

Tourism Performance Snapshot

Value of tourism to Victoria (latest data available)

Tourism's contribution to Gross State or Regional Product (GSP/GRP)

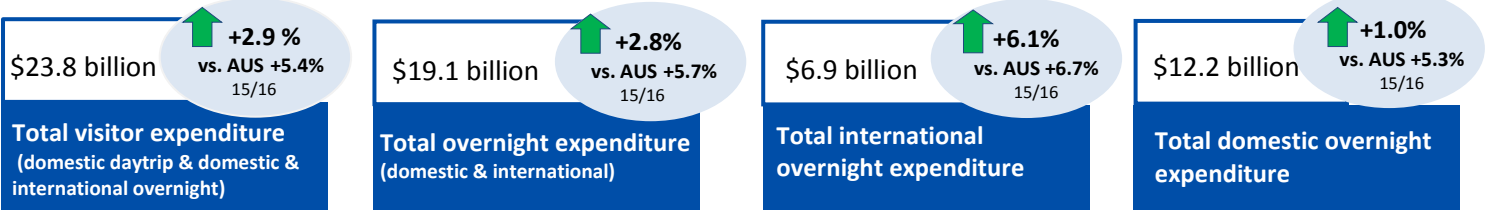
	2014-15	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
Total	\$21.7b (6.0%)	\$8.9b (3.3%)	\$11.5b (13.4%)
Direct	\$10.3b (2.9%)	\$5.7b (2.1%)	\$3.6b (4.2%)
Indirect	\$11.4b (3.2%)	\$3.2b (1.2%)	\$7.9b (9.3%)

Tourism employment generated

	2014-15	2013-14	2013-14
	Victoria	Melbourne	Regional Vic
Total	210,400 (7.2%)	89,900 (4.4%)	114,400 (13.4%)
Direct	137,400 (4.7%)	67,500 (3.3%)	56,300 (6.6%)
Indirect	73,000 (2.5%)	22,400 (1.1%)	58,100 (6.8%)

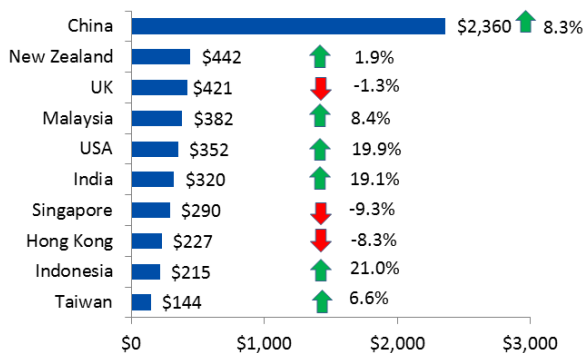
Figure in brackets is percent of total state/regional product generated by tourism. Figures may not add up due to rounding.

Summary results for the year ending December 2016



International results YE December 2016

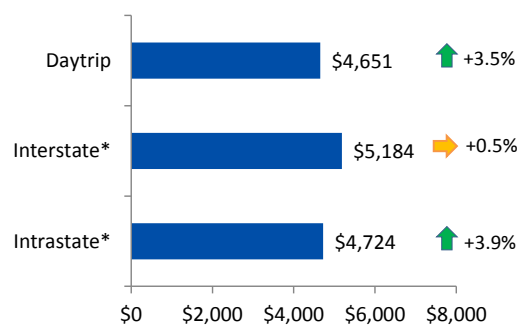
Top 10 source markets (year-on-year change)



International overnight expenditure in VIC (\$mills)

Domestic results* YE December 2016

Source markets (year-on-year change)



Domestic visitor expenditure in VIC (\$mills)

*destination overnight expenditure only

International overnight expenditure purpose of visit (year-on-year change)

Purpose	Exp (\$mills)	%	15/16 Chg
Education	\$2,825	41%	↑ 13.0%
Holiday	\$1,855	27%	↑ 6.4%
VFR	\$1,241	18%	↑ +1.0%
Business	\$505	7%	↑ +1.0%
Other	\$495	7%	↓ -9.7%

Domestic overnight expenditure* purpose of visit (year-on-year change)

Purpose	Exp* (\$mills)	%	15/16 Chg
Holiday	\$5,494	55%	↑ +6.2%
VFR	\$2,100	21%	↑ +4.2%
Business	\$1,868	19%	↓ -9.1%
Other	\$446	4%	↓ -2.4%
Total	\$9,908	100%	↑ +2.1%

*destination expenditure only

International overnight metro vs. regional performance (year-on-year change)

	Visitors		Nights		Exp [^]	
	#	% chg	#	% chg	\$	% chg
Melb	2.5m	↑ +9.6%	55.7m	↑ +8.7%	6.4b	↑ +5.9%
Regional Victoria	498k	↑ +8.6%	7.2m	↑ +4.5%	483m	↑ +9.6%
VIC	2.7m	↑ +10.4%	62.9m	↑ +8.2%	6.9b	↑ +6.1%

[^]Overnight expenditure only

Domestic overnight metro vs. regional performance (year-on-year change)

	Visitors		Nights		Exp [^]	
	#	15/16 % chg	#	15/16 % chg	\$	15/16 % chg
Melb	8.6m	↑ +2.1%	24.5m	↑ +5.3%	7.1b	→ +0.3%
Regional Victoria	14.0m	↑ +1.2%	39.9m	→ -0.5%	5.1b	↑ +2.0%
VIC	21.9m	↑ +1.3%	64.4m	↑ +1.6%	12.2b	↑ +1.0%

[^]Overnight expenditure only