

CAREERS IN TOURISM

VICTORIAN GUIDE EDITION 2



VTIC

VICTORIA TOURISM INDUSTRY COUNCIL

ABOUT VTIC

Shrine of Remembrance. Credit: Shrine of Remembrance, Melbourne

VICTORIA TOURISM INDUSTRY COUNCIL (VTIC) IS THE DEDICATED PEAK BODY AND LEADING ADVOCATE FOR VICTORIA'S TOURISM AND EVENTS INDUSTRY. OUR PURPOSE IS TO INFLUENCE AND SHAPE THE STATE'S VIBRANT VISITOR ECONOMY.

As Victoria's peak industry body representing the interests of our state's vital visitor economy, VTIC is the leading advocate singularly committed to championing the issues and challenges facing Victoria's tourism and events industry.

We have a diverse membership across all sectors of the industry, with over 1,000 visitor economy businesses across the state as part of our membership. As an industry body, VTIC represents a sector that currently employs 288,800 Victorians, with nearly half of those in regional towns and centres.

VTIC works to develop and support a professional, profitable, and sustainable visitor economy. By improving the business environment, we make it easier for our industry to deliver high quality experiences, products, and services to all visitors to Victoria.

VTIC's role is to provide leadership for the tourism and events industry, and support our members through:

- Policy development, advocacy, and representation.
- Industry development initiatives.
- Business development and support services.

VTIC's key objectives are to:

- Be recognised as Victoria's leading advocate, policy influencer, and representative for the tourism and events industry.
- Grow a diverse and strong membership base that represents all sectors of the industry.
- Support members through valued and relevant business and industry development services.
- Operate as a financially sustainable and well-governed organisation, with a best practice work environment.



@ info@vtic.com.au

@vticnews

vtic.com.au

@vticnews

/victoria-tourism-industry-council

Supported by



MINISTER'S MESSAGE

WELCOME TO THE VICTORIA TOURISM INDUSTRY COUNCIL'S LATEST EDITION OF THEIR CAREERS IN TOURISM GUIDE.



In Victoria, tourism, hospitality and major events are big business. In 2024, the state's visitor economy was worth \$40 billion.

The Victorian Government is committed to bringing more passionate, knowledgeable and dedicated people into the sector to support its continued growth.

There's a wide range of jobs on offer across the sector. But more than just the number of opportunities, there's the quality and diversity of the work in the sector.

Dynamic and exciting, a career in tourism gives you the chance to be part of, and contribute to, what makes Victoria so special – our world-class food and beverage offerings, an arts and events calendar that's the envy of the rest of the country, a second-to-none coffee culture, the list goes on.

Whether you're entering the workforce for the very first time, or contemplating a career change, I hope this guide provides information that sparks your interest and serves as the inspiration for a long and fulfilling career in Victorian tourism.

Steve Dimopoulos MP

Member for Oakleigh

Minister for Tourism, Sport and Major Events

ACKNOWLEDGEMENT OF COUNTRY

Victoria Tourism Industry Council acknowledges the traditional owners of the land upon which our offices are located. We come to you from the land of the Wurundjeri Woi-Wurrung and Bunurong Peoples of the Kulin Nation.

We pay respects to their elders past and present and acknowledge their continued custodianship and deep spiritual connection to the lands and waters.

We honour the strength and richness of over 60,000 years of continuous Aboriginal culture and recognise the vital role of future generations as stewards of culture and country.

CONTENTS

- 2 ABOUT VTIC
- 4 VICTORIA'S TOURISM INDUSTRY
- 5 A CAREER WITH OPPORTUNITY
- 6 ACCOMMODATION
- 8 ATTRACTIONS
- 10 EVENTS
- 12 HOSPITALITY
- 14 TRAVEL
- 16 VISITOR SERVICING
- 18 SKILLED TRADES
- 19 CAREER OPPORTUNITIES
- 23 EDUCATION PROVIDERS

CHAIR'S MESSAGE

I'm delighted to introduce you to the *Careers in Tourism* guide, a gateway to one of the most dynamic, diverse, and rewarding industries in Australia.



Tourism is far more than travel, it's about creating unforgettable experiences, connecting people with place, and showcasing the rich tapestry of Victoria's culture, nature, and hospitality. Whether you're drawn to event planning, eco-tourism, culinary arts, or digital marketing, this industry offers pathways that blend passion with purpose.

The sector offers more than career growth, it supports mental wellbeing and a healthier work-life balance. In a sector built on connection, creativity, and purpose, roles often provide flexibility and fulfilment. It's a field where helping others recharge can also restore your own sense of balance, making tourism a career that nurtures both ambition and wellbeing.

This guide is designed to inspire and inform and highlights the breadth of opportunities available to help you take your first steps, or your next leap, into a fulfilling career.

We're excited to welcome the next generation of tourism champions. Your journey starts here.

Scott Chapman AM

Chair, Victoria Tourism Industry Council

VICTORIA'S TOURISM INDUSTRY:

A CAREER WITH PURPOSE AND POSSIBILITY

The latest statistics to March 2025 show Victoria's tourism industry continues to thrive, contributing a record \$40 billion to the state's economy, an impressive 11% increase from the previous year. And we're not slowing down. By 2029, the industry is projected to grow to \$50.9 billion, marking a \$10 billion surge in total tourism spend over the next five years.

This growth means opportunity and we need passionate people to help us meet the demand.

A MAJOR EMPLOYER ACROSS VICTORIA

As of June 2024, tourism in Victoria employed 288,800 people, representing 7.1% of all jobs in the state. Nearly half of these roles are based in regional towns and centres, supporting vibrant local economies and communities.

A PILLAR OF VICTORIAN BUSINESS

There were 111,253 tourism businesses operating in Victoria in June 2024, making up 15% of all businesses in the state. That's roughly 1 in 7 Victorian businesses – a powerful reminder of tourism's central role in our economic landscape.

YOUR DEGREE, YOUR FUTURE – IN TOURISM

Choosing a career in tourism means joining a growth sector that's critical to Victoria's future. Whether you're studying or working in Hospitality, Accounting, Law, IT, Marketing, Marine Biology, Renewable Energy, or Logistics - your skills are needed in our industry.

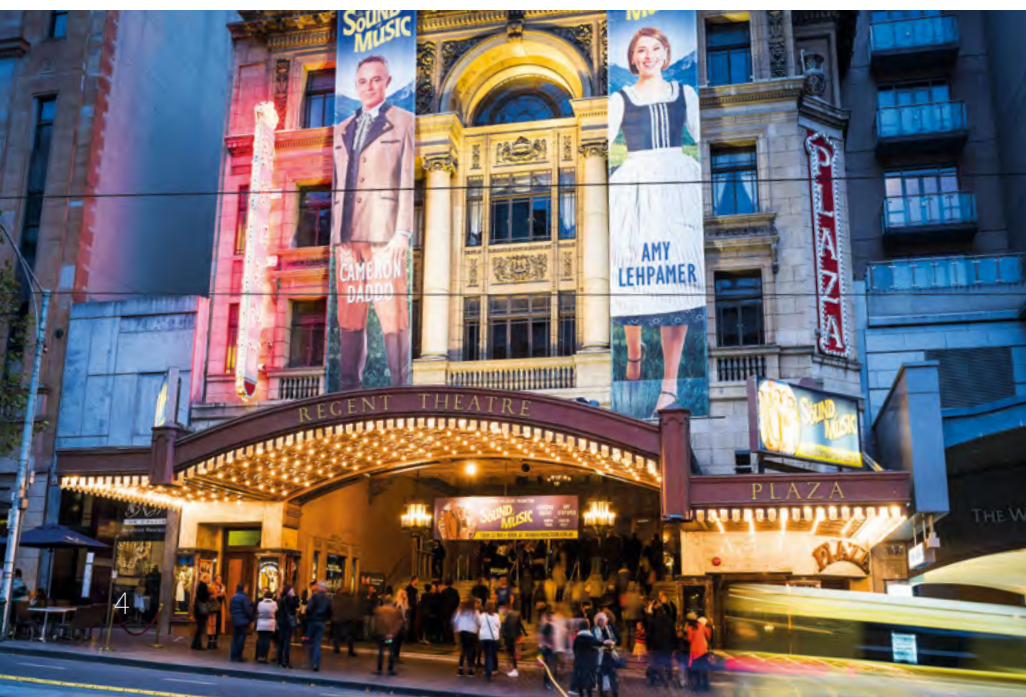
Tourism is not just about hotels and restaurants (though they're vital and rewarding). It's a dynamic ecosystem that spans major events, cultural institutions, nature-based experiences, transport, tech, and more. Whatever your passion, there's a place for you here.

WHY VICTORIAN TOURISM?

Victoria is globally renowned for:

- A world-class arts and culture scene
- Exceptional culinary experiences
- Immersive nature-based adventures
- A packed calendar of major events
- A sophisticated urban lifestyle.

“ To maintain and grow this reputation, we need dedicated, creative, and skilled people – people like you ”





A CAREER WITH OPPORTUNITY:

WHY TOURISM IS YOUR NEXT BIG MOVE

A CAREER IN TOURISM IS MORE THAN JUST A JOB - IT'S A GATEWAY TO ADVENTURE, INNOVATION, AND IMPACT. THIS VIBRANT SECTOR OFFERS HUNDREDS OF DIVERSE ROLES THAT OPEN DOORS TO TRAVEL, FRESH IDEAS, NEW CHALLENGES, AND MEANINGFUL WORK THAT SHAPES COMMUNITIES AND SUPPORTS SUSTAINABILITY.

ENDLESS POSSIBILITIES, RIGHT ACROSS VICTORIA

Can you picture yourself working alongside passionate, creative people in roles that let you express your talents and make a difference? Whether you're drawn to customer service, marketing, IT, logistics, sustainability, or cultural programming, the tourism and events industry has a place for you.

Victoria is home to 111,253 tourism businesses — from boutique eco-lodges to global event producers — offering exciting career paths across Melbourne and regional Victoria.

YOUR SKILLS ARE NEEDED

Tourism needs more than just hospitality heroes. We're looking for:

- Accountants and analysts to manage finances and data
- Marketers and creatives to tell compelling stories
- IT specialists to power digital experiences
- HR and People & Culture experts to build strong teams
- Environmental scientists and planners to drive sustainability
- Event managers, transport coordinators, and property professionals to keep everything running smoothly.

WHY WORK IN TOURISM?

- Make a difference in sustainability, culture, and community
- Enjoy variety — no two days are the same
- Work with inspiring people in a team-driven environment
- Grow your career with real advancement opportunities
- Travel and explore while you work.

ALREADY WORKING IN OR STUDYING TOURISM, EVENTS OR HOSPITALITY?

You're on the path to a career filled with diversity, opportunity, and reward. But even if you're working or studying something else, we invite you to apply your skills in tourism—an industry that values innovation, inclusion, and passion.

SO WHAT ARE YOU WAITING FOR?

If you want a career that's exciting, impactful, and future-focused, then it's time to CHOOSE TOURISM and discover where your journey can take you.

“ Whatever your passion or degree, there's a role for you in tourism ”



ACCOMMODATION SECTOR

THE ACCOMMODATION SECTOR PLAYS A VITAL ROLE IN WELCOMING VISITORS TO VICTORIA BY OFFERING THEM A COMFORTABLE AND INVITING HOME AWAY FROM HOME.

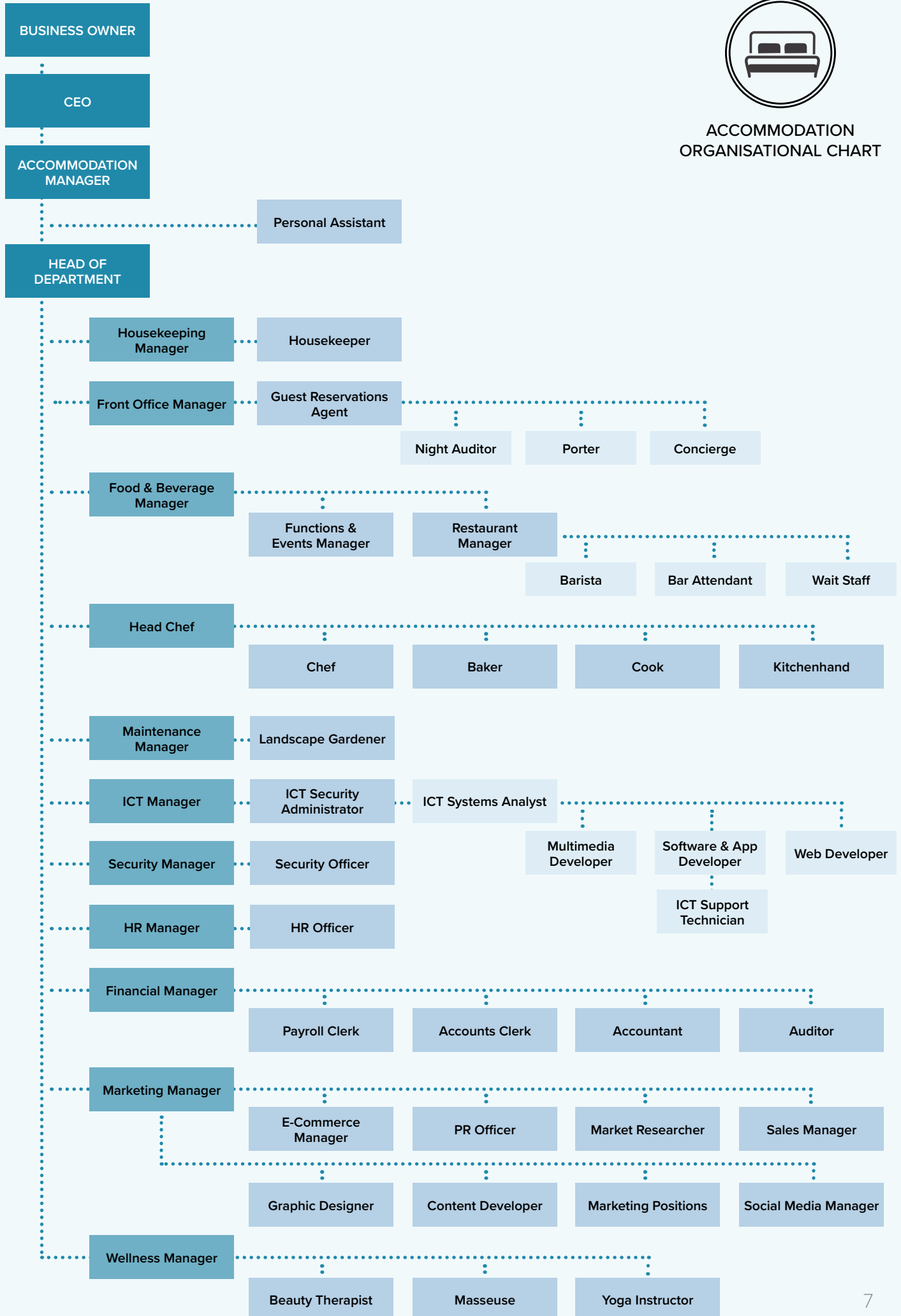
This diverse sector includes everything from boutique B&Bs, budget-friendly backpackers, and scenic holiday parks, to immersive farm stays, hosted accommodation, modern hotels and motels, houseboats, self-catering options, fully serviced apartments, and one-of-a-kind stays that create lasting memories.

No matter the style or budget, accommodation providers help shape the visitor experience and are essential to Victoria's tourism appeal.





ACCOMMODATION ORGANISATIONAL CHART





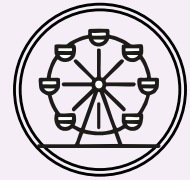
ATTRACTIONS SECTOR

THE ATTRACTIONS SECTOR IS AT THE HEART OF VICTORIA'S VISITOR EXPERIENCE, OFFERING UNFORGETTABLE MOMENTS FOR TRAVELLERS FROM NEAR AND FAR.

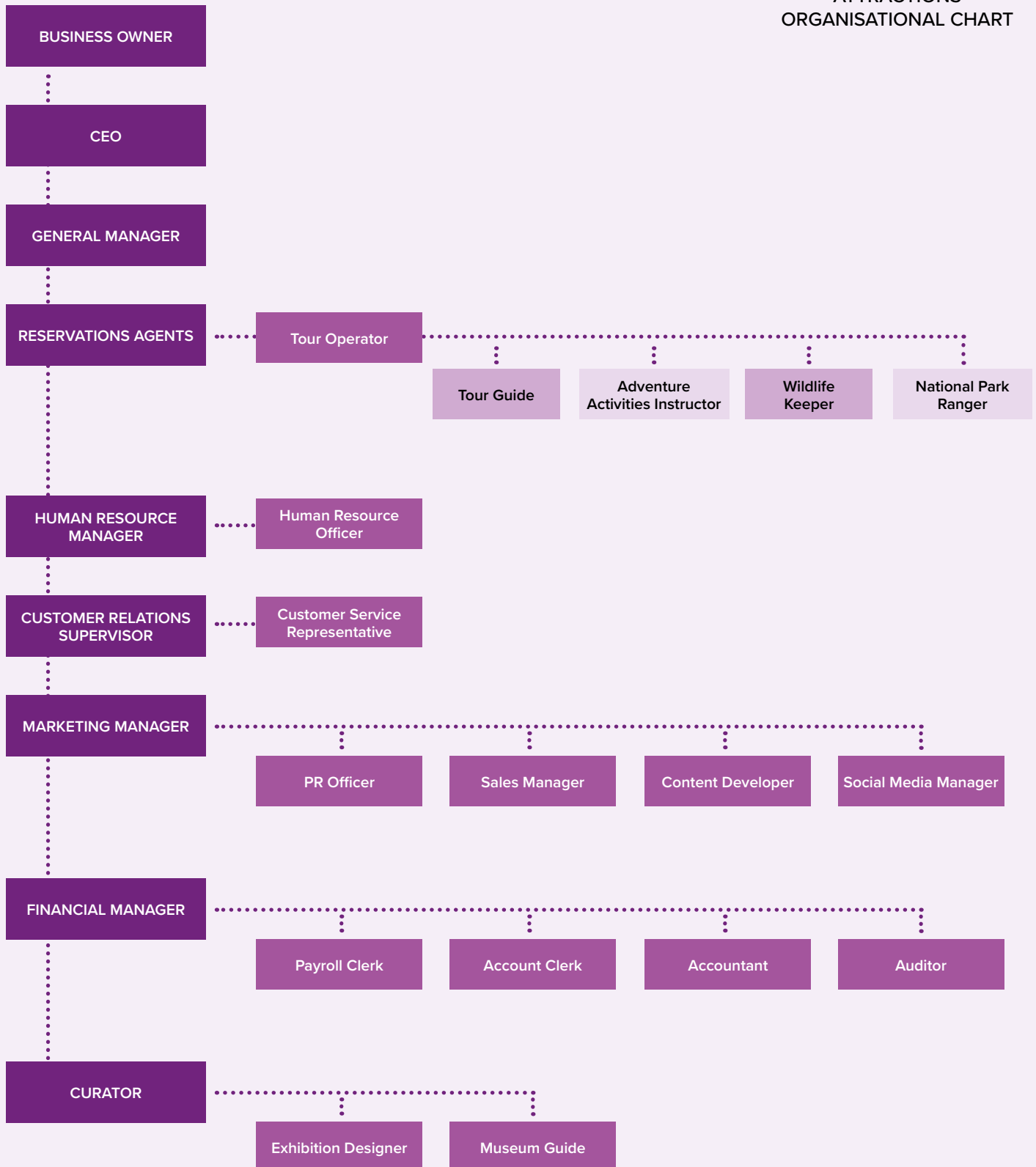
Whether it's exploring world-class zoos and interactive museums, discovering cultural and historical landmarks, feeling the thrill of a theme park, or connecting with nature in wildlife sanctuaries and outdoor adventure parks – Victoria's attractions are where memories are made.

These experiences not only entertain and educate, but they also inspire curiosity and delight across all ages and backgrounds.





ATTRACTIONS ORGANISATIONAL CHART





Australian Open 2023. Credit: Morgan Hancock

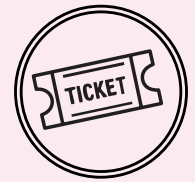
EVENTS SECTOR

EVENTS ARE A POWERHOUSE OF VICTORIA'S VISITOR ECONOMY, BRINGING ENERGY, COLOUR AND EXCITEMENT TO OUR CITIES AND REGIONS ALL YEAR ROUND.

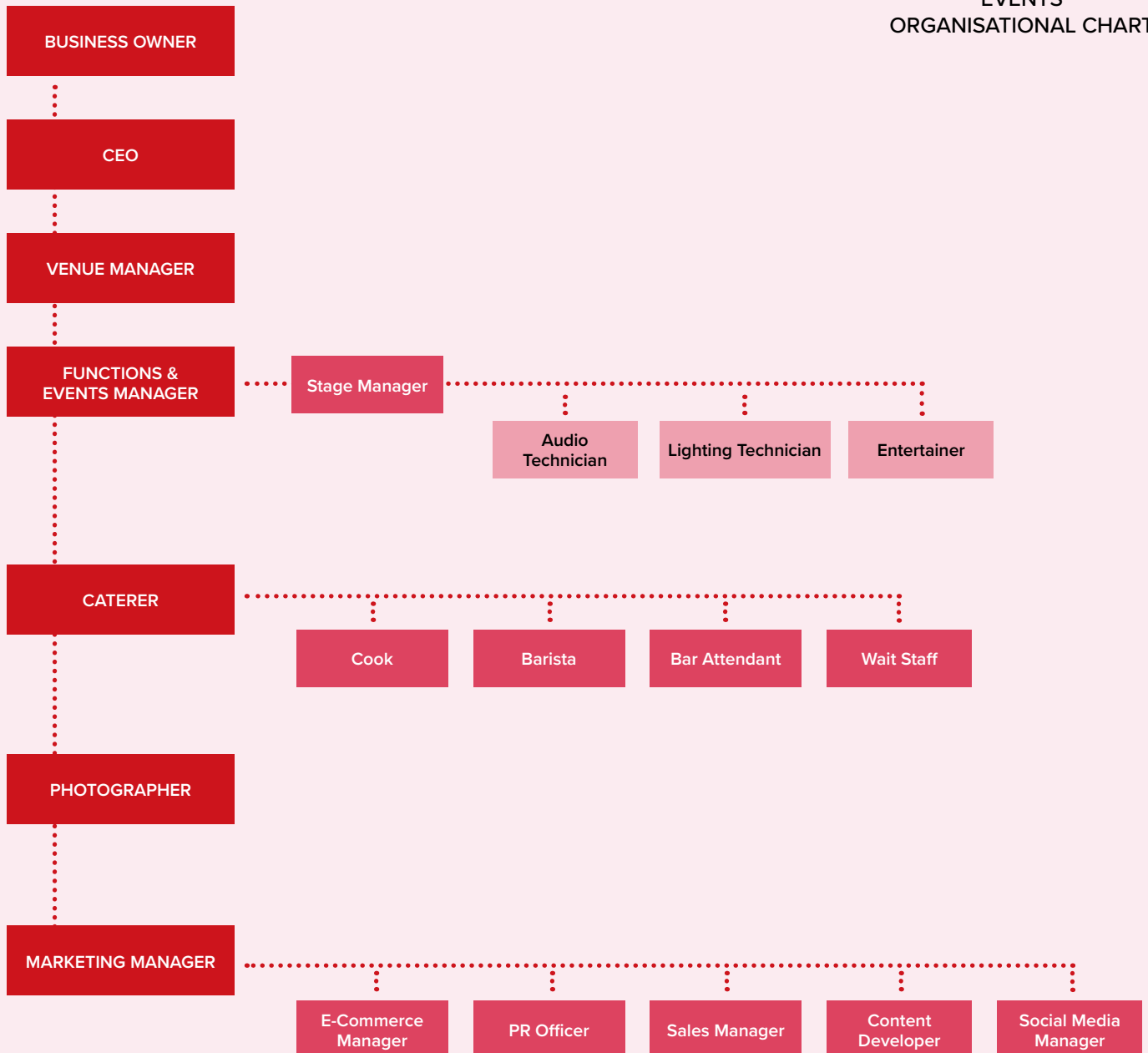
From the iconic Australian Open, Melbourne Grand Prix, and Melbourne Cup Carnival, to global music sensations like Taylor Swift and Ed Sheeran lighting up stadiums, Victoria's events calendar is packed with unmissable moments.

These events elevate our destination, attract millions of visitors, and showcase the very best Victoria has to offer – all while creating jobs, business opportunities and community pride.





EVENTS ORGANISATIONAL CHART





HOSPITALITY SECTOR

VICTORIA'S HOSPITALITY SECTOR IS WORLD-CLASS, DELIVERING OUTSTANDING FOOD, WINE, AND SERVICE THAT LEAVES VISITORS WANTING MORE.

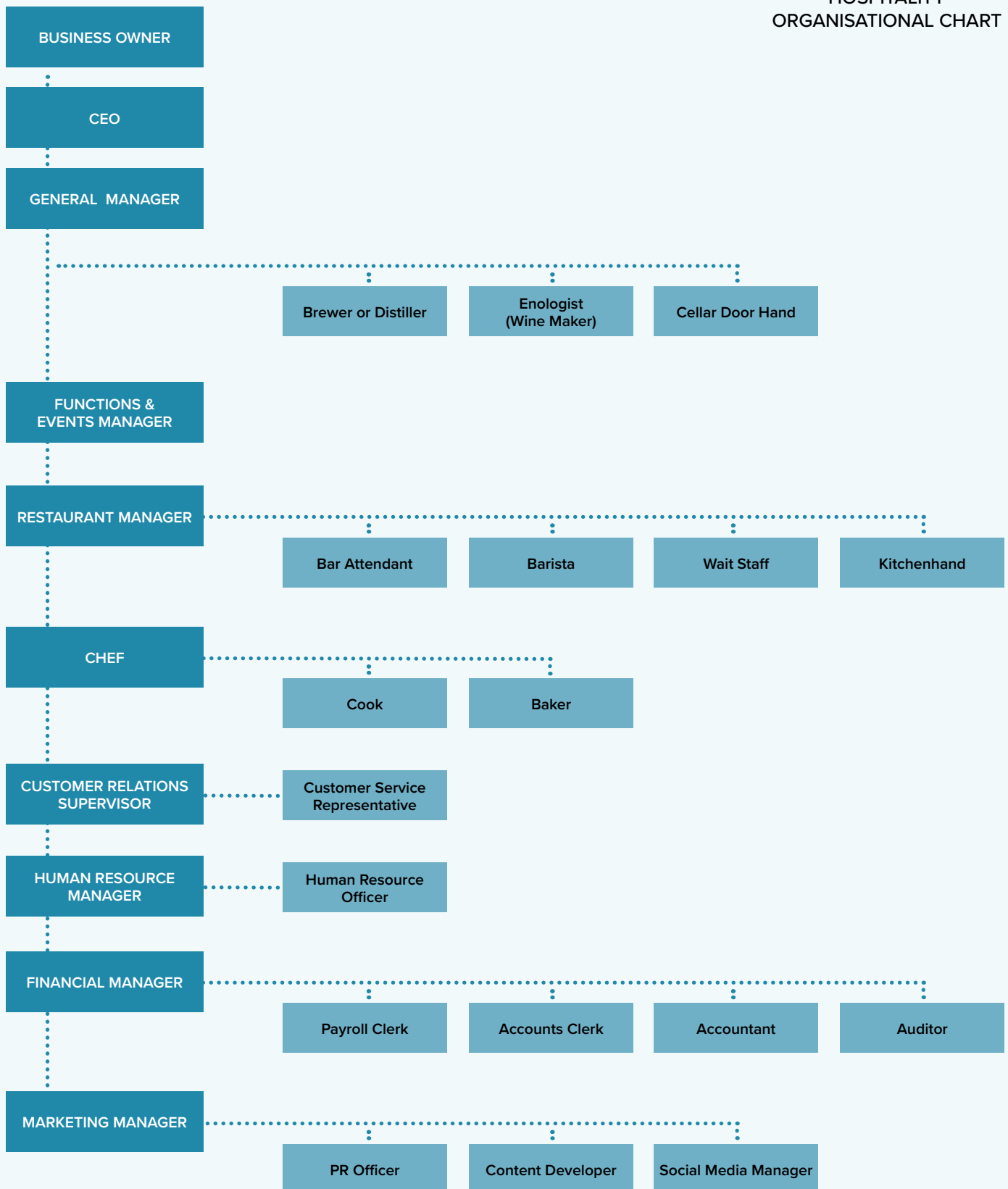
From bustling city cafés and elegant regional restaurants to award-winning wineries and friendly local pubs, the sector reflects the diversity and creativity of our passionate producers, chefs, and hosts.

Hospitality is not just about meals – it's about creating memorable moments through warmth, generosity, and flavour that visitors carry with them long after their trip ends.





HOSPITALITY ORGANISATIONAL CHART





TRAVEL SECTOR

THE TRAVEL SECTOR KEEPS VICTORIA CONNECTED - LOCALLY, NATIONALLY, AND GLOBALLY. IT'S THE ENGINE THAT MOVES VISITORS ACROSS OUR STATE AND BEYOND.

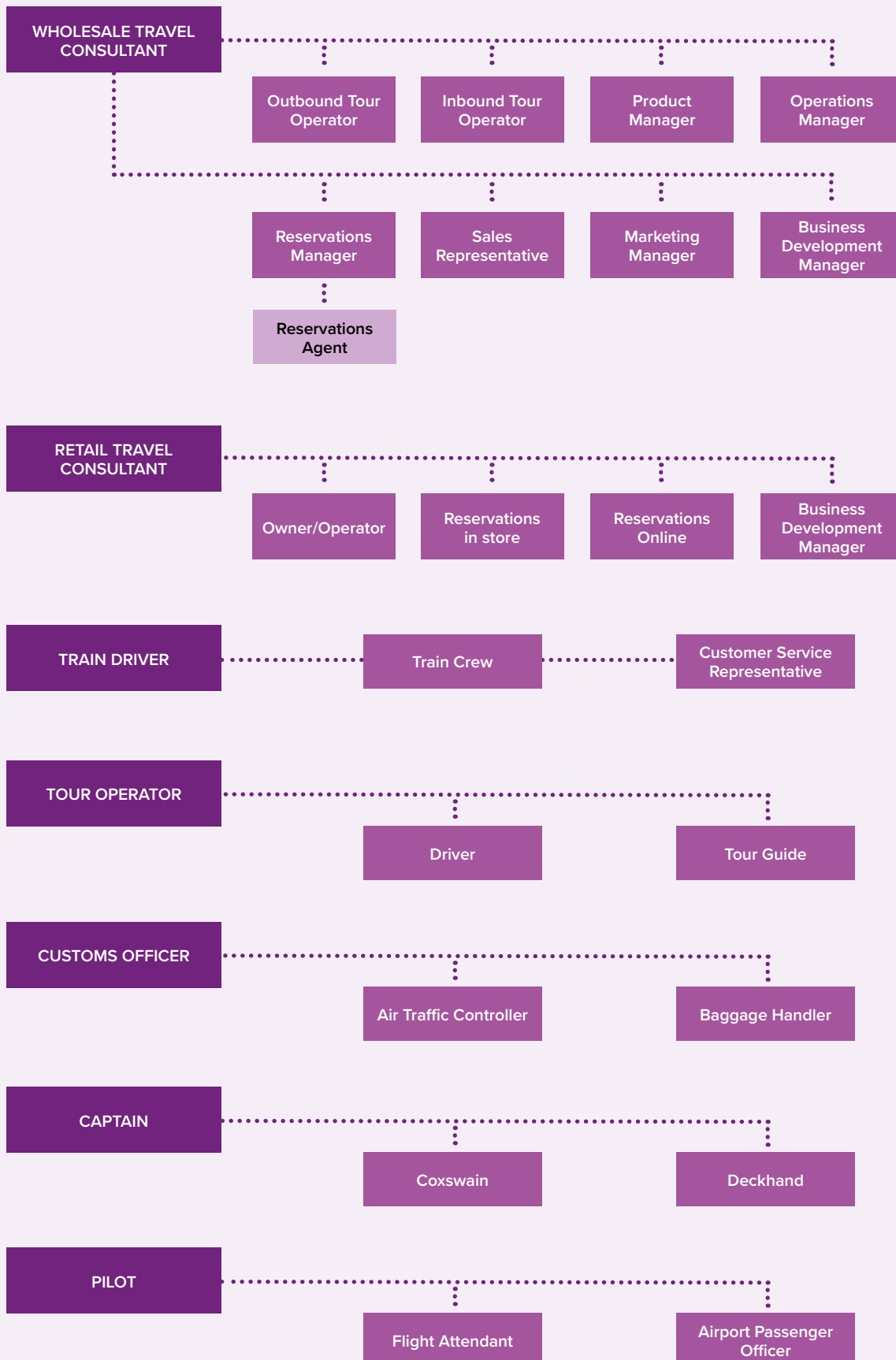
Covering land, air, and sea transport, this sector includes everything from airlines and rail operators to bus services, ferries, taxis, and ride shares. Behind every journey is a network of skilled professionals working to ensure safe, efficient, and enjoyable travel for all.

This sector is vital to regional access, visitor dispersal, and the overall visitor experience.





TRAVEL ORGANISATIONAL CHART



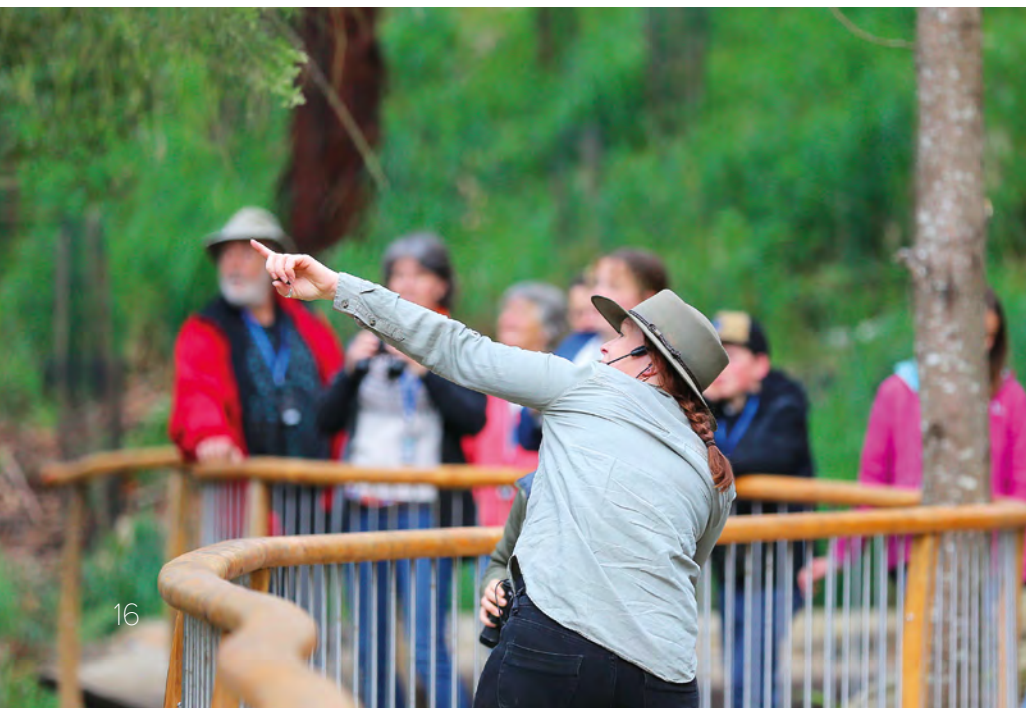


VISITOR SERVICING SECTOR

THE VISITOR SERVICING SECTOR IS THE FRIENDLY FACE OF VICTORIAN TOURISM, HELPING TRAVELLERS DISCOVER HIDDEN GEMS, MAKE THE MOST OF THEIR STAY, AND FEEL WELCOMED EVERY STEP OF THE WAY.

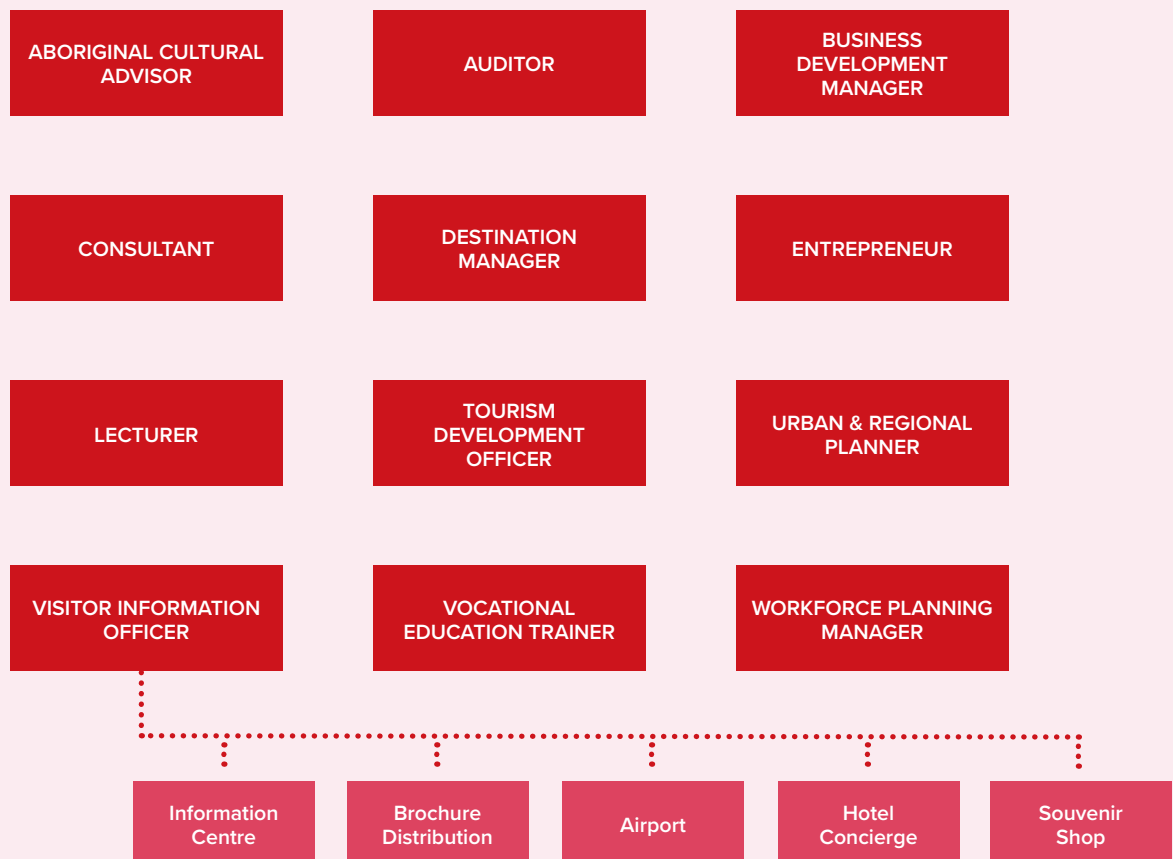
From visitor information centres and tour guides to travel consultants and product developers, this sector is built on local knowledge, passion, and personal connection.

It's a rewarding space for those who love working with people and promoting the very best of what Victoria has to offer.





VISITOR SERVICING ORGANISATIONAL CHART





SKILLED TRADES SECTOR

SKILLED TRADESPEOPLE ARE THE BEHIND-THE-SCENES HEROES OF THE TOURISM INDUSTRY, KEEPING OPERATIONS RUNNING SMOOTHLY AND ENVIRONMENTS SAFE AND FUNCTIONAL.

From builders and electricians to plumbers, maintenance staff and engineers, their work supports everything from accommodation and attractions to hospitality venues and transport hubs.

With such a broad scope and constant demand, the Skilled Trades sector offers dynamic career paths and plays an essential role in sustaining a high-quality visitor experience.



CAREER OPPORTUNITIES



INDEX

20	ATLANTIC GROUP
21	EEGER
22	ERDI ACADEMY
23	VICTORIA UNIVERSITY
23	YOUNG TOURISM NETWORK




ATLANTIC GROUP®

NOT TO BE
Dramatic...
BUT YOUR
Dream job
JUST ENTERED
THE CHAT!

We do more than serve - we set the scene. From iconic events and world-class venues to unforgettable dining experiences, we're known for raising the bar and then smashing through it. Whether you're front-of-house, behind the scenes, or creating magic in the kitchen, this is where ambition meets opportunity. We don't just fill roles - we fuel futures.

If you've got the passion, we've got the perfect place for you.

Visit **CAREERS** at atlanticgroup.com.au to learn more.

   [atlanticgroup](https://atlanticgroup.com.au)



Are you our kind of
**people
people**

Discover your
dream career in
Tourism, Hospitality,
and Travel!



A jobs, career and
training destination
for Australian Tourism,
Hospitality, and Travel.

eeger.

eeger.com.au

Image Credit: Tourism Australia



ERDI Academy - Excellence in Hospitality

For over 40 years, the ERDI name has stood for excellence, generosity, and premium experiences. ERDI Academy continues this legacy by shaping the future of hospitality through hands-on, industry-led education. With a strong commitment to student success, our programs are guided by experienced leaders dedicated to developing highly skilled, job-ready graduates.



ERDI Academy delivers hands-on hospitality training through real-world placements at ERDI hotels. Guided by values like passion, integrity, and excellence, we invest in your potential - it's the ERDI way.

Enquire about the Diploma of Hospitality Management or Short Courses now!

ERDI Hotels & Partners



EDUCATION PROVIDERS

In Victoria, there are multiple education pathways for graduates or young adults interested in a career in tourism, events and hospitality.

Many universities, colleges, TAFE institutions and Registered Training Organisations offer courses either in-person or online to kickstart your tourism career.

VTIC'S HIGHER EDUCATION, TAFE AND REGISTERED TRAINING ORGANISATION PARTNERS ARE:

- Acknowledge Education
- Chisholm Institute
- Holmesglen Institute of TAFE
- Le Cordon Bleu Melbourne
- Melbourne Polytechnic
- The Hotel School
- Victoria University
- William Angliss Institute of TAFE

Practical learning with industry partners.

That's our unique VU TAFE experience

TAFE VICTORIA

VICTORIA UNIVERSITY
UNIQUELY YOU

CRICOS No. 00124K (Melbourne), 02475D (Sydney), RTO 3113, TEQSA No. PRV12152. HM-913

YOUNG TOURISM NETWORK

Connecting emerging professionals to the TOURISM INDUSTRY

CONNECT with like-minded peers and industry professionals at networking events

LEARN about career paths in the industry with mentoring programs

GROW professional and personal skills at leadership development training

LEARN MORE

youngtourismnetwork.com.au





Contact details

Victoria Tourism Industry Council
ABN: 85 152 248 541

Suite 201A, Level 2,
360 Elizabeth Street,
MELBOURNE VIC 3000

W: vtic.com.au
T: 03 7035 5700
E: info@vtic.com.au

Disclaimer

Victoria Tourism Industry Council (VTIC) including its officers, agents and contractors ("Publisher") has made every endeavour to ensure that details in this publication are correct at the time of printing, but accept no responsibility for any inaccuracy or mis-description, whether by inclusion or omission, nor does the Publisher accept any responsibility for subsequent change or withdrawal of details or service shown which are subject to alteration without notice.

Photography: Visit Victoria, Morgan Hancock and Shrine of Remembrance, Melbourne.

Produced for VTIC by Frank Lane Design & Branding Agency | T: 0400 790 193 | W: franklane.com.au

VTIC is proudly supported by the Victoria State Government.