VICTORIA’S INTERNATIONAL TOURISM PERFORMANCE

International Visitor Survey Results (latest results for the year ending September 2020)

REGIONAL VICTORIA

SPEND
$277m -53% y/y
1.5 million -52% y/y

VISITORS
314,500 -47% y/y

NIGHTS
37.0 million -50% y/y

UNITED KINGDOM

SPEND
$313 m -43% y/y
19.7%*

VISITORS
90.7k -48% y/y
33.8%*

INDIA

SPEND
$1.5 b -57% y/y
1.5b -57% y/y

VISITORS
252.5 k -63% y/y
51.8%*

CHINA

SPEND
$13 1m -44% y/y
1.4m -52% y/y

VISITORS
49.4k -53% y/y
37.9%*

HONG KONG

SPEND
$198 m -49% y/y
170.1m -50% y/y

VISITORS
124.7k -51% y/y
31.2%*

USA

SPEND
$4.4 billion -50% y/y
29.5% VIC market share

VISITORS
1.5 million -52% y/y
36.2% VIC market share

NIGHTS
37.0 million -50% y/y
27.5% VIC market share

HOLIDAY
$1.1 billion -50% y/y
25.1% share of VIC $*

VFR
$720 million -52% y/y
16.3% share of VIC $*

BUSINESS
$215 million -61% y/y
4.9% share of VIC $*

EDUCATION
$2.2 billion -47% y/y
48.7% share of VIC $*

MELBOURNE

SPEND
$1.1 billion -47% y/y
25.1% share of VIC $

VISITORS
143.0k -35% y/y
33.8%*

UNITED KINGDOM

SPEND
$204m -47% y/y
19.7%*

VISITORS
143.0k -35% y/y
33.8%*

INDIA

SPEND
$313 m -43% y/y
19.7%*

VISITORS
90.7k -48% y/y
33.8%*

CHINA

SPEND
$13 1m -44% y/y
1.4m -52% y/y

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49.4k -53% y/y
37.9%*

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37.0 million -50% y/y
27.5% VIC market share

* State market share. Year-on-year growth noted.
Data correct at time of publishing. See the TIA website for information on how estimates for international visitors have been produced in the absence of survey data for the June and September quarters 2020.

Next release: December 2020 data in April 2021 (date TBC).