

Visitor Experiences in Victoria

Results for the year ending March 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 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



16.9 ▲ 7%
MILLION
VISITORS


19% of all visitors to Victoria


74.4 million visitor nights

Domestic daytrip visitors
8.7 million ▲ 25%

Domestic overnight visitors
6.1 million ▲ 11%

International overnight visitors
2.2 million ▲ 5%

 15%
of all visitors to Melbourne

 21%
of all visitors to regional Victoria

CULTURAL EXPERIENCES



11.2 ▲ 3%
MILLION
VISITORS


12% of all visitors to Victoria

60.7 million visitor nights

Domestic daytrip visitors
5.0 million ▲ 4%

Domestic overnight visitors
4.3 million ▲ 3%

International overnight visitors
1.9 million ▲ 4%

 16%
of all visitors to Melbourne

 10%
of all visitors to regional Victoria

EVENT EXPERIENCES



5.2 ▼ -9.1%
MILLION
VISITORS


6% of all visitors to Victoria

32.5 million visitor nights

Domestic daytrip visitors
2.4 million ▼ -25%

Domestic overnight visitors
2.2 million ▲ 12%

International overnight visitors
616,800 ▲ 3%

 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 March 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: 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, July 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

Visitor Experiences in Victoria

Results for the year ending March 2019

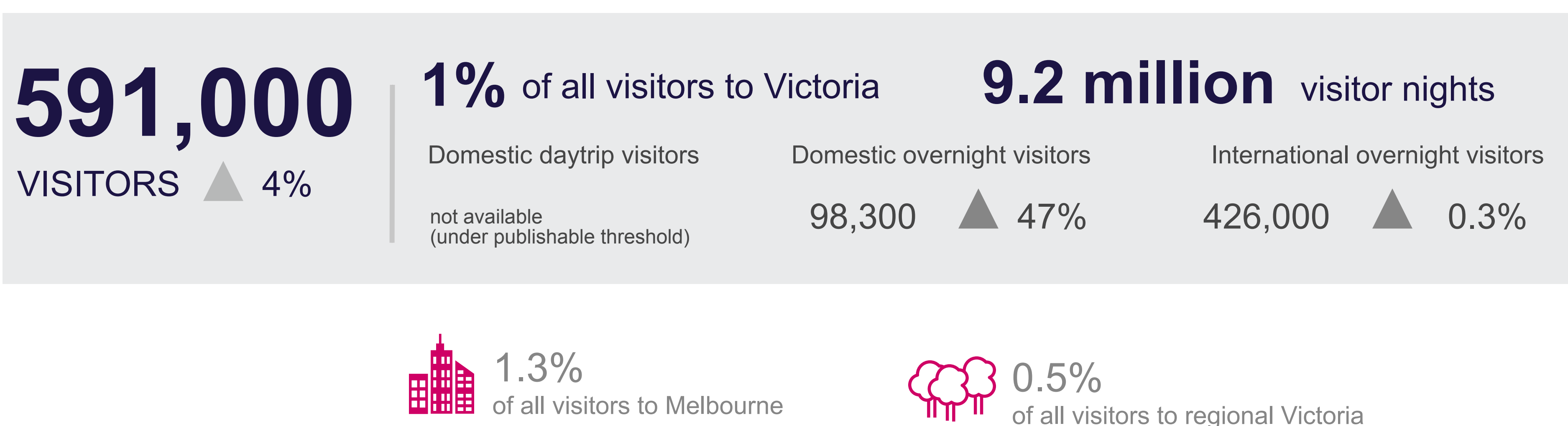
FOOD & WINE EXPERIENCES



WINERY EXPERIENCES



ABORIGINAL EXPERIENCES



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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).

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