



Victoria's visitor economy

Latest performance results – year ending September 2022

Tourism is an important industry for Victoria. In the year ending September 2022, Victoria received approximately 75.6 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$26.5 billion.

Signs of recovery continue, with all top-level measures improving relative to the performance of 2021 (a period of limited travel). A number of key 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 per cent of Victoria's economy.

Tourism Employment



Tourism generated employment of approximately 120,000 people (direct and indirect jobs) or 3.6 per cent 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 September 2022 was estimated to be \$17.1 billion, up 81 per cent on 2021 during a period of low activity. However, overnight spend was also four per cent higher than the pre-COVID-19 year ending September 2019 result. Visitors spent an average of \$239 per night and \$706 per visitor in the year ending September 2022.

Domestic overnight

Spend

\$17.1B ▲ +81% y/y

▲ +4% 2019/22

Visitors

24.2M ▲ +40% y/y

▼ -18% 2019/22



Domestic daytrip spend

Daytrip visitors spent an estimated \$6.9 billion in the year ending September 2022, an increase of nine per cent compared to the pre-COVID-19 year ending September 2019 result. Year-on-year, daytrip spend was up 73 per cent on 2021 during a period of low activity.

Domestic daytrips

Spend

\$6.9B ▲ +73% y/y

▲ +9% 2019/22

Visitors

50.7M ▲ +29% y/y

▼ -21% 2019/22



International overnight spend

International overnight expenditure in Victoria was estimated to be \$2.5 billion in the year ending September 2022, a decrease of 72 per cent compared to the pre-COVID-19 year ending September 2019.

International overnight

Spend

\$2.5B ▲ +1673% y/y

▼ -72% 2019/22

Visitors

622,000 ▲ +1869% y/y

▼ -80% 2019/22

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 Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YoY change (YE Sep 2021-22) (%) | 3 year change (YE Sep 2019-22) (%) | YE Sep 2022 Share Total |
|--|-------------|-------------|-------------|-------------|-------------|-------------|---------------------------------|------------------------------------|-------------------------|
| Domestic | | | | | | | | | |
| Daytrip visitors (000's) | 50,771 | 56,031 | 64,286 | 41,918 | 39,172 | 50,704 | 29% | -21% | 67.1% |
| Overnight visitors (000's) | 24,209 | 26,081 | 29,428 | 17,241 | 17,334 | 24,227 | 40% | -18% | 32.1% |
| Total domestic visitors (000's) | 74,980 | 82,111 | 93,714 | 59,159 | 56,506 | 74,931 | 33% | -20% | 99.2% |
| Visitor nights (000's) | 69,220 | 74,881 | 82,131 | 54,525 | 56,135 | 71,436 | 27% | -13% | 74.1% |
| Length of stay (nights) | 2.9 | 2.9 | 2.8 | 3.2 | 3.2 | 2.9 | | | |
| Daytrip Expenditure (\$m) | 5,158 | 5,503 | 6,341 | 4,122 | 4,004 | 6,939 | 73% | 9% | 26.1% |
| Daytrip spend per trip | 102 | 98 | 99 | 98 | 102 | 137 | | | |
| Domestic Overnight Expenditure (\$m) | 13,398 | 14,780 | 16,484 | 9,708 | 9,466 | 17,102 | 81% | 4% | 64.4% |
| Domestic Overnight Spend per Visitor (\$) | 553 | 567 | 560 | 563 | 546 | 706 | | | |
| Domestic Overnight Spend per Night (\$) | 194 | 197 | 201 | 178 | 169 | 239 | | | |
| Total Domestic Expenditure (\$m) | 18,556 | 20,283 | 22,825 | 13,830 | 13,470 | 24,040 | 78% | 5% | 90.6% |
| International | | | | | | | | | |
| Overnight visitors (000's) | 2,802 | 2,999 | 3,131 | 1,501 | 32 | 622 | 1869% | -80% | 0.8% |
| Visitor nights (000's) | 66,203 | 70,178 | 74,329 | 36,976 | 1,844 | 25,034 | 1258% | -66% | 25.9% |
| Length of stay (nights) | 23.6 | 23.4 | 23.7 | 24.6 | 58.4 | 40.3 | | | |
| International Overnight Expenditure (\$m) | 7,467 | 8,296 | 8,798 | 4,424 | 141 | 2,496 | 1673% | -72% | 9.4% |
| International Overnight Spend per Visitor (\$) | 2,665 | 2,766 | 2,810 | 2,948 | 4,457 | 4,014 | | | |
| International Overnight Spend per Night (\$) | 113 | 118 | 118 | 120 | 76 | 100 | | | |
| TOTALS | | | | | | | | | |
| Visitors (000's) | 77,783 | 85,111 | 96,845 | 60,659 | 56,538 | 75,553 | 34% | -22% | |
| Visitor nights (000's) | 135,422 | 145,059 | 156,459 | 91,501 | 57,979 | 96,470 | 66% | -38% | |
| Expenditure (\$m) | 26,023 | 28,579 | 31,623 | 18,254 | 13,611 | 26,536 | 95% | -16% | |

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

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, December 2022

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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 September 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 DJPR accepts no responsibility for use of this information.