

Great Ocean Road

Regional Tourism Summary

Year Ending December 2021



The visitor economy has suffered immense losses since the start of the COVID-19 pandemic, with large declines recorded across most top-level measures compared to the pre-pandemic results. However, early signs of recovery are evident as restrictions have been progressively lifted and some measures have improved relative to the performance of 2020 during a period of limited travel.

Tourism is an important industry for the Great Ocean Road¹. The region received approximately 4.4 million domestic (overnight and daytrip) visitors, who spent an estimated \$1.5 billion in the year ending December 2021.



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$971M ▼ -15% y/y	13.0% ▼ -2.7%pts



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
12,600 ▼ -4% y/y	18.1% ▼ -0.9%pts



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$1.2B +44% y/y	1.9M +21% y/y
▲ +8% 2019/21	▼ -30% 2019/21



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$279M +24% y/y	2.4M +9% y/y
▼ -24% 2019/21	▼ -39% 2019/21

VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$971 million to the region's economy in direct and indirect Gross Regional Product, representing 13.0 per cent of the region's economy.

Tourism generated employment of approximately 12,600 people or 18.1 per cent of the region's employment (direct and indirect jobs).

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in the Great Ocean Road in the year ending December 2021 was estimated to be \$1.2 billion, up 44 per cent in 2020 during a period of low activity. Overnight spend was also above year ending December 2019 (pre-COVID), up 8 per cent. Visitors spent an average of \$181 per night and \$606 per visitor in 2021.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$279 million in the year ending December 2021, a decrease of 24 per cent compared to the year ending December 2019. However, daytrip spend was up 24 per cent on 2020 during a period of low activity.

Growth rates for Gross Regional Product and Employment are year-on-year percentage changes for 2019-20 vs 2018-19.

International visitor data is currently limited to state-level results.

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, Tourism Research Australia (TRA), released March 2022.
Regional Tourism Satellite Account 2019-20, TRA, released July 2021. Data correct at time of publishing.
Factsheet published by the Tourism and Events Strategy and Reform (TESR) Research Unit, March 2022..

Image: 12 Apostles



Jobs,
Precincts
and Regions

Great Ocean Road

Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	YOY change (2019-20) (%)
Gross Regional Product (GRP)							
Direct GRP (\$m)	443	453	528	553	588	507	-14%
Indirect GRP (\$m)	433	445	517	548	559	464	-17%
Total GRP (\$m)	876	898	1,046	1,101	1,147	971	-15%
Direct GRP (%)	7.1%	7.3%	7.9%	8.0%	8.0%	6.8%	-1.3%pts
Indirect GRP (%)	7.0%	7.2%	7.8%	7.9%	7.6%	6.2%	-1.4%pts
Total GRP (%)	14.1%	14.5%	15.7%	15.9%	15.7%	13.0%	-2.7%pts
Persons Employed							
Direct Employment (000s)	8.2	8.2	9.5	9.9	9.8	9.8	0%
Indirect Employment (000s)	2.5	2.6	3.0	3.2	3.3	2.8	-15%
Total Employment (000s)	10.7	10.8	12.5	13.1	13.1	12.6	-4%
Direct Employment (%)	13.4%	13.1%	14.7%	14.8%	14.2%	14.1%	-0.1%pts
Indirect Employment (%)	4.1%	4.1%	4.6%	4.8%	4.8%	4.0%	-0.7%pts
Total Employment (%)	17.5%	17.3%	19.3%	19.5%	18.9%	18.1%	-0.9%pts

Visitors, Nights and Expenditure	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YOY change (YE Dec 2020-21) (%)	2 year change (YE Dec 2019-21) (%)	YE Dec 2021 Share Total
Domestic									
Daytrip visitors (000's)	2,968	2,993	3,157	4,019	2,224	2,433	9%	-39%	55.5%
Overnight visitors (000's)	1,919	2,270	2,269	2,776	1,604	1,947	21%	-30%	44.5%
Total domestic visitors (000's)	4,886	5,263	5,426	6,795	3,828	4,380	14%	-36%	100.0%
Visitor nights (000's)	5,571	6,277	6,078	7,474	5,748	6,506	13%	-13%	100.0%
Length of stay (nights)	2.9	2.8	2.7	2.7	3.6	3.3			
Daytrip Expenditure (\$m)	284	304	327	368	224	279	24%	-24%	19.1%
Daytrip spend per trip	96	101	104	91	101	115			
Domestic Overnight Expenditure (\$m)	743	926	915	1,094	820	1,179	44%	8%	80.9%
Domestic Overnight Spend per Visitor (\$)	387	408	403	394	511	606			
Domestic Overnight Spend per Night (\$)	133	148	151	146	143	181			
Total Domestic Expenditure (\$m)	1,027	1,230	1,243	1,462	1,044	1,458	40%	0%	100.0%
International									
Overnight visitors (000's)	195	218	239	243	57	-	-	-	-
Visitor nights (000's)	790	952	1,060	1,088	279	-	-	-	-
Length of stay (nights)	4.1	4.4	4.4	4.5	4.9	-			
International Overnight Expenditure (\$m)	90	104	115	114	17	-	-	-	-
International Overnight Spend per Visitor (\$)	464	478	481	468	301	-			
International Overnight Spend per Night (\$)	114	109	109	105	61	-			

Note: For year ending December 2021, international visitor data is currently limited to state-level results.

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, TRA, released March 2022.

Regional Tourism Satellite Account 2019-20, TRA, released July 2021. Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 and 2021 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.

Factsheet published by the TESR Research Unit, March 2022



Jobs, Precincts and Regions

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¹ Great Ocean Road Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

[https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+\(ASGS\)](https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+(ASGS))

The following SA2s are included in the Great Ocean Road tourism region:

Region	SA2
Great Ocean Road	Camperdown, Colac, Colac Region, Corangamite – North, Corangamite – South, Glenelg, Lorne – Anglesea, Moyne – East, Moyne – West, Otway, Portland, Torquay, Warrnambool – North, Warrnambool – South, Winchelsea

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as managed by Tourism Research Australia. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

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

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.

For further information on the methodology and key concepts for the Regional Tourism Satellite Accounts 2019-20, please refer to:

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

For more detail on the State Tourism Satellite Accounts 2018-19, 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.