

Victoria's Visitor Economy

Latest performance results - year ending September 2018



\$28.2 BILLION ▲ 8.6%
total tourism spend



International overnight spend
\$8.3 billion ▲ 8.6%



Domestic overnight spend
\$14.6 billion ▲ 9.8%



Domestic daytrip spend
\$5.3 billion ▲ 5.4%



\$77.2 MILLION
visitor spend *per day* in Victoria

growth in total tourism spend

YE Sept 2013 to YE Sept 2018

+8.2% p.a.

+\$9.2b



82.3 MILLION ▲ 8.2%
total visitors



International overnight visitors
3.0 million ▲ 6.4%



Domestic overnight visitors
25.4 million ▲ 6.8%



Domestic daytrip visitors
53.9 million ▲ 9.0%



143.6 MILLION ▲ 6.2%
total number of visitor *nights* spent in Victoria

growth in total visitors

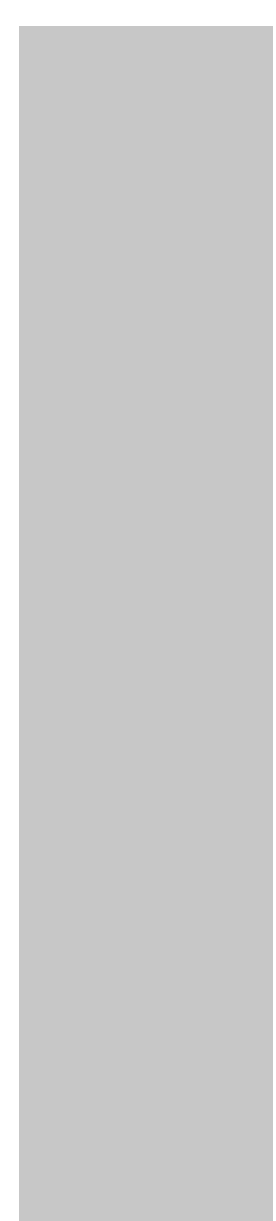
YE Sept 2013 to YE Sept 2018

+5.5% p.a.

+19.4m

Top 10 source markets by overnight spend (total visitors)

\$7.6b



VIC

+13.6%

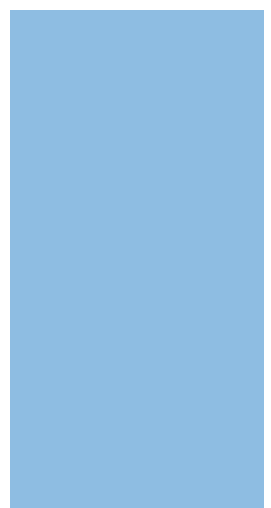
\$3.3b



NSW

+9.7%

\$3.2b



CHINA

+20.4%

\$1.4b



QLD

+8.8%

\$875m



SA

+6.4%

\$662m



WA

-1.9%

\$505m



INDIA

+35.5%

\$451m



MALAYSIA

+7.3%

\$407m



NZ

-13.4%

\$391m



UK

-2.0%



domestic market



international market

\$575

average spend per *domestic* overnight visitor

\$2,763

average spend per *international* overnight visitor

To note: All growth rates noted on this page are year-on-year percentage changes.
Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending September 2018

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, January 2019.
Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.
Data is considered correct at time of publishing

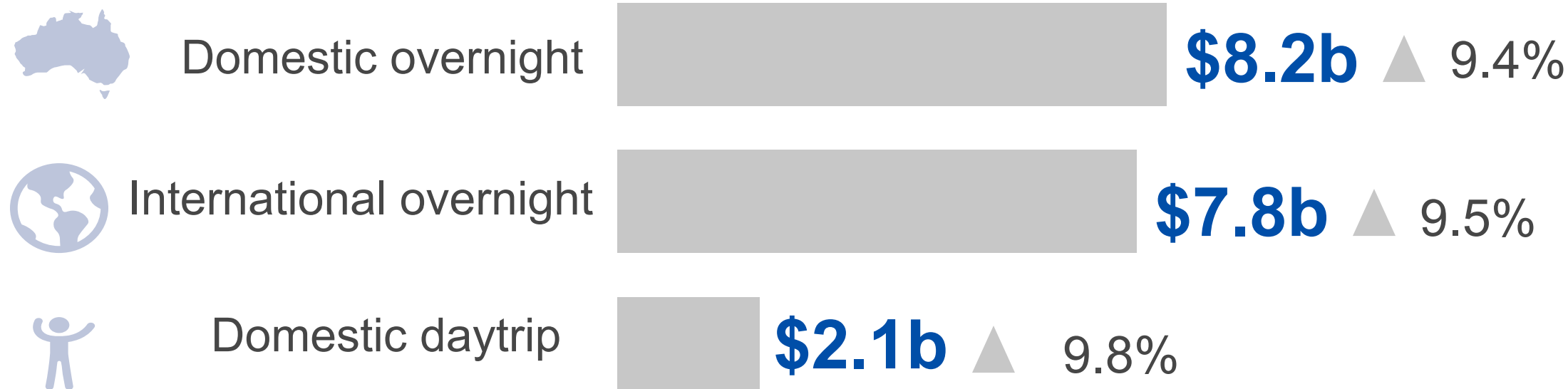
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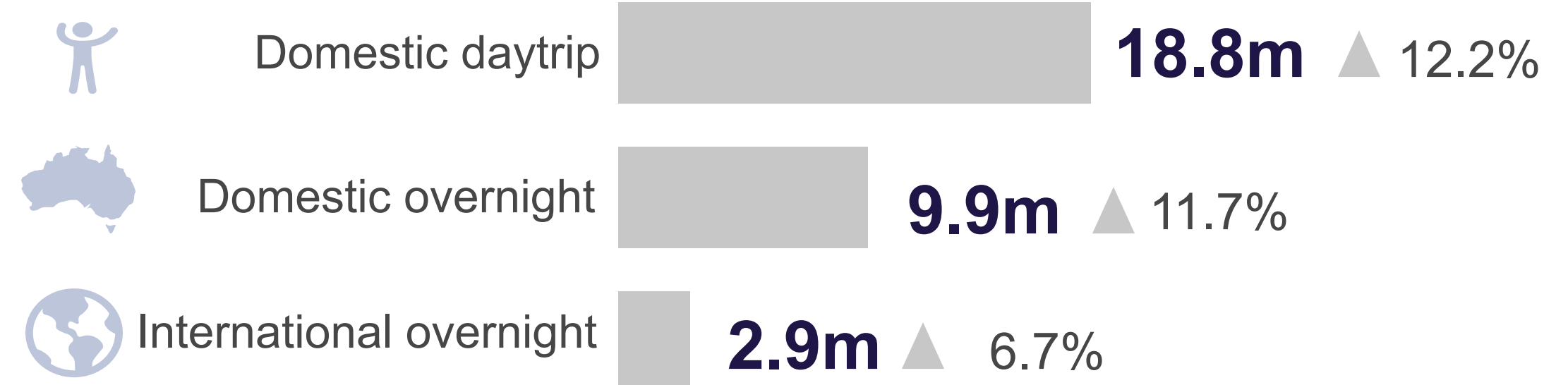
Melbourne



\$18.1 billion ▲ 9.5%
total tourism expenditure



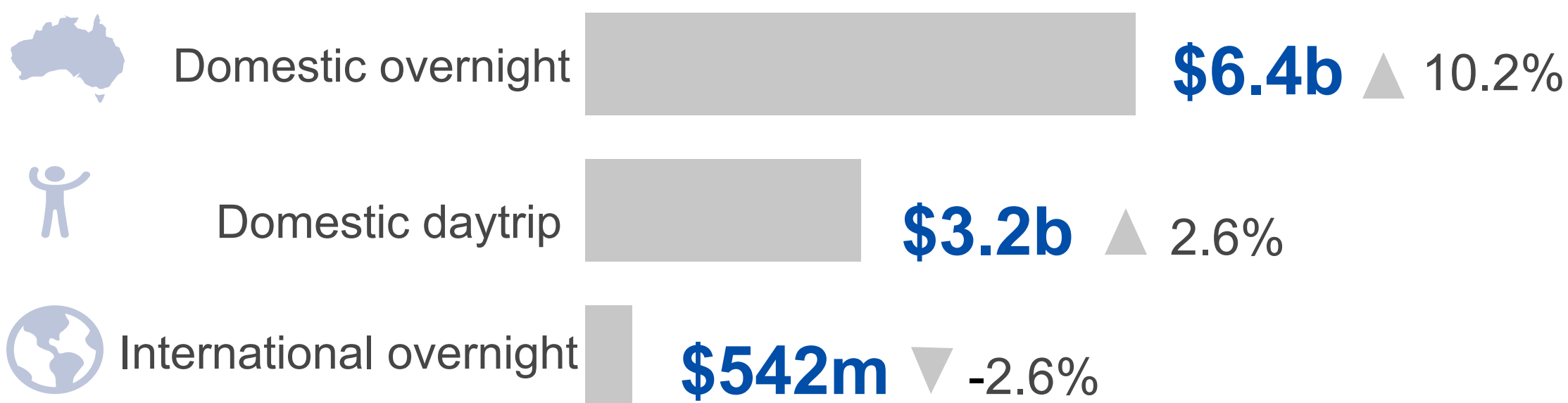
31.5 million ▲ 11.6%
total visitors



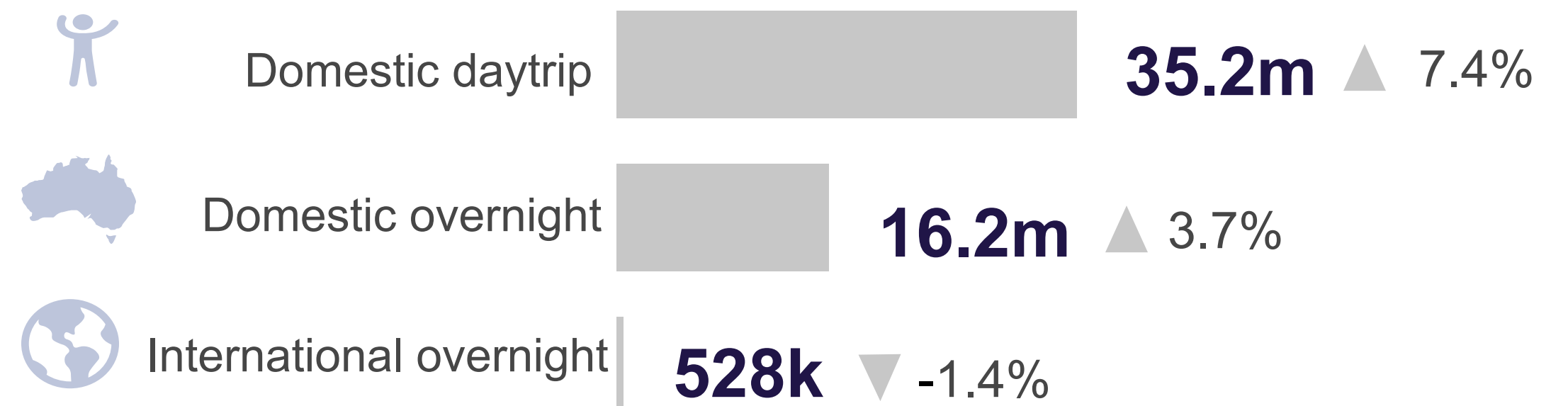
Regional Victoria



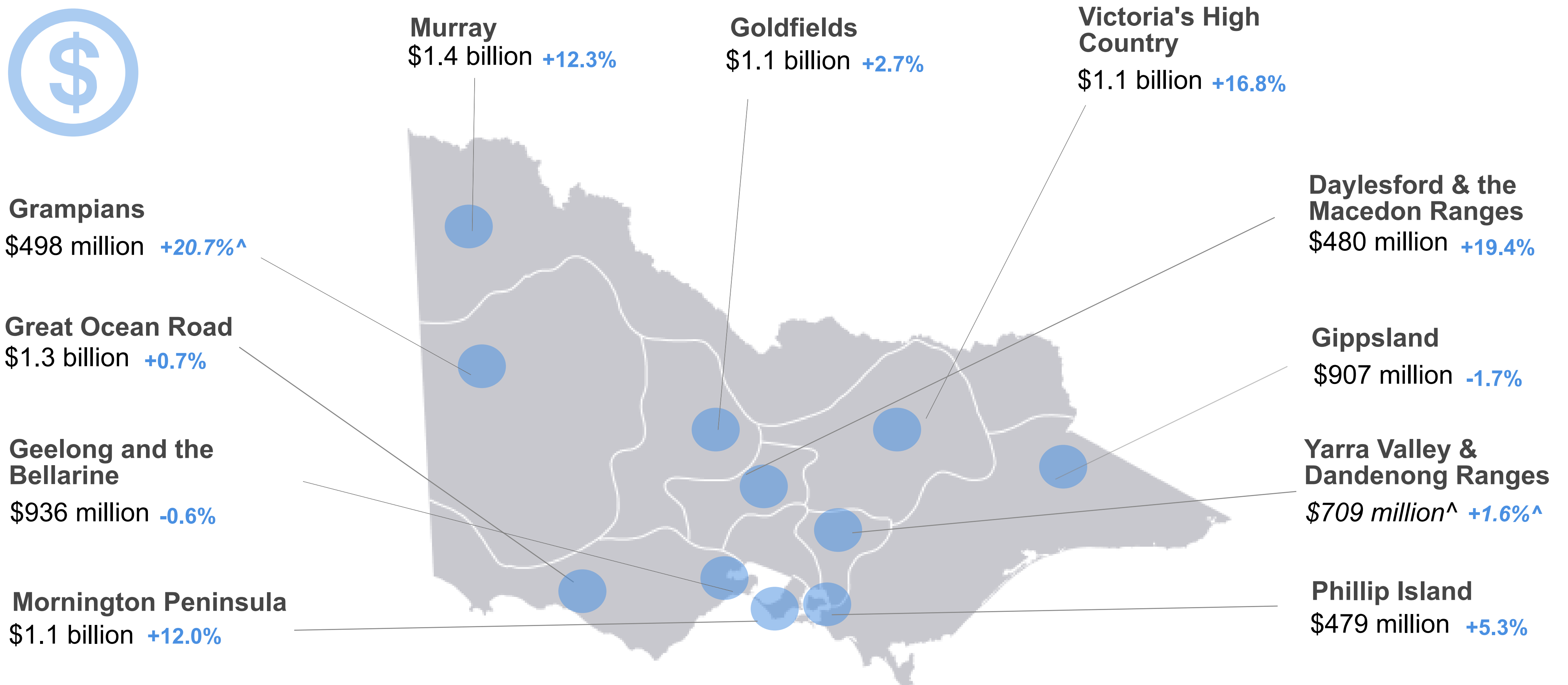
\$10.1 billion ▲ 7.0%
total tourism expenditure



51.9 million ▲ 6.1%
total visitors



Total tourism spend in Victoria's regions (daytrip, domestic and international overnight)



To note: All growth rates noted on this page are year-on-year percentage changes.
As some people visit both Melbourne and regional Victoria, it is incorrect to add the visitors for both to derive a Victoria total.
Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending September 2018.
[^]Figures noted in italics should be interpreted with caution due to variability in the data (international component only).

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