

# Tourism Businesses\* in Victoria

As at June 2021

Data sourced from  
Tourism Research  
Australia

Released April 2022

\*Refer to the [methodology notes](#) for further information on how tourism related businesses are counted.



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## Tourism Businesses in Victoria as at June 2021 - Snapshot



# 96,553

Tourism businesses in Victoria



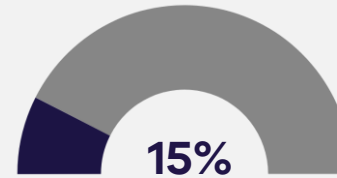
**+3.2%**

Since June 2020



**+6.0%**

Since June 2019



**15%**

of the  
**655,395**  
businesses in  
Victoria



**72%**

of tourism business  
are in Melbourne

**69,552**

businesses



**+3.2%** 21/20



**+6.4%** 19/ 21



**28%**

of tourism business are in  
Regional Victoria

**26,391**

businesses

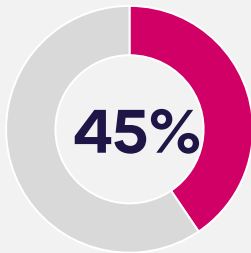


**+3.4%** 21/20



**+4.9%** 19/ 21

### Non-employing



**45%**

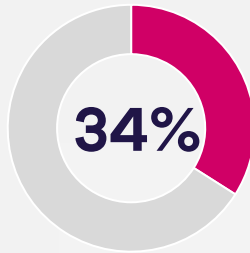


**-6.9%**

Since June 2020

**-2.4%** Since June 2019

### Micro



**34%**

1-4 employees

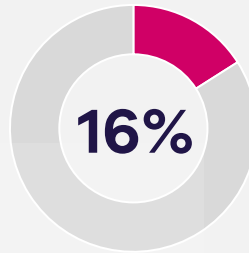


**+20.8%**

Since June 2020

**+20.0%** Since June 2019

### Small



**16%**

5-19 employees

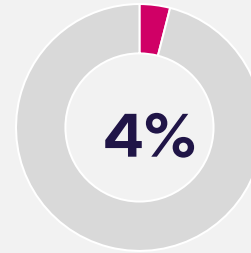


**+5.8%**

Since June 2020

**+8.6%** Since June 2019

### Medium



**4%**

20-199 employees

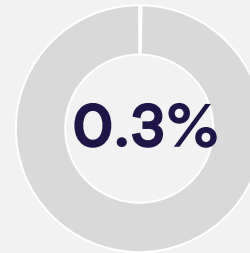


**-8.1%**

Since June 2020

**-5.6%** Since June 2019

### Large



**0.3%**

200+ employees



**+3.2%**

Since June 2020

**+4.8%** Since June 2019

# Key Results

- There were **96,553 tourism businesses** in Victoria as at June 2021 representing 15 per cent of all businesses in the state. As such, approximately **one in seven** Victorian businesses were tourism related.
- The number of **tourism businesses in Victoria increased by 3.2 per cent (or +2,994 businesses) as at June 2021** compared to June 2020. Since June 2019, tourism businesses have increased at a higher rate of 6.0 per cent (up 5,449 businesses). This growth has occurred despite the negative impacts of COVID-19 on the Victorian tourism sector and is likely due to the various government support packages that were introduced which have enabled businesses to keep operating despite the challenging environment (i.e., JobKeeper).
- Most of the growth in tourism businesses in Victoria has come from **cafés, restaurants and takeaway food services** (up 5.5 per cent year-on-year or +1,298 businesses). Since June 2019, this sector has increased by 8.8 per cent (+2,013 businesses). Other **retail trade**, tourism related businesses have also grown solidly since June 2020, up 8.0 per cent with an additional 3,006 businesses. This represents an increase of 10.2 per cent since June 2019 (up 3,756 businesses).
- Victoria's tourism sector is dominated by **small businesses** which include non-employing, micro and small businesses employing fewer than 20 persons. In total these business types equate to **96 per cent of all tourism businesses in Victoria**.
- While **growth was recorded** in **micro** (+20.8 per cent) and **small** (+5.8 per cent) business types in Victoria as at June 2021 compared to June 2020, **medium** (-8.1 per cent) and **non-employing** (-6.9 per cent) businesses **suffered declines**, reflecting the negative impacts of pandemic on these operations.
- **Melbourne** (+3.2 per cent) and **regional Victoria** (+3.4 per cent) both recorded overall increases in tourism businesses as at June 2021 compared to June 2020. However, **non-employing and medium business types were also more vulnerable to the impacts of the COVID-19 downturn and suffered declines**. Non-employing businesses recorded a higher rate of decline in Melbourne (-7.6 per cent) than in regional Victoria (-4.5 per cent), as did medium businesses (down 8.3 per cent in Melbourne and down 7.5 per cent in regional Victoria).
- The Mornington Peninsula region had the largest share of tourism related businesses in regional Victoria at 3.8 per cent, followed by the Yarra Valley and Dandenong Ranges and Murray regions (both at 3.6 per cent), Goldfields and Geelong and the Bellarine regions (3.3 per cent each) and the wider Gippsland tourism region (3.0 per cent).
- Whilst overall tourism businesses increased in most of Victoria's regions compared to June 2020 (except for a slight decline in Grampians), a similar pattern of decline was noted within the non-employing business category, which decreased for all tourism regions in the state.



## Tourism Businesses in Victoria by Industry Type

### Cafes, restaurants & take away food services

24,760

26%

of total



+5.5%  
Since June 2020  
**+8.8%**  
Since June 2019



### Taxi transport services

10,588

11%

of total



-14.8%  
Since June 2020  
**-13.5%**  
Since June 2019



### Cultural services

5,255

5%

of total



+5.0%  
Since June 2020  
**+10.1%**  
Since June 2019



### Other sports and recreation services

4,064

4%

of total



+4.2%  
Since June 2020  
**+11.3%**  
Since June 2019



### Accommodation services

3,181

3%

of total



-0.3%  
Since June 2020  
**+0.3%**  
Since June 2019



### Other retail trade\* (tourism connected)

40,536

42%

of total



+8.0%  
Since June 2020  
**+10.2%**  
Since June 2019



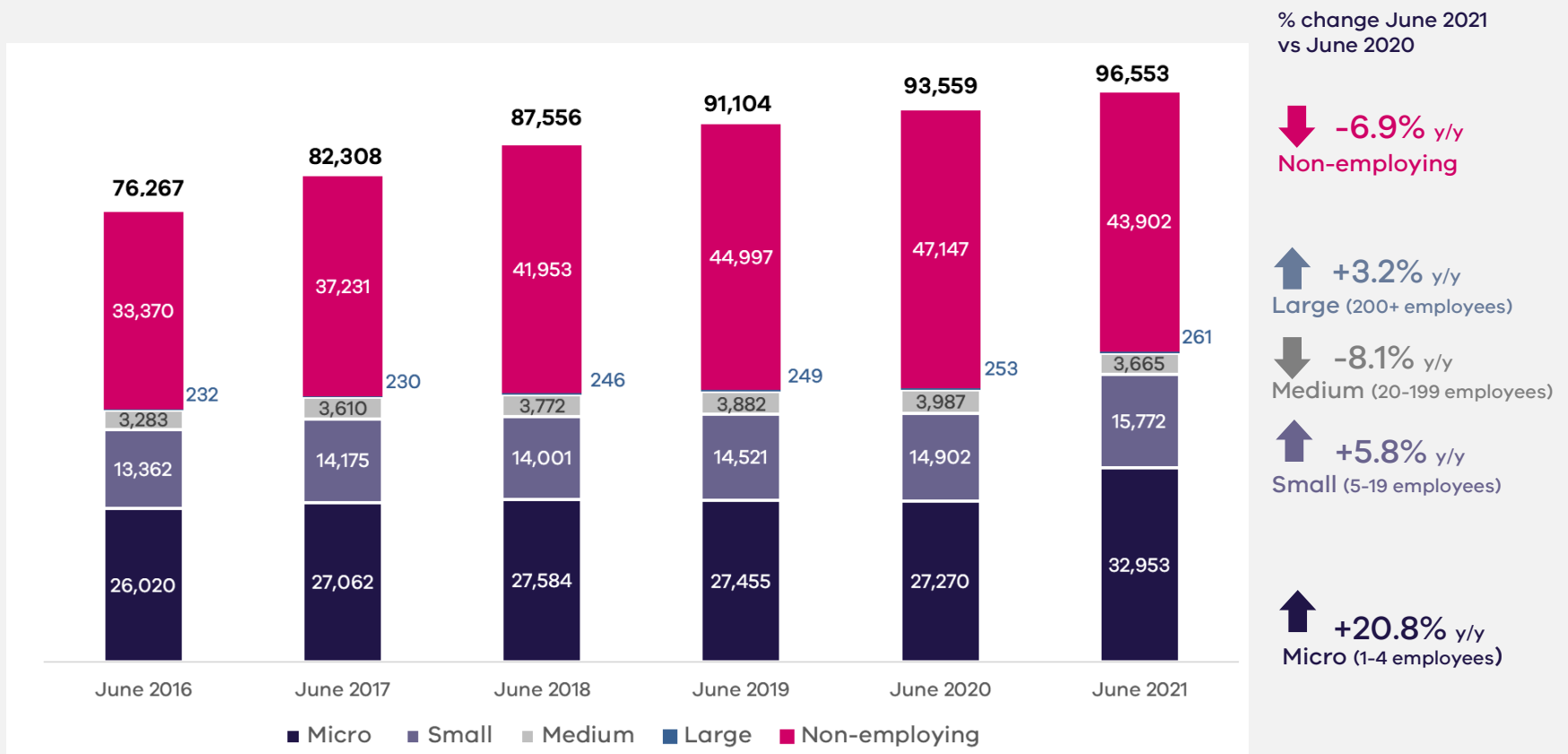
At June 2021, most tourism characteristic businesses were noted within the cafes, restaurants and take away food service category (26 per cent of the total). Businesses in this category have increased by 5.5 per cent since June 2020 despite the negative impacts of COVID-19.

The tourism connected sector of other retail trade comprised 42 per cent of all tourism related businesses in Victoria and also recorded solid growth compared to June 2020 (+8.0 per cent).

Declines were noted within the taxi, transport services sector (-14.8 per cent), reflecting the impacts of reduced movement due to COVID-19 restrictions in the period. Accommodation services also declined slightly from June 2020 (-0.3 per cent), influenced by reduced travel due to the pandemic.

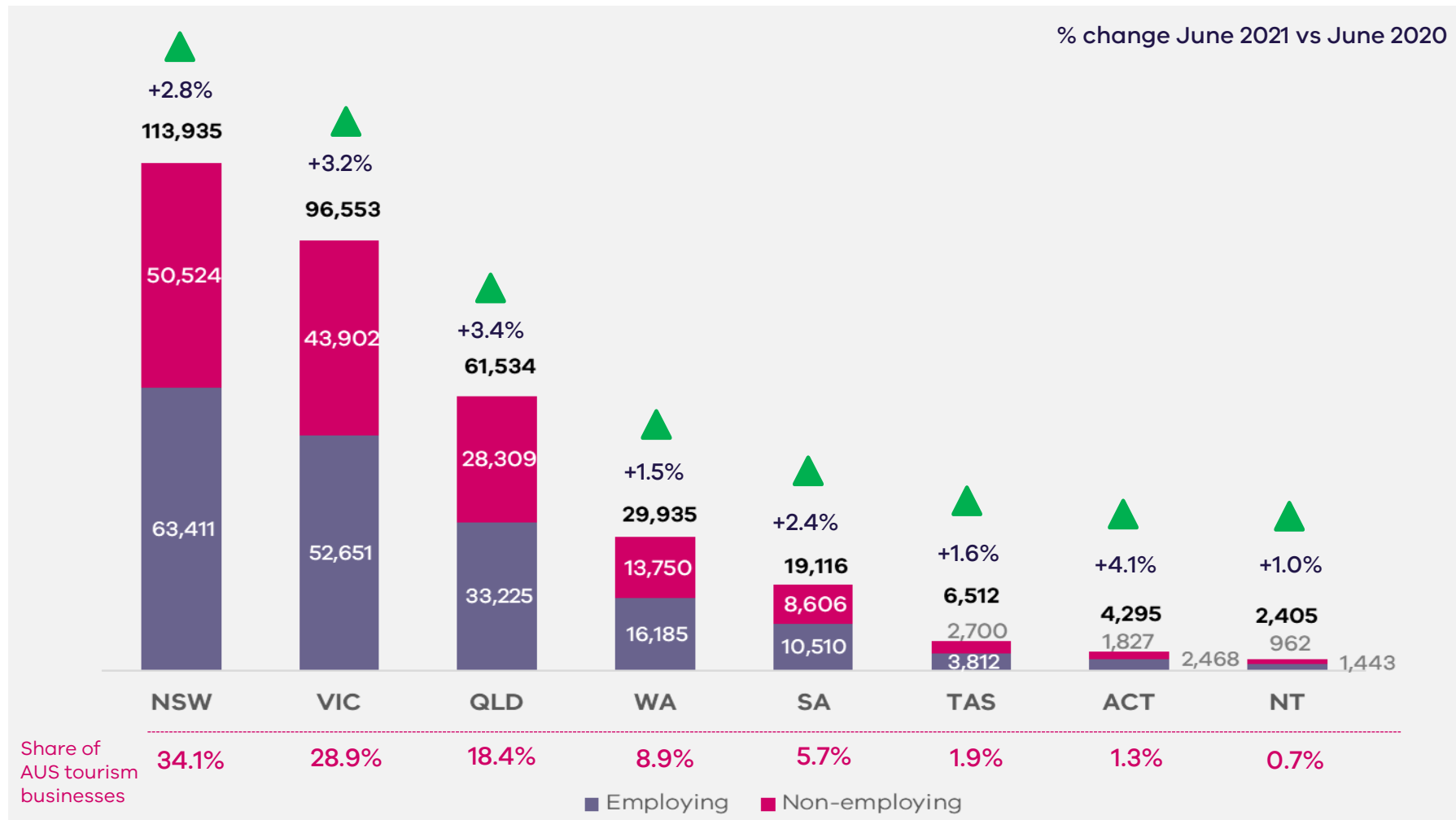
## Tourism related businesses by size

Growth has been recorded in the micro and small tourism business categories in Victoria in 2021 compared to 2020, supported by various government packages to help keep their operations afloat despite the negative impacts of the pandemic. Half of all tourism businesses in Victoria fall within these business categories. However, medium and non-employing business segments have been more vulnerable to the impacts of the pandemic and have suffered declines in business numbers.



## Tourism businesses by state

At June 2021, most tourism related businesses in Australia were located in New South Wales (34.1 per cent), Victoria (28.9 per cent) and Queensland (18.4 per cent). Of these states, Queensland noted the highest overall growth in tourism businesses (+3.4 per cent compared to June 2020). Victoria noted similar growth of 3.2 per cent with slightly lower growth in New South Wales (+2.8 per cent).

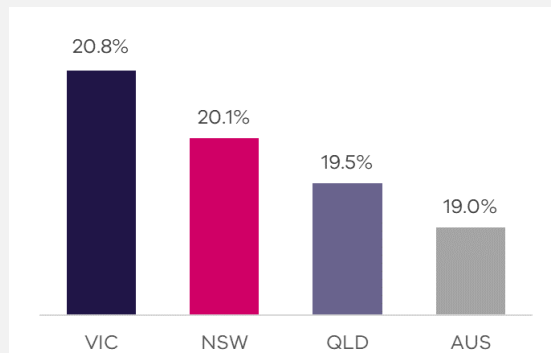


# Change in business category - by key competitor states

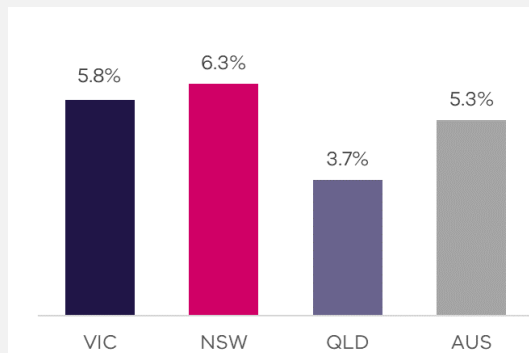
% change June 2021 vs June 2020

Strong growth was noted in the micro business category nationally, with Victoria recording the highest growth rate of 20.8 per cent compared to June 2020. Solid growth was also noted in the small business category nationally. However, declines in business numbers were noted for key states in the medium and non-employed segments. Large tourism related businesses also fell for most key states except Victoria which recorded a modest increase of 3.2 per cent.

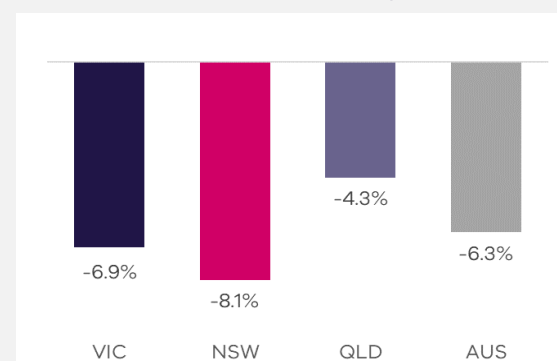
Micro (1-4 employees)



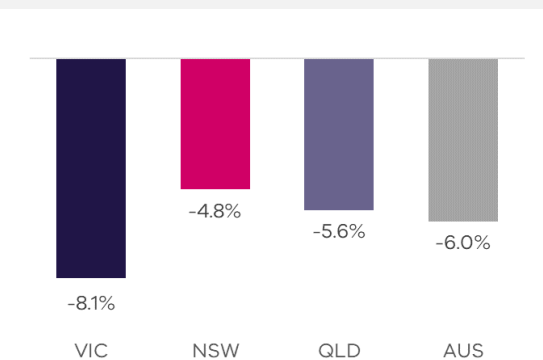
Small (5-19 employees)



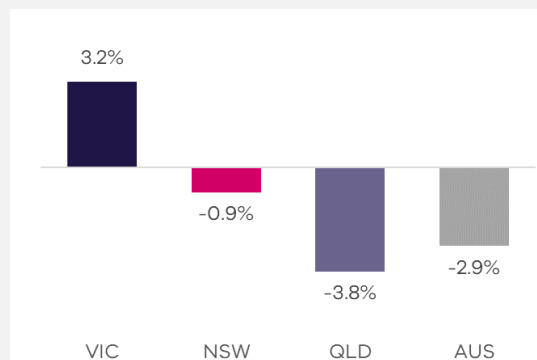
Non-employed



Medium (20-199 employees)



Large (200+ employees)



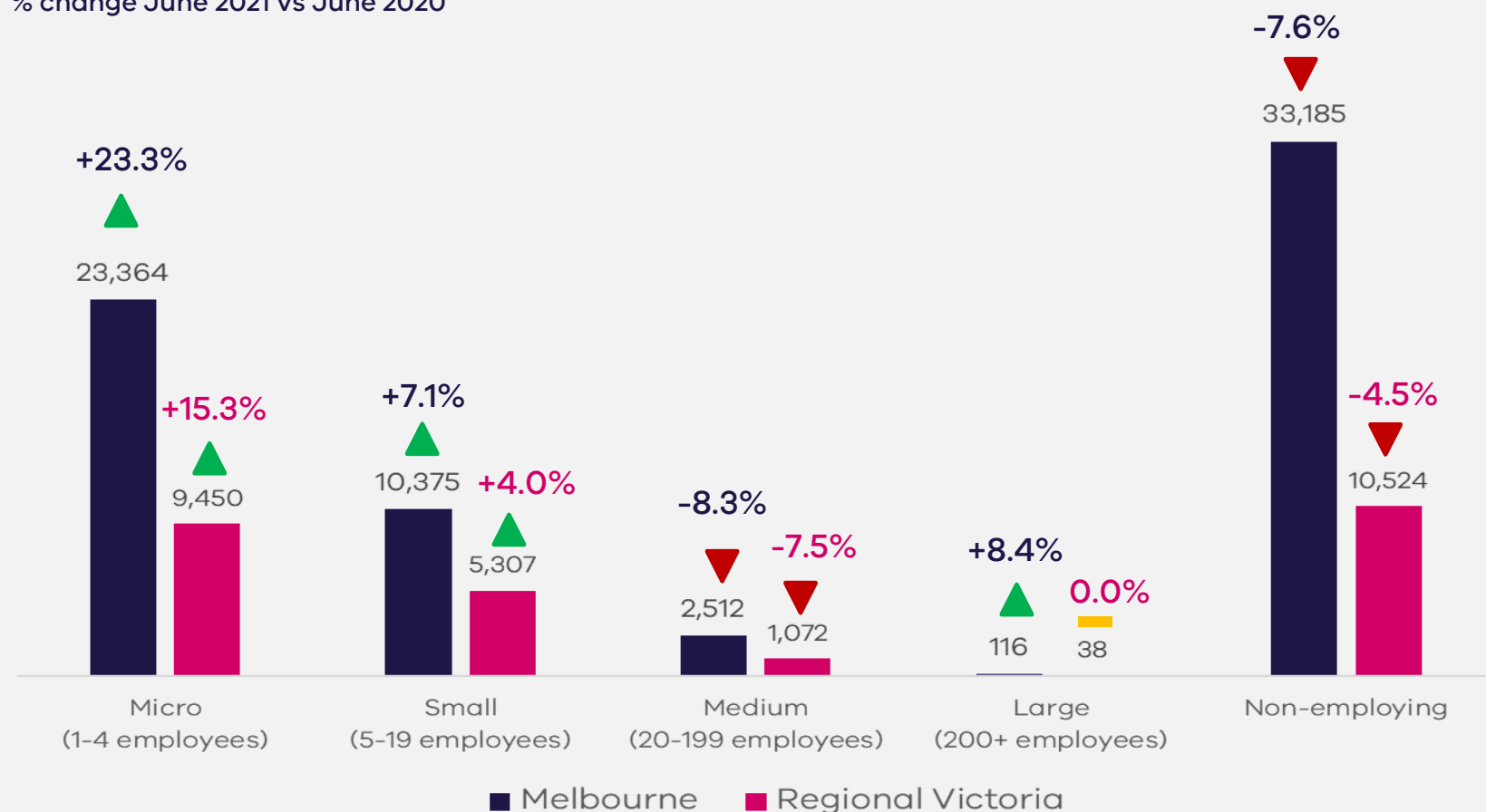
The largest falls in tourism related businesses were noted in the non-employed category, with the biggest decline noted in NSW (-8.1%), then Victoria (-6.9%), with a large decline also noted nationally (-6.3%), reflecting the tough conditions within the tourism sector during the pandemic for small non-employed businesses, with some ineligible for certain types of government support packages.



## Melbourne vs Regional Victoria

The largest business type in both Melbourne and regional Victoria was the non-employing category, which both suffered declines compared to June 2020, reflecting the impacts of the pandemic on many independent business owners in the state. This was followed by the micro category which conversely noted strong growth compared to June 2020 in both Melbourne (+23.3 per cent) and regional Victoria (+15.3 per cent).

% change June 2021 vs June 2020



# Melbourne vs Regional Victoria – June 2021 vs June 2020

## Melbourne

Overall Melbourne experienced to a net gain of 4,874 employing businesses (+15.5 per cent) as at June 2021 compared to June 2020.

- Micro businesses (1-4 employees) in Melbourne increased by 4,408 (+23.3 per cent).
- Small businesses (5-19 employees) increased by 685 (+7.1 per cent).
- Medium businesses (20-199 employees) decreased by 228 (-8.3 per cent).
- Large business (200+ employees) increased by 9 (+8.4 per cent).
- Non-employing businesses decreased by 2,733 (-7.6 per cent).
- In total Melbourne experienced a net gain of 2,141 tourism businesses over the period (+3.2 per cent).
- This was above the growth of most cities including Brisbane (+2.7 per cent), Adelaide (+2.4 per cent), Sydney (+2.1 per cent), Perth (+1.7 per cent), Darwin (+1.5 per cent) and Hobart (+1.4 per cent), although behind higher growth in the Gold Coast (+4.5 per cent) and Canberra (+4.3 per cent).

## Regional Victoria

Overall regional Victoria experienced a net gain of 1,369 employing businesses (+9.4 per cent) as at June 2021 compared to June 2020.

- Micro businesses (1-4 employees) in regional Victoria increased by 1,254 (+15.3 per cent).
- Small businesses (5-19 employees) increased by 202 (+4.0 per cent).
- Medium businesses (20-199 employees) decreased by 87 (-7.5 per cent).
- No change was noted in large business (200+ employees).
- Non-employing businesses decreased by 492 (-4.5 per cent).
- In total, regional Victoria experienced a net gain of 877 tourism businesses over the period (+3.4 per cent).
- This was below the growth noted in regional NSW (+4.2 per cent), regional Queensland (+3.8 per cent) and regional SA (+3.5 per cent), with lower rates of growth noted in regional TAS (+2.2 per cent) and regional WA (+1.4 per cent), with a decline noted in regional NT (-1.0 per cent).

# Performance of Victoria's Tourism Regions

Victoria's tourism regions noted a number of changes in tourism businesses from June 2021 compared to June 2020:

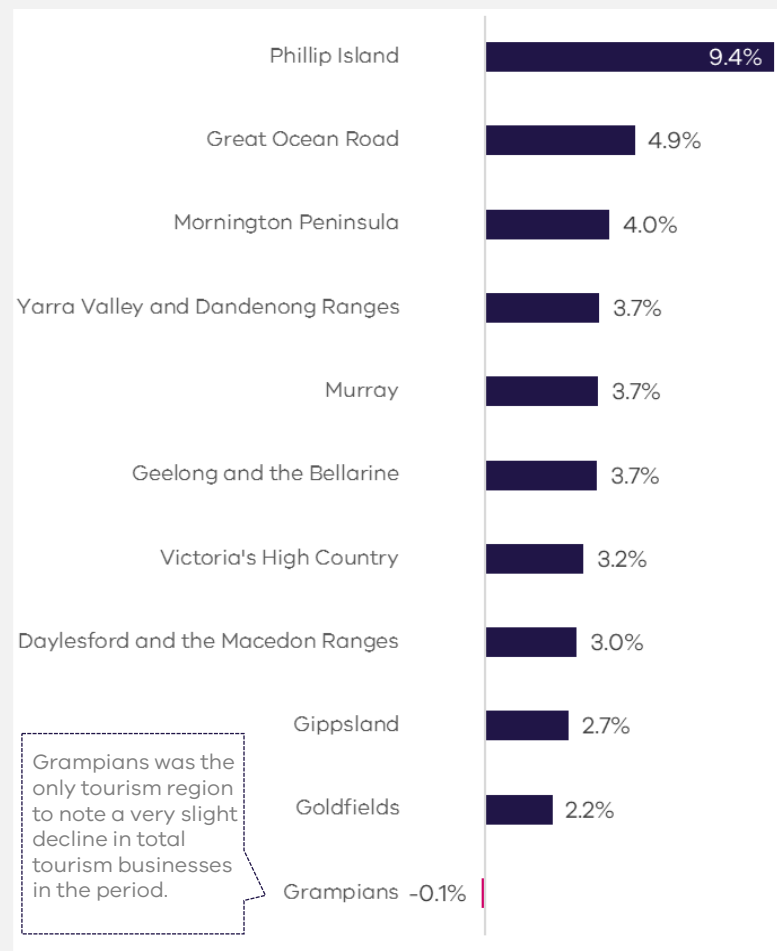
## Total Employing businesses:

- All tourism regions noted an increase in employing tourism related businesses as at June 2021 compared to June 2020, despite the negative impacts of the pandemic.
- Large volume increases were noted for Mornington Peninsula (+246 businesses or +13.4 per cent), Yarra Valley and Dandenong Ranges (+195 or +11.6 per cent) Geelong and the Bellarine (+178 or +10.6 per cent) and Murray (+154 or up 7.5 per cent, influenced most by the Goulburn sub-region).

## Non-Employing businesses:

- Conversely, most regions noted declines in non-employing tourism businesses as at June 2021 compared to June 2020.
- The largest volume decreases were noted for Mornington Peninsula (-106 businesses or -6.5 per cent), Geelong and the Bellarine (-65 or -4.6 per cent), Gippsland (-64 or -5.7 per cent, influenced most by the fall in the Gippsland sub-region).
- Slight increases in non-employing businesses were noted in the Murray sub-regions of Murray East (+8.0 per cent or up 9 businesses) and Central Murray (+1.1 per cent, up 3 businesses).

## Change in total tourism related businesses in Victoria's tourism regions (June 2021 vs June 2020)

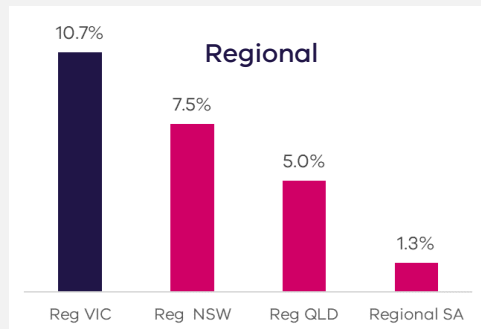
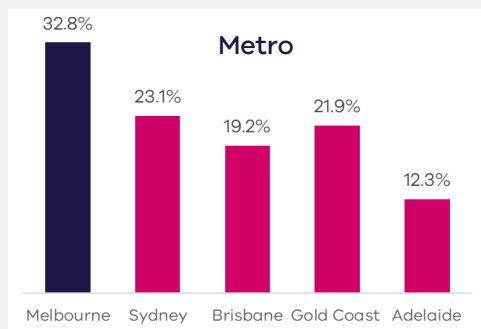
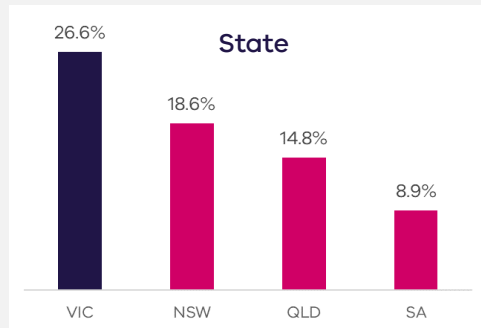


## Change in Tourism Businesses – 2021 vs 2016

Over the longer term the following changes in tourism business have been recorded (June 2021 vs June 2016):

- **Victoria** experienced the highest growth in total businesses from June 2016 to June 2021 (+26.6 per cent or +20,286 businesses), above the national average (+18.7 per cent) and followed by New South Wales (+18.6 per cent), the ACT (+17.3 per cent) and Queensland (+14.8 per cent). In Victoria, growth was noted across all business types including strong growth in non-employing (+31.6 per cent), micro (+26.6 per cent) and small businesses (+18.0 per cent), with more moderate growth for large (+12.5 per cent) and medium (+11.6 per cent) businesses.
- **Melbourne** experienced strong growth in total businesses (+32.8 per cent or +17,179 businesses) over the period, the strongest growth of all the major cities. Growth in Melbourne was driven by a high increase in micro (+31.8 per cent) and small (+20.5 per cent) business types, with non-employing businesses also growing strongly (+40.0 per cent).
- **Regional Victoria** experienced the highest growth rate for total businesses (+10.7 per cent or +2,543 businesses) out of all the non-capital city regions across Australia. This was supported by growth in micro (+14.4 per cent), small (+10.8 per cent) and non-employing (+9.7 per cent), businesses, which helped offset a decline in large (-71.2 per cent) as well as a slight fall in medium (-0.2 per cent) businesses.

Change in total tourism related businesses – key competitor states (June 2021 vs June 2016)



# Tourism Business Counts – Data Tables

Table 1: Tourism Businesses in Victoria by size and type – at June 2021

At June 2021	Employing Businesses													
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)										
Tourism characteristic industries														
Accommodation	1,046	537	186	11	1,780	1,401	3,181	3%	-	11	-0.3%	8	0.3%	
Cafes, restaurants and takeaway food services	10,925	6,928	1,289	74	19,216	5,544	24,760	26%	1,298	5.5%	2,013	8.8%		
Clubs, pubs, taverns and bars	673	692	407	3	1,775	605	2,380	2%	92	4.0%	147	6.6%		
Rail transport	3	0	3	0	6	17	23	0%	-	0.0%	2	9.5%		
Taxi transport	372	28	12	3	415	10,173	10,588	11%	-	1,845	-14.8%	-	1,656	-13.5%
Air and space, water and other transport	381	62	40	0	483	768	1,251	1%	10	0.8%	32	2.6%		
Motor vehicle hiring	161	33	8	6	208	496	704	1%	62	17.3%	104	17.3%		
Travel agency and tour operator services	933	190	50	5	1,178	1,196	2,374	2%	-	75	-3.1%	100	4.4%	
Cultural services	902	187	58	6	1,153	4,102	5,255	5%	251	5.0%	484	10.1%		
Casinos and other gambling services	231	80	11	0	322	171	493	1%	22	4.7%	24	5.1%		
Other sports and recreation services	1,474	715	217	30	2,436	1,628	4,064	4%	164	4.2%	414	11.3%		
Total tourism characteristic industries	17,101	9,452	2,281	138	28,972	26,101	55,073	57%	-	32	-0.1%	1,672	3.1%	
Tourism connected industries														
Automotive fuel retailing	296	295	33	6	630	314	944	1%	20	2.2%	21	2.3%		
Other retail trade	15,556	6,025	1,351	117	23,049	17,487	40,536	42%	3,006	8.0%	3,756	10.2%		
Total tourism connected industries	15,852	6,320	1,384	123	23,679	17,801	41,480	43%	3,026	7.9%	3,777	10.0%		
Total tourism related industries	32,953	15,772	3,665	261	52,651	43,902	96,553	100%	2,994	3.2%	5,449	6.0%		
Size & type % of Total	34%	16%	4%	0.3%	55%	45%	100%							

# Tourism Business Counts – Data Tables

Table 2: Tourism businesses by size – tourism regions at June 2021

At June 2021	Employing Businesses				Total Employing	Non- Employing	Total	% of Total
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
<b>Regions</b>								
<b>Melbourne</b>	23,364	10,375	2,512	116	36,367	33,185	69,552	72.5%
<b>Geelong and the Bellarine</b>	1,068	628	148	10	1,854	1,347	3,201	3.3%
<b>Great Ocean Road</b>	757	461	113	-	1,331	747	2,078	2.2%
Mallee	408	215	44	-	667	387	1,054	1.1%
Goulburn	453	257	42	3	755	496	1,251	1.3%
Central Murray	334	197	26	3	560	288	848	0.9%
Murray East	124	84	17	-	225	121	346	0.4%
<b>Murray</b>	1,319	753	129	6	2,207	1,292	3,499	3.6%
<b>Yarra Valley and Dandenong Ranges</b>	1,202	557	106	4	1,869	1,597	3,466	3.6%
<b>Mornington Peninsula</b>	1,265	661	156	4	2,086	1,514	3,600	3.8%
Gippsland	795	443	82	4	1,324	807	2,131	2.2%
Lakes	255	170	24	-	449	258	707	0.7%
<b>Gippsland</b>	1,050	613	106	4	1,773	1,065	2,838	3.0%
Ballarat	520	318	76	4	918	559	1,477	1.5%
Bendigo Loddon	571	373	92	3	1,039	670	1,709	1.8%
<b>Goldfields</b>	1,091	691	168	7	1,957	1,229	3,186	3.3%
<b>Victorian High Country</b>	643	366	54	3	1,066	638	1,704	1.8%
Central Highlands	114	62	5	-	181	114	295	0.3%
Western Grampians	189	129	20	-	338	176	514	0.5%
Wimmera	100	31	7	-	138	93	231	0.2%
<b>Grampians</b>	403	222	32	-	657	383	1,040	1.1%
Macedon	361	157	32	-	550	386	936	1.0%
Spa Country	98	74	8	-	180	129	309	0.3%
<b>Daylesford and the Macedon Ranges</b>	459	231	40	-	730	515	1,245	1.3%
<b>Phillip Island</b>	193	124	20	-	337	197	534	0.6%
<b>Regional Victoria</b>	9,450	5,307	1,072	38	15,867	10,524	26,391	27.5%
<b>Total Victoria*</b>	32,814	15,682	3,584	154	52,234	43,709	95,943	100.0%

\*Total Victoria estimates in this table do not match table 1 due to differences in the estimation approach for regions vs industries. Smaller estimates need to be used with caution as these may not represent the true number of businesses due to rounding undertaken in the confidentialisation process by the ABS. The confidentialisation causes differences in some totals as the origin and scope of each classification such as businesses by tourism regions, tourism industries, type of legal organisations etc. was different in estimates produced by the ABS.



# Tourism Business Counts – Data Tables

Table 3: Annual change (June 2020 to June 2021) - Employing and Non-Employing Businesses

June	Total Employing					Non-Employing					Total				
				Volume change	% change				Volume change	% change				Volume change	% change
Regions	2019	2020	2021	2020/21	2020/21	2019	2020	2021	2020/21	2020/21	2019	2020	2021	2020/21	2020/21
<b>Melbourne</b>	31,181	31,493	36,367	4,874	15.5%	34,165	35,918	33,185	-2,733	-7.6%	65,346	67,411	69,552	2,141	3.2%
<b>Geelong and the Bellarine</b>	1,647	1,676	1,854	178	10.6%	1,347	1,412	1,347	-65	-4.6%	2,994	3,088	3,201	113	3.7%
<b>Great Ocean Road</b>	1,243	1,222	1,331	109	8.9%	746	759	747	-12	-1.6%	1,989	1,981	2,078	97	4.9%
Mallee	642	628	667	39	6.2%	377	402	387	-15	-3.7%	1,019	1,030	1,054	24	2.3%
Goulburn	707	689	755	66	9.6%	485	522	496	-26	-5.0%	1,192	1,211	1,251	40	3.3%
Central Murray	524	528	560	32	6.1%	304	285	288	3	1.1%	828	813	848	35	4.3%
Murray East	209	208	225	17	8.2%	121	112	121	9	8.0%	330	320	346	26	8.1%
<b>Murray</b>	2,082	2,053	2,207	154	7.5%	1,287	1,321	1,292	-29	-2.2%	3,369	3,374	3,499	125	3.7%
<b>Yarra Valley and Dandenong Ranges</b>	1,682	1,674	1,869	195	11.6%	1,568	1,668	1,597	-71	-4.3%	3,250	3,342	3,466	124	3.7%
<b>Mornington Peninsula</b>	1,842	1,840	2,086	246	13.4%	1,578	1,620	1,514	-106	-6.5%	3,420	3,460	3,600	140	4.0%
Gippsland	1,243	1,233	1,324	91	7.4%	827	851	807	-44	-5.2%	2,070	2,084	2,131	47	2.3%
Lakes	411	401	449	48	12.0%	276	278	258	-20	-7.2%	687	679	707	28	4.1%
<b>Gippsland</b>	1,654	1,634	1,773	139	8.5%	1,103	1,129	1,065	-64	-5.7%	2,757	2,763	2,838	75	2.7%
Ballarat	797	845	918	73	8.6%	559	583	559	-24	-4.1%	1,356	1,428	1,477	49	3.4%
Bendigo Loddon	1,000	993	1,039	46	4.6%	659	696	670	-26	-3.7%	1,659	1,689	1,709	20	1.2%
<b>Goldfields</b>	1,797	1,838	1,957	119	6.5%	1,218	1,279	1,229	-50	-3.9%	3,015	3,117	3,186	69	2.2%
<b>Victoria's High Country</b>	980	967	1,066	99	10.2%	650	684	638	-46	-6.7%	1,630	1,651	1,704	53	3.2%
Central Highlands	177	169	181	12	7.1%	123	133	114	-19	-14.3%	300	302	295	-7	-2.3%
Western Grampians	321	331	338	7	2.1%	189	182	176	-6	-3.3%	510	513	514	1	0.2%
Wimmera	127	129	138	9	7.0%	101	97	93	-4	-4.1%	228	226	231	5	2.2%
<b>Grampians</b>	625	629	657	28	4.5%	413	412	383	-29	-7.0%	1,038	1,041	1,040	-1	-0.1%
Macedon	486	488	550	62	12.7%	404	410	386	-24	-5.9%	890	898	936	38	4.2%
Spa Country	176	175	180	5	2.9%	140	136	129	-7	-5.1%	316	311	309	-2	-0.6%
<b>Daylesford and the Macedon Ranges</b>	662	663	730	67	10.1%	544	546	515	-31	-5.7%	1,206	1,209	1,245	36	3.0%
<b>Phillip Island</b>	305	302	337	35	11.6%	182	186	197	11	5.9%	487	488	534	46	9.4%
<b>Regional Victoria</b>	14,519	14,498	15,867	1,369	9.4%	10,636	11,016	10,524	-492	-4.5%	25,155	25,514	26,391	877	3.4%
<b>Total Victoria*</b>	45,700	45,991	52,234	6,243	13.6%	44,801	46,934	43,709	-3,225	-6.9%	90,501	92,925	95,943	3,018	3.2%

\*Total Victoria estimates in this table do not match table 1 due to differences in the estimation approach for regions vs industries. Smaller estimates need to be used with caution as these may not represent the true number of businesses due to rounding undertaken in the confidentialisation process by the ABS. The confidentialisation causes differences in some totals as the origin and scope of each classification such as businesses by tourism regions, tourism industries, type of legal organisations etc. was different in estimates produced by the ABS.

# Tourism Business Counts – Data Tables

Table 4: Annual change (June 2020 to June 2021) – state comparisons

June	Employing Businesses													
	Micro		Small		Medium		Large		Total Employing		Non-Employing		Total	
	(1-4 employees)		(5-19 employees)		(20-199 employees)		(200+ employees)							
	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21
Victoria	32,953	20.8%	15,772	5.8%	3,665	-8.1%	261	3.2%	52,651	13.4%	43,902	-6.9%	96,553	3.2%
New South Wales	39,719	20.1%	18,829	6.3%	4,535	-4.8%	328	-0.9%	63,411	13.4%	50,524	-8.1%	113,935	2.8%
Queensland	18,790	19.5%	11,433	3.7%	2,851	-5.6%	151	-3.8%	33,225	11.0%	28,309	-4.3%	61,534	3.4%
Australia	109,895	19.0%	58,716	5.3%	14,275	-6.0%	878	-2.9%	183,764	11.9%	150,768	-6.3%	334,532	2.9%

Table 5: Annual change (June 2020 to June 2021) – regional Victoria vs Melbourne

June	Employing Businesses													
	Micro		Small		Medium		Large		Total Employing		Non-Employing		Total	
	(1-4 employees)		(5-19 employees)		(20-199 employees)		(200+ employees)							
	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21	2021	2020/21
Melbourne	23,364	23.3%	10,375	7.1%	2,512	-8.3%	116	8.4%	36,367	15.5%	33,185	-7.6%	69,552	3.2%
Regional Victoria	9,450	15.3%	5,307	4.0%	1,072	-7.5%	38	0.0%	15,867	9.4%	10,524	-4.5%	26,391	3.4%
Total Victoria	32,953	20.8%	15,772	5.8%	3,665	-8.1%	261	3.2%	52,651	13.4%	43,902	-6.9%	96,553	3.2%

## Methodology

The methodology used in this report applies a narrower definition of tourism industries in Australia than classified in the ABS' Tourism Satellite Account (TSA). To avoid an over-representation of businesses in tourism, TRA does not report on the tourism industries that contributed less than 5.0% to the individual industry's Gross Value Added (GVA). This includes

1. Ownership of dwellings, consisting mainly of the many small residential property owners in Australia.
2. Other road transport, consisting mainly of private freight services.
3. Education and training, which is more reliant on non-tourists (Australian resident students or overseas students who are undertaking a course for longer than one year)

This report is based on data showing stock of all actively trading businesses in Australia from June 2016 to June 2021 and is sourced from customised datasets produced from the ABS' Business Register. These businesses have then been divided into tourism and non-tourism related businesses based on their industry type. Tourism businesses are defined by the United Nations World Tourism Organization (UNWTO) as belonging to industries where tourists account for a significant proportion (5% or more) of the goods and services consumed. As such, a business will still be counted as "tourism related" if it falls within one of these industries, even if its customer base may have shifted during the pandemic (i.e. cafes that are serving more locals than visitors compared to pre-COVID-19). Based on the Australian and New Zealand Standard Industrial Classification (ANZSIC), these industries comprised\*:

- Accommodation
- Cafés, restaurants and takeaway food services
- Clubs, pubs, taverns and bars
- Rail transport
- Taxi transport
- Air and space transport
- Water and other transport
- Motor vehicle hiring
- Travel agency and tour operator services
- Cultural services
- Casinos and other gambling services
- Other sports and recreation services.

\*While many different industries contribute to tourism, they all derive varying benefits from tourism. For example, accommodation establishments, car hire firms and travel agencies are all highly reliant on tourism; while food and fuel retail (industries that both contribute to tourism in Australia) receive most of their revenue from non-tourists/locals. These differential benefits from tourism are reflected in satellite accounts, used to estimate the economic and labour market impacts of tourism. However, in this report, the objective is to provide detailed estimates of the numbers of tourism-related businesses and, as a result, these interaction effects are not required.



## Data notes

For Victoria's tourism regions definitions refer to the map this link:

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

### More Information

Note: State and territory totals may be different from published estimates and also from tables presented elsewhere due to rounding undertaken during the confidentialisation process.

For more detail, including National and State comparisons and time series, please refer to the report Tourism Businesses in Australia, [June 2021](#), Tourism Research Australia, Canberra.

<https://www.tra.gov.au/Economic-analysis/tourism-businesses>

## **Report produced by the Tourism and Events Strategy and Reform (TESR) Research Unit**

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Victorian Government

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Further information can be found at [Tourism Research Australia](#)

Data is considered correct at the time of publishing.

Due care is taken in the production of this report, however DJPR  
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