

# Tourism Businesses\* in Victoria

## As at June 2022

Data sourced from Tourism Research Australia

Released March 2023

\*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 2022

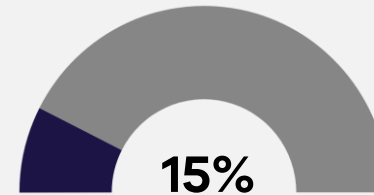


**111,400**

Tourism businesses in Victoria

↑11.4%  
Since June 2021

↑18.8%  
Since June 2019



**15%**

of the  
**726,839**  
businesses in  
Victoria



**73%** of tourism business  
are in Melbourne

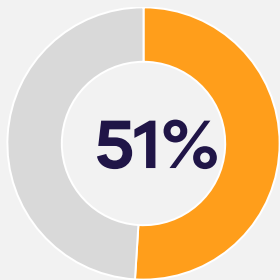
**81,708** businesses  
↑12.9% 21/22    ↑20.8% 19/22



**27%** of tourism business are in  
Regional Victoria

**29,692** businesses  
↑7.7% 21/22    ↑13.5% 19/22

## Non-employing



**51%**

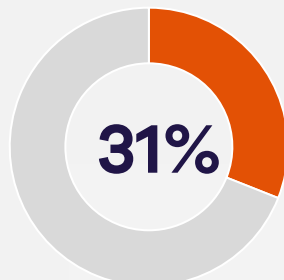
↑23.5%

Since June 2021

↑21.7%

Since June 2019

## Micro



**31%**

1-4 employees

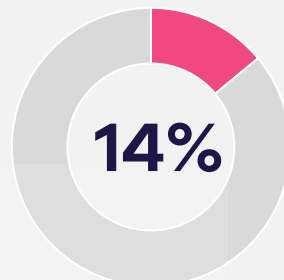
↑1.3%

Since June 2021

↑22.2%

Since June 2019

## Small



**14%**

5-19 employees

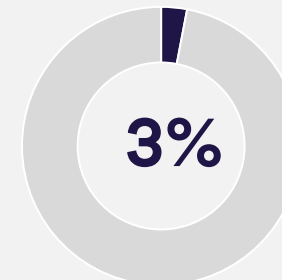
↑0.9%

Since June 2021

↑9.8%

Since June 2019

## Medium



**3%**

20-199 employees

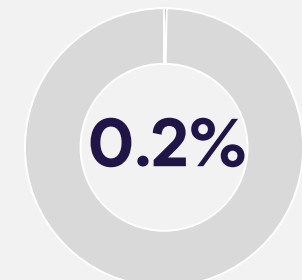
↑0.3%

Since June 2021

↓5.2%

Since June 2019

## Large



**0.2%**

200+ employees

↓4.2%

Since June 2021

↓1.6%

Since June 2019

# Key Results

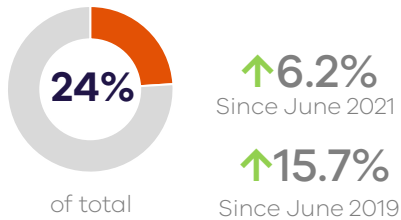
- There were **111,400 tourism businesses** in Victoria as at June 2022 representing **15% of all businesses** in the state. As such, approximately **1 in 7** Victorian businesses were tourism related.
- Victoria's tourism sector is dominated by **small businesses** which include non-employing, micro and small businesses employing fewer than 20 persons. In total these business types equate to **96% of all tourism businesses in Victoria**.
- Overall, Victoria had **1 tourism business for every 59** residents living in the state.
- The number of tourism businesses in Victoria increased by 11.4% (or +11,436 businesses) as at June 2022 compared to June 2021. Since June 2019, tourism businesses have increased at a higher rate of 18.8% (up 17,604 businesses), reflecting improved trading conditions and high demand for travel experiences. This was higher than the growth performance of all other Australian jurisdictions.
- Most of the growth in tourism businesses in Victoria came from **cafés, restaurants and takeaway food services** (up 15.7% since June 2019 or +3,573 businesses). Since June 2021, this sector has increased by 6.2% (+1,537 businesses).
- Other **retail trade** businesses (tourism connected), have also grown substantially since June 2019, up 23.0% with an additional 8,691 businesses. This represents an increase of 11.3% since June 2021 (up 4,710 businesses).
- The strongest growth as at June 2022 compared to June 2021 was noted in the **non-employing** (+23.5%) business category, with softer growth noted in **micro** (+1.3%), **small** (+0.9%) and **medium** (+0.3%) business types in Victoria while large (-4.2%) businesses **declined**, reflecting the negative impacts of the pandemic on bigger operations.
- **Melbourne** (+12.9%) and **regional Victoria** (+7.7%) both recorded overall increases in tourism businesses as at June 2022 compared to June 2021. The strongest growth category for both Melbourne and regional Victoria was the non-employing businesses (+25.7% and +16.5% respectively), rebounding from the declines noted in these business types during the pandemic noted as at June 2021.
- **The Mornington Peninsula region** had the largest volume of tourism related businesses in regional Victoria as at June 2022 (3,932 businesses), followed by followed by the Yarra Valley and Dandenong Ranges (3,916) and Murray (3,880) regions.
- Tourism businesses increased in all of Victoria's regions as at June 2022 compared to June 2021 with the highest volume increase noted in Yarra Valley and Dandenong Ranges (+373 businesses), followed by Geelong and the Bellarine (+344 businesses).

# Tourism Businesses in Victoria by Industry Type

As at June 2022

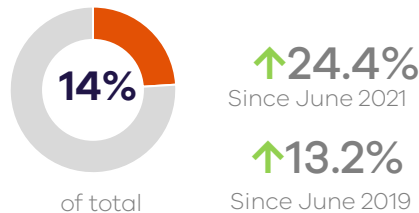
## Cafes, restaurants & take away food services

**26,826** 



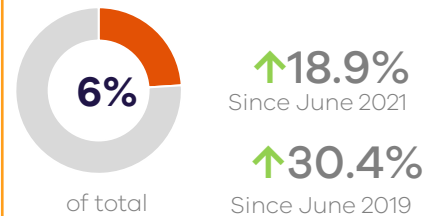
## Taxi transport services

**15,347** 



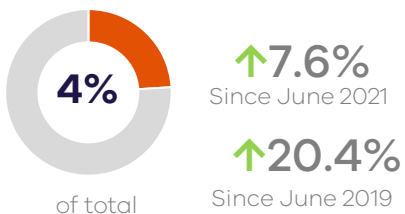
## Cultural services

**6,278** 



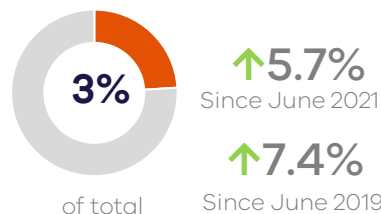
## Other sports and recreation services

**4,521** 



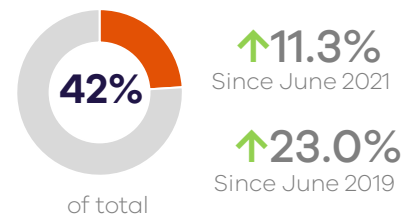
## Accommodation services

**3,589** 



## Other retail trade\* (tourism connected)

**46,498** 



At June 2022, most tourism characteristic businesses were noted within the cafes, restaurants and take away food service category (24% of the total). Businesses in this category have increased by 15.7% since June 2019 despite the negative impacts of COVID-19.

The tourism connected sector of other retail trade comprised 42% of all tourism related businesses in Victoria and also recorded strong growth compared to June 2019 (+23.0%).

The taxi, transport services sector also increased substantially from 2021 (+24.4%), reflecting a rebound in activity compared to a period where movement was restricted.

Accommodation services have increased solidly from June 2019 (+7.4%), reflecting new accommodation supply in the market.

Note: Uber is not included in 'Taxi transport services' and Airbnb is not included in 'Accommodation services'. Other categories not noted above include clubs, pubs, taverns, travel agency and tour operators, gambling services, motor vehicle hiring and other transport. Refer to [data table 1](#)

# Tourism related businesses – employing/non employing

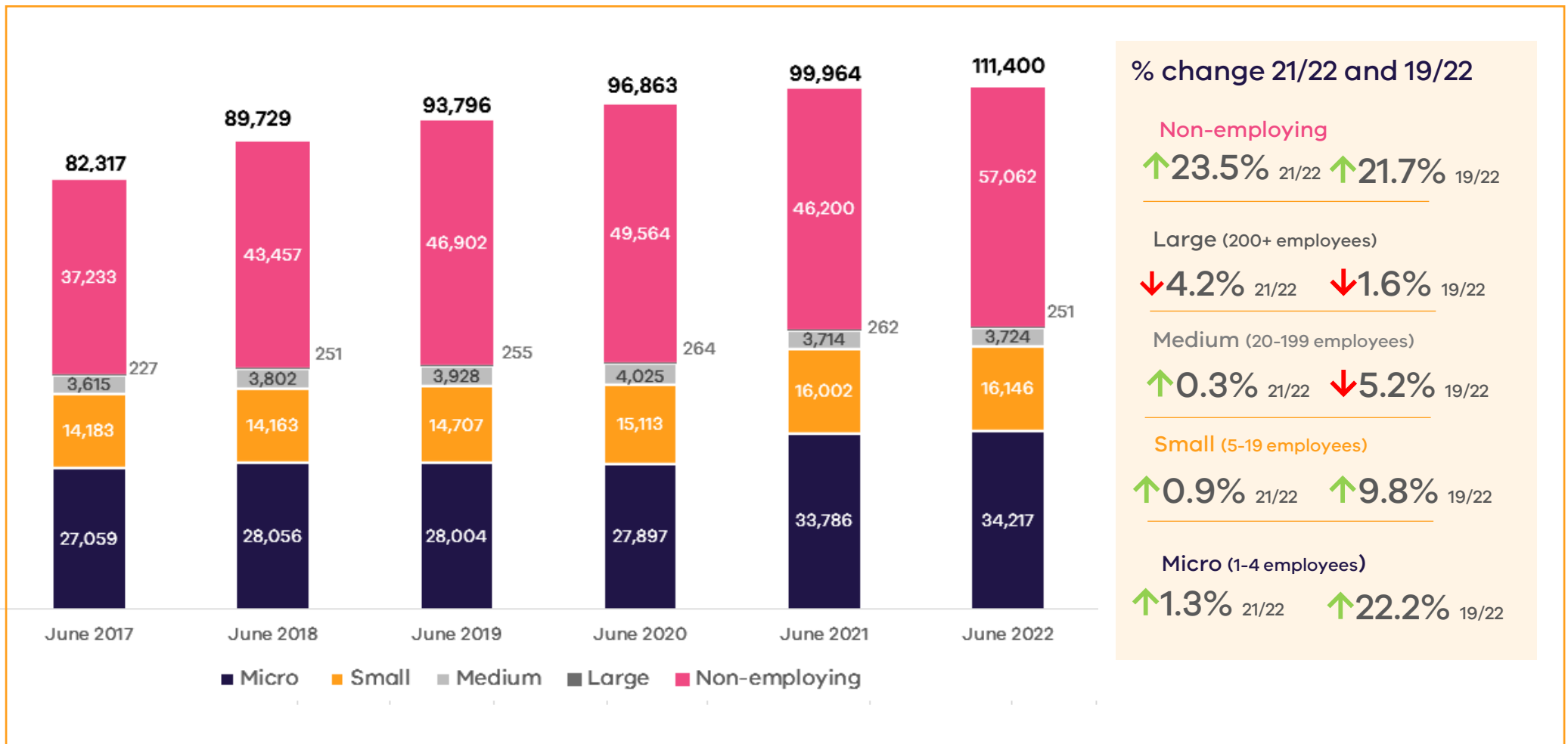
The numbers of tourism businesses in Victoria has steadily increased, despite the impacts of Covid-19, although growth in businesses was slower in the pandemic period. Growth in tourism businesses strengthened in 2022 as trading conditions improved, buoyed by strong pent up demand to travel, as well increased savings that were accumulated during the pandemic. Between 2021 and 2022, 11,436 new tourism businesses were created in Victoria. Notably, 95% of the new businesses created in this period were non-employing. The proportion of non-employing businesses has increased over time (up from 45% in 2017 to 51% in 2022).



[Refer to data table 1](#)

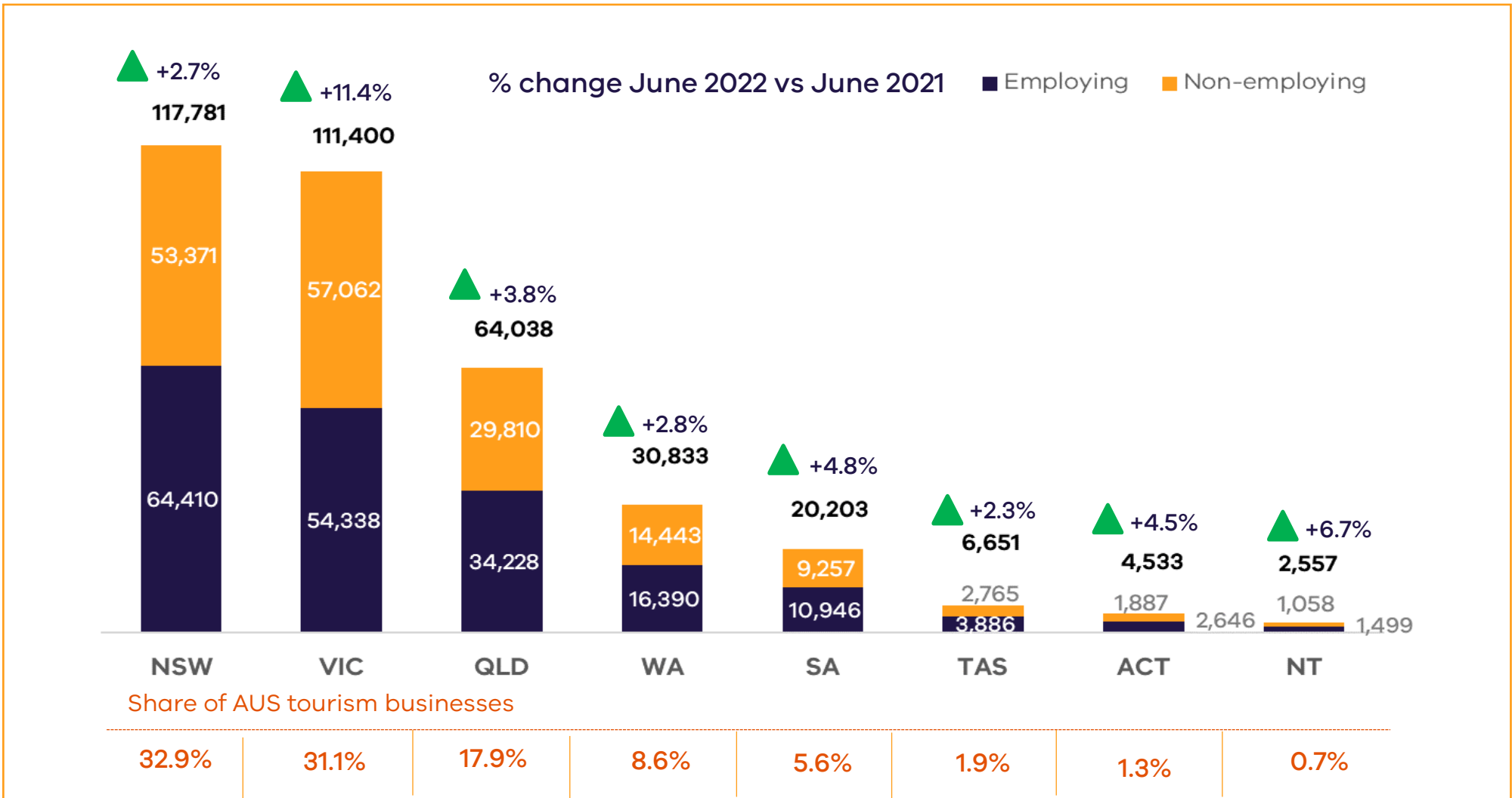
# Tourism related businesses by size

Growth has been recorded in the micro and small tourism business categories in Victoria in 2022 compared to 2019. Almost half (45%) of all tourism businesses in Victoria fall within these business categories. However, large and medium business segments have been more vulnerable to the impacts of the pandemic and have suffered declines in business numbers compared to June 2019 (down 1.6% and 5.2% respectively). The largest increase was noted in the micro business category (+22.2%), with high growth also noted in the non-employing category (+21.7%).



# Tourism businesses by state

At June 2022, most tourism related businesses in Australia were located in New South Wales (32.9%), followed by Victoria (31.1%) and Queensland (17.9%). Of all jurisdictions, Victoria noted the highest overall growth in tourism businesses compared to June 2021 (+11.4%), triple the rate of growth noted in Queensland (+3.8%) and far higher than New South Wales (+2.7%).

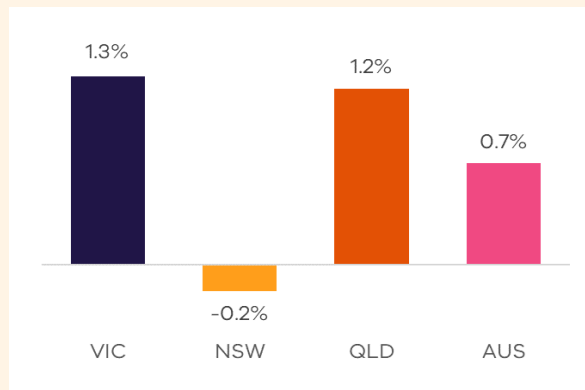




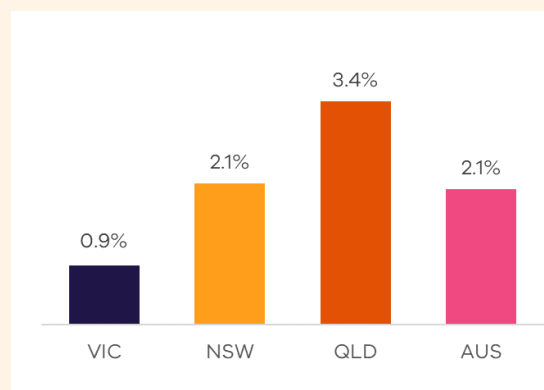
# Change in business category - key states

Victoria noted strong growth in the non-employing business category of 23.5% as at June 2022 compared to June 2021, more than double the national growth rate of 10.7% and well above other key states. Increases in medium business numbers were noted for New South Wales (+4.3%) and Queensland (+9.0%), while Victoria noted only a slight increase (+0.3%) in this category. Large tourism related businesses also declined for both New South Wales and Victoria whereas Queensland recorded a solid increase of 6.4%. % change June 2022 vs June 2021

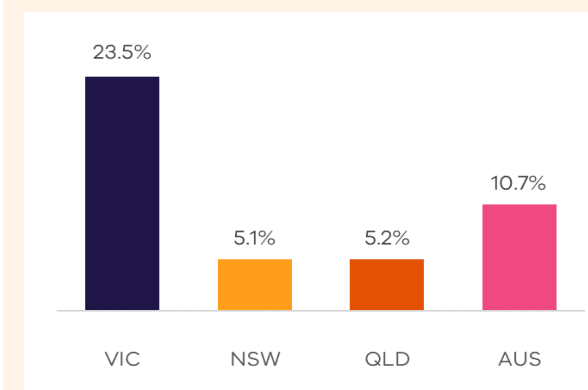
## Micro (1-4 employees)



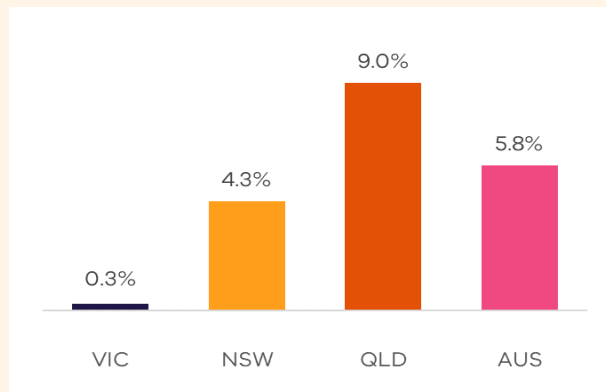
## Small (5-19 employees)



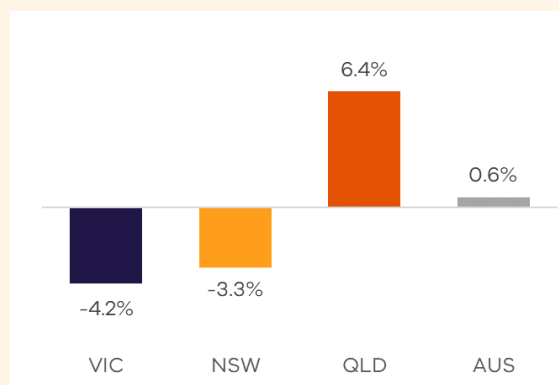
## Non-employing



## Medium (20-199 employees)



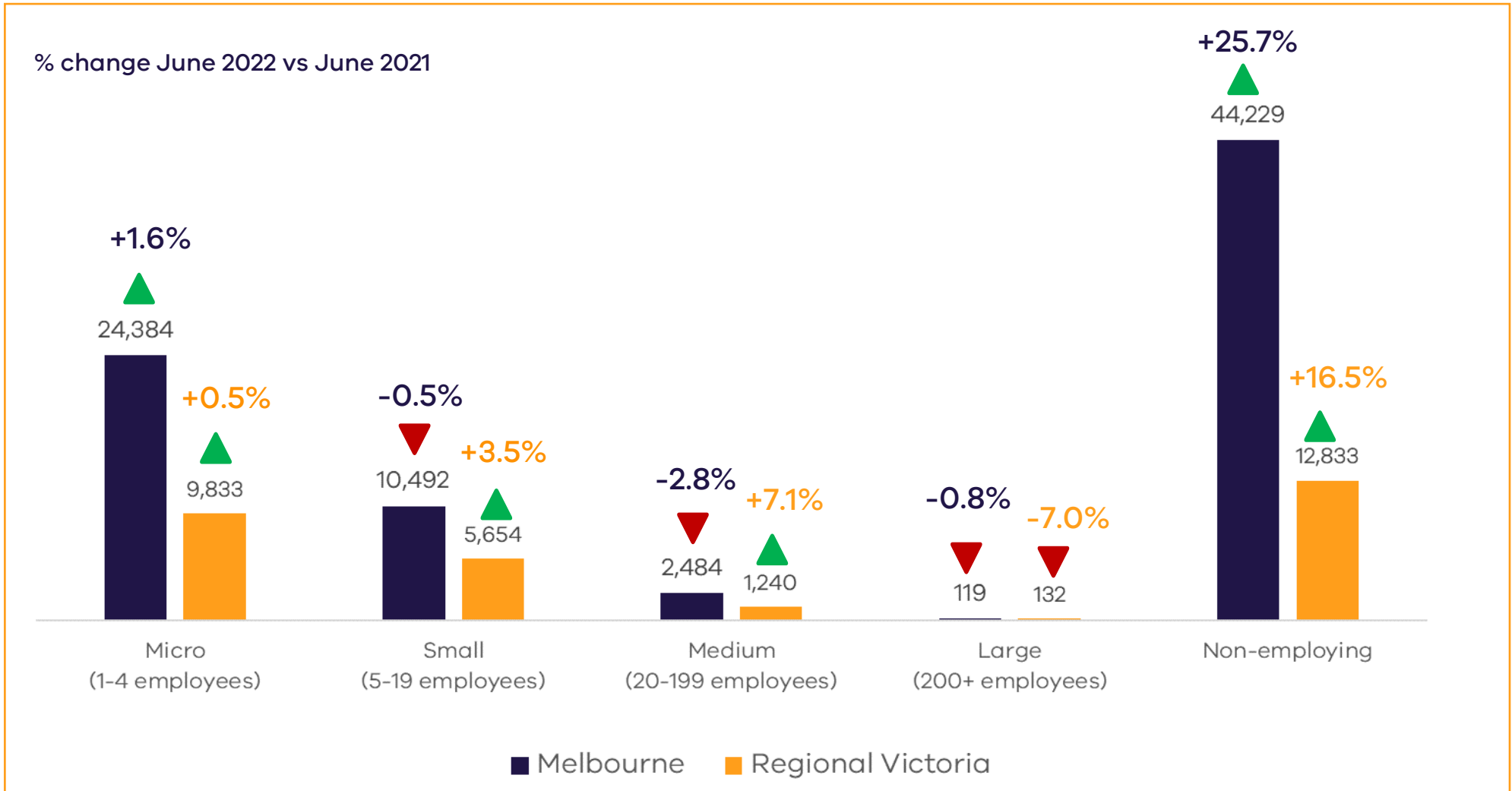
## Large (200+ employees)



Victoria noted the largest increase in the non-employing business category (+23.5%), after suffering a decline in 2021 reflecting the tough conditions within the tourism sector during the pandemic for small non-employing businesses. In comparison, Queensland noted the largest increase in medium (+9.0%) and large (+6.4%) business types in June 2022 compared to June 2021.

# Melbourne vs Regional Victoria

The largest business type in both Melbourne and regional Victoria was the non-employing category, which both noted large increases in June 2022 compared to June 2021, as tourism operations have rebounded with the restart of travel. Both Melbourne (-0.8%) and regional Victoria (-7.0%) noted declines in the large business category reflecting the negative impacts of the pandemic on larger scale business operations.



# Melbourne vs Regional Victoria June 2022 vs June 2021

Both Melbourne and regional Victoria noted the strongest growth compared to June 2021 in the non-employing business category. Melbourne and regional Victoria also both outperformed other Australian jurisdictions in terms of tourism business growth.

## Melbourne



Melbourne experienced a net gain of 265 employing businesses (+0.7%) as at June 2022 compared to June 2021.

- Micro businesses (1-4 employees) in Melbourne increased by 1.6%.
- Small businesses (5-19 employees) decreased by 0.5%.
- Medium businesses (20-199 employees) decreased by 2.8%.
- Large business (200+ employees) decreased by 0.8%.

Non-employing businesses increased in Melbourne by 9,040 businesses (+25.7%), well above the growth of employing businesses.

- In total Melbourne experienced a net gain of 9,305 tourism businesses over the period (+12.9%).
- This was above the growth of all major Australian cities including Darwin (+7.6%), Adelaide (+5.3%), Gold Coast (+4.9%), Canberra (+4.4%), Brisbane (+3.2%), Perth (+2.6%), Sydney (+2.2%) and Hobart (+1.7%).

## Regional Victoria



Regional Victoria experienced a net gain of 309 employing businesses (+1.9%) as at June 2022 compared to June 2021.

- Micro businesses (1-4 employees) in regional Victoria increased by 0.5%.
- Small businesses (5-19 employees) increased by 3.5%.
- Medium businesses (20-199 employees) increased by 7.1%.
- Large business (200+ employees) decreased by 7.0%.

Non-employing businesses increased in regional Victoria by 1,822 businesses (+16.5%), representing far higher growth than employing businesses.

- In total, regional Victoria experienced a net gain of 2,131 tourism businesses over the period (+7.7%).
- This was above the growth noted in regional NT (+4.9%), regional Queensland (+4.1%), regional NSW and regional WA (both +3.8%), regional SA (+3.5%) and regional TAS (+3.0%).

# Performance of Victoria's Tourism Regions

All of Victoria's tourism regions noted an increase in the number of tourism businesses as at June 2022 compared to June 2021, reflecting stronger business confidence in the period due to pent-up demand to travel.

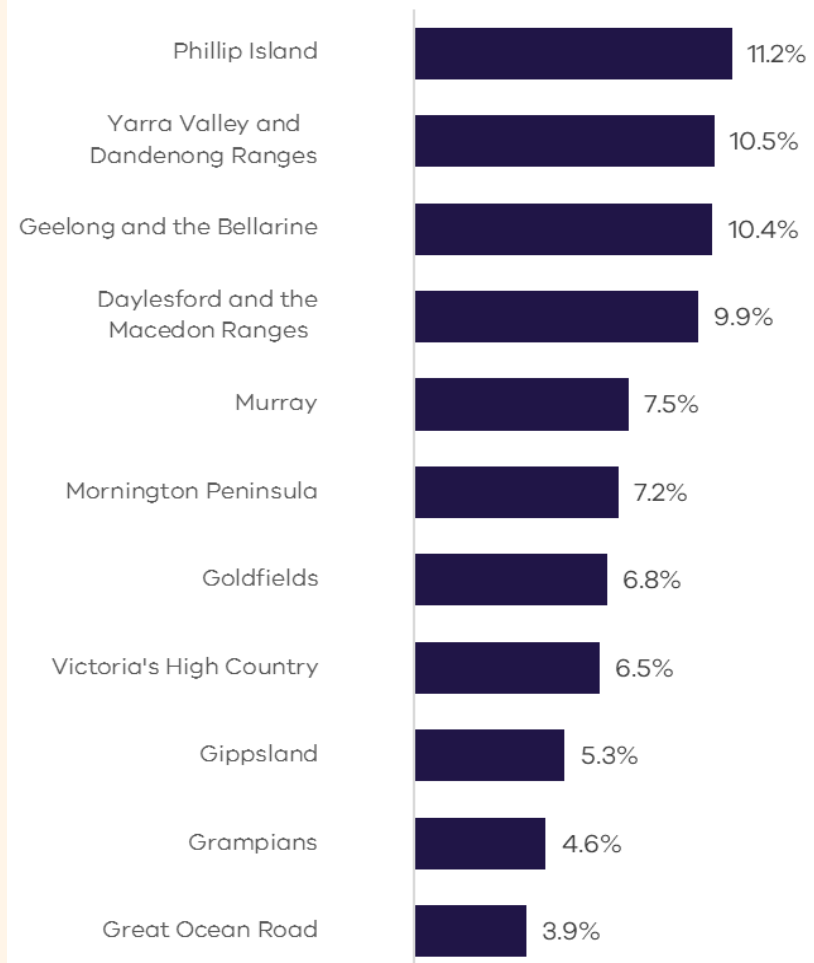
## Total businesses:

- All tourism regions noted an increase in total tourism related businesses as at June 2022 compared to June 2021 reflecting improved trading conditions.
- Large volume increases in tourism businesses were noted in Yarra Valley and Dandenong Ranges (+373 businesses or +10.5%), Geelong and the Bellarine (+344 businesses or +10.4%), Murray (+271 or up 7.5%) and Mornington Peninsula (+263 or +7.2%).

## Non-employing businesses vs employing businesses:

- The increase in businesses as at June 2022 compared to June 2021 across regional Victoria was driven by non-employing business types (+16.5%), with the largest growth in this category noted in Yarra Valley and Dandenong Ranges (+334 businesses or +20.2%), Geelong and the Bellarine (+304 or +21.5%), Murray (+238 or +17.5%), Mornington Peninsula (+227 or +14.7%) and Goldfields (+223 or +17.6%).
- Overall regional Victoria noted a 1.9% increase in employing business types with the largest gains noted in Victoria's High Country (+51 businesses or +4.7%), Geelong and the Bellarine (+40 or +2.1%), Yarra Valley and Dandenong Ranges (+39 or +2.1%) and Mornington Peninsula (+36 or +1.7%).

## Change in total tourism related businesses in Victoria's tourism regions (June 2022 vs June 2021)

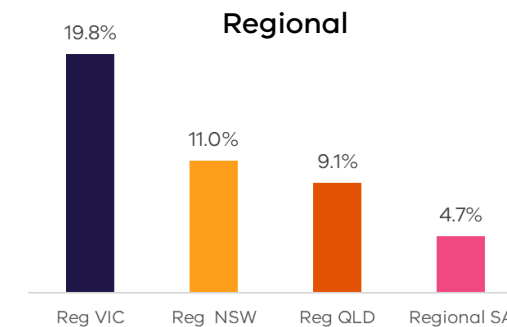
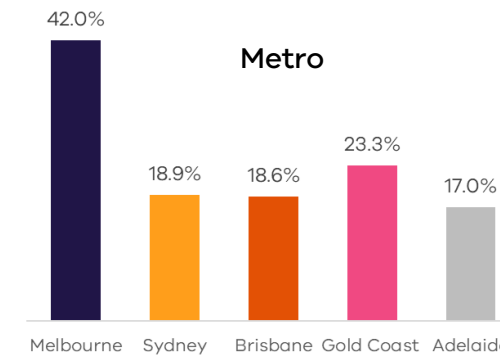
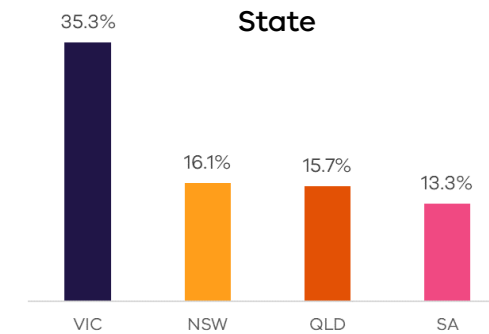


# Change in Tourism Businesses – 2022 vs 2017

Over the longer term (June 2022 vs June 2017) Victoria has outperformed other Australian states in creating more tourism businesses, reflecting the strength of the sector in the state over time and reinforcing the resilience of the industry despite various challenges.

- **Victoria** experienced the highest growth in total businesses from June 2017 to June 2022 (+35.3%), above the national average (+20.7%) and outperforming New South Wales (+16.1%), and Queensland (+15.7%). In Victoria, growth was driven by the non-employing category (+53.3%) with double-digit growth also noted in micro (+26.5%), small (+13.8%) and large (+10.6%) businesses with moderate growth in medium (+3.0%) business types.
- **Melbourne** experienced strong growth in total businesses (+42.0%) over the five-year period, the strongest growth of all the major cities. Growth in Melbourne was also driven by a substantial increase in non-employing businesses (+62.2%), with high growth noted in micro (+30.9%), small (+15.3%) and large (+10.2%) business types, with softer growth in medium (+2.3%) businesses.
- **Regional Victoria** experienced the highest growth rate for total businesses (+19.8%) out of all the non-capital city regions across Australia. This was driven by high growth in non-employing businesses (+28.7%), with strong growth also noted in micro (+16.6%), small (+11.2%) and large (+10.9%) businesses, with moderate growth in medium (+4.4%) business types.

Change in total tourism related businesses – key competitor states (June 2022 vs June 2017)



# Tourism Business Counts – Data Tables

Table 1: Tourism Businesses in Victoria by size and type – at June 2022

At June 2022	Employing Businesses				Total Employing	Non-Employing	Total	% of Total	Volume change 2021/22	% change 2021/22	Volume change 2019/22	% change 2019/22
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)								
<b>Tourism characteristic industries</b>												
Accommodation	1,131	577	177	8	1,893	1,696	3,589	3%	192	5.7%	248	7.4%
Cafes, restaurants and takeaway food services	11,148	6,933	1,249	76	19,406	6,880	26,286	24%	1537	6.2%	3573	15.7%
Clubs, pubs, taverns and bars	708	768	435	0	1,911	684	2,595	2%	221	9.3%	362	16.2%
Rail transport	3	0	0	0	3	15	18	0%	-9	-33.3%	-6	-25.0%
Taxi transport	375	32	8	3	418	14,929	15,347	14%	3014	24.4%	1784	13.2%
Air and space, water and other transport	384	76	39	3	502	961	1,463	1%	131	9.8%	178	13.9%
Motor vehicle hiring	180	32	8	3	223	766	989	1%	246	33.1%	359	57.0%
Travel agency and tour operator services	925	139	34	3	1,101	1,323	2,424	2%	71	3.0%	152	6.7%
Cultural services	968	171	58	3	1,200	5,078	6,278	6%	999	18.9%	1462	30.4%
Casinos and other gambling services	216	72	13	0	301	184	485	0%	21	4.5%	31	6.8%
Other sports and recreation services	1,598	835	216	28	2,677	1,844	4,521	4%	321	7.6%	765	20.4%
<b>Total tourism characteristic industries</b>	<b>17,636</b>	<b>9,635</b>	<b>2,237</b>	<b>127</b>	<b>29,635</b>	<b>34,360</b>	<b>63,995</b>	<b>57%</b>	<b>6744</b>	<b>11.8%</b>	<b>8908</b>	<b>16.2%</b>
<b>Tourism connected industries</b>												
Automotive fuel retailing	290	266	42	6	604	294	898	1%	-26	-2.8%	-2	-0.2%
Other retail trade	16,291	6,243	1,443	113	24,090	22,408	46,498	42%	4710	11.3%	8691	23.0%
<b>Total tourism connected industries</b>	<b>16,581</b>	<b>6,509</b>	<b>1,485</b>	<b>119</b>	<b>24,694</b>	<b>22,702</b>	<b>47,396</b>	<b>43%</b>	<b>4684</b>	<b>11.0%</b>	<b>8689</b>	<b>22.4%</b>
<b>Total tourism related industries</b>	<b>34,217</b>	<b>16,146</b>	<b>3,724</b>	<b>251</b>	<b>54,338</b>	<b>57,062</b>	<b>111,400</b>	<b>100%</b>	<b>11436</b>	<b>11.4%</b>	<b>17604</b>	<b>18.8%</b>
Size & type % of Total	31%	14%	3%	0.2%	49%	51%	100%					

# Tourism Business Counts – Data Tables

Table 2: Tourism businesses by size – tourism regions as at June 2022

At June 2022	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>	24,384	10,492	2,484	119	37,479	44,229	81,708	73.3%
<b>Geelong and the Bellarine</b>	1,057	701	156	11	1,925	1,715	3,640	3.3%
<b>Great Ocean Road</b>	738	533	122	3	1,396	825	2,221	2.0%
Mallee	404	239	38	-	681	462	1,143	1.0%
Goulburn	470	256	46	3	775	639	1,414	1.3%
Central Murray	327	218	33	3	581	348	929	0.8%
Murray East	142	79	24	3	248	146	394	0.4%
<b>Murray</b>	1,343	792	141	9	2,285	1,595	3,880	3.5%
<b>Yarra Valley and Dandenong Ranges</b>	1,231	585	108	6	1,930	1,986	3,916	3.5%
<b>Mornington Peninsula</b>	1,328	673	155	3	2,159	1,773	3,932	3.5%
Gippsland	869	432	88	3	1,392	927	2,319	2.1%
Lakes	258	168	30	-	456	275	731	0.7%
<b>Gippsland</b>	1,127	600	118	3	1,848	1,202	3,050	2.7%
Ballarat	512	322	89	3	926	688	1,614	1.4%
Bendigo Loddon	596	379	96	-	1,071	804	1,875	1.7%
<b>Goldfields</b>	1,108	701	185	3	1,997	1,492	3,489	3.1%
<b>Victorian High Country</b>	666	386	76	6	1,134	714	1,848	1.7%
Central Highlands	137	63	6	-	206	127	333	0.3%
Western Grampians	190	128	17	-	335	200	535	0.5%
Wimmera	104	39	6	-	149	93	242	0.2%
<b>Grampians</b>	431	230	29	-	690	420	1,110	1.0%
Macedon	334	180	39	-	553	492	1,045	0.9%
Spa Country	106	84	13	-	203	147	350	0.3%
<b>Daylesford and the Macedon Ranges</b>	440	264	52	-	756	639	1,395	1.3%
<b>Phillip Island</b>	220	122	23	-	365	243	608	0.5%
<b>Regional Victoria</b>	9,833	5,654	1,240	132	16,859	12,833	29,692	26.7%
<b>Total Victoria*</b>	34,217	16,146	3,724	251	54,338	57,062	111,400	100.0%

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 2021 to June 2022) - Employing and Non-Employing Businesses

June	Total Employing					Non-Employing					Total				
	2019	2021	2022	Volume change 2021/22	% change 2021/22	2019	2021	2022	Volume change 2021/22	% change 2021/22	2019	2021	2022	Volume change 2021/22	% change 2021/22
<b>Regions</b>															
Melbourne	31,789	37,214	37,479	265	0.7%	35,838	35,189	44,229	9,040	25.7%	67,627	72,403	81,708	9,305	12.9%
Geelong and the Bellarine	1,662	1,885	1,925	40	2.1%	1,396	1,411	1,715	304	21.5%	3,058	3,296	3,640	344	10.4%
Great Ocean Road	1,268	1,367	1,396	29	2.1%	765	770	825	55	7.1%	2,033	2,137	2,221	84	3.9%
Mallee	655	673	681	8	1.2%	394	405	462	57	14.1%	1,049	1,078	1,143	65	6.0%
Goulburn	708	766	775	9	1.2%	505	531	639	108	20.3%	1,213	1,297	1,414	117	9.0%
Central Murray	535	575	581	6	1.0%	311	294	348	54	18.4%	846	869	929	60	6.9%
Murray East	216	238	248	10	4.2%	125	127	146	19	15.0%	341	365	394	29	7.9%
Murray	2,114	2,252	2,285	33	1.5%	1,335	1,357	1,595	238	17.5%	3,449	3,609	3,880	271	7.5%
Yarra Valley and Dandenong Ranges	1,702	1,891	1,930	39	2.1%	1,610	1,652	1,986	334	20.2%	3,312	3,543	3,916	373	10.5%
Mornington Peninsula	1,867	2,123	2,159	36	1.7%	1,607	1,546	1,773	227	14.7%	3,474	3,669	3,932	263	7.2%
Gippsland	1,261	1,365	1,392	27	2.0%	840	812	927	115	14.2%	2,101	2,177	2,319	142	6.5%
Lakes	414	460	456	-4	-0.9%	279	260	275	15	5.8%	693	720	731	11	1.5%
Gippsland	1,675	1,825	1,848	23	1.3%	1,119	1,072	1,202	130	12.1%	2,794	2,897	3,050	153	5.3%
Ballarat	812	942	926	-16	-1.7%	570	580	688	108	18.6%	1,382	1,522	1,614	92	6.0%
Bendigo Loddon	1,010	1,057	1,071	14	1.3%	676	689	804	115	16.7%	1,686	1,746	1,875	129	7.4%
Goldfields	1,822	1,999	1,997	-2	-0.1%	1,246	1,269	1,492	223	17.6%	3,068	3,268	3,489	221	6.8%
Victoria's High Country	997	1,083	1,134	51	4.7%	663	652	714	62	9.5%	1,660	1,735	1,848	113	6.5%
Central Highlands	180	185	206	21	11.4%	127	117	127	10	8.5%	307	302	333	31	10.3%
Western Grampians	324	342	335	-7	-2.0%	193	181	200	19	10.5%	517	523	535	12	2.3%
Wimmera	132	141	149	8	5.7%	103	95	93	-2	-2.1%	235	236	242	6	2.5%
Grampians	636	668	690	22	3.3%	423	393	420	27	6.9%	1,059	1,061	1,110	49	4.6%
Macedon	488	554	553	-1	-0.2%	412	393	492	99	25.2%	900	947	1,045	98	10.3%
Spa Country	180	186	203	17	9.1%	145	136	147	11	8.1%	325	322	350	28	8.7%
Daylesford and the Macedon Ranges	668	740	756	16	2.2%	557	529	639	110	20.8%	1,225	1,269	1,395	126	9.9%
Phillip Island	309	341	365	24	7.0%	189	206	243	37	18.0%	498	547	608	61	11.2%
<b>Regional Victoria</b>	<b>15,105</b>	<b>16,550</b>	<b>16,859</b>	<b>309</b>	<b>1.9%</b>	<b>11,064</b>	<b>11,011</b>	<b>12,833</b>	<b>1,822</b>	<b>16.5%</b>	<b>26,169</b>	<b>27,561</b>	<b>29,692</b>	<b>2,131</b>	<b>7.7%</b>
<b>Total Victoria*</b>	<b>46,894</b>	<b>53,764</b>	<b>54,338</b>	<b>574</b>	<b>1.1%</b>	<b>46,902</b>	<b>46,200</b>	<b>57,062</b>	<b>10,862</b>	<b>23.5%</b>	<b>93,796</b>	<b>99,964</b>	<b>111,400</b>	<b>11,436</b>	<b>11.4%</b>

\*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 2021 to June 2022) - state comparisons

June	Employing Businesses								Total Employing		Non-Employing		Total	
	Micro (1-4 employees)		Small (5-19 employees)		Medium (20-199 employees)		Large (200+ employees)							
	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22
Victoria	34,217	1.3%	16,146	0.9%	3,724	0.3%	251	-4.2%	54,338	1.1%	57,062	23.5%	111,400	11.4%
New South Wales	39,941	-0.2%	19,377	2.1%	4,773	4.3%	319	-3.3%	64,410	0.8%	53,371	5.1%	117,781	2.7%
Queensland	19,054	1.2%	11,866	3.4%	3,142	9.0%	166	6.4%	34,228	2.7%	29,810	5.2%	64,038	3.8%
<b>Australia</b>	<b>111,900</b>	<b>0.7%</b>	<b>60,363</b>	<b>2.1%</b>	<b>15,226</b>	<b>5.8%</b>	<b>891</b>	<b>0.6%</b>	<b>188,380</b>	<b>1.5%</b>	<b>169,897</b>	<b>10.7%</b>	<b>358,277</b>	<b>5.7%</b>

Table 5: Annual change (June 2021 to June 2022) - regional Victoria vs Melbourne

June	Employing Businesses								Total Employing		Non-Employing		Total		% of Total
	Micro (1-4 employees)		Small (5-19 employees)		Medium (20-199 employees)		Large (200+ employees)								
	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	2022	2021/22	
Melbourne	24,384	1.6%	10,492	-0.5%	2,484	-2.8%	119	-0.8%	37,479	0.7%	44,229	25.7%	81,708	12.9%	73%
Regional Victoria	9,833	0.5%	5,654	3.5%	1,240	7.1%	132	-7.0%	16,859	1.9%	12,833	16.5%	29,692	7.7%	27%
<b>Total Victoria</b>	<b>34,217</b>	<b>1.3%</b>	<b>16,146</b>	<b>0.9%</b>	<b>3,724</b>	<b>0.3%</b>	<b>251</b>	<b>-4.2%</b>	<b>54,338</b>	<b>1.1%</b>	<b>57,062</b>	<b>23.5%</b>	<b>111,400</b>	<b>11.4%</b>	<b>100%</b>



# Methodology and data notes

The data used to produce these business counts are extracted from the Australian Bureau of Statistics Business Register (ABSBR). The ABSBR is populated using administrative data from Australian Business Number (ABN) registrations recorded in the Australian Business Register (ABR), and business data from the Australian Taxation Office (ATO).

For the purposes of this Tourism Businesses in Australia report, a business is defined as a legal entity engaging in productive activity and/or other forms of economic activity in the market sector. Businesses are defined as engaging in productive activity where they have a Goods and Services Tax (GST) role and are actively remitting GST through Business Activity Statements (BAS).

Counts of businesses in this release include only actively trading businesses in the Australian market sector through to end-June 2022.

Actively trading businesses are:

- ABNs from the non-profiled population that are actively remitting Goods and Services Tax (GST) – most of the businesses in the ABSBR are in this group and most have simple structures that are suitable for ABS statistical purposes at the ABN level. One ABN equates to one business.
- Types of Activity Unit (TAUs) from the profiled population – the small number of businesses/groups of businesses that are large, complex and diverse and for which the ABS maintains its own economic unit structure.

**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 2022](#), Tourism Research Australia, Canberra.

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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 DJSIR accepts no responsibility for use of this information.

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