

Victoria's High Country

Regional Tourism Summary

Year Ending September 2020



Travel in 2020 has been severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on travel that were progressively implemented from February 2020.

Tourism is an important industry for Victoria's High Country¹. The region received approximately 2.2 million domestic (overnight and daytrip) and international overnight visitors combined, who spent \$543 million in the year ending September 2020.

GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$1.1B ▲ 22%	26.5% ▲ 3.6%pts

VALUE OF TOURISM

In 2018-19, tourism was estimated to be worth \$1.1 billion to the region's economy (in direct and indirect Gross Regional Product), representing 26.5 per cent of the region's economy.

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
13,300 ▲ 16%	31.0% ▲ 3.4%pts

Tourism generated employment of approximately 13,300 people or 31.0 per cent of the region's employment.

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$422M ▼ -59%	1.0M ▼ -52%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria's High Country in the year ending September 2020 was estimated to be \$422 million (-59 per cent year-on-year), with visitors spending an average of \$130 per night and \$421 per visitor.

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$116M ▼ -42%	1.2M ▼ -39%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$116 million in the year ending September 2020, a decrease of 42 per cent compared to the previous year.

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$6M ▼ -78%	16,000 ▼ -56%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria's High Country was estimated to be \$6 million in the year ending September 2020, a decrease of 78 per cent year-on-year.

Sources: National and International Visitor Surveys and Regional Expenditure Model, September 2020, Tourism Research Australia (TRA), released January 2021.

Regional Tourism Satellite Account 2018-19, TRA, released September 2020.

All growth rates noted on this page are year-on-year percentage changes.

Data correct at time of publishing. Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, January 2021.

Image: Mount Hotham



Jobs,
Precincts
and Regions

Victoria's High Country

Key Regional Tourism Statistics

Tourism Economic Contribution	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	AAG (2014-19) (% p.a.)	YOY change (2018-19) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	289	371	367	387	476	590	15% p.a.	24%
Indirect GRP (\$m)	268	345	338	356	457	546	15% p.a.	20%
Total GRP (\$m)	557	716	705	743	933	1,136	15% p.a.	22%
Direct GRP (%)	8.3%	10.2%	10.0%	10.0%	11.7%	13.7%	5.4%pt	2.0%pt
Indirect GRP (%)	7.7%	9.5%	9.2%	9.1%	11.2%	12.7%	5.0%pt	1.5%pt
Total GRP (%)	16.1%	19.7%	19.3%	19.1%	22.9%	26.5%	10.4%pt	3.6%pt
Persons Employed								
Direct Employment (000s)	5.4	7.0	6.8	7.2	8.9	10.2	14% p.a.	14%
Indirect Employment (000s)	1.5	2.0	1.9	2.0	2.6	3.2	16% p.a.	21%
Total Employment (000s)	6.9	9.0	8.7	9.3	11.5	13.3	14% p.a.	16%
Direct Employment (%)	14.5%	18.5%	17.3%	17.8%	21.3%	23.6%	9.1%pt	2.3%pt
Indirect Employment (%)	4.1%	5.2%	5.0%	5.0%	6.3%	7.4%	3.3%pt	1.1%pt
Total Employment (%)	18.6%	23.6%	22.3%	22.8%	27.6%	31.0%	12.4%pt	3.4%pt

Visitors, Nights and Expenditure	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	AAG (YE Sep 2015-20) (% p.a.)	YOY change (YE Sep 2019-20) (%)	YE Sep 20 Share of Total
Domestic									
Daytrip visitors (000's)	1,350	1,645	1,654	1,994	1,954	1,198	-2% p.a.	-39%	54.1%
Overnight visitors (000's)	1,437	1,478	1,673	1,868	2,066	1,001	-7% p.a.	-52%	45.2%
Total domestic visitors (000's)	2,787	3,123	3,327	3,862	4,020	2,199	-5% p.a.	-45%	99.3%
Visitor nights (000's)	4,216	4,447	4,871	5,279	6,051	3,251	-5% p.a.	-46%	95.1%
Length of stay (nights)	2.9	3.0	2.9	2.8	2.9	3.2			
Daytrip Expenditure (\$m)	115	142	191	222	200	116	0.1% p.a.	-42%	21.3%
Daytrip spend per trip	85	86	116	111	102	97			
Domestic Overnight Expenditure (\$m)	604	649	796	928	1,036	422	-7% p.a.	-59%	77.6%
Domestic Overnight Spend per Visitor (\$)	420	439	476	497	502	421			
Domestic Overnight Spend per Night (\$)	143	146	163	176	171	130			
Total Domestic Expenditure (\$m)	719	791	987	1,150	1,237	537	-6% p.a.	-57%	98.9%
International									
Overnight visitors (000's)	20	31	34	30	36	16	-5% p.a.	-56%	0.7%
Visitor nights (000's)	-	400	561	299	419	-	-	-	-
Length of stay (nights)	-	12.9	16.6	9.9	11.6	-			
International Overnight Expenditure (\$m)	-	24	25	19	27	6	-	-78%	1.1%
International Overnight Spend per Visitor (\$)	-	787	748	624	759	379			
International Overnight Spend per Night (\$)	-	61	45	63	66	-			
TOTALS									
Visitors (000's)	2,807	3,154	3,361	3,892	4,056	2,215	-5% p.a.	-45%	
Visitor nights (000's)	4,412	4,846	5,432	5,578	6,470	3,417	-5% p.a.	-47%	
Expenditure (\$m)	733	815	1,013	1,169	1,264	543	-6% p.a.	-57%	

Sources: National and International Visitor Surveys and Regional Expenditure Model, September 2020, TRA, released January 2021.

Regional Tourism Satellite Account 2018-19, TRA, released September 2020.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the TRA NVS Methodology.

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

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

Factsheet published by the TEVE Research Unit, January 2021



Jobs,
Precincts
and Regions

Victoria's High Country

¹Victoria'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>

Refer to the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data for the June and September quarters 2020. Estimates for Melbourne in those quarters are calculated using the main state of stay as Victoria, for those arriving and quarantining in Melbourne. For the year ending September 2020 measures, individual regions are calculated using the six months from October 2019 to March 2020. The combined regional Victoria estimates (balance) include additional international visitors that are unallocated to a destination, reflecting that we do not know where in Victoria they went (as that information is usually gathered through the survey interview process) and with minimal impact on results for the period (~1-2%).

For further information on the methodology and key concepts for the Regional Tourism Satellite Accounts 2018-19, please refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2018-19, 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.