

# VICTORIA'S INTERNATIONAL TOURISM PERFORMANCE

International Visitor Survey Results (latest results for the year ending June 2018)



## SPEND

\$8.0 billion  
+7.3% y/y  
27.5% VIC market share



## VISITORS

3.0 million  
+7.9% y/y  
35.7% VIC market share



## NIGHTS

68.8 million  
+2.1% y/y  
25.5% VIC market share

## REGIONAL VICTORIA



\$558m +3.4% y/y



532,100 +1.2% y/y

## MELBOURNE



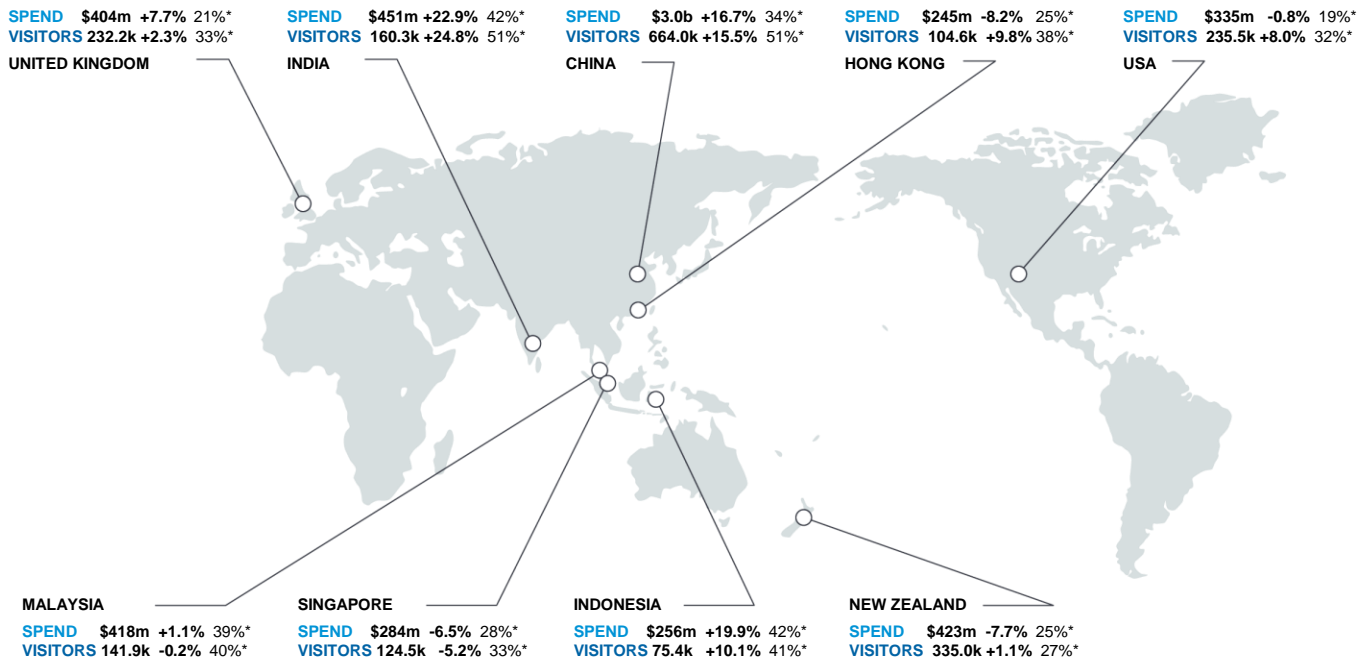
\$7.5b +7.7% y/y



2.8m +8.1% y/y



## Key Market Results



\* State market share. Year-on-year growth noted.

Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2018, released 2 November 2018.

Preliminary results not including purpose of visit analysis. Expenditure includes package expenditure. Base: International short term visitors (less than 12 months) aged 15+. Data correct at time of publishing.