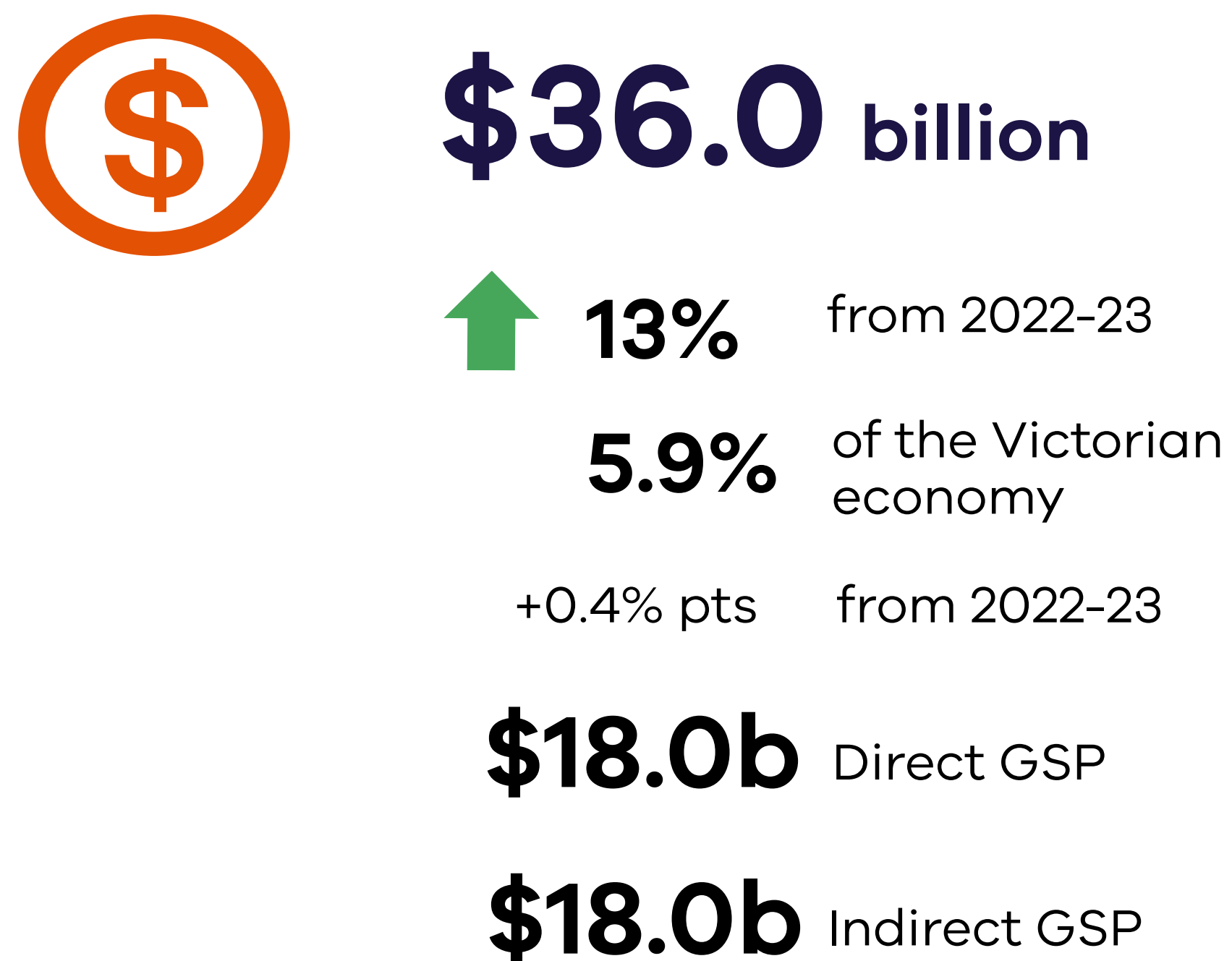


# Value of Tourism to Victoria 2023-24

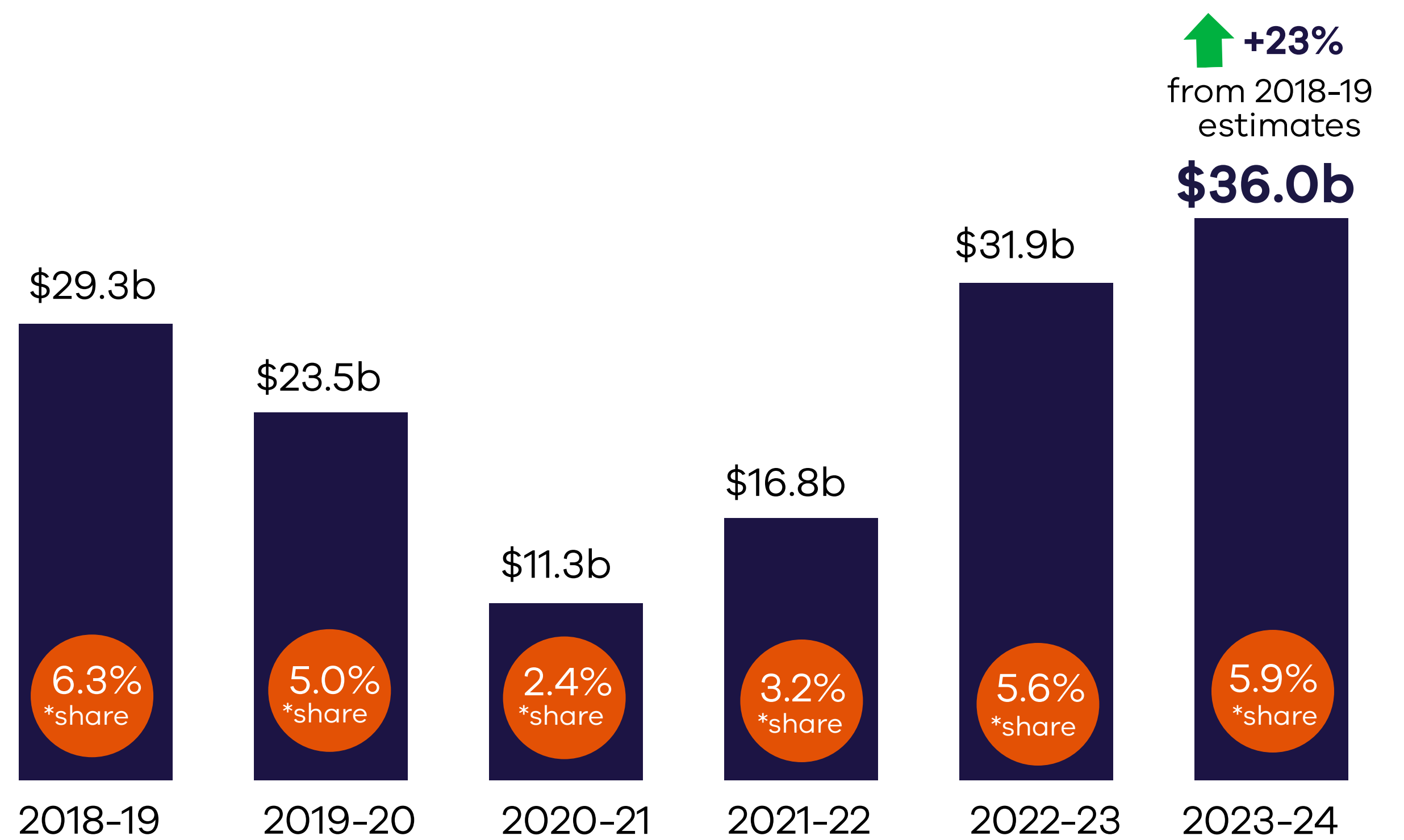
## 2023-24 State Tourism Satellite Account results

Tourism in Victoria was estimated to be worth \$36 billion to the economy in GSP and generated approximately 288,800 filled jobs in 2023-24. These results reflect the strong rebound in tourism activity in 2023-24

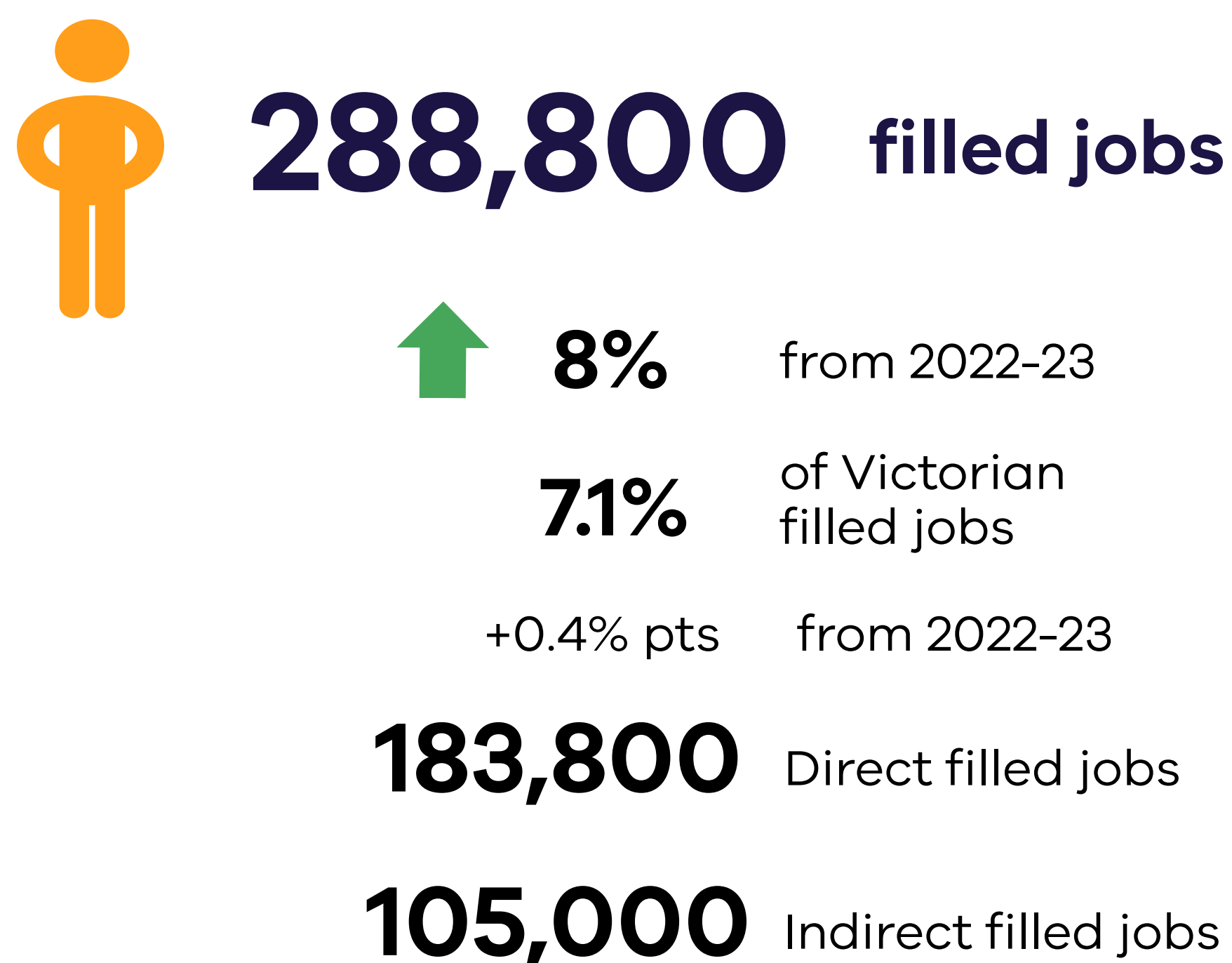
### Tourism contribution to GSP



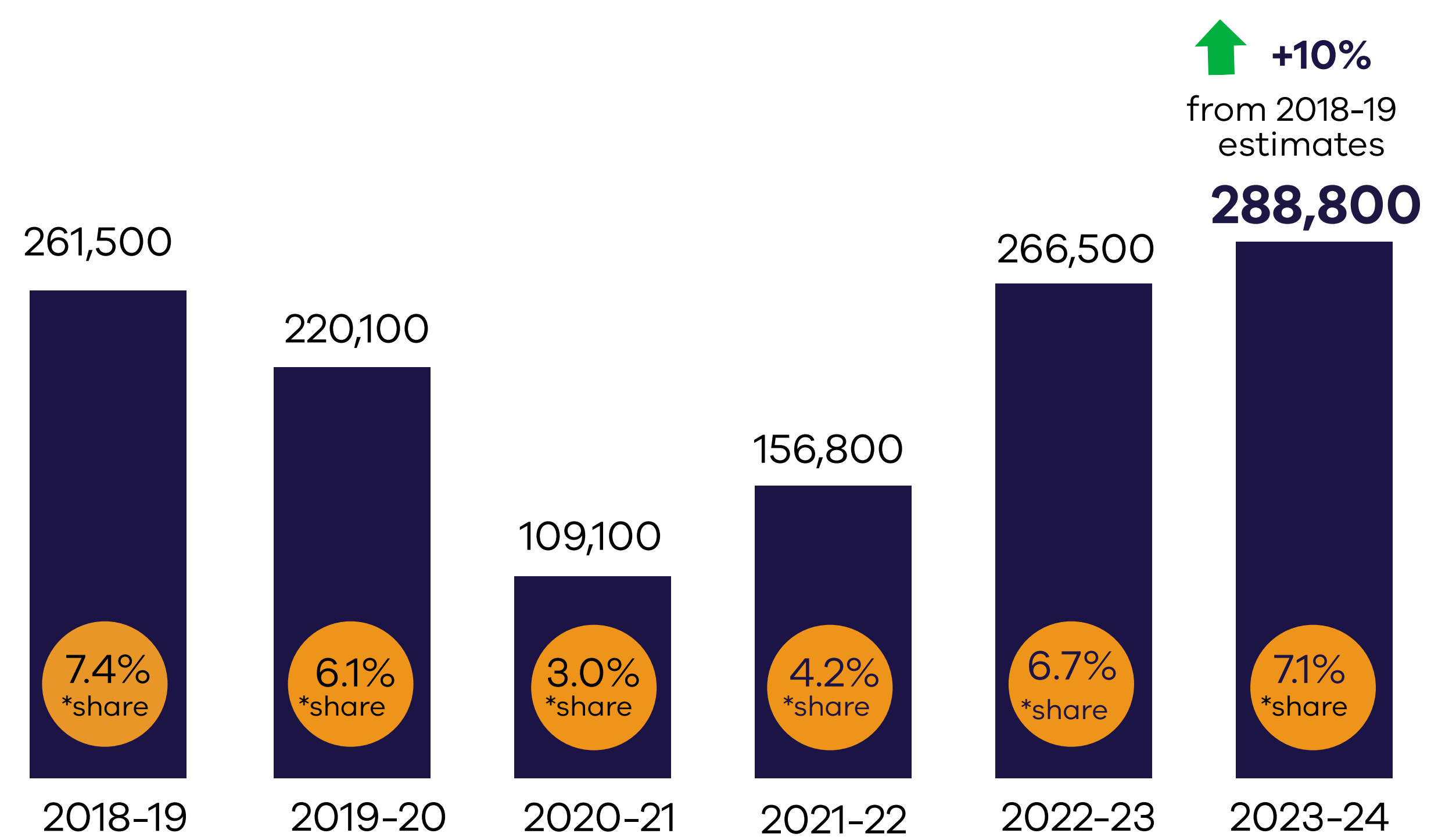
### VIC tourism GSP performance



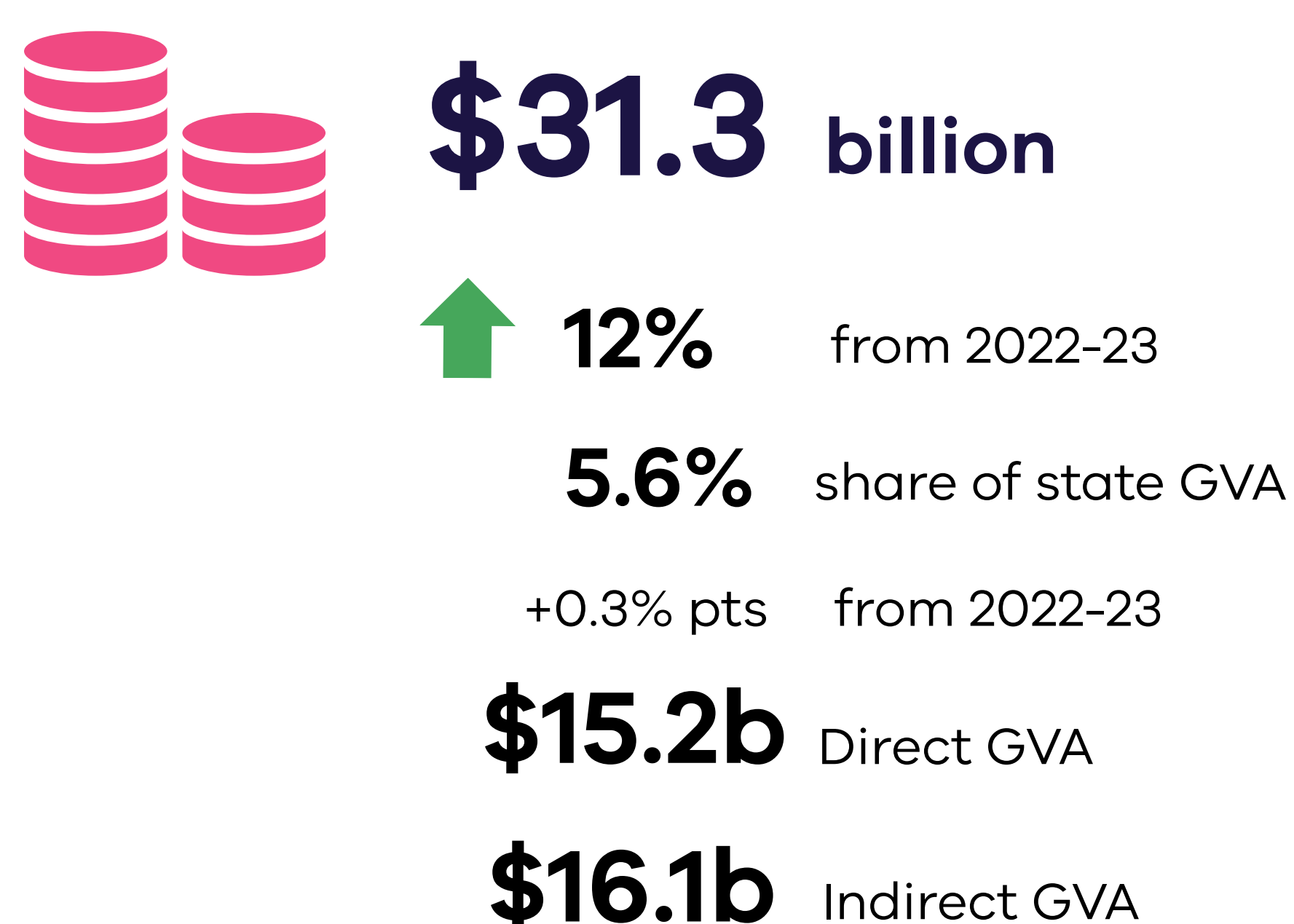
### Tourism filled jobs



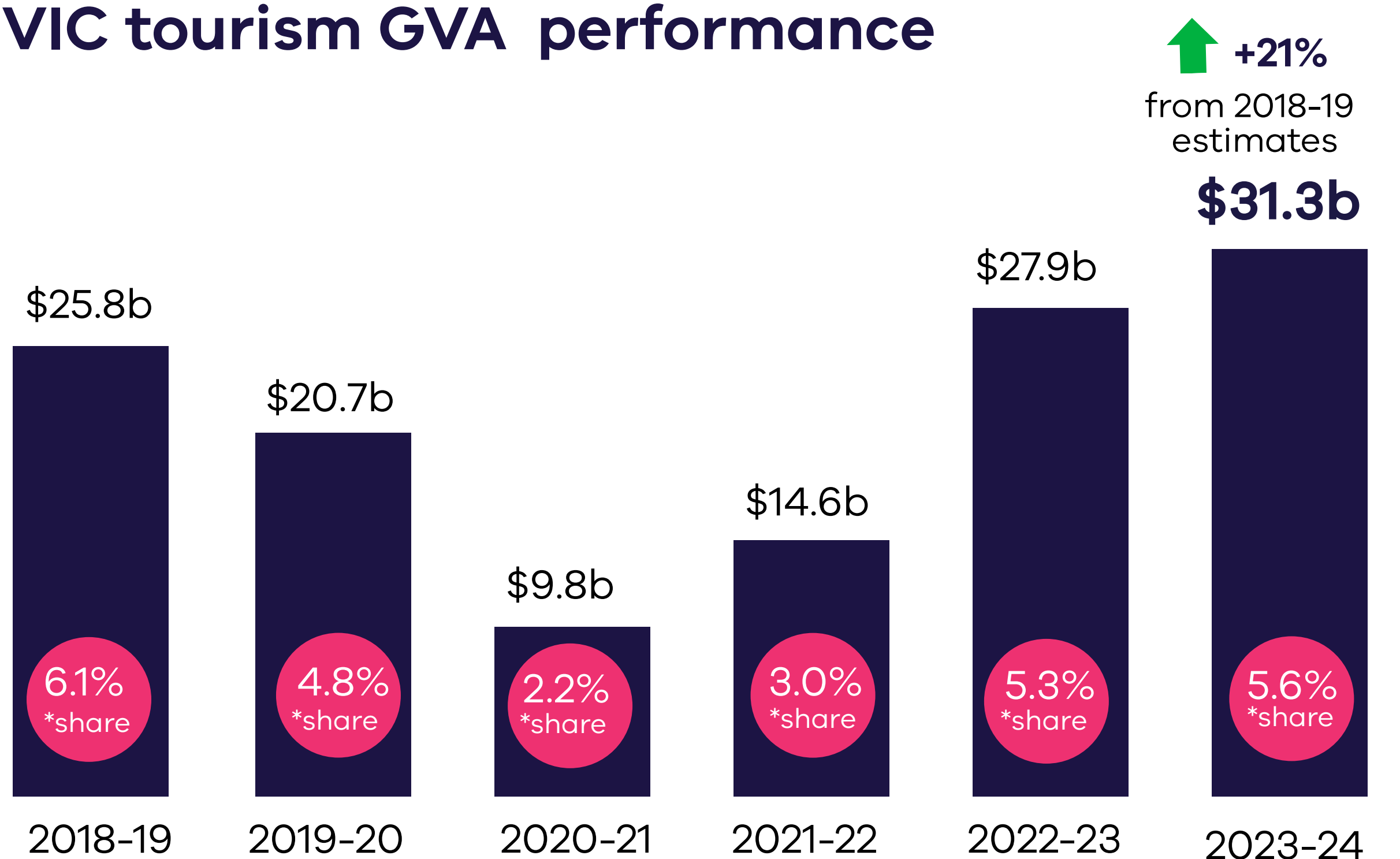
### VIC tourism filled jobs performance



### Tourism contribution to GVA



### VIC tourism GVA performance

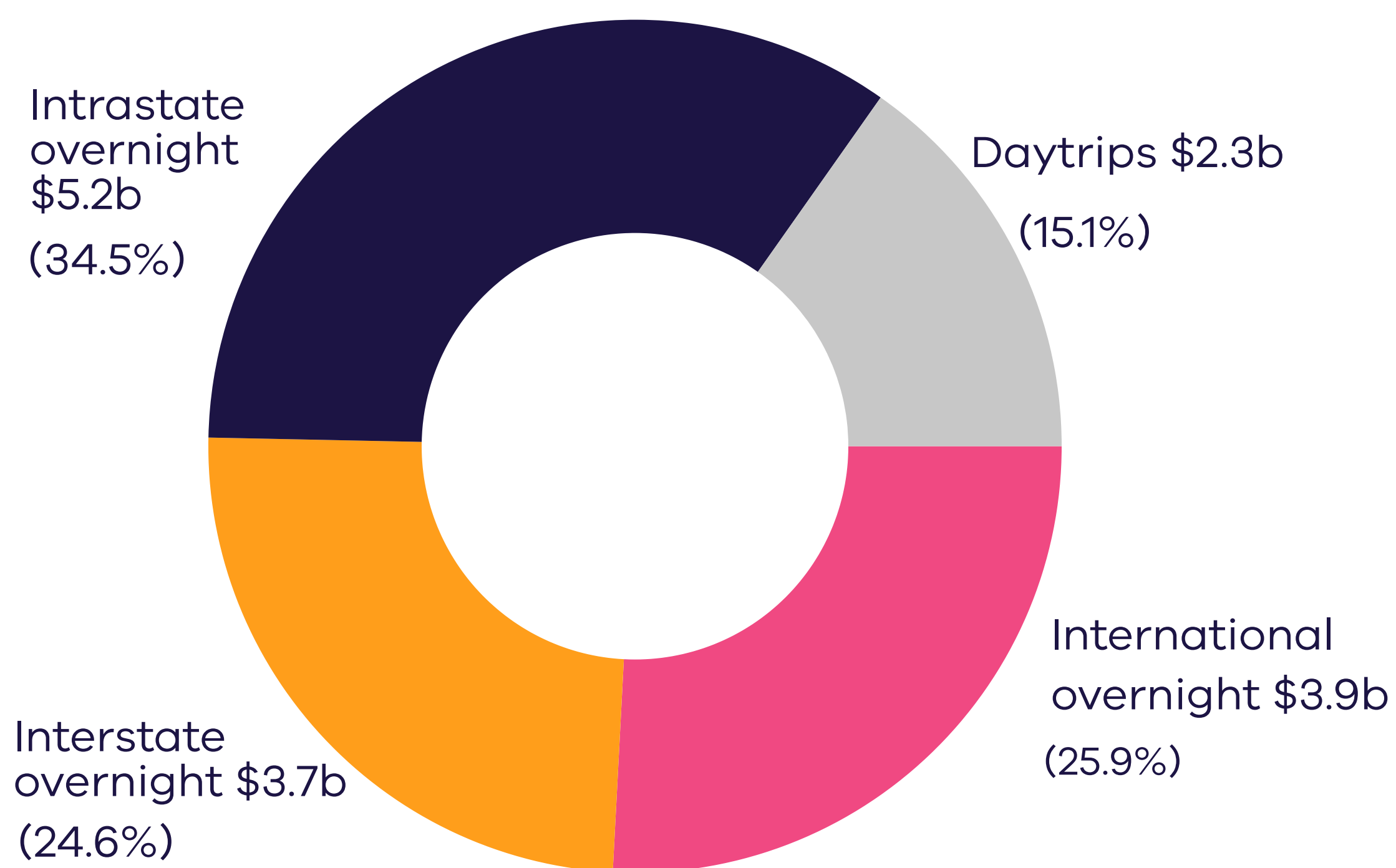


\*Share of Victorian economy. GSP: Gross State Product. GVA: Gross Value Added.  
Source: 2023-24 State Tourism Satellite Account (STSA), Tourism Research Australia, released April 2025.  
2023-24 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes. Factsheet produced by the Tourism and Events Research Unit. Due care is taken in the production of this factsheet, however DJSR accepts no responsibility for use of this information. Data is considered correct at time of publishing. Figures may not add up due to rounding. For more information visit [TRA](#).

# Value of Tourism to Victoria 2023-24

## 2023-24 State Tourism Satellite Account results

### Direct tourism GVA composition by visitor type



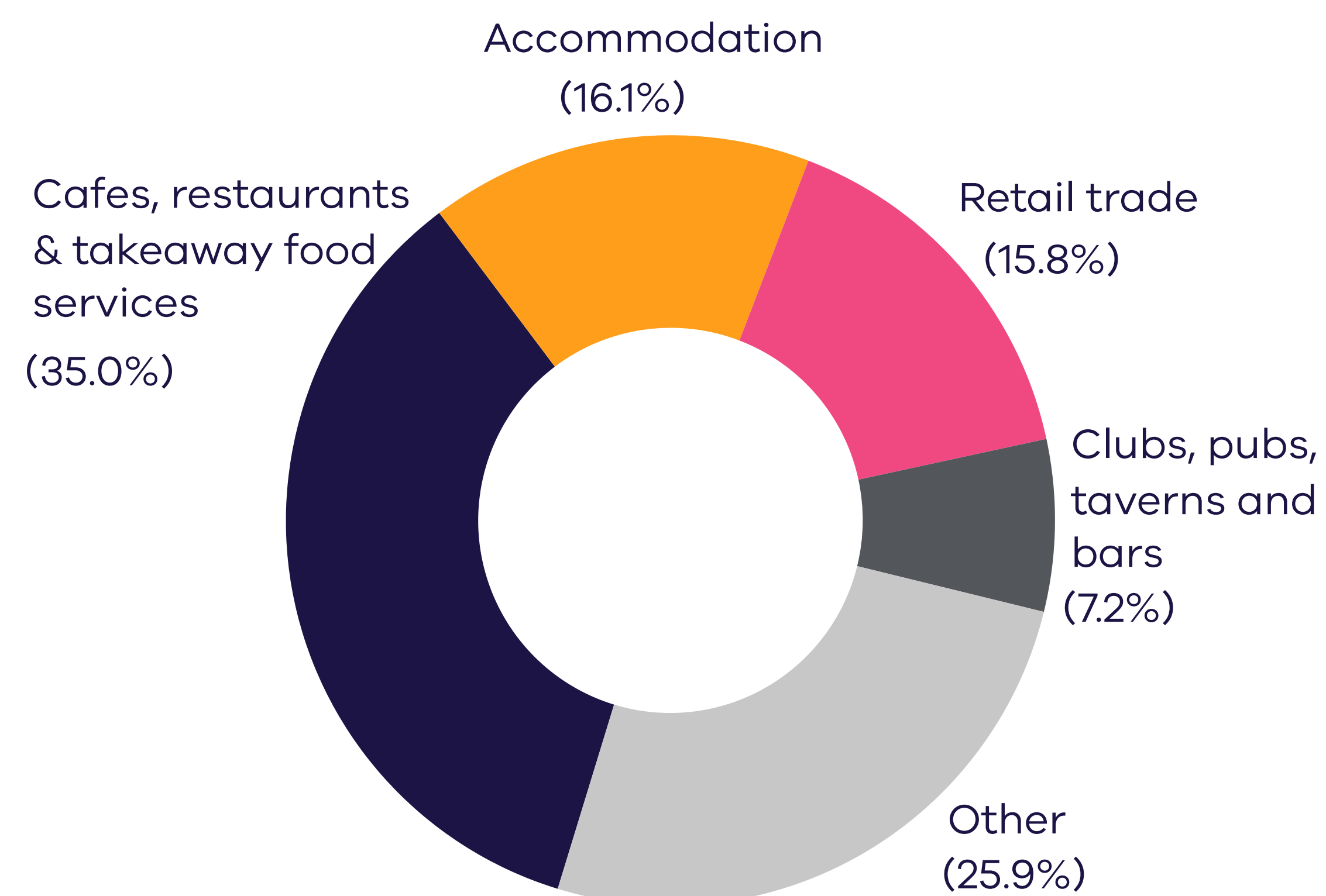
In 2023-24 total direct GVA in Victoria was made up of:

Domestic travel - \$11.3 billion (74.1%):

- Intrastate overnight travel - \$5.2 billion (34.5% of direct GVA)
- Interstate overnight travel - \$3.7 billion (24.6%)
- Daytrips - \$2.3 billion (15.1%).

International travel - \$3.9 billion (25.9%)

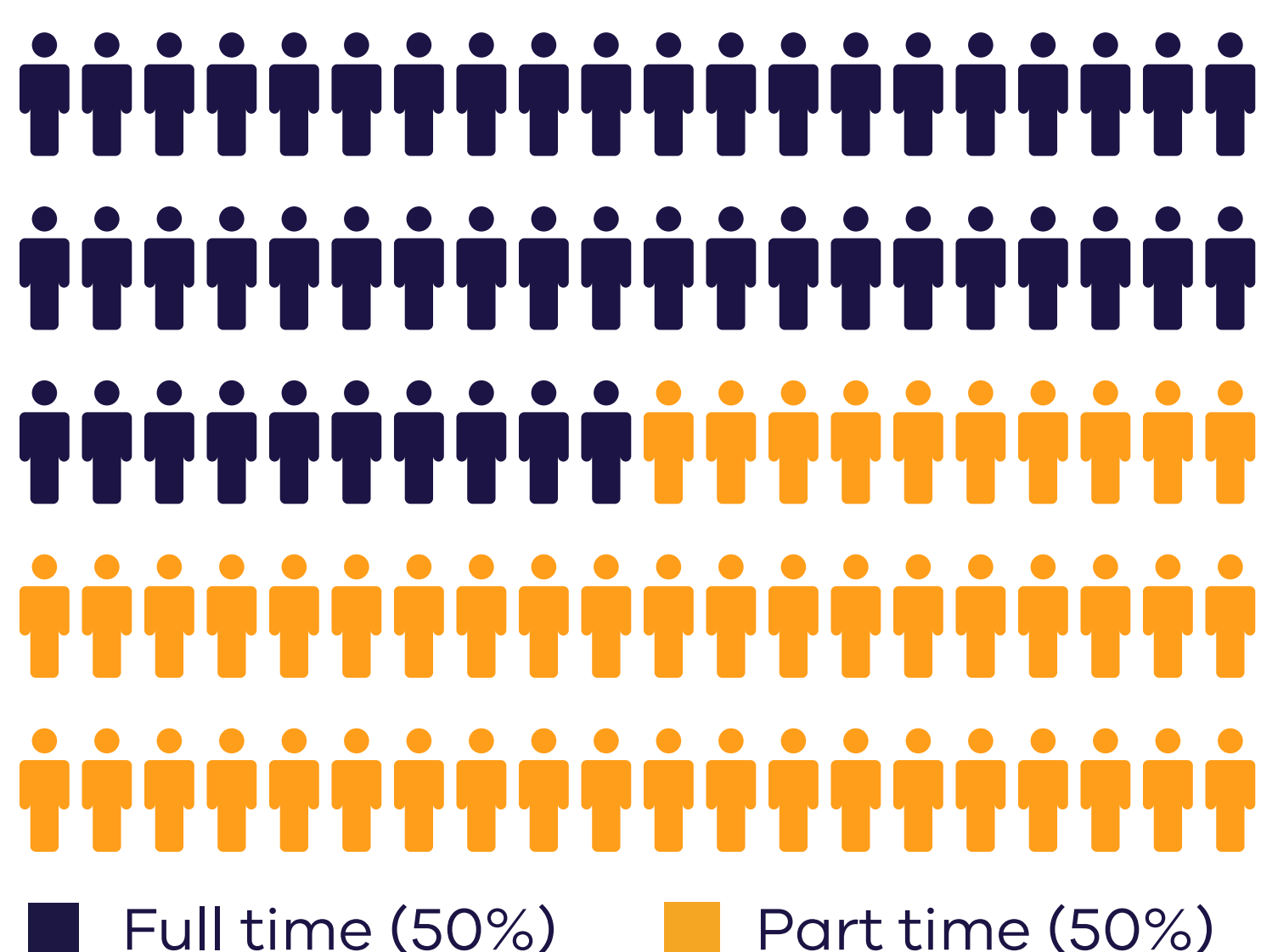
### Direct tourism filled jobs by industry



Approximately three quarters (74.1%) of all direct tourism filled jobs in Victoria were accounted for in four main industries in 2023-24:

- Cafes, restaurants and takeaway services - 35.0%
- Accommodation - 16.1%
- Retail trade - 15.8%
- Clubs, pubs, taverns and bars - 7.2%

### Direct tourism filled jobs - full-time vs part-time



Direct tourism filled jobs were evenly split between:

- part-time (50%) and
- full-time (50%).

Tourism generally has a higher proportion of part-time workers than is noted in the economy overall. This is due to the seasonal nature of the industry, the types of roles on offer and the higher participation rate of females in the sector.



# Value of Tourism to Victoria 2023-24

## 2023-24 Regional Tourism Satellite Account results

### Tourism contribution to GRP



#### Melbourne

**\$21.0 billion** **+17%** y/y

**4.6%** contribution to GRP

change since 2018-19

**+\$3.0 billion** **+17%**  
GRP gain

### Tourism filled jobs



#### Melbourne

**142,500 jobs** **+14%** y/y

**5.0%** contribution to filled jobs

change since 2018-19

**+4,800 jobs** **+4%**  
jobs gain

### Tourism contribution to GVA



#### Melbourne

**\$18.2 billion** **+17%** y/y

**4.3%** contribution to GVA

change since 2018-19

**+\$2.4 billion** **+15%**  
GVA gain

#### Regional Victoria

**\$12.7 billion** **+6%** y/y

**8.5%** contribution to GRP

change since 2018-19

**+\$3.2 billion** **+33%**  
GRP gain

#### Regional Victoria

**132,800 jobs** **+3%** y/y

**10.9%** contribution to filled jobs

change since 2018-19

**+20,200 jobs** **+18%**  
jobs gain

#### Regional Victoria

**\$11.0 billion** **+6%** y/y

**7.9%** contribution to GVA

change since 2018-19

**+\$2.7 billion** **+33%**  
GVA gain

## Tourism GRP and filled jobs in Victoria's regions

+/- percentage change from 2022-23 estimates  
(% of regional economy / % of regional jobs noted in brackets)

#### Murray

GRP: \$1,498 million **+8%** **(6.4%)**

Filled jobs: 16,200 **+4%** **(8.6%)**

#### Goldfields

GRP: \$1,370 million **+0.4%** **(6.4%)**

Filled jobs: 13,300 **-2%** **(7.6%)**

#### Daylesford & the Macedon Ranges

GRP: \$439 million **-2%** **(9.2%)**

Filled jobs: 6,000 **-6%** **(14.0%)**

#### Grampians

GRP: \$441 million **+14%** **(6.5%)**

Filled jobs: 5,800 **+12%** **(10.7%)**

#### Geelong and the Bellarine

GRP: \$1,397 million **+20%** **(6.8%)**

Filled jobs: 13,600 **+17%** **(8.4%)**

#### Great Ocean Road

GRP: \$1,520 million **+6%** **(13.5%)**

Filled jobs: 15,700 **+1%** **(17.7%)**

#### Mornington Peninsula

GRP: \$1,518 million **+9%** **(8.2%)**

Filled jobs: 14,900 **+6%** **(9.6%)**

#### Victoria's High Country

GRP: \$1,634 million **-6%** **(22.0%)**

Filled jobs: 17,300 **-10%** **(28.0%)**

#### Gippsland

GRP: \$1,333 million **+11%** **(7.0%)**

Filled jobs: 14,100 **+8%** **(9.7%)**

#### Yarra Valley & Dandenong Ranges

GRP: \$855 million **+18%** **(5.9%)**

Filled jobs: 9,300 **+16%** **(7.2%)**

#### Phillip Island

GRP: \$687 million **+1%** **(35.2%)**

Filled jobs: 6,700 **-3%** **(38.7%)**



GRP: Gross Regional Product. GVA: Gross Value Added. Total estimates include both direct and indirect impacts. y/y (year on year change).  
Source: 2023-24 Regional Tourism Satellite Account (RTSA), Tourism Research Australia, released May 2025.  
2023-24 RTSA estimates are based on revised inputs and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes. For further information on these changes visit [TRA](#).  
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