Value of tourism to Victoria and its regions

Latest results published by Tourism Research Australia from the 2023-24 State and 2023-24 Regional Tourism Satellite Accounts.

This report was produced by the Tourism and Events Research Unit from the Department of Jobs, Skills, Industry and Regions, Victorian Government April 2025.

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# 1. Summary results for Victoria

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

# 2.Tourism contribution to Gross State Product (GSP)

* Tourism contributed $36 billion to Gross State Product (GSP) in 2023-24.
* This represents a 13% increase from 2022-23.
* Tourism generated a 5.9% share of GSP in the Victorian economy in 2023-24. This represents a 0.4 percentage point increase in share compared to 2022-23.
* Tourism GSP comprised of $18 billion in direct GSP and $18 billion in indirect GSP in 2023-24.

## 2.1 Data table: Victoria’s GSP 2018-19 to 2023-24

This table provides the total impact of tourism on Victoria’s GSP over time, including direct and indirect estimates.

|  | **2018-19** | **2019-20** | **2020-21** | **2021-22** | **2022-23** | **2023-24** |
| --- | --- | --- | --- | --- | --- | --- |
| **Tourism GSP** | $29.3 billion | $23.5 billion | $11.3 billion | $16.8 billion | $31.9 billion | $36.0 billion |
| **Tourism GSP % share of Victoria’s economy** | 6.3% | 5.0% | 2.4% | 3.2% | 5.6% | 5.9% |

* In 2023-24 tourism GSP in Victoria increased by 23% compared to 2018-19.

# 3.Tourism filled jobs

* Tourism generated 288,800 filled jobs in 2023-24.
* This represents an 8% increase from 2022-23.
* Tourism generated a 7.1% share of filled jobs in Victoria in 2023-24. This represents a 0.4 percentage point increase in share compared to 2022-23.
* Tourism filled jobs comprised of 183,800 direct filled jobs and 105,000 indirect filled jobs in 2023-24.

## 3.1 Data table: Victoria’s tourism filled jobs 2018-19 to 2023-2024

This table outlines total tourism filled jobs in Victoria over time, including direct and indirect estimates.

|  | **2018-19** | **2019-20** | **2020-21** | **2021-22** | **2022-23** | **2023-24** |
| --- | --- | --- | --- | --- | --- | --- |
| **Tourism filled jobs value** | 261,500 | 220,100 | 109,100 | 156,800 | 266,500 | 288,800 |
| **Tourism filled jobs % share of filled jobs in Victoria** | 7.4% | 6.1% | 3.0% | 4.2% | 6.7% | 7.1% |

* In 2023-24 tourism filled jobs in Victoria increased by 10% compared to 2018-19.

# 4. Tourism contribution to Gross Value Added (GVA)

* Tourism contributed $31.3 billion to Gross Value Added (GVA) in 2023-24.
* This represents an 12% increase from 2022-23.
* Tourism generated a 5.6% share of GVA in the Victorian economy in 2023-24. This represents a 0.3 percentage point increase in share compared to 2022-23.
* Tourism GVA comprised of $15.2 billion in direct GVA and $16.1 billion in indirect GVA in 2023-24.

## 4.1 Data table: Victoria’s GVA 2018-19 to 2023-24

This table provides the total impact of tourism on Victoria’s GVA over time, including direct and indirect estimates.

|  | **2018-19** | **2019-20** | **2020-21** | **2021-22** | **2022-23** | **2023-24** |
| --- | --- | --- | --- | --- | --- | --- |
| **Tourism GVA** | $25.8 billion | $20.7 billion | $9.8 billion | $14.6 billion | $27.9 billion | $31.3 billion |
| **Tourism GVA % share Victoria’s economy** | 6.1% | 4.8% | 2.2% | 3.0% | 5.3% | 5.6% |

* In 2023-24 tourism GVA in Victoria increased by 21% compared to 2018-19.

# 5. Direct tourism GVA composition by visitor type

In 2023-24 direct GVA in Victoria comprised of:

Domestic travel - $11.3 billion (74.1%):

* Intrastate overnight travel - $5.2 billion or 34.5%
* Interstate overnight travel - $3.7 billion or 24.6%
* Daytrips - $2.3 billion or 15.1%.

International travel - $3.9 billion or 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 food services – 35.0%
* Accommodation – 16.1%
* Retail trade - 15.8%
* Clubs, pubs, taverns and bars - 7.2%

Other generated - 25.9%.

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

Direct tourism filled jobs in Victoria were split between:

* Full-time - 50%
* Part-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.

# 2023-24 Regional Tourism Satellite Account (RTSA) results

# 8.1 Melbourne RTSA results

## 8.1.1 Key Gross Regional Product (GRP) results for Melbourne

* Tourism generated $21.0 billion in GRP in 2023-24.
* This represents a 17% increase from 2022-23.
* Tourism generated a 4.6% share of GRP in 2023-24.
* Tourism GRP was 17% above the 2018-19 estimate representing a gain of $3.0 billion.

## 8.1.2 Key tourism filled jobs results for Melbourne

* Tourism generated 142,500 filled jobs in 2023-24.
* This represents a 14% increase from 2022-23.
* Tourism generated a 5.0% share of filled jobs in 2023-24.
* Tourism filled jobs were 4% above the 2018-19 estimate representing a gain of 4,800 jobs.

## 8.1.3 Key Gross Value Added (GVA) results for Melbourne

* Tourism generated $18.2 billion in GVA in 2023-24.
* This represents a 17% increase from 2022-23.
* Tourism generated a 4.3% share of GVA in 2023-24.
* Tourism GVA was 15% above the 2018-19 estimate representing a gain of $2.4 billion.

# 8.2 Regional Victoria RTSA results

## 8.2.1 Key Gross Regional Product (GRP) results for regional Victoria

* Tourism generated $12.7 billion in GRP in 2023-24.
* This represents a 6% increase from 2022-23.
* Tourism generated an 8.5% share of GRP in 2023-24.
* Tourism GRP was 33% above the 2018-19 estimate representing a gain of $3.2 billion.

## 8.2.2 Key tourism filled jobs results for regional Victoria

* Tourism generated 132,800 in filled jobs in 2023-24.
* This represents a 3% increase from 2022-23.
* Tourism generated a 10.9% share of filled jobs in 2023-24.
* Tourism filled jobs were 18% above the 2018-19 estimate representing a gain of 20,200 jobs.

## 8.2.3 Key Gross Value Added (GVA) results for regional Victoria

* Tourism generated $11.0 billion in GVA in 2023-24.
* This represents a 6% increase from 2022-23.
* Tourism generated a 7.9% share of GVA in 2023-24.
* Tourism GVA was 33% above the 2018-19 estimate representing a gain of $2.7 billion.

## 8.2.4 Data table: Tourism Gross Regional Product (GRP) in Victoria’s tourism regions

| **Tourism region** | **Gross Regional Product** | **% change from 2022-23** | **% contribution to regional economy** |
| --- | --- | --- | --- |
| **Daylesford and the Macedon Ranges** | $439 million | Decrease of 2% | 9.2% |
| **Geelong and the Bellarine** | $1,397 million | Increase of 20% | 6.8% |
| **Gippsland** | $1,333 million | Increase of 11% | 7.0% |
| **Goldfields** | $1,370 million | Increase of 0.4% | 6.4% |
| **Grampians** | $441 million | Increase of 14% | 6.5% |
| **Great Ocean Road** | $1,520 million | Increase of 6% | 13.5% |
| **Mornington Peninsula** | $1,518 million | Increase of 9% | 8.2% |
| **Murray** | $1,498 million | Increase of 8% | 6.4% |
| **Phillip Island** | $687 million | Increase of 1% | 35.2% |
| **Victoria's High Country** | $1,634 million | Decrease of 6% | 22.0% |
| **Yarra Valley and Dandenong Ranges** | $855 million | Increase of 18% | 5.9% |

## 8.2.5 Data table: Tourism filled jobs in Victoria’s tourism regions

| **Tourism region** | **Total filled jobs** | **% change from 2022-23** | **% contribution to regional economy** |
| --- | --- | --- | --- |
| **Daylesford and the Macedon Ranges** | 6,000 | Decrease of 6% | 14.0% |
| **Geelong and the Bellarine** | 13,600 | Increase of 17% | 8.4% |
| **Gippsland** | 14,100 | Increase of 8% | 9.7% |
| **Goldfields** | 13,300 | Decrease of 2% | 7.6% |
| **Grampians** | 5,800 | Increase of 12% | 10.7% |
| **Great Ocean Road** | 15,700 | Increase of 1% | 17.7% |
| **Mornington Peninsula** | 14,900 | Increase of 6% | 9.6% |
| **Murray** | 16,200 | Increase of 4% | 8.6% |
| **Phillip Island** | 6,700 | Decrease of 3% | 38.7% |
| **Victoria's High Country** | 17,300 | Decrease of 10% | 28.0% |
| **Yarra Valley and Dandenong Ranges** | 9,300 | Increase of 16% | 7.2% |

# Data notes

Sources:

* 2023-24 State Tourism Satellite Account (STSA), Tourism Research Australia, released April 2025 (latest available data).
* 2023-24 Regional Tourism Satellite Account (RTSA), Tourism Research Australia, released May 2025 (latest available data).

2023-24 RTSA and STSA estimates are based on revised inputs and should not be compared to previously released estimates.

The STSA and RTSA data releases contain major revisions to the employment time-series due to the adoption of filled jobs from the Labour Account from employed persons based on the Labour Force survey which was used in previous releases. Data has been back-cast to measure like-for-like growth changes. For further information on these changes, or for more detail on the STSA and RTSA methodology and results, please refer to the [Tourism Research Australia website](https://www.tra.gov.au/Economic-analysis/economic-value).

Regional boundary definitions are available on our [Tourism and Events website](https://tourism.vic.gov.au/research-and-insights/regional-research" \l "regional_boundary_definitions).

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Due care is taken in the production of this factsheet, however DJSIR accepts no responsibility for use of this information. Data considered correct at time of publishing.

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