

VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending December 2019

Tourism expenditure

(billions)



VICTORIA



\$89.0 million

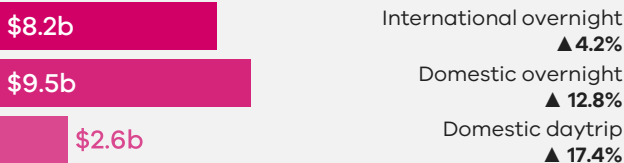
VISITOR SPEND PER DAY

\$32.5 billion

VICTORIAN TOTAL

▲ 11.9%

MELBOURNE

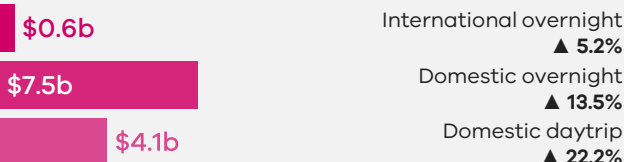


\$20.3 billion

MELBOURNE TOTAL

▲ 9.7%

REGIONAL



\$12.1 billion

REGIONAL TOTAL

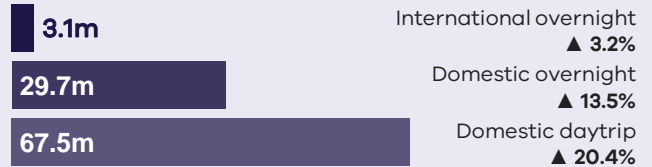
▲ 15.8%

Visitors

(millions)



VICTORIA



156.6 million

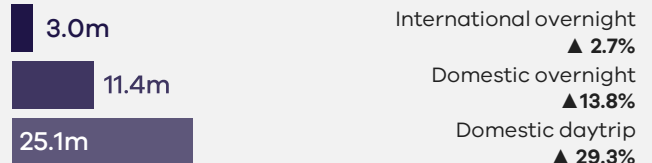
TOTAL NUMBER OF VISITOR NIGHTS ▲ 6.0%

100.4 million

VICTORIAN TOTAL

▲ 17.7%

MELBOURNE

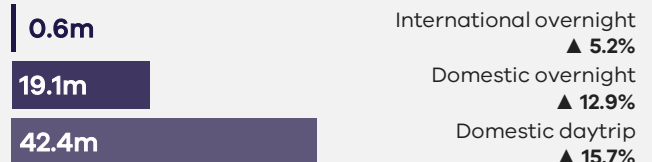


39.5 million

MELBOURNE TOTAL

▲ 22.1%

REGIONAL



62.1 million

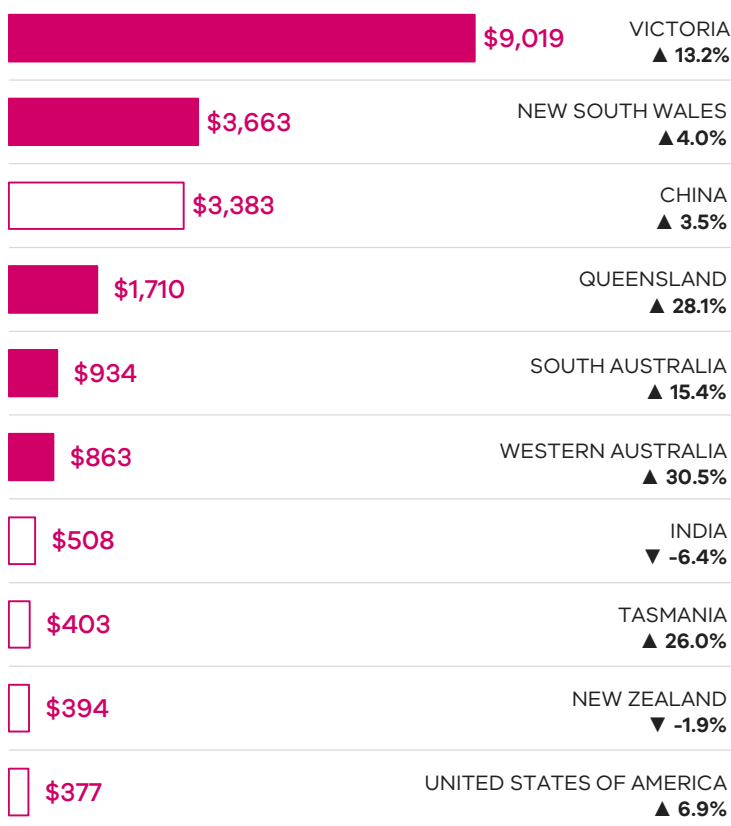
REGIONAL TOTAL

▲ 14.7%

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

(Data in millions)



\$571

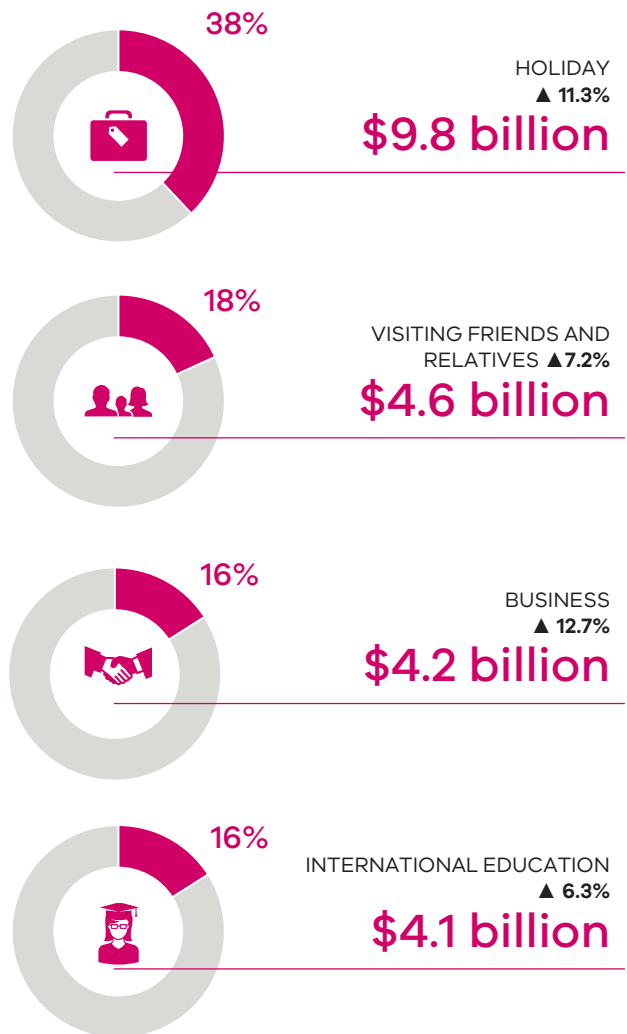
AVERAGE SPEND
PER *DOMESTIC*
OVERNIGHT VISIT

\$2,813

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

TOP PURPOSE SECTORS BY SPEND

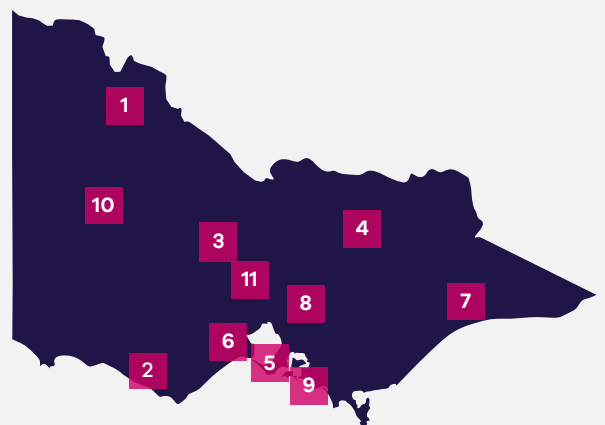
(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1	MURRAY	\$1.7 BILLION	▲ 12.8%
2	GREAT OCEAN ROAD	\$1.6 BILLION	▲ 16.1%
3	GOLDFIELDS	\$1.4 BILLION	▲ 21.4%
4	VICTORIA'S HIGH COUNTRY	\$1.3 BILLION	▲ 2.9%
5	MORNINGTON PENINSULA	\$1.4 BILLION	▲ 21.2%
6	GEELONG AND THE BELLARINE	\$1.1 BILLION	▲ 14.6%
7	GIPPSLAND	\$1.1 BILLION	▲ 17.0%
8	YARRA VALLEY & DANDENONG RANGES	\$911 MILLION	▲ 25.8% [*]
9	PHILLIP ISLAND	\$578 MILLION	▲ 18.5%
10	GRAMPIANS	\$543 MILLION	▲ 15.7% [*]
11	DAYLESFORD & THE MACEDON RANGES	\$527 MILLION	▲ 9.8%



^{*} Figures noted in italics should be interpreted with caution due to variability in the data (international component).

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 December 2019.

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](#).

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, April 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.