VICTORIA’S DOMESTIC TOURISM PERFORMANCE

National Visitor Survey (NVS) Results (latest results for the year ending December 2019)

Domestic Visitors in Victoria (spend, visitors, nights and daytrips)

- **SPEND** $17.0 b, +13.1% y/y
- **VISITORS** 29.7 m, +13.5% y/y
- **NIGHTS** 83.5 m, +11.5% y/y
- **DAYTRIPS** $6.7 b, +20.3% y/y
- **DAYTRIPS** 67.5 m, +20.4% y/y

Domestic Overnight Visitors in Victoria (Melbourne vs Regional Victoria)

- **REGIONAL VICTORIA**
  - **SPEND** $7.5 b, +13.5% y/y
  - **VISITORS** 19.1 m, +12.9% y/y
- **MELBOURNE**
  - **SPEND** $8.0 b, +12.9% y/y
  - **VISITORS** 11.4 m, +13.8% y/y

Domestic Overnight Interstate and Intrastate Spend\(^{(a)}\) and Visitors

- **INTERSTATE SPEND** $8.0 b, +12.9% y/y
- **INTERSTATE VISITORS** 8.8 m, +9.3% y/y
- **INTRASTATE SPEND** $9.0 b, +13.2% y/y
- **INTRASTATE VISITORS** 20.9 m, +15.3% y/y

Domestic Overnight Spend\(^{(a)}\) in Victoria by Purpose

- **HOLIDAY** $7.5 b, +12.0% y/y
- **VFR** $3.2 b, +11.1% y/y
- **BUSINESS** $3.6 b, +17.1% y/y

Domestic Overnight Spend and Visitors – by Origin

- **NORTHERN TERRITORY**
  - **SPEND** $110 m, -10.0% y/y
  - **VISITORS** 76 k, -26.9%
  - 0.6%*, 0.3%*
- **QUEENSLAND**
  - **SPEND** $1.7 b, +28.1% y/y
  - **VISITORS** 1.7 m, +16.8%
  - 10%*, 6%*
- **WESTERN AUSTRALIA**
  - **SPEND** $863 m, +30.5% y/y
  - **VISITORS** 644 k, +12.1%
  - 5%*, 2%*
- **SOUTH AUSTRALIA**
  - **SPEND** $934 m, +15.4% y/y
  - **VISITORS** 1.2 m, +10.1%
  - 5%*, 4%*
- **TASMANIA**
  - **SPEND** $403 m, +26.0% y/y
  - **VISITORS** 470 k, +21.3%
  - 2%*, 2%*
- **NEW SOUTH WALES**
  - **SPEND** $3.7 b, +4.0% y/y
  - **VISITORS** 4.4 m, +7.2%
  - 22%*, 15%*
- **ACT**
  - **SPEND** $282 m, -1.6% y/y
  - **VISITORS** 369 k, -5.1%
  - 2%*, 1%*
- **VICTORIA**
  - **SPEND** $9.0 b, +13.2% y/y
  - **VISITORS** 20.9 m, +15.3%
  - 53%*, 70%*

*Denotes the origin market’s contribution to Victorian domestic overnight spend/visitation.

(a) Regional expenditure model estimates. Year-on-year growth noted.


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.