

Victoria's Tourism Investment Monitor

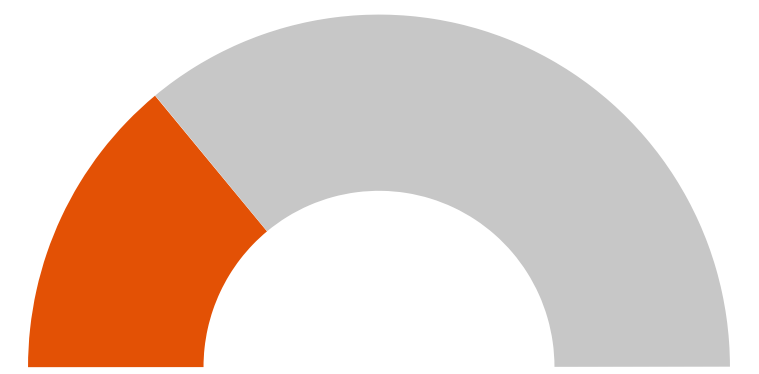
2022-23 results from Tourism Research Australia



\$15.6 BILLION

value of projects \$20m+ in 2022-23

28%



of Australia's total pipeline \$



48 PROJECTS



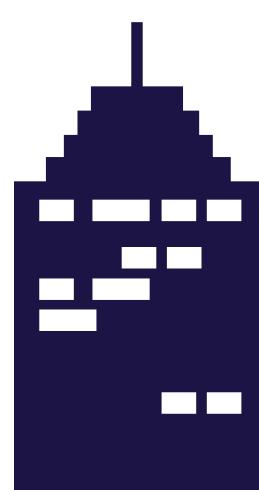
4,500[^] ROOMS

estimated new

45%

percentage of \$ value
of total VIC projects

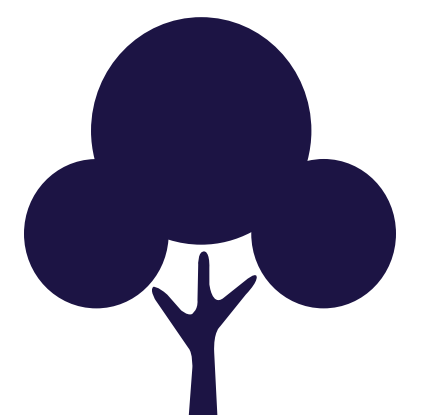
**Melbourne
projects**



55%

percentage of \$ value
of total VIC projects

**Regional
projects**



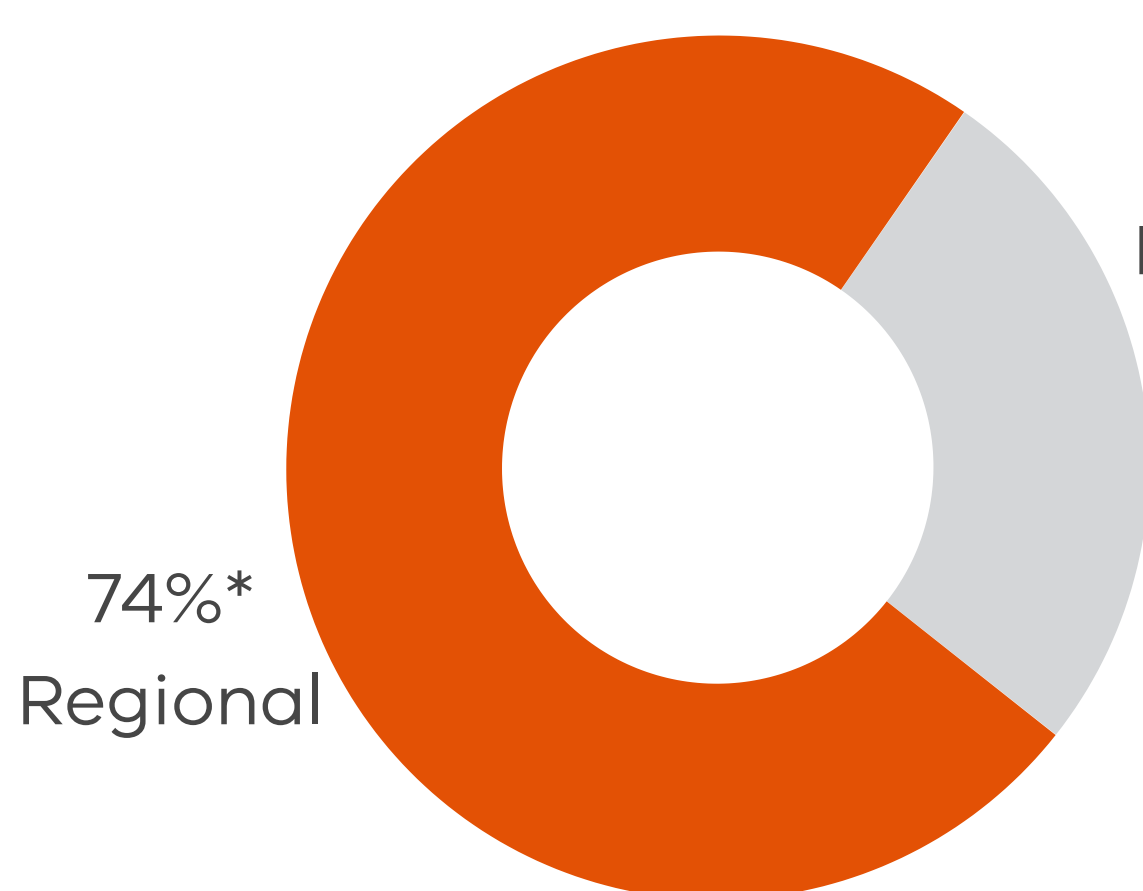
Aviation



**Arts, Recreation &
Business Services**



Accommodation



\$9.4 billion value in
aviation projects

60%

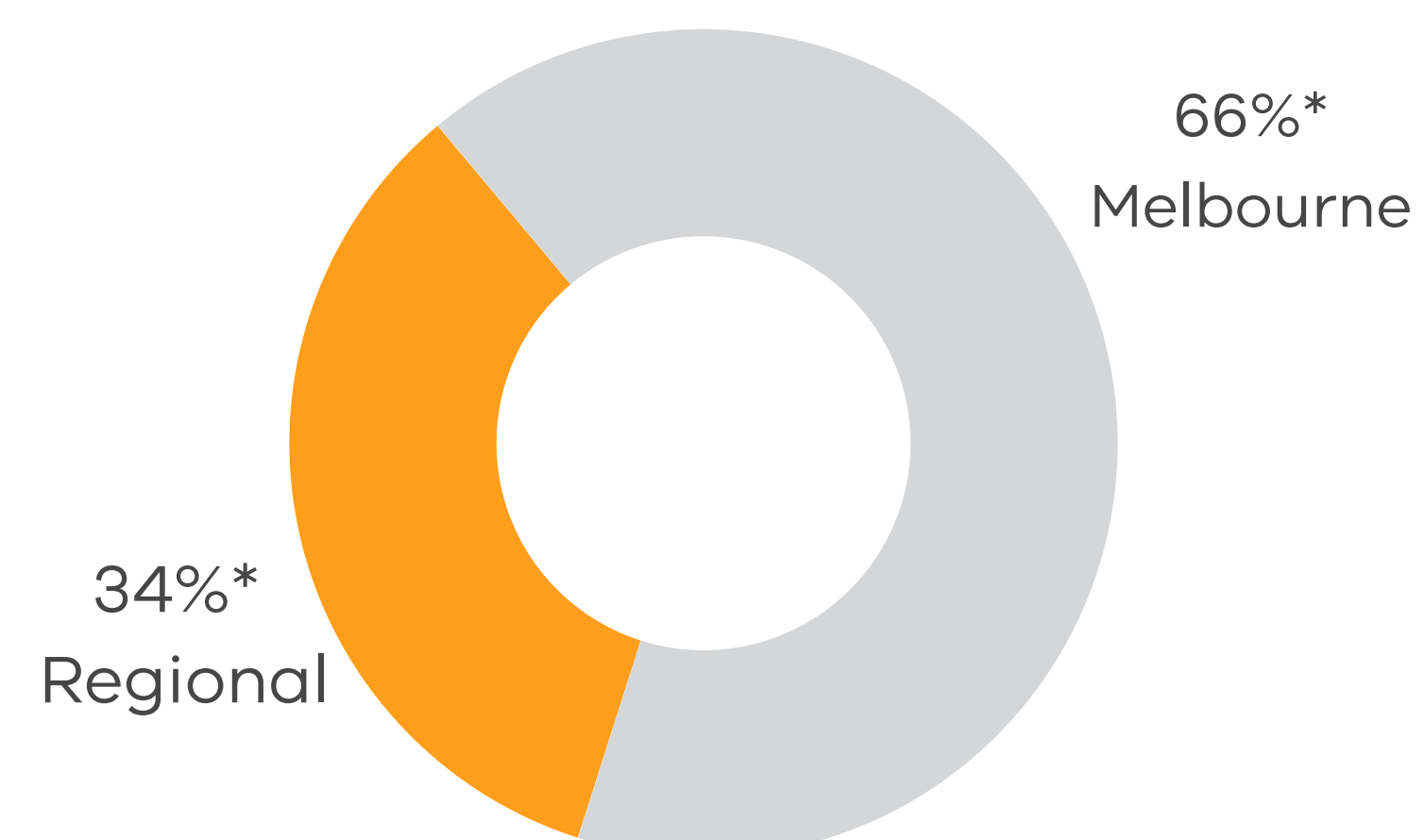
of total VIC projects (\$ value)



\$3.4 billion value in arts
recreation & business
services projects

21%

of total VIC projects (\$ value)



\$2.9 billion value in
accommodation projects

18%

of total VIC projects (\$ value)

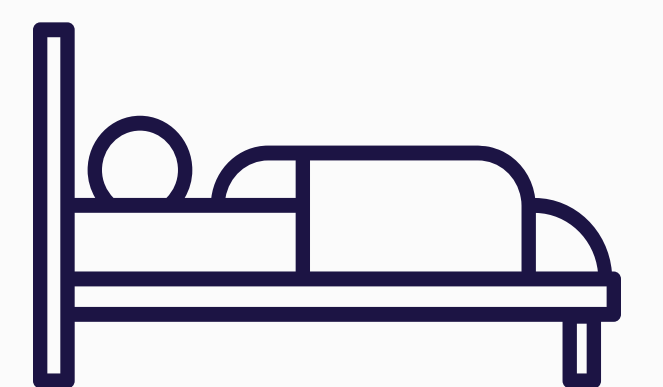
MIXED-USE ACCOMMODATION

To note these mixed-use projects sit outside the tourism investment pipeline as they combine tourism and non-tourism components such as residential housing or office/retail space.



\$21.6 BILLION

44 PROJECTS
estimated new
7,200[^] ROOMS



*percentage \$ value of pipeline projects in Victoria.

Source: 2022-23 Tourism Investment Monitor, produced by Tourism Research Australia, February 2024.

Factsheet produced by the Tourism and Events Research Unit, February 2024.

Data is considered correct at the time of publishing. Figures may not add due to rounding.

To note - this report reflects projects worth \$20 million or more and is not an exhaustive list of current or potential development projects and does not account for all tourism investments.

For further information on the methodology please refer to Tourism Research Australia.

[^]The number of rooms is not always available for projects, particularly newly announced projects. Consequently, the estimated number of rooms reported may be underestimated.

Due care is taken in the production of this factsheet, however DJSIR accepts no responsibility for use of this information.



Jobs, Skills,
Industry
and Regions