

# Victoria

## State Tourism Summary

Year Ending December 2018



Tourism is an important industry for Victoria. In the year ending December 2018 Victoria received approximately 82.6 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$28.7 billion.



### GROSS STATE PRODUCT

| GRP             | % OF ECONOMY   |
|-----------------|----------------|
| \$24.8 B ▲ 8.7% | 6.1% ▲ 0.2%pts |

### VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$24.8 billion to Victoria (in direct and indirect Gross State Product), representing 6.1 per cent of Victoria's economy.



### TOURISM EMPLOYMENT

| JOBS           | % OF ECONOMY    |
|----------------|-----------------|
| 214,500 ▲ 7.6% | 6.9% ▲ 0.2% pts |

Tourism generated employment of approximately 214,500 people or 6.9 per cent of Victoria's employment (direct and indirect jobs).



### DOMESTIC OVERNIGHT

| SPEND          | VISITORS     |
|----------------|--------------|
| \$14.9B ▲ 9.2% | 25.7M ▲ 5.0% |

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending December 2018 was estimated to be \$14.9 billion (+9.2 per cent year-on-year), with visitors spending an average of \$202 per night and \$580 per visitor.



### DOMESTIC DAYTRIPS

| SPEND         | DAYTRIPS     |
|---------------|--------------|
| \$5.3B ▲ 4.4% | 53.9M ▲ 6.2% |

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$5.3 billion in the year ending December 2018, an increase of 4.4 per cent compared to the previous year.



### INTERNATIONAL OVERNIGHT

| SPEND          | VISITORS    |
|----------------|-------------|
| \$8.5B ▲ 12.9% | 3.0M ▲ 5.4% |

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$8.5 billion in the year ending December 2018, an increase of 12.9 per cent year-on-year.

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

State 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



Jobs,  
Precincts  
and Regions

# Victoria

## Key Regional Tourism Statistics (Year ending December )

| Tourism Economic Contribution    | 2011-12       | 2012-13       | 2013-14       | 2014-15       | 2015-16       | 2016-17       | AAG<br>(2012-17)<br>(% p.a.) | YOY change<br>(2016-17)<br>(%) |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------------------|--------------------------------|
| <b>Gross State Product (GSP)</b> |               |               |               |               |               |               |                              |                                |
| Direct GSP (\$m)                 | 8,971         | 9,097         | 9,421         | 10,257        | 11,171        | 12,213        | 6.4%                         | 9.3%                           |
| Indirect GSP (\$m)               | 10,104        | 10,098        | 10,503        | 10,918        | 11,682        | 12,629        | 4.6%                         | 8.1%                           |
| <b>Total GSP (\$m)</b>           | <b>19,075</b> | <b>19,195</b> | <b>19,923</b> | <b>21,176</b> | <b>22,852</b> | <b>24,842</b> | <b>5.4%</b>                  | <b>8.7%</b>                    |
| Direct GSP (%)                   | 2.7%          | 2.6%          | 2.6%          | 2.8%          | 2.9%          | 3.0%          | 0.3%pt                       | 0.1%pt                         |
| Indirect GSP (%)                 | 3.0%          | 2.9%          | 2.9%          | 2.9%          | 3.0%          | 3.1%          | 0.1%pt                       | 0.1%pt                         |
| <b>Total GSP (%)</b>             | <b>5.7%</b>   | <b>5.6%</b>   | <b>5.6%</b>   | <b>5.7%</b>   | <b>5.9%</b>   | <b>6.1%</b>   | <b>0.4%pt</b>                | <b>0.2%pt</b>                  |
| <b>Persons Employed</b>          |               |               |               |               |               |               |                              |                                |
| Direct Employment (000s)         | 125.9         | 125.5         | 125.3         | 131.6         | 134.2         | 143.8         | 2.7%                         | 7.2%                           |
| Indirect Employment (000s)       | 54.2          | 55.5          | 57.6          | 60.6          | 65.1          | 70.7          | 5.5%                         | 8.6%                           |
| <b>Total Employment (000s)</b>   | <b>180.1</b>  | <b>181.0</b>  | <b>182.9</b>  | <b>192.1</b>  | <b>199.3</b>  | <b>214.5</b>  | <b>3.6%</b>                  | <b>7.6%</b>                    |
| Direct Employment (%)            | 4.5%          | 4.4%          | 4.4%          | 4.5%          | 4.5%          | 4.6%          | 0.1%pt                       | 0.1%pt                         |
| Indirect Employment (%)          | 1.9%          | 2.0%          | 2.0%          | 2.1%          | 2.2%          | 2.3%          | 0.3%pt                       | 0.1%pt                         |
| <b>Total Employment (%)</b>      | <b>6.4%</b>   | <b>6.4%</b>   | <b>6.4%</b>   | <b>6.6%</b>   | <b>6.7%</b>   | <b>6.9%</b>   | <b>0.5%pt</b>                | <b>0.2%pt</b>                  |

| Years ending December<br>Visitors, Nights and Expenditure | 2013    | 2014    | 2015    | 2016    | 2017    | 2018    | AAG<br>(2013-18)<br>(% p.a.) | YOY change<br>(2017-18) (%) | 2018 Share<br>of Total |
|---|---------|---------|---------|---------|---------|---------|------------------------------|-----------------------------|------------------------|
| <b>Domestic</b>   |         |         |         |         |         |         |                              |                             |                        |
| Daytrip visitors (000's)                                  | 42,488  | 43,409  | 45,653  | 48,546  | 50,788  | 53,916  | 4.9%                         | 6.2%                        | 65.2%                  |
| Overnight visitors (000's)                                | 18,309  | 19,840  | 20,841  | 21,927  | 24,458  | 25,687  | 7.0%                         | 5.0%                        | 31.1%                  |
| Total domestic visitors (000's)                           | 60,797  | 63,249  | 66,494  | 70,473  | 75,246  | 79,603  | 5.5%                         | 5.8%                        | 96.3%                  |
| Visitor nights (000's)                                    | 55,018  | 59,402  | 60,210  | 64,497  | 70,423  | 73,873  | 6.1%                         | 4.9%                        | 50.3%                  |
| Length of stay (nights)                                   | 3.0     | 3.0     | 2.9     | 2.9     | 2.9     | 2.9     |                              |                             |                        |
| Daytrip Expenditure (\$m)                                 | 4,341   | 4,289   | 4,320   | 4,656   | 5,115   | 5,338   | 4.2%                         | 4.4%                        | 18.6%                  |
| Daytrip spend per trip                                    | 102     | 99      | 95      | 96      | 101     | 99      |                              |                             |                        |
| Domestic Overnight Expenditure (\$m)                      | 10,100  | 11,174  | 11,354  | 12,217  | 13,648  | 14,906  | 8.1%                         | 9.2%                        | 51.9%                  |
| Domestic Overnight Spend per Visitor (\$)                 | 552     | 563     | 545     | 557     | 558     | 580     |                              |                             |                        |
| Domestic Overnight Spend per Night (\$)                   | 184     | 188     | 189     | 189     | 194     | 202     |                              |                             |                        |
| Total Domestic Expenditure (\$m)                          | 14,441  | 15,462  | 15,675  | 16,873  | 18,763  | 20,245  | 7.0%                         | 7.9%                        | 70.5%                  |
| <b>International</b>                                      |         |         |         |         |         |         |                              |                             |                        |
| Overnight visitors (000's)                                | 1,973   | 2,141   | 2,405   | 2,653   | 2,884   | 3,039   | 9.0%                         | 5.4%                        | 3.7%                   |
| Visitor nights (000's)                                    | 48,411  | 49,624  | 57,604  | 62,673  | 65,557  | 72,872  | 8.5%                         | 11.2%                       | 49.7%                  |
| Length of stay (nights)                                   | 24.5    | 23.2    | 24.0    | 23.6    | 22.7    | 24.0    |                              |                             |                        |
| International Overnight Expenditure (\$m)                 | 4,703   | 4,903   | 6,368   | 6,791   | 7,500   | 8,467   | 12.5%                        | 12.9%                       | 29.5%                  |
| International Overnight Spend per Visitor (\$)            | 2,384   | 2,290   | 2,648   | 2,559   | 2,600   | 2,786   |                              |                             |                        |
| International Overnight Spend per Night (\$)              | 97      | 99      | 111     | 108     | 114     | 116     |                              |                             |                        |
| <b>TOTALS</b>   |         |         |         |         |         |         |                              |                             |                        |
| Visitors (000's)  | 62,771  | 65,390  | 68,899  | 73,127  | 78,130  | 82,642  | 5.7%                         | 5.8%                        |                        |
| Visitor nights (000's)                                    | 103,429 | 109,026 | 117,814 | 127,170 | 135,979 | 146,745 | 7.2%                         | 7.9%                        |                        |
| Expenditure (\$m)   | 19,144  | 20,365  | 22,043  | 23,665  | 26,263  | 28,712  | 8.4%                         | 9.3%                        |                        |

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

# Victoria

## 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>