

# Victoria's Visitor Economy

## 2018-19 Regional Tourism Satellite Account Results

### Tourism contribution to GRP



### Tourism employment



### Tourism contribution to GVA



#### Melbourne

**\$18.0 billion** ▲ 7.9% y/y

5.1% contribution to GRP

growth since 2013-14

**+\$5.7 billion** ▲ 46.3%  
additional GRP

#### Melbourne

**142,300 jobs** ▲ 5.3% y/y

5.9% contribution to jobs

growth since 2013-14

**+39,600 jobs** ▲ 38.6%  
additional jobs

#### Melbourne

**\$16.4 billion** ▲ 8.4% y/y

4.9% contribution to GVA

growth since 2013-14

**+\$5.2 billion** ▲ 46.9%  
additional GVA

#### Regional Victoria

**\$9.4 billion** ▲ 12.0% y/y

9.4% contribution to GRP

growth since 2013-14

**+\$2.9 billion** ▲ 43.8%  
additional GRP

#### Regional Victoria

**110,000 jobs** ▲ 7.6% y/y

11.6% contribution to jobs

growth since 2013-14

**+30,300 jobs** ▲ 38.1%  
additional jobs

#### Regional Victoria

**\$8.5 billion** ▲ 12.6% y/y

9.0% contribution to GVA

growth since 2013-14

**+\$2.6 billion** ▲ 44.6%  
additional GVA

### Tourism GRP and jobs in Victoria's regions (% of regional economy / % of regional jobs noted in brackets)

#### Murray

GRP: \$1.2 billion (7.4%)

Jobs: 14,500 (9.4%)

#### Goldfields

GRP: \$1.0 billion (7.0%)

Jobs: 11,300 (8.4%)

#### Victoria's High Country

GRP: \$1.1 billion (26.5%)

Jobs: 13,300 (31.0%)

#### Grampians

GRP: \$311 million (7.1%)

Jobs: 4,600 (10.5%)

#### Great Ocean Road

GRP: \$1.1 billion (15.8%)

Jobs: 13,100 (19.0%)

#### Geelong and the Bellarine

GRP: \$927 million (6.5%)

Jobs: 9,800 (7.8%)

#### Mornington Peninsula

GRP: \$1.1 billion (9.3%)

Jobs: 12,200 (10.4%)

#### Daylesford & the Macedon Ranges

GRP: \$317 million (10.6%)

Jobs: 5,000 (15.9%)

#### Gippsland

GRP: \$938 million (7.1%)

Jobs: 11,000 (9.7%)

#### Yarra Valley & Dandenong Ranges

GRP: \$778 million (7.8%)

Jobs: 9,300 (9.1%)

#### Phillip Island

GRP: \$529 million (43.9%)

Jobs: 5,900 (46.8%)

GRP: Gross Regional Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts.  
Source: 2018-19 Regional Tourism Satellite Accounts (RTSA), Tourism Research Australia, released September 2020 (latest available data).  
2018-19 RTSA estimates are based on revised inputs and should not be compared to previously released estimates. Data has been backcast to measure like-for-like growth changes. For further information on these changes visit the TRA website.  
Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, September 2020.  
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.  
For the latest state-wide estimates refer to the Value of Tourism to Victoria 2019-20 factsheet (released March 2021).