Victoria's Visitor Economy

2018-19 State Tourism Satellite Account Results

Tourism contribution to GSP

- **$29.4 billion**
  - **9.1%** growth from 2017-18
  - **6.5%** of the Victorian economy

  - **$14.7b** Direct GSP
  - **$14.7b** Indirect GSP

VIC tourism GSP growth performance

- **+45.1%** growth since 2013-14
- **+$9.1b** additional contribution to the economy since 2013-14

Tourism jobs

- **263,300 jobs**
  - **6.2%** growth from 2017-18
  - **7.8%** of the Victorian workforce

  - **180,000** Direct jobs
  - **83,300** Indirect jobs

VIC tourism jobs growth performance

- **+38.6%** growth since 2013-14
- **+73,300** new jobs created since 2013-14

Tourism contribution to GVA

- **$26.6 billion**
  - **9.6%** growth from 2017-18
  - **6.2%** share of state GVA

  - **$13.5b** Direct GVA
  - **$13.1b** Indirect GVA

VIC tourism GVA growth performance

- **+45.9%** growth since 2013-14
- **+$8.4b** additional contribution to the economy's GVA since 2013-14

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GSP: Gross State Product. GVA: Gross Value Added.
2018-19 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been backcast to measure like-for-like growth changes.
Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, May 2020.
Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.
Data considered correct at time of publishing. Figures may not add up due to rounding.
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Direct tourism GVA composition by visitor type

In 2018-19 total direct GVA in Victoria was made up of:

- Domestic travel - $8.9 billion (66 per cent):
  - Intrastate overnight travel - $3.9 billion (29 per cent of direct GVA)
  - Interstate overnight travel - $3.2 billion (23 per cent)
  - Same day trips - $1.8 billion (13 per cent).

- International travel - $4.7 billion (34 per cent).

Direct tourism employment by industry

While tourism jobs are noted across twelve different industries in the economy, 68 per cent of all direct tourism employment in Victoria is accounted for in four main industries:

- Food services (cafes, restaurants and takeaways and clubs, pubs, taverns and bars) - 30 per cent
- Retail trade - 16 per cent
- Accommodation - 14 per cent
- Education and training - 10 per cent
- Other - 32 per cent.

Direct tourism employment - full-time vs part-time

Direct tourism employment is fairly evenly split between:

- Full-time (51 per cent) and
- Part-time (49 per cent).

Tourism has a higher proportion of part-time workers than is noted in the economy overall. This is due to the seasonal nature of the industry, the types of roles on offer and the higher participation rate of females in the sector.

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Source: 2018-19 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released May 2020

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