

# Phillip Island

## Regional 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 Phillip Island<sup>1</sup>. The region received approximately 2.0 million domestic (overnight and daytrip) visitors, who spent an estimated \$529 million in the year ending December 2021.

### GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$379M ▼-29% y/y	30.5% ▼-13.4%pts

### TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
4,800 ▼-19% y/y	37.8% ▼-9.0%pts

### DOMESTIC OVERNIGHT



SPEND	VISITORS
\$436M +121% y/y	832,000 +42% y/y
▲ +5% 2019/21	▼ -23% 2019/21

### DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$93M +3% y/y	1.2M +46% y/y
▼ -32% 2019/21	▼ -20% 2019/21

### VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$379 million to the region's economy (in direct and indirect Gross Regional Product), representing 30.5 per cent of the region's economy.

Tourism generated employment of approximately 4,800 people or 37.8 per cent of the region's employment (direct and indirect jobs).

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Phillip Island in the year ending December 2021 was estimated to be \$436 million, up 121 per cent on 2020 during a period of low activity. Overnight spend was 5 per cent above the year ending December 2019 (pre-COVID) result. Visitors spent an average of \$155 per night and \$524 per visitor in 2021.

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$93 million in the year ending December 2021, a decrease of 32 per cent compared to the year ending December 2019. However, daytrip spend was up 3 per cent on 2020 during a period of low activity.

Growth rates for Gross Regional Product and Employment are year-on-year percentage changes for 2019-20 vs 2018-19. International visitor data is currently limited to state-level results.

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

Regional Tourism Satellite Account 2019-20, TRA, released July 2021.

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

Image: Phillip Island Nature Park



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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) (%)
<b>Gross Regional Product (GRP)</b>							
Direct GRP (\$m)	173	207	223	215	283	206	-27%
Indirect GRP (\$m)	155	189	204	195	247	173	-30%
<b>Total GRP (\$m)</b>	<b>328</b>	<b>396</b>	<b>427</b>	<b>411</b>	<b>530</b>	<b>379</b>	<b>-29%</b>
Direct GRP (%)	17.2%	20.1%	20.3%	18.7%	23.4%	16.6%	-6.9%pts
Indirect GRP (%)	15.3%	18.3%	18.5%	17.0%	20.5%	13.9%	-6.5%pts
<b>Total GRP (%)</b>	<b>32.5%</b>	<b>38.5%</b>	<b>38.8%</b>	<b>35.7%</b>	<b>43.9%</b>	<b>30.5%</b>	<b>-13.4%pts</b>
<b>Persons Employed</b>							
Direct Employment (000s)	3.0	3.6	3.9	3.7	4.5	3.8	-15%
Indirect Employment (000s)	0.9	1.1	1.1	1.1	1.4	1.0	-29%
<b>Total Employment (000s)</b>	<b>3.9</b>	<b>4.6</b>	<b>5.0</b>	<b>4.8</b>	<b>5.9</b>	<b>4.8</b>	<b>-19%</b>
Direct Employment (%)	26.9%	31.2%	32.7%	30.2%	35.6%	29.9%	-5.7%pts
Indirect Employment (%)	7.7%	9.3%	9.7%	9.0%	11.2%	7.9%	-3.3%pts
<b>Total Employment (%)</b>	<b>34.6%</b>	<b>40.5%</b>	<b>42.4%</b>	<b>39.2%</b>	<b>46.8%</b>	<b>37.8%</b>	<b>-9.0%pts</b>

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
<b>Domestic</b>									
Daytrip visitors (000's)	1,316	1,469	1,280	1,517	826	1,208	46%	-20%	59.2%
Overnight visitors (000's)	832	966	930	1,084	585	832	42%	-23%	40.8%
Total domestic visitors (000's)	2,148	2,435	2,210	2,601	1,411	2,040	45%	-22%	100.0%
Visitor nights (000's)	2,598	2,802	2,398	2,926	1,868	2,807	50%	-4%	100.0%
Length of stay (nights)	3.1	2.9	2.6	2.7	3.2	3.4			
Daytrip Expenditure (\$m)	108	113	120	137	91	93	3%	-32%	17.7%
Daytrip spend per trip	82	77	94	90	110	77			
Domestic Overnight Expenditure (\$m)	319	365	345	416	198	436	121%	5%	82.3%
Domestic Overnight Spend per Visitor (\$)	383	378	371	383	338	524			
Domestic Overnight Spend per Night (\$)	123	130	144	142	106	155			
Total Domestic Expenditure (\$m)	426	478	465	553	288	529	84%	-4%	100.0%
<b>International</b>									
Overnight visitors (000's)	43	52	62	57	15	-	-	-	-
Visitor nights (000's)	-	-	-	-	-	-	-	-	-
Length of stay (nights)	-	-	-	-	-	-			
International Overnight Expenditure (\$m)	14	16	23	26	-	-	-	-	-
International Overnight Spend per Visitor (\$)	335	301	369	453	-	-			
International Overnight Spend per Night (\$)	-	-	-	-	-	-			

For year ending December 2021, international visitor data is currently limited to state-level results.

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

Regional Tourism Satellite Account 2019-20, TRA, released July 2021.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 and 2021 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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## 1 Phillip Island 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:

[https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+\(ASGS\)](https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+(ASGS))

The following SA2s are included in the Phillip Island tourism region:

Region	SA2
Phillip Island	French Island, Phillip Island, Wonthaggi - Inverloch

## 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 managed by Tourism Research Australia. 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.ra.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 further information on the methodology and key concepts for the Regional Tourism Satellite Accounts 2019-20, please refer to:

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

For more detail on the State Tourism Satellite Accounts 2019-20, published by Tourism Research Australia refer to the full report:

<https://www.ra.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.