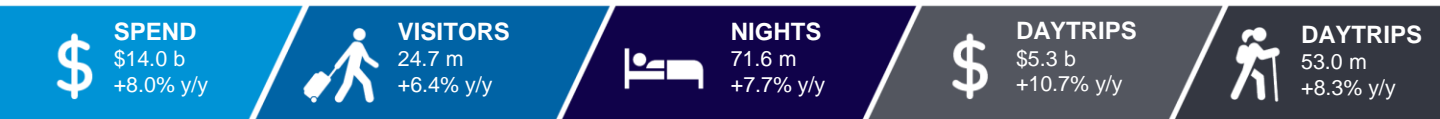


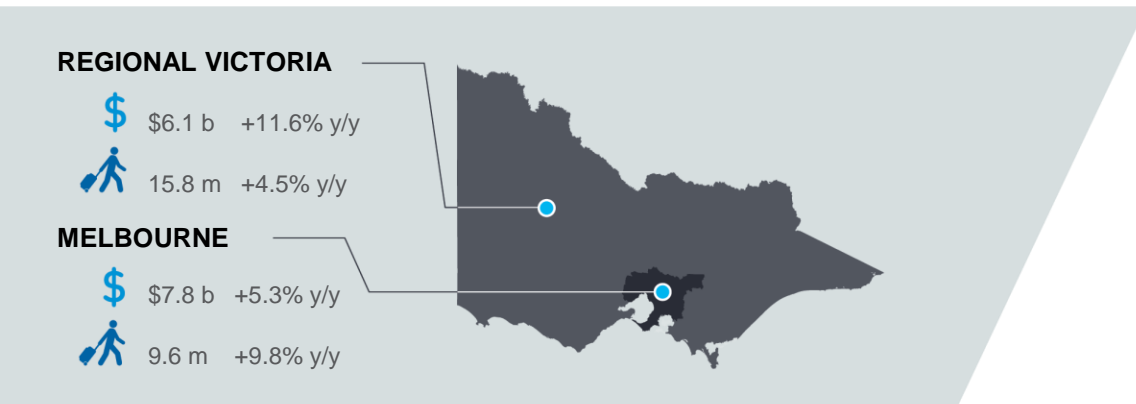
VICTORIA'S DOMESTIC TOURISM PERFORMANCE

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

Domestic Visitors in Victoria (spend, visitors, nights and daytrips)



Domestic Overnight Visitors in Victoria (Melbourne vs Regional Victoria)



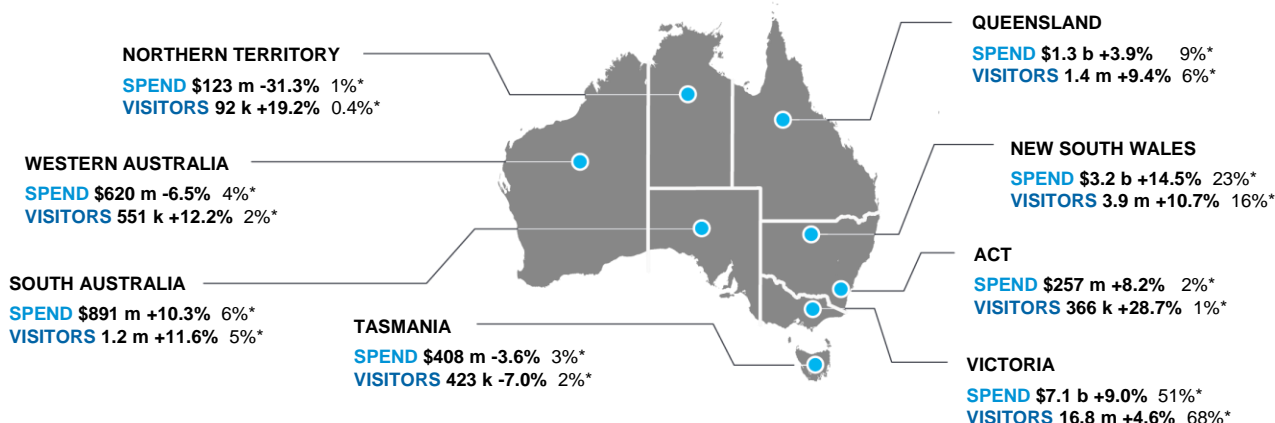
Domestic Overnight Interstate and Intrastate Spend^(a) and Visitors



Domestic Overnight Spend^(b) in Victoria by Purpose



Domestic Overnight Spend^(a) and Visitors – by Origin



(a) Regional expenditure model estimates (b) Destination only expenditure. Year on year growth noted.

*Denotes the origin market's contribution to VIC domestic overnight spend / visitation.

Source: National Visitor Survey, Tourism Research Australia, Canberra, year ending June 2018, released 3 October 2018.

Base: Visitors aged 15+.

Data correct at time of publishing.

Next release: 16 January 2019 (TBC)