VICTORIAN TOURISM
BUSINESS COUNT
& EMPLOYMENT ATLAS

Tourism & Transport Forum (TTF) is proud to present the Victorian edition of our popular and respected tourism employment atlas to help inform decision makers, business leaders and the community about the value of tourism to the Victorian economy. In addition to its current contribution, tourism has been identified as a 'super-growth' industry that can provide future job and business opportunities across the state and help to deliver prosperity around Australia.

The Victorian Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Victorian electorates. We hope the Atlas will help reinforce the importance of tourism and the visitor economy to every part of the state.

Margy Osmond
Chief Executive Officer

Note: Figures in all tables are rounded to the nearest hundred, so some figures may not sum to totals. Results less than 100 are not reported.

Table 1: Tourism employment in Victoria

Industry	Tourism employment
Accommodation	18,200
Cafes, restaurants and takeaway food services	38,400
Clubs, pubs, taverns and bars	7,700
Rail transport	400
Road transport and transport equipment rental	4,600
Air, water and other transport	8,200
Travel agency and tour operator services	6,800
Cultural services	2,800
Casinos and other gambling services	800
Other sports and recreation services	5,200
Retail trade	22,500
Education and training	13,300
All other industries	5,200
TOTAL	**134,100**

Source: Tourism Satellite Accounts 2015/16 Table 7

Table 2: Electorates with the highest intensity of tourism employment

Electorate	Tourism employment	% of total employment
Melbourne	4,100	7.7%
Macedon	1,900	7.2%
Ovens Valley	1,700	7.1%
Eildon	1,700	6.6%
Bass	1,900	6.2%
Footscray	2,300	6.0%
Sunbury	1,700	5.9%
Nepean	1,400	5.9%
Gippsland East	1,400	5.8%
Brunswick	2,300	5.8%

Source: TTF calculations, Tourism Satellite Accounts 2015/16, Census 2016.

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VICTORIAN ELECTORAL DISTRICTS

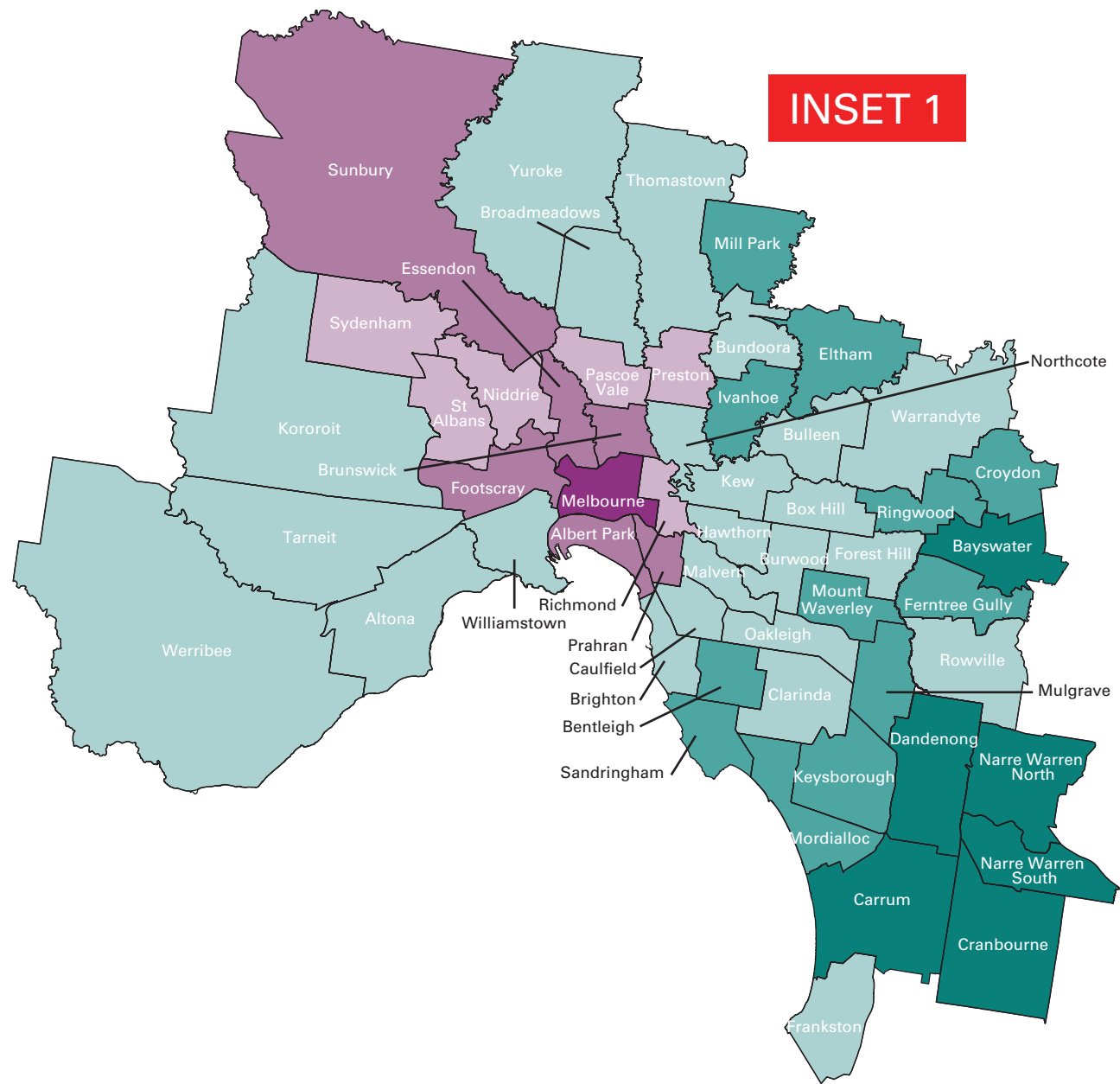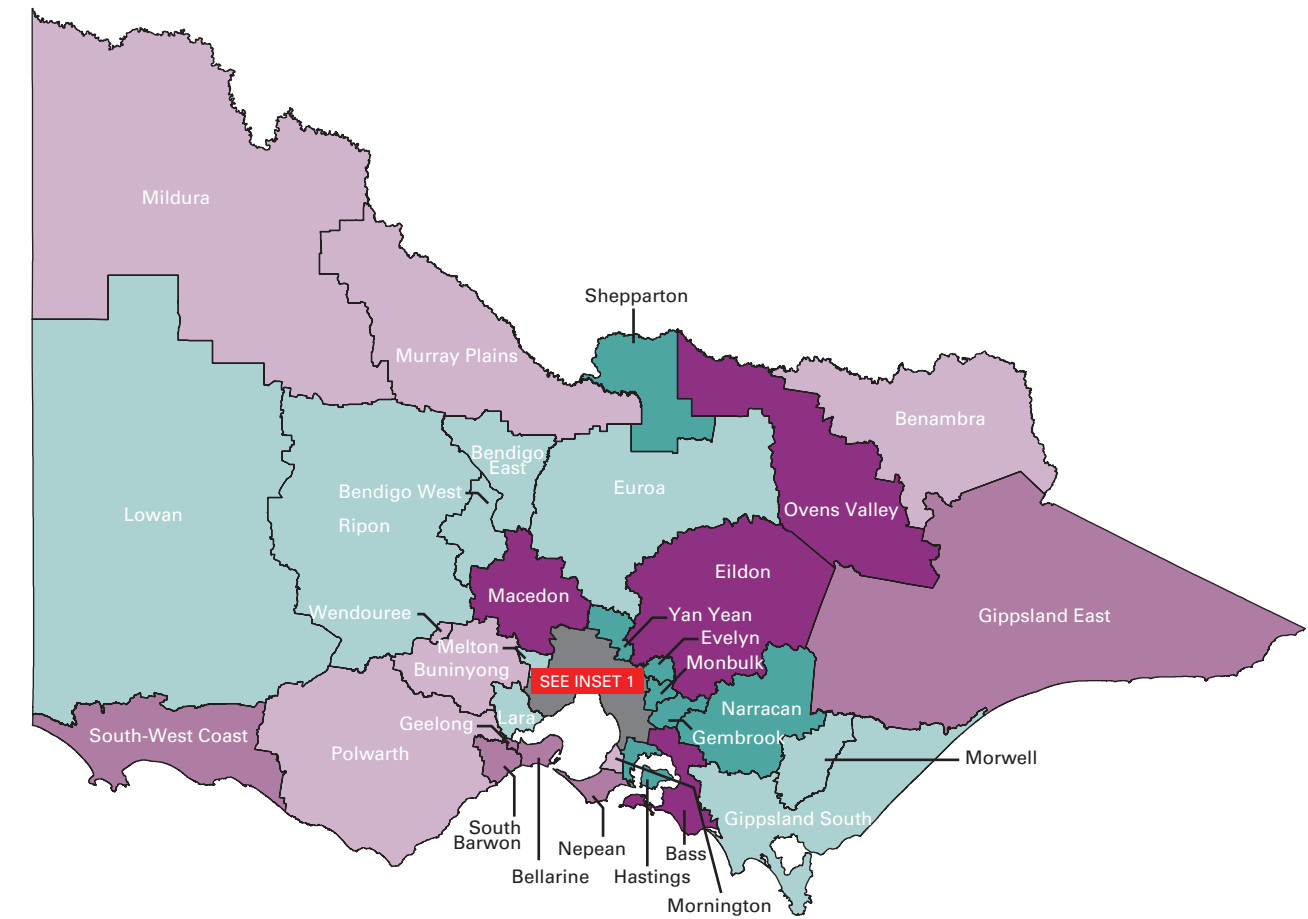| Table 3: Tourism employment and businesses by State Electorate				
State Electorate	**Tourism employment**	**% of electorate employment**	**Tourism related businesses**	**% of electorate businesses**
Albert Park	2,400	5.7%	3,100	19.9%
Altona	2,100	4.7%	1,300	23.5%
Bass	1,900	6.2%	1,100	19.9%
Bayswater	1,200	3.9%	900	17.1%
Bellarine	1,400	5.6%	800	18.8%
Benambra	1,600	5.5%	900	17.5%
Bendigo East	1,400	5.0%	700	17.6%
Bendigo West	1,200	4.7%	1,000	23.6%
Bentleigh	1,300	4.5%	1,400	20.0%
Box Hill	1,500	4.8%	1,600	19.8%
Brighton	1,500	4.7%	1,400	17.0%
Broadmeadows	1,100	5.0%	1,300	22.1%
Brunswick	2,300	5.8%	1,400	24.0%
Bulleen	1,400	5.0%	1,400	20.8%
Bundoora	1,400	4.8%	800	21.0%
Buninyong	1,400	5.4%	700	17.0%
Burwood	1,500	4.8%	1,100	18.1%
Carrum	1,300	3.9%	900	16.3%
Caulfield	1,600	4.9%	1,800	20.7%
Clarinda	1,500	4.7%	1,600	23.2%
Cranbourne	1,700	3.8%	1,000	23.3%
Croydon	1,200	4.0%	700	16.0%
Dandenong	1,000	3.6%	1,600	20.2%
Eildon	1,700	6.6%	1,100	18.0%
Eltham	1,300	4.3%	900	15.9%
Essendon	1,900	5.6%	1,300	20.4%
Euroa	1,300	4.7%	1,000	16.7%
Evelyn	1,300	4.4%	800	15.9%
Ferntree Gully	1,100	4.0%	800	19.0%
Footscray	2,300	6.0%	1,700	25.1%
Forest Hill	1,200	4.6%	1,000	21.2%
Frankston	1,200	4.6%	700	18.7%
Geelong	1,700	5.6%	1,400	21.6%
Gembrook	1,400	4.2%	900	17.0%
Gippsland East	1,400	5.8%	1,000	19.0%
Gippsland South	1,100	4.6%	900	15.7%
Hastings	1,500	4.3%	800	16.0%
Hawthorn	1,600	4.7%	1,700	16.5%
Ivanhoe	1,300	4.3%	1,100	18.0%
Kew	1,400	4.7%	1,800	18.5%
Keysborough	1,300	4.1%	1,200	21.1%
Kororoit	1,700	4.8%	1,100	23.5%
Lara	1,300	5.0%	700	21.3%
Lowan	1,200	4.9%	1,000	15.0%
Macedon	1,900	7.2%	1,000	18.1%
Malvern	1,400	4.6%	1,700	18.4%
Melbourne	4,100	7.7%	6,000	18.7%
Melton	1,700	5.0%	800	22.9%
Mildura	1,400	5.4%	900	17.1%
Mill Park	1,500	4.4%	900	24.3%
Monbulk	1,300	4.4%	800	16.4%
Mordialloc	1,300	4.3%	1,000	18.5%
Mornington	1,400	5.1%	1,100	16.6%
Morwell	1,300	4.8%	700	20.6%
Mount Waverley	1,200	4.5%	1,300	21.2%
Mulgrave	1,200	4.4%	1,100	22.0%
Murray Plains	1,400	5.1%	1,100	16.8%
Narracan	1,300	4.5%	1,100	16.8%
Narre Warren North	1,200	3.8%	1,100	20.2%
Narre Warren South	1,500	3.9%	800	20.2%
Nepean	1,400	5.9%	1,000	18.3%
Niddrie	1,400	5.2%	1,000	18.8%
Northcote	1,700	5.0%	1,300	22.8%
Oakleigh	1,700	5.0%	1,600	20.3%
Ovens Valley	1,700	7.1%	1,100	20.5%
Pascoe Vale	1,900	5.4%	1,200	21.6%
Polwarth	1,500	5.4%	1,100	16.9%
Prahran	2,400	5.6%	2,800	19.0%
Preston	1,600	5.4%	1,300	23.9%
Richmond	2,300	5.4%	3,000	23.6%
Ringwood	1,300	4.2%	1,000	17.6%
Ripon	1,200	4.9%	900	18.2%
Rowville	1,200	4.0%	800	16.8%
Sandringham	1,300	4.4%	1,200	17.7%
Shepparton	1,300	4.4%	1,100	17.8%
South Barwon	1,900	5.6%	700	15.8%
South-West Coast	1,600	5.6%	1,000	19.2%
St Albans	1,600	5.5%	1,100	25.6%
Sunbury	1,700	5.9%	900	18.6%
Sydenham	1,900	5.2%	1,100	23.8%
Tarneit	2,100	4.8%	1,500	25.0%
Thomastown	1,200	4.6%	1,300	22.8%
Warrandyte	1,300	4.6%	1,200	18.8%
Wendouree	1,300	5.3%	1,000	19.8%
Werribee	1,400	4.6%	700	19.9%
Williamstown	1,700	4.8%	1,300	21.2%
Yan Yean	1,800	4.4%	800	16.8%
Yuroke	2,000	5.0%	1,200	23.8%

Source: ABS unpublished business counts data, Tourism Satellite Accounts 2015/16, Census 2016, TTF calculations.

Note: tourism business as per Appendix 1 ANSIC codes - Tourism Satellite Accounts 2015/16.

INSET 1

SEE INSET 1

< 4.0%	4.0–4.5%	4.6–5.0%	5.1–5.5%	5.6–6.0%	> 6.0%