

Goldfields

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for the Goldfields tourism region. The region received almost 6.9 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$1.1 billion in the year ending December 2018.

The Goldfields tourism region comprises two tourism sub-regions: Ballarat and Bendigo Loddon.1



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$841M ▲ 18.7%	6.6% ▲ 0.8%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$841 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 ▲ 16.1%	7.3% ▲ 0.8%pts

Tourism generated employment of approximately 8,900 people or 7.3 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$581M ▲ 8.9%	1.8M ▲ 1.8%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Goldfields in the year ending December 2018 was estimated to be \$581 million (+8.9 per cent year-on-year), with visitors spending an average of \$147 per night and \$319 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$487M ► 0.7%	5M ▲ 9.5%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$487 million in the year ending December 2018, representing a slight change of 0.7 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$45M ▲ 14.7%	49,000 ▲ 12.2%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Goldfields was estimated to be \$45 million in the year ending December 2018 (+14.7 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: Bendigo Art Gallery

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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	315	344	349	350	416	4.7%	18.8%
Indirect GRP (\$m)	368	346	364	371	359	425	3.0%	18.6%
Total GRP (\$m)	698	661	708	720	709	841	3.8%	18.7%
Direct GRP (%)	3.1%	2.9%	3.1%	3.0%	2.9%	3.3%	0.2%pt	0.4%pt
Indirect GRP (%)	3.4%	3.2%	3.2%	3.2%	3.0%	3.4%	-0.1%pt	0.4%pt
Total GRP (%)	6.5%	6.1%	6.3%	6.1%	5.8%	6.6%	0.1%pt	0.8%pt
Persons Employed								
Direct Employment (000s)	5.9	5.6	5.7	5.9	5.6	6.4	1.7%	15.0%
Indirect Employment (000s)	2.0	1.9	2.0	2.1	2.0	2.4	3.9%	19.1%
Total Employment (000s)	7.9	7.5	7.7	8.0	7.6	8.9	2.2%	16.1%
Direct Employment (%)	5.4%	5.1%	5.1%	5.2%	4.8%	5.3%	-0.1%pt	0.5%pt
Indirect Employment (%)	1.8%	1.8%	1.8%	1.8%	1.7%	2.0%	0.2%pt	0.3%pt
Total Employment (%)	7.3%	6.8%	7.0%	7.0%	6.5%	7.3%	0.0%pt	0.8%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)	3,870	3,815	4,306	4,425	4,567	5,001	5.3%	9.5%	72.8%
Overnight visitors (000's)	1,368	1,495	1,528	1,695	1,792	1,824	5.9%	1.8%	26.5%
Total domestic visitors (000's)	5,238	5,309	5,834	6,121	6,358	6,825	5.4%	7.3%	99.3%
Visitor nights (000's)	2,966	3,313	3,507	3,876	4,393	3,958	5.9%	-9.9%	87.0%
Length of stay (nights)	2.2	2.2	2.3	2.3	2.5	2.2			
Daytrip Expenditure (\$m)	474	372	400	461	484	487	0.6%	0.7%	43.7%
Daytrip spend per trip	122	98	93	104	106	97			
Domestic Overnight Expenditure (\$m)	412	430	436	474	534	581	7.1%	8.9%	52.2%
Domestic Overnight Spend per Visitor (\$)	301	287	286	279	298	319			
Domestic Overnight Spend per Night (\$)	139	130	124	122	121	147			
Total Domestic Expenditure (\$m)	886	802	837	935	1,017	1,068	3.8%	5.0%	95.9%
International									
Overnight visitors (000's)	37	42	39	49	43	49	5.9%	12.2%	0.7%
Visitor nights (000's)	427	483	473	692	610	594	6.8%	-2.6%	13.0%
Length of stay (nights)	11.7	11.6	12.2	14.3	14.1	12.2			
International Overnight Expenditure (\$m)	31	35	30	-	39	45	8.0%	14.7%	4.1%
International Overnight Spend per Visitor (\$)	842	831	774	-	909	929			
International Overnight Spend per Night (\$)	72	72	63	-	64	76			
TOTALS									
Visitors (000's)	5,274	5,351	5,873	6,169	6,401	6,874	5.4%	7.4%	
Visitor nights (000's)	3,393	3,796	3,980	4,568	5,003	4,552	6.1%	-9.0%	
Expenditure (\$m)	917	837	867	980	1,057	1,113	4.0%	5.4%	

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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¹Goldfields 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 Goldfields Tourism Region:

Region	SA2
Ballarat	Alfredton, Ballarat, Ballarat – North, Ballarat – South, Buninyong, Delacombe, Golden Plains – North, Smythes Creek, Wendouree - Miners Rest, Avoca, Beaufort
Bendigo- Loddon	Bendigo, Bendigo Region – North, Bendigo Region – South, Castlemaine, Castlemaine Region, California Gully – Eaglehawk, East Bendigo– Kennington, Flora Hill - Spring Gully, Heathcote, Kangaroo Flat - Golden Square, Loddon, Maiden Gully, Maryborough, Maryborough Region, Strathfieldsaye, White Hills – Ascot

Regional definition changes

There was the following definitional change in 2017:

- 'Avoca' and 'Beaufort' SA2s are now included in the Ballarat sub-region (Goldfields region). They were previously in the Central Highlands sub-region (Grampians region).

All back data has been adjusted to reflect these changes.

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>