

# Victoria's Visitor Economy

## 2018-19 State Tourism Satellite Account Results

### Tourism contribution to GSP



**\$29.4 billion**

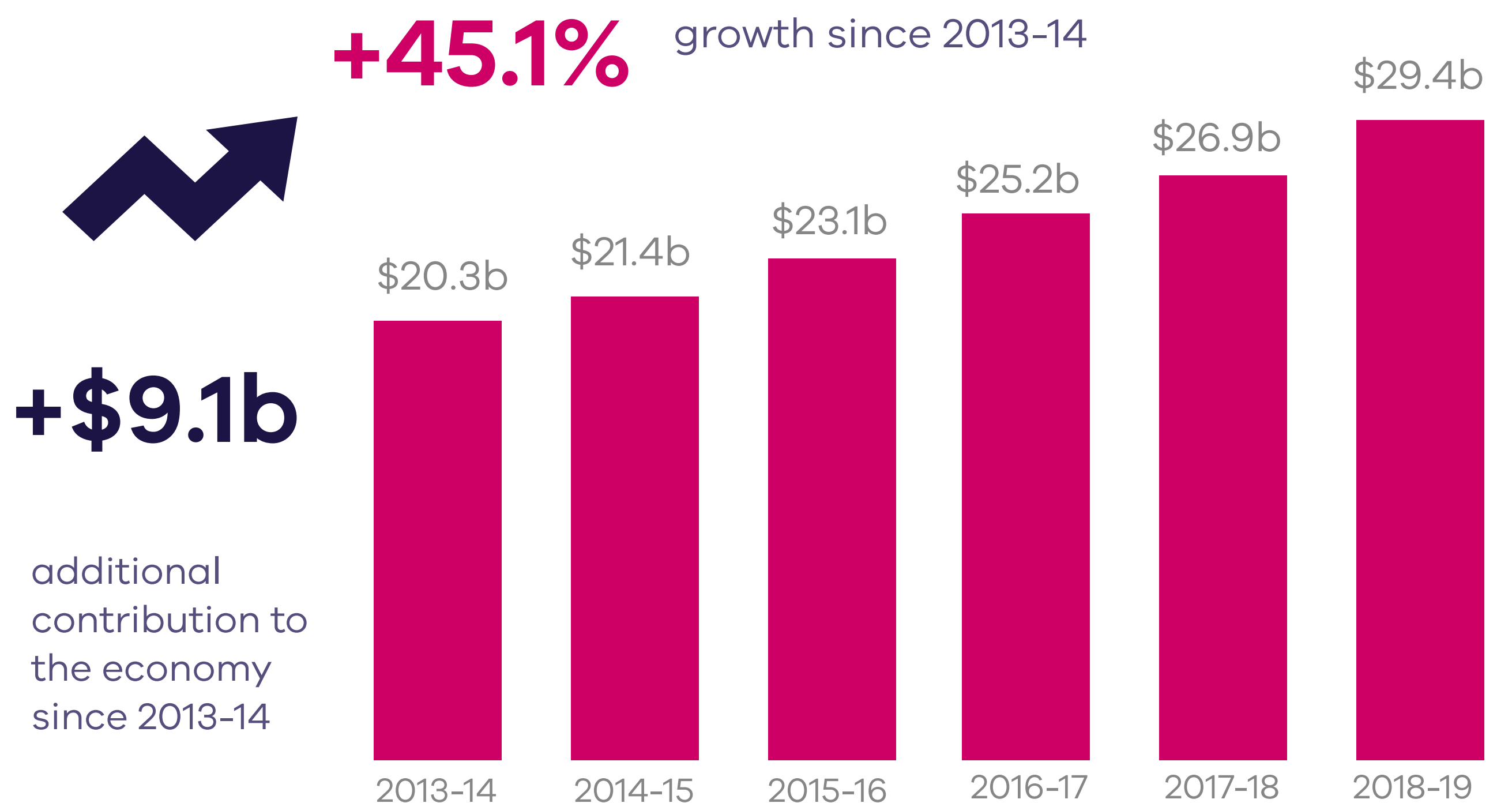
**▲ 9.1%** growth from 2017-18

**6.5%** of the Victorian economy

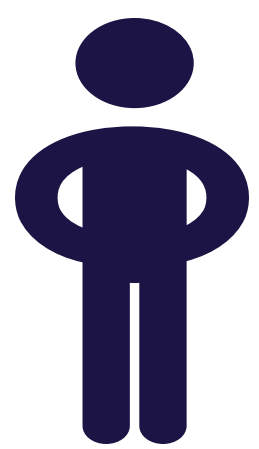
**\$14.7b** Direct GSP

**\$14.7b** Indirect GSP

### VIC tourism GSP growth performance



### Tourism jobs



**263,300 jobs**

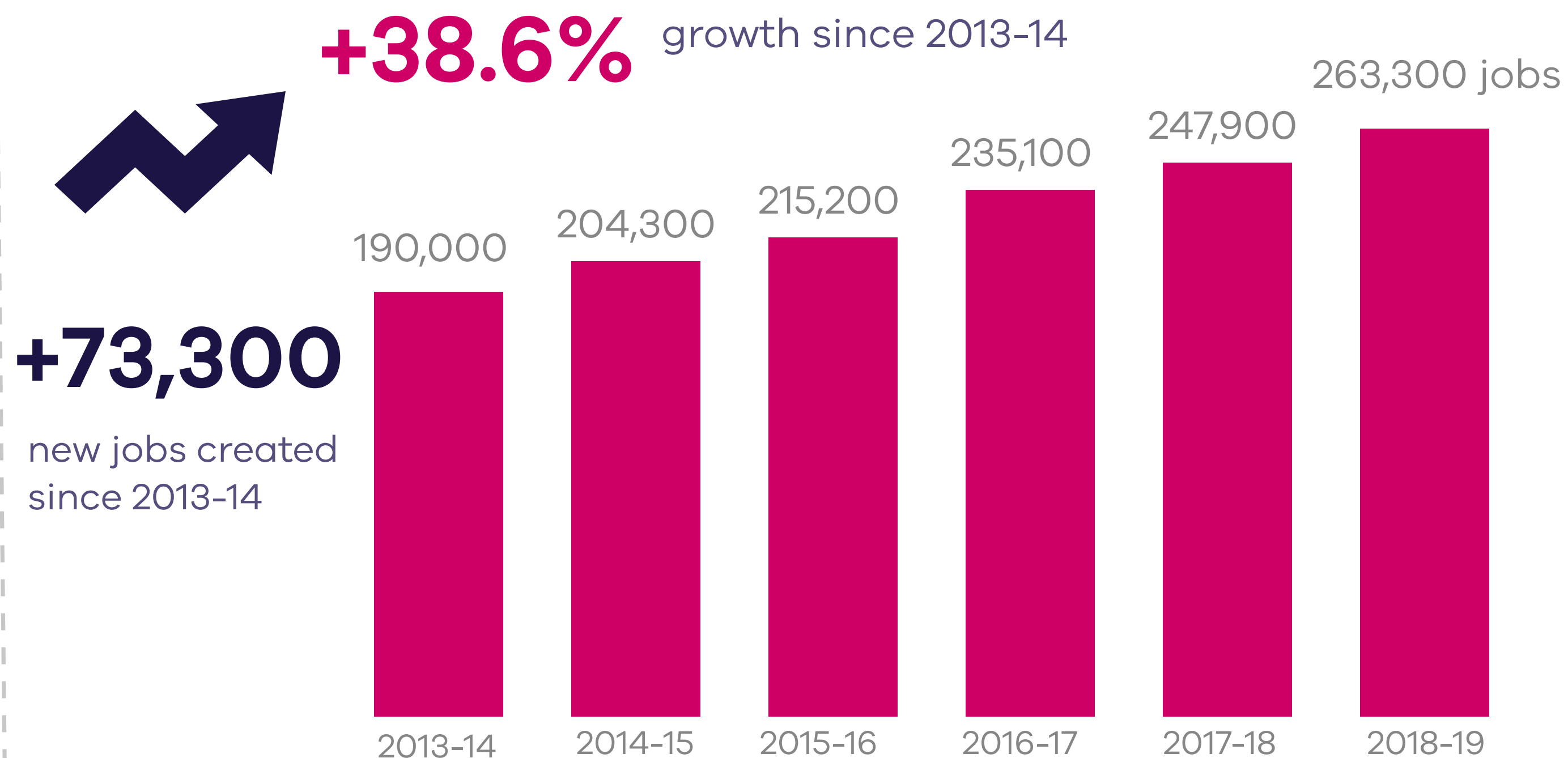
**▲ 6.2%** growth from 2017-18

**7.8%** of the Victorian workforce

**180,000** Direct jobs

**83,300** Indirect jobs

### VIC tourism jobs growth performance



### Tourism contribution to GVA



**\$26.6 billion**

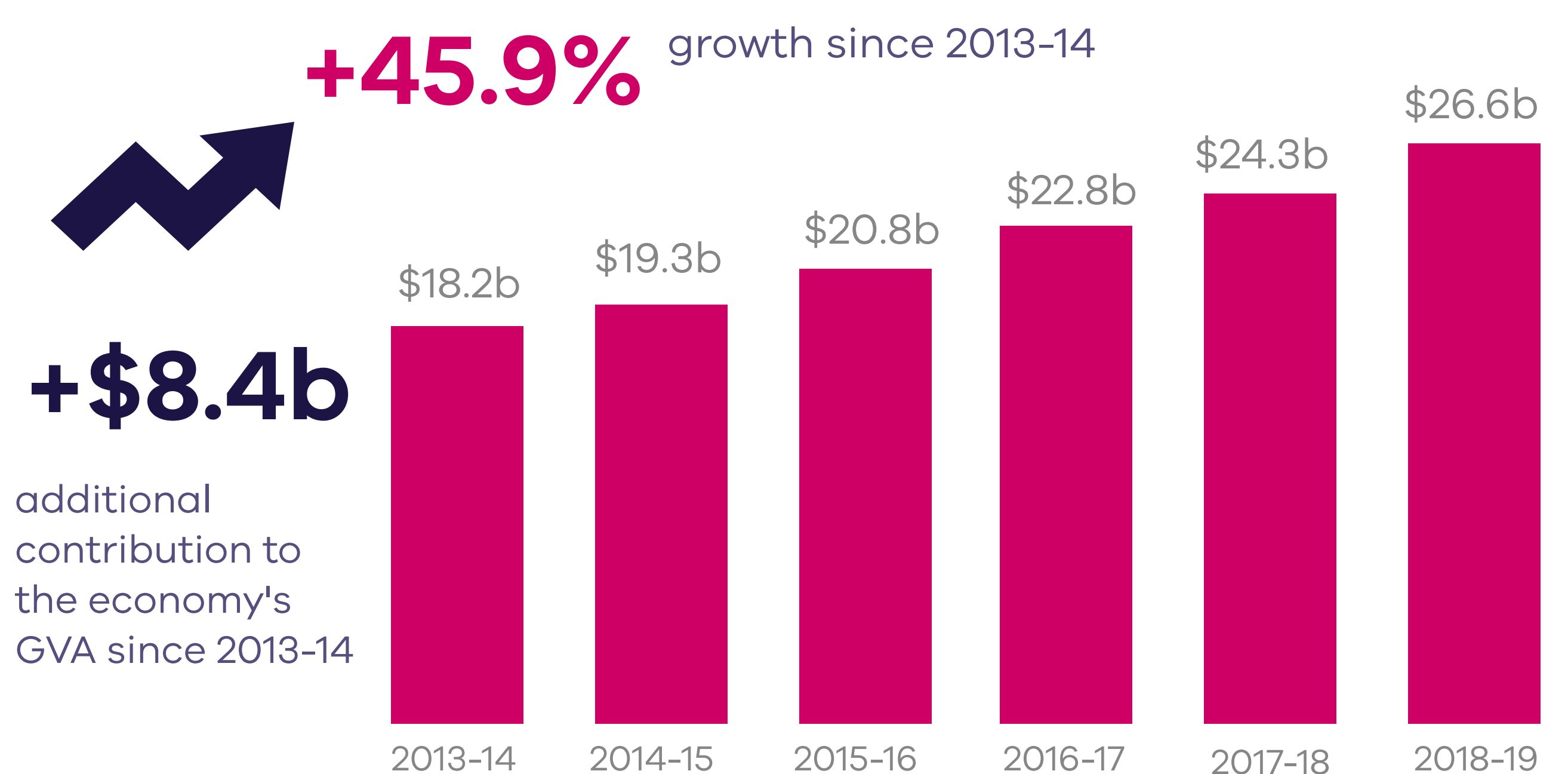
**▲ 9.6%** growth from 2017-18

**6.2%** share of state GVA

**\$13.5b** Direct GVA

**\$13.1b** Indirect GVA

### VIC tourism GVA growth performance

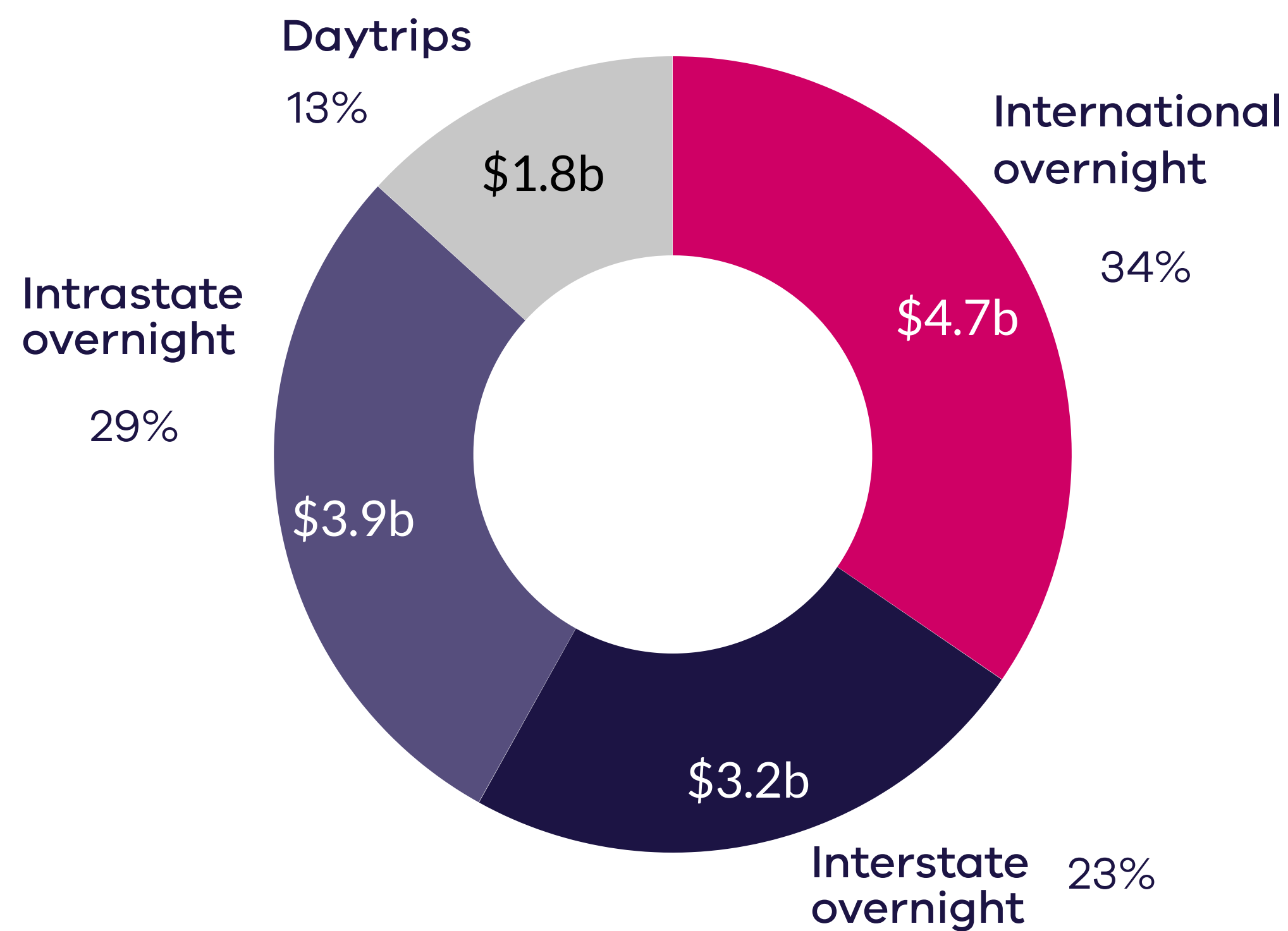


GSP: Gross State Product. GVA: Gross Value Added.  
 Source: 2018-19 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released May 2020  
 2018-19 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes.  
 Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, 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.

# Victoria's Visitor Economy

## 2018-19 State Tourism Satellite Account Results

### Direct tourism GVA composition by visitor type

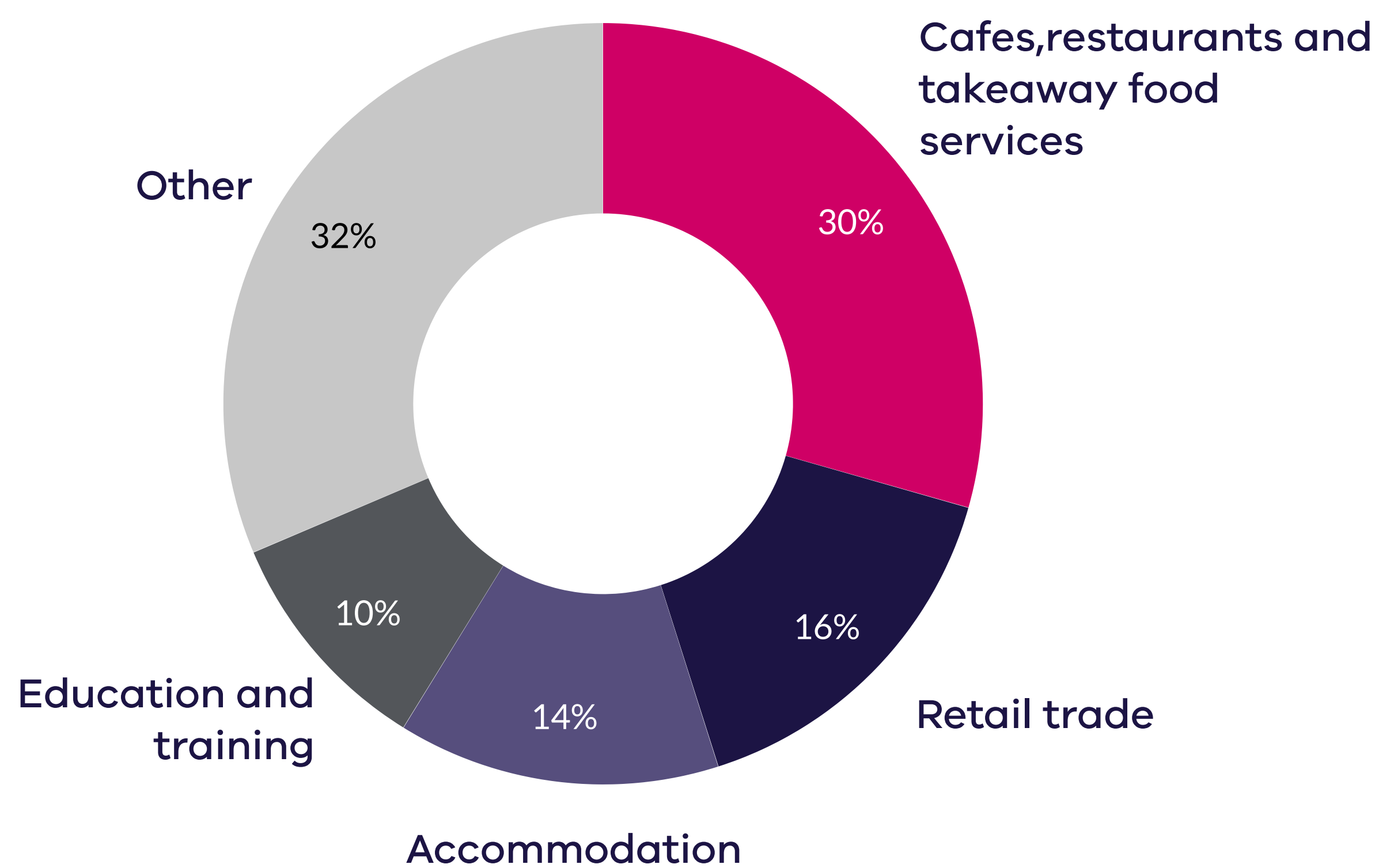


In 2018-19 total direct GVA in Victoria was made up of:

- 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).

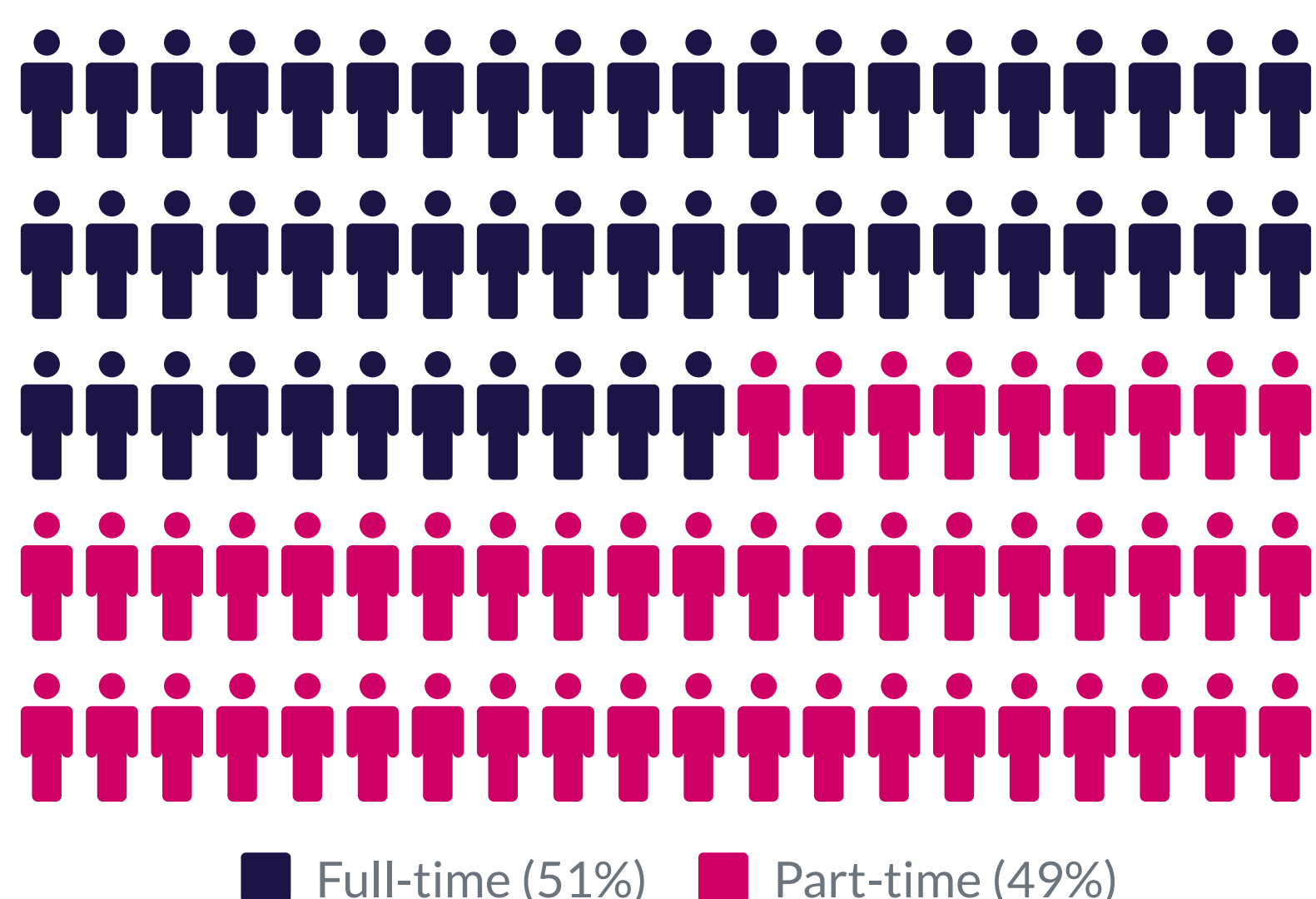
### Direct tourism employment by industry



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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# Victoria's Visitor Economy

## 2018-19 Regional Tourism Satellite Account Results

### Tourism contribution to GRP



#### Melbourne

**\$18.0 billion** ▲ **7.9%** y/y

5.1% contribution to GRP

growth since 2013-14

**+\$5.7 billion** ▲ **46.3%**  
additional GRP

#### Regional Victoria

**\$9.4 billion** ▲ **12.0%** y/y

9.4% contribution to GRP

growth since 2013-14

**+\$2.9 billion** ▲ **43.8%**  
additional GRP

### Tourism employment



#### Melbourne

**142,300 jobs** ▲ **5.3%** y/y

5.9% contribution to jobs

growth since 2013-14

**+39,600 jobs** ▲ **38.6%**  
additional jobs

#### Regional Victoria

**110,000 jobs** ▲ **7.6%** y/y

11.6% contribution to jobs

growth since 2013-14

**+30,300 jobs** ▲ **38.1%**  
additional jobs

### Tourism contribution to GVA



#### Melbourne

**\$16.4 billion** ▲ **8.4%** y/y

4.9% contribution to GVA

growth since 2013-14

**+\$5.2 billion** ▲ **46.9%**  
additional GVA

#### Regional Victoria

**\$8.5 billion** ▲ **12.6%** y/y

9.0% contribution to GVA

growth since 2013-14

**+\$2.6 billion** ▲ **44.6%**  
additional GVA

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

#### Murray

GRP: \$1.2 billion (7.4%)

Jobs: 14,500 (9.4%)

#### Goldfields

GRP: \$1.0 billion (7.0%)

Jobs: 11,300 (8.4%)

#### Victoria's High Country

GRP: \$1.1 billion (26.5%)

Jobs: 13,300 (31.0%)

#### Grampians

GRP: \$311 million (7.1%)

Jobs: 4,600 (10.5%)

#### Great Ocean Road

GRP: \$1.1 billion (15.8%)

Jobs: 13,100 (19.0%)

#### Geelong and the Bellarine

GRP: \$927 million (6.5%)

Jobs: 9,800 (7.8%)

#### Mornington Peninsula

GRP: \$1.1 billion (9.3%)

Jobs: 12,200 (10.4%)

#### Daylesford & the Macedon Ranges

GRP: \$317 million (10.6%)

Jobs: 5,000 (15.9%)

#### Gippsland

GRP: \$938 million (7.1%)

Jobs: 11,000 (9.7%)

#### Yarra Valley & Dandenong Ranges

GRP: \$778 million (7.8%)

Jobs: 9,300 (9.1%)

#### Phillip Island

GRP: \$529 million (43.9%)

Jobs: 5,900 (46.8%)

GRP: Gross Regional Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts.  
Source: 2018-19 Regional Tourism Satellite Accounts (RTSA), Tourism Research Australia, released September 2020 (latest available data).  
2018-19 RTSA estimates are based on revised inputs and should not be compared to previously released estimates. Data has been backcast to measure like-for-like growth changes. For further information on these changes visit the TRA website.  
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