

# Victoria

## State Tourism Summary

Year Ending December 2020



Travel in 2020 was severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on travel that were progressively implemented from February 2020.

Tourism is an important industry for Victoria. In the year ending December 2020, Victoria received approximately 49.7 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$13.0 billion.

### GROSS STATE PRODUCT



GSP	% OF ECONOMY
\$23.4B ▼ -21%	5.0% ▼ -1.5%pts

### VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$23.4 billion to Victoria (in direct and indirect Gross State Product), representing 5.0 per cent of Victoria's economy.

### TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
232,000 ▼ -12%	6.8% ▼ -1.0% pts

Tourism generated employment of approximately 232,000 people (direct and indirect jobs) or 6.8 per cent of Victoria's employment.

### DOMESTIC OVERNIGHT



SPEND	VISITORS
\$7.0B ▼ -59%	14.0M ▼ -53%

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending December 2020 was estimated to be \$7.0 billion (-59 per cent year-on-year), with visitors spending an average of \$151 per night and \$501 per visitor.

### DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$3.5B ▼ -47%	35.1M ▼ -48%

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$3.5 billion in the year ending December 2020, a decrease of 47 per cent compared to the previous year.

### INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$2.5B ▼ -72%	615,000 ▼ -80%

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$2.5 billion in the year ending December 2020, a decrease of 72 per cent year-on-year.

# Victoria

## Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	AAG (2015-20) (% p.a.)	YOY change (2019-20) (%)
<b>Gross State Product (GSP)</b>								
Direct GSP (\$m)	10,519	11,384	12,429	13,279	14,785	12,030	3% p.a.	-19%
Indirect GSP (\$m)	10,884	11,672	12,799	13,685	14,728	11,372	0.9% p.a.	-23%
<b>Total GSP (\$m)</b>	<b>21,404</b>	<b>23,056</b>	<b>25,229</b>	<b>26,964</b>	<b>29,513</b>	<b>23,402</b>	<b>2% p.a.</b>	<b>-21%</b>
Direct GSP (%)	2.8%	2.9%	3.0%	3.1%	3.3%	2.6%	-0.3%pt	-0.7%pt
Indirect GSP (%)	2.9%	3.0%	3.1%	3.2%	3.2%	2.4%	-0.5%pt	-0.8%pt
<b>Total GSP (%)</b>	<b>5.7%</b>	<b>6.0%</b>	<b>6.2%</b>	<b>6.2%</b>	<b>6.5%</b>	<b>5.0%</b>	<b>-0.7%pt</b>	<b>-1.5%pt</b>
<b>Persons Employed</b>								
Direct Employment (000s)	143.3	149.4	163.0	171.0	179.7	166.5	3% p.a.	-7%
Indirect Employment (000s)	61.0	65.8	72.1	77.0	83.5	65.5	1% p.a.	-22%
<b>Total Employment (000s)</b>	<b>204.3</b>	<b>215.2</b>	<b>235.1</b>	<b>248.0</b>	<b>263.3</b>	<b>232.0</b>	<b>3% p.a.</b>	<b>-12%</b>
Direct Employment (%)	4.8%	4.9%	5.2%	5.3%	5.3%	4.9%	0.1%pt	-0.4%pt
Indirect Employment (%)	2.1%	2.2%	2.3%	2.4%	2.5%	1.9%	-0.1%pt	-0.6%pt
<b>Total Employment (%)</b>	<b>6.9%</b>	<b>7.1%</b>	<b>7.4%</b>	<b>7.6%</b>	<b>7.8%</b>	<b>6.8%</b>	<b>-0.1%pt</b>	<b>-1.0%pt</b>

Visitors, Nights and Expenditure	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	AAG (YE Dec 2015-20) (% p.a.)	YOY change (YE Dec 2019- 20) (%)	YE Dec 20 Share of Total
<b>Domestic</b>									
Daytrip visitors (000's)	45,653	48,546	52,796	56,047	67,483	35,079	-5% p.a.	-48%	70.6%
Overnight visitors (000's)	20,841	21,927	25,250	26,218	29,748	13,963	-8% p.a.	-53%	28.1%
Total domestic visitors (000's)	66,494	70,473	78,046	82,265	97,231	49,041	-6% p.a.	-50%	98.8%
Visitor nights (000's)	60,210	64,497	71,933	74,887	83,510	46,232	-5% p.a.	-45%	70.2%
Length of stay (nights)	2.9	2.9	2.8	2.9	2.8	3.3			
Daytrip Expenditure (\$m)	4,320	4,656	5,291	5,546	6,671	3,506	-4% p.a.	-47%	27.0%
Daytrip spend per trip	95	96	100	99	99	100			
Domestic Overnight Expenditure (\$m)	11,354	12,217	13,886	15,022	16,985	6,993	-9% p.a.	-59%	53.9%
Domestic Overnight Spend per Visitor (\$)	545	557	550	573	571	501			
Domestic Overnight Spend per Night (\$)	189	189	193	201	203	151			
Total Domestic Expenditure (\$m)	15,675	16,873	19,177	20,568	23,656	10,499	-8% p.a.	-56%	81.0%
<b>International</b>									
Overnight visitors (000's)	2,405	2,653	2,884	3,039	3,138	615	-24% p.a.	-80%	1.2%
Visitor nights (000's)	57,604	62,673	65,557	72,872	73,064	19,599	-19% p.a.	-73%	29.8%
Length of stay (nights)	24.0	23.6	22.7	24.0	23.3	31.9			
International Overnight Expenditure (\$m)	6,368	6,791	7,500	8,467	8,826	2,466	-17% p.a.	-72%	19.0%
International Overnight Spend per Visitor (\$)	2,648	2,559	2,600	2,786	2,813	4,008			
International Overnight Spend per Night (\$)	111	108	114	116	121	126			
<b>TOTALS</b>									
Visitors (000's)	68,899	73,127	80,930	85,304	100,369	49,656	-6% p.a.	-51%	
Visitor nights (000's)	117,814	127,170	137,490	147,759	156,574	65,831	-11% p.a.	-58%	
Expenditure (\$m)	22,043	23,665	26,677	29,036	32,482	12,965	-10% p.a.	-60%	

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2020, TRA, released March 2021.

State Tourism Satellite Account 2019-20, TRA, released March 2021

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 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.

AAG = Average Annual Growth. YOY = year-on-year growth

Factsheet published by the TEVE Research Unit, March 2021



Jobs,  
Precincts  
and Regions

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## 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. Estimates for Melbourne are calculated using the main state of stay as Victoria. For the year ending December 2020 measures, individual regions are calculated using the three months from January to March 2020. The combined regional Victoria estimates (balance) include additional international visitors that are unallocated to a destination, reflecting that we do not know where in Victoria they went (as that information is usually gathered through the survey interview process) and with minimal impact on results for the period (~1-2%).

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2018-19, please refer to the Regional Tourism Satellite Account profiles at:

<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.