

# Victoria's Visitor Economy

## 2017-18 State Tourism Satellite Account Results

### Tourism contribution to GSP



**\$26.7 billion**

**6.9%** growth from 2016-17

**6.2%** of the Victorian economy

**\$12.8b** Direct GSP

**\$13.9b** Indirect GSP

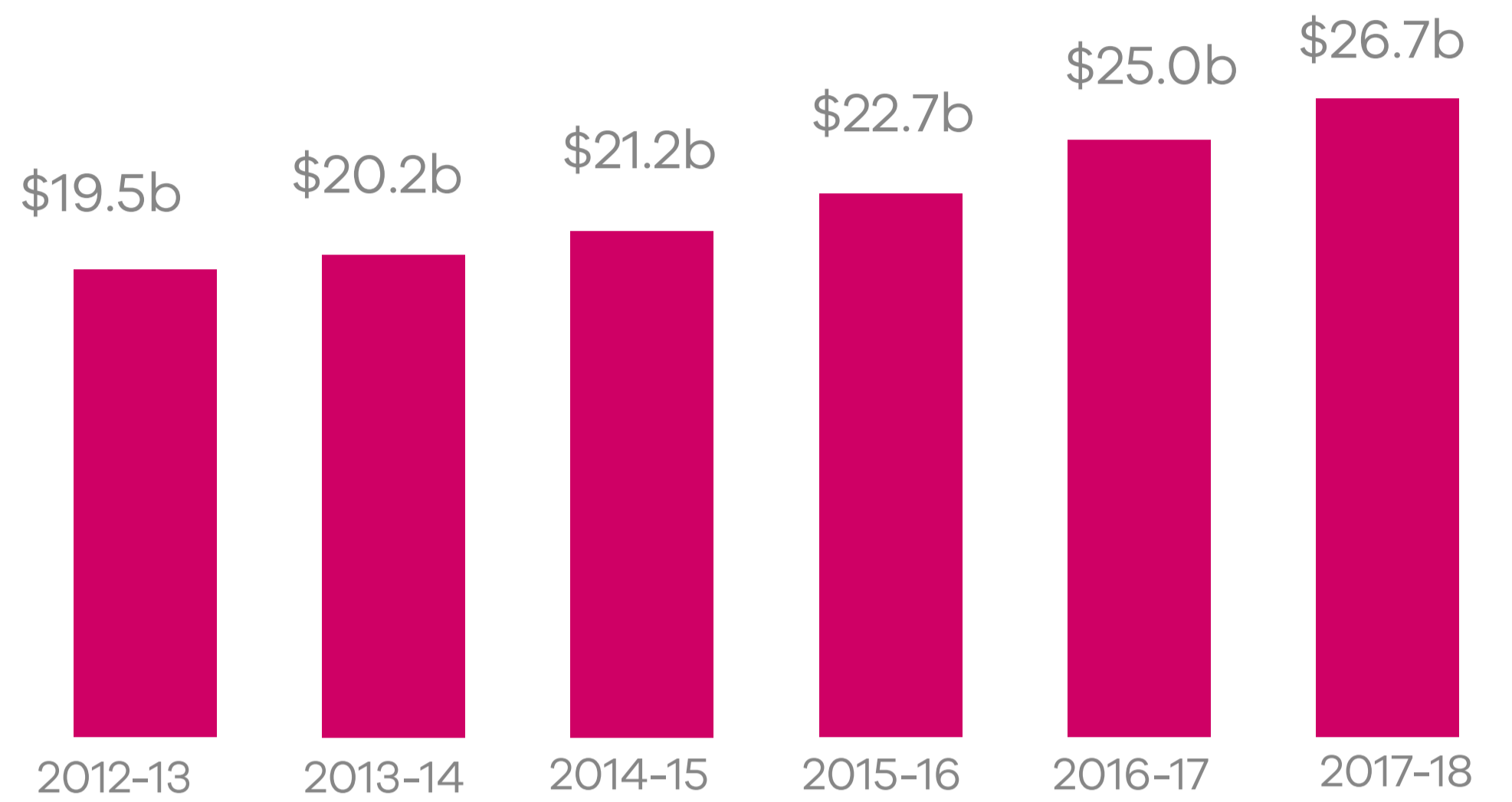
### VIC tourism GSP growth performance



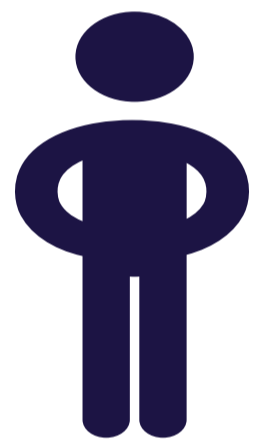
**+36.6%** growth since 2012-13

**+\$7.2b**

additional contribution to the economy since 2012-13



### Tourism jobs



**232,700 jobs**

**5.9%** growth from 2016-17

**7.2%** of the Victorian workforce

**156,400** Direct jobs

**76,300** Indirect jobs

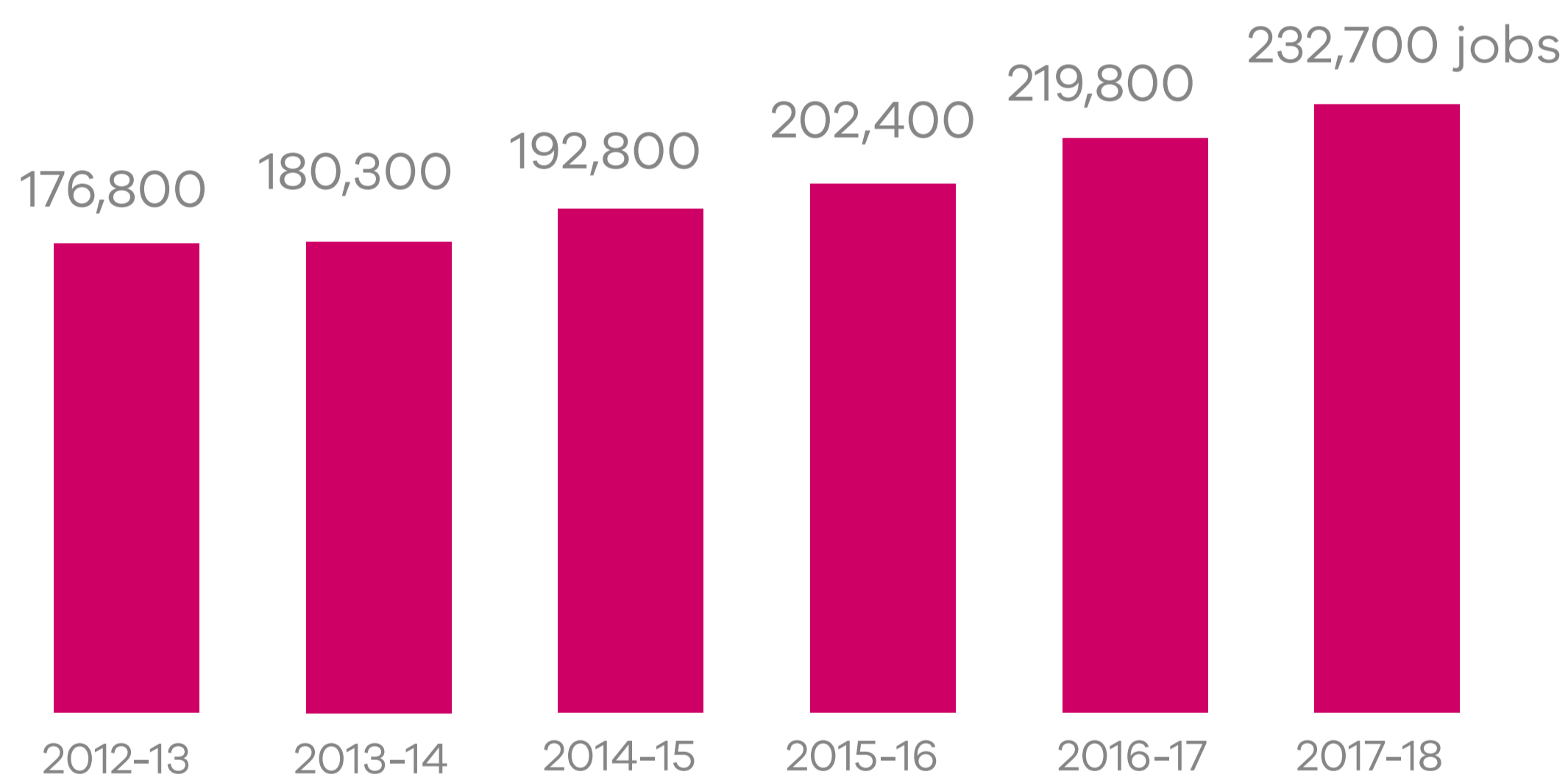
### VIC tourism jobs growth performance



**+31.7%** growth since 2012-13

**+55,900**

new jobs created since 2012-13



### Tourism contribution to GVA



**\$23.8 billion**

**7.4%** growth from 2016-17

**5.9%** share of state GVA

**\$11.8b** Direct GVA

**\$12.1b** Indirect GVA

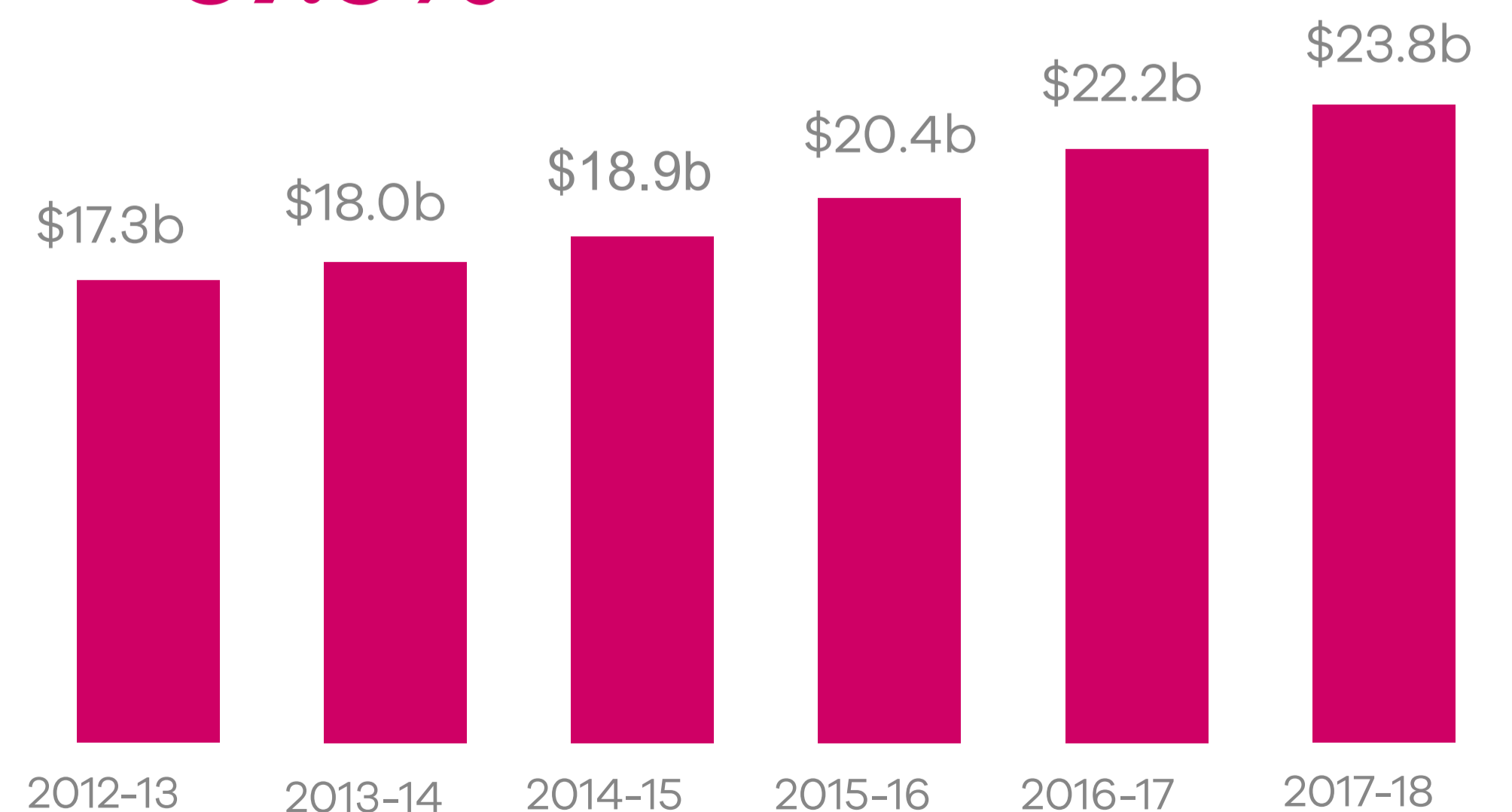
### VIC tourism GVA growth performance



**+37.9%** growth since 2012-13

**+\$6.6b**

additional contribution to the economy's GVA since 2012-13



GSP: Gross State Product. GVA: Gross Value Added.  
 Source: 2017-18 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released August 2019.  
 2017-18 STSA estimates are based on revised inputs and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes.  
 Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, August 2019.  
 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.

# Victoria's Visitor Economy

## 2017-18 Regional Tourism Satellite Account Results

### Tourism contribution to GRP



#### Melbourne

**\$16.7 billion** ▲ **7.9%** y/y

5.0% contribution to GRP

growth since 2012-13

**+\$4.8 billion** ▲ **40.4%**

additional GRP

#### Regional Victoria

**\$8.1 billion** ▲ **5.7%** y/y

8.6% contribution to GRP

growth since 2012-13

**+\$1.9 billion** ▲ **30.1%**

additional GRP

### Tourism employment



#### Melbourne

**130,000 jobs** ▲ **6.8%** y/y

5.6% contribution to jobs

growth since 2012-13

**+33,700 jobs** ▲ **35.0%**

additional jobs

#### Regional Victoria

**92,400 jobs** ▲ **5.0%** y/y

10.1% contribution to jobs

growth since 2012-13

**+19,200 jobs** ▲ **26.3%**

additional jobs

### Tourism contribution to GVA



#### Melbourne

**\$15.0 billion** ▲ **8.3%** y/y

4.8% contribution to GVA

growth since 2012-13

**+\$4.5 billion** ▲ **42.1%**

additional GVA

#### Regional Victoria

**\$7.2 billion** ▲ **6.1%** y/y

8.2% contribution to GVA

growth since 2012-13

**+\$1.7 billion** ▲ **30.5%**

additional GVA

### Tourism GRP and jobs in Victoria's regions (% of regional economy / % of regional jobs noted in brackets)

#### Murray

GRP: \$1.1 billion (7.2%)

Jobs: 13,000 (8.7%)

#### Goldfields

GRP: \$880 million (6.3%)

Jobs: 9,400 (7.1%)

#### Victoria's High Country

GRP: \$905 million (22.4%)

Jobs: 10,400 (24.9%)

#### Grampians

GRP: \$267 million (6.3%)

Jobs: 3,700 (8.9%)

#### Great Ocean Road

GRP: \$1.1 billion (15.4%)

Jobs: 11,800 (17.6%)

#### Geelong and the Bellarine

GRP: \$819 million (6.1%)

Jobs: 8,500 (7.0%)

#### Mornington Peninsula

GRP: \$1.0 billion (8.9%)

Jobs: 10,700 (9.4%)

#### Daylesford & the Macedon Ranges

GRP: \$283 million (10.1%)

Jobs: 4,200 (13.8%)

#### Gippsland

GRP: \$813 million (6.5%)

Jobs: 9,200 (8.4%)

#### Yarra Valley & Dandenong Ranges

GRP: \$610 million (6.6%)

Jobs: 7,200 (7.3%)

#### Phillip Island

GRP: \$395 million (34.7%)

Jobs: 4,300 (35.0%)

