

# Visitors to Victoria

## Experience Overview

Results for the year ending September 2018




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 aboriginal 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




**15.5** ▲ 16%  
MILLION VISITORS

**19%** of all visitors to Victoria **69.9 million** visitor nights

 7.7 million <small>▲ 21%</small> Domestic daytrip visitors	 5.7 million <small>▲ 14%</small> Domestic overnight visitors	 2.1 million <small>▲ 4%</small> International overnight visitors
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 **15%** of all visitors to Melbourne




 **22%** of all visitors to regional Victoria


### CULTURAL EXPERIENCES

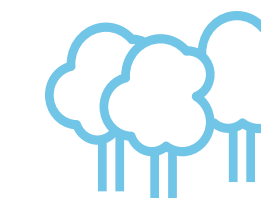


**10.8** ▲ 13%  
MILLION VISITORS

**13%** of all visitors to Victoria **60.3 million** visitor nights

 4.8 million <small>▲ 20%</small> Domestic daytrip visitors	 4.2 million <small>▲ 10%</small> Domestic overnight visitors	 1.8 million <small>▲ 4%</small> International overnight visitors
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 **17%** of all visitors to Melbourne




 **11%** of all visitors to regional Victoria


### EVENT EXPERIENCES



**5.2** ▼ 6%  
MILLION VISITORS

**6%** of all visitors to Victoria **30.9 million** visitor nights

 2.6 million <small>▼ 12%</small> Domestic daytrip visitors	 2.0 million <small>▲ 2%</small> Domestic overnight visitors	 599,900 <small>▲ 1%</small> International overnight visitors
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 **9%** 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 2018. IVS results in this release are preliminary only. Data is considered correct at the time of publishing.

**Data notes and definitions:**

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. As visitors may participate in one or more activities on a trip, they may fall into one or more experience categories. International visitors to Victoria have undertaken the activity in 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:** attend theatre / concerts or other performing arts; visit museums or art galleries; visit an art or craft workshop or studio; attend festivals, fairs or cultural events; visit history, heritage buildings sites or monuments.

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

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

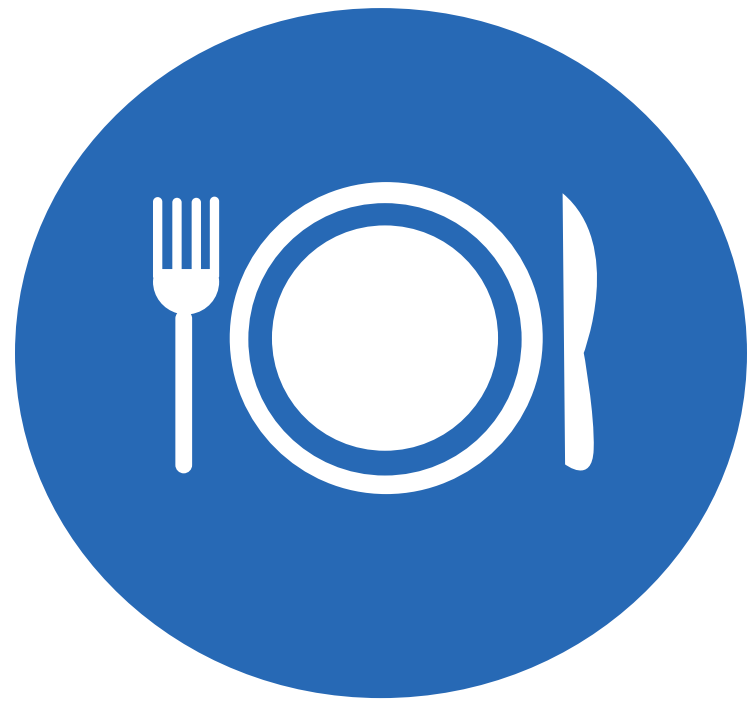
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## Experience Overview

Results for the year ending September 2018

### FOOD & WINE EXPERIENCES



**4.3** 6%  
**MILLION VISITORS**

**5%** of all visitors to Victoria **25.1 million** visitor nights

1.9 million 10%  
Domestic daytrip visitors

1.8 million 3%  
Domestic overnight visitors

650,000 4%  
International overnight visitors

**4%** of all visitors to Melbourne

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

### WINERY EXPERIENCES



**2.5** 0.3%  
**MILLION VISITORS**

**3%** of all visitors to Victoria **15.6 million** visitor nights

1.1 million 3%  
Domestic daytrip visitors

967,700 2%  
Domestic overnight visitors

459,300 1%  
International overnight visitors

**2%** of all visitors to Melbourne

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

### ABORIGINAL EXPERIENCES



**572,000** 3%  
**VISITORS**

**1%** of all visitors to Victoria **9.4 million** visitor nights

not available (under publishable threshold)  
Domestic daytrip visitors

71,100 26%  
Domestic overnight visitors

429,500 2%  
International overnight visitors

**1.4%** of all visitors to Melbourne

**0.4%** of all visitors to regional Victoria

Sources International Visitor Survey (IVS) and National Visitor Survey (NVS), published by Tourism Research Australia, year ending September 2018. IVS data in this release is preliminary only. Data is considered correct at the time of publishing.

#### Data notes and definitions:

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.

Food & wine experiences: visited a winery; visit breweries or distilleries; visit farmgates; visit food markets (not included in the IVS).

Winery experiences: visited a winery.

Aboriginal experiences: experienced Aboriginal art, craft or cultural displays; visited an Aboriginal site or community; attended an Aboriginal performance (included in the IVS only).

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

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Jobs,  
Precincts  
and Regions