

Victoria's High Country

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for Victoria's High Country¹. The region received approximately 3.9 million domestic (overnight and daytrip) and international overnight visitors combined, who spent \$1.2 billion in the year ending December 2018.



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$710M ▲ 3.4%	18.7% ▼ -0.5%pts



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
8,300 ▲ 3.2%	21.0% ▼ -0.2%pts



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$952M ▲ 17.3%	1.9M ▲ 11.5%



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$229M ▲ 25.9%	2.0M ▲ 18.8%



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$26M ▲ 24.0%	38,000 ▲ 16.3%

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$710 million to the region's economy (in direct and indirect Gross Regional Product), representing 18.7 per cent of the region's economy.

Tourism generated employment of approximately 8,300 people or 21.0 per cent of the region's employment.

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria's High Country in the year ending December 2018 was estimated to be \$952 million (+17.3 per cent year-on-year), with visitors spending an average of \$168 per night and \$507 per visitor.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$229 million in the year ending December 2018, an increase of 25.9 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria's High Country was estimated to be \$26 million in the year ending December 2018, an increase of 24.0 per cent year-on-year.

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, published 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: Mount Hotham



Jobs,
Precincts
and Regions

Victoria's High Country

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)	307	285	266	343	348	365	3.5%	4.8%
Indirect GRP (\$m)	327	293	268	341	338	345	1.1%	2.0%
Total GRP (\$m)	633	577	533	684	686	710	2.3%	3.4%
Direct GRP (%)	9.5%	8.6%	7.9%	9.7%	9.8%	9.6%	0.1%pt	-0.1%pt
Indirect GRP (%)	10.1%	8.8%	7.9%	9.7%	9.5%	9.1%	-1.1%pt	-0.4%pt
Total GRP (%)	19.7%	17.4%	15.8%	19.4%	19.2%	18.7%	-1.0%pt	-0.5%pt
Persons Employed								
Direct Employment (000s)	6.2	5.7	5.0	6.4	6.1	6.3	0.3%	3.6%
Indirect Employment (000s)	1.8	1.6	1.5	1.9	1.9	2.0	1.9%	2.1%
Total Employment (000s)	8.0	7.3	6.5	8.3	8.0	8.3	0.7%	3.2%
Direct Employment (%)	17.5%	15.8%	13.8%	17.3%	16.1%	16.0%	-1.5%pt	-0.1%pt
Indirect Employment (%)	5.0%	4.6%	4.1%	5.2%	5.1%	5.0%	-0.1%pt	-0.1%pt
Total Employment (%)	22.6%	20.4%	18.0%	22.5%	21.2%	21.0%	-1.6%pt	-0.2%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)	1,463	1,391	1,411	1,526	1,691	2,009	6.5%	18.8%	51.2%
Overnight visitors (000's)	1,060	1,347	1,442	1,482	1,682	1,875	12.1%	11.5%	47.8%
Total domestic visitors (000's)	2,524	2,738	2,853	3,008	3,373	3,885	9.0%	15.2%	99.0%
Visitor nights (000's)	3,225	4,169	4,089	4,416	4,926	5,677	12.0%	15.2%	92.1%
Length of stay (nights)	3.0	3.1	2.8	3.0	2.9	3.0			
Daytrip Expenditure (\$m)	134	140	115	138	182	229	11.3%	25.9%	19.0%
Daytrip spend per trip	92	100	81	91	107	114			
Domestic Overnight Expenditure (\$m)	421	589	580	658	811	952	17.7%	17.3%	78.9%
Domestic Overnight Spend per Visitor (\$)	397	437	402	444	482	507			
Domestic Overnight Spend per Night (\$)	130	141	142	149	165	168			
Total Domestic Expenditure (\$m)	555	728	695	797	993	1,180	16.3%	18.9%	97.8%
International									
Overnight visitors (000's)	16	20	24	29	32	38	18.0%	16.3%	1.0%
Visitor nights (000's)	-	363	-	420	472	486	-	2.9%	7.9%
Length of stay (nights)	-	17.8	-	14.7	14.6	12.9			
International Overnight Expenditure (\$m)	12	-	14	28	21	26	16.6%	24.0%	2.2%
International Overnight Spend per Visitor (\$)	742	-	566	971	658	702			
International Overnight Spend per Night (\$)	-	-	-	66	45	54			
TOTALS									
Visitors (000's)	2,540	2,758	2,877	3,037	3,406	3,922	9.1%	15.2%	
Visitor nights (000's)	3,384	4,532	4,322	4,836	5,398	6,162	12.7%	14.2%	
Expenditure (\$m)	567	746	709	824	1,014	1,207	16.3%	19.0%	

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's High Country

¹ Victoria's High Country 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 Victoria's High Country tourism region:

Region	SA2
High Country	Beechworth, Benalla, Benalla Region, Bright - Mount Beauty, Chiltern - Indigo Valley, Mansfield, Myrtleford, Rutherglen, Towong, Wangaratta, Wangaratta Region, Yackandandah

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>