



Victoria's visitor economy

Latest performance results – year ending December 2022

Tourism is an important industry for Victoria. In the year ending December 2022, Victoria received approximately 83.1 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$31.5 billion.

Signs of recovery continue, with all top-level measures improving relative to the performance of 2021 (a period of limited travel). All key domestic spend measures have recovered and now exceed pre-pandemic levels.

Value of tourism



In 2020-21, tourism was estimated to be worth \$10.7 billion to Victoria (in direct and indirect Gross State Product), representing 2.3% of Victoria's economy.

Tourism Employment



Tourism generated employment of approximately 120,000 people (direct and indirect jobs) or 3.6% of Victoria's employment.

Gross State Product (GSP)

GSP	% of economy
\$10.7B	2.3%
▼ -55% y/y	▼ -2.8%pts

Employment

Jobs	% of economy
120,000	3.6%
▼ -48% y/y	▼ -3.3%pts

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Domestic overnight spend

Domestic overnight expenditure in Victoria in the year ending December 2022 was estimated to be \$20.3 billion, up 103% on 2021 during a period of low activity. Overnight spend was 119% of the pre-COVID-19 year ending December 2019 result. Visitors spent an average of \$262 per night and \$775 per visitor in the year ending December 2022.

Domestic overnight

Spend

\$20.3B ▲+103% y/y

119% of YE Dec 2019

Visitors

26.2M ▲+46% y/y

88% of YE Dec 2019



Domestic daytrip spend

Daytrip visitors spent an estimated \$7.9 billion in the year ending December 2022, 119% of the pre-COVID-19 year ending December 2019 result. Year-on-year, daytrip spend was up 81% on 2021 during a period of low activity.

Domestic daytrips

Spend

\$7.9B ▲+81% y/y

119% of YE Dec 2019

Visitors

55.9M ▲+41% y/y

83% of YE Dec 2019



International overnight spend

International overnight expenditure in Victoria was estimated to be \$3.3 billion in the year ending December 2022, 37% of the pre-COVID-19 year ending December 2019.

International overnight

Spend

\$3.3B ▲+752% y/y

37% of YE Dec 2019

Visitors

1.0M ▲+1601% y/y

33% of YE Dec 2019

Victoria

Regional Tourism Statistics

Tourism Economic Contribution	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	YOY change (2020-21) (%)	2 year change (2019-21) (%)
Gross State Product (GSP)								
Direct GSP (\$m)	11,415	12,534	13,243	14,627	12,329	5,352	-57%	-63%
Indirect GSP (\$m)	11,747	12,868	13,706	14,772	11,552	5,318	-54%	-64%
Total GSP (\$m)	23,162	25,402	26,949	29,400	23,880	10,670	-55%	-64%
Direct GSP (%)	2.9%	3.0%	3.0%	3.2%	2.6%	1.1%	-1.5%pt	-2.0%pt
Indirect GSP (%)	3.0%	3.1%	3.1%	3.2%	2.5%	1.1%	-1.3%pt	-2.1%pt
Total GSP (%)	5.9%	6.1%	6.1%	6.4%	5.1%	2.3%	-2.8%pt	-4.1%pt
Persons Employed								
Direct Employment (000s)	149.4	163.0	173.0	182.0	171.0	109.8	-36%	-40%
Indirect Employment (000s)	59.6	66.0	71.1	76.8	61.4	10.2	-83%	-87%
Total Employment (000s)	209.0	229.0	244.0	259.0	232.0	120.0	-48%	-54%
Direct Employment (%)	4.9%	5.2%	5.3%	5.4%	5.0%	3.3%	-1.8%pt	-2.2%pt
Indirect Employment (%)	2.0%	2.1%	2.2%	2.3%	1.8%	0.3%	-1.5%pt	-2.0%pt
Total Employment (%)	6.9%	7.2%	7.5%	7.7%	6.8%	3.6%	-3.3%pt	-4.1%pt

Visitors, Nights and Expenditure	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YoY change (YE Dec 2021-22) (%)	3 year change (YE Dec 2019-22) (%)	YE Dec 2022 Share Total
Domestic									
Daytrip visitors (000's)	52,796	56,047	67,483	35,079	39,742	55,864	41%	-17%	67.2%
Overnight visitors (000's)	25,250	26,218	29,748	13,963	17,951	26,168	46%	-12%	31.5%
Total domestic visitors (000's)	78,046	82,265	97,231	49,041	57,693	82,032	42%	-16%	98.7%
Visitor nights (000's)	71,933	74,887	83,510	46,232	56,951	77,260	36%	-7%	70.2%
Length of stay (nights)	2.8	2.9	2.8	3.3	3.2	3.0			
Daytrip Expenditure (\$m)	5,291	5,546	6,671	3,506	4,375	7,932	81%	19%	25.2%
Daytrip spend per trip	100	99	99	100	110	142			
Domestic Overnight Expenditure (\$m)	13,883	15,018	16,978	6,992	10,010	20,278	103%	19%	64.4%
Domestic Overnight Spend per Visitor (\$)	550	573	571	501	558	775			
Domestic Overnight Spend per Night (\$)	193	201	203	151	176	262			
Total Domestic Expenditure (\$m)	19,174	20,564	23,649	10,498	14,386	28,210	96%	19%	89.6%
International									
Overnight visitors (000's)	2,884	3,039	3,138	615	62	1,048	1601%	-67%	1.3%
Visitor nights (000's)	65,557	72,872	73,064	19,599	4,389	32,768	647%	-55%	29.8%
Length of stay (nights)	22.7	24.0	23.3	31.9	71.3	31.3			
International Overnight Expenditure (\$m)	7,500	8,466	8,826	2,466	386	3,286	752%	-63%	10.4%
International Overnight Spend per Visitor (\$)	2,600	2,786	2,813	4,009	6,264	3,137			
International Overnight Spend per Night (\$)	114	116	121	126	88	100			
TOTALS									
Visitors (000's)	80,930	85,304	100,369	49,656	57,755	83,080	44%	-17%	
Visitor nights (000's)	137,490	147,759	156,574	65,831	61,340	110,028	79%	-30%	
Expenditure (\$m)	26,674	29,030	32,475	12,965	14,771	31,495	113%	-3%	

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2022, TRA, released April 2023.

State Tourism Satellite Account 2020-21, TRA, released May 2022

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 Tourism and Events Research Unit, April 2023

Victoria

More Information

For further information on National Visitor Survey methodology 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 Tourism and Events 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 Tourism and Events 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 March 2020 quarter.

For more detail on the State Tourism Satellite Accounts 2020-21, 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 DJSIR accepts no responsibility for use of this information.