

# Visitor Experiences in Victoria

## Results for the year ending September 2019

This factsheet provides an overview of visitors to Victoria that participated in one of the state's leading experiences. The categories noted include nature-based, cultural, events, food & wine, wineries and golf experiences. Total visitors include both domestic and international overnight visitors, as well as domestic daytrip visitors. Detailed definitions for each experience category are noted below.

## NATURE-BASED EXPERIENCES



**18.0** ▲ 12%  
**MILLION VISITORS**

**19%** of all visitors to Victoria **77.2 million** visitor nights

Domestic daytrip visitors  
9.0 million ▲ 12%

Domestic overnight visitors  
6.8 million ▲ 16%

International overnight visitors  
2.2 million ▲ 4%



15%  
of all visitors to Melbourne



21%  
of all visitors to regional Victoria

## CULTURAL EXPERIENCES\* (including aboriginal experiences)



**11.7** ▲ 4%  
**MILLION VISITORS**

**12%** of all visitors to Victoria **64.0 million** visitor nights

Domestic daytrip visitors  
5.0 million ▼ -2%

Domestic overnight visitors  
4.8 million ▲ 11%

International overnight visitors  
1.9 million ▲ 1%



6%  
participated in  
Aboriginal experiences



15%  
of all visitors to Melbourne



10%  
of all visitors to regional Victoria

## EVENT EXPERIENCES



**5.7** ▲ 7%  
**MILLION VISITORS**

**6%** of all visitors to Victoria **33.8 million** visitor nights

Domestic daytrip visitors  
2.7 million ▲ 0.4%

Domestic overnight visitors  
2.4 million ▲ 17%

International overnight visitors  
610,600 ▲ 1%



8%  
of all visitors to Melbourne



5%  
of all visitors to regional Victoria

Sources International Visitor Survey (IVS) and National Visitor Survey (NVS), published by Tourism Research Australia, year ending September 2019. Data is considered correct at the time of publishing.

### Data notes and definitions:

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.

All growth rates noted are year-on-year percentage changes. Visitors are classified together under the following experience categories if they nominate that they have participated in at least one of the following activities whilst on a trip.

To note: these categories are not mutually exclusive and visitors may fall into one or more experience categories. International visitors to Victoria have undertaken the activity whilst on a trip to Australia, not necessarily in Victoria.

**Nature-based experiences:** visit national/state parks; botanical or other public gardens; go whale or dolphin watching; go bushwalking or on a rainforest walk; go scuba diving; snorkelling; visit wildlife parks / zoos / aquariums.

**Cultural experiences:** (\*revised definition) attend theatre, concerts or other performing arts, visit museums or art galleries, visit art or craft workshops or studios, attend festivals, fairs or cultural events, visit history, heritage buildings sites or monuments, experienced Aboriginal art, craft or cultural displays, visited an Aboriginal site or community and/or attended an Aboriginal performance (from 2004 only, International only).

**Event experiences:** attend festivals, fairs or cultural events; attend an organised sporting event.

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, January 2020.

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

Figures may not add due to rounding.



Jobs,  
Precincts  
and Regions

# Visitor Experiences in Victoria

Results for the year ending September 2019

## FOOD & BEVERAGE EXPERIENCES



**5.0** ▲ 12%  
MILLION VISITORS

**5%** of all visitors to Victoria

**27.3 million** visitor nights

Domestic daytrip visitors  
2.1 million ▲ 7%

Domestic overnight visitors  
2.2 million ▲ 20%

International overnight visitors  
680,800 ▲ 5%



**4%**  
of all visitors to Melbourne



**6%**  
of all visitors to regional Victoria

## WINERY EXPERIENCES



**3.0** ▲ 16%  
MILLION VISITORS

**3%** of all visitors to Victoria

**16.3 million** visitor nights

Domestic daytrip visitors  
1.3 million ▲ 11%

Domestic overnight visitors  
1.2 million ▲ 26%

International overnight visitors  
477,800 ▲ 4%



**2%**  
of all visitors to Melbourne



**4%**  
of all visitors to regional Victoria

## GOLF EXPERIENCES



**975,600** ▲ 18%  
VISITORS

**1%** of all visitors to Victoria

**4.4 million** visitor nights

Domestic daytrip visitors  
375,100 ▲ 23%

Domestic overnight visitors  
536,900 ▲ 18%

International overnight visitors  
63,600 ▲ 1%



**0.4%**  
of all visitors to Melbourne



**1.4%**  
of all visitors to regional Victoria

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Food & Beverage experiences: visited a winery; visit breweries or distilleries; visit farmgates; visit food markets (not included in the IVS).  
Winery experiences: visited a winery.  
Golf experiences: Played golf.

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