

# Victoria's Tourism Performance

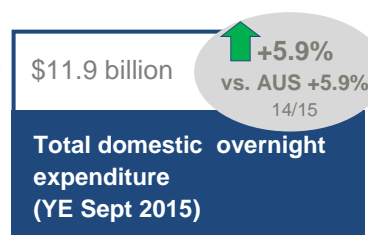
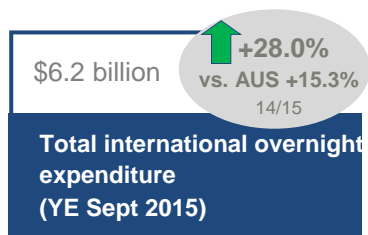
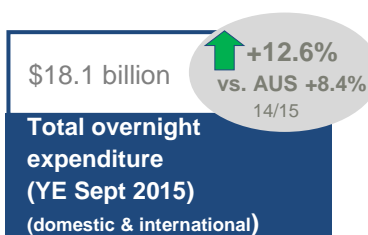
## Value of Tourism to Victoria (latest data available)

Tourism's contribution to Gross State or Regional Product (GSP/GRP)			
	2013-14	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
<b>Total</b>	\$20.6b (5.9%)	\$8.9b (3.3%)	\$11.5b (13.4%)
<b>Direct</b>	\$9.2b (2.6%)	\$5.7b (2.1%)	\$3.6b (4.2%)
<b>Indirect</b>	\$11.4b (3.2%)	\$3.2b (1.2%)	\$7.9b (9.3%)

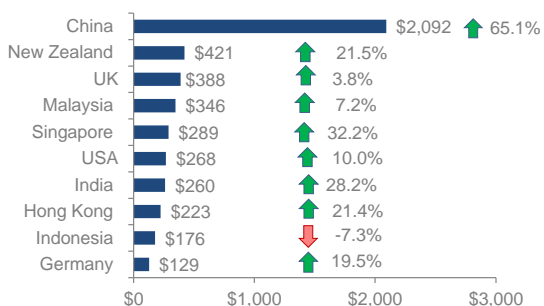
Tourism employment generated			
	2013-14	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
<b>Total</b>	206,000 (7.2%)	89,900 (4.4%)	114,400 (13.4%)
<b>Direct</b>	124,000 (4.3%)	67,500 (3.3%)	56,300 (6.6%)
<b>Indirect</b>	82,000 (2.9%)	22,400 (1.1%)	58,100 (6.8%)

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

## Summary results for year ending September 2015

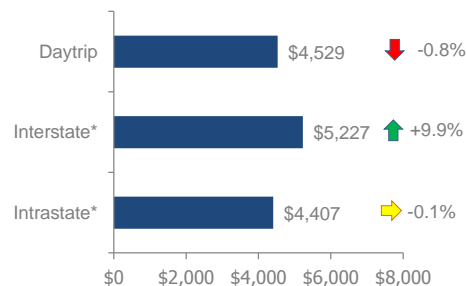


### International results YE Sept 2015 Top 10 source markets (year-on-year change)



International overnight expenditure in VIC (\$mills)

### Domestic results\* YE Sept 2015 Source markets (year-on-year change)



Domestic visitor expenditure in VIC (\$mills)

\*destination overnight expenditure only

### International Overnight Expenditure Purpose of visit (year-on-year change)

Purpose	Exp (\$mills)	%	14/15 Chg
Education	\$2,299	37%	↑ 37.4%
Holiday	\$1,648	27%	↑ 29.5%
VFR	\$1,216	20%	↑ 16.3%
Other	\$548	9%	↑ 55.0%
Business	\$505	8%	↓ -1.3%

### Domestic Overnight Expenditure\* Purpose of visit (year-on-year change)

Purpose	Exp* (\$mills)	%	14/15 Chg
Holiday	\$5,120	53%	↑ +2.1%
Business	\$2,078	22%	↑ +15.5%
VFR	\$1,998	21%	↑ +2.1%
Other	\$438	5%	↑ +9.8%

\*destination expenditure only

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

	Visitors		Nights		Exp <sup>a</sup>	
	#	% chg	#	% chg	\$	% chg
Melb	2.2m	↑ +10.8%	51.0m	↑ +20.1%	5.8b	↑ +28.8%
Regional Victoria	416k	↑ +9.7%	6.7m	↑ +8.6%	437m	↑ +17.5%
VIC	2.3m	↑ +10.6%	57.7m	↑ +18.7%	6.2b	↑ +28.0%

<sup>a</sup>Overnight expenditure only

### Domestic Overnight\* metro vs. regional performance (year-on-year change)

	Visitors		Nights		Exp <sup>a</sup>	
	#	% chg	#	% chg	\$	% chg
Melb	8.3m	↑ +9.1%	23.5m	↑ +9.5%	6.9b	↑ +10.2%
Regional Victoria	13.5m	↑ +3.5%	39.4m	↓ -2.3%	5.0b	↔ +0.5%
VIC	21.2m	↑ +6.0%	62.8m	↑ +1.8%	11.9b	↑ +5.9%

<sup>a</sup>Overnight expenditure only

Sources: International Visitor Survey, Tourism Research Australia, Canberra, year ending September 2015, released December 2015.

National Visitor Survey, Tourism Research Australia, Canberra, year ending September 2015, released December 2015.

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

2013-14 State Tourism Satellite Accounts, Tourism Research Australia, Canberra, released April 2015 (latest data available).

2013-14 Regional Tourism Satellite Accounts, model developed by Deloitte Access Economics for Tourism Victoria, released November 2015 (latest data available).

