

Value of Tourism to Victoria 2024-25

2024-25 State Tourism Satellite Account results

Tourism in Victoria was estimated to be worth \$40 billion to the economy in GSP and generated approximately 322,100 filled jobs in 2024-25. These results reflect the continued growth in tourism activity in 2024-25.

Tourism contribution to GSP



\$40.0 billion

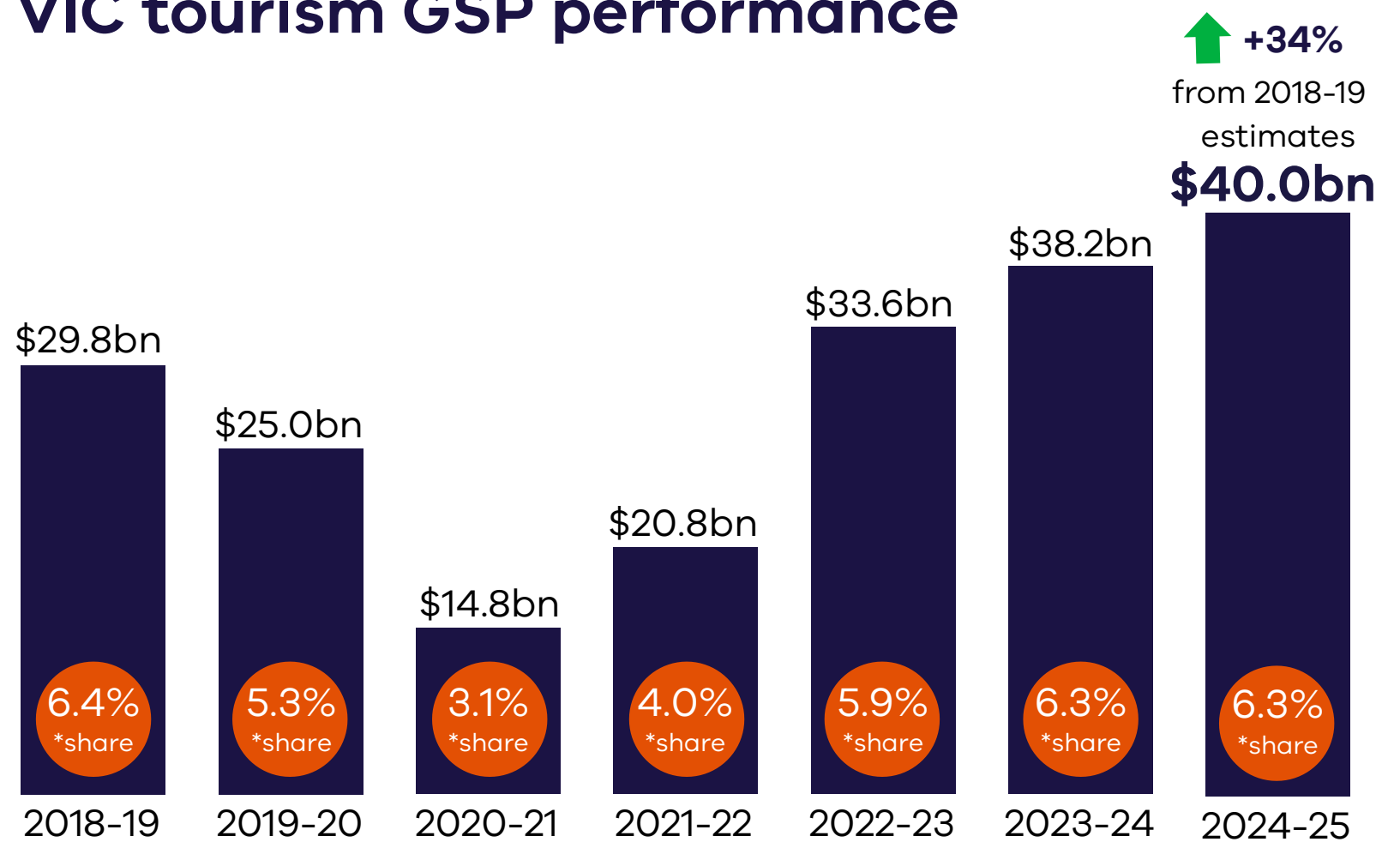
↑ **4.7%** from 2024-25

📊 **6.3%** of the Victorian economy
no change from 2023-24

\$19.5bn Direct GSP

\$20.5bn Indirect GSP

VIC tourism GSP performance



Tourism filled jobs



322,100 filled jobs

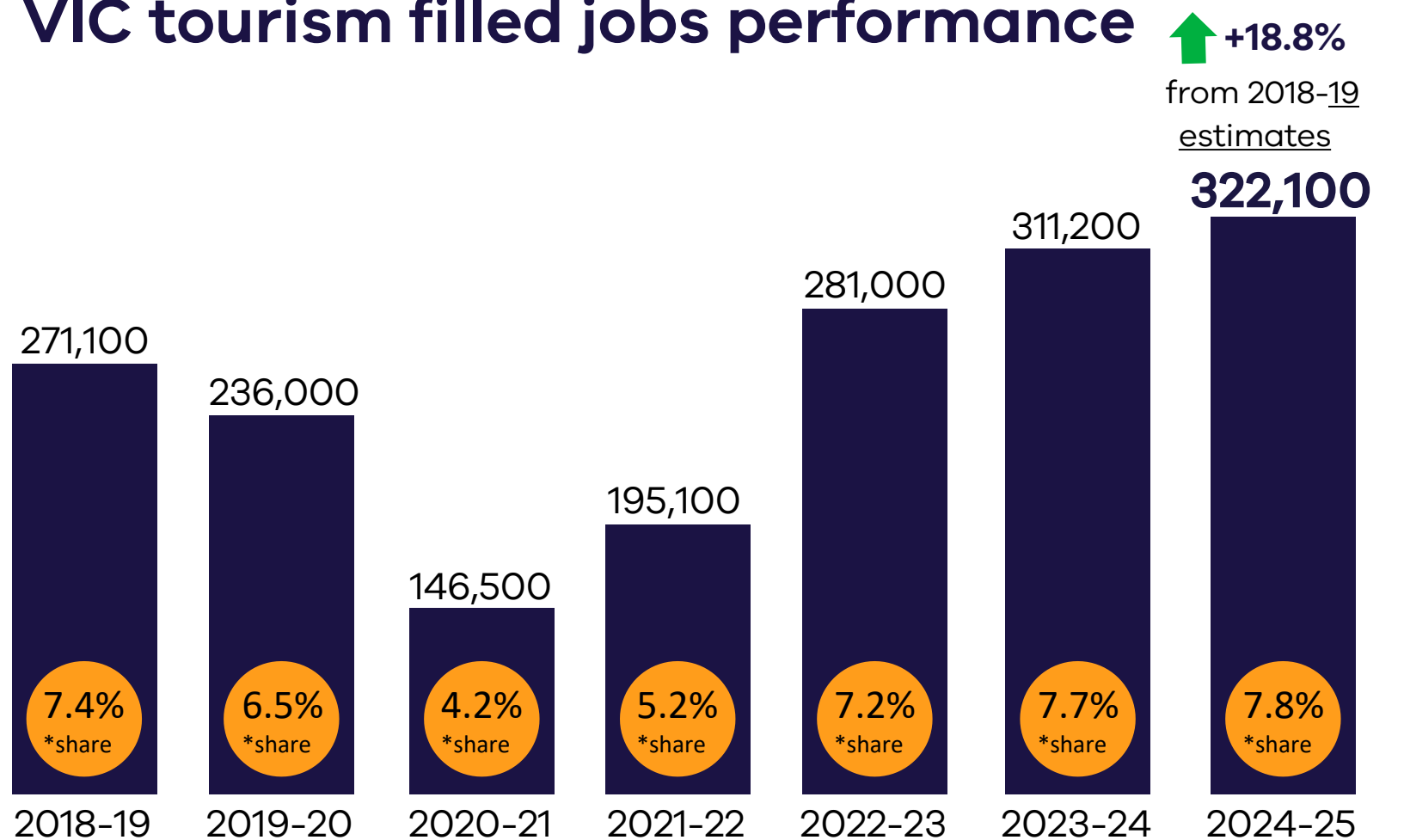
↑ **3.5%** from 2023-24

📊 **7.8%** of Victorian filled jobs
+0.1% pts from 2023-24

189,600 Direct filled jobs

132,600 Indirect filled jobs

VIC tourism filled jobs performance



Tourism contribution to GVA



\$35.2 billion

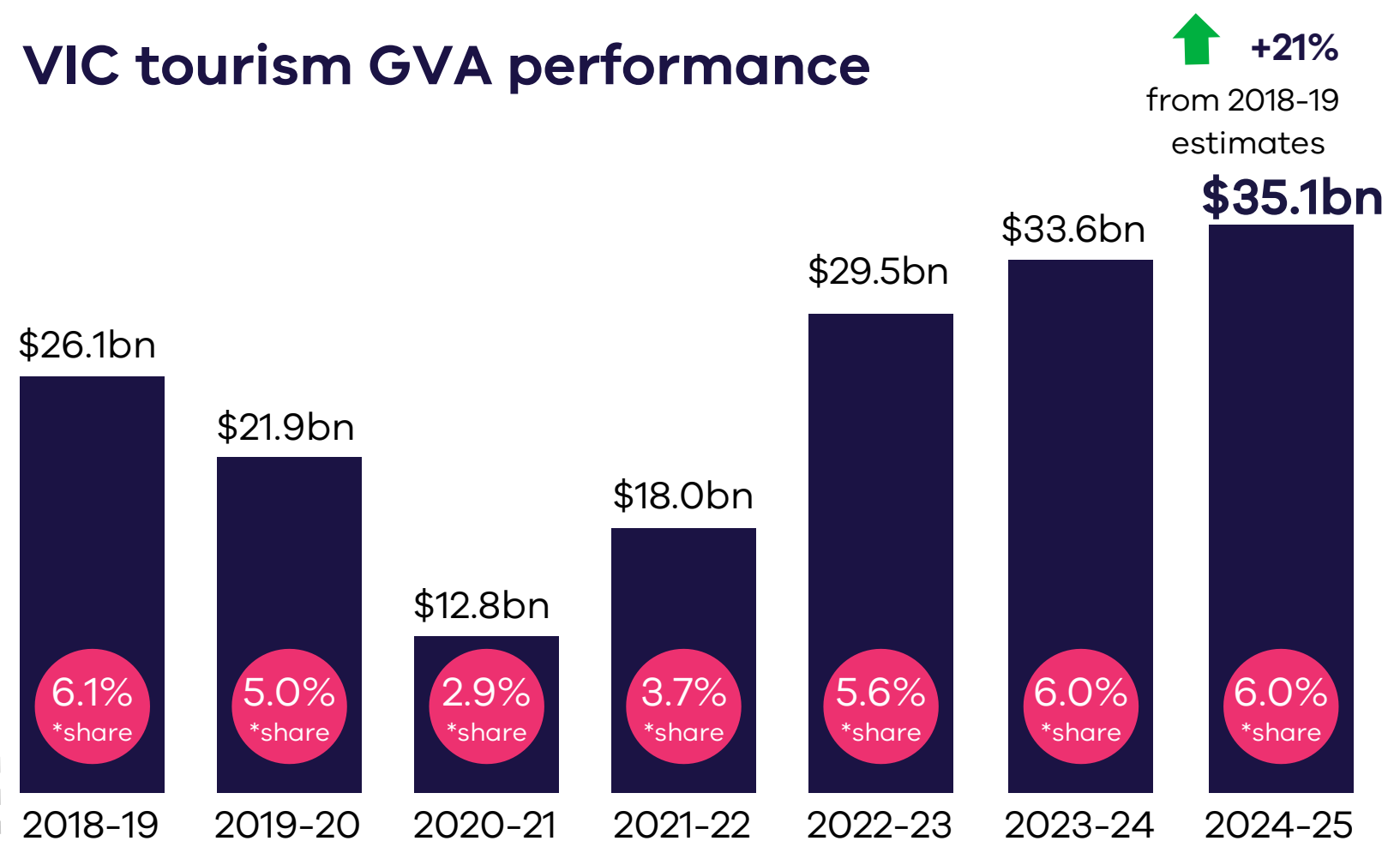
↑ **4.6%** from 2023-24

📊 **6%** share of state GVA
no change from 2023-24

\$16.7bn Direct GVA

\$18.5bn Indirect GVA

VIC tourism GVA performance



*Share of Victorian economy. GSP: Gross State Product. GVA: Gross Value Added.
Source: 2024-25 State Tourism Satellite Account (STSA), Tourism Research Australia, released July 2026.
2024-25 STSA estimates are based on revised inputs and methodological improvements and should not be compared to previously released estimates. Data has been back-cast to measure like-for-like growth changes. Fact sheet produced by the Tourism and Events Research Unit. Due care is taken in the production of this fact sheet, however DJSR accepts no responsibility for use of this information. Data is considered correct at time of publishing. Figures may not add up due to rounding. For more information visit [TRA](#).

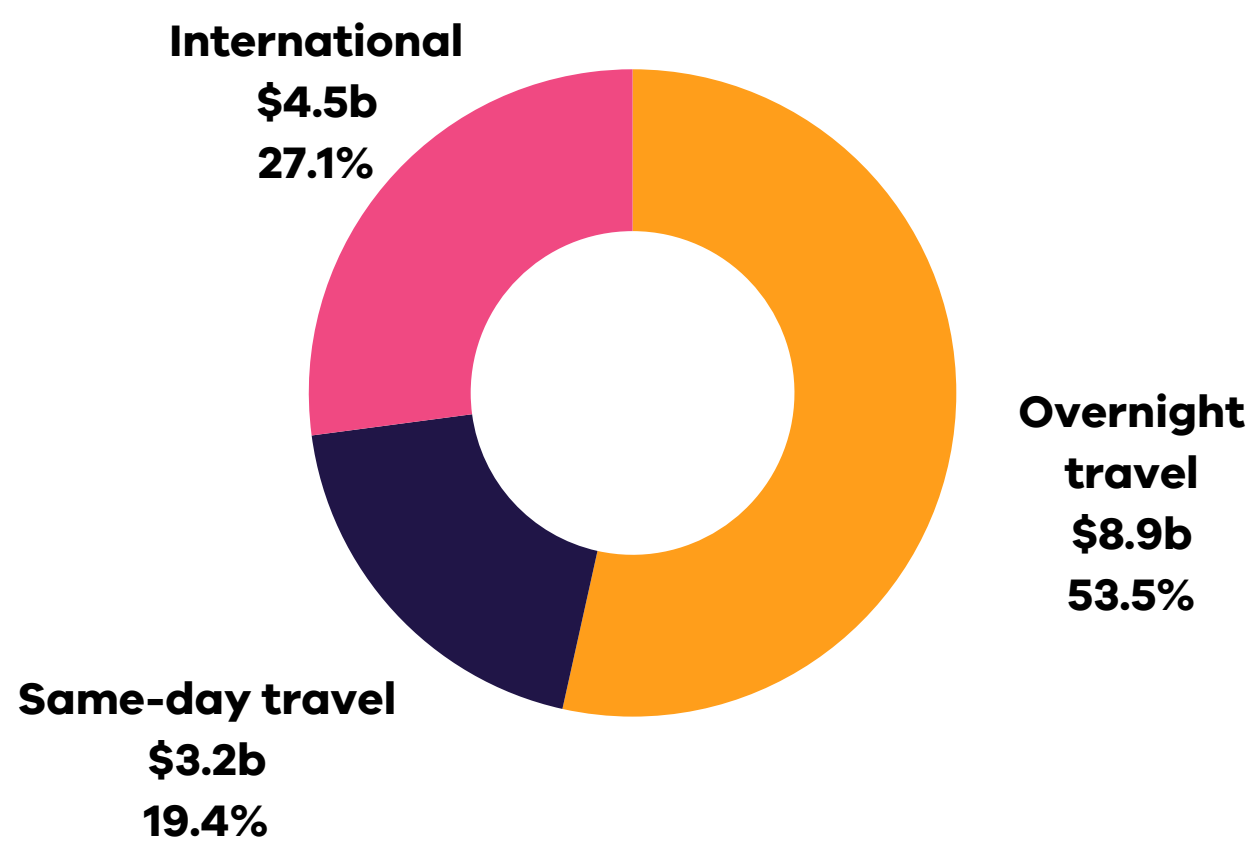
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Direct tourism GVA composition by visitor type

In 2024-25 total direct GVA in Victoria was made up of:

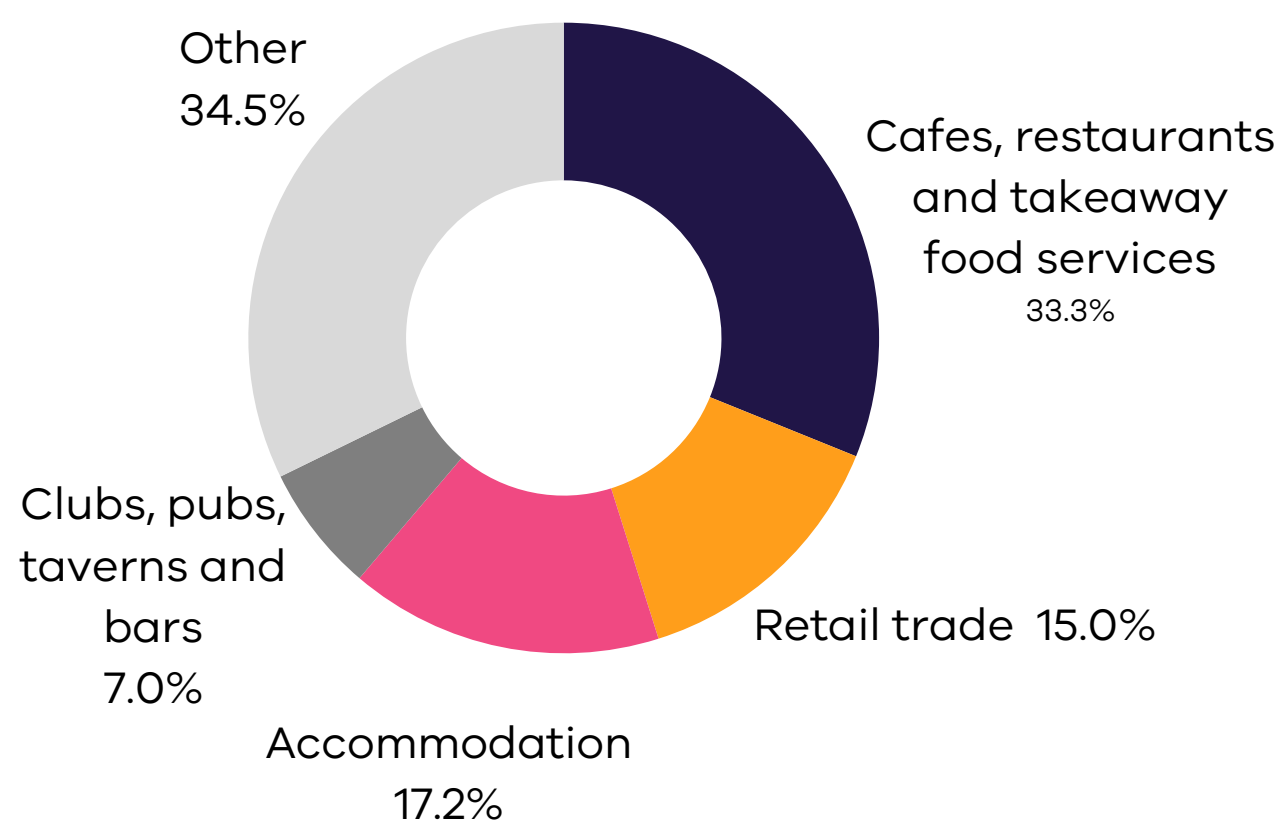
- Same-day travel - \$3.2 billion (19.4%)
- Overnight travel - \$8.9 billion (53.5%)
- International travel - \$4.5 billion (27.1%)



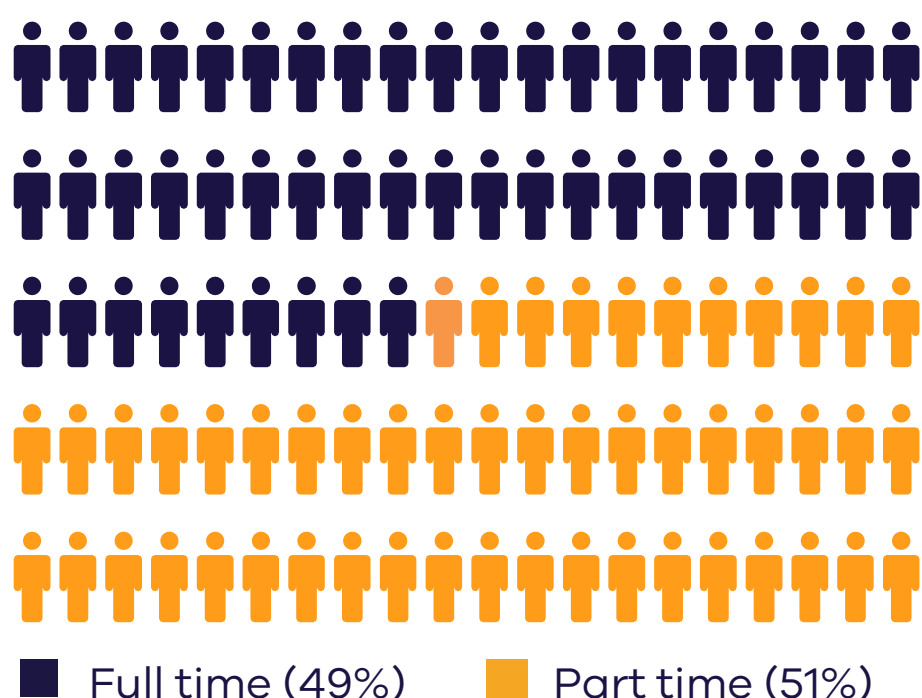
Direct tourism filled jobs by industry

Approximately three quarters (72.5%) of all direct tourism filled jobs in Victoria were accounted for in four main industries in 2024-25:

- Cafes, restaurants and takeaway services - 33.3%
- Accommodation - 17.2%
- Retail trade - 15%
- Clubs, pubs, taverns and bars - 7.0%



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



Direct tourism filled jobs were almost evenly split between:

- part-time (51%) and
- full-time (49%)

Tourism generally has a higher proportion of part-time workers than other sectors. 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.

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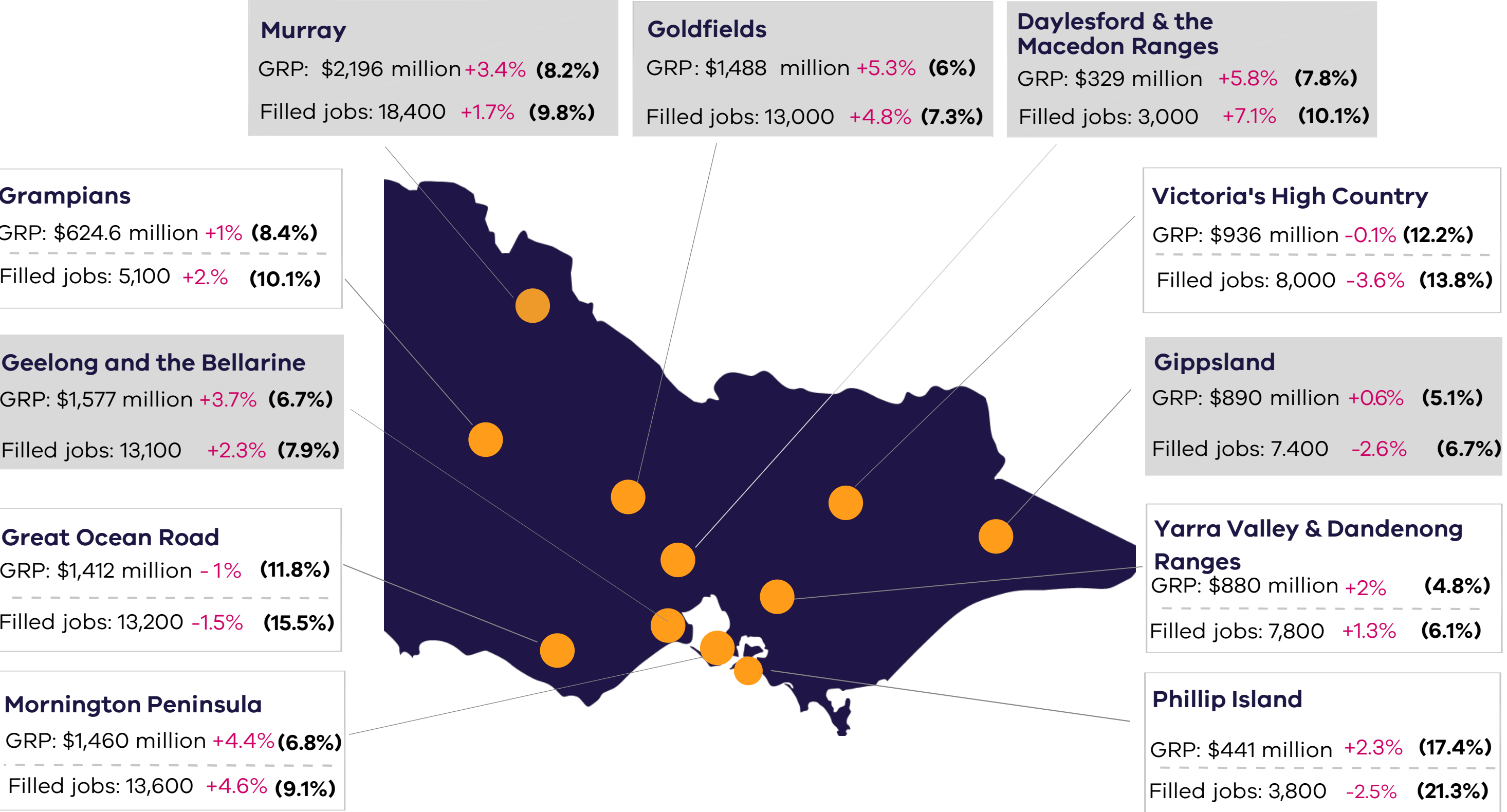
2024-25 Regional Tourism Satellite Account results



The figures represent the total contributions which include direct and indirect contributions.

Tourism GRP and filled jobs in Victoria's regions

+/- percentage change from 2023-24 estimates
(% of regional economy / % of regional jobs noted in brackets)



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