

Victoria

State Tourism Summary

Year Ending December 2021



The visitor economy has suffered immense losses since the start of the COVID-19 pandemic, with large declines recorded across most top-level measures compared to the pre-pandemic results. However, early signs of recovery are evident as restrictions have been progressively lifted and some measures have improved relative to the performance of 2020 during a period of limited travel.

Tourism is an important industry for Victoria. In the year ending December 2021, Victoria received approximately 57.8 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$14.7 billion.

GROSS STATE PRODUCT



GSP	% OF ECONOMY
\$23.4B ▼-21% y/y	5.0% ▼ -1.5%pts

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
232,000 ▼-12% y/y	6.8% ▼ -1.0%pts

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$10.0B +43% y/y	18.0M +29% y/y
▼ -41% 2019/21	▼ -40% 2019/21

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$4.4B +25% y/y	39.7M +13% y/y
▼ -34% 2019/21	▼ -41% 2019/21

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$278M -89% y/y	62,000 -90% y/y
▼ -97% 2019/21	▼ -98% 2019/21

VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$23.4 billion to Victoria (in direct and indirect Gross State Product), representing 5.0 per cent of Victoria's economy.

Tourism generated employment of approximately 232,000 people (direct and indirect jobs) or 6.8 per cent of Victoria's employment.

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending December 2021 was estimated to be \$10.0 billion, up 43 per cent on 2020 during a period of low activity. However, overnight spend remained 41 per cent below the year ending December 2019 (pre-COVID) result. Visitors spent an average of \$176 per night and \$558 per visitor in 2021.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$4.4 billion in the year ending December 2021, a decrease of 34 per cent compared to the year ending December 2019. However, daytrip spend was up 25 per cent on 2020 during a period of low activity.

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$278 million in the year ending December 2021, a decrease of 97 per cent compared to the year ending December 2019.

Growth rates for Gross Regional Product and Employment are year-on-year percentage changes, for 2019-20 vs 2018-19.

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, Tourism Research Australia (TRA), released March 2022.

State Tourism Satellite Account 2019-20, TRA, released June 2021

Data correct at time of publishing. Factsheet published by the Tourism and Events Strategy and Reform (TESR) Research Unit, March 2022.



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Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	YOY change (2019-20) (%)
Gross State Product (GSP)							
Direct GSP (\$m)	10,519	11,384	12,429	13,279	14,785	12,030	-19%
Indirect GSP (\$m)	10,884	11,672	12,799	13,685	14,728	11,372	-23%
Total GSP (\$m)	21,404	23,056	25,229	26,964	29,513	23,402	-21%
Direct GSP (%)	2.8%	2.9%	3.0%	3.1%	3.3%	2.6%	-0.7%pts
Indirect GSP (%)	2.9%	3.0%	3.1%	3.2%	3.2%	2.4%	-0.8%pts
Total GSP (%)	5.7%	6.0%	6.2%	6.2%	6.5%	5.0%	-1.5%pts
Persons Employed							
Direct Employment (000s)	143.3	149.4	163.0	171.0	179.7	166.5	-7%
Indirect Employment (000s)	61.0	65.8	72.1	77.0	83.5	65.5	-22%
Total Employment (000s)	204.3	215.2	235.1	248.0	263.3	232.0	-12%
Direct Employment (%)	4.8%	4.9%	5.2%	5.3%	5.3%	4.9%	-0.4%pts
Indirect Employment (%)	2.1%	2.2%	2.3%	2.4%	2.5%	1.9%	-0.6%pts
Total Employment (%)	6.9%	7.1%	7.4%	7.6%	7.8%	6.8%	-1.0%pts

Visitors, Nights and Expenditure	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YOY change (YE Dec 2020-21) (%)	2 year change (YE Dec 2019-21) (%)	YE Dec 2021 Share Total
Domestic									
Daytrip visitors (000's)	48,546	52,796	56,047	67,483	35,079	39,742	13%	-41%	68.8%
Overnight visitors (000's)	21,927	25,250	26,218	29,748	13,963	17,951	29%	-40%	31.1%
Total domestic visitors (000's)	70,473	78,046	82,265	97,231	49,041	57,693	18%	-41%	99.9%
Visitor nights (000's)	64,497	71,933	74,887	83,510	46,232	56,951	23%	-32%	94.8%
Length of stay (nights)	2.9	2.8	2.9	2.8	3.3	3.2			
Daytrip Expenditure (\$m)	4,656	5,291	5,546	6,671	3,506	4,375	25%	-34%	29.8%
Daytrip spend per trip	96	100	99	99	100	110			
Domestic Overnight Expenditure (\$m)	12,216	13,883	15,018	16,978	6,992	10,010	43%	-41%	68.3%
Domestic Overnight Spend per Visitor (\$)	557	550	573	571	501	558			
Domestic Overnight Spend per Night (\$)	189	193	201	203	151	176			
Total Domestic Expenditure (\$m)	16,873	19,174	20,564	23,649	10,498	14,386	37%	-39%	98.1%
International									
Overnight visitors (000's)	2,653	2,884	3,039	3,138	615	62	-90%	-98%	0.1%
Visitor nights (000's)	62,673	65,557	72,872	73,064	19,599	3,134	-84%	-96%	5.2%
Length of stay (nights)	23.6	22.7	24.0	23.3	31.9	50.7			
International Overnight Expenditure (\$m)	6,791	7,500	8,466	8,826	2,466	278	-89%	-97%	1.9%
International Overnight Spend per Visitor (\$)	2,559	2,600	2,786	2,813	4,009	4,504			
International Overnight Spend per Night (\$)	108	114	116	121	126	89			
TOTALS									
Visitors (000's)	73,127	80,930	85,304	100,369	49,656	57,755	16%	-42%	
Visitor nights (000's)	127,170	137,490	147,759	156,574	65,831	60,085	-9%	-62%	
Expenditure (\$m)	23,664	26,674	29,030	32,475	12,965	14,664	13%	-55%	

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, TRA, released March 2022.

State Tourism Satellite Account 2019-20, TRA, released June 2021

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.

Factsheet published by the TESR Research Unit, March 2022



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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 since the June 2020 quarter.

For more detail on the State Tourism Satellite Accounts 2019-20, 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.