

# Melbourne

## 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 Melbourne tourism region. Melbourne received approximately 18.1 million domestic (overnight and daytrip) visitors, who spent an estimated \$4.8 billion in the year ending December 2021.

### GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$14.5B ▼-20% y/y	4.0% ▼ -1.1%pts

### TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
125,300 ▼-12% y/y	5.1% ▼ -0.7%pts

### DOMESTIC OVERNIGHT



SPEND	VISITORS
\$3.1B +20% y/y	4.4M +23% y/y
▼ -67% 2019/21	▼ -62% 2019/21

### DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$1.6B +32% y/y	13.7M +12% y/y
▼ -37% 2019/21	▼ -45% 2019/21

### VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$14.5 billion to Melbourne's economy (in direct and indirect Gross Regional Product), representing 4.0 per cent of Melbourne's economy.

Tourism generated employment of approximately 125,300 people or 5.1 per cent of total employment (direct and indirect jobs).

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Melbourne in the year ending December 2021 was estimated to be \$3.1 billion, up 20 per cent on 2020 during a period of low activity. However, overnight spend remained 67 per cent below the year ending December 2019 (pre-COVID) result. Visitors spent an average of \$236 per night and \$721 per visitor in 2021.

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$1.6 billion in the year ending December 2021, a decrease of 37 per cent compared to the year ending December 2019. However, daytrip spend was up 32 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: Melbourne rooftop bar.



Jobs, Precincts and Regions

# Melbourne

## Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	YOY change (2019-20) (%)
<b>Gross Regional Product (GRP)</b>							
Direct GRP (\$m)	6,994	7,713	8,347	8,916	9,811	8,067	-18%
Indirect GRP (\$m)	6,184	6,760	7,345	7,829	8,331	6,477	-22%
<b>Total GRP (\$m)</b>	<b>13,178</b>	<b>14,473</b>	<b>15,692</b>	<b>16,745</b>	<b>18,142</b>	<b>14,545</b>	<b>-20%</b>
Direct GRP (%)	2.4%	2.6%	2.6%	2.6%	2.8%	2.2%	-0.6%pts
Indirect GRP (%)	2.1%	2.2%	2.3%	2.3%	2.4%	1.8%	-0.6%pts
<b>Total GRP (%)</b>	<b>4.6%</b>	<b>4.8%</b>	<b>4.9%</b>	<b>5.0%</b>	<b>5.1%</b>	<b>4.0%</b>	<b>-1.1%pts</b>
<b>Persons Employed</b>							
Direct Employment (000s)	77.1	82.0	88.2	91.8	95.6	88.6	-7%
Indirect Employment (000s)	34.3	37.7	40.9	43.5	46.7	36.7	-21%
<b>Total Employment (000s)</b>	<b>111.4</b>	<b>119.7</b>	<b>129.2</b>	<b>135.3</b>	<b>142.3</b>	<b>125.3</b>	<b>-12%</b>
Direct Employment (%)	3.6%	3.8%	3.9%	3.9%	4.0%	3.6%	-0.3%pts
Indirect Employment (%)	1.6%	1.7%	1.8%	1.9%	1.9%	1.5%	-0.4%pts
<b>Total Employment (%)</b>	<b>5.2%</b>	<b>5.5%</b>	<b>5.7%</b>	<b>5.8%</b>	<b>5.9%</b>	<b>5.1%</b>	<b>-0.7%pts</b>

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
<b>Domestic</b>									
Daytrip visitors (000's)	16,663	18,231	19,386	25,076	12,288	13,731	12%	-45%	75.9%
Overnight visitors (000's)	8,630	9,461	10,046	11,435	3,543	4,362	23%	-62%	24.1%
Total domestic visitors (000's)	25,293	27,692	29,432	36,511	15,831	18,093	14%	-50%	100.0%
Visitor nights (000's)	24,565	25,764	27,897	30,727	11,578	13,334	15%	-57%	100.0%
Length of stay (nights)	2.8	2.7	2.8	2.7	3.3	3.1			
Daytrip Expenditure (\$m)	1,847	2,060	2,216	2,601	1,240	1,634	32%	-37%	34.2%
Daytrip spend per trip	111	113	114	104	101	119			
Domestic Overnight Expenditure (\$m)	7,068	7,819	8,444	9,520	2,616	3,144	20%	-67%	65.8%
Domestic Overnight Spend per Visitor (\$)	819	826	841	832	738	721			
Domestic Overnight Spend per Night (\$)	288	303	303	310	226	236			
Total Domestic Expenditure (\$m)	8,914	9,879	10,660	12,120	3,857	4,778	24%	-61%	100.0%
<b>International</b>									
Overnight visitors (000's)	2,510	2,730	2,889	2,967	578	-	-	-	-
Visitor nights (000's)	55,547	57,597	64,745	63,277	17,484	-	-	-	-
Length of stay (nights)	22.1	21.1	22.4	21.3	30.3	-	-	-	-
International Overnight Expenditure (\$m)	6,312	6,977	7,887	8,215	2,340	-	-	-	-
International Overnight Spend per Visitor (\$)	2,515	2,555	2,730	2,769	4,052	-	-	-	-
International Overnight Spend per Night (\$)	114	121	122	130	134	-	-	-	-

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,  
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# Melbourne

## <sup>1</sup>Melbourne 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 Melbourne tourism region:

### Region Melbourne SA2

Abbotsford, Airport West, Albert Park, Alphington – Fairfield, Altona, Altona Meadows, Altona North, Ardeer – Albion, Armadale, Ascot Vale, Ashburton, Ashwood – Chadstone, Aspendale Gardens – Waterways, Balwyn, Balwyn North, Bayswater, Bayswater North, Beaumaris, Bentleigh – McKinnon, Bentleigh East, Berwick – North, Berwick – South, Blackburn, Blackburn South, Boronia – The Basin, Box Hill, Box Hill North, Braeside, Braybrook, Brighton, Brighton East, Broadmeadows, Brunswick, Brunswick East, Brunswick West, Bulleen, Bundoora – East, Bundoora – North, Bundoora – West, Burwood, Burwood East, Caimlea, Camberwell, Campbellfield – Coolaroo, Carlton, Carlton North – Princes Hill, Carnegie, Caroline Springs, Carrum – Patterson Lakes, Caulfield – North, Caulfield – South, Chelsea – Bonbeach, Chelsea Heights, Cheltenham – Highett (East), Cheltenham – Highett (West), Clarinda – Oakleigh South, Clayton, Clayton South, Coburg, Coburg North, Collingwood, Craigieburn – Mickleham, Cranbourne, Cranbourne East, Cranbourne North, Cranbourne South, Cranbourne West, Croydon, Croydon Hills – Warranwood, Dandenong, Dandenong North, Deer Park – Derrimut, Delahey, Dingley Village, Docklands, Doncaster, Doncaster East, Donvale – Park Orchards, Doveton, East Melbourne, Edithvale – Aspendale, Elsternwick, Elwood, Endeavour Hills, Epping, Essendon – Aberfeldie, Essendon Airport, Fawkner, Ferntree Gully, Fitzroy, Fitzroy North, Flemington, Flemington Racecourse, Footscray, Forest Hill, Gladstone Park – Westmeadows, Glen Iris – East, Glen Waverley – East, Glen Waverley – West, Glenroy – Hadfield, Greensborough, Greenvale – Bulla, Hallam, Hampton, Hampton Park – Lynbrook, Hawthorn, Hawthorn East, Heidelberg – Rosanna, Heidelberg West, Hillside, Hoppers Crossing – North, Hoppers Crossing – South, Hughesdale, Ivanhoe, Ivanhoe East – Eaglemont, Keilor, Keilor Downs, Keilor East, Kensington, Kew, Kew East, Keysborough, Kings Park, Kingsbury, Knoxfield – Scoresby, Lalor, Laverton, Lynbrook – Lyndhurst, Lysterfield, Malvern – Glen Iris, Malvern East, Maribymong, Meadow Heights, Melbourne, Melbourne Airport, Melton, Melton South, Melton West, Mentone, Mill Park – North, Mill Park – South, Mitcham, Montmorency – Briar Hill, Moonee Ponds, Moorabbin – Heatherton, Moorabbin Airport, Mordialloc – Parkdale, Mount Waverley – North, Mount Waverley – South, Mulgrave, Murrumbeena, Narre Warren, Narre Warren North, Narre Warren South, Newport, Niddrie – Essendon West, Noble Park, Noble Park North, North Melbourne, Northcote, Nunawading, Oakleigh – Huntingdale, Ormond – Glen Huntly, Parkville, Pascoe Vale, Pascoe Vale South, Pearcedale – Tooradin, Point Cook, Port Melbourne, Port Melbourne Industrial, Prahran – Windsor, Preston, Reservoir – East, Reservoir – West, Richmond, Ringwood, Ringwood East, Ringwood North, Rockbank – Mount Cottrell, Rowville – Central, Rowville – North, Rowville – South, Roxburgh Park – Somerton, Sandringham – Black Rock, Seabrook, Seddon – Kingsville, South Melbourne, South Morang, South Yarra – East, South Yarra – West, Southbank, Springvale, Springvale South, St Albans – North, St Albans – South, St Kilda, St Kilda East, Strathmore, Sunbury, Sunbury – South, Sunshine, Sunshine North, Sunshine West, Surrey Hills (East) – Mont Albert, Surrey Hills (West) – Canterbury, Sydenham, Tameit, Taylors Hill, Taylors Lakes, Templestowe, Templestowe Lower, Thomastown, Thornbury, Toorak, Truganina, Tullamarine, Vermont, Vermont South, Viewbank, Yallambie, Wantirna, Wantirna South, Warrandyte – Wonga Park, Watsonia, Werribee, Werribee – South, West Footscray – Tottenham, West Melbourne, Wheelers Hill, Whittlesea, Williamstown, Wyndham Vale, Yarra – North, Yarraville

## 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 2019-20, 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.