

Tourism Businesses in Victoria



June 2024

Data sourced from Tourism Research Australia, released March 2025





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Tourism Businesses in Victoria - June 2024

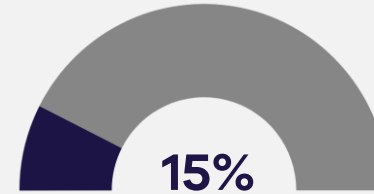


111,253

Tourism businesses in Victoria

↓ **0.6%**
Since June 2023

↑ **16.7%**
Since June 2019



of the **737,877**
businesses in
Victoria



73% of tourism business
are in Melbourne

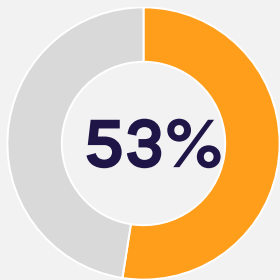
81,527 businesses ↓ **0.4%** 23/24 ↑ **18.2%** 19/24



27% of tourism business are in
Regional Victoria

29,726 businesses ↓ **1.1%** 23/24 ↑ **12.5%** 19/24

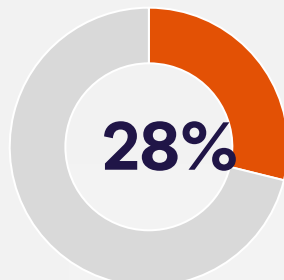
Non-employing



↑ **1.8%**
Since June 2023

↑ **21.9%**
Since June 2019

Micro

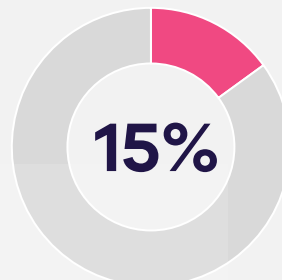


1-4 employees

↓ **5.3%**
Since June 2023

↑ **9.2%**
Since June 2019

Small

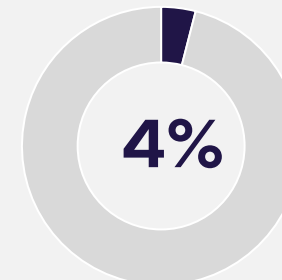


5-19 employees

↓ **1.9%**
Since June 2023

↑ **12.1%**
Since June 2019

Medium

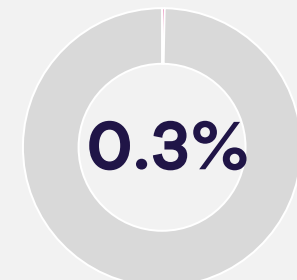


20-199 employees

↑ **7.5%**
Since June 2023

↑ **25.0%**
Since June 2019

Large



200+ employees

↑ **9.4%**
Since June 2023

↑ **8.5%**
Since June 2019

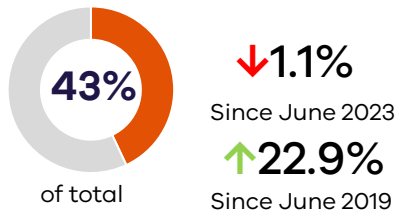
Key Results

- There were **111,253 tourism businesses** in Victoria in June 2024 representing **15% of all businesses** in the state. As such, approximately **1 in 7** Victorian businesses were tourism related, reinforcing its importance to the state's economy.
- Victoria's tourism sector is dominated by **small businesses** which include non-employing, micro and small businesses employing fewer than 20 persons. In total these business types equate to **95% of all tourism businesses in Victoria**.
- Since June 2019, tourism businesses have increased by 16.7%. However, the number of tourism businesses in Victoria decreased marginally by 0.6% (-647 businesses) in June 2024 compared to June 2023 reflecting challenging economic conditions in recent years.
- The largest industry sector for tourism businesses was **retail trade** which accounted for 43% of all tourism-related businesses (47,294 businesses). This sector noted a decline of 1.1% from June 2023, reflecting tougher trading conditions.
- The next largest industry for tourism businesses was the **cafés, restaurants and takeaway food services** sector (24% of all tourism business or 26,156 businesses). This sector increased marginally between June 2023 to 2024 (+1.1%).
- The largest growth from June 2023 to June 2024 was observed in **large** employing businesses (+9.4%), followed by **medium** sized businesses (+7.5%). These businesses are generally more resilient to economic fluctuations due to their greater resources and operational stability however, they make up a much smaller share of overall tourism business in the state. In contrast, **micro** (-5.3%) and **small** businesses (-1.9%) experienced exits, as they tend to be more vulnerable to challenging market conditions. With fewer resources, these businesses face greater difficulty absorbing rising costs and higher interest rates, making them more susceptible to financial pressures and business closures.
- **Melbourne** had more tourism businesses than any other capital in Australia with 81,527 businesses, above Sydney at 79,615.
- Both **Melbourne** (-0.4%) and **regional Victoria** (-1.1%) recorded slight decreases in tourism businesses in June 2024 compared to June 2023, reflecting weaker economic conditions. The most vulnerable business category for both regional Victoria and Melbourne was the micro sector (-5.6% and -5.1% respectively), with declines also noted in small businesses in regional Victoria (-2.3%) and Melbourne (-1.7%).
- The Yarra Valley and Dandenong Ranges region had the largest volume of tourism related businesses in regional Victoria in June 2024 with 4,033 businesses, followed by the Murray with 3,904 and Mornington Peninsula at 3,903 tourism businesses.
- All of Victoria's regions noted declines in tourism businesses in June 2024 compared to June 2023 with the largest decrease recorded in the Mornington Peninsula (down 102 businesses or -2.5%).

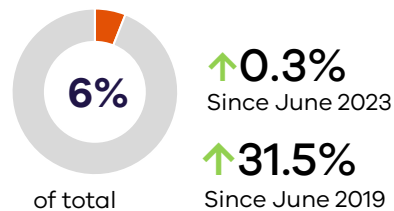
Tourism Businesses in Victoria by Industry

As at June 2024

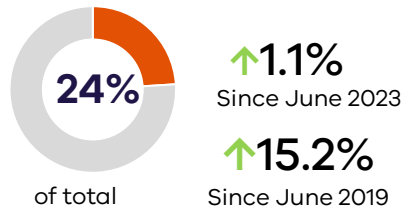
Retail trade* (tourism connected)



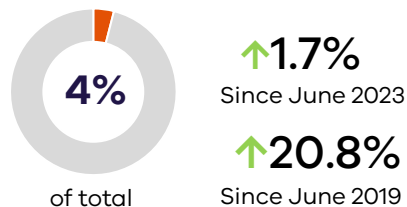
Cultural services



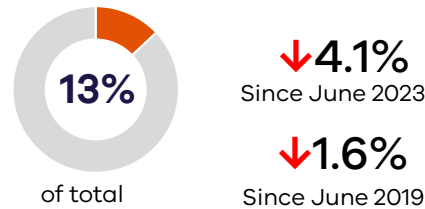
Cafes, restaurants & take away food services



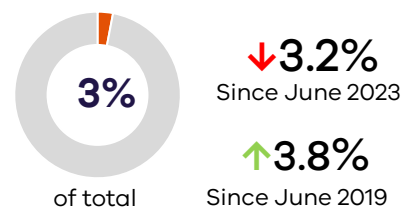
Other sports and recreation services



Taxi transport services



Accommodation services



In June 2024, the tourism connected sector of retail trade comprised 43% of all tourism related businesses in Victoria and recorded high growth compared to June 2019 (+22.9%), yet declined from June 2023 (-1.1%), reflecting challenging retail trading conditions.

Most tourism characteristic businesses were noted within the cafes, restaurants and take away food service category (24% of the total). Businesses in this category have increased by 15.2% since June 2019, with 1.1% growth from June 2023.

Cultural businesses increased substantially from June 2019 (+31.5%), reflecting an increase in activity in this sector with marginal growth from June 2023 (+0.3%).

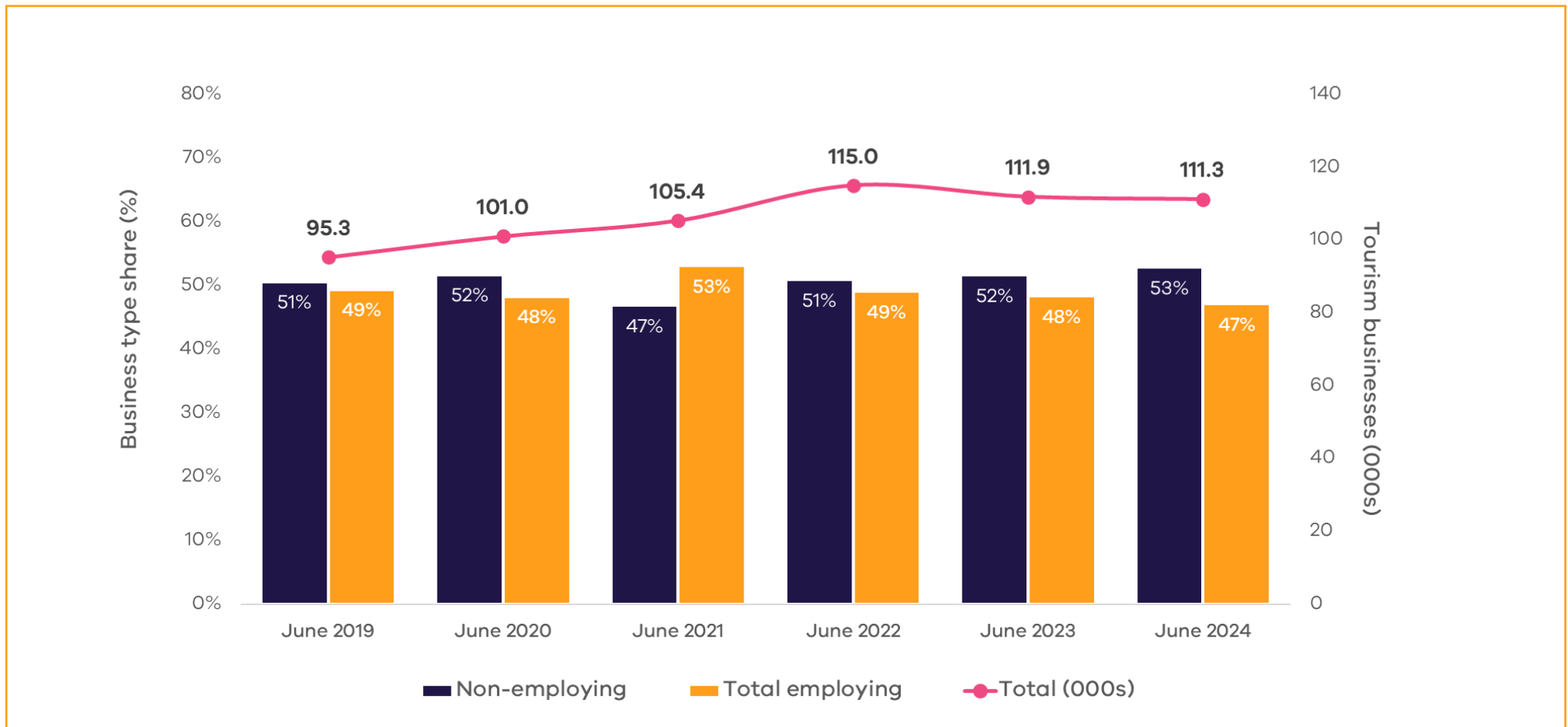
Accommodation businesses have decreased by 3.2% from June 2023, however, was up 3.8% from June 2019.

Taxi businesses have declined over both the short and longer term.

Note: Uber is not included in 'Taxi transport services' and Airbnb is not included in 'Accommodation services'. Other categories not noted above include clubs, pubs, taverns, travel agency and tour operators, gambling services, motor vehicle hiring and other transport. Refer to [data table 1](#)

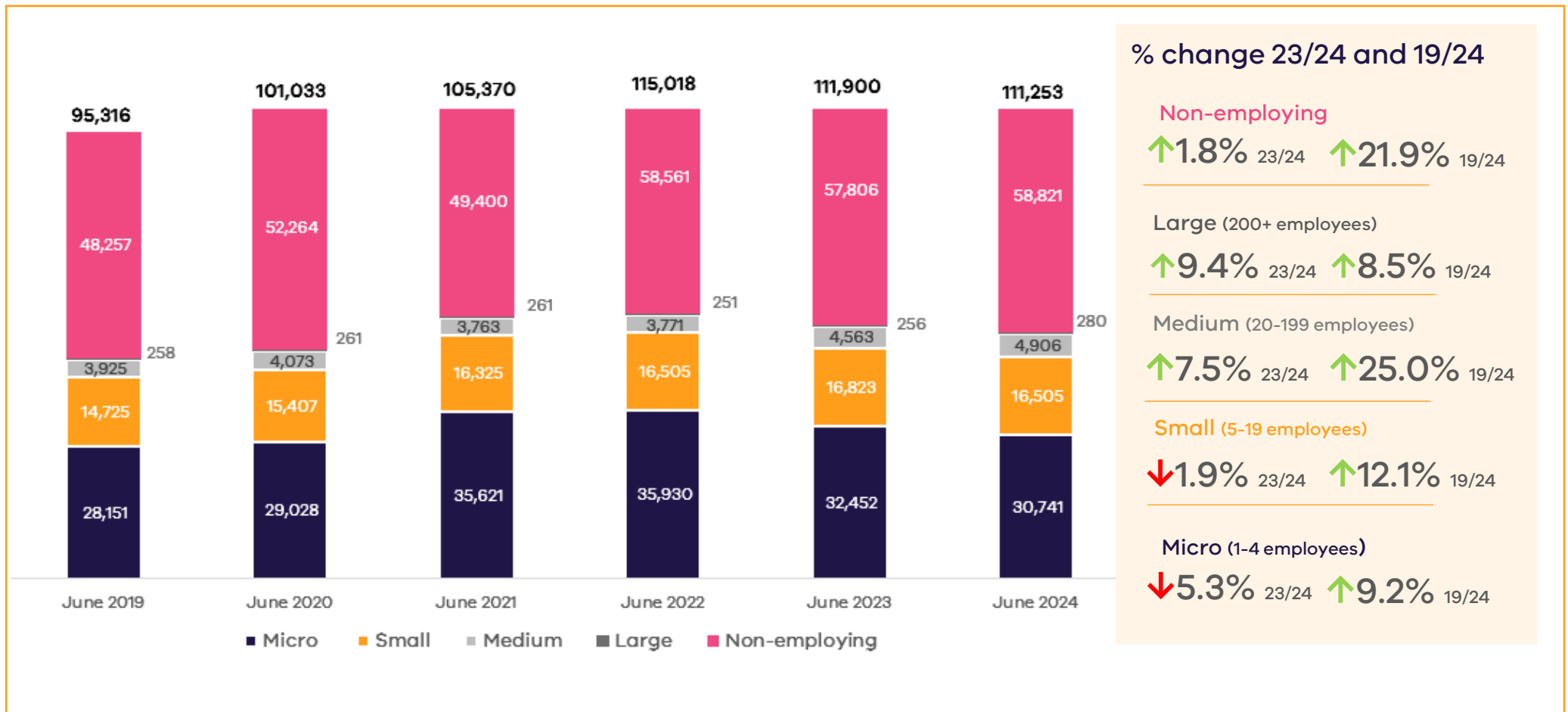
Tourism related businesses – employing/non-employing

Victoria's tourism sector demonstrated resilience, with business numbers steadily rising from June 2019 to June 2024 despite major disruptions like the pandemic. However, as economic conditions weakened in 2024, the industry saw a contraction, with 647 tourism businesses exiting between June 2023 and June 2024. Micro businesses (1-4 employees) were the hardest hit, declining by 5.3%, while small businesses fell by 1.9%. In contrast, large (+9.4%) and medium (+7.5%) businesses grew, although they represent a much smaller share of Victoria's tourism industry.



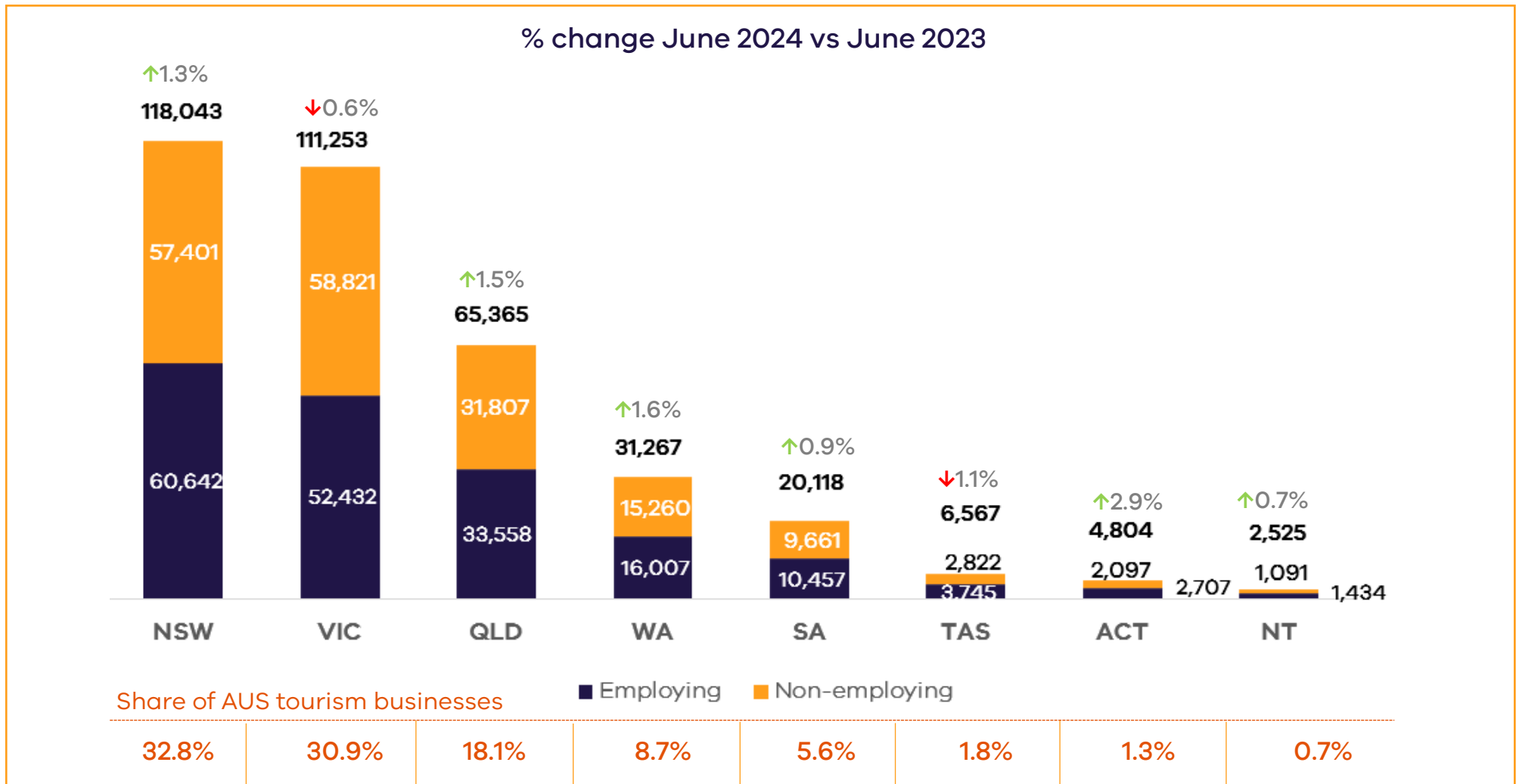
Tourism related businesses by size

From June 2019 to June 2024, most business categories noted an increase in entrants. Growth was highest in the medium business type (+25.0%), followed non-employing businesses (+21.9%). However, as economic conditions softened between June 2023 and June 2024, a number of businesses from the micro (-5.3%) and small (-1.9%) business sectors exited the industry as these smaller entities often don't have the resources to navigate fluctuations in trading conditions. In comparison, large and medium businesses increased solidly (up 9.4% and 7.5% respectively), reflecting greater resilience within these categories. Marginal growth was noted in non-employing business types (+1.8%) in the year.



Tourism businesses by state

In June 2024, most tourism related businesses in Australia were in New South Wales (32.8%), followed by Victoria (30.9%) and Queensland (18.1%). Most jurisdictions faced the negative impacts of challenging economic conditions from June 2023 to June 2024. Declines in businesses were noted in Tasmania (-1.1%) and Victoria (-0.6%). In comparison, Western Australia (+1.6%), Queensland (+1.5%), New South Wales (+1.3%) and South Australia (+0.9%) recorded marginal growth in businesses over the year.



Change in business category - key states

Nationally, medium and large businesses experienced growth from June 2023 to June 2024, though they represent a smaller share of total tourism businesses in Australia. New South Wales led this expansion, recording the highest growth in large (+12.8%) and medium (+10.1%) business types, outpacing growth in Victoria and Queensland. Conversely, exits were recorded in micro (-4.1%) and small (-0.9%) businesses nationally, reflecting tougher trading conditions for small enterprises which are more vulnerable to market fluctuations. Victoria's decline in these categories was steeper than the national average and other key competitor states, with micro businesses down 5.3% and small businesses declining by 1.9%.

% change June 2024 vs June 2023



Victoria noted moderate growth in the non-employed business category (+1.8%), below the rate of growth in New South Wales (+5.1%), Queensland (+4.0%) and the national average (+3.5%).

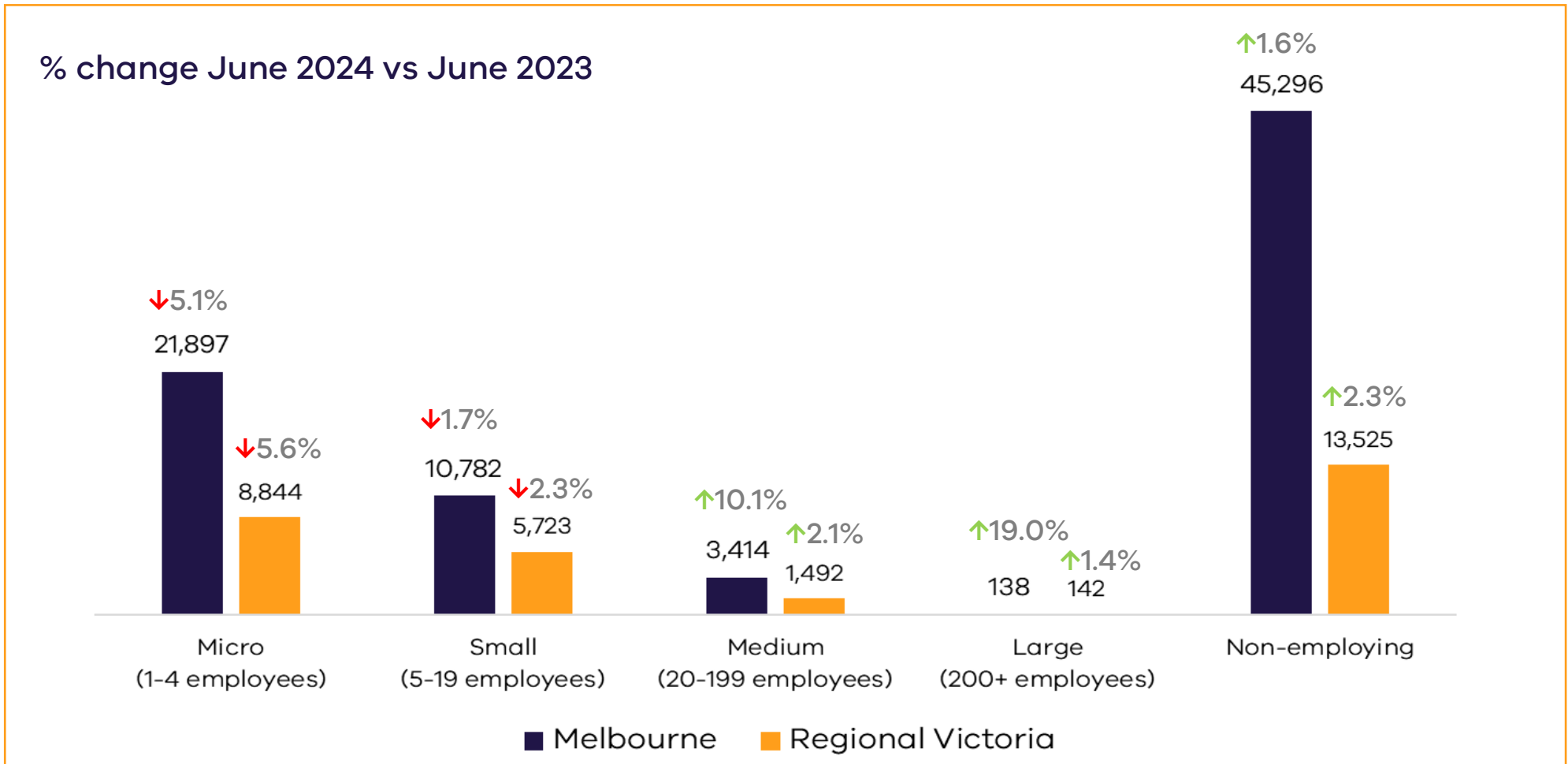
Tourism businesses by city

In June 2024, Melbourne had the most tourism related businesses of any city in Australia (81,527 businesses), reinforcing the importance of the industry to Melbourne's economy. This was followed by Sydney with 79,615 businesses. Brisbane was well behind this volume with 30,767 businesses, while Perth was ranked fourth with 25,527 tourism businesses.



Melbourne vs Regional Victoria

The largest business type in both Melbourne and regional Victoria was the non-employing category. Melbourne noted a slight increase (+1.6%) in business entrants in this category in June 2024 compared to June 2023, with a slightly higher growth rate in regional Victoria (+2.3%). Both regional Victoria (-5.6%) and Melbourne (-5.1%) noted declines in the micro business category, with small businesses also declining in both areas (-2.3% and -1.7% respectively), reflecting the negative impacts of economic headwinds on small scale business operations. In comparison, Melbourne noted double-digit growth in large (+19.0%) and medium (10.1%) sized businesses, with more moderate growth in these categories in regional Victoria.



Refer to table 5

Melbourne vs Regional Victoria June 2024 vs June 2023

Both Melbourne and regional Victoria experienced declines in micro and small businesses, while non-employing businesses saw slight growth. Large and medium businesses recorded stronger growth, although they make up a much smaller share of the state's overall tourism sector.

Melbourne



There were 36,231 employing businesses in Melbourne in June 2024 which was down 2.8% compared to June 2023.

- Micro businesses (1-4 employees) in Melbourne decreased by 5.1%.
- Small businesses (5-19 employees) decreased by 1.7%.
- Medium businesses (20-199 employees) increased by 10.1%.
- Large businesses (200+ employees) increased by 19.0%.

There were 45,296 non-employing tourism businesses in Melbourne which was up 1.6% compared to June 2023.

- Most major Australian cities noted moderate increases in non-employing businesses between June 2023 and June 2024 including Sydney (+6.4%), Darwin (+5.5%), Gold Coast (+4.9%), Brisbane (+4.6%), Perth (+4.4%) and Adelaide (+3.3%). Hobart was the only city to note a slight decline (-1.1%).

Regional Victoria



There were 16,201 employing businesses in regional Victoria in June 2024 which was down 3.7% less compared to June 2023.

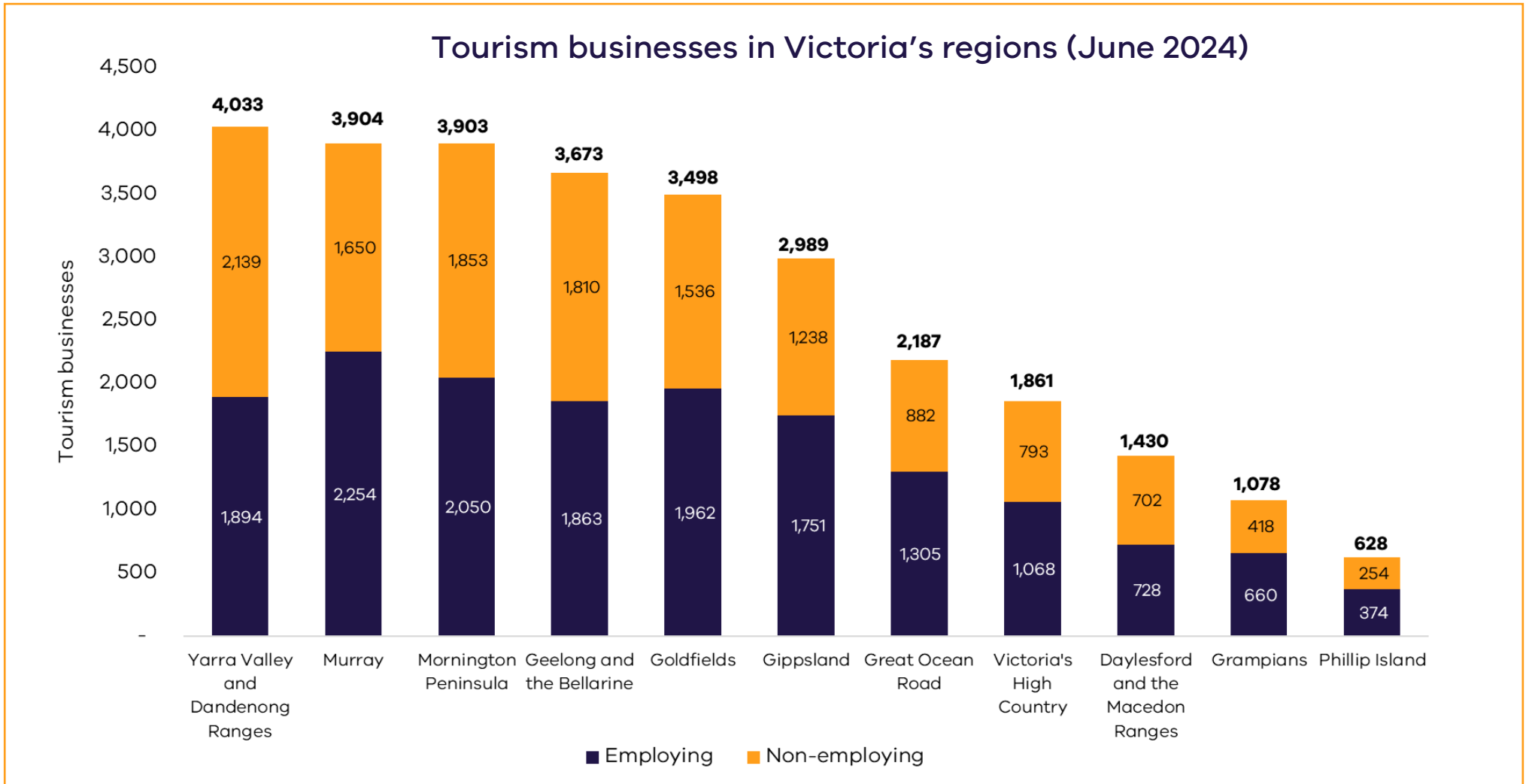
- Micro businesses (1-4 employees) in regional Victoria decreased by 5.6%.
- Small businesses (5-19 employees) decreased by 2.3%.
- Medium businesses (20-199 employees) increased by 2.1%.
- Large businesses (200+ employees) increased by 1.4%.

There were 13,525 non-employing tourism businesses in regional Victoria which was up 2.3% more compared to June 2023.

- Most regional areas noted modest growth in non-employing businesses except for regional NT (-5.3%). The highest growth was in regional WA (+3.7%), followed by regional SA (+3.2%), regional QLD (+2.7%), regional NSW (+2.0%) and regional TAS (+0.2%).

Victoria's Tourism Regions

The Yarra Valley and Dandenong Ranges had the most tourism businesses in regional Victoria in June 2024, with 4,033 businesses, with most in the non-employing category (53%). This was followed by Murray with 3,904 businesses and Mornington Peninsula with 3,903 businesses. Phillip Island had the lowest volume of tourism businesses at 628, which reflects its small geographic size.



Victoria's Tourism Regions

All of Victoria's tourism regions experienced a decline in tourism businesses in June 2024 compared to June 2023, reflecting challenging economic conditions. Employing businesses were the most impacted, recording the highest number of exits due to weaker consumer demand and tough operating conditions.

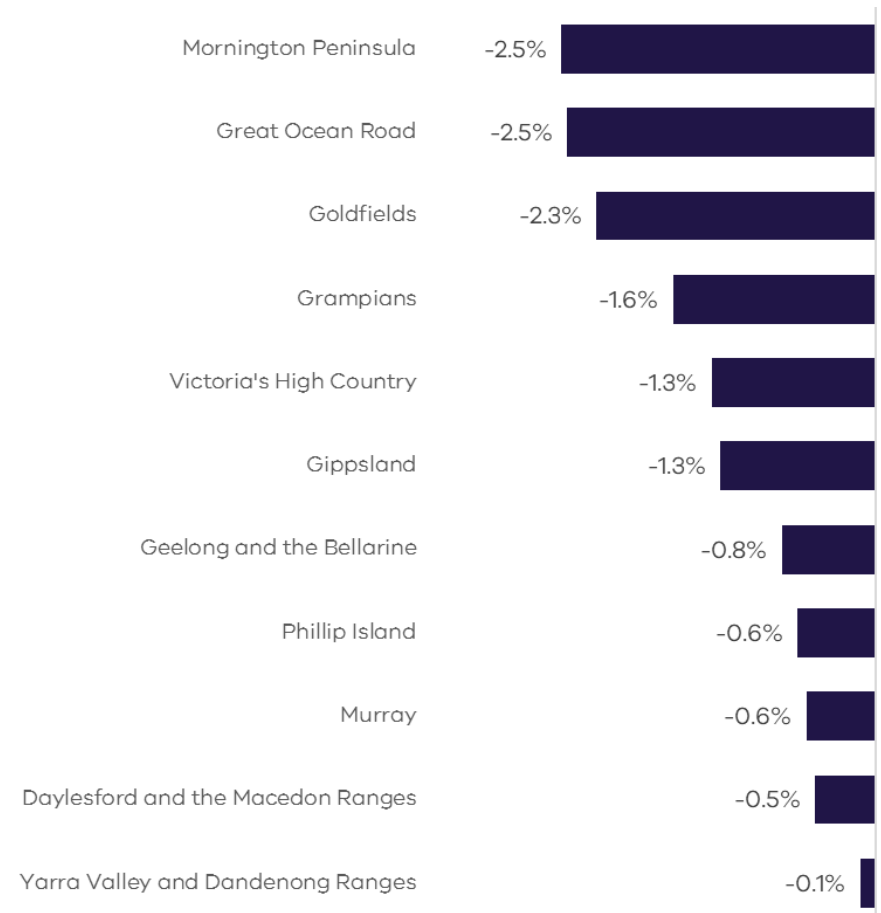
Total businesses:

- All tourism regions noted exits in total tourism related businesses in June 2024 compared to June 2023 reflecting negative trading conditions with the largest volume decline noted in Mornington Peninsula (102 business exits or -2.5%), followed by Goldfields with 81 business exits (-2.3%).
- Overall regional Victoria noted a loss of 329 tourism businesses, down 1.1% from June 2023.

Non-employing businesses vs employing businesses:

- Regional Victoria noted a 2.3% increase in non-employing business (+302 businesses) with the largest gains noted in Yarra Valley and Dandenong Ranges (+79 businesses or +3.8%), and Geelong and the Bellarine (+47 businesses or +2.7%).
- Regional Victoria noted a decline in employing businesses in June 2024 compared to June 2023 (-631 businesses or -3.7%), with the largest volume decrease noted in Mornington Peninsula (-107 businesses or -5.0%), followed by Great Ocean Road (-87 businesses or -6.3%).

Change in total tourism related businesses in Victoria's tourism regions (June 2024 vs June 2023)

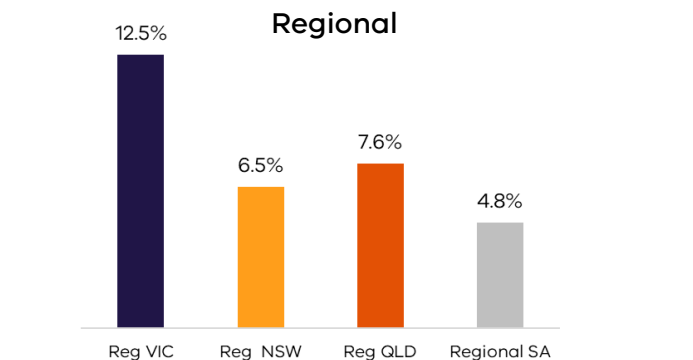
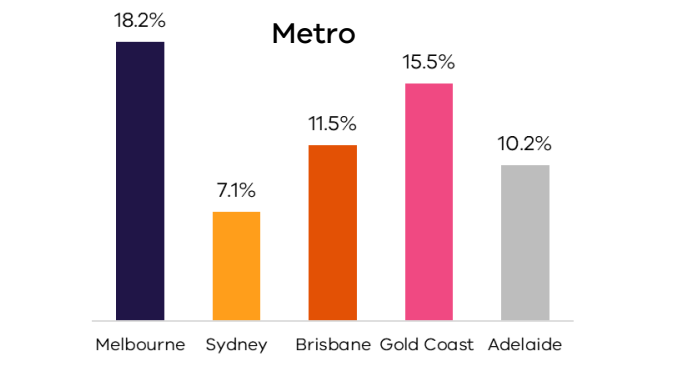
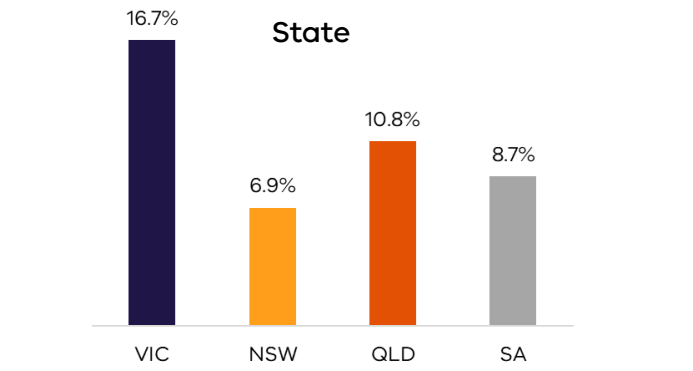


Change in Tourism Businesses – 2024 vs 2019

Over the long term (June 2024 vs. June 2019) Victoria has led all major Australian states in tourism business growth, demonstrating the industry's resilience despite various challenges. However, this trend has reversed in the past year.

- Victoria** experienced the highest growth in total businesses from June 2019 to June 2024 (+16.7%) outperforming Queensland (+10.8%) and New South Wales (+6.9%). In Victoria, double-digit growth was noted in medium (+25.0%) business types, followed by non-employing (+21.9%), small (+12.1%), micro (+9.2%), and large (8.5%) business categories.
- Melbourne** experienced strong growth in total businesses (+18.2%) from June 2019 to June 2024, ahead of other major cities. Melbourne noted the highest growth rate within medium (+26.9%) and large (+26.6%) businesses followed by non-employing businesses (+22.2%), with solid growth in the small (+13.0%) and micro (+12.0%) categories.
- Regional Victoria** experienced slightly softer growth than Melbourne for total businesses (+12.5%), which was ahead of the growth in other key regional areas in Australia. Medium businesses recorded the strongest growth rate (+20.7%), followed by non-employing (+20.2%) and small businesses (+10.4%). Micro businesses experienced softer growth (+2.9%), while large businesses declined (-4.1%).

Change in total tourism related businesses – key competitor states (June 2024 vs June 2019)



Tourism Business Counts – Data Tables

Table 1: Tourism Businesses in Victoria by size and type – June 2024

| At June 2024 | Employing Businesses | | | | Total Employing | Non-Employing | Total | % of Total | Volume change 2023/24 | % change 2023/24 | Volume change 2019/24 | % change 2019/24 |
|--|-----------------------|------------------------|---------------------------|------------------------|-----------------|---------------|----------------|-------------|-----------------------|------------------|-----------------------|------------------|
| | Micro (1-4 employees) | Small (5-19 employees) | Medium (20-199 employees) | Large (200+ employees) | | | | | | | | |
| Tourism characteristic industries | | | | | | | | | | | | |
| Accommodation | 979 | 553 | 221 | 11 | 1,764 | 1,787 | 3,551 | 3% | - 118 | -3.2% | 131 | 3.8% |
| Cafes, restaurants and takeaway food services | 9,435 | 7,004 | 1,887 | 83 | 18,409 | 7,747 | 26,156 | 24% | 280 | 1.1% | 3,450 | 15.2% |
| Clubs, pubs, taverns and bars | 607 | 754 | 558 | 6 | 1,925 | 742 | 2,665 | 2% | 31 | 1.2% | 426 | 19.0% |
| Taxi transport | 332 | 36 | 11 | 3 | 382 | 13,647 | 14,029 | 13% | - 593 | -4.1% | - 226 | -1.6% |
| Air and space, water and other transport | 364 | 78 | 40 | 9 | 491 | 1,084 | 1,573 | 1% | - 23 | -1.4% | 199 | 14.5% |
| Motor vehicle hiring | 204 | 36 | 10 | 3 | 253 | 943 | 1,195 | 1% | 116 | 10.8% | 538 | 81.9% |
| Travel agency and tour operator services | 783 | 120 | 44 | 3 | 950 | 1,501 | 2,451 | 2% | 66 | 2.8% | 163 | 7.1% |
| Cultural services | 898 | 198 | 79 | 3 | 1,178 | 5,216 | 6,394 | 6% | 22 | 0.3% | 1,531 | 31.5% |
| Casinos and other gambling services | 225 | 68 | 14 | 0 | 307 | 208 | 517 | 0% | 21 | 4.2% | 65 | 14.4% |
| Other sports and recreation services | 1,387 | 890 | 269 | 32 | 2,578 | 1,936 | 4,514 | 4% | 76 | 1.7% | 778 | 20.8% |
| Total tourism characteristic industries | 15,214 | 9,737 | 3,133 | 153 | 28,237 | 34,811 | 63,045 | 57% | - 122 | -0.2% | 7,089 | 12.7% |
| Tourism connected industries | | | | | | | | | | | | |
| Automotive fuel retailing | 276 | 260 | 59 | 6 | 601 | 313 | 914 | 1% | 22 | 2.5% | 20 | 2.2% |
| Other retail trade | 15,251 | 6,510 | 1,713 | 123 | 23,597 | 23,697 | 47,294 | 43% | - 547 | -1.1% | 8,820 | 22.9% |
| Total tourism connected industries | 15,527 | 6,770 | 1,772 | 129 | 24,198 | 24,010 | 48,208 | 43% | - 525 | -1.1% | 8,848 | 22.5% |
| Total tourism related industries | 30,741 | 16,505 | 4,906 | 280 | 52,432 | 58,821 | 111,253 | 100% | - 647 | -0.6% | 15,937 | 16.7% |
| Size & type % of Total | 28% | 15% | 4% | 0.3% | 47% | 53% | 100% | | | | | |

Tourism Business Counts – Data Tables

Table 2: Tourism businesses by size – tourism regions in June 2024

| At June 2024 | Employing Businesses | | | | Total Employing | Non-Employing | Total | % of Total |
|--|-----------------------|------------------------|---------------------------|------------------------|-----------------|---------------|---------|------------|
| | Micro (1-4 employees) | Small (5-19 employees) | Medium (20-199 employees) | Large (200+ employees) | | | | |
| Regions | | | | | | | | |
| Melbourne | 21,897 | 10,782 | 3,414 | 138 | 36,231 | 45,296 | 81,527 | 73.3% |
| Geelong and the Bellarine | 985 | 683 | 184 | 11 | 1,863 | 1,810 | 3,673 | 3.3% |
| Great Ocean Road | 669 | 501 | 135 | - | 1,305 | 882 | 2,187 | 2.0% |
| Mallee | 377 | 253 | 57 | 3 | 690 | 423 | 1,113 | 1.0% |
| Goulburn | 443 | 280 | 58 | 3 | 784 | 721 | 1,505 | 1.4% |
| Central Murray | 285 | 214 | 39 | 3 | 541 | 355 | 896 | 0.8% |
| Murray East | 115 | 95 | 26 | 3 | 239 | 151 | 390 | 0.4% |
| Murray | 1,220 | 842 | 180 | 12 | 2,254 | 1,650 | 3,904 | 3.5% |
| Yarra Valley and Dandenong Ranges | 1,133 | 601 | 156 | 4 | 1,894 | 2,139 | 4,033 | 3.6% |
| Mornington Peninsula | 1,171 | 692 | 180 | 7 | 2,050 | 1,853 | 3,903 | 3.5% |
| Gippsland | 767 | 455 | 107 | 4 | 1,333 | 961 | 2,294 | 2.1% |
| Lakes | 220 | 159 | 39 | - | 418 | 277 | 695 | 0.6% |
| Gippsland | 987 | 614 | 146 | 4 | 1,751 | 1,238 | 2,989 | 2.7% |
| Ballarat | 477 | 334 | 108 | 4 | 923 | 727 | 1,650 | 1.5% |
| Bendigo Loddon | 520 | 405 | 114 | - | 1,039 | 809 | 1,848 | 1.7% |
| Goldfields | 997 | 739 | 222 | 4 | 1,962 | 1,536 | 3,498 | 3.1% |
| Victoria's High Country | 594 | 372 | 99 | 3 | 1,068 | 793 | 1,861 | 1.7% |
| Central Highlands | 127 | 66 | 7 | - | 200 | 124 | 324 | 0.3% |
| Western Grampians | 179 | 125 | 21 | - | 325 | 194 | 519 | 0.5% |
| Wimmera | 89 | 42 | 4 | - | 135 | 100 | 235 | 0.2% |
| Grampians | 395 | 233 | 32 | - | 660 | 418 | 1,078 | 1.0% |
| Macedon | 299 | 186 | 46 | - | 531 | 549 | 1,080 | 1.0% |
| Spa Country | 101 | 79 | 17 | - | 197 | 153 | 350 | 0.3% |
| Daylesford and the Macedon Ranges | 400 | 265 | 63 | - | 728 | 702 | 1,430 | 1.3% |
| Phillip Island | 208 | 134 | 32 | - | 374 | 254 | 628 | 0.6% |
| Regional Victoria | 8,844 | 5,723 | 1,492 | 142 | 16,201 | 13,525 | 29,726 | 26.7% |
| Total Victoria* | 30,741 | 16,505 | 4,906 | 280 | 52,432 | 58,821 | 111,253 | 100.0% |

*Total Victoria estimates in this table do not match table 1 due to differences in the estimation approach for regions vs industries.

Smaller estimates need to be used with caution as these may not represent the true number of businesses due to rounding undertaken in the confidentialisation process by the ABS. The confidentialisation causes differences in some totals as the origin and scope of each classification such as businesses by tourism regions, tourism industries, type of legal organisations etc. was different in estimates produced by the ABS.

Tourism Business Counts – Data Tables

Table 3: Annual change (June 2023 to June 2024) - Employing and Non-Employing Businesses

| June 2024 | Total Employing | | | | | Non-Employing | | | | | Total | | | | |
|--|-----------------|--------|--------|-----------------------|------------------|---------------|--------|--------|-----------------------|------------------|--------|---------|---------|-----------------------|------------------|
| | 2019 | 2023 | 2024 | Volume change 2023/24 | % change 2023/24 | 2019 | 2023 | 2024 | Volume change 2023/24 | % change 2023/24 | 2019 | 2023 | 2024 | Volume change 2023/24 | % change 2023/24 |
| Regions | | | | | | | | | | | | | | | |
| Melbourne | 31,897 | 37,262 | 36,231 | -1,031 | -2.8% | 37,059 | 44,583 | 45,296 | 713 | 1.6% | 68,956 | 81,845 | 81,527 | -318 | -0.4% |
| Geelong and the Bellarine | 1,675 | 1,938 | 1,863 | -75 | -3.9% | 1,419 | 1,763 | 1,810 | 47 | 2.7% | 3,094 | 3,701 | 3,673 | -28 | -0.8% |
| Great Ocean Road | 1,267 | 1,392 | 1,305 | -87 | -6.3% | 774 | 851 | 882 | 31 | 3.6% | 2,041 | 2,243 | 2,187 | -56 | -2.5% |
| Mallee | 657 | 686 | 690 | 4 | 0.6% | 394 | 444 | 423 | -21 | -4.7% | 1,051 | 1,130 | 1,113 | -17 | -1.5% |
| Goulburn | 717 | 794 | 784 | -10 | -1.3% | 520 | 677 | 721 | 44 | 6.5% | 1,237 | 1,471 | 1,505 | 34 | 2.3% |
| Central Murray | 532 | 572 | 541 | -31 | -5.4% | 314 | 358 | 355 | -3 | -0.8% | 846 | 930 | 896 | -34 | -3.7% |
| Murray East | 218 | 248 | 239 | -9 | -3.6% | 125 | 147 | 151 | 4 | 2.7% | 343 | 395 | 390 | -5 | -1.3% |
| Murray | 2,124 | 2,300 | 2,254 | -46 | -2.0% | 1,353 | 1,626 | 1,650 | 24 | 1.5% | 3,477 | 3,926 | 3,904 | -22 | -0.6% |
| Yarra Valley and Dandenong | 1,709 | 1,978 | 1,894 | -84 | -4.2% | 1,653 | 2,060 | 2,139 | 79 | 3.8% | 3,362 | 4,038 | 4,033 | -5 | -0.1% |
| Mornington Peninsula | 1,879 | 2,157 | 2,050 | -107 | -5.0% | 1,639 | 1,848 | 1,853 | 5 | 0.3% | 3,518 | 4,005 | 3,903 | -102 | -2.5% |
| Gippsland | 1,262 | 1,381 | 1,333 | -48 | -3.5% | 852 | 926 | 961 | 35 | 3.8% | 2,114 | 2,307 | 2,294 | -13 | -0.6% |
| Lakes | 419 | 436 | 418 | -18 | -4.1% | 282 | 284 | 277 | -7 | -2.5% | 701 | 720 | 695 | -25 | -3.5% |
| Gippsland | 1,681 | 1,817 | 1,751 | -66 | -3.6% | 1,134 | 1,210 | 1,238 | 28 | 2.3% | 2,815 | 3,027 | 2,989 | -38 | -1.3% |
| Ballarat | 816 | 955 | 923 | -32 | -3.4% | 579 | 719 | 727 | 8 | 1.1% | 1,395 | 1,674 | 1,650 | -24 | -1.4% |
| Bendigo Loddon | 1,015 | 1,072 | 1,039 | -33 | -3.1% | 689 | 833 | 809 | -24 | -2.9% | 1,704 | 1,905 | 1,848 | -57 | -3.0% |
| Goldfields | 1,831 | 2,027 | 1,962 | -65 | -3.2% | 1,268 | 1,552 | 1,536 | -16 | -1.0% | 3,099 | 3,579 | 3,498 | -81 | -2.3% |
| Victoria's High Country | 1,002 | 1,118 | 1,068 | -50 | -4.5% | 667 | 768 | 793 | 25 | 3.3% | 1,669 | 1,886 | 1,861 | -25 | -1.3% |
| Central Highlands | 180 | 205 | 200 | -5 | -2.4% | 128 | 129 | 124 | -5 | -3.9% | 308 | 334 | 324 | -10 | -3.0% |
| Western Grampians | 325 | 326 | 325 | -1 | -0.3% | 198 | 196 | 194 | -2 | -1.0% | 523 | 522 | 519 | -3 | -0.6% |
| Wimmera | 131 | 145 | 135 | -10 | -6.9% | 104 | 95 | 100 | 5 | 5.3% | 235 | 240 | 235 | -5 | -2.1% |
| Grampians | 636 | 676 | 660 | -16 | -2.4% | 430 | 420 | 418 | -2 | -0.5% | 1,066 | 1,096 | 1,078 | -18 | -1.6% |
| Macedon | 491 | 560 | 531 | -29 | -5.2% | 415 | 528 | 549 | 21 | 4.0% | 906 | 1,088 | 1,080 | -8 | -0.7% |
| Spa Country | 174 | 195 | 197 | 2 | 1.0% | 144 | 154 | 153 | -1 | -0.6% | 318 | 349 | 350 | 1 | 0.3% |
| Daylesford and the Macedon Ranges | 665 | 755 | 728 | -27 | -3.6% | 559 | 682 | 702 | 20 | 2.9% | 1,224 | 1,437 | 1,430 | -7 | -0.5% |
| Phillip Island | 310 | 373 | 374 | 1 | 0.3% | 193 | 259 | 254 | -5 | -1.9% | 503 | 632 | 628 | -4 | -0.6% |
| Regional Victoria | 15,161 | 16,832 | 16,201 | -631 | -3.7% | 11,251 | 13,223 | 13,525 | 302 | 2.3% | 26,412 | 30,055 | 29,726 | -329 | -1.1% |
| Total Victoria* | 47,058 | 54,094 | 52,432 | -1,662 | -3.1% | 48,310 | 57,806 | 58,821 | 1,015 | 1.8% | 95,368 | 111,900 | 111,253 | -647 | -0.6% |

*Total Victoria estimates in this table do not match table 1 due to differences in the estimation approach for regions vs industries. Smaller estimates need to be used with caution as these may not represent the true number of businesses due to rounding undertaken in the confidentialisation process by the ABS. The confidentialisation causes differences in some totals as the origin and scope of each classification such as businesses by tourism regions, tourism industries, type of legal organisations etc. was different in estimates produced by the ABS.

Tourism Business Counts – Data Tables

Table 4: Annual change (June 2023 to June 2024) - state comparisons

| June 2024 | Employing Businesses | | | | | | | | | | | | | |
|-----------------|--------------------------|---------|---------------------------|---------|------------------------------|---------|---------------------------|---------|-----------------|---------|---------------|---------|---------|---------|
| | Micro (1-4 employees) | | Small (5-19 employees) | | Medium (20-199 employees) | | Large (200+ employees) | | Total Employing | | Non-Employing | | Total | |
| | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 |
| Victoria | 30,741 | -5.3% | 16,505 | -1.9% | 4,906 | 7.5% | 280 | 9.4% | 52,432 | -3.1% | 58,821 | 1.8% | 111,253 | -0.6% |
| New South Wales | 35,475 | -4.3% | 19,109 | -1.4% | 5,671 | 10.1% | 387 | 12.8% | 60,642 | -2.1% | 57,401 | 5.1% | 118,043 | 1.3% |
| Queensland | 17,413 | -2.8% | 12,152 | 0.3% | 3,799 | 5.6% | 194 | 6.0% | 33,558 | -0.7% | 31,807 | 4.0% | 65,365 | 1.5% |
| Australia | 100,492 | -4.1% | 60,897 | -0.9% | 18,568 | 7.2% | 1,037 | 9.6% | 180,994 | -1.9% | 179,208 | 3.5% | 360,202 | 0.7% |

Table 5: Annual change (June 2023 to June 2024) - regional Victoria vs Melbourne

| June 2024 | Employing Businesses | | | | | | | | | | | | | |
|-------------------|--------------------------|---------|---------------------------|---------|------------------------------|---------|---------------------------|---------|-----------------|---------|---------------|---------|---------|---------|
| | Micro (1-4 employees) | | Small (5-19 employees) | | Medium (20-199 employees) | | Large (200+ employees) | | Total Employing | | Non-Employing | | Total | |
| | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 | 2024 | 2023/24 |
| Melbourne | 21,897 | -5.1% | 10,782 | -1.7% | 3,414 | 10.1% | 138 | 19.0% | 36,231 | -2.8% | 45,296 | 1.6% | 81,527 | -0.4% |
| Regional Victoria | 8,844 | -5.6% | 5,723 | -2.3% | 1,492 | 2.1% | 142 | 1.4% | 16,201 | -3.7% | 13,525 | 2.3% | 29,726 | -1.1% |
| Total Victoria | 30,741 | -5.3% | 16,505 | -1.9% | 4,906 | 7.5% | 280 | 9.4% | 52,432 | -3.1% | 58,821 | 1.8% | 111,253 | -0.6% |

Methodology and data notes

The data used to produce these business counts are extracted from the Australian Bureau of Statistics Business Register (ABSBR). The ABSBR is populated using administrative data from Australian Business Number (ABN) registrations recorded in the Australian Business Register (ABR), and business data from the Australian Taxation Office (ATO).

For the purposes of this Tourism Businesses in Australia report, a business is defined as a legal entity engaging in productive activity and/or other forms of economic activity in the market sector. Businesses are defined as engaging in productive activity where they have a Goods and Services Tax (GST) role and are actively remitting GST through Business Activity Statements (BAS).

Counts of businesses in this release include only actively trading businesses in the Australian market sector through to the end of June 2024.

Actively trading businesses are:

- ABNs from the non-profiled population that are actively remitting Goods and Services Tax (GST) – most of the businesses in the ABSBR are in this group and most have simple structures that are suitable for ABS statistical purposes at the ABN level. One ABN equates to one business.
- Types of Activity Unit (TAUs) from the profiled population – the small number of businesses/groups of businesses that are large, complex and diverse and for which the ABS maintains its own economic unit structure.

| Tourism-related industries | |
|---|------------------------------|
| Tourism characteristic industries | Tourism connected industries |
| Accommodation | Automotive fuel retailing |
| Cafes, restaurants and takeaway food services | Other retail trade |
| Clubs, pubs, taverns and bars | |
| Taxi transport | |
| Air and space, water and other transport | |
| Motor vehicle hiring | |
| Travel agency and tour operator services | |
| Cultural services | |
| Casinos and other gambling services | |
| Other sports and recreation services | |

Tourism related industries are classified into two types:

1. A **tourism characteristic industry** is an industry that is reliant on tourism, with **at least 25 per cent of its output** consumed by visitors.
2. A **tourism connected industry** is an industry where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer, yet **do not account for at least 25 per cent of its consumed output**.

The data, classification and summary information is derived from the ABS Business Register database, based on selected businesses from tourism-related industries as defined in the [Tourism Satellite Account methodology](#).

More Information

Note: state and territory totals may be different from published estimates and from tables presented elsewhere due to rounding undertaken during the confidentialisation process. Data may vary from previous releases due to updated inputs and should not be compared with earlier datasets.

For more detail on business counts data visit [Tourism Research Australia](#).

To explore the data for Victoria by region, along with other key economic metrics from the Regional Tourism Satellite Accounts, please refer to the economic data dashboard on the [Tourism and Events research hub](#).

For more information about Victoria's tourism regions visit the [Tourism and Events research hub](#).

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Department of Jobs, Skills, Industry and Regions
Victorian Government

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Further information can be found at [Tourism Research Australia](#)

Data is considered correct at the time of publishing.

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

Please contact: research@ecodev.vic.gov.au with any queries.