Melbourne's Top Attractions

Results for the year ending March 2019

This factsheet provides an overview of overnight visitors to Victoria that attended places or attractions in Melbourne. This includes both domestic and international overnight visitors and may include those that visit the place/attraction as part of a day-trip (this does not include local visitors).

1. **MELBOURNE CBD SHOPPING**
   - Total Visitors: 5.6 million
   - Percentage: 18%
   - Domestic Visitors: 3.7 million (6% increase)
   - International Visitors: 2.0 million (10% increase)

2. **FEDERATION SQUARE**
   - Total Visitors: 2.9 million
   - Percentage: 9%
   - Domestic Visitors: 1.6 million (1% increase)
   - International Visitors: 1.3 million

3. **SOUTHGATE/ Southbank**
   - Total Visitors: 2.8 million
   - Percentage: 9%
   - Domestic Visitors: 1.9 million (4% increase)
   - International Visitors: 851,000 (6% increase)

4. **QUEEN VICTORIA MARKET**
   - Total Visitors: 2.6 million
   - Percentage: 8%
   - Domestic Visitors: 1.1 million (17% increase)
   - International Visitors: 1.4 million (4% increase)

5. **CROWN ENTERTAINMENT COMPLEX**
   - Total Visitors: 2.2 million
   - Percentage: 7%
   - Domestic Visitors: 1.6 million (14% increase)
   - International Visitors: 616,200 (-3%)

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This information is provided by the Victorian Government.
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1. **DOCKLANDS/ MARVEL STADIUM**
   - 1.9 million visitors ▲ 8%
   - 1,3 million ▲ 13%
   - Domestic overnight visitors
   - 6% of all visitors
   - 599,500 ▼ -2%
     - International overnight visitors

2. **ST KILDA**
   - 1.9 million visitors ▲ 7%
   - 956,500 ▲ 5%
   - Domestic overnight visitors
   - 6% of all visitors
   - 894,300 ▲ 9%
     - International overnight visitors

3. **NATIONAL GALLERY OF VICTORIA (NGV)**
   - 1.1 million visitors ▼ -5%
   - 566,600 ▼ -20%
   - Domestic overnight visitors
   - 4% of all visitors
   - 552,800 ▲ 18%
     - International overnight visitors

4. **MELBOURNE MUSEUM / ROYAL EXHIBITION BUILDING**
   - 859,700 visitors ▲ 4%
   - 356,900 ▲ 12%
   - Domestic overnight visitors
   - 3% of all visitors
   - 502,800 ▲ 0%
     - International overnight visitors

5. **MELBOURNE CRICKET GROUND (MCG)**
   - 734,500 visitors ▼ -12%
   - 537,700 ▼ -13%
   - Domestic overnight visitors
   - 2% of all visitors
   - 196,800 ▼ -10%
     - International overnight visitors

Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending March 2019.

To note: All growth rates noted are year-on-year percentage changes. Total visitors include both domestic and international overnight visitors and may include those that have visited the place/attraction on a day trip (this does not include local visitors).

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2019 results with previous time periods and releases. For further information on methodology changes and impacts refer to the Tourism Research Australia NVS Methodology. This information is based on survey data estimates and may differ to the results of individual attractions that monitor gate entry numbers. Only a non-exhaustive list of attractions/places are included in the survey (this is not based on an open ended question).

Factsheet produced by the Tourism, Events and Visitor Economy (TEVE) Research Unit, July 2019.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.