

# Phillip Island

## Regional Tourism Summary

Year Ending June 2020



Travel in 2020 has been severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on travel that were progressively implemented from February 2020.

Tourism is an important industry for Phillip Island<sup>1</sup>. The region received approximately 2.2 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$459 million in the year ending June 2020.

### GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$529M ▲ 29%	43.9% ▲ 8.2%pts

### VALUE OF TOURISM

In 2018-19, tourism was estimated to be worth \$529 million to the region's economy (in direct and indirect Gross Regional Product), representing 43.9 per cent of the region's economy.

### TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
5,900 ▲ 23%	46.8% ▲ 7.6%pts

Tourism generated employment of approximately 5,900 people or 46.8 per cent of the region's employment (direct and indirect jobs).

### DOMESTIC OVERNIGHT



SPEND	VISITORS
\$307M ▼ -22%	803,000 ▼ -29%

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Phillip Island in the year ending June 2020 was estimated to be \$307 million (-22 per cent year-on-year), with visitors spending an average of \$134 per night and \$383 per visitor.

### DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$131M ▲ 3%	1.3M ▲ 0.1%

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$131 million in the year ending June 2020, an increase of three per cent compared to the previous year.

### INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$21M ▼ -24%	42,000 ▼ -35%

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Phillip Island was estimated to be \$21 million in the year ending June 2020, a decrease of 24 per cent year-on-year.

Sources: National Visitor Survey (NVS), International Visitor Survey (IVS) and Regional Expenditure Model, June 2020, by Tourism Research Australia (TRA).  
Regional Tourism Satellite Account 2018-19, TRA, September 2020.  
All growth rates noted on this page are year-on-year percentage changes.  
Data correct at time of publishing. Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, October 2020.  
Image: Phillip Island Nature Park

# Phillip Island

## Key Regional Tourism Statistics

Tourism Economic Contribution	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	AAG (2014-19) (% p.a.)	YOY change (2018-19) (%)
<b>Gross Regional Product (GRP)</b>								
Direct GRP (\$m)	194	175	208	224	215	282	8% p.a.	31%
Indirect GRP (\$m)	185	156	189	205	195	247	6% p.a.	27%
<b>Total GRP (\$m)</b>	<b>379</b>	<b>330</b>	<b>397</b>	<b>430</b>	<b>410</b>	<b>529</b>	<b>7% p.a.</b>	<b>29%</b>
Direct GRP (%)	20.3%	17.3%	20.2%	20.4%	18.7%	23.4%	3.1%pt	4.7%pt
Indirect GRP (%)	19.3%	15.4%	18.4%	18.7%	17.0%	20.5%	1.2%pt	3.5%pt
<b>Total GRP (%)</b>	<b>39.6%</b>	<b>32.8%</b>	<b>38.6%</b>	<b>39.1%</b>	<b>35.7%</b>	<b>43.9%</b>	<b>4.3%pt</b>	<b>8.2%pt</b>
<b>Persons Employed</b>								
Direct Employment (000s)	3.4	3.0	3.6	3.9	3.7	4.5	6% p.a.	22%
Indirect Employment (000s)	1.0	0.9	1.1	1.2	1.1	1.4	6% p.a.	27%
<b>Total Employment (000s)</b>	<b>4.4</b>	<b>3.9</b>	<b>4.6</b>	<b>5.1</b>	<b>4.8</b>	<b>5.9</b>	<b>6% p.a.</b>	<b>23%</b>
Direct Employment (%)	31.2%	27.0%	31.2%	32.9%	30.1%	35.7%	4.4%pt	5.5%pt
Indirect Employment (%)	9.5%	7.8%	9.3%	9.7%	9.0%	11.2%	1.6%pt	2.1%pt
<b>Total Employment (%)</b>	<b>40.8%</b>	<b>34.8%</b>	<b>40.6%</b>	<b>42.6%</b>	<b>39.2%</b>	<b>46.8%</b>	<b>6.0%pt</b>	<b>7.6%pt</b>

Visitors, Nights and Expenditure	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	AAG (YE Jun 2015-20) (% p.a.)	YOY change (YE Jun 2019-20) (%)	YE Jun 20 Share of Total
<b>Domestic</b>									
Daytrip visitors (000's)	1,098	1,311	1,382	1,455	1,306	1,307	4% p.a.	0.1%	61%
Overnight visitors (000's)	765	829	884	895	1,135	803	1% p.a.	-29%	37%
<b>Total domestic visitors (000's)</b>	<b>1,863</b>	<b>2,140</b>	<b>2,266</b>	<b>2,350</b>	<b>2,441</b>	<b>2,110</b>	<b>3% p.a.</b>	<b>-14%</b>	<b>98%</b>
Visitor nights (000's)	2,124	2,429	2,658	2,424	2,835	2,289	2% p.a.	-19%	95%
Length of stay (nights)	2.8	2.9	3.0	2.7	2.5	2.9			
Daytrip Expenditure (\$m)	84	100	121	122	127	131	9% p.a.	3%	28%
Daytrip spend per trip	76	76	88	84	97	100			
Domestic Overnight Expenditure (\$m)	239	303	355	325	395	307	5% p.a.	-22%	67%
Domestic Overnight Spend per Visitor (\$)	313	365	401	363	348	383			
Domestic Overnight Spend per Night (\$)	113	125	133	134	139	134			
<b>Total Domestic Expenditure (\$m)</b>	<b>323</b>	<b>403</b>	<b>476</b>	<b>446</b>	<b>522</b>	<b>438</b>	<b>6% p.a.</b>	<b>-16%</b>	<b>95%</b>
<b>International</b>									
Overnight visitors (000's)	38	46	53	48	64	42	2% p.a.	-35%	2%
Visitor nights (000's)	-	-	-	-	-	-	-	-	-
Length of stay (nights)	-	-	-	-	-	-			
International Overnight Expenditure (\$m)	-	15	16	13	28	21	-	-24%	5%
International Overnight Spend per Visitor (\$)	-	327	307	275	431	506			
International Overnight Spend per Night (\$)	-	-	-	-	-	-			
<b>TOTALS</b>									
Visitors (000's)	1,901	2,186	2,320	2,399	2,505	2,151	3% p.a.	-14%	
Visitor nights (000's)	2,271	2,581	2,815	2,598	3,022	2,421	1% p.a.	-20%	
Expenditure (\$m)	342	418	492	460	549	459	6% p.a.	-16%	

Sources: National and International Visitor Survey, Regional Expenditure Model, June 2020, TRA.

Regional Tourism Satellite Account 2018-19, TRA

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the TRA NVS Methodology.

Note: Figures noted as '1' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

Factsheet published by the TEVE Research Unit, October 2020



Jobs,  
Precincts  
and Regions

# Phillip Island

## <sup>1</sup>Phillip Island Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Phillip Island tourism region:

Region	SA2
Phillip Island	French Island, Phillip Island, Wonthaggi - Inverloch

## Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

## More Information

For further information on National Visitor Survey methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

<https://www.tra.gov.au/Domestic/national-visitor-survey-methodology>

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

Refer to the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data for the June quarter 2020. Estimates for Melbourne are calculated using the main state of stay as Victoria, for those arriving and quarantining in Melbourne. For the year ending June 2020 measures, individual regions are calculated using the nine months from July 2019 to March 2020. The combined regional Victoria estimates (balance) include additional international visitors that are unallocated to a destination, reflecting that we do not know where in Victoria they went (as that information is usually gathered through the survey interview process) and with minimal impact on results for the period (~1-2%).

For further information on the methodology and key concepts for the Regional Tourism Satellite Accounts 2018-19, please refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2018-19, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/economic-analysis/economic-value/state-tourism-satellite-account/state-tourism-satellite-account>

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.