International travel in 2020 has been severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on international travel that were progressively implemented from February 2020.

International tourism is an important driver of Victoria’s economy. $6.7 billion was spent by 2.2 million international overnight visitors to Victoria in the year ending June 2020 (with declines of 22 per cent and 29 per cent year-on-year respectively). $6.3 billion was spent by overnight visitors in Melbourne and $407 million spent by overnight visitors in regional Victoria. International overnight expenditure in Victoria has grown by an average of four per cent per annum over the last five years.

China was Victoria’s number one source market for international visitors and tourism expenditure. In the year ending June 2020, 411,400 international overnight visitors from China stayed 12.6 million nights in Victoria and spent $2.4 billion. $2.4 billion was spent by Chinese overnight visitors in Melbourne and $49 million was spent by Chinese overnight visitors in regional Victoria. Spend from Chinese visitors to Victoria has grown by an average of seven per cent per annum over the last five years.

**#1**

$2.4b

CHINA

-24% year-on-year

34.6% market share of Aus

411.4k visitors

-38% year-on-year

50.1% market share of Aus

12.6m nights

31.6% market share of Aus

$2.4b

Melbourne

$49m

Regional Victoria

406.2k

Melbourne

49.8k

Regional Victoria

12.1m

Melbourne

437.2k

Regional Victoria

*np = non-publishable (figures are below reliable and publishable thresholds).

AAG = Average Annual Growth

Figures may not add up due to rounding.
128,900 international overnight visitors from India stayed 6.5 million nights in Victoria and spent $426 million.

**INDIA**

- **Rank**: #2
- **Spend**: $426m
- **Visitors**: 128.9k
- **Nights**: 6.5m
- **Market Share of Aus**: 42.4%
- **AAG 2015-20**: -24% year-on-year
- **Melbourne**: $411m
- **Regional Victoria**: $15m

275,600 international overnight visitors from New Zealand stayed 2.2 million nights in Victoria and spent $290 million.

**NEW ZEALAND**

- **Rank**: #3
- **Spend**: $290m
- **Visitors**: 275.6k
- **Nights**: 2.2m
- **Market Share of Aus**: 23.9%
- **AAG 2015-20**: -26% year-on-year
- **Melbourne**: $250m
- **Regional Victoria**: $40m

90,800 international overnight visitors from Malaysia stayed 2.2 million nights in Victoria and spent $270 million.

**MALAYSIA**

- **Rank**: #4
- **Spend**: $270m
- **Visitors**: 90.8k
- **Nights**: 2.2m
- **Market Share of Aus**: 38.9%
- **AAG 2015-20**: -34% year-on-year
- **Melbourne**: $255m
- **Regional Victoria**: $15m

166,000 international overnight visitors from the USA stayed 1.9 million nights in Victoria and spent $257 million.

**USA**

- **Rank**: #5
- **Spend**: $257m
- **Visitors**: 166.0k
- **Nights**: 1.9m
- **Market Share of Aus**: 18.0%
- **AAG 2015-20**: -34% year-on-year
- **Melbourne**: $232m
- **Regional Victoria**: $25m

*np = non-publishable (figures are below reliable and publishable thresholds). AAG = Average Annual Growth. Figures may not add up due to rounding.
172,900 international overnight visitors from the UK stayed 3.0 million nights in Victoria and spent $252 million.

**UK**

- **#6**
  - **$252m**
  - 19.2% market share of Aus
  - 172.9k visitors
  - 32.6% market share of Aus
  - 3.0m nights
  - 19.7% market share of Aus

- **UK**
  - ▼ -38% year-on-year
  - $208m Melbourne
  - $44m Regional Victoria
  - ▼ -23% year-on-year
  - 156.4k Melbourne
  - 59.8k Regional Victoria
  - ▼ -3% year-on-year
  - 2.3m Melbourne
  - 769.6k Regional Victoria

94,500 international overnight visitors from Singapore stayed 1.3 million nights in Victoria and spent $219 million.

**SINGAPORE**

- **#7**
  - **$219m**
  - 29.1% market share of Aus
  - 94.5k visitors
  - 34.2% market share of Aus
  - 1.3m nights
  - 29.8% market share of Aus

- **SINGAPORE**
  - ▼ -33% year-on-year
  - $203m Melbourne
  - $16m Regional Victoria
  - ▼ -3% p.a. AAG 2015-20
  - 89.7k Melbourne
  - 20.8k Regional Victoria
  - ▼ -0.1% p.a. AAG 2015-20
  - 1.1m Melbourne
  - np* Regional Victoria

52,800 international overnight visitors from Indonesia stayed 1.5 million nights in Victoria and spent $211 million.

**INDONESIA**

- **#8**
  - **$211m**
  - 41.1% market share of Aus
  - 52.8k visitors
  - 40.1% market share of Aus
  - 1.5m nights
  - 32.0% market share of Aus

- **INDONESIA**
  - ▼ -21% year-on-year
  - $202m Melbourne
  - np* Regional Victoria
  - ▲ 5% p.a. AAG 2015-20
  - 49.0k Melbourne
  - np* Regional Victoria
  - ▼ -1% p.a. AAG 2015-20
  - 1.4m Melbourne
  - np* Regional Victoria

68,800 international overnight visitors from Japan stayed 2.0 million nights in Victoria and spent $196 million.

**JAPAN**

- **#9**
  - **$196m**
  - 21.0% market share of Aus
  - 68.8k visitors
  - 20.0% market share of Aus
  - 2.0m nights
  - 24.4% market share of Aus

- **JAPAN**
  - ▲ 4% year-on-year
  - $189m Melbourne
  - $8m Regional Victoria
  - ▲ 16% p.a. AAG 2015-20
  - 67.1k Melbourne
  - np* Regional Victoria
  - ▲ 8% p.a. AAG 2015-20
  - 1.9m Melbourne
  - np* Regional Victoria

*np* = non-pubishable (figures are below reliable and publishable thresholds).

AAG = Average Annual Growth

Figures may not add up due to rounding.
Regional Victoria’s Top 10 International Markets

$407 million was spent by 415,900 international overnight visitors in regional Victoria in the year ending June 2020 (with declines of 32 per cent and 30 per cent year-on-year respectively). International overnight expenditure in regional Victoria has been stagnant over the last five years (0 per cent per annum), influenced by the significant decline in the first six months of 2020.

Regional Victoria’s top 10 international source markets varies from that for Victoria overall, as visitors from different markets disperse and stay overnight outside of Melbourne at different rates. Western markets such as the United Kingdom and Germany move up in importance for tourism expenditure in regional Victoria, while Eastern markets such as India and Malaysia move down in ranking as visitors from these markets are less likely to stay overnight in regional Victoria.

Source: International Visitor Survey, Tourism Research Australia, Canberra, years ending June 2015 - 2020. Short-term visitors (less than 12 months) aged 15 years or older. 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 (TEVE) Research Unit, October 2020. Data is considered correct at the time of publishing. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.