

Victoria's High Country

Regional Tourism Summary

Year Ending December 2019



Tourism is an important industry for Victoria's High Country¹. The region received approximately 4.2 million domestic (overnight and daytrip) and international overnight visitors combined, who spent \$1.3 billion in the year ending December 2019.

GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$905M ▲ 24.0%	22.4% ▲ 3.6%pts

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
10,400 ▲ 22.3%	24.9% ▲ 4.0%pts

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$1.0B ▲ 6.1%	2.1M ▲ 7.7%

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$218M ▼ -8.1%	2.1M ▲ 0.6%

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$22M ▼ -17.0%	33,000 ▼ -13.3%

VALUE OF TOURISM

In 2017-18, tourism was estimated to be worth \$905 million to the region's economy (in direct and indirect Gross Regional Product), representing 22.4 per cent of the region's economy.

Tourism generated employment of approximately 10,400 people or 24.9 per cent of the region's employment.

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria's High Country in the year ending December 2019 was estimated to be \$1.0 billion (+6.1 per cent year-on-year), with visitors spending an average of \$179 per night and \$496 per visitor.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$218 million in the year ending December 2019, a decrease of 8.1 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria's High Country was estimated to be \$22 million in the year ending December 2019, a decrease of 17.0 per cent year-on-year.

Victoria's High Country

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)	292	272	348	343	360	445	8.8% p.a.	23.7%
Indirect GRP (\$m)	309	277	353	344	369	459	8.3% p.a.	24.4%
Total GRP (\$m)	601	549	701	687	730	905	8.5% p.a.	24.0%
Direct GRP (%)	8.6%	7.9%	9.6%	9.4%	9.3%	11.0%	2.4%pt	1.7%pt
Indirect GRP (%)	9.0%	8.0%	9.7%	9.4%	9.5%	11.4%	2.3%pt	1.9%pt
Total GRP (%)	17.6%	15.8%	19.3%	18.8%	18.8%	22.4%	4.8%pt	3.6%pt
Persons Employed								
Direct Employment (000s)	5.4	4.9	6.3	6.1	6.5	7.8	7.6% p.a.	21.1%
Indirect Employment (000s)	1.7	1.5	2.0	1.9	2.0	2.6	9.1% p.a.	26.1%
Total Employment (000s)	7.1	6.4	8.3	8.0	8.5	10.4	7.9% p.a.	22.3%
Direct Employment (%)	14.9%	13.1%	16.7%	15.6%	15.9%	18.8%	3.9%pt	2.8%pt
Indirect Employment (%)	4.6%	4.1%	5.2%	5.0%	5.0%	6.2%	1.6%pt	1.1%pt
Total Employment (%)	19.4%	17.2%	21.9%	20.5%	20.9%	24.9%	5.5%pt	4.0%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)	1,391	1,411	1,526	1,764	2,061	2,075	8.3% p.a.	0.6%	49.6%
Overnight visitors (000's)	1,347	1,442	1,482	1,751	1,927	2,075	9.0% p.a.	7.7%	49.6%
Total domestic visitors (000's)	2,738	2,853	3,008	3,515	3,989	4,150	8.7% p.a.	4.0%	99.2%
Visitor nights (000's)	4,169	4,089	4,416	5,056	5,800	5,743	6.6% p.a.	-1.0%	94.9%
Length of stay (nights)	3.1	2.8	3.0	2.9	3.0	2.8			
Daytrip Expenditure (\$m)	140	115	138	193	237	218	9.3% p.a.	-8.1%	17.2%
Daytrip spend per trip	100	81	91	110	115	105			
Domestic Overnight Expenditure (\$m)	589	580	658	836	970	1,029	11.8% p.a.	6.1%	81.1%
Domestic Overnight Spend per Visitor (\$)	437	402	444	477	503	496			
Domestic Overnight Spend per Night (\$)	141	142	149	165	167	179			
Total Domestic Expenditure (\$m)	728	695	797	1,029	1,207	1,247	11.4% p.a.	3.3%	98.3%
International									
Overnight visitors (000's)	20	24	29	32	38	33	9.9% p.a.	-13.3%	0.8%
Visitor nights (000's)	363	-	420	472	486	308	-3.2% p.a.	-36.5%	5.1%
Length of stay (nights)	17.8	-	14.7	14.6	12.9	9.4			
International Overnight Expenditure (\$m)	-	14	28	21	26	22	-	-17.0%	1.7%
International Overnight Spend per Visitor (\$)	-	566	971	658	702	672			
International Overnight Spend per Night (\$)	-	-	66	45	54	71			
TOTALS									
Visitors (000's)	2,758	2,877	3,037	3,548	4,026	4,182	8.7% p.a.	3.9%	
Visitor nights (000's)	4,532	4,322	4,836	5,528	6,286	6,052	6.0% p.a.	-3.7%	
Expenditure (\$m)	746	709	824	1,050	1,233	1,269	11.2% p.a.	2.9%	

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 '-' are under the publishable threshold.

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

Victoria's High Country

¹ Victoria's High Country 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 Victoria's High Country tourism region:

Region	SA2
High Country	Beechworth, Benalla, Benalla Region, Bright - Mount Beauty, Chiltern - Indigo Valley, Mansfield, Myrtleford, Rutherglen, Towong, Wangaratta, Wangaratta Region, Yackandandah

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.