Tourism businesses in Victoria

June 2024

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# 1.0 Tourism businesses in Victoria – snapshot

* There were 111,253 tourism businesses in Victoria in June 2024. This represented a decrease of 0.6% from June 2023, however, was an increase of 16.7% from June 2019.
* Tourism businesses comprise 15% of the 737,877 businesses in Victoria.
* There were 81,527 tourism businesses in Melbourne. This comprised 73% of all tourism business in Victoria.
* Tourism businesses in Melbourne decreased by 0.4% from June 2023, however increased by 18.2% from June 2019.
* There were 29,726 tourism businesses in regional Victoria. This comprised 27% of all tourism business in Victoria.
* Tourism businesses in regional Victoria decreased by 1.1% from June 2023, however increased by 12.5% from June 2019.

## 1.1 Tourism businesses in Victoria by size

* 53% of all tourism businesses in Victoria were non-employing. These business types increased by 1.8% from June 2023 and increased by 21.9% from June 2019.
* 28% were micro businesses with 1-4 employees. These business types decreased by 5.3% from June 2023, however increased by 9.2% from June 2019.
* 15% were small businesses with 5-19 employees. These business types decreased by 1.9% from June 2023 with an increase of 12.1% from June 2019.
* 4% were medium businesses with 20-199 employees. These business types increased by 7.5% from June 2023 and increased by 25.0% from June 2019.
* 0.3% were large businesses with more than 200 employees. These business types increased by 9.4% from June 2023 and increased by 8.5% from June 2019.

# 2.0 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% (down 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 (down 5.3%) and small businesses (down 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 (down 0.4%) and regional Victoria (down 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 (down 5.6% and down 5.1% respectively), with declines also noted in small businesses in regional Victoria (down 2.3%) and Melbourne (down 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 minus 2.5%).

# 3.0 Tourism businesses in Victoria by industry

* In June 2024, the tourism connected sector of retail trade comprised 43% of all tourism related businesses in Victoria with 47,294 businesses and recorded high growth compared to June 2019 (+22.9%), yet declined from June 2023 (down 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 or 26,156 businesses). Businesses in this category have increased by 15.2% since June 2019, with 1.1% growth from June 2023.
* There were 14,029 taxi businesses in June 2024 which comprised 13% of the total. Taxi businesses have declined over both the short (down 4.1% from June 2023) and longer term (down 1.6% from June 2019).
* There were 6,394 cultural businesses in June 2024 which comprised 6% of the total. 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%).
* There were 4,514 sports and recreation service businesses in June 2024 which comprised 4% of the total. Sports and recreation service businesses have increased by 1.7% from June 2023 and were up 20.8% from June 2019.
* There were 3,551 accommodation businesses in June 2024 which comprised 3% of the total. Accommodation businesses have decreased by 3.2% from June 2023, however, were up by 3.8% from June 2019.

# 4.0 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.

## 4.1 Data table: total employing vs non-employing businesses in Victoria from June 2019 to June 2024

| **Year** | **Number of total businesses**  | **Percentage employing** | **Percentage non-employing** |
| --- | --- | --- | --- |
| June 2019 |  95,316  | 49% | 51% |
| June 2020 |  101,033  | 48% | 52% |
| June 2021 |  105,370  | 53% | 47% |
| June 2022 |  115,018  | 49% | 51% |
| June 2023 |  111,900  | 48% | 52% |
| June 2024 |  111,253  | 47% | 53% |

# 5.0 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 (down 5.3%) and small (down 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.

## 5.1 Data table: total businesses by size 2019 to 2024

| **Year** | **Micro** | **Small** | **Medium** | **Large** | **Non-employing** | **Total** |
| --- | --- | --- | --- | --- | --- | --- |
| June 2019 | 28,151 | 14,725 | 3,925 | 258 |  48,257  |  95,316  |
| June 2020 | 29,028 | 15,407 | 4,073 | 261 |  52,264  |  101,033  |
| June 2021 | 35,621 | 16,325 | 3,763 | 261 |  49,400  |  105,370  |
| June 2022 | 35,930 | 16,505 | 3,771 | 251 |  58,561  |  115,018  |
| June 2023 | 32,452 | 16,823 | 4,563 | 256 |  57,806  |  111,900  |
| June 2024 |  30,741  |  16,505  | 4,906  | 280  |  58,821  |  111,253  |

## 5.2 Data table: change in total businesses by size 2024 vs 2023 and 2019

| **Business size** | **Percentage change compared to June 2023** | **Percentage change compared to June 2019** |
| --- | --- | --- |
| Micro (1-4 employees) | Decreased by 5.3% | Increased by 9.2% |
| Small (5-19 employees) | Decreased by 1.9% | Increased by 12.1% |
| Medium (20-199 employees) | Increased by 7.5% | Increased by 25.0% |
| Large (200+ employees) | Increased by 9.4% | Increased by 8.5% |
| Non-employing | Increased by 1.8% | Increased by 21.9% |

# 6.0 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 (down 1.1%) and Victoria (down 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.

## 6.1 Data table: businesses by state/ territory volume and change 2024 vs 2023

| **State/territory** | **Employing businesses** | **Non-employing businesses** | **Total businesses** | **Percentage change in total from June 2023 to June 2024** |
| --- | --- | --- | --- | --- |
| New South Wales |  60,642  |  57,401  |  118,043  | Increased by 1.3% |
| Victoria |  52,432  |  58,821  |  111,253  | Decreased by 0.6% |
| Queensland |  33,558  |  31,807  |  65,365  | Increased by 1.5% |
| Western Australia |  16,007  |  15,260  |  31,267  | Increased by 1.6% |
| South Australia |  10,457  |  9,661  |  20,118  | Increased by 0.9% |
| Tasmania |  3,745  |  2,822  |  6,567  | Decreased by 1.1% |
| ACT |  2,707  |  2,097  |  4,804  | Increased by 2.9% |
| Northern Territory |  1,434  |  1,091  |  2,525  | Increased by 0.7% |

## 6.2 Data table: share of Australian tourism businesses by state/ territory in June 2024

| **State/territory** | **Percentage of Australian tourism of business** |
| --- | --- |
| New South Wales | 32.8% |
| Victoria | 30.9% |
| Queensland | 18.1% |
| Western Australia | 8.7% |
| South Australia | 5.6% |
| Tasmania | 1.8% |
| ACT | 1.3% |
| Northern Territory | 0.7% |

## 6.3 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 (minus 4.1%) and small (minus 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%.
* Victoria noted moderate growth in the non-employing business category (+1.8%), below the rate of growth in New South Wales (+5.1%), Queensland (+4.0%) and the national average (+3.5%).

## 6.4 Data table: change in volume of business types from June 2023 to June 2024 in key states and nationally

| **Business size** | **Victoria** | **New South Wales** | **Queensland** | **Australia** |
| --- | --- | --- | --- | --- |
| Non-employing | Increased by 1.8% | Increased by 5.1% | Increased by 4.0% | Increased by 3.5% |
| Micro (1-4 employees) | Decreased by 5.3% | Decreased by 4.3% | Decreased by 2.8% | Decreased by 4.1% |
| Small (5-19 employees) | Decreased by 1.9% | Decreased by 1.4% | Increased by 0.3% | Decreased by 0.9% |
| Medium (20-199 employees) | Increased by 7.5% | Increased by 10.1% | Increased by 5.6% | Increased by 7.2% |
| Large (200 employees) | Increased by 9.4% | Increased by 12.8% | Increased by 6.0% | Increased by 9.6% |

# 7.0 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.

## 7.1 Data table: volume of tourism businesses by city for non-employing and employing business types

| **City** | **Employing** | **Non-employing** | **Total** |
| --- | --- | --- | --- |
| Melbourne |  36,231  |  45,296  |  81,527  |
| Sydney |  38,420  |  41,195  |  79,615  |
| Brisbane |  15,235  |  15,532  |  30,767  |
| Perth |  12,571  |  12,956  |  25,527  |
| Adelaide |  7,338  |  7,178  |  14,516  |
| Gold Coast  |  5,594  |  5,752  |  11,346  |
| Hobart |  1,921  |  1,594  |  3,515  |
| Darwin  |  952  |  823  |  1,775  |

# 8.0 Tourism businesses in Melbourne and 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 (minus 5.6%) and Melbourne (minus 5.1%) noted declines in the micro business category, with small businesses also declining in both areas (minus 2.3% and minus 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.

## 8.1 Data table: volume of tourism businesses in Melbourne and regional Victoria by business type

| **Business type** | **Melbourne** | **Regional Victoria** |
| --- | --- | --- |
| Non-employing | 45,296 | 13,525 |
| Micro (1-4 employees) | 21,897 | 8,844 |
| Small (5-19 employees) | 10,782 | 5,723 |
| Medium (20-199 employees) | 3,414 | 1,492 |
| Large (200 employees) | 138 | 142 |

## 8.2 Data table: percentage change in tourism businesses from June 2023 to June 2024 in Melbourne and regional Victoria by business type

| **Business type** | **Melbourne** | **Regional Victoria** |
| --- | --- | --- |
| Non-employing | Increased by 1.6% | Increased by 2.3% |
| Micro (1-4 employees) | Decreased by 5.1% | Decreased by 5.6% |
| Small (5-19 employees) | Decreased by 1.7% | Decreased by 2.3% |
| Medium (20-199 employees) | Increased by 10.1% | Increased by 2.1% |
| Large (200 employees) | Increased by 19.0% | Increased by 1.4% |

## 8.3 Melbourne key results

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.

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 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 (minus 1.1%).

## 8.4 Regional Victoria key results

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 Northern Territory (minus 5.3%). The highest growth was in regional Western Australia (+3.7%), followed by regional South Australia (+3.2%), regional Queensland (+2.7%), regional New South Wales (+2.0%) and regional Tasmania (+0.2%).

# 9.0 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.

## 9.1 Data table: tourism businesses by region for employing, non-employing and total business types

| **Region** | **Employing** | **Non-employing** | **Total** |
| --- | --- | --- | --- |
| Yarra Valley and Dandenong Ranges | 1,894 | 2,139 | 4,033 |
| Murray | 2,254 | 1,650 | 3,904 |
| Mornington Peninsula | 2,050 | 1,853 | 3,903 |
| Geelong and the Bellarine | 1,863 | 1,810 | 3,673 |
| Goldfields | 1,962 | 1,536 | 3,498 |
| Gippsland | 1,751 | 1,238 | 2,989 |
| Great Ocean Road | 1,305 | 882 | 2,187 |
| Victoria's High Country | 1,068 | 793 | 1,861 |
| Daylesford and the Macedon Ranges | 728 | 702 | 1,430 |
| Grampians | 660 | 418 | 1,078 |
| Phillip Island | 374 | 254 | 628 |

## 9.2 Tourism businesses by region for employing, non-employing and total business types

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 minus 2.5%), followed by Goldfields with 81 business exits (minus 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 (less 631 businesses or minus 3.7%), with the largest volume decrease noted in Mornington Peninsula (less 107 businesses or minus 5.0%), followed by Great Ocean Road (less 87 businesses or minus 6.3%).

## 9.3 Data table: change in tourism businesses from June 2023 to June 2024 in Victoria’s tourism regions

| **Region** | **Percentage change in total from June 2023 to June 2024** |
| --- | --- |
| Yarra Valley and Dandenong Ranges | Decreased by 0.1% |
| Daylesford and the Macedon Ranges | Decreased by 0.5% |
| Murray | Decreased by 0.6% |
| Phillip Island | Decreased by 0.6% |
| Geelong and the Bellarine | Decreased by 0.8% |
| Gippsland | Decreased by 1.3% |
| Victoria's High Country | Decreased by 1.3% |
| Grampians | Decreased by 1.6% |
| Goldfields | Decreased by 2.3% |
| Great Ocean Road | Decreased by 2.5% |
| Mornington Peninsula | Decreased by 2.5% |

# 10.0 Change in tourism businesses from June 2024 compared to June 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 (minus 4.1%).

## 10.1 Data table: change in total tourism related businesses in key competitor states (June 2024 vs June 2019)

| **State** | **Percentage change in total from June 2019 to June 2024** |
| --- | --- |
| Victoria | Increased by 16.7% |
| New South Wales | Increased by 6.9% |
| Queensland | Increased by 10.8% |
| South Australia | Increased by 8.7% |

## 10.2 Data table: change in total tourism related businesses in key competitor cities (June 2024 vs June 2019)

| **City** | **Percentage change in total from June 2019 to June 2024** |
| --- | --- |
| Melbourne | Increased by 18.2% |
| Sydney | Increased by 7.1% |
| Brisbane | Increased by 11.5% |
| Gold Coast | Increased by 15.5% |
| Adelaide | Increased by 10.2% |

## 10.3 Data table: change in total tourism related businesses in regional areas (June 2024 vs June 2019)

| **Region** | **Percentage change in total from June 2019 to June 2024** |
| --- | --- |
| Regional Victoria | Increased by 12.5% |
| Regional New South Wales | Increased by 6.5% |
| Regional Queensland | Increased by 7.6% |
| Regional South Australia | Increased by 4.8% |

# 11.0 Detailed data tables

## 11.1 Data table: volume of tourism business in Victoria by industry type and business size in June 2024

| **Industry type** | **Micro (1-4 employees)** | **Small (5-19 employees)** | **Medium (20-199 employees)** | **Large (200+ employees)** |
| --- | --- | --- | --- | --- |
| Tourism characteristic industries |  |  |  |  |
| Accommodation | 979 | 553 | 221 | 11 |
| Cafes, restaurants and takeaway food services | 9,435 | 7,004 | 1,887 | 83 |
| Clubs, pubs, taverns and bars | 607 | 754 | 558 | 6 |
| Taxi transport | 332 | 36 | 11 | 3 |
| Air and space, water and other transport | 364 | 78 | 40 | 9 |
| Motor vehicle hiring | 204 | 36 | 10 | 3 |
| Travel agency and tour operator services | 783 | 120 | 44 | 3 |
| Cultural services | 898 | 198 | 79 | 3 |
| Casinos and other gambling services | 225 | 68 | 14 | 0 |
| Other sports and recreation services | 1,387 | 890 | 269 | 32 |
| Total tourism characteristic industries | 15,214 | 9,737 | 3,133 | 153 |
| Tourism connected industries |  |  |  |  |
| Automotive fuel retailing | 276 | 260 | 59 | 6 |
| Other retail trade | 15,251 | 6,510 | 1,713 | 123 |
| Total tourism connected industries | 15,527 | 6,770 | 1,772 | 129 |
| **Total tourism related industries** | **30,741** | **16,505** | **4,906** | **280** |
| Size & type % of Total | 28% | 15% | 4% | 0.3% |

## 11.2 Data table: volume of tourism business in Victoria by industry type for employing and non-employing business types in June 2024

| **Industry type** | **Total employing** | **Non-employing** | **Total** | **Industry percentage of total** |
| --- | --- | --- | --- | --- |
| Tourism characteristic industries |  |  |  |  |
| Accommodation | 1,764 | 1,787 | 3,551 | 3% |
| Cafes, restaurants and takeaway food services | 18,409 | 7,747 | 26,156 | 24% |
| Clubs, pubs, taverns and bars | 1,925 | 742 | 2,665 | 2% |
| Taxi transport | 382 | 13,647 | 14,029 | 13% |
| Air and space, water and other transport | 491 | 1,084 | 1,573 | 1% |
| Motor vehicle hiring | 253 | 943 | 1,195 | 1% |
| Travel agency and tour operator services | 950 | 1,501 | 2,451 | 2% |
| Cultural services | 1,178 | 5,216 | 6,394 | 6% |
| Casinos and other gambling services | 307 | 208 | 517 | 0% |
| Other sports and recreation services | 2,578 | 1,936 | 4,514 | 4% |
| Total tourism characteristic industries | 28,237 | 34,811 | 63,045 | 57% |
| Tourism connected industries |  |  |  |  |
| Automotive fuel retailing | 601 | 313 | 914 | 1% |
| Other retail trade | 23,597 | 23,697 | 47,294 | 43% |
| Total tourism connected industries | 24,198 | 24,010 | 48,208 | 43% |
| **Total tourism related industries** | **52,432** | **58,821** | **111,253** | **100%** |
| Size & type % of Total | 47% | 53% | 100% |  |

## 11.3 Data table: change in volume of tourism business in Victoria by industry type compared to 2023 and 2019

| **Industry type** | **Volume change2023 vs 2024** | **Percentage change2023 vs 2024** | **Volume change2019 vs 2024** | **Percentage change2019 vs 2024** |
| --- | --- | --- | --- | --- |
| Tourism characteristic industries |  |  |  |  |
| Accommodation | Decreased by 118 | Decreased by 3.2% | Increased by 131 | Increased by 3.8% |
| Cafes, restaurants and takeaway food services | Increased by 280 | Increased by 1.1% | Increased by 3,450 | Increased by 15.2% |
| Clubs, pubs, taverns and bars | Increased by 31 | Increased by 1.2% | Increased by 426 | Increased by 19.0% |
| Taxi transport | Decreased by 593  | Decreased by 4.1% | Decreased by 226  | Decreased by 1.6% |
| Air and space, water and other transport | Decreased by 23 | Decreased by 1.4% | Increased by 199 | Increased by 14.5% |
| Motor vehicle hiring | Increased by 116 | Increased by 10.8% | Increased by 538 | Increased by 81.9% |
| Travel agency and tour operator services | Increased by 66 | Increased by 2.8% | Increased by 163 | Increased by 7.1% |
| Cultural services | Increased by 22 | Increased by 0.3% | Increased by 1,531 | Increased by 31.5% |
| Casinos and other gambling services | Increased by 21 | Increased by 4.2% | Increased by 65 | Increased by 14.4% |
| Other sports and recreation services | Increased by 76 | Increased by 1.7% | Increased by 778 | Increased by 20.8% |
| Total tourism characteristic industries | Decreased by 122  | Decreased by 0.2% | Increased by7,089 | Increased by 12.7% |
| Tourism connected industries |   |   |   |   |
| Automotive fuel retailing | Increased by 22 | Increased by 2.5% | Increased by 20 | Increased by 2.2% |
| Other retail trade | Decreased by 547  | Decreased by 1.1% | Increased by 8,820  | Increased by 22.9% |
| Total tourism connected industries | Decreased by 525 | Decreased by 1.1% | Increased by8,848 | Increased by 22.5% |
| **Total tourism related industries** | **Decreased by 647**  | **Decreased by 0.6%** | **Increased by 15,937**  | **Increased by 16.7%** |

## 11.4 Data table: volume of tourism business by region and business size in June 2024

Regions noted in italics in the table below are sub-regions of Victorian tourism regions

| **Region** | **Micro (1-4 employees)** | **Small (5-19 employees)** | **Medium (20-199 employees)** | **Large (200+ employees)** |
| --- | --- | --- | --- | --- |
| Melbourne |  21,897  |  10,782  |  3,414  | 138  |
| Geelong and the Bellarine |  985  |  683  |  184  | 11  |
| Great Ocean Road |  669  |  501  |  135  | 0  |
| *Mallee* |  377  |  253  |  57  | 3  |
| *Goulburn* |  443  |  280  |  58  | 3  |
| *Central Murray* |  285  |  214  |  39  | 3  |
| *Murray East* |  115  |  95  |  26  | 3  |
| Murray |  1,220  |  842  |  180  | 12  |
| Yarra Valley and Dandenong Ranges |  1,133  |  601  |  156  | 4  |
| Mornington Peninsula |  1,171  |  692  |  180  | 7  |
| *Gippsland* |  767  |  455  |  107  | 4  |
| *Lakes* |  220  |  159  |  39  | 0 |
| Gippsland |  987  |  614  |  146  | 4  |
| *Ballarat* |  477  |  334  |  108  | 4  |
| *Bendigo Loddon* |  520  |  405  |  114  | 0  |
| Goldfields |  997  |  739  |  222  | 4  |
| Victoria's High Country |  594  |  372  |  99  | 3  |
| *Central Highlands* |  127  |  66  |  7  | 0 |
| *Western Grampians* |  179  |  125  |  21  | 0  |
| *Wimmera* |  89  |  42  |  4  | 0  |
| Grampians |  395  |  233  |  32  | 0  |
| *Macedon* |  299  |  186  |  46  | 0  |
| *Spa Country* |  101  |  79  |  17  | 0  |
| Daylesford and the Macedon Ranges |  400  |  265  |  63  | 0  |
| Phillip Island |  208  |  134  |  32  | 0  |
| Regional Victoria |  8,844  |  5,723  |  1,492  | 142  |
| **Total Victoria** | **30,741** | **16,505** | **4,906** | **280** |

To note: 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 Australian Bureau of Statistics (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.

## 11.4 Data table: volume of tourism business by region and employing, non-employing and total

Regions noted in italics in the table below are sub-regions of Victorian tourism regions

| **Region** | **Total employing** | **Non-employing** | **Total** | **% of total businesses in Victoria** |
| --- | --- | --- | --- | --- |
| Melbourne | 36,231  | 45,296  | 81,527  | 73.3% |
| Geelong and the Bellarine | 1,863  | 1,810  | 3,673  | 3.3% |
| Great Ocean Road | 1,305  | 882  | 2,187  | 2.0% |
| *Mallee* | 690  | 423  | 1,113  | 1.0% |
| *Goulburn* | 784  | 721  | 1,505  | 1.4% |
| *Central Murray* | 541  | 355  | 896  | 0.8% |
| *Murray East* | 239  | 151  | 390  | 0.4% |
| Murray | 2,254  | 1,650  | 3,904  | 3.5% |
| Yarra Valley and Dandenong Ranges | 1,894  | 2,139  | 4,033  | 3.6% |
| Mornington Peninsula | 2,050  | 1,853  | 3,903  | 3.5% |
| *Gippsland* | 1,333  | 961  | 2,294  | 2.1% |
| *Lakes* | 418  | 277  | 695  | 0.6% |
| Gippsland | 1,751  | 1,238  | 2,989  | 2.7% |
| *Ballarat* | 923  | 727  | 1,650  | 1.5% |
| *Bendigo Loddon* | 1,039  | 809  | 1,848  | 1.7% |
| Goldfields | 1,962  | 1,536  | 3,498  | 3.1% |
| Victoria's High Country | 1,068  | 793  | 1,861  | 1.7% |
| *Central Highlands* | 200  | 124  | 324  | 0.3% |
| *Western Grampians* | 325  | 194  | 519  | 0.5% |
| *Wimmera* | 135  | 100  | 235  | 0.2% |
| Grampians | 660  | 418  | 1,078  | 1.0% |
| *Macedon* | 531  | 549  | 1,080  | 1.0% |
| *Spa Country* | 197  | 153  | 350  | 0.3% |
| Daylesford and the Macedon Ranges | 728  | 702  | 1,430  | 1.3% |
| Phillip Island | 374  | 254  | 628  | 0.6% |
| Regional Victoria | 16,201  | 13,525  | 29,726  | 26.7% |
| **Total Victoria** | **52,432** | **58,821** | **111,253** | **100.0%** |

To note: 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.

## 11.5 Data table: employing tourism business by region by volume in 2019, 2023 and 2024 and change from June 2023 to June 2024

Regions noted in italics in the table below are sub-regions of Victorian tourism regions

| **Region** | **2019** | **2023** | **2024** | **Volume changefrom 2023** | **Percentage changefrom 2023** |
| --- | --- | --- | --- | --- | --- |
| Melbourne | 31,897  | 37,262  | 36,231  | Decreased by 1,031 | Decreased by 2.8% |
| Geelong and the Bellarine | 1,675  | 1,938  | 1,863  | Decreased by 75 | Decreased by 3.9% |
| Great Ocean Road | 1,267  | 1,392  | 1,305  | Decreased by 87 | Decreased by 6.3% |
| *Mallee* | 657  | 686  | 690  | Increased by 4 | Increased by 0.6% |
| *Goulburn* | 717  | 794  | 784  | Decreased by 10 | Decreased by 1.3% |
| *Central Murray* | 532  | 572  | 541  | Decreased by 31  | Decreased by 5.4% |
| *Murray East* | 218  | 248  | 239  | Decreased by 9  | Decreased by 3.6% |
| Murray | 2,124  | 2,300  | 2,254  | Decreased by 46 | Decreased by 2.0% |
| Yarra Valley and Dandenong Ranges | 1,709  | 1,978  | 1,894  | Decreased by 84  | Decreased by 4.2% |
| Mornington Peninsula | 1,879  | 2,157  | 2,050  | Decreased by 107  | Decreased by 5.0% |
| *Gippsland* | 1,262  | 1,381  | 1,333  | Decreased by 48  | Decreased by 3.5% |
| *Lakes* | 419  | 436  | 418  | Decreased by 18  | Decreased by 4.1% |
| Gippsland | 1,681  | 1,817  | 1,751  | Decreased by 66 | Decreased by 3.6% |
| *Ballarat* | 816  | 955  | 923  | Decreased by 32 | Decreased by 3.4% |
| *Bendigo Loddon* | 1,015  | 1,072  | 1,039  | Decreased by 33  | Decreased by 3.1% |
| Goldfields | 1,831  | 2,027  | 1,962  | Decreased by 65 | Decreased by 3.2% |
| Victoria's High Country | 1,002  | 1,118  | 1,068  | Decreased by 50  | Decreased by 4.5% |
| *Central Highlands* | 180  | 205  | 200  | Decreased by 5 | Decreased by 2.4% |
| *Western Grampians* | 325  | 326  | 325  | Decreased by 1  | Decreased by 0.3% |
| *Wimmera* | 131  | 145  | 135  | Decreased by 10 | Decreased by 6.9% |
| Grampians | 636  | 676  | 660  | Decreased by 16  | Decreased by 2.4% |
| *Macedon* | 491  | 560  | 531  | Decreased by 29 | Decreased by 5.2% |
| *Spa Country* | 174  | 195  | 197  | Increased by 2 | Increased by 1.0% |
| Daylesford and the Macedon Ranges | 665  | 755  | 728  | Decreased by 27  | Decreased by 3.6% |
| Phillip Island | 310  | 373  | 374  | Increased by 1 | Increased by 0.3% |
| Regional Victoria | 15,161  | 16,832  | 16,201  | Decreased by 631  | Decreased by 3.7% |
| **Total Victoria** | **47,058**  | **54,094**  | **52,432**  | **Decreased by 1,662**  | **Decreased by 3.1%** |

To note: 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.

## 11.6 Data table: non-employing tourism business by region by volume in 2019, 2023 and 2024 and change from June 2023 to June 2024

Regions noted in italics in the table below are sub-regions of Victorian tourism regions

| **Region** | **2019** | **2023** | **2024** | **Volume changefrom 2023** | **Percentage changefrom 2023** |
| --- | --- | --- | --- | --- | --- |
| Melbourne | 37,059  | 44,583  | 45,296  | Increased by 713  | Increased by 1.6% |
| Geelong and the Bellarine | 1,419  | 1,763  | 1,810  | Increased by 47 | Increased by 2.7% |
| Great Ocean Road | 774  | 851  | 882  | Increased by 31 | Increased by 3.6% |
| *Mallee* | 394  | 444  | 423  | Decreased by 21  | Decreased by 4.7% |
| *Goulburn* | 520  | 677  | 721  | Increased by 44  | Increased by 6.5% |
| *Central Murray* | 314  | 358  | 355  | Decreased by 3 | Decreased by 0.8% |
| *Murray East* | 125  | 147  | 151  | Increased by 4  | Increased by 2.7% |
| Murray | 1,353  | 1,626  | 1,650  | Increased by 24 | Increased by 1.5% |
| Yarra Valley and Dandenong Ranges | 1,653  | 2,060  | 2,139  | Increased by 79  | Increased by 3.8% |
| Mornington Peninsula | 1,639  | 1,848  | 1,853  | Increased by 5 | Increased by 0.3% |
| *Gippsland* | 852  | 926  | 961  | Increased by 35 | Increased by 3.8% |
| *Lakes* | 282  | 284  | 277  | Decreased by 7 | Decreased by 2.5% |
| Gippsland | 1,134  | 1,210  | 1,238  | Increased by 28 | Increased by 2.3% |
| *Ballarat* | 579  | 719  | 727  | Increased by 8 | Increased by 1.1% |
| *Bendigo Loddon* | 689  | 833  | 809  | Decreased by 24 | Decreased by 2.9% |
| Goldfields | 1,268  | 1,552  | 1,536  | Decreased by 16 | Decreased by 1.0% |
| Victoria's High Country | 667  | 768  | 793  | Increased by 25 | Increased by 3.3% |
| *Central Highlands* | 128  | 129  | 124  | Decreased by 5 | Decreased by 3.9% |
| *Western Grampians* | 198  | 196  | 194  | Decreased by 2 | Decreased by 1.0% |
| *Wimmera* | 104  | 95  | 100  | Increased by 5 | Increased by 5.3% |
| Grampians | 430  | 420  | 418  | Decreased by 2  | Decreased by 0.5% |
| *Macedon* | 415  | 528  | 549  | Increased by 21 | Increased by 4.0% |
| *Spa Country* | 144  | 154  | 153  | Decreased by 1  | Decreased by 0.6% |
| Daylesford and the Macedon Ranges | 559  | 682  | 702  | Increased by 20 | Increased by 2.9% |
| Phillip Island | 193  | 259  | 254  | Decreased by 5 | Decreased by 1.9% |
| Regional Victoria | 11,251  | 13,223  | 13,525  | Increased by 302 | Increased by 2.3% |
| **Total Victoria** | **48,310**  | **57,806**  | **58,821**  | **Increased by 1,015**  | **Increased by 1.8%** |

To note: 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.

## 11.7 Data table: total tourism business by region by volume in 2019, 2023 and 2024 and change from June 2023 to June 2024

Regions noted in italics in the table below are sub-regions of Victorian tourism regions

| **Region** | **2019** | **2023** | **2024** | **Volume changefrom 2023** | **Percentage changefrom 2023** |
| --- | --- | --- | --- | --- | --- |
| Melbourne | 68,956  | 81,845  | 81,527  | Decreased by 318  | Decreased by 0.4% |
| Geelong and the Bellarine | 3,094  | 3,701  | 3,673  | Decreased by 28 | Decreased by 0.8% |
| Great Ocean Road | 2,041  | 2,243  | 2,187  | Decreased by 56 | Decreased by 2.5% |
| *Mallee* | 1,051  | 1,130  | 1,113  | Decreased by 17  | Decreased by 1.5% |
| *Goulburn* | 1,237  | 1,471  | 1,505  | Increased by 34 | Increased by 2.3% |
| *Central Murray* | 846  | 930  | 896  | Decreased by 34  | Decreased by 3.7% |
| *Murray East* | 343  | 395  | 390  | Decreased by 5  | Decreased by 1.3% |
| Murray | 3,477  | 3,926  | 3,904  | Decreased by 22 | Decreased by 0.6% |
| Yarra Valley and Dandenong Ranges | 3,362  | 4,038  | 4,033  | Decreased by 5  | Decreased by 0.1% |
| Mornington Peninsula | 3,518  | 4,005  | 3,903  | Decreased by 102  | Decreased by 2.5% |
| *Gippsland* | 2,114  | 2,307  | 2,294  | Decreased by 13 | Decreased by 0.6% |
| *Lakes* | 701  | 720  | 695  | Decreased by 25 | Decreased by 3.5% |
| Gippsland | 2,815  | 3,027  | 2,989  | Decreased by 38 | Decreased by 1.3% |
| *Ballarat* | 1,395  | 1,674  | 1,650  | Decreased by 24 | Decreased by 1.4% |
| *Bendigo Loddon* | 1,704  | 1,905  | 1,848  | Decreased by 57  | Decreased by 3.0% |
| Goldfields | 3,099  | 3,579  | 3,498  | Decreased by 81 | Decreased by 2.3% |
| Victoria's High Country | 1,669  | 1,886  | 1,861  | Decreased by 25 | Decreased by 1.3% |
| *Central Highlands* | 308  | 334  | 324  | Decreased by 10 | Decreased by 3.0% |
| *Western Grampians* | 523  | 522  | 519  | Decreased by 3  | Decreased by 0.6% |
| *Wimmera* | 235  | 240  | 235  | Decreased by 5  | Decreased by 2.1% |
| Grampians | 1,066  | 1,096  | 1,078  | Decreased by 18 | Decreased by 1.6% |
| *Macedon* | 906  | 1,088  | 1,080  | Decreased by 8 | Decreased by 0.7% |
| *Spa Country* | 318  | 349  | 350  | Increased by 1 | Increased by 0.3% |
| Daylesford and the Macedon Ranges | 1,224  | 1,437  | 1,430  | Decreased by 7 | Decreased by 0.5% |
| Phillip Island | 503  | 632  | 628  | Decreased by 4  | Decreased by 0.6% |
| Regional Victoria | 26,412  | 30,055  | 29,726  | Decreased by 329  | Decreased by 1.1% |
| **Total Victoria** | **95,368**  | **111,900**  | **111,253**  | **Decreased by 647**  | **Decreased by 0.6%** |

To note: 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.

## 11.8 Data table: tourism businesses by size in June 2024 –key state and national comparisons

|  | **Micro 1-4 employees** | **Small 5-19 employees** | **Medium 20-199 employees** | **Large 200+ employees** | **Total employing** | **Non employing** | **Total** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Victoria | 30,741  | 16,505  | 4,906  | 280  | 52,432  | 58,821  | 111,253  |
| New South Wales | 35,475  | 19,109  | 5,671  | 387  | 60,642  | 57,401  | 118,043  |
| Queensland | 17,413  | 12,152  | 3,799  | 194  | 33,558  | 31,807  |  65,365  |
| Australia | 100,492  | 60,897  | 18,568  | 1,037  | 180,994  | 179,208  | 360,202  |

## 11.9 Data table: percentage change in businesses by size from June 2023 to June 2024 – key state and national comparisons

|  | **Micro 1-4 employees** | **Small 5-19 employees** | **Medium 20-199 employees** | **Large 200+ employees** | **Total employing** | **Non employing** | **Total** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Victoria | Decreased by 5.3% | Decreased by 1.9% | Increased by 7.5% | Increased by 9.4% | Decreased by 3.1% | Increased by 1.8% | Decreased by 0.6% |
| New South Wales | Decreased by 4.3% | Decreased by 1.4% | Increased by 10.1% | Increased by 12.8% | Decreased by 2.1% | Increased 5.1% | Increased by 1.3% |
| Queensland | Decreased by 2.8% | Increased by 0.3% | Increased by 5.6% | Increased by 6.0% | Decreased by 0.7% | Increased by 4.0% | Increased by 1.5% |
| Australia | Decreased by 4.1% | Decreased by 0.9% | Increased by 7.2% | Increased by 9.6% | Decreased by 1.9% | Increased by 3.5% | Increased by 0.7% |

## 11.10 Data table: tourism businesses by size in June 2024 in Melbourne and regional Victoria

|  | **Micro 1-4 employees** | **Small 5-19 employees** | **Medium 20-199 employees** | **Large 200+ employees** | **Total employing** | **Non employing** | **Total** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Melbourne | 21,897 | 10,782 | 3,414 | 138 | 36,231 | 45,296 | 81,527 |
| Regional Victoria | 8,844 | 5,723 | 1,492 | 142 | 16,201 | 13,525 | 29,726 |
| Total Victoria | 30,741 | 16,505 | 4,906 | 280 | 52,432 | 58,821 | 111,253 |

## 11.11 Data table: percentage change in businesses by size from June 2023 to June 2024 in Melbourne and regional Victoria

|  | **Micro 1-4 employees** | **Small 5-19 employees** | **Medium 20-199 employees** | **Large 200+ employees** | **Total employing** | **Non employing** | **Total** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Melbourne | Decreased by 5.1% | Decreased by 1.7% | Increased by 10.1% | Increased by 19.0% | Decreased by 2.8% | Increased by 1.6% | Decreased by 0.4% |
| Regional Victoria | Decreased by 5.6% | Decreased by 2.3% | Increased by 2.1% | Increased by 1.4% | Decreased by 3.7% | Increased by 2.3% | Decreased by 1.1% |
| Total Victoria | Decreased by 5.3% | Decreased by 1.9% | Increased by 7.5% | Increased by 9.4% | Decreased by 3.1% | Increased by 1.8% | Decreased by 0.6% |

# 12.0 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 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 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](https://www.abs.gov.au/methodologies/tourism-satellite-account-methodology/2023-24).

Tourism related industries are broken down as follows

Tourism characteristic industries:

* Accommodation
* Cafes, restaurants and takeaway food services
* 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 connected industries:

* Automotive fuel retailing
* Other retail trade

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](https://www.tra.gov.au/en/economic-analysis/tourism-businesses).

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](https://tourism.vic.gov.au/research-and-insights/economic-data).

For more information about Victoria’s tourism regions visit the [Tourism and Events research hub](https://tourism.vic.gov.au/research-and-insights/regional-research).

Factsheet produced by the Tourism and Events Research Unit, Victorian Government, Department of Jobs, Skills, Industry and Regions, March 2025.

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