

Tourism Businesses in Victoria



June 2023

Data sourced from Tourism Research Australia, released April 2024





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Tourism Businesses in Victoria - June 2023

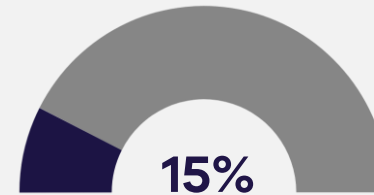


109,595

Tourism businesses in Victoria

↓4.0%
Since June 2022

↑14.9%
Since June 2019



of the 719,233
businesses in
Victoria



73%

of tourism business
are in Melbourne

79,993 businesses ↓4.9% 22/23 ↑16.0% 19/23

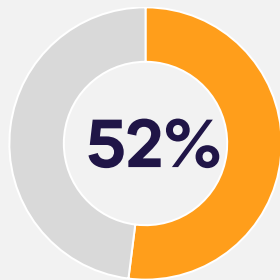


27%

of tourism business are in
Regional Victoria

29,602 businesses ↓1.3% 22/23 ↑12.1% 19/23

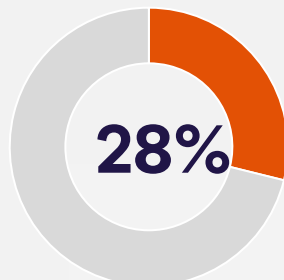
Non-employing



↓3.8 %
Since June 2022

↑18.4%
Since June 2019

Micro

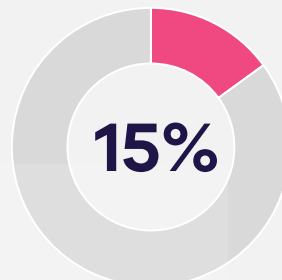


1-4 employees

↓9.8%
Since June 2022

↑10.7%
Since June 2019

Small

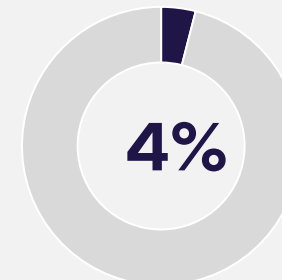


5-19 employees

↑1.7%
Since June 2022

↑11.7%
Since June 2019

Medium

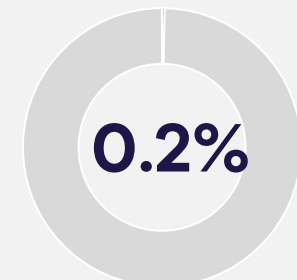


20-199 employees

↑21.0%
Since June 2022

↑14.8%
Since June 2019

Large



200+ employees

↑2.0%
Since June 2022

←0.0%
Since June 2019

Key Results

- There were **109,595 tourism businesses** in Victoria in June 2023 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 **96% of all tourism businesses in Victoria**.
- Since June 2019, tourism businesses have increased by 14.9% (+14,227 businesses). This was higher than the growth performance of all other Australian jurisdictions in this period. However, the number of tourism businesses in Victoria decreased by 4.0% (-4,540 businesses) in June 2023 compared to June 2022 due to challenging economic conditions.
- The largest industry sector for tourism businesses was **retail trade** which accounted for 42% of all tourism-connected businesses (46,199 businesses). This sector has grown by 20.1% since June 2019 (+7,731 businesses), however did note a decline of 2.9% from June 2022, 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 25,757 businesses). This sector noted a large increase from June 2019 (+13.4% or +3,043 businesses), however, declined between June 2022 to 2023 (-2.1%), as it faced economic headwinds and increased operating pressures.
- The strongest growth in June 2023 compared to June 2022 was noted in the **medium employing** business category (+21.0%), with softer growth noted in **large** (+2.0%) and **small** (+1.7%) business types. In comparison, micro (-9.8%) and non-employing (-3.8%) businesses were more vulnerable to negative market conditions and declined. These smaller businesses typically have less resources available to withstand economic fluctuations and operating pressures such as rising costs and higher interest rates.
- **Melbourne** had more tourism businesses than any other capital in Australia with 79,993 businesses, above Sydney at 78,002.
- **Melbourne** (-4.9%) and **regional Victoria** (-1.3%) both recorded overall decreases in tourism businesses in June 2023 compared to June 2022 reflecting weaker economic conditions. The most vulnerable business category for both Melbourne and regional Victoria was the micro sector (-10.7% and -7.4% respectively), with a decline also noted in the non-employing category in Melbourne (-4.9%).
- The Yarra Valley and Dandenong Ranges region had the largest volume of tourism related businesses in regional Victoria in June 2023 with 3,937 businesses, followed closely by the Mornington Peninsula with 3,924 tourism businesses.
- Tourism businesses increased in only two of Victoria's regions in June 2023 compared to June 2022 including Daylesford and the Macedon Ranges (+9 businesses) and Goldfields (+5 businesses).

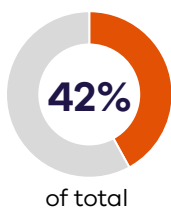
Refer to the [methodology notes](#) for further information on how tourism related businesses are counted.

Tourism Businesses in Victoria by Industry

As at June 2023

Retail trade* (tourism connected)

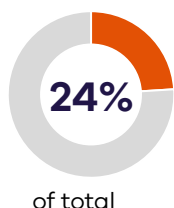
46,199 



↓2.9%
Since June 2022
↑20.1%
Since June 2019

Cafes, restaurants & take away food services

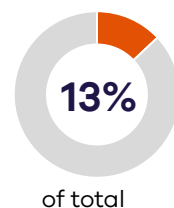
25,757 



↓2.1%
Since June 2022
↑13.4%
Since June 2019

Taxi transport services

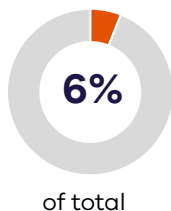
14,430 



↓13.1%
Since June 2022
↑1.2%
Since June 2019

Cultural services

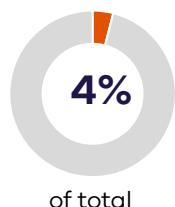
6,331 



↓0.3%
Since June 2022
↑30.1%
Since June 2019

Other sports and recreation services

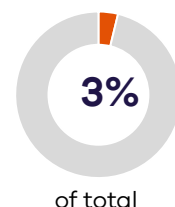
4,400 



↓2.3%
Since June 2022
↑17.6%
Since June 2019

Accommodation services

3,542 



↓5.4%
Since June 2022
↑3.5%
Since June 2019

In June 2023, the tourism connected sector of retail trade comprised 42% of all tourism related businesses in Victoria and recorded high growth compared to June 2019 (+20.1%) yet declined from June 2022 (-2.9%), reflecting challenging 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 13.4% since June 2019, however declined by 2.1% from June 2022.

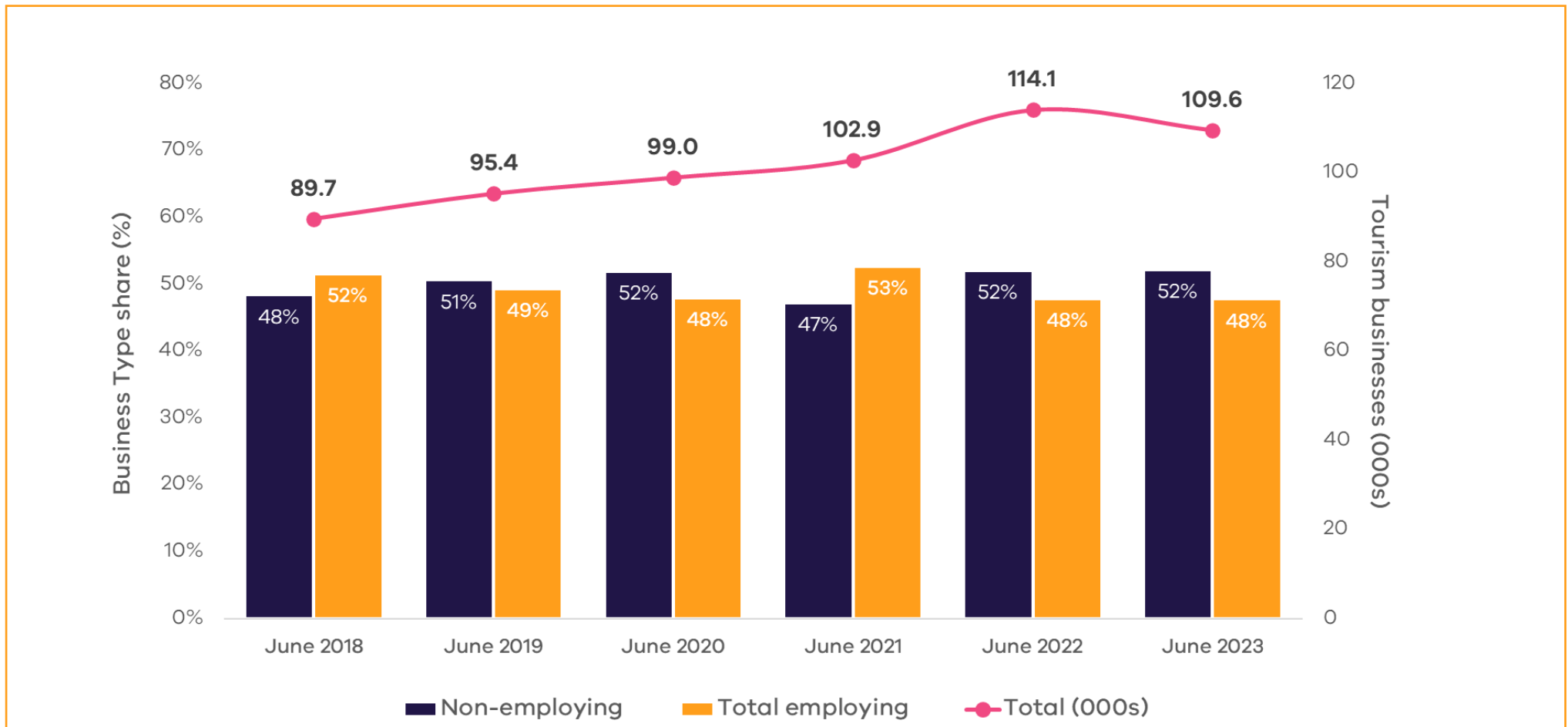
Cultural services increased substantially from June 2019 (+30.1%), reflecting an increase in activity in this sector although also suffered a marginal decline from June 2022 (-0.3%).

Accommodation services have increased from June 2019 (+3.5%), although also declined from June 2022 (-5.4%).

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](#)

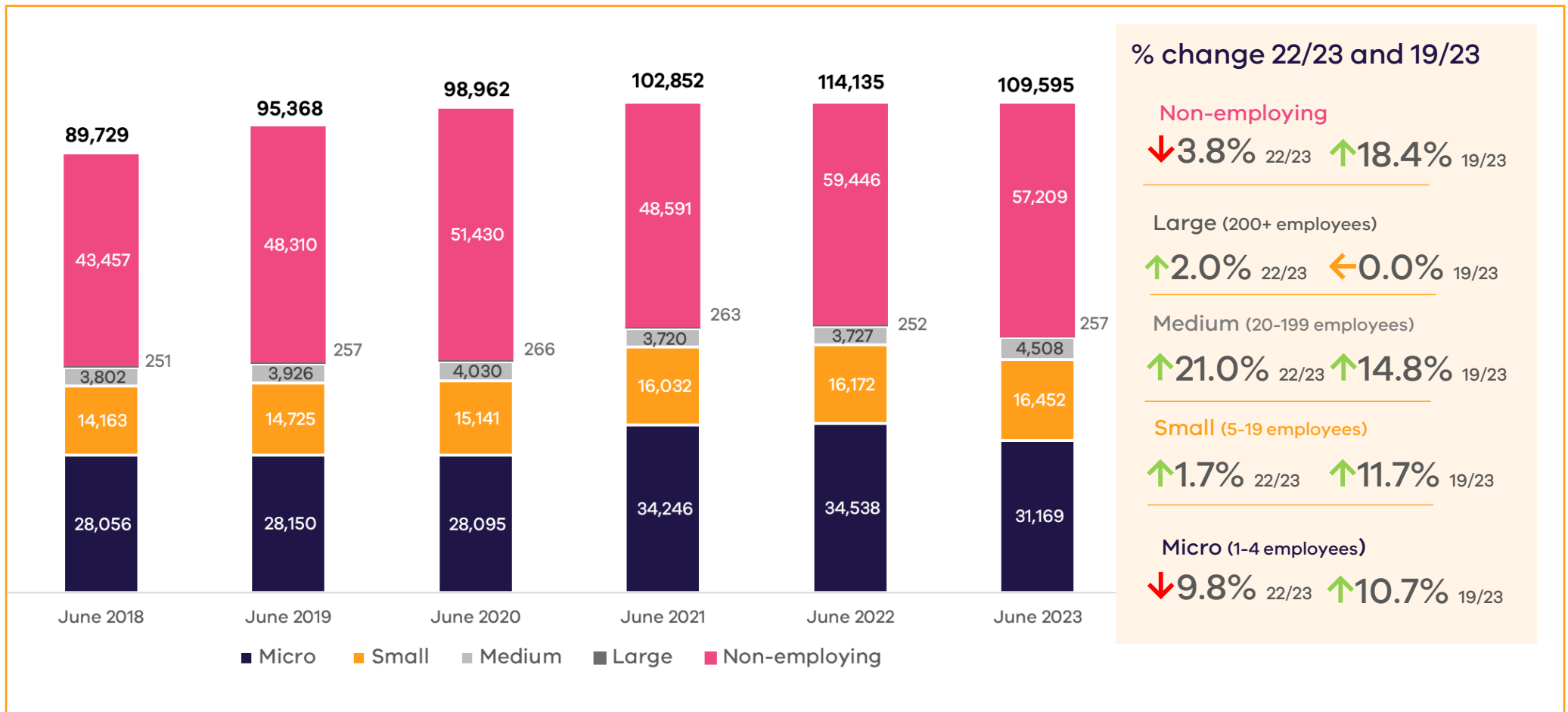
Tourism related businesses – employing/non-employing

The number of tourism businesses in Victoria steadily increased from June 2018 to June 2022, despite the impacts of the pandemic. However, as trading conditions softened in 2023 due to the challenging economic environment, a number of businesses exited the sector. Between 2022 and 2023, 4,540 tourism businesses left the industry in Victoria. Micro businesses with 1-4 employees were the most vulnerable category and declined by 9.8% from June 2022. Non-employing businesses also declined in the period, down 3.8%. In comparison, medium sized businesses increased, up 21.0% from June 2022 to June 2023.



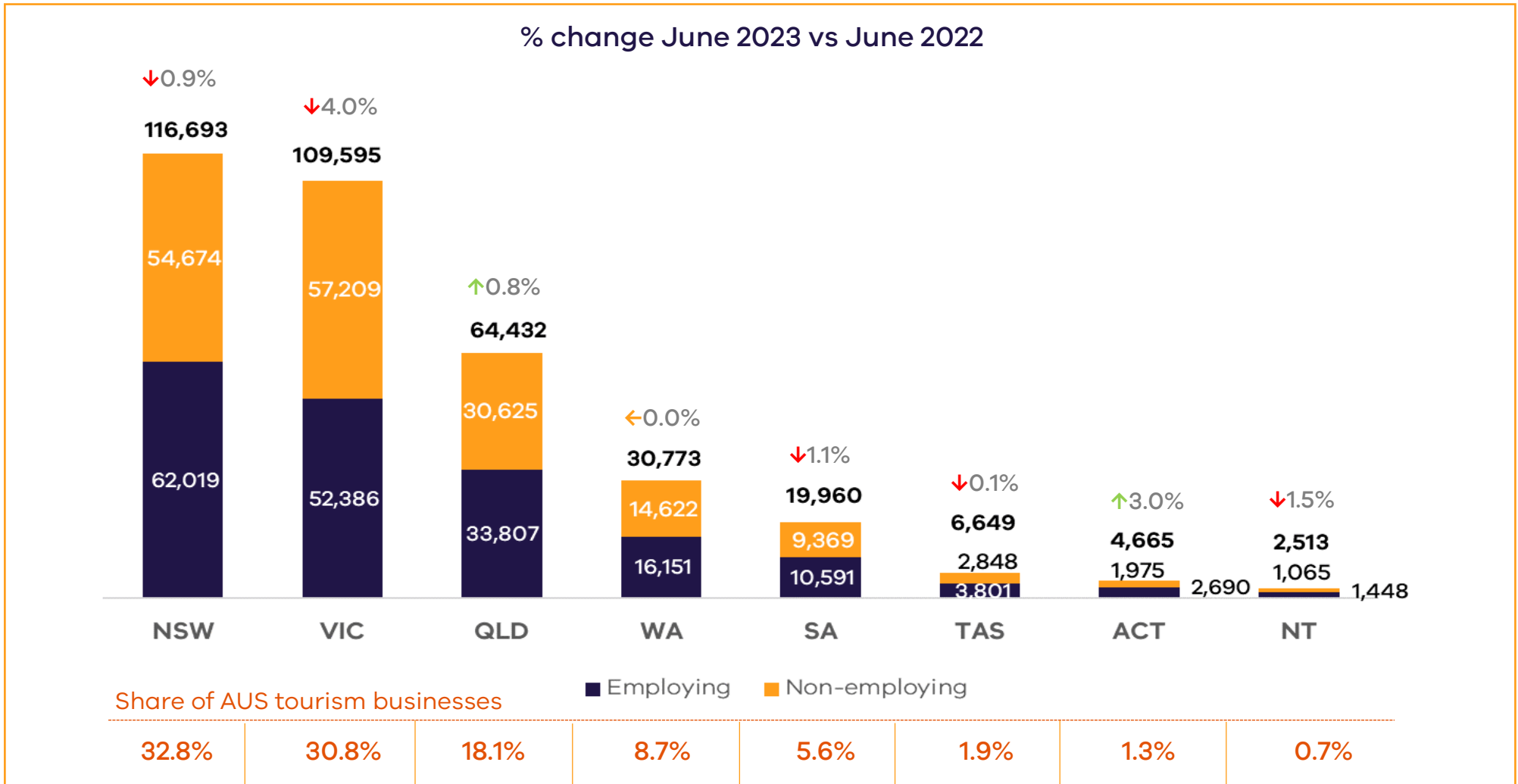
Tourism related businesses by size

From June 2019 to June 2023, most business categories noted an increase in entrants except for the large business category which was flat. Growth was highest in the non-employing sector (+18.4%), followed by the medium (+14.8%) and small business types (+11.7%). However, as economic conditions softened between June 2022 and June 2023, a number of businesses from the micro (-9.8%) and non-employing (-3.8%) sectors exited the industry as these smaller entities often don't have the resources to navigate fluctuations in trading conditions. In comparison, medium and large businesses increased (up 21.0% and 2.0% respectively), with marginal growth in small business types (+1.7%).



Tourism businesses by state

In June 2023, most tourism related businesses in Australia were in New South Wales (32.8%), followed by Victoria (30.8%) and Queensland (18.1%). Most jurisdictions suffered the negative impacts of challenging economic conditions from June 2022 to June 2023 with most noting only marginal growth in businesses or exits (except for ACT which increased by 3.0%). Victoria noted the largest decline (-4.0%), with a decline also noted in New South Wales (-0.9%) with marginal growth in Queensland (+0.8%).

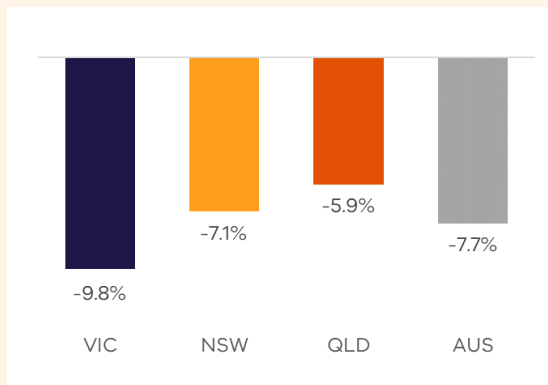


Change in business category - key states

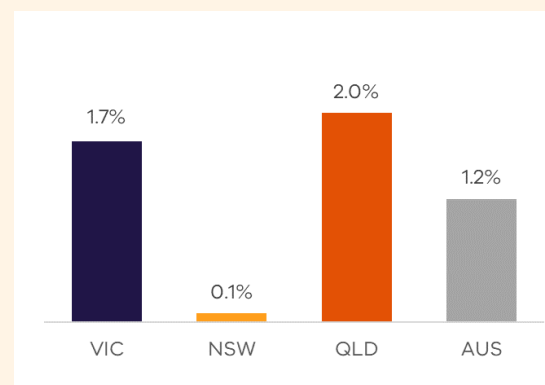
Victoria noted strong growth in the medium business category of 21.0% as at June 2023 compared to June 2022, well above the national growth rate of 13.3% in this business sector. Victoria noted a marginal increase in small (+1.7%) business numbers, above the growth in this category for New South Wales (+0.1%) and nationally (+1.2%). Large tourism businesses also increased in Victoria (+2.0%), although grew at a stronger rate in Queensland (+10.2%) and New South Wales (+6.9%).

% change June 2023 vs June 2022

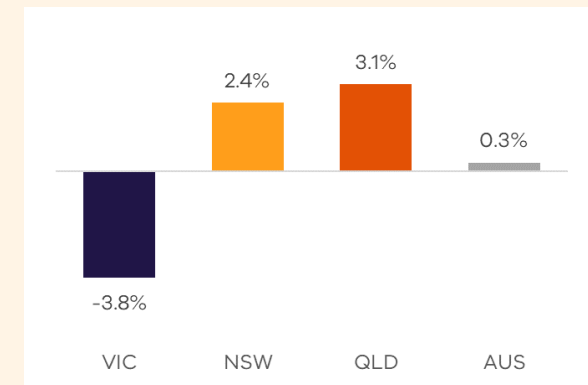
Micro (1-4 employees)



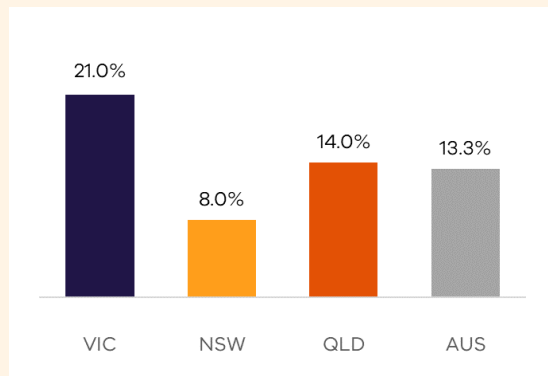
Small (5-19 employees)



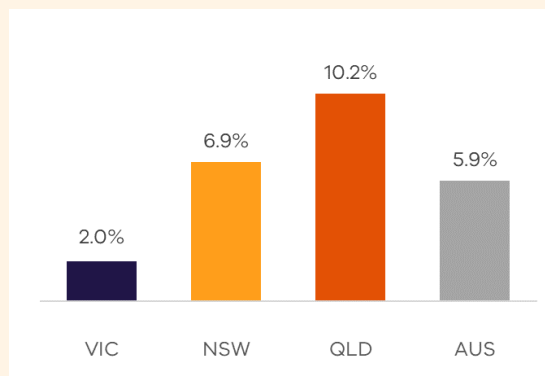
Non-employed



Medium (20-199 employees)



Large (200+ employees)

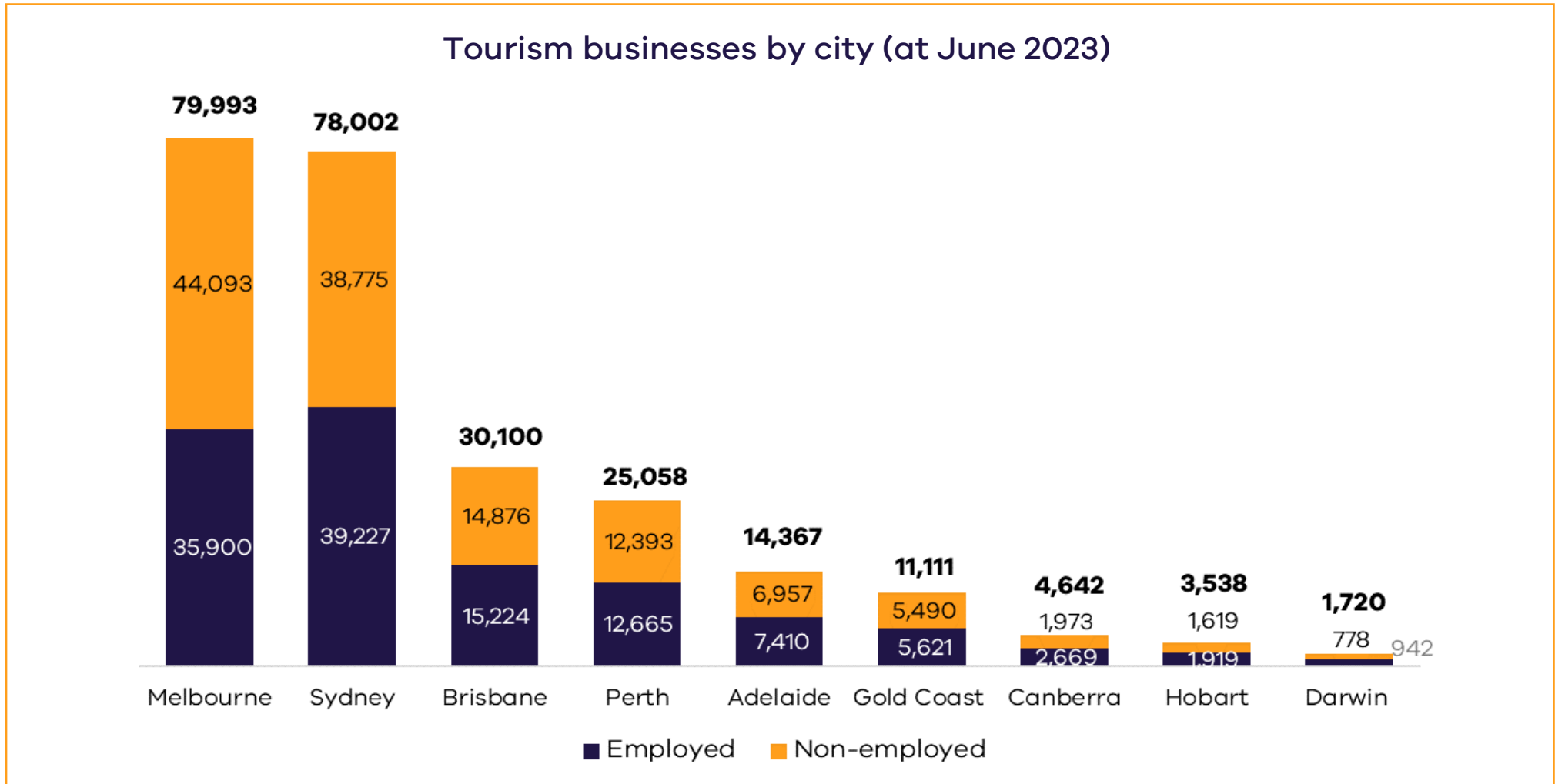


Victoria noted a decline in the non-employed business category (-3.8%), reflecting tougher trading conditions for small enterprises which are more vulnerable to market fluctuations.

Nationally, there was only a slight increase in non-employed business types (+0.3%) in June 2023 compared to June 2022.

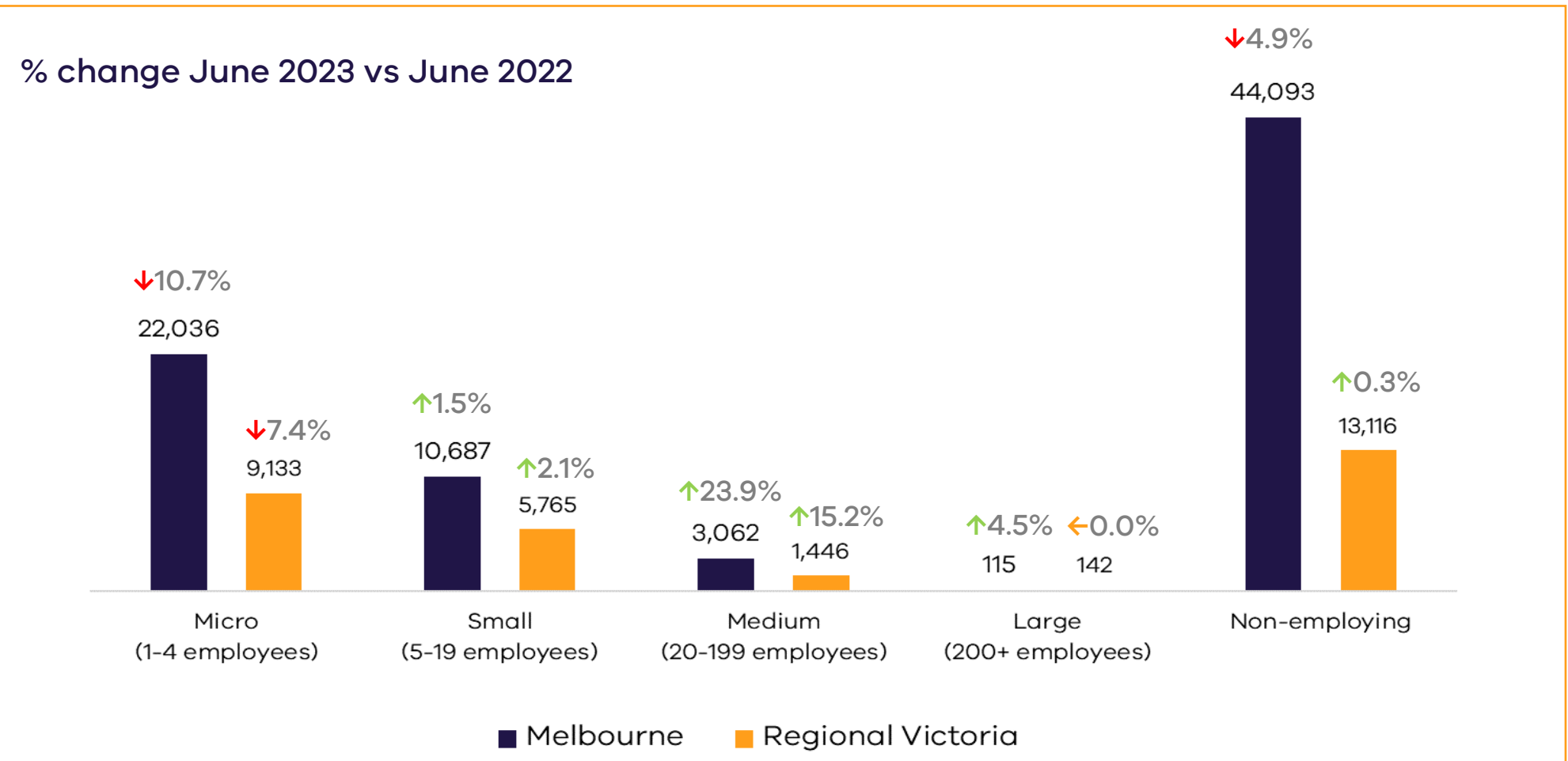
Tourism businesses by city

At June 2023, Melbourne had the most tourism related businesses of any city in Australia (79,993 businesses), reinforcing the importance of the industry to Melbourne's economy. This was followed by Sydney with 78,002 businesses. Brisbane was well behind this volume with 30,100 businesses, while Perth was ranked fourth with 25,058 tourism businesses.



Melbourne vs Regional Victoria

The largest business type in both Melbourne and regional Victoria was the non-employing category. Regional Victoria noted a slight increase (+0.3%) in business entrants in this category in June 2023 compared to June 2022, while Melbourne noted a decline (-4.9%). Both Melbourne (-10.7%) and regional Victoria (-7.4%) also noted declines in the micro business category reflecting the negative impacts of economic headwinds on small scale business operations. In comparison, medium sized businesses increased at a strong double-digit rate in both Melbourne (+23.9%) and regional Victoria (+15.2%).



Melbourne vs Regional Victoria

June 2023 vs June 2022

Both Melbourne and regional Victoria noted the strongest growth compared to June 2022 in the medium business category, with some new entrants also noted in small sized operations.

Melbourne



There were 35,900 employing businesses in Melbourne in June 2023 which was 1,877 less (-5.0%) compared to June 2022.

- Micro businesses (1-4 employees) in Melbourne decreased by 10.7%.
- Small businesses (5-19 employees) increased by 1.5%.
- Medium businesses (20-199 employees) increased by 23.9%.
- Large businesses (200+ employees) increased by 4.5%.

There were 44,093 non-employing tourism businesses in Melbourne which was 2,281 less (-4.9%) compared to June 2022.

- Most major Australian cities noted modest increases in non-employing businesses between June 2022 and June 2023 including Hobart (+5.5%), Gold Coast (+5.0%), Canberra (+4.8%), Sydney (+2.3%), Brisbane (+1.7%), Perth (+1.4%), Darwin (+1.2%) and Adelaide (+1.0%).

Regional Victoria



There were 16,486 employing businesses in regional Victoria in June 2023 which was 426 (-2.5%) less compared to June 2022.

- Micro businesses (1-4 employees) in regional Victoria decreased by 7.4%.
- Small businesses (5-19 employees) increased by 2.1%.
- Medium businesses (20-199 employees) increased by 15.2%.
- Large businesses (200+ employees) were unchanged.

There were 13,116 non-employing tourism businesses in regional Victoria which was 44 (+0.3%) more compared to June 2022.

- Most regional areas noted marginal growth in non-employing businesses except for regional TAS (-0.6%). The highest growth was in regional QLD (+4.0%), followed by regional WA (+3.0%), regional NSW (+2.7%), regional SA (+2.0%) and regional NT (+0.7%).

Victoria's Tourism Regions

The Yarra Valley and Dandenong Ranges had the most tourism businesses in regional Victoria as at June 2023, with 3,937 businesses, with most in the non-employing category (52%). This was followed by Mornington Peninsula with 3,924 businesses and the Murray with 3,867 businesses. Phillip Island had the smallest volume of tourism businesses at 618, which reflects its small geographic size.



Victoria's Tourism Regions

Most of Victoria's tourism regions noted a decline in the number of tourism businesses as at June 2023 compared to June 2022, reflecting tougher business conditions in the face of broader economic headwinds.

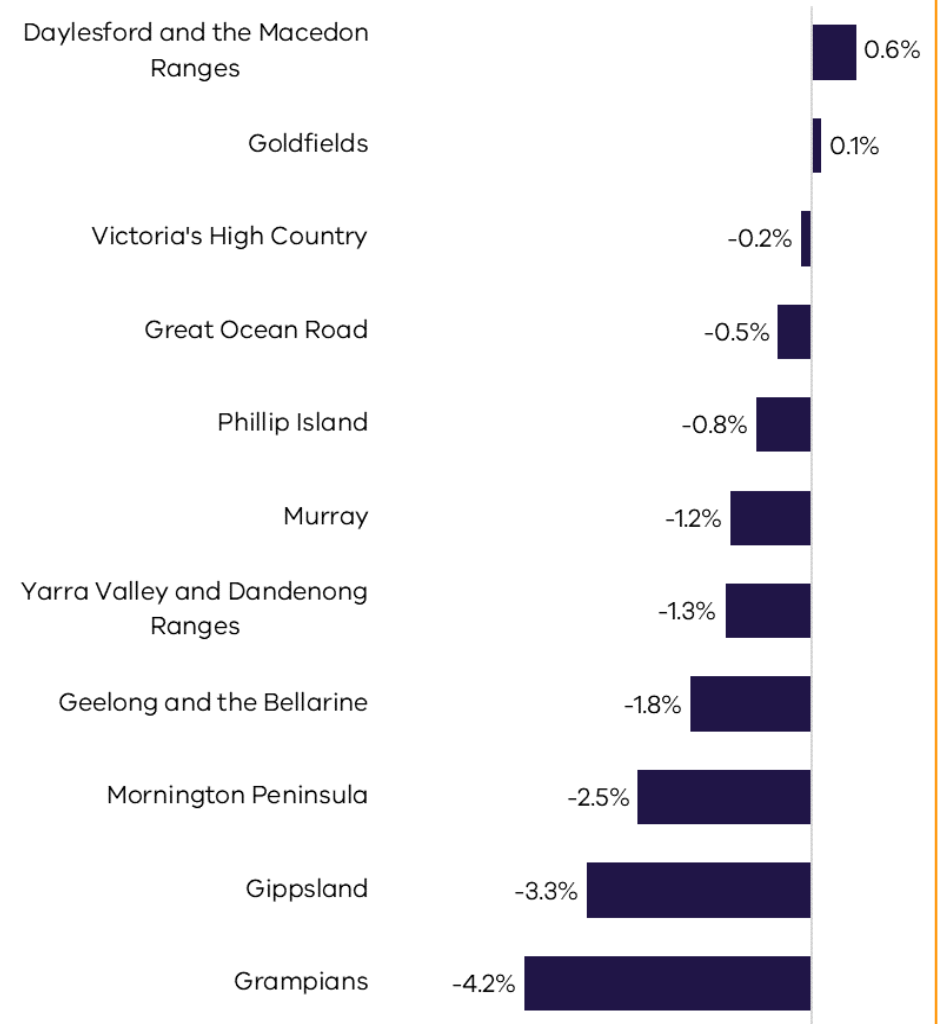
Total businesses:

- Only two tourism regions noted a marginal increase in total tourism related businesses as at June 2023 compared to June 2022 reflecting negative trading conditions including Daylesford and Macedon Ranges (+9 businesses or +0.6%) and Goldfields (+5 businesses or +0.1%).
- The most business exits were noted in the Mornington Peninsula (-102 businesses or -2.5%) and Gippsland (-101 businesses or -3.3%).

Non-employed businesses vs employing businesses:

- Overall regional Victoria noted a 0.3% increase in non-employed business types with the largest gains noted in Victoria's High Country (+29 businesses or +4.0%) and Daylesford and Macedon Ranges (+22 businesses or +3.4%).
- Regional Victoria noted a decline in employing businesses at June 2023 compared to June 2022 (-426 businesses or -2.5%), with the largest decrease noted in Mornington Peninsula (-96 businesses or -4.4%), followed by Gippsland (-72 businesses or -3.9%).

Change in total tourism related businesses in Victoria's tourism regions (June 2023 vs June 2022)

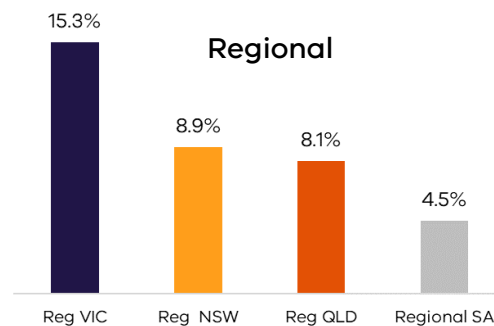
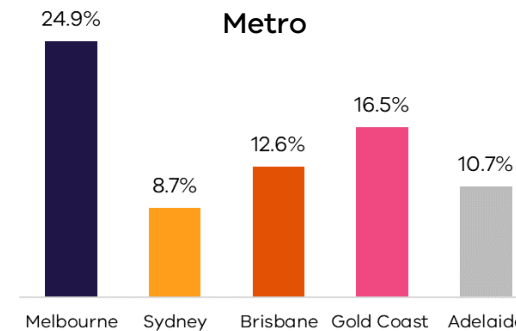
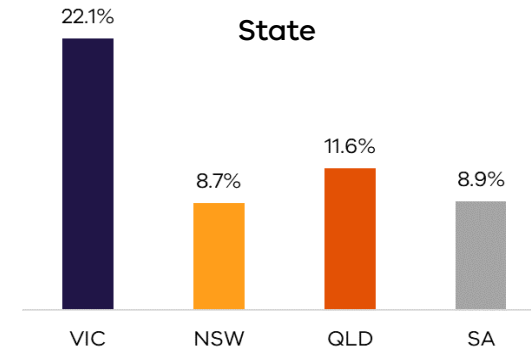


Change in Tourism Businesses – 2023 vs 2018

Over the longer term (June 2023 vs June 2018) Victoria has outperformed other Australian states in creating more tourism businesses, reinforcing the resilience of the industry despite various challenges (although this pattern has reversed in the most recent year).

- Victoria** experienced the highest growth in total businesses from June 2018 to June 2023 (+22.1%), above the national average (+13.1%) and outperforming New South Wales (+8.7%), and Queensland (+11.6%). In Victoria, growth was driven by the non-employing category (+31.6%) with double-digit growth also noted in medium (+18.6%), small (+16.2%) and micro (+11.1%) businesses with more moderate growth in large (+2.4%) business types.
- Melbourne** experienced strong growth in total businesses (+24.9%) over the five-year period, the strongest growth of all the major cities. Growth in Melbourne was driven by a large increase in non-employing businesses (+34.5%), with high growth noted in medium (+18.0%), small (+16.4%), large (+15.0%) and micro (+13.6%) business types.
- Regional Victoria** experienced softer growth than Melbourne for total businesses (+15.3%). This was driven by high growth in non-employing businesses (+23.0%), with strong growth also noted in medium (+19.7%), small (+15.6%) and micro (+5.5%) businesses, with a decline in large (-6.0%) business types over the five-year period.

Change in total tourism related businesses – key competitor states (June 2023 vs June 2018)



Tourism Business Counts – Data Tables

Table 1: Tourism Businesses in Victoria by size and type – at June 2023

At June 2023	Employing Businesses				Total Employing	Non-Employing	Total	% of Total	Volume change 2022/23	% change 2022/23	Volume change 2019/23	% change 2019/23
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)								
Tourism characteristic industries												
Accommodation	1,011	551	189	9	1,760	1,782	3,542	3%	- 203	-5.4%	121	3.5%
Cafes, restaurants and takeaway food services	9,861	7,118	1,708	83	18,770	6,987	25,757	24%	- 548	-2.1%	3,043	13.4%
Clubs, pubs, taverns and bars	639	752	511	0	1,902	704	2,606	2%	-	0.0%	372	16.7%
Rail transport	3	0	3	3	9	13	22	0%	1	4.8%	- 5	-18.5%
Taxi transport	319	31	10	3	363	14,067	14,430	13%	- 2,178	-13.1%	176	1.2%
Air and space, water and other transport	324	78	34	6	442	1,034	1,476	1%	- 99	-6.3%	130	9.7%
Motor vehicle hiring	171	31	8	0	210	836	1,046	1%	21	2.0%	390	59.5%
Travel agency and tour operator services	809	104	35	0	948	1,418	2,366	2%	- 70	-2.9%	78	3.4%
Cultural services	964	175	67	3	1,209	5,122	6,331	6%	- 20	-0.3%	1,465	30.1%
Casinos and other gambling services	201	79	12	3	295	196	491	0%	5	1.0%	38	8.4%
Other sports and recreation services	1,469	814	235	32	2,550	1,850	4,400	4%	- 105	-2.3%	657	17.6%
Total tourism characteristic industries	15,771	9,733	2,812	142	28,458	34,009	62,467	57%	- 3,196	-4.9%	6,465	11.5%
Tourism connected industries												
Automotive fuel retailing	283	278	58	4	623	303	926	1%	43	4.9%	33	3.7%
Other retail trade	15,115	6,439	1,640	108	23,302	22,897	46,199	42%	- 1,387	-2.9%	7,731	20.1%
Total tourism connected industries	15,398	6,717	1,698	112	23,925	23,200	47,125	43%	- 1,344	-2.8%	7,764	19.7%
Total tourism related industries	31,169	16,452	4,508	257	52,386	57,209	109,595	100%	- 4,540	-4.0%	14,227	14.9%
Size & type % of Total	28%	15%	4%	0.2%	48%	52%	100%					

Tourism Business Counts – Data Tables

Table 2: Tourism businesses by size – tourism regions as at June 2023

At June 2023	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	22,036	10,687	3,062	115	35,900	44,093	79,993	73.0%
Geelong and the Bellarine	981	708	188	11	1,888	1,740	3,628	3.3%
Great Ocean Road	702	524	146	-	1,372	845	2,217	2.0%
Mallee	374	248	52	-	674	435	1,109	1.0%
Goulburn	444	272	57	3	776	674	1,450	1.3%
Central Murray	311	203	44	2	560	353	913	0.8%
Murray East	128	89	29	2	248	147	395	0.4%
Murray	1,257	812	182	7	2,258	1,609	3,867	3.5%
Yarra Valley and Dandenong Ranges	1,154	601	142	4	1,901	2,036	3,937	3.6%
Mornington Peninsula	1,210	713	161	5	2,089	1,835	3,924	3.6%
Gippsland	799	442	116	3	1,360	920	2,280	2.1%
Lakes	224	169	34	1	428	280	708	0.6%
Gippsland	1,023	611	150	4	1,788	1,200	2,988	2.7%
Ballarat	509	332	98	4	943	712	1,655	1.5%
Bendigo Loddon	549	401	103	1	1,054	823	1,877	1.7%
Goldfields	1,058	733	201	5	1,997	1,535	3,532	3.2%
Victoria's High Country	626	388	86	3	1,103	761	1,864	1.7%
Central Highlands	124	66	10	-	200	126	326	0.3%
Western Grampians	175	126	20	-	321	193	514	0.5%
Wimmera	103	36	5	-	144	94	238	0.2%
Grampians	402	228	35	-	665	413	1,078	1.0%
Macedon	328	190	36	-	554	525	1,079	1.0%
Spa Country	97	77	15	-	189	151	340	0.3%
Daylesford and the Macedon Ranges	425	267	51	-	743	676	1,419	1.3%
Phillip Island	204	130	30	-	364	254	618	0.6%
Regional Victoria	9,133	5,765	1,446	142	16,486	13,116	29,602	27.0%
Total Victoria*	31,169	16,452	4,508	257	52,386	57,209	109,595	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 2022 to June 2023) - Employing and Non-Employing Businesses

June 2023	Total Employing					Non-Employing					Total				
	2019	2022	2023	Volume change 2022/23	% change 2022/23	2019	2022	2023	Volume change 2022/23	% change 2022/23	2019	2022	2023	Volume change 2022/23	% change 2022/23
Melbourne	31,897	37,777	35,900	-1,877	-5.0%	37,059	46,374	44,093	-2,281	-4.9%	68,956	84,151	79,993	-4,158	-4.9%
Geelong and the Bellarine	1,675	1,937	1,888	-49	-2.5%	1,419	1,756	1,740	-16	-0.9%	3,094	3,693	3,628	-65	-1.8%
Great Ocean Road	1,267	1,393	1,372	-21	-1.5%	774	835	845	10	1.2%	2,041	2,228	2,217	-11	-0.5%
Mallee	657	693	674	-19	-2.7%	394	463	435	-28	-6.0%	1,051	1,156	1,109	-47	-4.1%
Goulburn	717	785	776	-9	-1.1%	520	650	674	24	3.7%	1,237	1,435	1,450	15	1.0%
Central Murray	532	577	560	-17	-2.9%	314	348	353	5	1.4%	846	925	913	-12	-1.3%
Murray East	218	250	248	-2	-0.8%	125	147	147	0	0.0%	343	397	395	-2	-0.5%
Murray	2,124	2,305	2,258	-47	-2.0%	1,353	1,608	1,609	1	0.1%	3,477	3,913	3,867	-46	-1.2%
Yarra Valley and Dandenong Ranges	1,709	1,944	1,901	-43	-2.2%	1,653	2,043	2,036	-7	-0.3%	3,362	3,987	3,937	-50	-1.3%
Mornington Peninsula	1,879	2,185	2,089	-96	-4.4%	1,639	1,841	1,835	-6	-0.3%	3,518	4,026	3,924	-102	-2.5%
Gippsland	1,262	1,399	1,360	-39	-2.8%	852	949	920	-29	-3.1%	2,114	2,348	2,280	-68	-2.9%
Lakes	419	461	428	-33	-7.2%	282	280	280	0	0.0%	701	741	708	-33	-4.5%
Gippsland	1,681	1,860	1,788	-72	-3.9%	1,134	1,229	1,200	-29	-2.4%	2,815	3,089	2,988	-101	-3.3%
Ballarat	816	930	943	13	1.4%	579	703	712	9	1.3%	1,395	1,633	1,655	22	1.3%
Bendigo Loddon	1,015	1,074	1,054	-20	-1.9%	689	820	823	3	0.4%	1,704	1,894	1,877	-17	-0.9%
Goldfields	1,831	2,004	1,997	-7	-0.3%	1,268	1,523	1,535	12	0.8%	3,099	3,527	3,532	5	0.1%
Victoria's High Country	1,002	1,135	1,103	-32	-2.8%	667	732	761	29	4.0%	1,669	1,867	1,864	-3	-0.2%
Central Highlands	180	208	200	-8	-3.8%	128	130	126	-4	-3.1%	308	338	326	-12	-3.6%
Western Grampians	325	338	321	-17	-5.0%	198	206	193	-13	-6.3%	523	544	514	-30	-5.5%
Wimmera	131	148	144	-4	-2.7%	104	95	94	-1	-1.1%	235	243	238	-5	-2.1%
Grampians	636	694	665	-29	-4.2%	430	431	413	-18	-4.2%	1,066	1,125	1,078	-47	-4.2%
Macedon	491	554	554	0	0.0%	415	502	525	23	4.6%	906	1,056	1,079	23	2.2%
Spa Country	174	202	189	-13	-6.4%	144	152	151	-1	-0.7%	318	354	340	-14	-4.0%
Daylesford and the Macedon Ranges	665	756	743	-13	-1.7%	559	654	676	22	3.4%	1,224	1,410	1,419	9	0.6%
Phillip Island	310	368	364	-4	-1.1%	193	255	254	-1	-0.4%	503	623	618	-5	-0.8%
Regional Victoria	15,161	16,912	16,486	-426	-2.5%	11,251	13,072	13,116	44	0.3%	26,412	29,984	29,602	-382	-1.3%
Total Victoria*	47,058	54,689	52,386	-2,303	-4.2%	48,310	59,446	57,209	-2,237	-3.8%	95,368	114,135	109,595	-4,540	-4.0%

*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 4: Annual change (June 2022 to June 2023) - state comparisons

June 2023	Employing Businesses													
	Micro (1-4 employees)		Small (5-19 employees)		Medium (20-199 employees)		Large (200+ employees)		Total Employing		Non-Employing		Total	
	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23
Victoria	31,169	-9.8%	16,452	1.7%	4,508	21.0%	257	2.0%	52,386	-4.2%	57,209	-3.8%	109,595	-4.0%
New South Wales	37,118	-7.1%	19,404	0.1%	5,155	8.0%	342	6.9%	62,019	-3.8%	54,674	2.4%	116,693	-0.9%
Queensland	17,933	-5.9%	12,101	2.0%	3,590	14.0%	183	10.2%	33,807	-1.2%	30,625	3.1%	64,432	0.8%
Australia	103,622	-7.7%	61,105	1.2%	17,254	13.3%	947	5.9%	182,928	-3.1%	172,642	0.3%	355,570	-1.5%

Table 5: Annual change (June 2022 to June 2023) - regional Victoria vs Melbourne

June 2023	Employing Businesses													
	Micro (1-4 employees)		Small (5-19 employees)		Medium (20-199 employees)		Large (200+ employees)		Total Employing		Non-Employing		Total	
	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23	2023	2022/23
Melbourne	22,036	-10.7%	10,687	1.5%	3,062	23.9%	115	4.5%	35,900	-5.0%	44,093	-4.9%	79,993	-4.9%
Regional Victoria	9,133	-7.4%	5,765	2.1%	1,446	15.2%	142	0.0%	16,486	-2.5%	13,116	0.3%	29,602	-1.3%
Total Victoria	31,169	-9.8%	16,452	1.7%	4,508	21.0%	257	2.0%	52,386	-4.2%	57,209	-3.8%	109,595	-4.0%

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 end June 2023.

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.

For more information about Victoria's tourism regions refer to [Tourism Research Australia](#).

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.

For more detail, including National and State comparisons and time series, please refer to the report [Tourism Businesses in Australia, June 2023](#), Tourism Research Australia, Canberra.

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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.

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