# Victoria's Visitor Economy

## Latest Performance Results – Year Ending March 2020

### Tourism Expenditure (Billions)

**Victoria**
- $8.1b
- $16.8b
- $6.4b

**Melbourne**
- $7.6b
- $9.3b
- $2.6b

**Regional**
- $0.5b
- $7.5b
- $3.9b

**Total**
- $31.3 billion

### Visitors (Millions)

**Victoria**
- 2.8m
- 28.3m
- 64.4m

**Melbourne**
- 2.7m
- 10.8m
- 24.2m

**Regional**
- 0.5m
- 18.2m
- 40.2m

**Total**
- 150.4 million

### Visitor Spend Per Day

**Victoria**
- $85.6 million

**Melbourne**
- $7.6 billion

**Regional**
- $0.5 billion

**Total**
- $19.5 billion

### Visitor Nights

**Victoria**
- 95.5 million

**Melbourne**
- 37.8 million

**Regional**
- 58.9 million

**Total**
- 150.4 million

### Key Trends

- **Tourism Expenditure**
  - Victoria: $31.3 billion, +4.4%
  - Melbourne: $19.5 billion, +2.3%
  - Regional: $11.9 billion, +7.9%

- **Visitors**
  - Victoria: 150.4 million, -0.2%
  - Melbourne: 37.8 million, +8.9%
  - Regional: 58.9 million, +3.2%

- **Visitor Spend Per Day**
  - Victoria: $85.6 million
  - Melbourne: $7.6 billion
  - Regional: $0.5 billion

- **Visitor Nights**
  - Victoria: 95.5 million
  - Melbourne: 37.8 million
  - Regional: 58.9 million
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 March 2020.

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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