

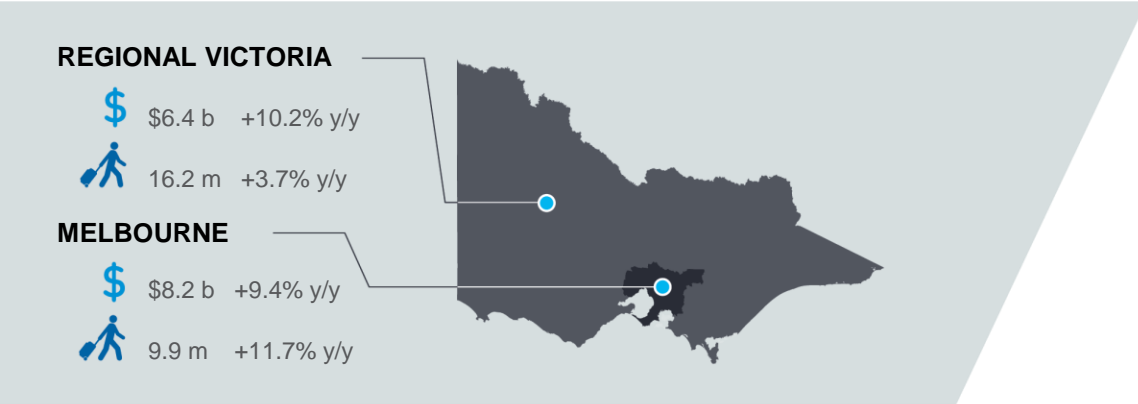
# VICTORIA'S DOMESTIC TOURISM PERFORMANCE

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

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



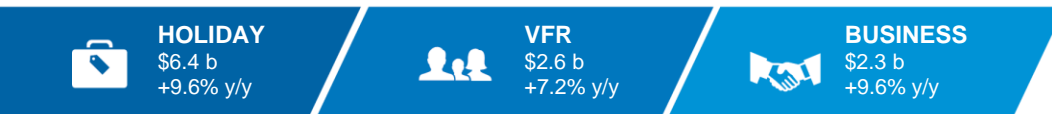
Domestic Overnight Visitors in Victoria (Melbourne vs Regional Victoria)



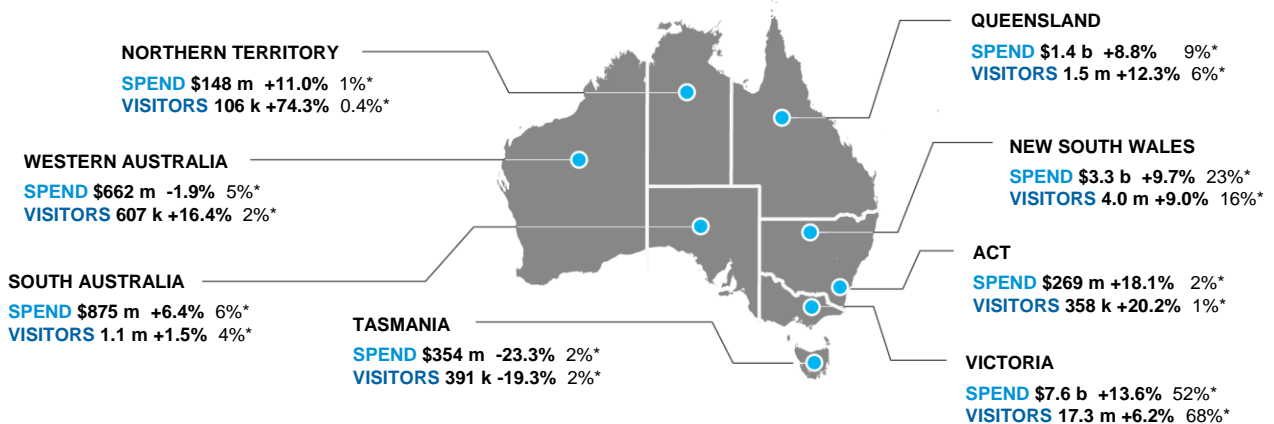
Domestic Overnight Interstate and Intrastate Spend<sup>(a)</sup> and Visitors



Domestic Overnight Spend<sup>(b)</sup> in Victoria by Purpose



Domestic Overnight Spend<sup>(a)</sup> 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 Victorian domestic overnight spend / visitation.

Source: National Visitor Survey, Tourism Research Australia, Canberra, year ending September 2018, released 9 January 2019.

Base: Visitors aged 15+.

Data correct at time of publishing.

Next release: April 2019 (TBC)