

Regional Victoria

Tourism Summary

Year Ending December 2019



Tourism is an important industry for regional Victoria. In the year ending December 2019, regional Victoria received approximately 62.1 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$12.1 billion.

GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$8.1B ▲ 5.7%	8.6% ▲ 0.1%pt

VALUE OF TOURISM

In 2017-18, tourism was estimated to be worth \$8.1 billion to regional Victoria (in direct and indirect Gross Regional Product), representing 8.6 per cent of regional Victoria's economy.

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
92,400 ▲ 5.0%	10.1% ▲ 0.2%pts

Tourism generated employment of approximately 92,400 people or 10.1 per cent of regional Victoria's employment (direct and indirect jobs).

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$7.5B ▲ 13.5%	19.1M ▲ 12.9%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in regional Victoria in the year ending December 2019 was estimated to be \$7.5 billion (+13.5 per cent year-on-year), with visitors spending an average of \$141 per night and \$392 per visitor.

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$4.1B ▲ 22.2%	42.4M ▲ 15.7%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$4.1 billion in the year ending December 2019, an increase of 22.2 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$611M ▲ 5.2%	594,000 ▲ 5.2%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in regional Victoria was estimated to be \$611 million in the year ending December 2019, an increase of 5.2 per cent year-on-year.

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Key Regional Tourism Statistics

Tourism Economic Contribution	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	3,018	3,135	3,290	3,418	3,783	4,040	6.0% p.a.	6.8%
Indirect GRP (\$m)	3,231	3,292	3,358	3,459	3,907	4,092	4.8% p.a.	4.7%
Total GRP (\$m)	6,249	6,427	6,648	6,878	7,690	8,132	5.4% p.a.	5.7%
Direct GRP (%)	3.8%	3.9%	3.9%	4.0%	4.2%	4.3%	0.4%pt	0.1%pt
Indirect GRP (%)	4.1%	4.1%	4.0%	4.0%	4.3%	4.3%	0.2%pt	0.0%pt
Total GRP (%)	8.0%	8.0%	7.9%	8.0%	8.5%	8.6%	0.6%pt	0.1%pt
Persons Employed								
Direct Employment (000s)	55.6	55.5	59.3	60.2	66.4	69.5	4.5% p.a.	4.7%
Indirect Employment (000s)	17.5	18.1	18.7	19.5	21.6	22.9	5.5% p.a.	5.9%
Total Employment (000s)	73.2	73.6	78.0	79.6	88.0	92.4	4.8% p.a.	5.0%
Direct Employment (%)	6.9%	6.8%	7.1%	7.0%	7.4%	7.6%	0.7%pt	0.1%pt
Indirect Employment (%)	2.2%	2.2%	2.2%	2.3%	2.4%	2.5%	0.3%pt	0.1%pt
Total Employment (%)	9.1%	9.0%	9.3%	9.3%	9.9%	10.1%	1.0%pt	0.2%pt

Visitors, Nights and Expenditure	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	AAG (YE Dec 2014-19) (% p.a.)	YOY change (YE Dec 2018-19) (%)	YE Dec 19 Share of Total
Domestic									
Daytrip visitors (000's)	28,469	30,066	31,884	34,565	36,661	42,407	8.3% p.a.	15.7%	68.3%
Overnight visitors (000's)	12,671	13,324	13,955	16,537	16,873	19,051	8.5% p.a.	12.9%	30.7%
Total domestic visitors (000's)	41,141	43,390	45,839	51,103	53,534	61,458	8.4% p.a.	14.8%	99.0%
Visitor nights (000's)	37,193	37,694	39,932	46,169	46,990	52,783	7.3% p.a.	12.3%	84.4%
Length of stay (nights)	2.9	2.8	2.9	2.8	2.8	2.8			
Daytrip Expenditure (\$m)	2,621	2,614	2,810	3,231	3,330	4,070	9.2% p.a.	22.2%	33.5%
Daytrip spend per trip	92	87	88	93	91	96			
Domestic Overnight Expenditure (\$m)	4,677	4,825	5,149	6,065	6,574	7,459	9.8% p.a.	13.5%	61.4%
Domestic Overnight Spend per Visitor (\$)	369	362	369	367	390	392			
Domestic Overnight Spend per Night (\$)	126	128	129	131	140	141			
Total Domestic Expenditure (\$m)	7,297	7,439	7,959	9,296	9,904	11,530	9.6% p.a.	16.4%	95.0%
International									
Overnight visitors (000's)	380	455	496	532	565	594.2	9.4% p.a.	5.2%	1.0%
Visitor nights (000's)	6,243	6,893	7,126	7,959	8,126	9,787	9.4% p.a.	20.4%	15.6%
Length of stay (nights)	16.4	15.1	14.4	15.0	14.4	16.5			
International Overnight Expenditure (\$m)	370	436	479	523	581	611.1	10.5% p.a.	5.2%	5.0%
International Overnight Spend per Visitor (\$)	974	958	966	982	1,028	1,028			
International Overnight Spend per Night (\$)	59	63	67	66	71	62			
TOTALS									
Visitors (000's)	41,521	43,845	46,335	51,635	54,099	62,053	8.4% p.a.	14.7%	
Visitor nights (000's)	43,437	44,587	47,059	54,128	55,116	62,570	7.6% p.a.	13.5%	
Expenditure (\$m)	7,668	7,875	8,438	9,818	10,485	12,141	9.6% p.a.	15.8%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2019, Tourism Research Australia.

Regional Tourism Satellite Account 2017-18, Tourism Research Australia

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2019 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

Note: Figures noted as '1' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

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¹ Regional Victoria 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>

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. Refer to:
<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

More Information

For further information on National Visitor Survey methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.
<https://www.tra.gov.au/Domestic/national-visitor-survey-methodology>

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 Regional Tourism Satellite Accounts 2017-18, please refer to:
<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2017-18, published by Tourism Research Australia refer to the full report:
<https://www.tra.gov.au/economic-analysis/economic-value/state-tourism-satellite-account/state-tourism-satellite-account>

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.