

# Regional Victoria

## Tourism Summary

Year Ending December 2018



Tourism is an important industry for Regional Victoria. In the year ending December 2018 Regional Victoria received approximately 52.3 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$10.2 billion.



### GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$7.5B ▲ 10.3%	8.5% ▲ 0.3%pts

### VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$7.5 billion to Regional Victoria (in direct and indirect Gross Regional Product), representing 8.5 per cent of Regional Victoria's economy.



### TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
85,600 ▲ 8.9%	9.9% ▲ 0.4%pts

Tourism generated employment of approximately 85,600 people or 9.9 per cent of Regional Victoria's employment (direct and indirect jobs).



### DOMESTIC OVERNIGHT

SPEND	VISITORS
\$6.5B ▲ 9.0%	16.4M ▲ 2.9%

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Regional Victoria in the year ending December 2018 was estimated to be \$6.5 billion (+9.0 per cent year-on-year), with visitors spending an average of \$140 per night and \$393 per visitor.



### DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$3.2B ▲ 2.6%	35.3M ▲ 6.0%

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$3.2 billion in the year ending December 2018, an increase of 2.6 per cent compared to the previous year.



### INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$581M ▲ 11.1%	565,000 ▲ 6.1%

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Regional Victoria was estimated to be \$581 million in the year ending December 2018, an increase of 11.1 per cent year-on-year.

# Regional Victoria

## 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) (%)
<b>Gross Regional Product (GRP)</b>								
Direct GRP (\$m)	2,992	2,968	3,097	3,264	3,453	3,839	5.1%	11.2%
Indirect GRP (\$m)	3,135	3,048	3,185	3,230	3,351	3,666	3.2%	9.4%
<b>Total GRP (\$m)</b>	<b>6,127</b>	<b>6,015</b>	<b>6,282</b>	<b>6,494</b>	<b>6,804</b>	<b>7,505</b>	<b>4.1%</b>	<b>10.3%</b>
Direct GRP (%)	4.0%	3.9%	4.0%	4.0%	4.1%	4.3%	0.3%pt	0.2%pt
Indirect GRP (%)	4.2%	4.0%	4.1%	3.9%	4.0%	4.1%	-0.1%pt	0.1%pt
<b>Total GRP (%)</b>	<b>8.3%</b>	<b>7.9%</b>	<b>8.1%</b>	<b>7.9%</b>	<b>8.1%</b>	<b>8.5%</b>	<b>0.2%pt</b>	<b>0.3%pt</b>
<b>Persons Employed</b>								
Direct Employment (000s)	58.6	57.8	57.3	59.7	59.5	64.7	2.0%	8.7%
Indirect Employment (000s)	17.1	17.0	17.8	18.2	19.0	20.9	4.0%	9.8%
<b>Total Employment (000s)</b>	<b>75.8</b>	<b>74.8</b>	<b>75.0</b>	<b>78.0</b>	<b>78.5</b>	<b>85.6</b>	<b>2.5%</b>	<b>8.9%</b>
Direct Employment (%)	7.6%	7.4%	7.3%	7.4%	7.2%	7.5%	-0.1%pt	0.3%pt
Indirect Employment (%)	2.2%	2.2%	2.3%	2.3%	2.3%	2.4%	0.2%pt	0.1%pt
<b>Total Employment (%)</b>	<b>9.8%</b>	<b>9.6%</b>	<b>9.5%</b>	<b>9.6%</b>	<b>9.5%</b>	<b>9.9%</b>	<b>0.2%pt</b>	<b>0.4%pt</b>

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
<b>Domestic</b>									
Daytrip visitors (000's)	26,372	28,469	30,066	31,884	33,290	35,271	6.0%	6.0%	67.5%
Overnight visitors (000's)	11,785	12,671	13,324	13,955	15,960	16,424	6.9%	2.9%	31.4%
Total domestic visitors (000's)	38,157	41,141	43,390	45,839	49,250	51,695	6.3%	5.0%	98.9%
Visitor nights (000's)	35,368	37,193	37,694	39,932	44,987	46,017	5.4%	2.3%	85.0%
Length of stay (nights)	3.0	2.9	2.8	2.9	2.8	2.8			
Daytrip Expenditure (\$m)	2,450	2,621	2,614	2,810	3,127	3,210	5.6%	2.6%	31.3%
Daytrip spend per trip	93	92	87	88	94	91			
Domestic Overnight Expenditure (\$m)	4,445	4,677	4,825	5,149	5,924	6,460	7.8%	9.0%	63.0%
Domestic Overnight Spend per Visitor (\$)	377	369	362	369	371	393			
Domestic Overnight Spend per Night (\$)	126	126	128	129	132	140			
Total Domestic Expenditure (\$m)	6,895	7,297	7,439	7,959	9,052	9,669	7.0%	6.8%	94.3%
<b>International</b>									
Overnight visitors (000's)	351	380	455	496	532	565	10.0%	6.1%	1.1%
Visitor nights (000's)	5,537	6,243	6,893	7,126	7,959	8,126	8.0%	2.1%	15.0%
Length of stay (nights)	15.8	16.4	15.1	14.4	15.0	14.4			
International Overnight Expenditure (\$m)	304	370	436	479	523	581	13.8%	11.1%	5.7%
International Overnight Spend per Visitor (\$)	867	974	958	966	982	1,028			
International Overnight Spend per Night (\$)	55	59	63	67	66	71			
<b>TOTALS</b>									
Visitors (000's)	38,507	41,521	43,845	46,335	49,782	52,260	6.3%	5.0%	
Visitor nights (000's)	40,905	43,437	44,587	47,059	52,947	54,143	5.8%	2.3%	
Expenditure (\$m)	7,199	7,668	7,875	8,438	9,574	10,250	7.3%	7.1%	

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

# Regional Victoria

## <sup>1</sup> Regional Victoria 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>

## 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>