

VICTORIA'S INTERNATIONAL TOURISM PERFORMANCE

International Visitor Survey Results (latest results for the year ending December 2017)



SPEND

\$7.7 billion
+10.6% y/y
26.8% VIC market share



VISITORS

2.9 million
+8.1% y/y
35.6% VIC market share



NIGHTS

66.2 million
+5.2% y/y
25.0% VIC market share

REGIONAL VICTORIA



\$531 m +9.8% y/y



531,300 +6.7% y/y

MELBOURNE



\$7.1 b +10.7% y/y



2.7 m +8.2% y/y



HOLIDAY

\$2.0 b
+6.4% y/y



VFR

\$1.3 b
+2.3% y/y



BUSINESS

\$621 m
+23.0% y/y



EDUCATION

\$3.3 b
+15.9% y/y

SPEND \$377m -10.5% 19%*
VISITORS 229.4k +1.1% 33%*

UNITED KINGDOM

SPEND \$392m +22.3% 39%*
VISITORS 144.2k +22.6% 51%*

INDIA

SPEND \$2.7b +13.9% 33%*
VISITORS 621.6k +9.2% 50%*

CHINA

SPEND \$265m +16.6% 27%*
VISITORS 100.3k +12.0% 39%*

HONG KONG

SPEND \$331m -6.0% 18%*
VISITORS 233.0k +11.8% 32%*

USA

SPEND \$424m +11.1% 39%*
VISITORS 138.5k -1.2% 39%*

MALAYSIA

SPEND \$323m +11.5% 31%*
VISITORS 132.2k +3.5% 35%*

SINGAPORE

SPEND \$226m +5.0% 41%*
VISITORS 70.7k +12.4% 41%*

INDONESIA

SPEND \$428m -3.0% 26%*
VISITORS 334.7k +1.1% 27%*

NEW ZEALAND

* State market share. VFR = Visiting Friends and Relatives.
Year on year growth noted. Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending December 2017, released March 2018. Expenditure includes package expenditure. Base: International short term visitors (less than 12 months) aged 15+.