

Visitor Experiences in Victoria

Results for the year ending December 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



15.6 ▲ 12%
MILLION VISITORS

19% of all visitors to Victoria **72.6 million** visitor nights



7.8 million ▲ 18%
Domestic daytrip visitors



5.7 million ▲ 8%
Domestic overnight visitors



2.2 million ▲ 5%
International overnight visitors



15% of all visitors to Melbourne



22% of all visitors to regional Victoria

CULTURAL EXPERIENCES



10.7 ▲ 6%
MILLION VISITORS

13% of all visitors to Victoria **62.1 million** visitor nights



4.8 million ▲ 10%
Domestic daytrip visitors



4.1 million ▲ 2%
Domestic overnight visitors



1.9 million ▲ 5%
International overnight visitors



17% of all visitors to Melbourne



11% of all visitors to regional Victoria

EVENT EXPERIENCES



4.9 ▼ -14%
MILLION VISITORS

6% of all visitors to Victoria **32.3 million** visitor nights



2.3 million ▼ -23%
Domestic daytrip visitors



2.0 million ▼ -5%
Domestic overnight visitors



623,400 ▲ 6%
International overnight visitors



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 December 2018. 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, April 2019

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



Jobs,
Precincts
and Regions

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Results for the year ending December 2018

FOOD & WINE EXPERIENCES



4.1 ▼ -5%
MILLION VISITORS

5% of all visitors to Victoria **26.3 million** visitor nights



1.7 million ▼ -10%
Domestic daytrip visitors



1.8 million ▼ -1%
Domestic overnight visitors



661,500 ▲ 3%
International overnight visitors



4% of all visitors to Melbourne



6% of all visitors to regional Victoria

WINERY EXPERIENCES



2.4 ▼ -13%
MILLION VISITORS

3% of all visitors to Victoria **16.0 million** visitor nights



966,400 ▼ -22%
Domestic daytrip visitors



969,900 ▼ -8%
Domestic overnight visitors



462,500 ▼ -2%
International overnight visitors



2% of all visitors to Melbourne



4% of all visitors to regional Victoria

ABORIGINAL EXPERIENCES



582,700 ▲ 3%
VISITORS

1% of all visitors to Victoria **9.8 million** visitor nights



not available
(under publishable threshold)
Domestic daytrip visitors



77,000 ▲ 23%
Domestic overnight visitors



433,700 ▲ 4%
International overnight visitors



1.4% of all visitors to Melbourne



0.5% of all visitors to regional Victoria

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