

A coastal scene at sunset. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon where the sun is setting. The sun's light reflects on the water, creating a shimmering path. In the foreground, a sandy beach is visible with gentle waves washing onto it. In the middle ground, there are several large, dark rock formations in the ocean. A prominent neon sign is superimposed on the scene, reading "TOURISM IS VICTORIA'S BUSINESS" in a bright red, outlined font. The sign is mounted on a metal frame that appears to be attached to one of the rock formations. The overall mood is serene and scenic, highlighting the natural beauty of the location.

TOURISM IS
VICTORIA'S
BUSINESS

VICTORIAN TOURISM FAST FACTS

5.5% ANNUAL
GROWTH
RATE

for Tourism GSP over the last 10 years, outstripping the average annual growth rate of the Victorian economy over the same period at 4.8%.

3.4% ANNUAL
GROWTH
RATE

for tourism employment over the past 10 years, ahead of employment growth for the wider State economy which only grew at 2.1% over the same period.

ONLY **14%** SHARE
OF THE
\$38
BILLION

Australian Tourism Infrastructure Pipeline allocated to Victoria, coming 4th behind New South Wales, Queensland and Western Australia.

UNDER **7%** OF TOTAL
INTERNATIONAL
OVERNIGHT
SPEND

in Victoria is in regional Victoria. That means about 7 cents of every dollar spent by an international visitor is spent in regional Victoria.

5 MILLION+
VISITORS
EACH
YEAR

travel down the Great Ocean Road, with over 60% of our international tourists to the State making this iconic trip. This is by far, the most visited attraction for our overseas markets and we need to ensure we're delivering a memorable experience.

70% OF
INTERNATIONAL
VISITORS
TO AUSTRALIA

engage in some form of nature-based activity during their stay. Victoria needs to deliver high quality and engaging experiences across our regions to compete with high-end infrastructure developments in other states.