

# Victoria's Visitor Economy

## 2021-22 State Tourism Satellite Account Results

Tourism in Victoria was estimated to be worth \$16.0 billion to the economy in GSP and generated approximately 171,100 filled jobs in 2021-22. This is an increase on the previous financial year which was negatively impacted by COVID, although the sector has not yet recovered to its pre-pandemic performance.

### Tourism contribution to GSP



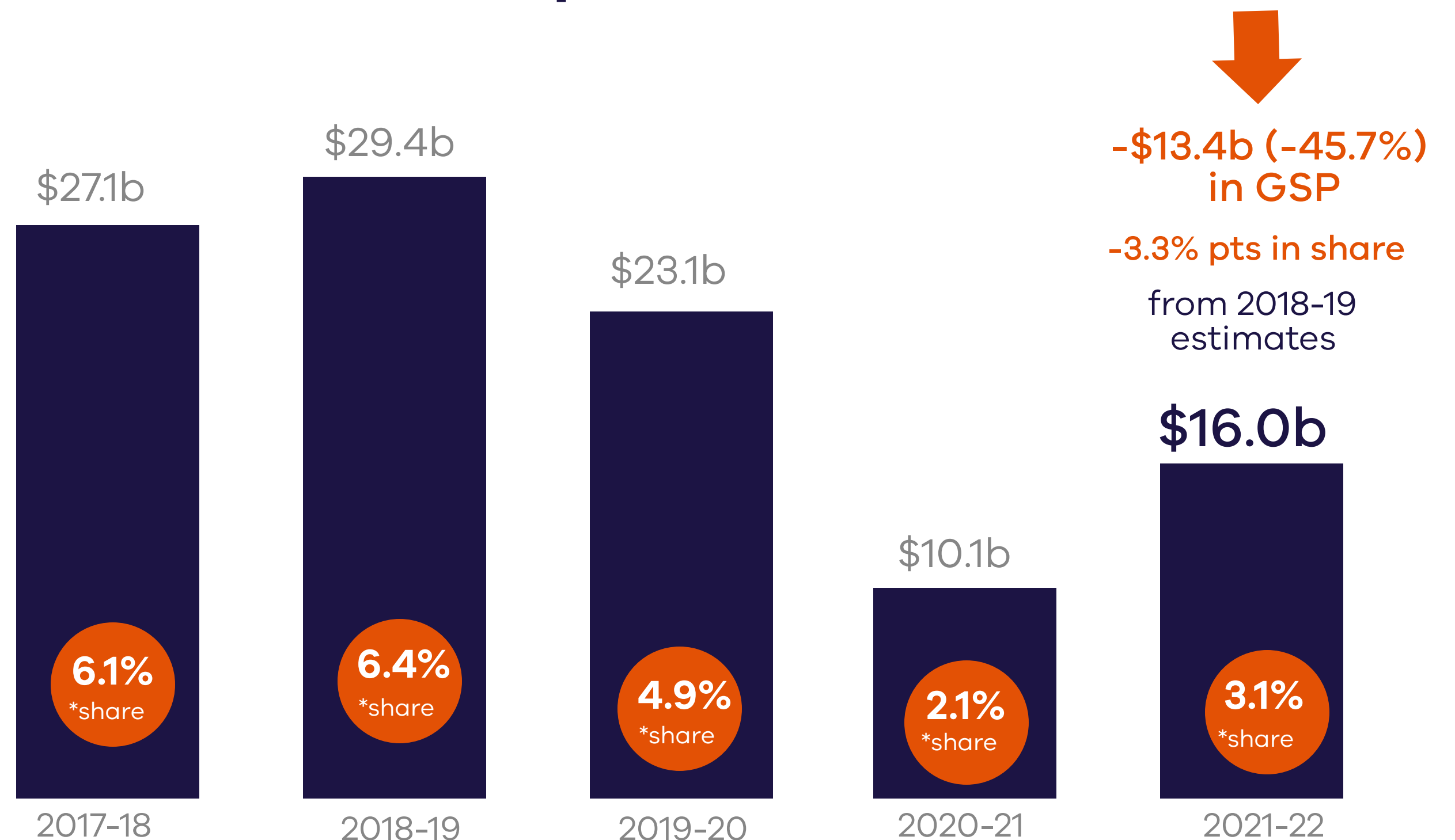
**\$16.0 billion**

▲ **57.8%** from 2020-21  
**3.1%** of the Victorian economy  
**+1.0% pts** from 2020-21

**\$7.6b** Direct GSP

**\$8.4b** Indirect GSP

### VIC tourism GSP performance



### Tourism filled jobs



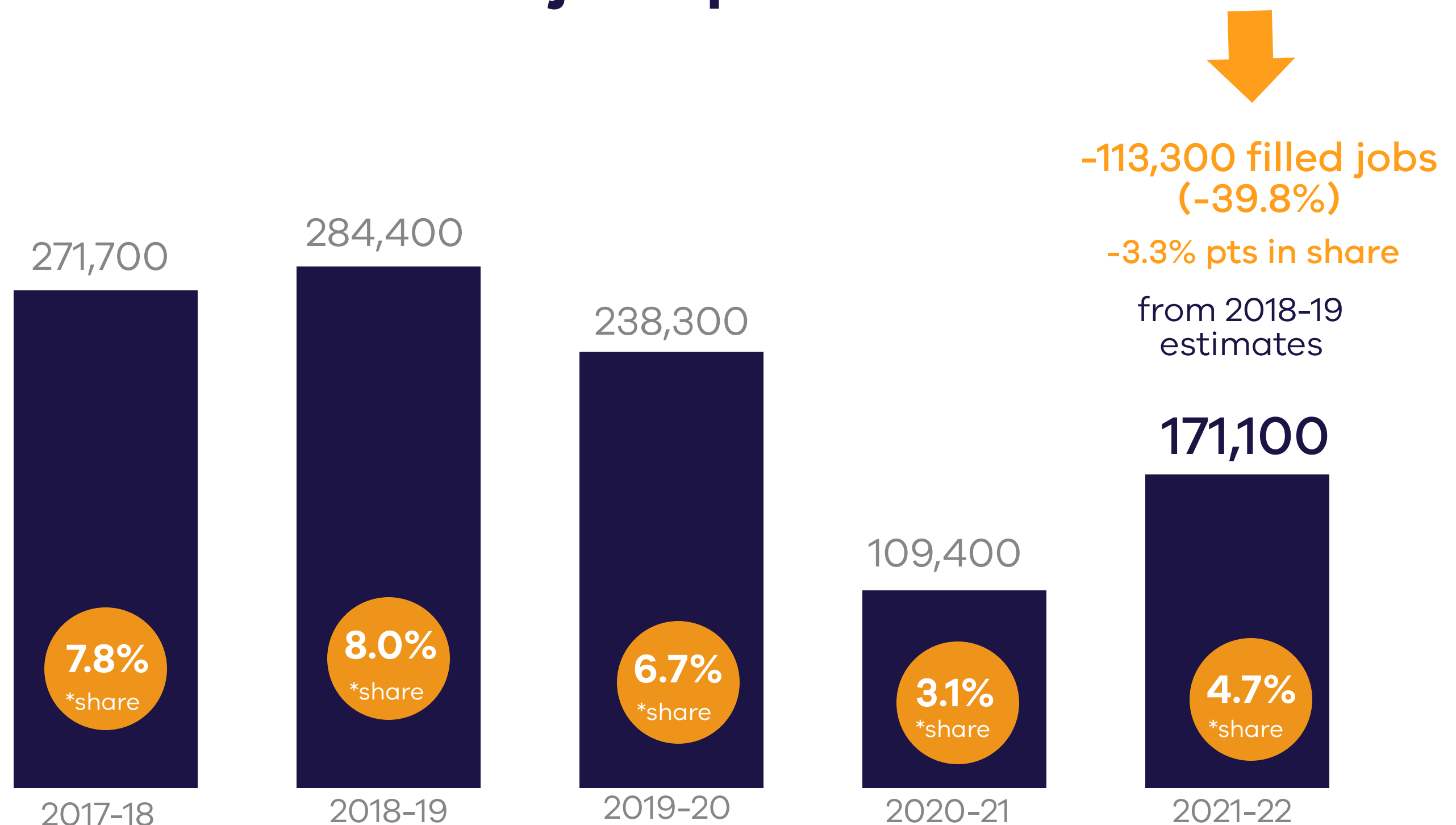
**171,100 filled jobs**

▲ **56.4%** from 2020-21  
**4.7%** of Victorian filled jobs  
**+1.6% pts** from 2020-21

**121,900** Direct filled jobs

**49,200** Indirect filled jobs

### VIC tourism filled jobs performance



### Tourism contribution to GVA



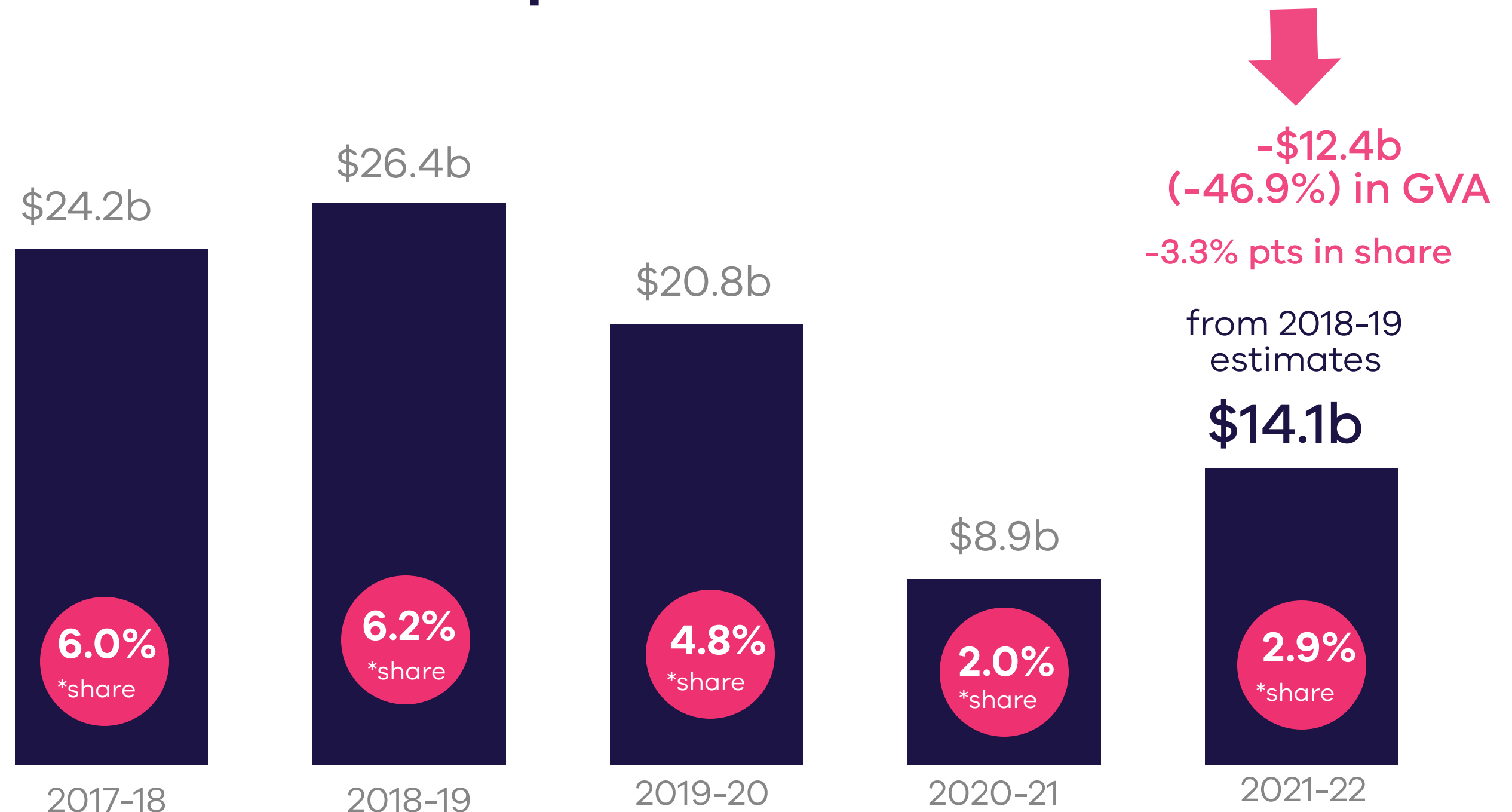
**\$14.1 billion**

▲ **57.7%** from 2020-21  
**2.9%** share of state GVA  
**+0.9% pts** from 2020-21

**\$6.9b** Direct GVA

**\$7.1b** Indirect GVA

### VIC tourism GVA performance

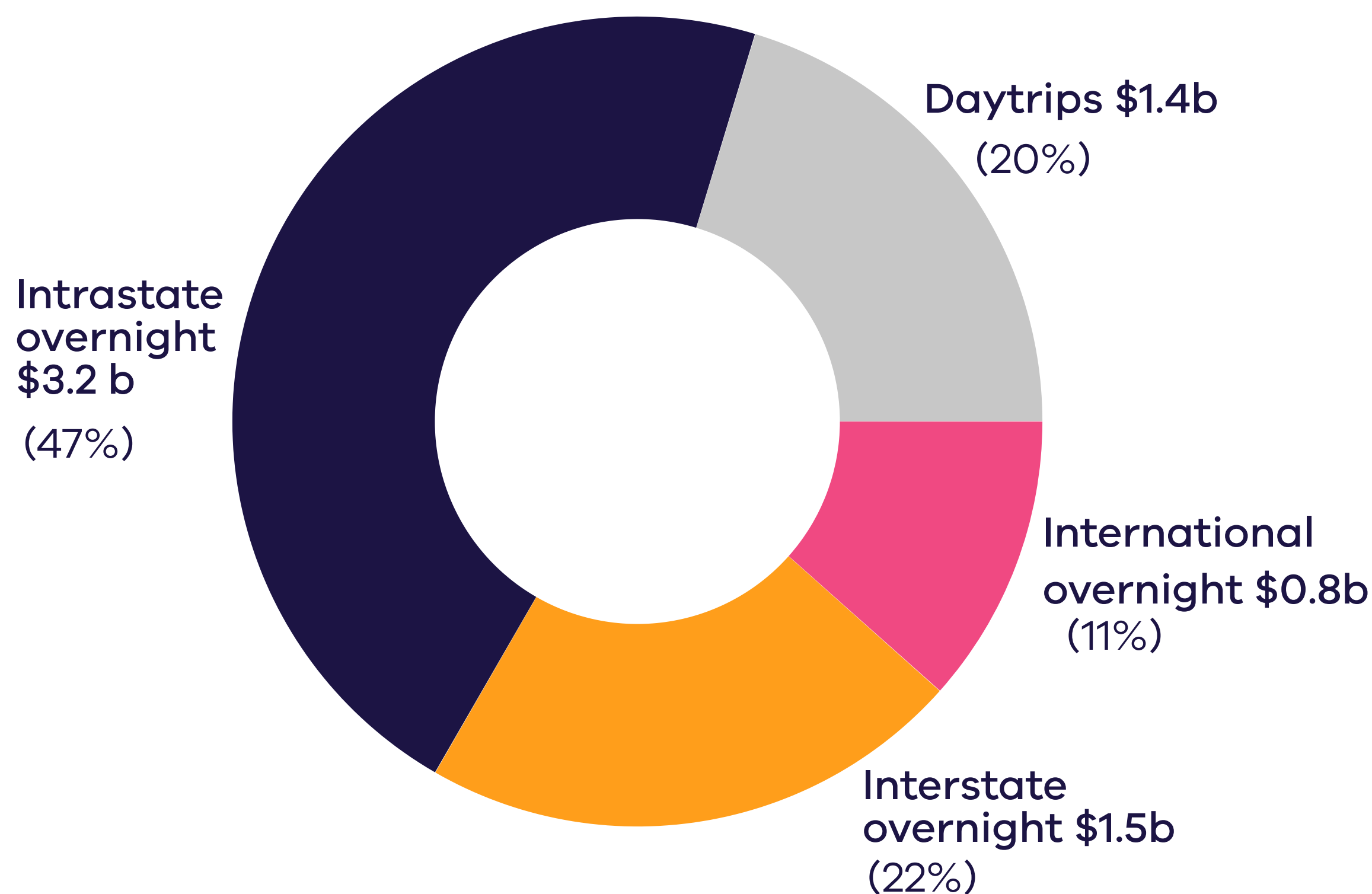


\*Share of Victorian economy. GSP: Gross State Product. GVA: Gross Value Added.  
Source: 2021-22 State Tourism Satellite Account (STSA), Tourism Research Australia, released May 2023.  
2021-22 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. This release contains major revisions to the employment time-series due to the adoption of 'filled jobs' from the Labour Account from 'employed persons' based on the Labour Force survey which was used in previous releases. Data has been back-cast to measure like-for-like growth changes. Factsheet produced by the Tourism and Events Research Unit, May 2023.  
Due care is taken in the production of this factsheet, however DJSIR accepts no responsibility for use of this information.  
Data is considered correct at time of publishing. Figures may not add up due to rounding.

# Victoria's Visitor Economy

## 2021-22 State Tourism Satellite Account Results

### Direct tourism GVA composition by visitor type



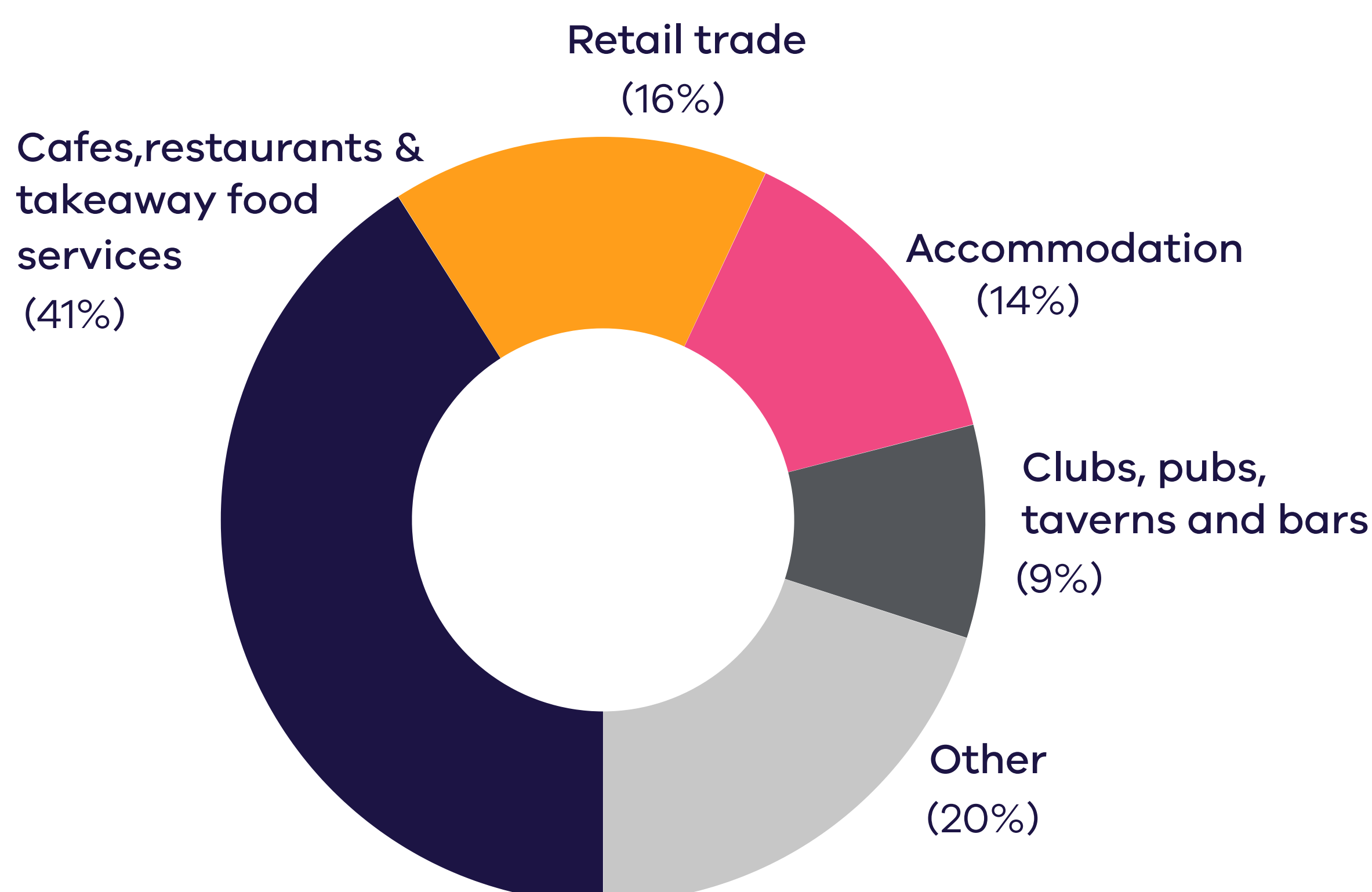
In 2021-22 total direct GVA in Victoria was made up of:

Domestic travel - \$6.1 billion (89%):

- Intrastate overnight travel - \$3.2 billion (47% of direct GVA)
- Interstate overnight travel - \$1.5 billion (22%)
- Same day trips - \$1.4 billion (20%).

International travel - \$0.8 billion (11%) was limited due to border closures in 2021-22.

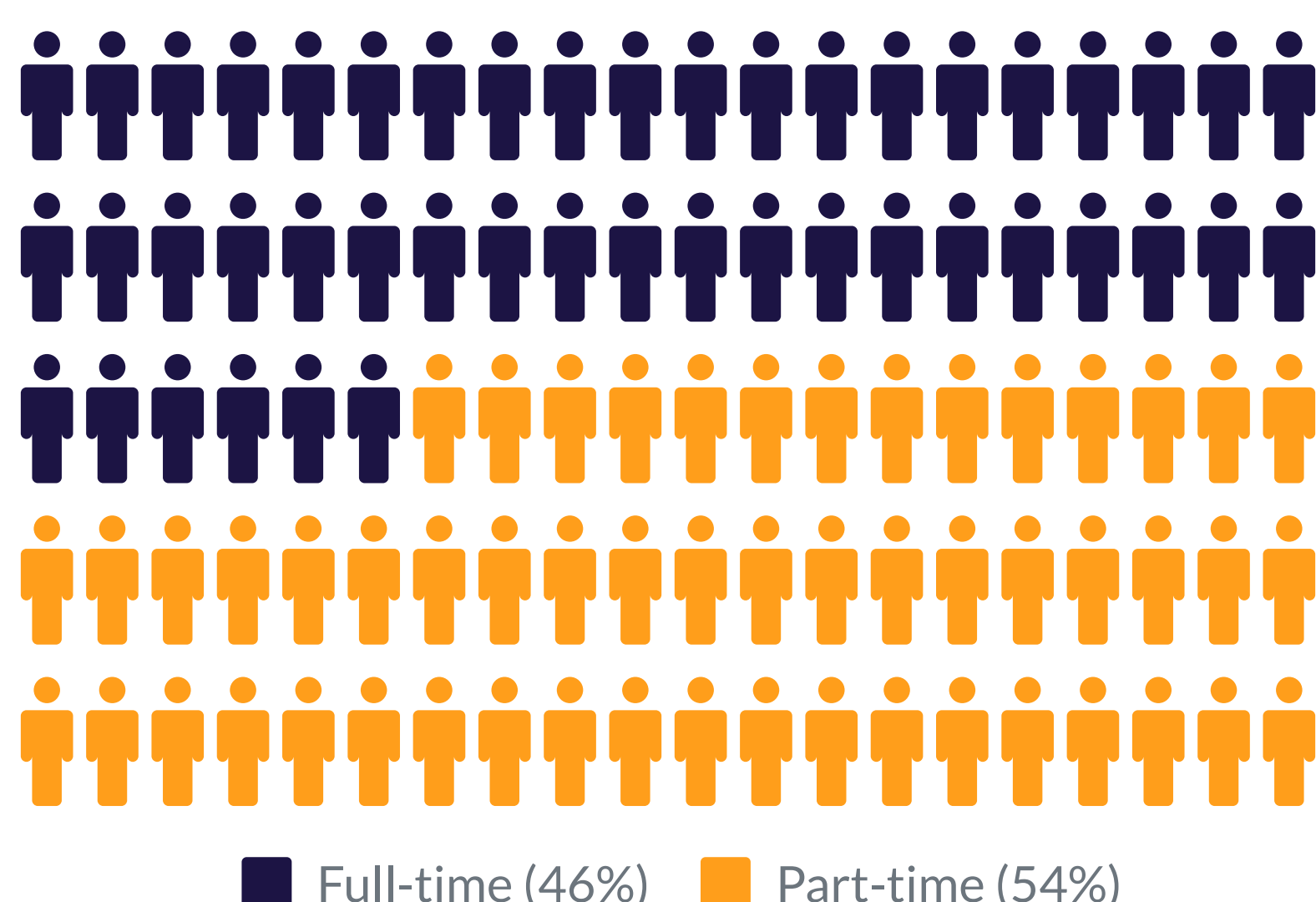
### Direct tourism filled jobs by industry



While tourism filled jobs are noted across twelve different industries in the economy, 80% of all direct tourism filled jobs in Victoria were accounted for in four main industries in 2021-22:

- Cafes, restaurants and takeaway services - 41%
- Retail trade - 16%
- Accommodation - 14%
- Clubs, pubs, taverns and bars - 9%
- Other - 20%.

### Direct tourism filled jobs - full-time vs part-time



Direct tourism filled jobs were split between:

- part-time (54%) and
- full-time (46%).

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.



# Victoria's Visitor Economy

## 2021-22 Regional Tourism Satellite Account Results

### Tourism contribution to GRP



#### Melbourne

**\$7.9 billion** **+78.8%** y/y

2.0% contribution to GRP

change since 2018-19

**-\$10.3 billion** **-56.6%**

GRP loss

#### Regional Victoria

**\$7.0 billion** **+40.0%** y/y

5.7% contribution to GRP

change since 2018-19

**-\$2.3 billion** **-24.6%**

GRP loss

### Tourism filled jobs



#### Melbourne

**68,100 jobs** **+83.4%** y/y

2.6% contribution to filled jobs

change since 2018-19

**-85,400 jobs** **-55.6%**

job loss

#### Regional Victoria

**96,400 jobs** **+41.8%** y/y

9.3% contribution to filled jobs

change since 2018-19

**-21,700 jobs** **-18.4%**

job loss

### Tourism contribution to GVA



#### Melbourne

**\$7.0 billion** **+78.6%** y/y

1.9% contribution to GVA

change since 2018-19

**-\$9.4 billion** **-57.5%**

GVA loss

#### Regional Victoria

**\$6.1 billion** **+39.6%** y/y

5.4% contribution to GVA

change since 2018-19

**-\$2.1 billion** **-25.9%**

GVA loss

## Tourism GRP and filled jobs in Victoria's regions

+/- percentage change from 2018-19 (pre-COVID-19 estimates)  
(% of regional economy / % of regional jobs noted in brackets)

#### Murray

GRP: \$799 million **-31.4%** (4.0%)

Filled jobs: 11,700 **-24.9%** (7.0%)

#### Goldfields

GRP: \$769 million **-25.6%** (4.4%)

Filled jobs: 9,400 **-23.4%** (6.4%)

#### Victoria's High Country

GRP: \$847 million **-30.9%** (13.9%)

Filled jobs: 12,000 **-23.2%** (22.7%)

#### Grampians

GRP: \$286 million **-7.2%** (4.7%)

Filled jobs: 4,900 **-0.4%** (10.3%)

#### Great Ocean Road

GRP: \$926 million **-18.6%** (9.7%)

Filled jobs: 12,800 **-9.5%** (17.0%)

#### Geelong and the Bellarine

GRP: \$685 million **-26.2%** (4.2%)

Filled jobs: 8,500 **-21.0%** (6.2%)

#### Mornington Peninsula

GRP: \$750 million **-33.6%** (5.4%)

Filled jobs: 9,500 **-29.0%** (7.4%)

#### Daylesford & the Macedon Ranges

GRP: \$267 million **-15.6%** (7.3%)

Filled jobs: 4,600 **-16.7%** (13.3%)

#### Gippsland

GRP: \$855 million **-9.1%** (5.2%)

Filled jobs: 12,100 **+1.2%** (9.8%)

#### Yarra Valley & Dandenong Ranges

GRP: \$388 million **-27.7%** (3.5%)

Filled jobs: 5,400 **-27.5%** (5.2%)

#### Phillip Island

GRP: \$388 million **-24.2%** (26.8%)

Filled jobs: 5,400 **-15.5%** (39.3%)



GRP: Gross Regional Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts. Y/Y (year on year change).  
Source: 2021-22 Regional Tourism Satellite Account (RTSA), Tourism Research Australia, released July 2023 (latest available data).  
2021-22 RTSA estimates are based on revised inputs and should not be compared to previously released estimates. This release contains major revisions to the employment time-series due to the adoption of 'filled jobs' from the Labour Account from 'employed persons' based on the Labour Force survey which was used in previous releases. Data has been back-cast to measure like-for-like growth changes. For further information on these changes visit the TRA website.  
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Jobs, Skills,  
Industry  
and Regions