

# Great Ocean Road Regional Tourism Satellite Account 2019-20

**Population**  
144.1K

**Regional GRP**  
\$7.5B

**Businesses**  
1,900

**2019-20**      **Change on  
2018-19**

## Tourism Consumption (\$M)

Tourism Consumption      1,653      ▼ -13.4%

## Tourism GVA (\$M)

Direct      459      ▼ -13.8%

Indirect      412      ▼ -17.1%

Total tourism GVA      871      ▼ -15.4%

Total region GVA      6,931      ▲ 1.1%

Tourism's direct share of region GVA      6.6%      ▼ -1.1% pts

## Tourism GRP (\$M)

Direct      507      ▼ -13.9%

Indirect      464      ▼ -16.9%

Total tourism GRP      971      ▼ -15.4%

Total region GRP      7,476      ▲ 2.3%

Tourism's direct share of region GRP      6.8%      ▼ -1.3% pts

## Tourism Employment ('000 persons)

Direct      9.8      ▬ 0.0%

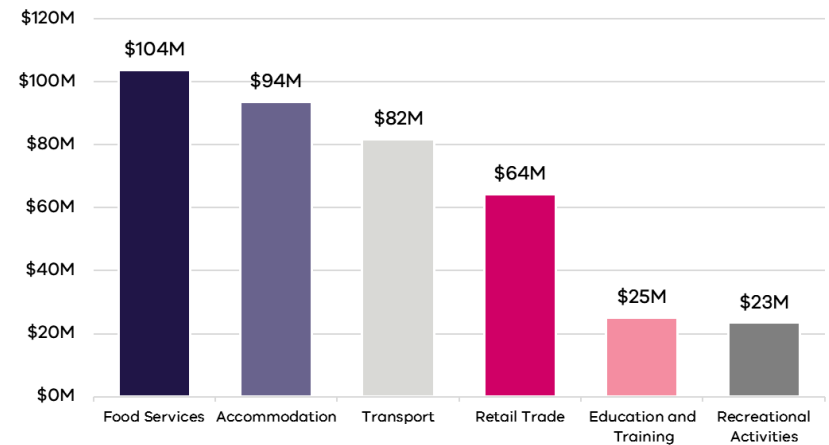
Indirect      2.8      ▼ -14.9%

Total tourism employment      12.6      ▼ -3.7%

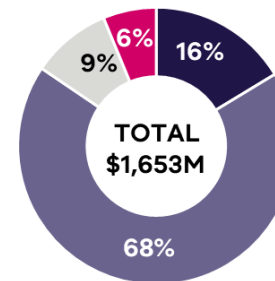
Total region employment      70      ▲ 0.9%

Tourism's direct share of employment      14.1%      ▬ -0.1% pts

## Direct GVA by Industry

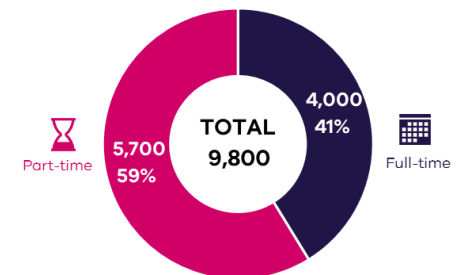


## Tourism Consumption by Visitor Type



■ Daytrips      ■ Intrastate overnight  
■ Interstate overnight      ■ International overnight

## Direct Employment by Type



Sources: Regional Tourism Satellite Accounts, 2019-20, Tourism Research Australia. Released July 2021, Regional Population Growth, Australia, 2019-20 (cat. no. 3218.0), ABS, March 2021, Tourism Businesses in Australia, May 2021, Tourism Research Australia. Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, July 2021.

## Victoria's Tourism Regions



## Notes

### Methodology

The Regional Tourism Satellite Account (RTSA) estimates of the value of tourism to Victoria's tourism regions were produced by Tourism Research Australia.

Tourism Satellite Accounts (TSAs) are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national direct estimates are based on an internationally recognised and standardised framework (although this RTSA methodology has been extended to determine the indirect impact of cross region trade flows).

### Revisions to time-series data

Revisions to the time-series have generated estimates which are different to the results produced in previous years and are not comparable to the previous series. This version takes into account a number of revisions in the source data and the underlying methodology. Detailed information on these revisions can be found on the TRA website: <https://www.tra.gov.au/Research/Economics-and-the-tourism-industry/economic-reports>

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for the use of this information.

## Data smoothing of estimates for smaller regions

Underpinning these RSTA estimates are spend data from the International Visitor Survey (IVS) and National Visitor Survey (NVS). As some tourism regions do receive lower levels of visitation, the spend data from the IVS and NVS is very limited, making RTSA estimates less reliable. The lack of reliable data for these regions means:

- economic and employment measures will be subject to more variability from year to year
- variability in these measures is more likely due to limitations in the data rather than any change in visitation to the region
- the underlying growth trend is more difficult to identify.

A way of addressing these issues is to smooth the data using a simple and consistent approach. For example, the smoothed GVA estimate for 2018–19 would be the average of the original estimates for GVA for 2016–17, 2017–18 and 2018–19. Victoria's tourism sub-regions affected by smoothing include Wimmera, Western Grampians, Macedon, Spa country, Central Highlands, Upper Yarra, Murray East.

For 2019–20 a deliberate decision was made not to smooth data for 2019–20 for these regions as that would obscure the significant falls in activity that occurred for most regions due to the early stages of the coronavirus (COVID-19) pandemic.

For more detailed information on the data smoothing approach please visit the TRA website: <https://www.tra.gov.au/Research/Economics-and-the-tourism-industry/economic-reports>

### More Information

For more detail on the Regional Tourism Satellite Accounts, published by Tourism Research Australia, refer to reports and excel data files at this link: <https://www.tra.gov.au/Research/Economics-and-the-tourism-industry/economic-reports>

For further detail on the Victorian Regional Tourism Satellite Account 2019–20, please refer to the Victorian Regional Tourism Satellite Account report at this link: <http://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For further information on Victoria's tourism regions, please refer to the Regional Map and tables at this link: [https://business.vic.gov.au/\\_data/assets/pdf\\_file/0003/2002638/Victorias\\_Tourism\\_Regions\\_map\\_2021.pdf](https://business.vic.gov.au/_data/assets/pdf_file/0003/2002638/Victorias_Tourism_Regions_map_2021.pdf)

Note: the movement of the following SA2s: Alexandra, Yea and Kinglake; representing Murrindindi Shire, have moved from Yarra Valley and Dandenong Ranges to the High Country tourism region from 2021.