 9.4%	10.0M ▲ 7.7%



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$2.1B ▲ 7.1%	18.6M ▲ 6.6%



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$7.9B ▲ 13.0%	2.9M ▲ 5.8%

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$15.7 billion to Melbourne's economy (in direct and indirect Gross Regional Product), representing 4.9 per cent of Melbourne's economy.

Tourism generated employment of approximately 119,800 people or 5.3 per cent of total employment (direct and indirect jobs).

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Melbourne in the year ending December 2018 was estimated to be \$8.4 billion (+9.4 per cent year-on-year), with visitors spending an average of \$303 per night and \$848 per visitor.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$2.1 billion in the year ending December 2018, an increase of 7.1 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Melbourne was estimated to be \$7.9 billion in the year ending December 2018, an increase of 13.0 per cent year-on-year.

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

Regional Tourism Satellite Account 2016-17, Tourism Research Australia.

All growth rates noted on this page are year-on-year percentage changes.

Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2019

Image: Melbourne rooftop bar.



Jobs,
Precincts
and Regions

Melbourne

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)	5,979	6,130	6,324	6,993	7,717	8,374	7.0%	8.5%
Indirect GRP (\$m)	5,667	5,746	5,962	6,279	6,829	7,329	5.3%	7.3%
Total GRP (\$m)	11,646	11,876	12,286	13,272	14,546	15,703	6.2%	8.0%
Direct GRP (%)	2.3%	2.3%	2.3%	2.4%	2.6%	2.6%	0.3%pt	0.1%pt
Indirect GRP (%)	2.2%	2.2%	2.1%	2.2%	2.3%	2.3%	0.1%pt	0.0%pt
Total GRP (%)	4.5%	4.4%	4.4%	4.6%	4.8%	4.9%	0.5%pt	0.1%pt
Persons Employed								
Direct Employment (000s)	67.3	67.8	68.0	71.9	74.7	79.1	3.3%	5.9%
Indirect Employment (000s)	30.1	31.3	32.4	34.5	37.7	40.7	6.2%	7.9%
Total Employment (000s)	97.3	99.0	100.4	106.4	112.4	119.8	4.2%	6.6%
Direct Employment (%)	3.3%	3.3%	3.3%	3.4%	3.4%	3.5%	0.2%pt	0.1%pt
Indirect Employment (%)	1.5%	1.5%	1.6%	1.6%	1.7%	1.8%	0.3%pt	0.1%pt
Total Employment (%)	4.8%	4.8%	4.9%	5.0%	5.2%	5.3%	0.5%pt	0.1%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)	16,116	14,940	15,587	16,663	17,498	18,645	3.0%	6.6%	59.2%
Overnight visitors (000's)	7,074	7,803	8,080	8,630	9,251	9,961	7.1%	7.7%	31.6%
Total domestic visitors (000's)	23,190	22,742	23,667	25,293	26,749	28,606	4.3%	6.9%	90.8%
Visitor nights (000's)	19,650	22,209	22,516	24,565	25,436	27,856	7.2%	9.5%	30.1%
Length of stay (nights)	2.8	2.8	2.8	2.8	2.7	2.8			
Daytrip Expenditure (\$m)	1,892	1,668	1,707	1,847	1,987	2,129	2.4%	7.1%	11.5%
Daytrip spend per trip	117	112	109	111	114	114			
Domestic Overnight Expenditure (\$m)	5,655	6,497	6,529	7,068	7,724	8,447	8.4%	9.4%	45.8%
Domestic Overnight Spend per Visitor (\$)	799	833	808	819	835	848			
Domestic Overnight Spend per Night (\$)	288	293	290	288	304	303			
Total Domestic Expenditure (\$m)	7,546	8,165	8,236	8,914	9,711	10,576	7.0%	8.9%	57.3%
International									
Overnight visitors (000's)	1,868	2,030	2,292	2,510	2,730	2,889	9.1%	5.8%	9.2%
Visitor nights (000's)	42,874	43,381	50,711	55,547	57,597	64,745	8.6%	12.4%	69.9%
Length of stay (nights)	23.0	21.4	22.1	22.1	21.1	22.4			
International Overnight Expenditure (\$m)	4,399	4,533	5,932	6,312	6,978	7,887	12.4%	13.0%	42.7%
International Overnight Spend per Visitor (\$)	2,355	2,232	2,588	2,515	2,555	2,730			
International Overnight Spend per Night (\$)	103	104	117	114	121	122			
TOTALS									
Visitors (000's)	25,058	24,773	25,959	27,803	29,479	31,495	4.7%	6.8%	
Visitor nights (000's)	62,524	65,589	73,227	80,112	83,033	92,601	8.2%	11.5%	
Expenditure (\$m)	11,945	12,698	14,168	15,227	16,689	18,462	9.1%	10.6%	

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

Melbourne

¹ Melbourne 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 Melbourne tourism region:

Region Melbourne

SA2

Abbotsford, Airport West, Albert Park, Alphington – Fairfield, Altona, Altona Meadows, Altona North, Ardeer – Albion, Armadale, Ascot Vale, Ashburton, Ashwood – Chadstone, Aspendale Gardens – Waterways, Balwyn, Balwyn North, Bayswater, Bayswater North, Beaumaris, Bentleigh – McKinnon, Bentleigh East, Berwick – North, Berwick – South, Blackburn, Blackburn South, Boronia – The Basin, Box Hill, Box Hill North, Braeside, Braybrook, Brighton, Brighton East, Broadmeadows, Brunswick, Brunswick East, Brunswick West, Bulleen, Bundoora – East, Bundoora – North, Bundoora – West, Burwood, Burwood East, Cairnlea, Camberwell, Campbellfield – Coolaroo, Carlton, Carlton North – Princes Hill, Carnegie, Caroline Springs, Carrum – Patterson Lakes, Caulfield – North, Caulfield – South, Chelsea – Bonbeach, Chelsea Heights, Cheltenham – Highett (East), Cheltenham – Highett (West), Clarinda – Oakleigh South, Clayton, Clayton South, Coburg, Coburg North, Collingwood, Craigieburn – Mickleham, Cranbourne, Cranbourne East, Cranbourne North, Cranbourne South, Cranbourne West, Croydon, Croydon Hills – Warranwood, Dandenong, Dandenong North, Deer Park – Derrimut, Delahey, Dingley Village, Docklands, Doncaster, Doncaster East, Donvale – Park Orchards, Doveton, East Melbourne, Edithvale – Aspendale, Elsternwick, Elwood, Endeavour Hills, Epping, Essendon – Aberfeldie, Essendon Airport, Fawkner, Ferntree Gully, Fitzroy, Fitzroy North, Flemington, Flemington Racecourse, Footscray, Forest Hill, Gladstone Park – Westmeadows, Glen Iris – East, Glen Waverley – East, Glen Waverley – West, Glenroy – Hadfield, Greensborough, Greenvale – Bulla, Hallam, Hampton, Hampton Park – Lynbrook, Hawthorn, Hawthorn East, Heidelberg – Rosanna, Heidelberg West, Hillside, Hoppers Crossing – North, Hoppers Crossing – South, Hughesdale, Ivanhoe, Ivanhoe East – Eaglemont, Keilor, Keilor Downs, Keilor East, Kensington, Kew, Kew East, Keysborough, Kings Park, Kingsbury, Knoxfield – Scoresby, Lalor, Laverton, Lynbrook – Lyndhurst, Lysterfield, Malvern – Glen Iris, Malvern East, Maribyrnong, Meadow Heights, Melbourne, Melbourne Airport, Melton, Melton South, Melton West, Mentone, Mill Park – North, Mill Park – South, Mitcham, Montmorency – Briar Hill, Moonee Ponds, Moorabbin – Heatherton, Moorabbin Airport, Mordialloc – Parkdale, Mount Waverley – North, Mount Waverley – South, Mulgrave, Murrumbeena, Narre Warren, Narre Warren North, Narre Warren South, Newport, Niddrie – Essendon West, Noble Park, Noble Park North, North Melbourne, Northcote, Nunawading, Oakleigh – Huntingdale, Ormond – Glen Huntly, Parkville, Pascoe Vale, Pascoe Vale South, Pearcedale – Tooradin, Point Cook, Port Melbourne, Port Melbourne Industrial, Prahran – Windsor, Preston, Reservoir – East, Reservoir – West, Richmond, Ringwood, Ringwood East, Ringwood North, Rockbank – Mount Cottrell, Rowville – Central, Rowville – North, Rowville – South, Roxburgh Park – Somerton, Sandringham – Black Rock, Seabrook, Seddon – Kingsville, South Melbourne, South Morang, South Yarra – East, South Yarra – West, Southbank, Springvale, Springvale South, St Albans – North, St Albans – South, St Kilda, St Kilda East, Strathmore, Sunbury, Sunbury – South, Sunshine, Sunshine North, Sunshine West, Surrey Hills (East) – Mont Albert, Surrey Hills (West) – Canterbury, Sydenham, Tarneit, Taylors Hill, Taylors Lakes, Templestowe, Templestowe Lower, Thomastown, Thornbury, Toorak, Truganina, Tullamarine, Vermont, Vermont South, Viewbank – Yallambie, Wantirna, Wantirna South, Warrandyte – Wonga Park, Watsonia, Werribee, Werribee – South, West Footscray – Tottenham, West Melbourne, Wheelers Hill, Whittlesea, Williamstown, Wyndham Vale, Yarra – North, Yarraville

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>