Melbourne's Top Attractions

Results for the year ending September 2019

This factsheet provides an overview of overnight visitors to Victoria that attended places or attractions in Melbourne. This includes both domestic and international overnight visitors and may include those that visit the place/atraction as part of a day-trip (this does not include local visitors).

1. **Melbourne CBD**
   - **Shopping**: 5.7 million visitors (+4%), 18% of all visitors
   - Domestic visitors: 3.7 million (+3%)
   - International visitors: 2.0 million (+5%)

2. **Southgate/Southbank**
   - **Shopping**: 3.0 million visitors (+11%), 9% of all visitors
   - Domestic visitors: 2.1 million (+16%)
   - International visitors: 829,300 (+1%)

3. **Federation Square**
   - **Shopping**: 2.8 million visitors (-3%), 9% of all visitors
   - Domestic visitors: 1.6 million (-3%)
   - International visitors: 1.2 million (-4%)

4. **Queen Victoria Market**
   - **Shopping**: 2.7 million visitors (+10%), 8% of all visitors
   - Domestic visitors: 1.3 million (+23%)
   - International visitors: 1.4 million (+0%)

5. **Crown Entertainment Complex**
   - **Shopping**: 2.3 million visitors (+10%), 7% of all visitors
   - Domestic visitors: 1.7 million (+16%)
   - International visitors: 615,500 (-4%)
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**#6 ST KILDA**
- **2.0 MILLION visitors ▲ 13%**
  - **11 million ▲ 17% Domestic overnight visitors**
  - **6% of all visitors**
  - **911,800 ▲ 9% International overnight visitors**

**#7 DOCKLANDS/ MARVEL STADIUM**
- **1.9 MILLION visitors ▲ 5%**
  - **1.3 million ▲ 8% Domestic overnight visitors**
  - **6% of all visitors**
  - **595,600 ▼ -2% International overnight visitors**

**#8 NATIONAL GALLERY OF VICTORIA (NGV)**
- **1.2 MILLION visitors ▲ 9%**
  - **700,200 ▲ 20% Domestic overnight visitors**
  - **4% of all visitors**
  - **525,700 ▼ -3% International overnight visitors**

**#9 MELBOURNE CRICKET GROUND (MCG)**
- **871,200 visitors ▼ -2%**
  - **380,300 ▲ 2% Domestic overnight visitors**
  - **3% of all visitors**
  - **490,800 ▼ -4% International overnight visitors**

**#10 MELBOURNE CRICKET GROUND (MCG)**
- **763,900 visitors ▼ -4%**
  - **565,400 ▼ -4% Domestic overnight visitors**
  - **2% of all visitors**
  - **198,500 ▼ -4% International overnight visitors**

Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending September 2019.

To note: All growth rates noted are year-on-year percentage changes. Total visitors include both domestic and international overnight visitors and may include those that have visited the place/attraction on a day trip (this does not include local visitors).

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.

This information is based on survey data estimates and may differ to the results of individual attractions that monitor gate entry numbers. Only a non-exhaustive list of attractions/places are included in the survey (this is not based on an open-ended question).

Factsheet produced by the Tourism, Events and Visitor Economy (TEVE) Research Unit, January 2020. Due care is taken in the production of this factsheet, however, DJPR accepts no responsibility for use of this information. Figures may not add due to rounding.