

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

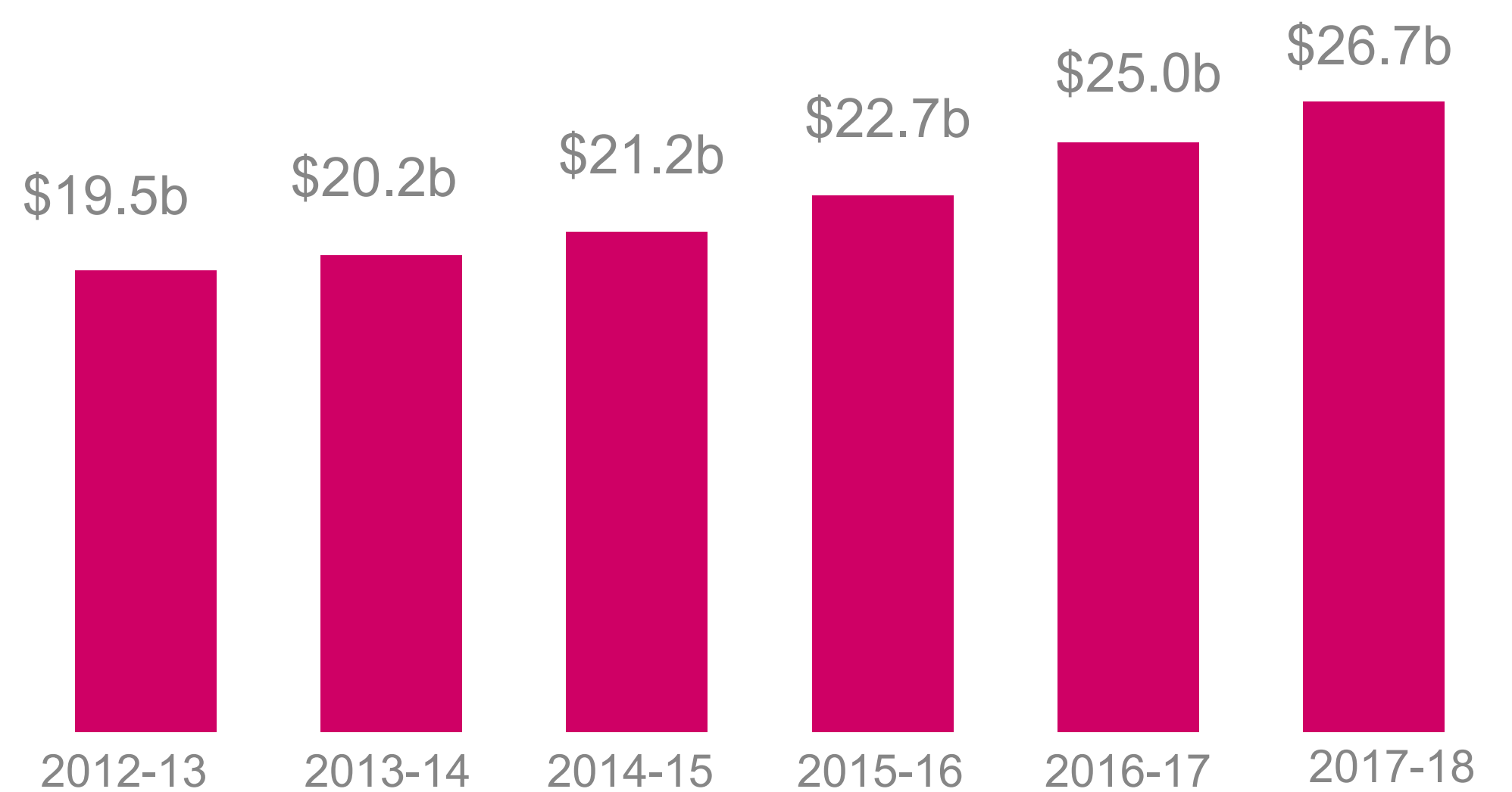
VIC tourism GSP growth performance



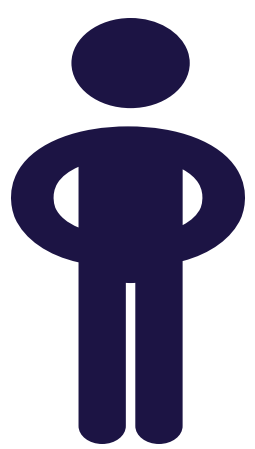
+36.6% growth since 2012-13

+\$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

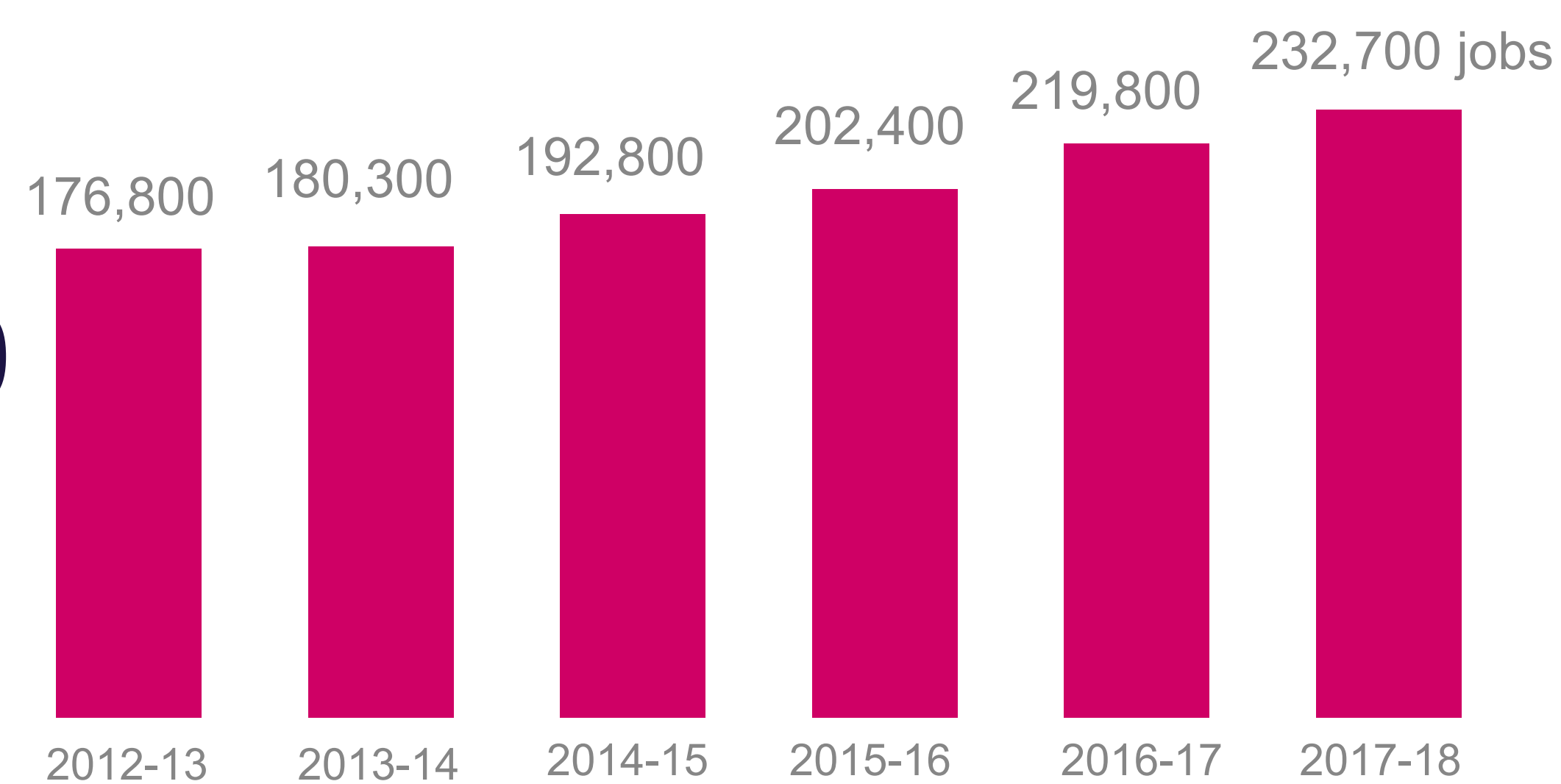
VIC tourism jobs growth performance



+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 GSP

\$12.1b Indirect GSP

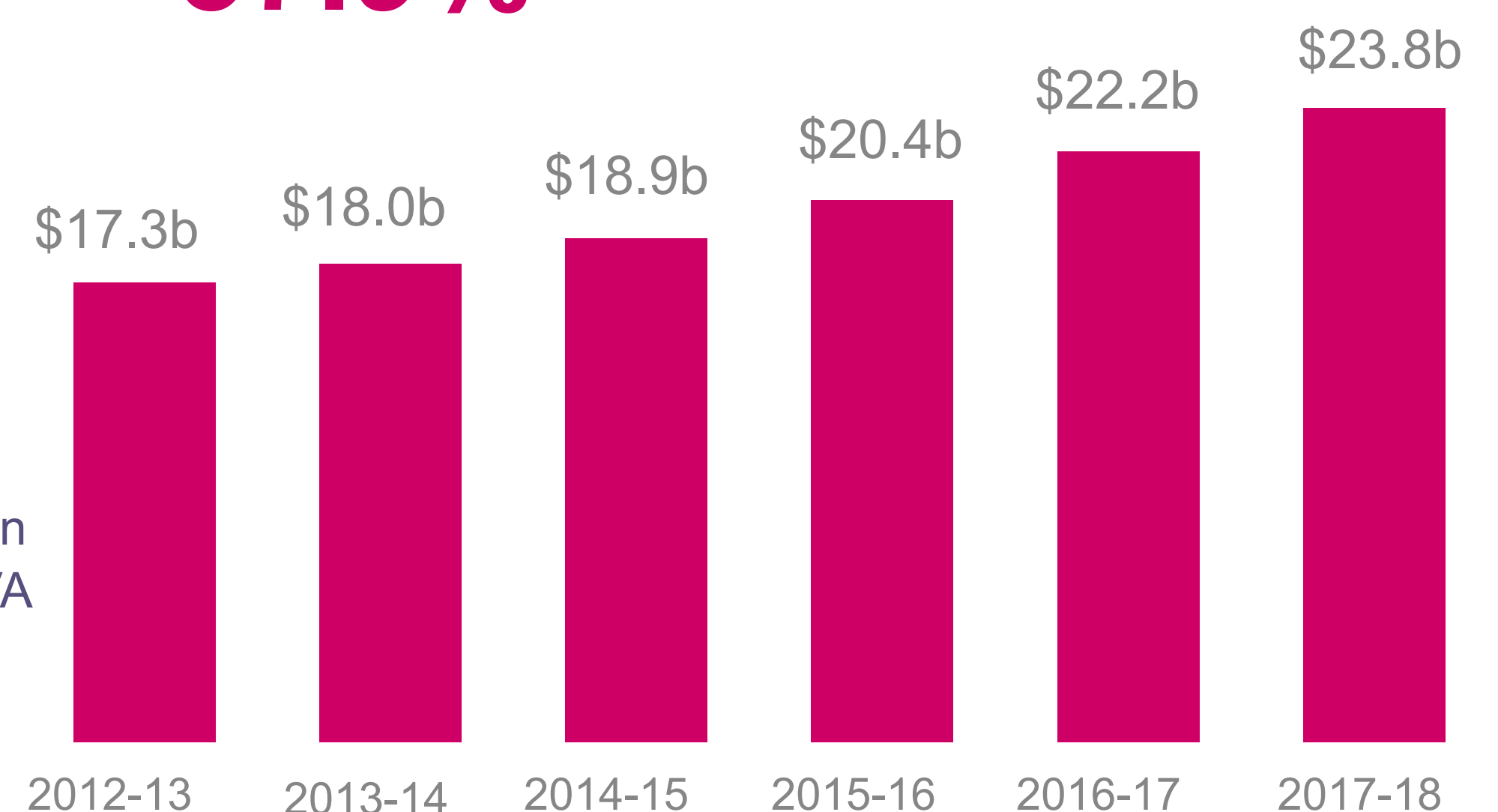
VIC tourism GVA growth performance



+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

2016-17 Regional Tourism Satellite Account Results (latest available)

Tourism contribution to GRP



Melbourne

\$15.7 billion ▲ **8.0%** y/y

growth since 2011-12

+\$4.1 billion ▲ **34.8%**
additional GRP

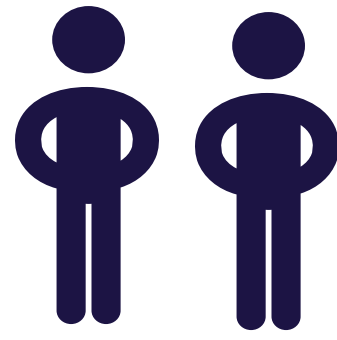
Regional Victoria

\$7.5 billion ▲ **10.3%** y/y

growth since 2011-12

+\$1.4 billion ▲ **22.5%**
additional GRP

Tourism employment



Melbourne

119,800 jobs ▲ **6.6%** y/y

growth since 2011-12

+22,500 jobs ▲ **23.1%**
additional jobs

Regional Victoria

85,600 jobs ▲ **8.9%** y/y

growth since 2011-12

+9,800 jobs ▲ **12.9%**
additional jobs

Tourism contribution to GVA



Melbourne

\$14.2 billion ▲ **8.2%** y/y

growth since 2011-12

+\$3.9 billion ▲ **38.4%**
additional GVA

Regional Victoria

\$6.6 billion ▲ **10.8%** y/y

growth since 2011-12

+\$1.3 billion ▲ **24.6%**
additional GVA

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

Murray

GRP: \$1.0 billion (6.9%)
Jobs: 12,000 (8.4%)

Goldfields

GRP: \$841 million (6.6%)
Jobs: 8,900 (7.3%)

Victoria's High Country

GRP: \$710 million (18.7%)
Jobs: 8,300 (21.0%)

Grampians

GRP: \$290 million (6.8%)
Jobs: 4,200 (10.0%)

Great Ocean Road

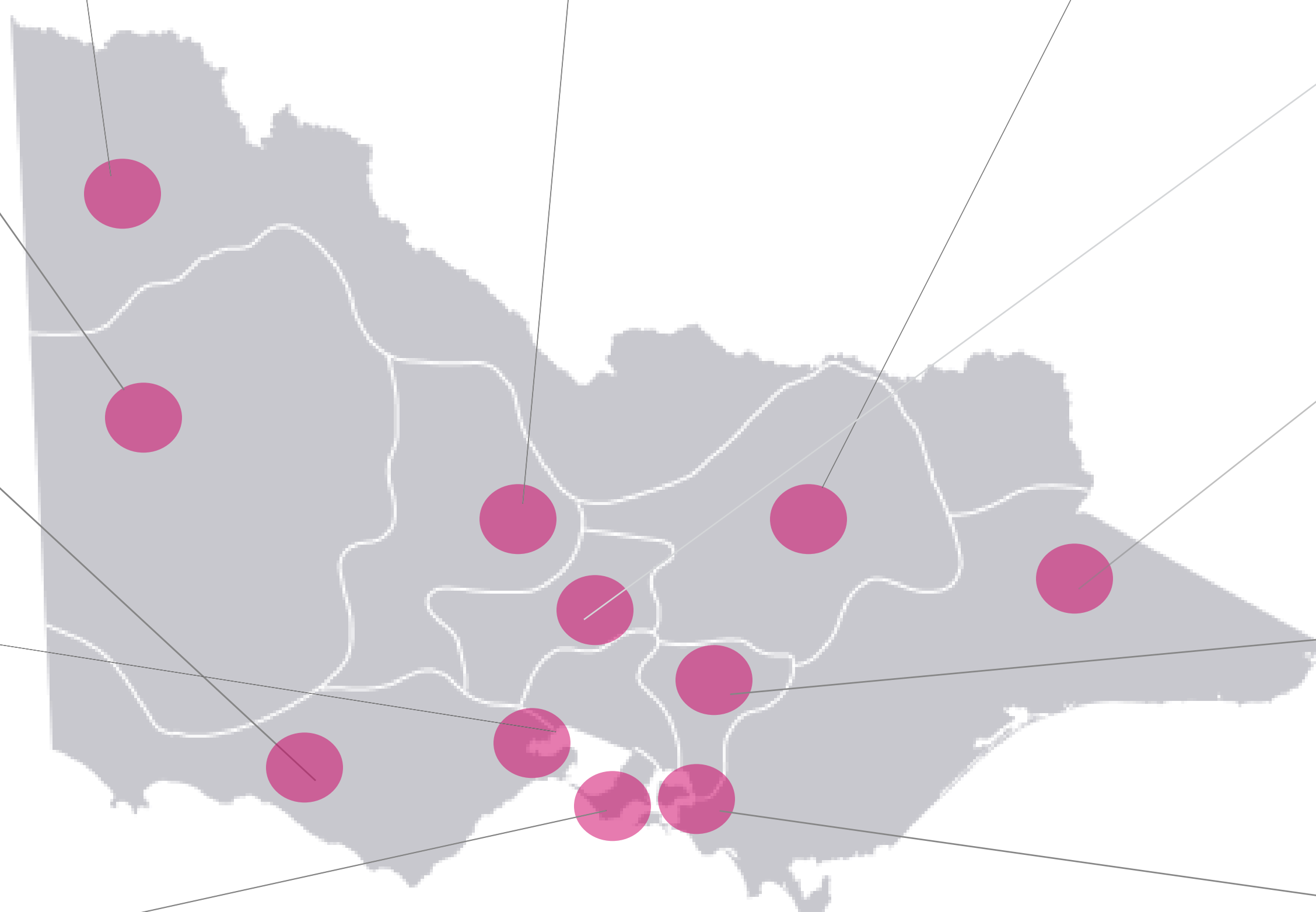
GRP: \$994 million (15.2%)
Jobs: 11,200 (17.8%)

Geelong and the Bellarine

GRP: \$783 million (6.3%)
Jobs: 8,100 (7.1%)

Mornington Peninsula

GRP: \$849 million (8.1%)
Jobs: 9,000 (8.6%)



Daylesford & the Macedon Ranges

GRP: \$272 million (10.5%)
Jobs: 4,000 (14.3%)

Gippsland

GRP: \$785 million (6.6%)
Jobs: 8,900 (8.6%)

Yarra Valley & Dandenong Ranges

GRP: \$574 million (6.6%)
Jobs: 6,600 (7.3%)

Phillip Island

GRP: \$407 million (39.1%)
Jobs: 4,400 (39.5%)

GRP: Gross Regional Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts
Source: 2016-17 Regional Tourism Satellite Accounts (RTSA), Tourism Research Australia, released July 2018 (latest available data due to a lag in the production of RTSA estimates following the release of STSA data).
2016-17 RTSA estimates are based on a revised methodology 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, August 2019.
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