

VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending September 2019

Tourism expenditure

(billions)



VICTORIA

\$8.8b

International overnight
▲ 6.0%

\$16.5b

Domestic overnight
▲ 11.5%

\$6.3b

Domestic daytrip
▲ 15.2%



\$86.7 million

VISITOR SPEND PER DAY

\$31.6 billion

VICTORIAN TOTAL

▲ 10.6%

MELBOURNE

\$8.2b

International overnight
▲ 5.8%

\$9.4b

Domestic overnight
▲ 13.5%

\$2.5b

Domestic daytrip
▲ 14.4%

\$20.1 billion

MELBOURNE TOTAL

▲ 10.3%

REGIONAL

\$0.6b

International overnight
▲ 9.2%

\$7.1b

Domestic overnight
▲ 9.0%

\$3.8b

Domestic daytrip
▲ 15.8%

\$11.5 billion

REGIONAL TOTAL

▲ 11.2%

Visitors

(millions)



VICTORIA

3.1m

International overnight
▲ 4.4%

29.4m

Domestic overnight
▲ 12.8%

64.3m

Domestic daytrip
▲ 14.7%



156.5 million

TOTAL NUMBER OF VISITOR NIGHTS ▲ 7.9%

96.8 million

VICTORIAN TOTAL

▲ 13.8%

MELBOURNE

3.0m

International overnight
▲ 4.2%

11.3m

Domestic overnight
▲ 11.9%

23.2m

Domestic daytrip
▲ 19.0%

37.4 million

MELBOURNE TOTAL

▲ 15.5%

REGIONAL

0.6m

International overnight
▲ 12.0%

18.9m

Domestic overnight
▲ 12.9%

41.1m

Domestic daytrip
▲ 12.5%

60.6 million

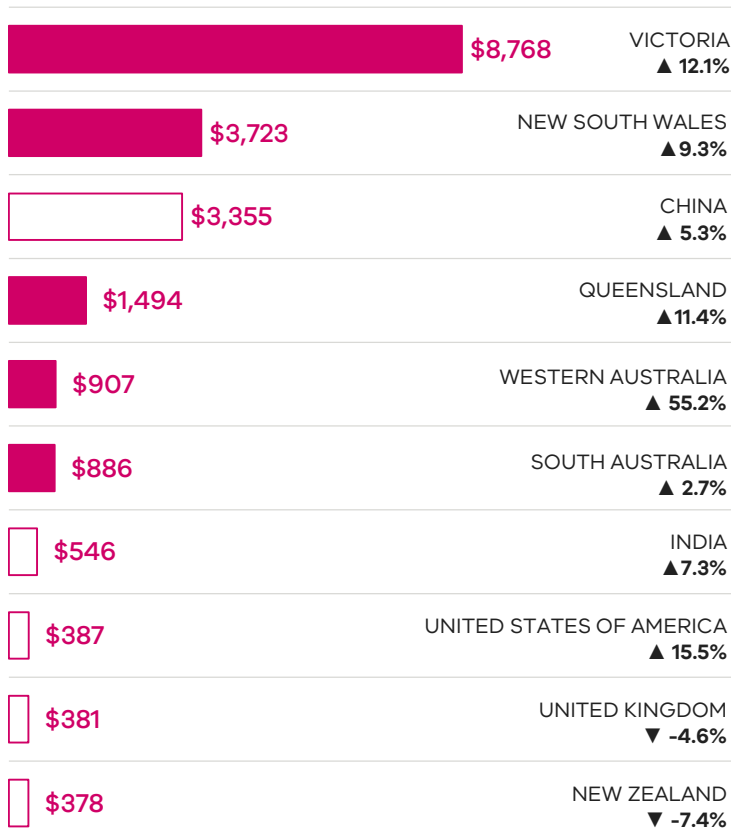
REGIONAL TOTAL

▲ 12.6%

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

(Data in millions)



\$560

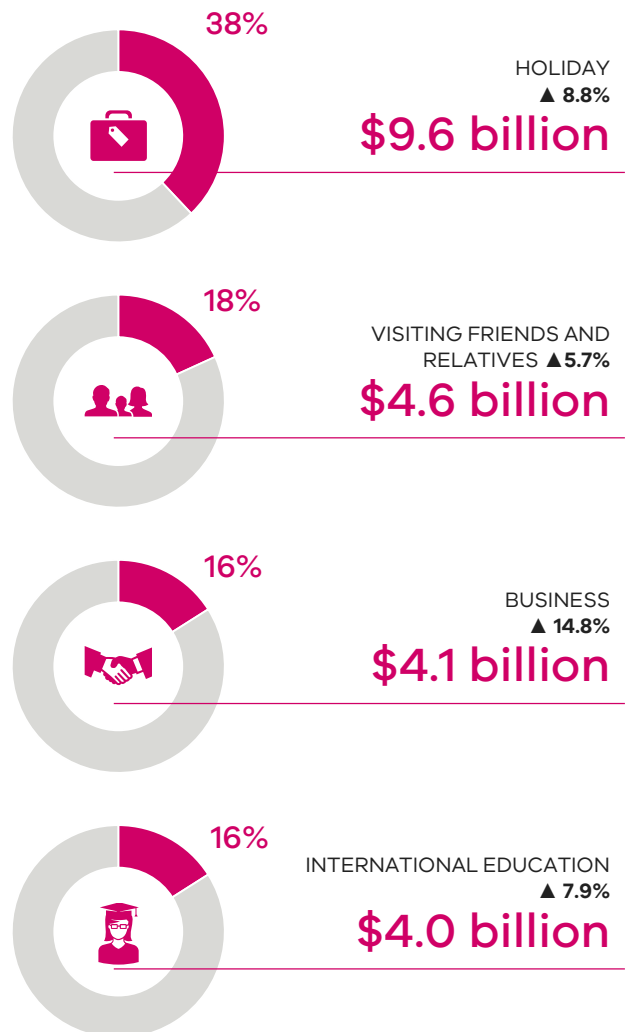
AVERAGE SPEND
PER *DOMESTIC*
OVERNIGHT VISIT

\$2,810

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

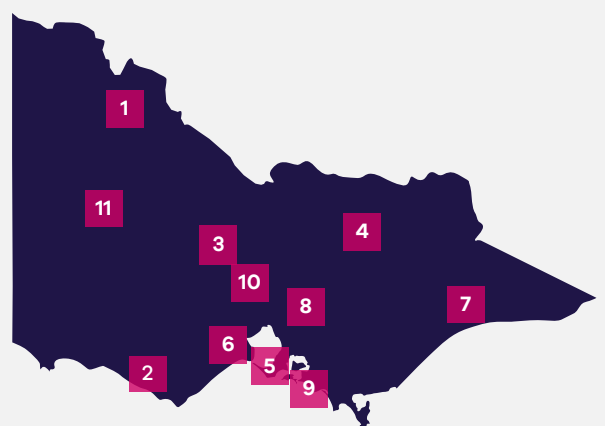
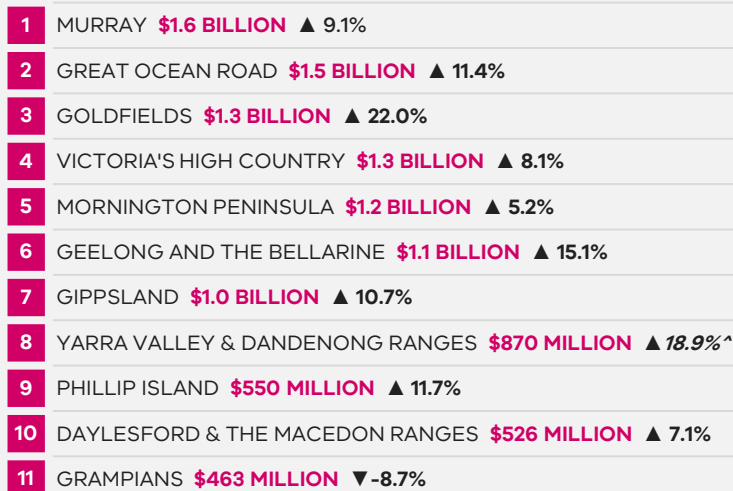
TOP PURPOSE SECTORS BY SPEND

(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)



[^] Figures noted in italics should be interpreted with caution due to variability in the data (international component).

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 September 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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