

Tourism Performance Snapshot

Value of tourism to Victoria (latest data available)

Tourism's contribution to Gross State or Regional Product (GSP/GRP)

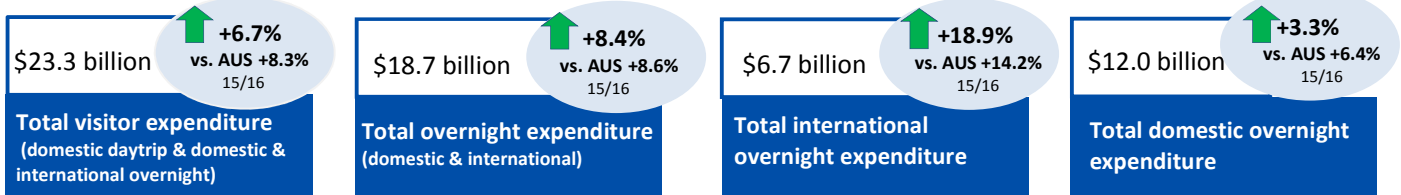
	2014-15	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
Total	\$21.7b (6.0%)	\$8.9b (3.3%)	\$11.5b (13.4%)
Direct	\$10.3b (2.9%)	\$5.7b (2.1%)	\$3.6b (4.2%)
Indirect	\$11.4b (3.2%)	\$3.2b (1.2%)	\$7.9b (9.3%)

Tourism employment generated

	2014-15	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
Total	210,400 (7.2%)	89,900 (4.4%)	114,400 (13.4%)
Direct	137,400 (4.7%)	67,500 (3.3%)	56,300 (6.6%)
Indirect	73,000 (2.5%)	22,400 (1.1%)	58,100 (6.8%)

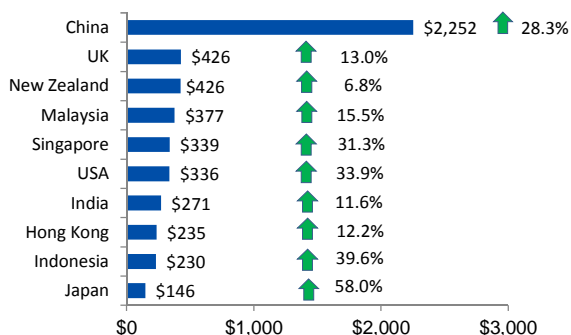
Figure in brackets is percent of total state/regional product generated by tourism. Figures may not add up due to rounding.

Summary results for the year ending June 2016



International results YE June 2016

Top 10 source markets (year-on-year change)



International overnight expenditure in VIC (\$mills)

International overnight expenditure purpose of visit (year-on-year change)

Purpose	Exp (\$mills)	%	15/16 Chg
Education	\$2,657	40%	↑ 30.2%
Holiday	\$1,825	27%	↑ 15.9%
VFR	\$1,235	18%	↑ 11.2%
Business	\$505	8%	↑ 0.8%
Other	\$504	7%	↑ 17.0%

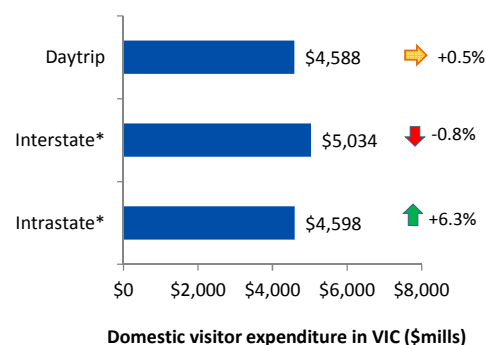
International overnight metro vs. regional performance (year-on-year change)

	Visitors		Nights		Exp [^]	
	#	15/16 % chg	#	15/16 % chg	\$	15/16 % chg
Melb	2.4m	↑ +12.6%	51.9m	↑ +7.4%	6.3b	↑ +19.7%
Regional Victoria	490k	↑ +21.2%	6.9m	↑ +8.5%	440m	↑ +8.4%
VIC	2.6m	↑ +12.8%	58.8m	↑ +7.5%	6.7b	↑ +18.9%

[^]Overnight expenditure only

Domestic results* YE June 2016

Source markets (year-on-year change)



Domestic visitor expenditure in VIC (\$mills)

*destination overnight expenditure only

Domestic overnight expenditure* purpose of visit (year-on-year change)

Purpose	Exp* (\$mills)	%	15/16 Chg
Holiday	\$5,280	55%	↑ +5.7%
Business	\$1,904	20%	↓ -5.3%
VFR	\$1,996	21%	↑ +2.0%
Other	\$452	5%	↑ +2.9%

*destination expenditure only

Domestic overnight metro vs. regional performance (year-on-year change)

	Visitors		Nights		Exp [^]	
	#	15/16 % chg	#	15/16 % chg	\$	15/16 % chg
Melb	8.4m	↑ +3.2%	23.7m	↑ +2.4%	6.9b	↑ +2.7%
Regional Victoria	13.9m	↑ +5.4%	40.3m	↑ +3.3%	5.1b	↑ +4.1%
VIC	21.6m	↑ +4.6%	64.0m	↑ +3.0%	12.0b	↑ +3.3%

[^]Overnight expenditure only

Sources: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2016, released August 2016.

National Visitor Survey, Tourism Research Australia, Canberra, year ending June 2016, released September 2016.

* NVS survey results represent a break in series due to the introduction of mobile phone interviewing from January 2014. Interpret with caution.

2014-15 State Tourism Satellite Accounts, Tourism Research Australia, Canberra, released August 2016 (latest data available).

2013-14 Regional Tourism Satellite Accounts, model developed by Deloitte Access Economics for Tourism Victoria,

released November 2015 (latest data available). Factsheet produced by the TEVE Research team, September 2016. Contact: research@ecodev.vic.gov.au



Economic Development,
Jobs, Transport
and Resources