

Victoria's Visitor Economy

2019-20 State Tourism Satellite Account Results

Tourism in Victoria was estimated to be worth \$23.4 billion to the economy in GSP and generated employment of approximately 232,000 people in 2019-20. Substantial losses were noted in key measures in these results due to the devastating early impacts of coronavirus (COVID-19) on the industry in this reporting period, which are still unfolding.

Tourism contribution to GSP



\$23.4 billion

▼ **-20.7%** from 2018-19

5.0% of the Victorian economy

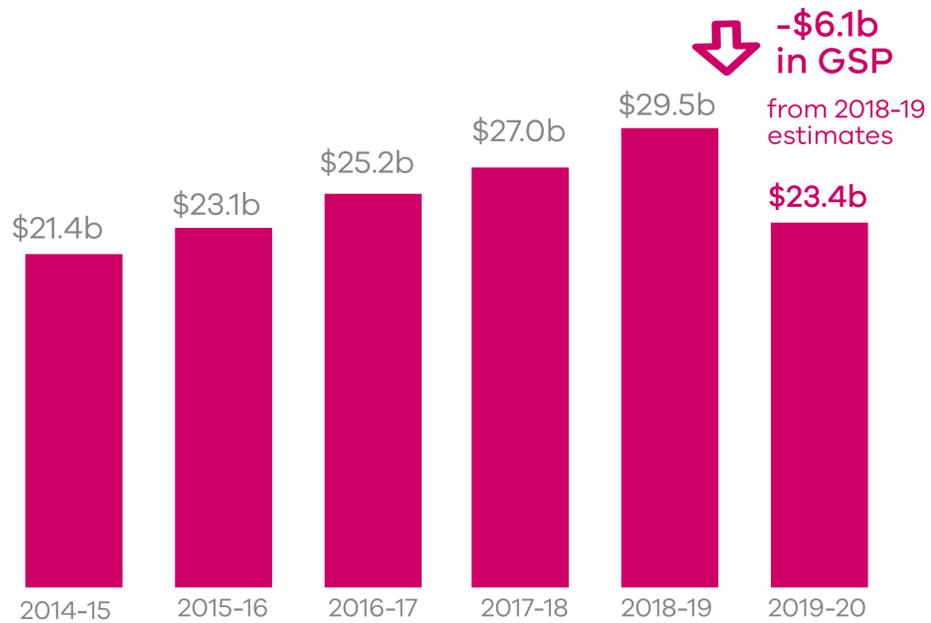
\$12.0b Direct GSP

\$11.4b Indirect GSP

VIC tourism GSP growth performance

+9.3%
growth from 2014-15 to 2019-20

+\$2.0b
additional contribution to the economy since 2014-15



Tourism jobs



232,000 jobs

▼ **-11.9%** from 2018-19

6.8% of the Victorian workforce

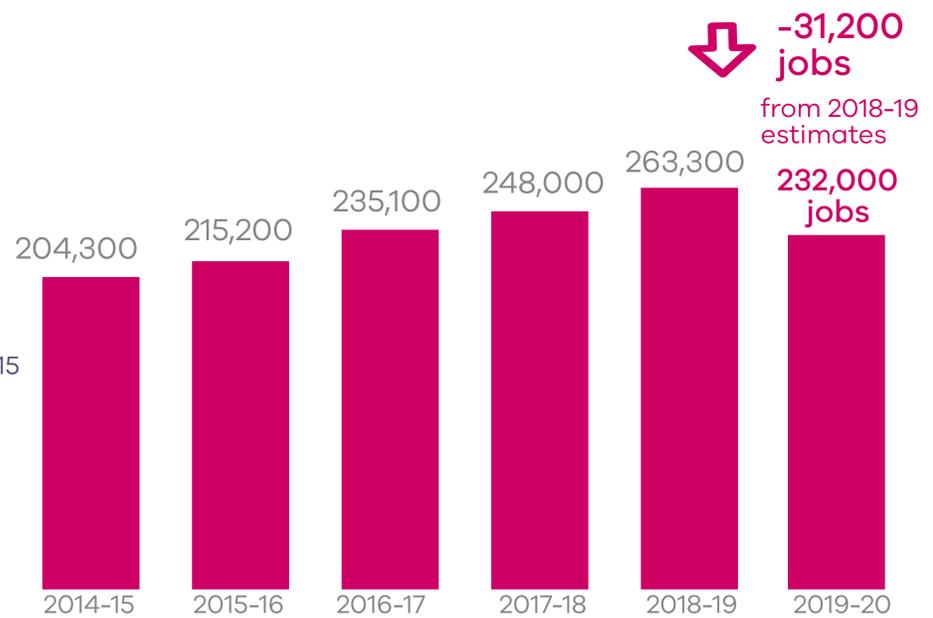
166,500 Direct jobs

65,500 Indirect jobs

VIC tourism jobs growth performance

+13.5%
growth from 2014-15 to 2019-20

+27,700
new jobs created since 2014-15



Tourism contribution to GVA



\$21.2 billion

▼ **-20.6%** from 2018-19

4.9% share of state GVA

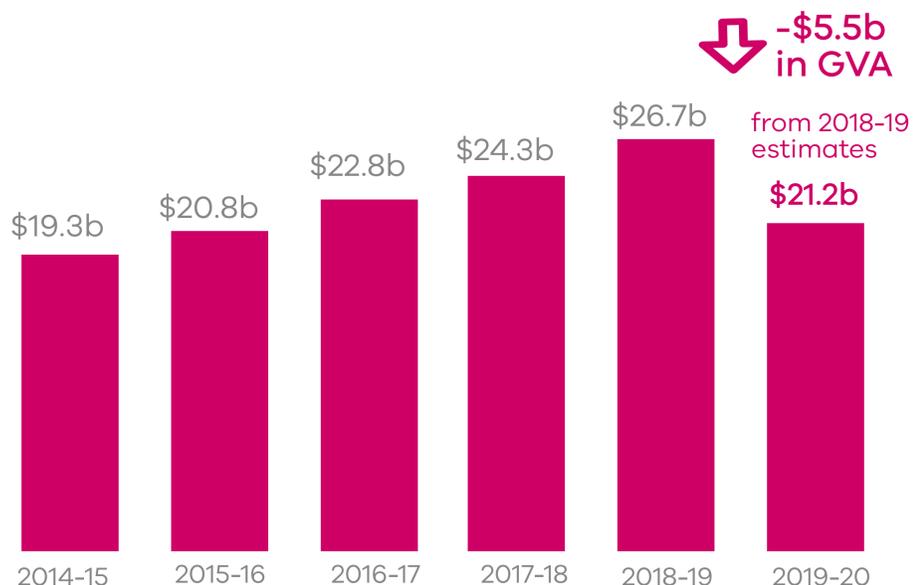
\$11.1b Direct GVA

\$10.1b Indirect GVA

VIC tourism GVA growth performance

+9.9%
growth from 2014-15 to 2019-20

+\$1.9b
additional contribution to the economy's GVA since 2014-15

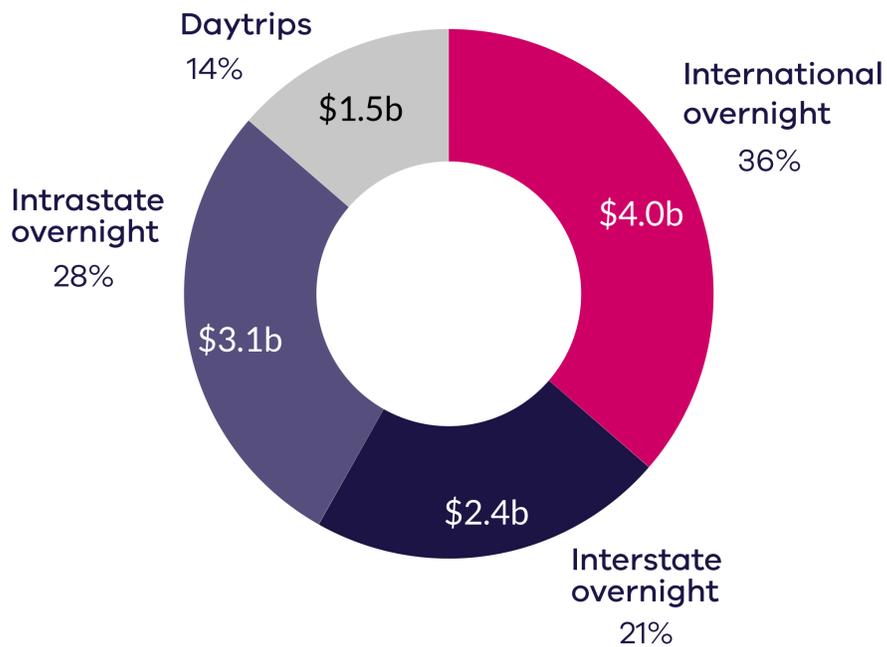


GSP: Gross State Product. GVA: Gross Value Added.
Source: 2019-20 State Tourism Satellite Accounts (STSA), Tourism Research Australia, released March 2021
2019-20 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes.
Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, March 2021.
Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.
Data considered correct at time of publishing. Figures may not add up due to rounding.
Please refer to the Value of Tourism in Regional Victoria 2018-19 factsheet for the latest available regional estimates.

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Direct tourism GVA composition by visitor type



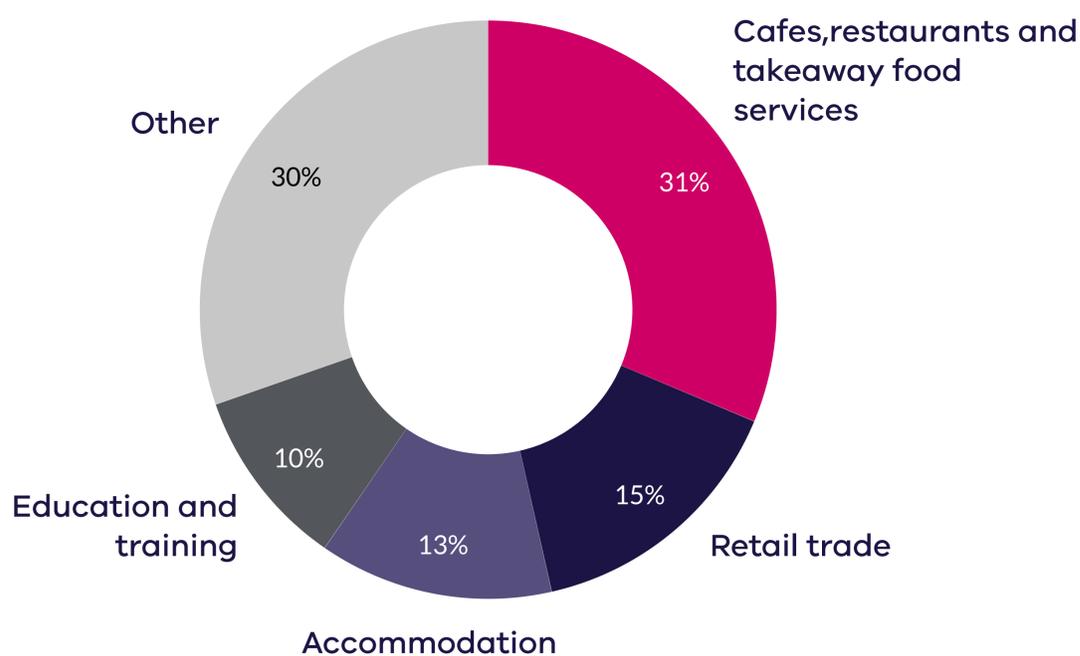
In 2019-20 total direct GVA in Victoria was made up of:

Domestic travel - \$7.1 billion (64 per cent):

- Intrastate overnight travel - \$3.1 billion (28 per cent of direct GVA)
- Interstate overnight travel - \$2.4 billion (21 per cent)
- Same day trips - \$1.5 billion (14 per cent).

International travel - \$4.0 billion (36 per cent).

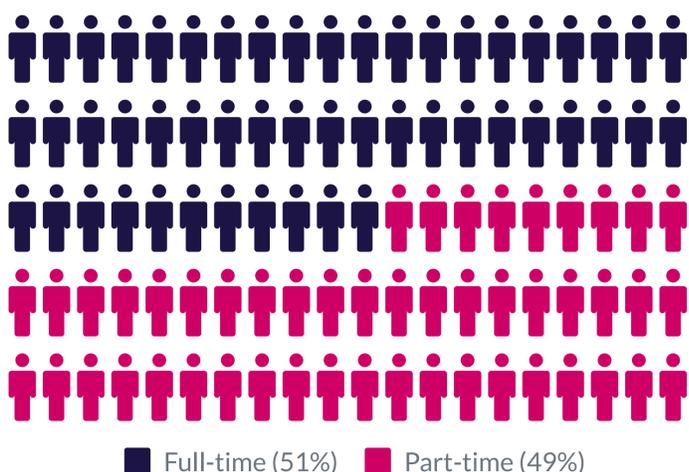
Direct tourism employment by industry



While tourism jobs are noted across twelve different industries in the economy, 70 per cent of all direct tourism employment in Victoria is accounted for in four main industries:

- Food services (Cafes, restaurants and takeaways and clubs, pubs, taverns and bars) - 31 per cent
- Retail trade - 15 per cent
- Accommodation - 13 per cent
- Education and training - 10 per cent
- Other - 30 per cent.

Direct tourism employment - full-time vs part-time



Direct tourism employment is fairly evenly split between:

- full-time (51 per cent) and
- part-time (49 per cent).

Tourism 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.