### Tourism expenditure

#### (billions)

<table>
<thead>
<tr>
<th>Region</th>
<th>International overnight</th>
<th>Domestic overnight</th>
<th>Domestic daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria</td>
<td>▼ -22%</td>
<td>▼ -18%</td>
<td>▼ -12%</td>
</tr>
<tr>
<td>Melbourne</td>
<td>▼ -21%</td>
<td>▼ -20%</td>
<td>▼ -14%</td>
</tr>
<tr>
<td>Regional</td>
<td>▼ -32%</td>
<td>▼ -15%</td>
<td>▼ -11%</td>
</tr>
</tbody>
</table>

| Total     | ▼ -20%                  | ▼ -12%            | ▼ -15%          |

- **Victoria**: $6.7 billion, $13.3 billion, $5.4 billion
- **Melbourne**: $6.3 billion, $7.2 billion, $2.1 billion
- **Regional**: $0.4 billion, $6.1 billion, $3.3 billion

- **$25.5 billion**
  - Victoran total
  - **$69.6 million** visitor spend per day

### Visitors

#### (millions)

<table>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

| Total     |                         |                   |                 |

- **Victoria**: 2.2m
- **Melbourne**: 2.1m
- **Regional**: 0.4m

- **123.1 million**
  - Total number of visitor nights ▼ -20%

- **80.5 million**
  - Victoran total

- **$15.6 billion**
  - Melbourne total

- **$9.8 billion**
  - Regional total

- **$6.7 billion**
  - Melbourne

- **$69.6 million**
  - Visitor spend per day

- **$15.6 billion**
  - Melbourne total

- **$9.8 billion**
  - Regional total

- **$25.5 billion**
  - Victoran total

- **$69.6 million**
  - Visitor spend per day
TOP 10 SOURCE MARKETS BY SPEND
(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)
(Data in $millions)

1. VICTORIA ▼ -16% $7,332
2. NEW SOUTH WALES ▼ -23% $2,807
3. CHINA ▼ -24% $2,446
4. QUEENSLAND ▼ -14% $1,214
5. SOUTH AUSTRALIA ▼ -15% $721
6. WESTERN AUSTRALIA ▼ -29% $614
7. INDIA ▼ -24% $426
8. TASMANIA ▼ -8% $321
9. NEW ZEALAND ▼ -26% $290
10. MALAYSIA ▼ -34% $270

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

1. HOLIDAY ▼ -19% 38% $7.7 billion
2. VISITING FRIENDS AND RELATIVES ▼ -25% 17% $3.4 billion
3. BUSINESS ▼ -24% 17% $3.1 billion
4. INTERNATIONAL EDUCATION ▼ -10% 15% $3.4 billion

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

1. GREAT OCEAN ROAD $1.3 BILLION ▼ -9%
2. MURRAY $1.3 BILLION ▼ -17%
3. MORNINGTON PENINSULA $1.1 BILLION ▼ -13%
4. GOLDFIELDS $1.1 BILLION ▼ -20%
5. GIPPSLAND $1.0 BILLION ▼ -3%
6. GEELONG AND THE BELLARINE $966 MILLION ▼ -10%
7. VICTORIA’S HIGH COUNTRY $961 MILLION ▼ -28%
8. YARRA VALLEY & DANDEONONG RANGES $846 MILLION ▼ -26%
9. GRAMPIONS $511 MILLION ▲ 8%
10. PHILLIP ISLAND $459 MILLION ▼ -16%
11. DAILYESFORD & THE MACEDON RANGES $432 MILLION ▼ -16%

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 June 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.
See the TRA website for information on how estimates for international visitors have been produced in the absence of survey data for the June quarter 2020.

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, October 2020. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information. Data correct at time of publishing.

VICTORIA’S VISITOR ECONOMY FACTSHEET
Latest performance results – year ending June 2020