VICTORIA’S VISITOR ECONOMY FACTSHEET
Latest performance results – year ending March 2019

Tourism expenditure

VICTORIA

$8.5b
$15.5b
$5.9b

$82.2 million
VISITOR SPEND PER DAY

$30.0 billion
VICTORIAN TOTAL

MELBOURNE

$8.0b
$8.7b
$2.4b

$19.0 billion
MELBOURNE TOTAL

REGIONAL

$0.6b
$6.8b
$3.6b

$11.0 billion
REGIONAL TOTAL

Visitors

VICTORIA

International overnight ▲ 5.0%
Domestic overnight ▲ 11.8%
Domestic daytrip ▲ 11.2%

3.1m
27.8m
59.7m

150.7 million
TOTAL NUMBER OF VISITOR NIGHTS ▲ 9.1%

90.6 million
VICTORIAN TOTAL

MELBOURNE

International overnight ▲ 3.5%
Domestic overnight ▲ 12.1%
Domestic daytrip ▲ 8.4%

2.9m
10.8m
21.0m

34.7 million
MELBOURNE TOTAL

REGIONAL

International overnight ▲ 3.5%
Domestic overnight ▲ 12.1%
Domestic daytrip ▲ 8.4%

0.6m
17.8m
38.7m

57.1 million
REGIONAL TOTAL

Improvements in the National Visitor Survey (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.
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**TOP 10 SOURCE MARKETS BY SPEND**

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

1. **Victoria** ▲ 16.4% $8,312m
2. **New South Wales** ▲ 11.6% $3,589m
3. **China** ▲ 9.6% $3,244m
4. **Queensland** ▲ 1.1% $1,308m
5. **South Australia** ▼ -13.1% $785m
6. **Western Australia** ▲ 29.3% $745m
7. **India** ▲ 19.0% $544m
8. **Malaysia** ▲ 5.7% $421m
9. **United Kingdom** ▼ -2.4% $401m
10. **New Zealand** ▼ -7.9% $394m

**TOP PURPOSE SECTORS BY SPEND**

(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

1. **Holiday** ▲ 4.3% $9.0 billion
2. **Visiting Friends and Relatives** ▲ 12.6% $4.5 billion
3. **Business** ▲ 24.8% $3.9 billion
4. **International Education** ▲ 8.6% $3.8 billion

**TOP PURPOSE SECTORS BY SPEND**

(INTERNATIONAL OVERNIGHT VISITOR SPEND IN VICTORIA)

1. **Holiday** ▲ 37%
2. **Visiting Friends and Relatives** ▲ 19%
3. **Business** ▲ 16%
4. **International Education** ▲ 16%

**TOTAL TOURISM SPEND IN VICTORIA'S REGIONS**

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1. **Murray** $1.5 billion ▲ 14.7%
2. **Great Ocean Road** $1.4 billion ▲ 3.0%
3. **Victoria's High Country** $1.3 billion ▲ 20.3%
4. **Mornington Peninsula** $1.2 billion ▲ 14.1%
5. **Goldfields** $1.2 billion ▲ 9.5%
6. **Geelong and The Bellarine** $1.1 billion ▲ 9.5%
7. **Gippsland** $1.0 billion ▲ 16.6%
8. **Yarra Valley & Dandenong Ranges** $756 million ▲ 0.7%
9. **Daylesford & The Macedon Ranges** $500 million ▲ 21.1%
10. **Phillip Island** $481 million ▼ -6.9%
11. **Grampians** $460 million ▼ -4.2%

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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 March 2019.

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