

## Fact Sheet: TOURISM

**Melbourne Airport, in active partnership with Tourism Victoria, plays a role in securing international flights and in facilitating government airline negotiations for new or expanded international services to Melbourne.**

- The overall economic impact of tourism to Victoria has been estimated to be 5.3% of Gross State Product, or \$10.9 billion each year. This equates to \$29.86 million per day.
- Tourism directly employs around 159,000 people, or 6.6 % of the total Victorian workforce with many more jobs generated indirectly by tourism activity such as food supply and manufacture, transport and retail etc.
- Tourists spent a combined \$12.8 billion in Victoria in 2005 or \$35.07 million per day.
- Total spending by international tourists in Victoria was estimated at around \$2.9 billion in 2006 or \$7.9 million per day.
- Total spend by domestic overnight visitors was around \$7.8 billion in 2006, of which 2.8 million tourists - 54% - arrived by air.
- The large proportion of interstate tourist traffic carried by airlines is influenced by interstate visitors opting for time-efficient air travel rather than travelling by road or rail.
- Therefore, if there was a reduction in the quantity or quality of air links to and from Melbourne, while some essential passenger traffic could be expected to transfer to road and rail, the majority of discretionary travel (ie: interstate holiday tourism which accounts for 33 per cent of the total) would be affected.
- Convenient and efficient air links provided by Melbourne Airport contribute more than \$1 billion to Melbourne and Victoria's interstate domestic tourist revenues each year.
- Tourism Victoria's longstanding cooperative partnership with Melbourne Airport is an important feature of the airport's operating environment.