

Value of Tourism to Victoria's Regions 2013-14

Tourism Victoria

Tourism is a valuable contributor to Victoria's regional economies. In 2013-14, tourism was worth \$11.5 billion to regional Victoria (in GRP) and generated employment of 114,400 people (directly and indirectly). In Melbourne, tourism was worth \$8.9 billion to the economy (in GRP) and generated employment of 89,900 people.

REGIONAL TOURISM SATELLITE ACCOUNT

Tourism Victoria has worked with Deloitte Access Economics to produce regional Tourism Satellite Account (TSA) estimates of the value of tourism to Tourism Victoria's regions.

This data goes beyond the State TSA results produced by Tourism Research Australia (TRA) to examine the role and contribution of the tourism industry at the regional level.

This analysis includes the direct, indirect and total economic contribution of tourism in Victoria's eleven tourism regions and reports key metrics including Gross Value Added (GVA), Gross Regional Product (GRP) and employment (see table 2 for a summary of key results by region).

Note: It is important that these results are not compared to previously released regional TSA estimates, which have been revised due to improvements in the methodology and changes to data inputs. Results should also not be compared to alternative studies that are not based on the same methodology.

SIGNIFICANCE OF TOURISM TO VICTORIA'S REGIONS

Tourism is a major economic driver for regional Victoria. The industry contributes significantly to regional development through investment attraction, employment generation and visitor dispersal.

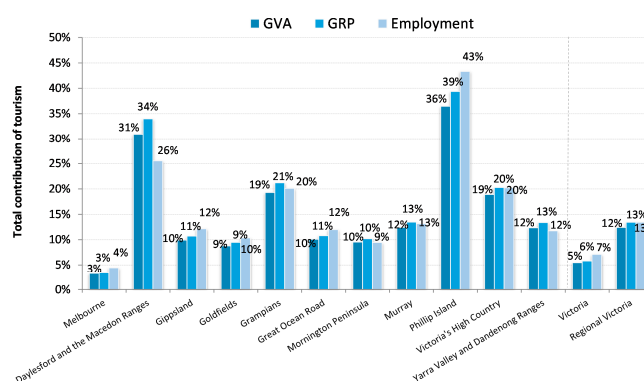
Tourism, directly and indirectly, contributes \$11.5 billion to the regional Victorian economy (GRP) and generates 114,400 jobs. Regional Victoria has a greater reliance on the tourism sector than Melbourne contributing 13.4 per cent of total GRP and 13.4 per cent of employment.

Tourism, directly and indirectly, contributes \$8.9 billion to Melbourne's economy and generates employment of an estimated 89,900 people. Melbourne comprises the majority share of the State-wide contribution to tourism in terms of GRP (44 per cent). However, due to its diverse and large economy, Melbourne is relatively less reliant on tourism than other non-metropolitan regions representing 3.3 per cent of GRP and 4.4 per cent of employment.

A summary of the relative importance of tourism to each of Tourism Victoria's regions in terms of its share of the economy for GVA, GRP and employment is noted in Chart 1.1.

These relative standings have implications in the way positive and negative shifts in the industry can impact a region's economy. For example, regions that have both high direct and indirect reliance on the tourism sector are highly susceptible to tourism shocks, whereas those less reliant are more insulated from such changes.

Chart 1.1: Total contribution of tourism to the economy by region, 2013-14



To note: Some results may not add due to rounding

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).



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GROSS REGIONAL PRODUCT (GRP)

The latest State Tourism Satellite Account data published by Tourism Research Australia indicates that in 2013-14 Victoria's tourism industry contributed \$20.6 billion* to Gross State Product. This includes:

- **\$8.9 billion** to Melbourne's GRP (comprising \$5.7 billion in direct and \$3.2 billion in indirect tourism GRP). This represents 3.3 per cent of Melbourne's total GRP.
- **\$11.5 billion** to total regional Victoria's GRP (comprising \$3.6 billion in direct and \$7.9 billion in indirect tourism GRP). This represents 13.4 per cent of regional Victoria's total GRP.

Total tourism industry GRP for regional Victoria grew at an average annual rate of 4.4 per cent between 2006-07 and 2013-14, compared to 5.6 per cent average annual growth in Melbourne. As a result, total tourism GSP for the State grew at an average annual rate of 4.9 per cent during the same period.

Overall, tourism's share of Victoria's GRP has remained relatively stable in the past year recording a slight increase from 5.8 per cent in 2012-13 to 5.9 per cent in 2013-14. Tourism's share of GRP in regional Victoria increased from 13.1 per cent in 2012-13 to 13.4 per cent in 2013-14, while Melbourne's tourism's share of GRP has remained unchanged at 3.3 per cent in 2013-14.

Regional results

The total GRP contributions (including both direct and indirect impacts) of tourism to Tourism Victoria's regions are noted in the table 1 below.

Table 1: GRP by region, 2013-14

Region	GRP (\$M)	GRP share of economy (%)
Melbourne	8,872	3.3%
Great Ocean Road	1,931	10.8%
Murray	1,885	13.5%
Gippsland	1,195	10.7%
Goldfields	1,142	9.5%
Yarra Valley and Dandenong Ranges	1,093	13.4%
Grampians	1,044	21.2%
Mornington Peninsula	979	10.2%
Daylesford and the Macedon Ranges	833	34.0%
Victoria's High Country	737	20.3%
Phillip Island	655	39.4%
Regional Victoria (total)	11,494	13.4%

To note: Some results may not add due to rounding

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).

The regions with the greatest reliance on tourism are:

- Phillip Island: tourism represents 39.4 per cent of GRP (both directly and indirectly) in total – the highest of any region in Victoria. This comprises 11.9 per cent of GRP directly and 27.5 per cent indirectly.
- Daylesford and the Macedon Ranges: tourism represents 34.0 per cent of the region's total GRP. This entails 5.2 per cent of GRP directly, but 28.8 per cent indirectly.
- Grampians: tourism represents 21.2 per cent of the region's total GRP. This comprises just 2.9 per cent of GRP directly and a significant 18.3 per cent indirectly.
- Victoria's High Country: tourism represents 20.3 per cent of the region's total GRP comprising 7.8 per cent of GRP directly and 12.4 per cent indirectly.
- Murray: tourism represents 13.5 per cent of the region's total GRP and contributes \$1.89 billion to the region's GRP (the third highest total value behind Melbourne). This comprises 3.8 per cent of GRP directly and 9.6 per cent indirectly.
- Great Ocean Road: tourism represents 10.8 per cent of the region's total GRP and contributes \$1.93 billion to the region's GRP (the second highest total value behind Melbourne and the Murray). This comprises 4.6 per cent directly and 6.2 per cent indirectly.

GROSS VALUE ADDED (GVA)

GVA is considered the most accurate measure of the contribution of tourism to an economy. Tourism GVA measures the value of production exclusive of product taxes such as the GST.

Direct tourism GVA in Victoria was \$8.5 billion in 2013-14 representing 2.6 per cent of Victoria's total GVA. This comprises:

- **\$5.3 billion** or 62 per cent of Victoria's direct tourism GVA was contributed by Melbourne.
- **\$3.3 billion** or 38 per cent of Victoria's direct tourism GVA was contributed by regional Victoria.

The regions that contributed the most (\$ volume) to Victoria's direct tourism GVA were:

- Great Ocean Road (\$751 million or 9 per cent of direct tourism GVA).
- Murray (\$492 million or 6 per cent of direct tourism GVA).
- Gippsland (\$381 million or 4 per cent of direct tourism GVA).

However, in terms of relative contributions (% of each region's economy), direct tourism GVA contributed most significantly to total regional GVA in:

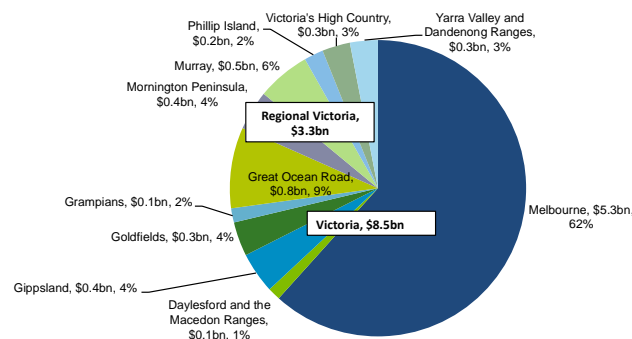
- Phillip Island (11.7 per cent).
- High Country (7.7 per cent).
- Daylesford and the Macedon Ranges (5.1 per cent).
- Great Ocean Road (4.5 per cent).
- Mornington Peninsula (4.1 per cent)



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The direct contributions of Tourism Victoria's regions to tourism GVA are noted below in chart 2.1.

Chart 2.1: Direct tourism GVA by region, 2013-14



Market segment comparisons by region, 2013-14

In 2013-14 total direct GVA contribution in Melbourne consisted of:

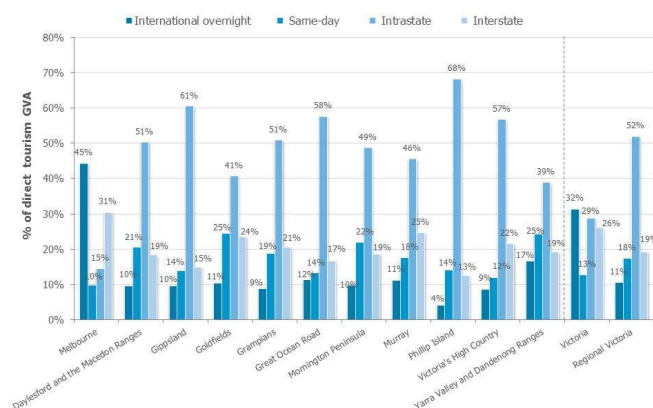
- Domestic travel - (55 per cent);
 - Intrastate overnight travel - (15 per cent);
 - Interstate overnight travel - (31 per cent);
 - Same day trips - (10 per cent); and
- International travel - (45 per cent).

In 2013-14 total direct GVA contribution in regional Victoria consisted of:

- Domestic travel - (89 per cent);
 - Intrastate overnight travel - (52 per cent);
 - Interstate overnight travel - (19 per cent);
 - Same day trips - (18 per cent); and
- International travel - (11 per cent).

The breakdown of daytrip, intrastate, interstate and international segments by region is noted in chart 2.2.

Chart 2.2: Market segment comparisons by region, 2013-14



To note: Some results may not add due to rounding

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).

TOURISM AND EMPLOYMENT

In 2013-14 tourism generated employment of an estimated:

- 89,900 people** in Melbourne or 4.4 per cent of employment comprising 67,500 people directly (this represents 55 per cent of state-wide direct tourism employment) and 22,400 indirectly. Employment generated by tourism in Melbourne has increased at an average annual rate of 3.8 per cent from 2006-07 to 2013-14.
- 114,400 people** in regional Victoria or 13.4 per cent of employment. This comprises 56,300 people directly (or 45 per cent of state-wide direct tourism employment) and 58,100 indirectly. Employment generated by tourism in regional Victoria has increased at an average annual rate of 2.8 per cent from 2006-07 to 2013-14.

Tourism is characterised by its labour intensive nature. Fluctuations in tourism activity have the potential to materially impact local employment, especially in regions that are heavily reliant on the sector.

The non-metropolitan regions that contributed the highest volume to direct tourism employment in Victoria were:

- Great Ocean Road (12,500 persons or 10.1 per cent of direct tourism employment).
- Murray (8,500 persons or 6.9 per cent of direct tourism employment).
- Gippsland (6,700 persons or 5.4 per cent of direct tourism employment).
- Goldfields (6,100 persons or 5.0 per cent of direct tourism employment).

As a percentage of the region's total employment, direct tourism regional employment was most important to:

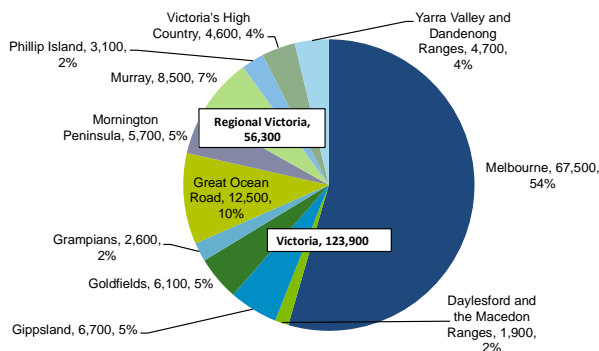
- Phillip Island (3,100 persons or 20.6 per cent of the total regional employment).
- High Country (4,600 persons or 11.7 per cent of the total regional employment).
- Great Ocean Road (12,500 persons or 7.2 per cent of the total regional employment).

A breakdown of direct tourism employment by region is noted in chart 3.1



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Chart 3.1 Direct tourism employment generated by region, 2013-14



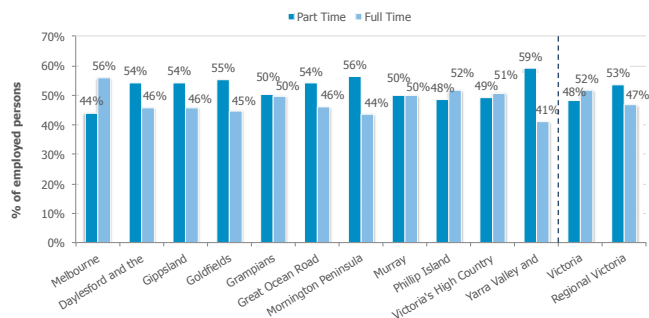
Breakdown of full-time and part-time direct tourism employment

The proportion of full-time jobs was highest in Melbourne (56 per cent), reflecting the high concentration of tourism consumption in the education and transport sectors.

In regional Victoria, 47 per cent of tourism employees were in full-time jobs and 53 per cent in part-time employment. The high portion of part-time employment reflects strong tourism consumption in regional Victoria in traditional sectors such as accommodation, food and transport, which have a higher demand for part-time workers.

The breakdown of direct part-time and full-time employed persons by Tourism Victoria region is noted in chart 3.2

Chart 3.2 Breakdown of full-time and part-time direct tourism employment in Tourism Victoria's regions



Industry comparisons

Looking at the concentration of jobs across industries, the tourism characteristic industries that contributed most to direct tourism employment in Victoria in 2013-14 were:

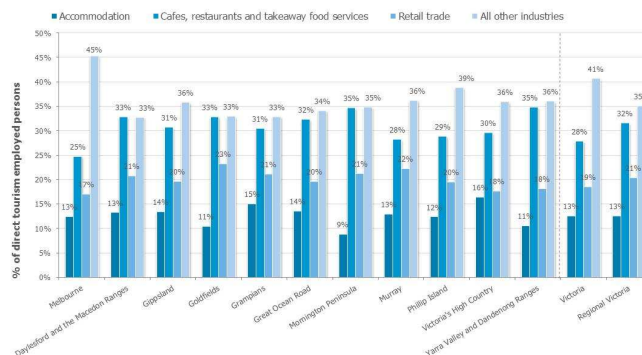
- Cafes, restaurants and takeaway food services (contributing 25 per cent of direct employment in Melbourne and averaging 21 per cent for regional Victoria)

Melbourne and 32 per cent for regional Victoria on average).

- Retail trade (contributing 17 per cent of direct employment in Melbourne and averaging 21 per cent for regional Victoria)
- Accommodation (contributing 13 per cent of direct employment in Melbourne and 13 per cent for regional Victoria on average).

The distribution of direct tourism jobs across industry by Tourism Victoria region in 2013-14 is illustrated in chart 3.3.

Chart 3.3 Direct industry employment comparisons by region, 2013-14



METHODOLOGY

Tourism Satellite Accounts (TSAs) are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national direct estimates are based on an internationally recognised and standardised framework (although this regional TSA methodology has been extended to determine the indirect impact of cross region trade flows).

There are a number of steps required to calculate the tourism industry's contribution to regional Victorian economies. To start, a regional tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g. taxes, transport margins, pre-manufactured

The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from Australian Bureau of Statistics data.

For consistency, the regional results are calibrated against the 2013-14 state TSA data published by Tourism Research Australia*.

To note: Some results may not add due to rounding

Source: Victorian Regional Tourism Satellite Accounts 2013-14, model developed by Deloitte Access Economics for Tourism Victoria. Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).



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TABLE 2: KEY INDICATORS OF TOURISM'S TOTAL CONTRIBUTION TO TOURISM VICTORIA'S REGIONS 2013-14 (Direct and Indirect estimates)

Region	GRP (\$m)	Employment ('000)	GRP Share of economy (%)	Employment
Direct tourism contribution				
Melbourne	\$5,666	67.5	2.1%	3.3%
Daylesford and the Macedon Ranges	\$127	1.9	5.2%	7.1%
Gippsland	\$417	6.7	3.7%	6.6%
Goldfields	\$345	6.1	2.9%	5.3%
Grampians	\$144	2.6	2.9%	5.6%
Great Ocean Road	\$822	12.5	4.6%	7.2%
Mornington Peninsula	\$401	5.7	4.2%	5.5%
Murray	\$536	8.5	3.8%	6.1%
Phillip Island	\$198	3.1	11.9%	20.6%
Victoria's High Country	\$285	4.6	7.8%	11.7%
Yarra Valley and Dandenong Ranges	\$278	4.7	3.4%	5.2%
Regional Victoria	\$3,551	56.3	4.2%	6.6%
Victoria	\$9,217	123.9	2.6%	4.3%
Indirect tourism contribution				
Melbourne	\$3,206	22.4	1.2%	1.1%
Daylesford and the Macedon Ranges	\$706	5.0	28.8%	18.4%
Gippsland	\$778	5.7	7.0%	5.6%
Goldfields	\$797	5.9	6.6%	5.1%
Grampians	\$900	6.7	18.3%	14.5%
Great Ocean Road	\$1,110	8.2	6.2%	4.8%
Mornington Peninsula	\$578	4.1	6.0%	3.9%
Murray	\$1,349	9.9	9.6%	7.1%
Phillip Island	\$457	3.4	27.5%	22.8%
Victoria's High Country	\$453	3.4	12.4%	8.6%
Yarra Valley and Dandenong Ranges	\$816	5.8	10.0%	6.5%
Regional Victoria	\$7,944	58.1	9.3%	6.8%
Victoria (internal contribution only)¹	\$11,149	80.5	3.2%	2.8%
<i>Rest of Australia</i>	\$212	1.5		
Victoria (reported TRA estimates)²	\$11,361	81.9	3.2%	2.9%
Total tourism contribution				
Melbourne	\$8,872	89.9	3.3%	4.4%
Daylesford and the Macedon Ranges	\$833	7.0	34.0%	25.5%
Gippsland	\$1,195	12.4	10.7%	12.2%
Goldfields	\$1,142	12.1	9.5%	10.4%
Grampians	\$1,044	9.2	21.2%	20.1%
Great Ocean Road	\$1,931	20.7	10.8%	12.0%
Mornington Peninsula	\$979	9.8	10.2%	9.4%
Murray	\$1,885	18.4	13.5%	13.2%
Phillip Island	\$655	6.4	39.4%	43.3%
Victoria's High Country	\$737	7.9	20.3%	20.2%
Yarra Valley and Dandenong Ranges	\$1,093	10.5	13.4%	11.7%
Regional Victoria	\$11,494	114.4	13.4%	13.4%
Victoria (internal contribution only)¹	\$20,366	204.3	5.8%	7.1%
<i>Rest of Australia</i>	\$212	1.5		
Victoria (reported TRA estimates)²	\$20,577	205.8	5.9%	7.2%

1.) The indirect tourism contribution allocated to the Victoria represents the indirect contribution to the national economy from tourism in Victoria; thus a portion of the indirect contribution is attributable to indirect flows to the rest of Australia (outside of the Victorian economy).

2.) These are the published estimates for Victoria in the State Tourism Satellite Accounts 2013-14 by Tourism Research Australia (publicly released in April 2015).

To note: Some results may not add due to rounding

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TABLE 3: TOURISM'S TOTAL CONTRIBUTION TO GROSS REGIONAL PRODUCT IN TOURISM VICTORIA'S REGIONS 2006-07 TO 2013-14 (Direct and Indirect estimates)

	Gross Regional Product								AAG* 2006-07 to 2013-14	% Change 2012-13 vs 2013-14
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		
	\$ millions - basic prices								%	
Campaign Region										
Melbourne	\$6,040	\$6,607	\$7,025	\$7,451	\$7,803	\$8,075	\$8,422	\$8,872	5.6%	5.3%
Daylesford and the Macedon Ranges	\$599	\$670	\$682	\$697	\$733	\$774	\$796	\$833	4.8%	4.6%
Gippsland	\$859	\$955	\$888	\$988	\$1,030	\$1,054	\$1,138	\$1,195	4.8%	5.1%
Goldfields	\$911	\$905	\$944	\$998	\$1,004	\$1,146	\$1,145	\$1,142	3.3%	-0.3%
Grampians	\$797	\$783	\$820	\$860	\$872	\$932	\$987	\$1,044	3.9%	5.7%
Great Ocean Road	\$1,411	\$1,515	\$1,603	\$1,723	\$1,689	\$1,817	\$1,713	\$1,931	4.6%	12.8%
Mornington Peninsula	\$723	\$790	\$781	\$846	\$869	\$925	\$934	\$979	4.4%	4.8%
Murray	\$1,384	\$1,456	\$1,422	\$1,534	\$1,540	\$1,657	\$1,710	\$1,885	4.5%	10.2%
Phillip Island	\$470	\$550	\$544	\$534	\$535	\$607	\$631	\$655	4.8%	3.8%
Victoria's High Country	\$609	\$627	\$698	\$724	\$770	\$810	\$770	\$737	2.8%	-4.2%
Yarra Valley and Dandenong Ranges	\$746	\$806	\$831	\$854	\$910	\$959	\$1,001	\$1,093	5.6%	9.2%
Regional Victoria	\$8,508	\$9,058	\$9,214	\$9,758	\$9,952	\$10,681	\$10,823	\$11,494	4.4%	6.2%
Victoria (internal contribution only)¹	\$14,548	\$15,665	\$16,239	\$17,208	\$17,755	\$18,756	\$19,246	\$20,366	4.9%	5.8%
<i>Rest of Australia</i>	<i>\$153</i>	<i>\$163</i>	<i>\$168</i>	<i>\$177</i>	<i>\$182</i>	<i>\$192</i>	<i>\$201</i>	<i>\$212</i>		
Victoria (reported TRA estimates)²	\$14,701	\$15,828	\$16,406	\$17,385	\$17,937	\$18,948	\$19,446	\$20,577	4.9%	5.8%

*Average annual growth rate

% Share of regional economy										
	Gross Regional Product								Change 2006-07 vs 2013-14	% Change 2012-13 vs 2013-14
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		
% Share of regional economy										
Campaign Region	%								% pts	
Melbourne	3.1%	3.2%	3.3%	3.3%	3.3%	3.2%	3.3%	3.3%	0.2%	0.0%
Daylesford and the Macedon Ranges	35.5%	35.8%	35.5%	34.0%	33.9%	33.9%	33.5%	34.0%	-1.5%	0.5%
Gippsland	10.6%	10.9%	10.0%	10.7%	10.6%	10.3%	10.6%	10.7%	0.1%	0.1%
Goldfields	10.4%	9.6%	9.7%	9.8%	9.4%	10.2%	9.9%	9.5%	-0.9%	-0.4%
Grampians	22.8%	20.1%	20.9%	21.0%	20.1%	20.6%	21.2%	21.2%	-1.6%	0.0%
Great Ocean Road	11.0%	10.7%	11.2%	11.4%	10.6%	10.8%	9.9%	10.8%	-0.2%	0.9%
Mornington Peninsula	10.6%	10.7%	10.2%	10.4%	10.2%	10.2%	10.0%	10.2%	-0.4%	0.2%
Murray	13.8%	13.2%	12.7%	13.0%	12.3%	12.7%	12.7%	13.5%	-0.3%	0.7%
Phillip Island	39.5%	42.8%	41.9%	38.3%	37.1%	39.6%	39.1%	39.4%	-0.2%	0.3%
Victoria's High Country	23.6%	21.9%	24.0%	23.5%	23.7%	23.8%	22.0%	20.3%	-3.3%	-1.7%
Yarra Valley and Dandenong Ranges	12.8%	12.6%	12.7%	12.3%	12.5%	12.5%	12.6%	13.4%	0.6%	0.8%
Regional Victoria	13.9%	13.5%	13.5%	13.5%	13.1%	13.4%	13.1%	13.4%	-0.4%	0.3%
Victoria (internal contribution only)¹	5.7%	5.7%	5.8%	5.8%	5.7%	5.7%	5.7%	5.8%	0.1%	0.1%
Victoria (reported TRA estimates)²	5.8%	5.8%	5.8%	5.9%	5.7%	5.8%	5.8%	5.9%	0.1%	0.1%

To note: Back cast estimates from 2006-07 to 2013-14 in the table above are based on the same methodology and are comparable.

1.) The indirect tourism contribution allocated to the Victoria represents the indirect contribution to the national economy from tourism in Victoria; thus a portion of the indirect contribution is attributable to indirect flows to the rest of Australia (outside of the Victorian economy).

2.) These are the published estimates for Victoria in the State Tourism Satellite Accounts 2013-14 by Tourism Research Australia (publicly released in April 2015).

To note: Some results may not add due to rounding

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

Research Factsheet produced by Tourism Victoria, October 2015.

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TABLE 4: TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT IN TOURISM VICTORIA'S REGIONS 2006-07 TO 2013-14 (Direct and Indirect estimates)

	Employment								AAG* 2006-07 to 2013-14	% Change 2012-13 vs 2013-14
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		
Campaign Region	('000)								%	
Melbourne	69.2	74.5	79.1	80.6	85.5	85.3	88.3	89.9	3.8%	1.8%
Daylesford and the Macedon Ranges	5.4	6.2	6.3	6.1	6.6	6.7	6.8	7.0	3.7%	2.9%
Gippsland	9.9	11.1	9.9	10.8	11.6	11.2	12.2	12.4	3.3%	2.0%
Goldfields	11.0	10.6	11.1	11.4	11.5	13.1	12.8	12.1	1.3%	-5.7%
Grampians	7.7	7.2	7.6	7.8	7.9	8.3	8.8	9.2	2.6%	5.7%
Great Ocean Road	17.0	18.1	19.2	19.9	19.9	20.4	18.5	20.7	2.8%	11.6%
Mornington Peninsula	8.2	8.8	8.6	9.1	9.5	9.7	9.7	9.8	2.7%	1.7%
Murray	14.9	15.5	14.7	15.5	15.7	16.4	16.6	18.4	3.0%	10.5%
Phillip Island	5.1	6.1	5.9	5.5	5.5	6.2	6.4	6.4	3.5%	0.8%
Victoria's High Country	7.6	7.6	8.7	8.7	9.5	9.5	8.7	7.9	0.6%	-9.3%
Yarra Valley and Dandenong Ranges	7.7	8.3	8.5	8.4	9.4	9.4	9.7	10.5	4.6%	8.3%
Regional Victoria	94.4	99.4	100.5	103.3	107.2	110.9	110.1	114.4	2.8%	3.9%
Victoria (internal contribution only) ¹	163.7	173.9	179.6	183.9	192.6	196.2	198.5	204.3	3.2%	3.0%
Rest of Australia	1.1	1.2	1.2	1.2	1.3	1.3	1.4	1.5		
Victoria (reported TRA estimates)²	164.8	175.0	180.8	185.1	193.9	197.5	199.8	205.8	3.2%	3.0%
*Average annual growth rate										
% Share of regional economy										
	Employment								Change 2006-07 vs 2013-14	% Change 2012-13 vs 2013-14
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		
% Share of regional economy	%								% pts	
Campaign Region	%								% pts	
Melbourne	3.4%	3.7%	3.9%	4.0%	4.2%	4.2%	4.4%	4.4%	1.0%	0.1%
Daylesford and the Macedon Ranges	19.8%	22.9%	23.1%	22.4%	24.3%	24.7%	24.8%	25.5%	5.7%	0.7%
Gippsland	9.7%	10.9%	9.7%	10.6%	11.4%	11.0%	11.9%	12.2%	2.5%	0.2%
Goldfields	9.5%	9.1%	9.5%	9.8%	9.9%	11.2%	11.0%	10.4%	0.9%	-0.6%
Grampians	16.8%	15.6%	16.5%	16.9%	17.2%	18.1%	19.0%	20.1%	3.3%	1.1%
Great Ocean Road	9.9%	10.5%	11.1%	11.6%	11.5%	11.8%	10.7%	12.0%	2.1%	1.2%
Mornington Peninsula	7.9%	8.5%	8.3%	8.8%	9.1%	9.3%	9.3%	9.4%	1.6%	0.2%
Murray	10.7%	11.1%	10.6%	11.1%	11.3%	11.7%	11.9%	13.2%	2.5%	1.2%
Phillip Island	34.0%	41.0%	39.8%	36.8%	37.2%	41.8%	43.0%	43.3%	9.4%	0.3%
Victoria's High Country	19.4%	19.4%	22.2%	22.2%	24.2%	24.3%	22.3%	20.2%	0.9%	-2.1%
Yarra Valley and Dandenong Ranges	8.6%	9.2%	9.5%	9.4%	10.4%	10.5%	10.8%	11.7%	3.2%	0.9%
Regional Victoria	11.1%	11.7%	11.8%	12.1%	12.6%	13.0%	12.9%	13.4%	2.3%	0.5%
Victoria (internal contribution only) ¹	5.7%	6.0%	6.2%	6.4%	6.7%	6.8%	6.9%	7.1%	1.4%	0.2%
Victoria (reported TRA estimates)²	5.7%	6.1%	6.3%	6.4%	6.7%	6.9%	6.9%	7.2%	1.4%	0.2%

To note: Back cast estimates from 2006-07 to 2013-14 in the table above are based on the same methodology and are comparable.

1.) The indirect tourism contribution allocated to the Victoria represents the indirect contribution to the national economy from tourism in Victoria; thus a portion of the indirect contribution is attributable to indirect flows to the rest of Australia (outside of the Victorian economy).

2.) These are the published estimates for Victoria in the State Tourism Satellite Accounts 2013-14 by Tourism Research Australia (publicly released in April 2015).

To note: Some results may not add due to rounding

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

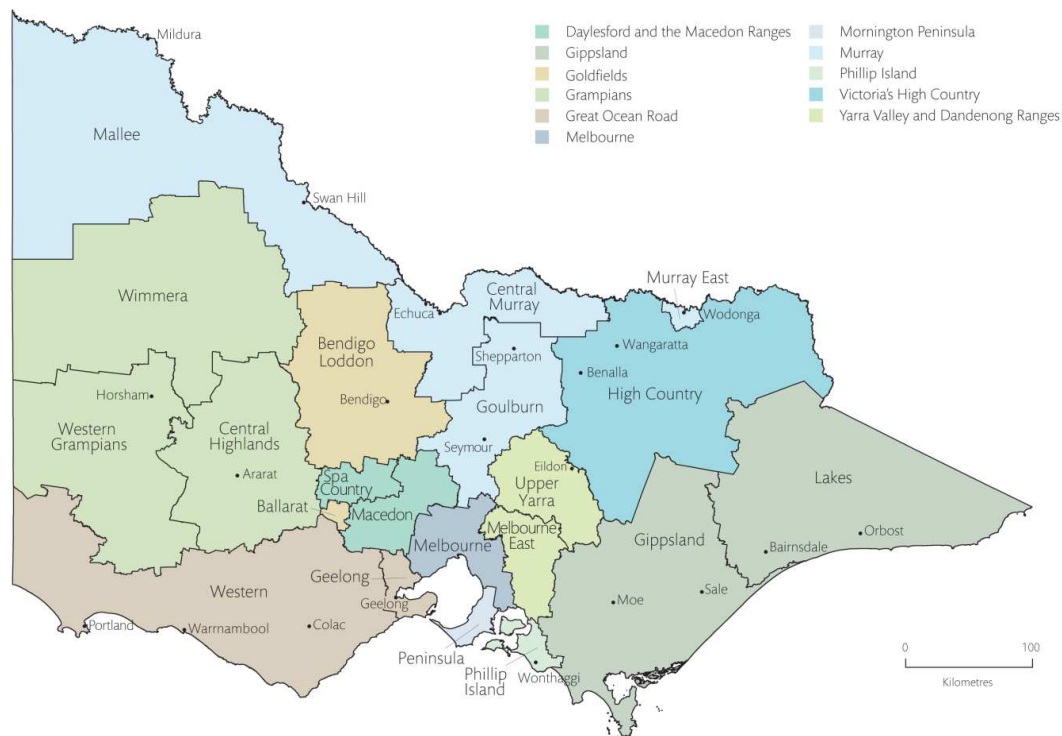
Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).



Research Factsheet: Value of Tourism to Victoria's Regions

TOURISM VICTORIA'S REGIONS



DEFINITIONS

Direct contribution of tourism: The contribution generated by transactions between the visitor and producer for a good or service that involves a direct physical or economic relationship.

Indirect contribution of tourism: The subsequent flow-on effects created by the requirement for inputs from those industries supplying goods and services to visitors. For example, this might include the fresh produce supplied to a hotel and the electricity used.

Tourism gross regional product (GRP): Tourism GRP (the equivalent to Gross State Product (GSP) but at a regional level) is tourism GVA plus net taxes on products that are attributable to the tourism industry. As such GRP will generally have a higher value than GVA. Tourism GRP is a satellite accounting concept that enables direct comparison with the widely recognised national accounting aggregate, gross domestic product (or in this case gross regional product).

Tourism gross value added (GVA): Considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government received from the production. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and can also be used for comparisons across countries.

Tourism output: The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products.

MORE INFORMATION

For further information on the methodology and key concepts for the *Victorian Regional Tourism Satellite Accounts 2013-14*, please refer to the Regional Tourism Satellite Account User Guide at this link:

<http://www.tourism.vic.gov.au/research/economic-significance.html>

For more detail on the *State Tourism Satellite Accounts 2013-14*, published by Tourism Research Australia refer to the full report:

<http://www.tra.gov.au/research/State-tourism-satellite-accounts-2013-14.html>

To note: Some results may not add due to rounding

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

Research Factsheet produced by Tourism Victoria, October 2015.

*The TRA reported 2013-14 TSA results for Victoria include an estimate of the contribution to Victoria's internal economy as well as indirect impacts that have been redistributed to the rest of Australia (therefore the regional Victoria and Melbourne estimates do not add to the published estimates for GSP and jobs for Victoria).

