

Gippsland

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. Positively, domestic overnight spend in Gippsland has increased strongly and was above the pre-COVID-19 result reflecting early signs of recovery as restrictions have been progressively lifted.

Tourism is an important industry for Gippsland. The region received approximately 4.9 million domestic (overnight and daytrip) visitors, who spent an estimated \$1.3 billion in the year ending December 2021.

The Gippsland tourism region comprises two tourism sub-regions: Gippsland and Lakes.¹

GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$836M ▼ -11% y/y	6.0% ▼ -1.1%pts

VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$836 million to the region's economy in direct and indirect Gross Regional Product or 6.0 per cent of the region's economy.

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
11,200 ▲ +2% y/y	9.8% ▲ +0.1%pts

Tourism generated employment of approximately 11,200 people or 9.8 per cent of the region's employment (direct and indirect jobs).

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$903M +49% y/y	1.9M +8% y/y
▲ +38% 2019/21	▼ -16% 2019/21

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Gippsland in the year ending December 2021 was estimated to be \$903 million, noting a strong increase of 49 per cent on 2020 and up 38 per cent on year ending December 2019 (pre-COVID-19). Visitors spent an average of \$154 per night and \$484 per visitor in 2021.

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$383M +38% y/y	3.1M +13% y/y
▼ -10% 2019/21	▼ -25% 2019/21

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$383 million in the year ending December 2021, noting a decline of 10 per cent compared to the year ending December 2019. However, daytrip spend increased 38 per cent compared to 2020 during a period of low travel 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: Tarra Bulga National Park, Gippsland



Jobs,
Precincts
and Regions

Gippsland

Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	YOY change (2019-20) (%)
Gross Regional Product (GRP)							
Direct GRP (\$m)	383	384	420	430	487	440	-10%
Indirect GRP (\$m)	369	363	401	408	453	396	-13%
Total GRP (\$m)	752	747	821	838	940	836	-11%
Direct GRP (%)	3.4%	3.4%	3.5%	3.3%	3.7%	3.2%	-0.5%pts
Indirect GRP (%)	3.3%	3.2%	3.3%	3.1%	3.4%	2.9%	-0.6%pts
Total GRP (%)	6.7%	6.6%	6.8%	6.5%	7.1%	6.0%	-1.1%pts
Persons Employed							
Direct Employment (000s)	7.3	7.1	7.8	7.9	8.4	8.9	7%
Indirect Employment (000s)	2.1	2.1	2.3	2.3	2.6	2.3	-11%
Total Employment (000s)	9.4	9.2	10.1	10.3	11.0	11.2	2%
Direct Employment (%)	7.3%	7.0%	7.3%	7.2%	7.4%	7.8%	0.4%pts
Indirect Employment (%)	2.1%	2.0%	2.1%	2.1%	2.3%	2.0%	-0.3%pts
Total Employment (%)	9.4%	9.0%	9.4%	9.4%	9.7%	9.8%	0.1%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)	3,519	3,321	3,681	4,056	2,703	3,057	13%	-25%	62.1%
Overnight visitors (000's)	1,673	2,219	2,045	2,212	1,728	1,864	8%	-16%	37.9%
Total domestic visitors (000's)	5,192	5,540	5,725	6,267	4,432	4,921	11%	-21%	100.0%
Visitor nights (000's)	4,647	6,146	5,703	6,385	5,610	5,860	4%	-8%	100.0%
Length of stay (nights)	2.8	2.8	2.8	2.9	3.2	3.1			
Daytrip Expenditure (\$m)	268	248	313	426	277	383	38%	-10%	29.8%
Daytrip spend per trip	76	75	85	105	103	125			
Domestic Overnight Expenditure (\$m)	497	609	593	654	605	903	49%	38%	70.2%
Domestic Overnight Spend per Visitor (\$)	297	275	290	296	350	484			
Domestic Overnight Spend per Night (\$)	107	99	104	102	108	154			
Total Domestic Expenditure (\$m)	765	858	906	1,080	882	1,285	46%	19%	100.0%
International									
Overnight visitors (000's)	68	73	84	86	15	-	-	-	-
Visitor nights (000's)	581	623	798	774	-	-	-	-	-
Length of stay (nights)	8.6	8.6	9.5	9.0	-	-			
International Overnight Expenditure (\$m)	30	33	50	38	8	-	-	-	-
International Overnight Spend per Visitor (\$)	439	451	591	442	500	-	-	-	-
International Overnight Spend per Night (\$)	51	53	63	49	-	-			

Note: Total nights and spend figures should be interpreted with caution due to variability in the data (international component). 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



Jobs, Precincts and Regions

Gippsland

¹ Gippsland 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 Gippsland Tourism Region:

Region	SA2
Gippsland	Alps – West, Churchill, Drouin, Foster, Korumburra, Leongatha, Longford - Loch Sport, Maffra, Moe – Newborough, Morwell, Mount Baw Baw Region, Rosedale, Sale, Trafalgar, Traralgon, Warragul, Wilsons Promontory, Yallourn North – Glengarry, Yarram
Lakes	Alps – East, Bairnsdale, Bruthen – Omeo, Lake King, Lakes Entrance, Orbost, Paynesville

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. Please 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 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.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.