**VICTORIA’S VISITOR ECONOMY**

Latest performance results – year ending December 2019

### Tourism expenditure (billions)

**VICTORIA**

- International overnight: $8.8b, ▲ 4.2%
- Domestic overnight: $17.0b, ▲ 13.1%
- Domestic daytrip: $6.7b, ▲ 20.3%

**MELBOURNE**

- International overnight: $8.2b, ▲ 4.2%
- Domestic overnight: $9.5b, ▲ 12.8%
- Domestic daytrip: $2.6b, ▲ 17.4%

**REGIONAL**

- International overnight: $0.6b, ▲ 5.2%
- Domestic overnight: $7.5b, ▲ 13.5%
- Domestic daytrip: $4.1b, ▲ 22.2%

**$32.5 billion**

VICTORIAN TOTAL

11.9%

**$20.3 billion**

MELBOURNE TOTAL

9.7%

**$12.1 billion**

REGIONAL TOTAL

15.8%

### Visitors (millions)

**VICTORIA**

- International overnight: 3.1m, ▲ 3.2%
- Domestic overnight: 29.7m, ▲ 13.5%
- Domestic daytrip: 67.5m, ▲ 20.4%

**MELBOURNE**

- International overnight: 3.0m, ▲ 2.7%
- Domestic overnight: 11.4m, ▲ 13.8%
- Domestic daytrip: 25.1m, ▲ 29.3%

**REGIONAL**

- International overnight: 0.6m, ▲ 5.2%
- Domestic overnight: 19.1m, ▲ 12.9%
- Domestic daytrip: 42.4m, ▲ 15.7%

**156.6 million**

TOTAL NUMBER OF VISITOR NIGHTS ▲ 6.0%

**100.4 million**

VICTORIAN TOTAL

17.7%

**39.5 million**

MELBOURNE TOTAL

22.1%

**62.1 million**

REGIONAL TOTAL

14.7%

**$89.0 million**

VISITOR SPEND PER DAY

$8.8b

$17.0b

$6.7b
TOP 10 SOURCE MARKETS BY SPEND
(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)
(Data in millions)

1. VICTORIA ▲ 13.2% $9,019
2. NEW SOUTH WALES ▲ 4.0% $3,663
3. CHINA ▲ 3.5% $3,383
4. QUEENSLAND ▲ 28.1% $1,710
5. SOUTH AUSTRALIA ▲ 15.4% $934
6. WESTERN AUSTRALIA ▲ 30.5% $863
7. INDIA ▼ -6.4% $508
8. TASMANIA ▲ 26.0% $403
9. NEW ZEALAND ▼ -1.9% $394
10. UNITED STATES OF AMERICA ▲ 6.9% $377

$571 AVERAGE SPEND PER DOMESTIC OVERNIGHT VISIT
$2,813 AVERAGE SPEND PER INTERNATIONAL OVERNIGHT VISIT

TOP PURPOSE SECTORS BY SPEND
(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

1. HOLIDAY ▲ 11.3% $9.8 billion
2. VISITING FRIENDS AND RELATIVES ▲ 7.2% $4.6 billion
3. BUSINESS ▲ 12.7% $4.2 billion
4. INTERNATIONAL EDUCATION ▲ 6.3% $4.1 billion

TOTAL TOURISM SPEND IN VICTORIA’S REGIONS
(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1. MURRAY $1.7 BILLION ▲ 12.8%
2. GREAT OCEAN ROAD $1.6 BILLION ▲ 16.1%
3. GOLDFIELDS $1.4 BILLION ▲ 21.4%
4. VICTORIA’S HIGH COUNTRY $1.3 BILLION ▲ 2.9%
5. MORNINGTON PENINSULA $1.4 BILLION ▲ 21.2%
6. GEELONG AND THE BELLARINE $1.1 BILLION ▲ 14.6%
7. GIPPSLAND $1.1 BILLION ▲ 17.0%
8. YARRA VALLEY & DANDELONG RANGES $911 MILLION ▲ 25.8%^*
9. PHILLIP ISLAND $578 MILLION ▲ 18.5%
10. GRAMPIANS $543 MILLION ▲ 15.7%^*
11. DAYLESFORD & THE MACEDON RANGES $527 MILLION ▲ 9.8%

To note: All growth rates noted on this page are year-on-year percentage changes.
Sources: International Visitor Survey (IVS) and National Visitor Survey (NVS), Tourism Research Australia (TRA), year ending December 2019.

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.

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VICTORIA’S VISITOR ECONOMY FACTSHEET
Latest performance results – year ending December 2019