

Gippsland

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for Gippsland. The region received 5.6 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$933 million in the year ending December 2018.

The Gippsland tourism region comprises two tourism sub-regions: Gippsland and Lakes.¹



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$785M ▲ 9.8%	6.6% ▲ 0.2%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$785 million to the region's economy in direct and indirect Gross Regional Product or 6.6 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
8,900 ▲ 8.8%	8.6% ▲ 0.4%pts

Tourism generated employment of approximately 8,900 people or 8.6 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$581M ▼ -2.6%	2.0M ▼ -7.1%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Gippsland in the year ending December 2018 was estimated to be \$581 million (-2.6 per cent year-on-year), with visitors spending an average of \$104 per night and \$292 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$302M ▲ 24.8%	3.6M ▲ 10.2%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$302 million in the year ending December 2018, an increase of 24.8 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$50M ▲ 52.4%	84,000 ▲ 16.2%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Gippsland was estimated to be \$50 million in the year ending December 2018, an increase of 52.4 per cent year-on-year.

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, 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: Tarra Bulga National Park, Gippsland

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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)	331	357	367	359	363	400	3.9%	10.3%
Indirect GRP (\$m)	350	373	387	359	352	385	1.9%	9.4%
Total GRP (\$m)	681	731	754	718	715	785	2.9%	9.8%
Direct GRP (%)	3.3%	3.4%	3.5%	3.3%	3.2%	3.4%	0.0%pt	0.1%pt
Indirect GRP (%)	3.5%	3.6%	3.7%	3.3%	3.1%	3.2%	-0.3%pt	0.1%pt
Total GRP (%)	6.8%	7.0%	7.2%	6.5%	6.4%	6.6%	-0.2%pt	0.2%pt
Persons Employed								
Direct Employment (000s)	6.5	7.1	6.9	6.5	6.2	6.7	0.7%	8.5%
Indirect Employment (000s)	1.9	2.1	2.1	2.0	2.0	2.2	2.8%	9.9%
Total Employment (000s)	8.4	9.2	9.0	8.5	8.1	8.9	1.2%	8.8%
Direct Employment (%)	7.0%	7.6%	7.3%	6.7%	6.2%	6.5%	-0.5%pt	0.3%pt
Indirect Employment (%)	2.0%	2.2%	2.3%	2.1%	2.0%	2.1%	0.1%pt	0.1%pt
Total Employment (%)	9.0%	9.8%	9.5%	8.8%	8.2%	8.6%	-0.4%pt	0.4%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)	2,858	3,104	3,351	3,519	3,220	3,550	4.4%	10.2%	63.1%
Overnight visitors (000's)	1,617	1,515	1,599	1,673	2,140	1,988	4.2%	-7.1%	35.4%
Total domestic visitors (000's)	4,476	4,619	4,950	5,192	5,360	5,538	4.4%	3.3%	98.5%
Visitor nights (000's)	5,077	4,376	4,876	4,647	5,979	5,577	1.9%	-6.7%	87.5%
Length of stay (nights)	3.1	2.9	3.0	2.8	2.8	2.8			
Daytrip Expenditure (\$m)	227	257	253	268	242	302	5.9%	24.8%	32.4%
Daytrip spend per trip	80	83	75	76	75	85			
Domestic Overnight Expenditure (\$m)	561	470	490	497	596	581	0.7%	-2.6%	62.3%
Domestic Overnight Spend per Visitor (\$)	347	310	306	297	279	292			
Domestic Overnight Spend per Night (\$)	111	107	100	107	100	104			
Total Domestic Expenditure (\$m)	789	727	743	765	838	883	2.3%	5.4%	94.6%
International									
Overnight visitors (000's)	57	51	69	68	73	84	8.3%	16.2%	1.5%
Visitor nights (000's)	459	746	779	581	623	798	11.7%	28.1%	12.5%
Length of stay (nights)	8.1	14.6	11.3	8.6	8.6	9.5			
International Overnight Expenditure (\$m)	24	38	38	30	33	50	15.5%	52.4%	5.4%
International Overnight Spend per Visitor (\$)	429	740	551	439	451	591			
International Overnight Spend per Night (\$)	53	51	49	51	53	63			
TOTALS									
Visitors (000's)	4,532	4,671	5,019	5,260	5,433	5,622	4.4%	3.5%	
Visitor nights (000's)	5,536	5,122	5,655	5,228	6,602	6,376	2.9%	-3.4%	
Expenditure (\$m)	813	764	781	795	871	933	2.8%	7.1%	

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

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¹ Gippsland 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 the Gippsland Tourism Region:

Region	SA2
Gippsland	Alps – West, Churchill, Drouin, Foster, Korumburra, Leongatha, Longford - Loch Sport, Maffra, Moe – Newborough, Morwell, Mount Baw Baw Region, Rosedale, Sale, Trafalgar, Traralgon, Warragul, Wilsons Promontory, Yallourn North – Glengarry, Yarram
Lakes	Alps – East, Bairnsdale, Bruthen – Omeo, Lake King, Lakes Entrance, Orbost, Paynesville

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. Please 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>