

Victoria's Visitor Economy

2020-21 State Tourism Satellite Account Results

Tourism in Victoria was estimated to be worth \$10.7 billion to the economy in GSP and generated employment of approximately 120,000 people in 2020-21. Substantial losses were noted in all key measures in these results due to the devastating impacts of COVID-19 on the industry during this financial year, including significant falls in its share of the Victorian economy.

Tourism contribution to GSP



\$10.7 billion

▼ **-55.3%** from 2019-20

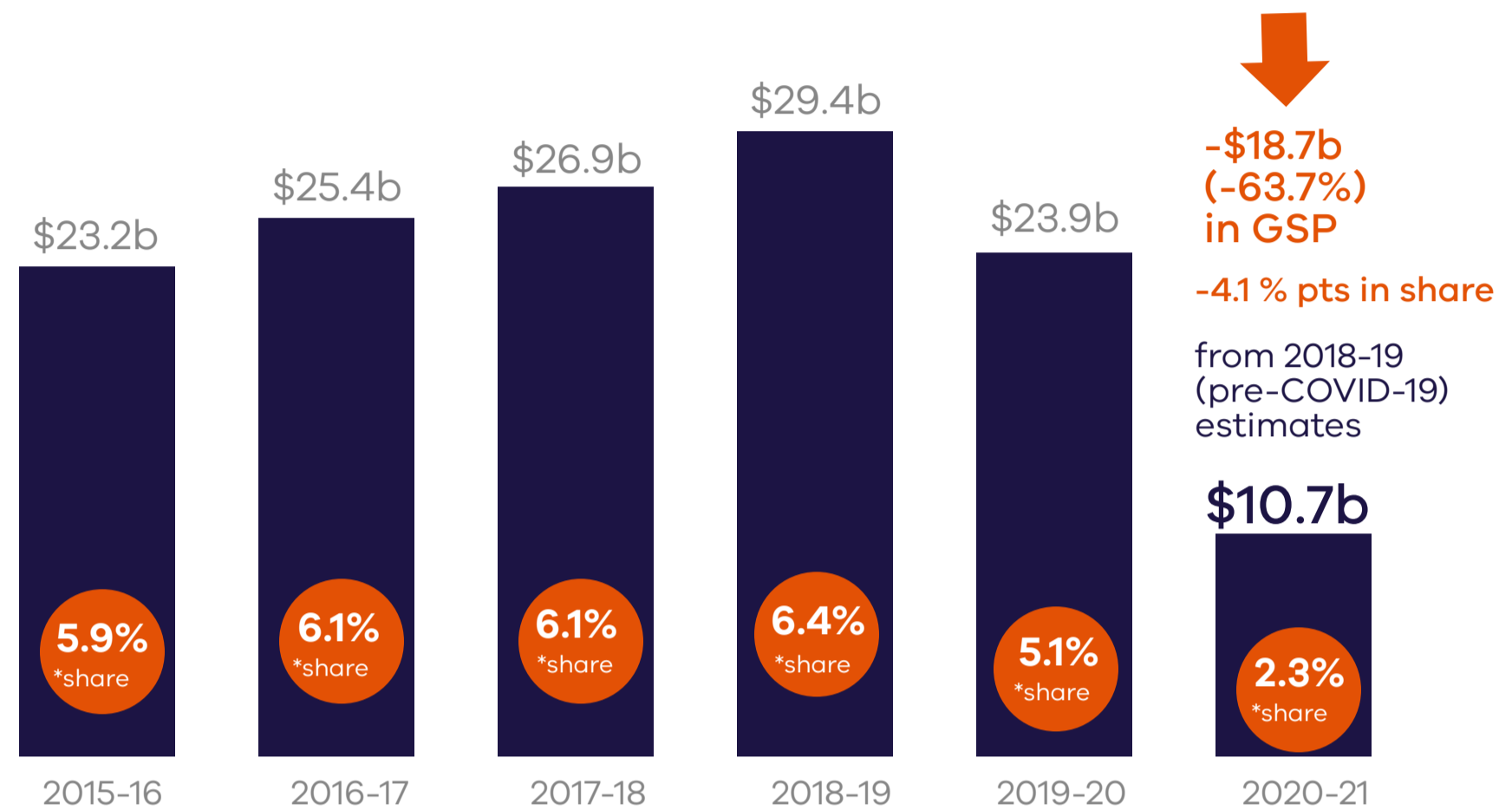
2.3% of the Victorian economy

-2.8% pts from 2019-20

\$5.4b Direct GSP

\$5.3b Indirect GSP

VIC tourism GSP performance



Tourism jobs



120,000 jobs

▼ **-48.3%** from 2019-20

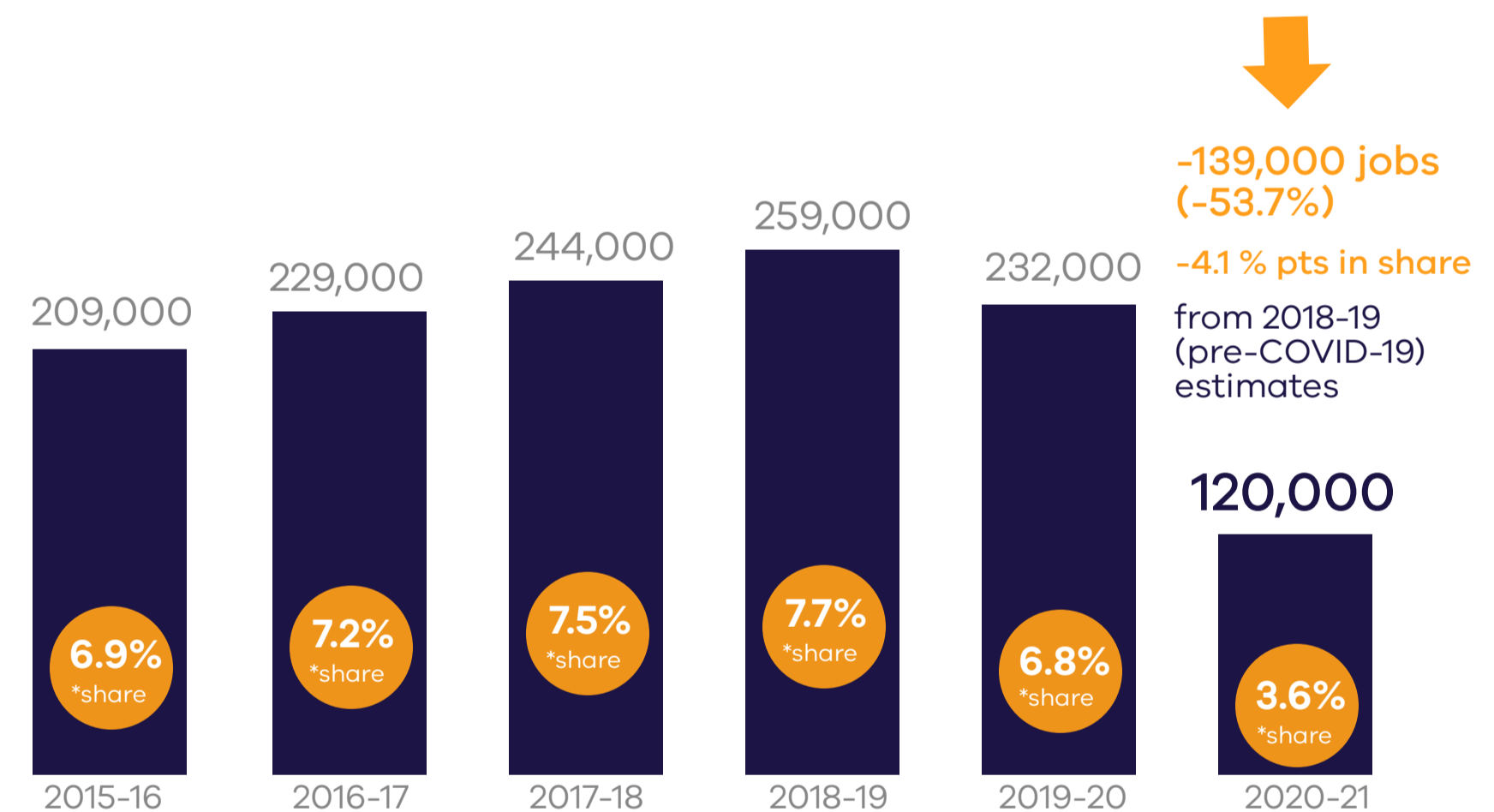
3.6% of the Victorian workforce

-3.3% pts from 2019-20

109,800 Direct jobs

10,200 Indirect jobs

VIC tourism jobs performance



Tourism contribution to GVA



\$9.4 billion

▼ **-56.6%** from 2019-20

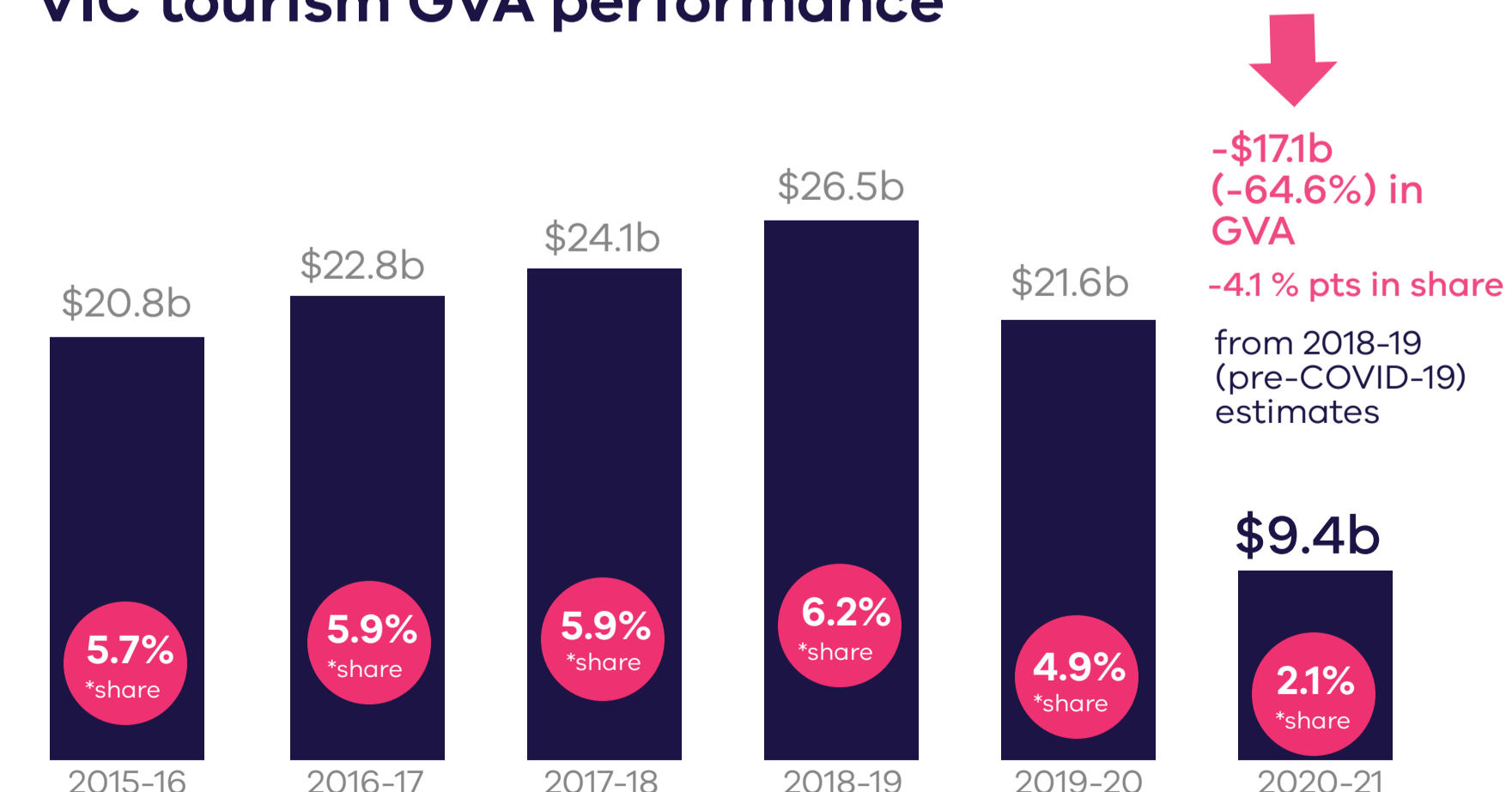
2.1% share of state GVA

-2.8% pts from 2019-20

\$4.9b Direct GVA

\$4.5b Indirect GVA

VIC tourism GVA performance

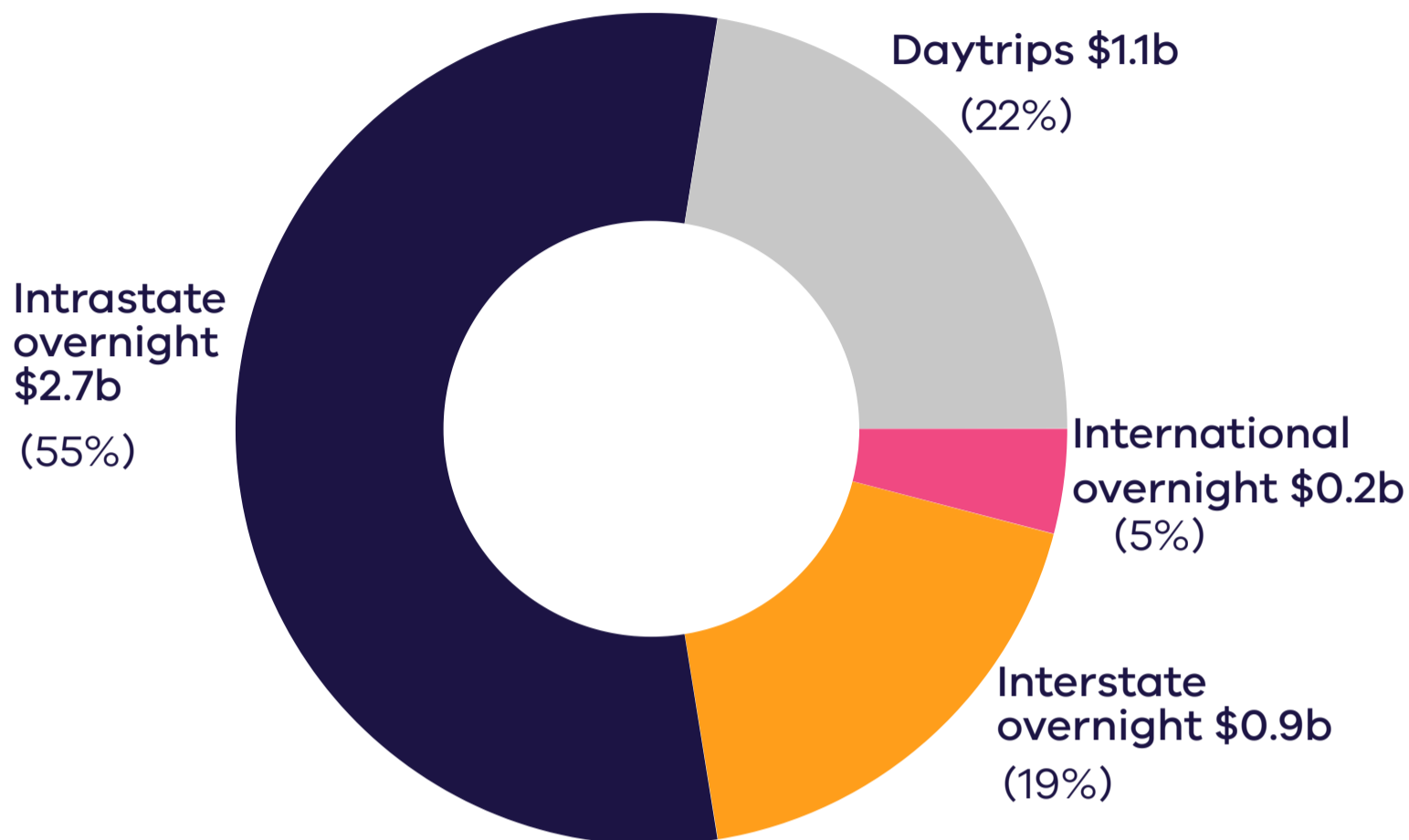


*Share of Victorian economy. GSP: Gross State Product. GVA: Gross Value Added.
 Source: 2020-21 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released May 2022
 2020-21 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes.
 Factsheet produced by the Tourism, Events, Strategy and Reform Research Unit, May 2022
 Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.
 Data considered correct at time of publishing. Figures may not add up due to rounding.

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Direct tourism GVA composition by visitor type



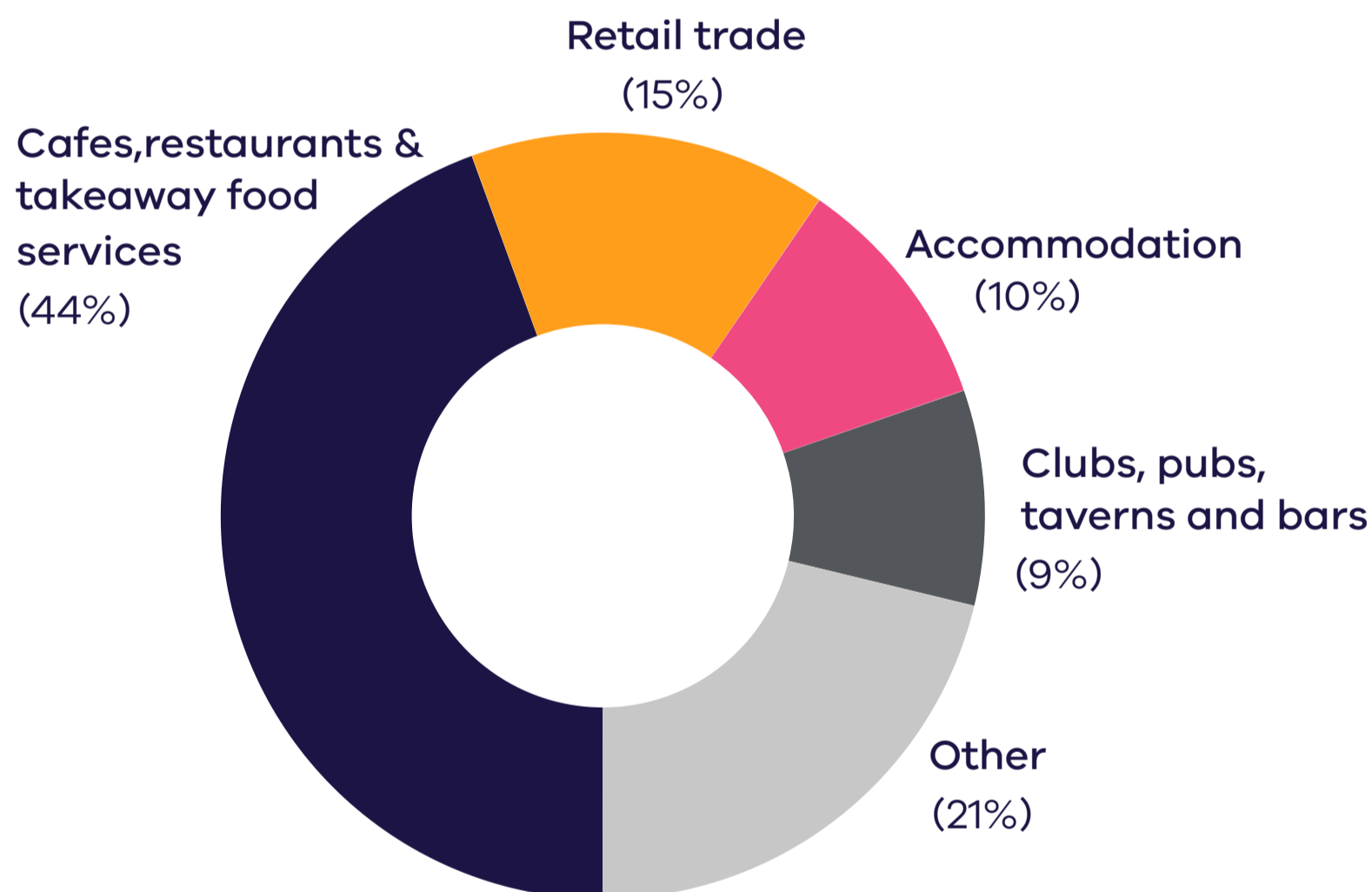
In 2020-21 total direct GVA in Victoria was made up of:

Domestic travel - \$4.6 billion (95 per cent):

- Intrastate overnight travel - \$2.7 billion (55 per cent of direct GVA)
- Interstate overnight travel - \$0.9 billion (19 per cent)
- Same day trips - \$1.1 billion (22 per cent).

International travel - \$0.2 billion (5 per cent) was limited due to border closures.

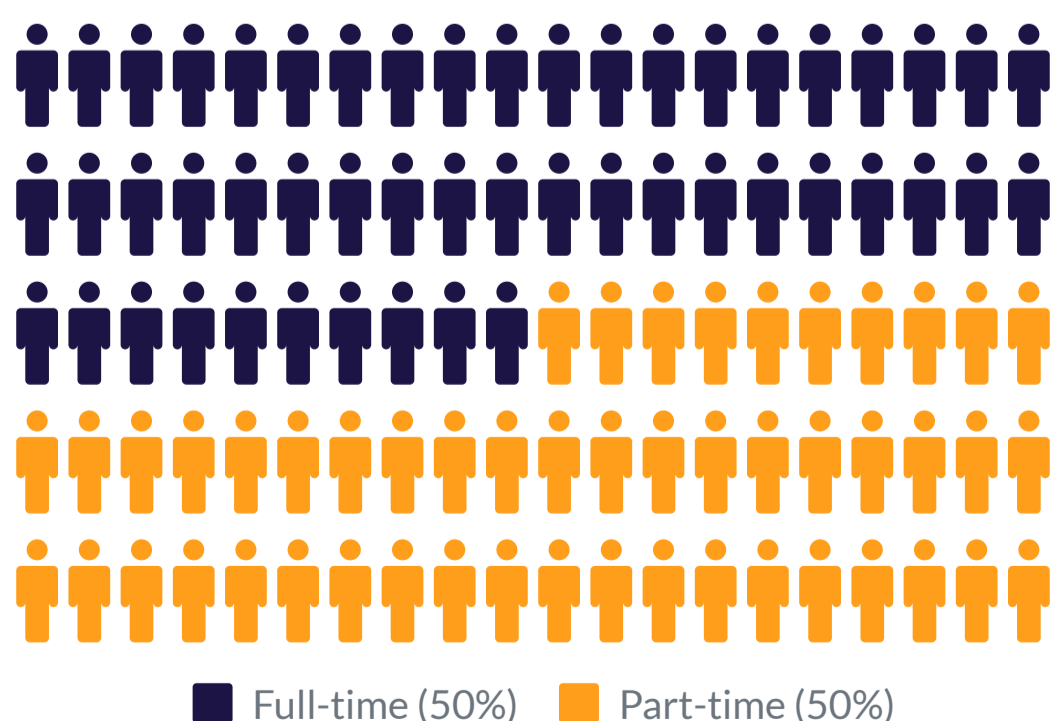
Direct tourism employment by industry



While tourism jobs are noted across twelve different industries in the economy, 79 per cent of all direct tourism employment in Victoria were accounted for in four main industries in 2020-21:

- Cafes, restaurants and takeaway services - 44 per cent
- Retail trade - 15 per cent
- Accommodation - 10 per cent
- Clubs, pubs, taverns and bars - 9 per cent
- Other - 21 per cent.

Direct tourism employment - full-time vs part-time



Direct tourism employment was evenly split between:

- full-time (50 per cent) and
- part-time (50 per cent).

Tourism generally has a higher proportion of part-time workers than is noted in the economy overall. This is due to the seasonal nature of the industry, the types of roles on offer and the higher participation rate of females in the sector.