

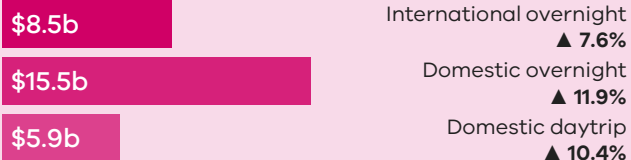
VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending March 2019

Tourism expenditure



VICTORIA



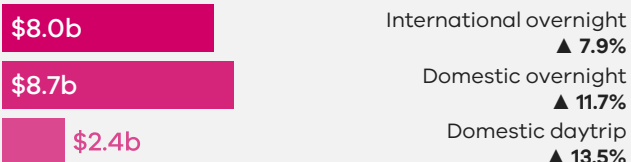
\$82.2 million
VISITOR SPEND PER DAY

\$30.0 billion

VICTORIAN TOTAL

▲ 10.3%

MELBOURNE

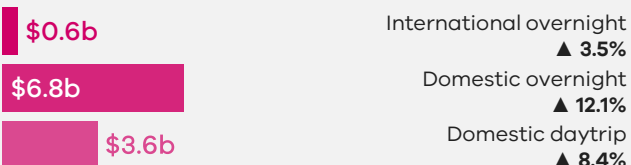


\$19.0 billion

MELBOURNE TOTAL

▲ 10.3%

REGIONAL



\$11.0 billion

REGIONAL TOTAL

▲ 10.4%

Visitors



VICTORIA



150.7 million

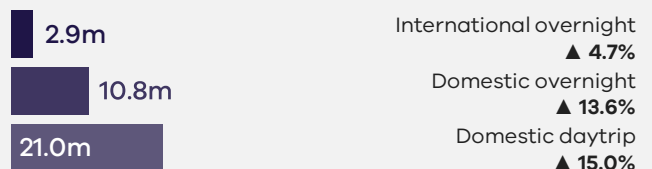
TOTAL NUMBER OF VISITOR NIGHTS ▲ 9.1%

90.6 million

VICTORIAN TOTAL

▲ 11.2%

MELBOURNE

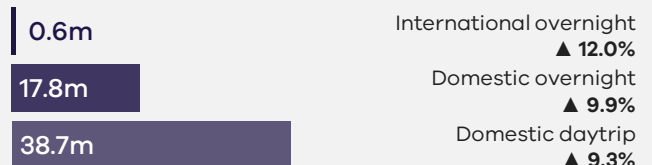


34.7 million

MELBOURNE TOTAL

▲ 13.6%

REGIONAL



57.1 million

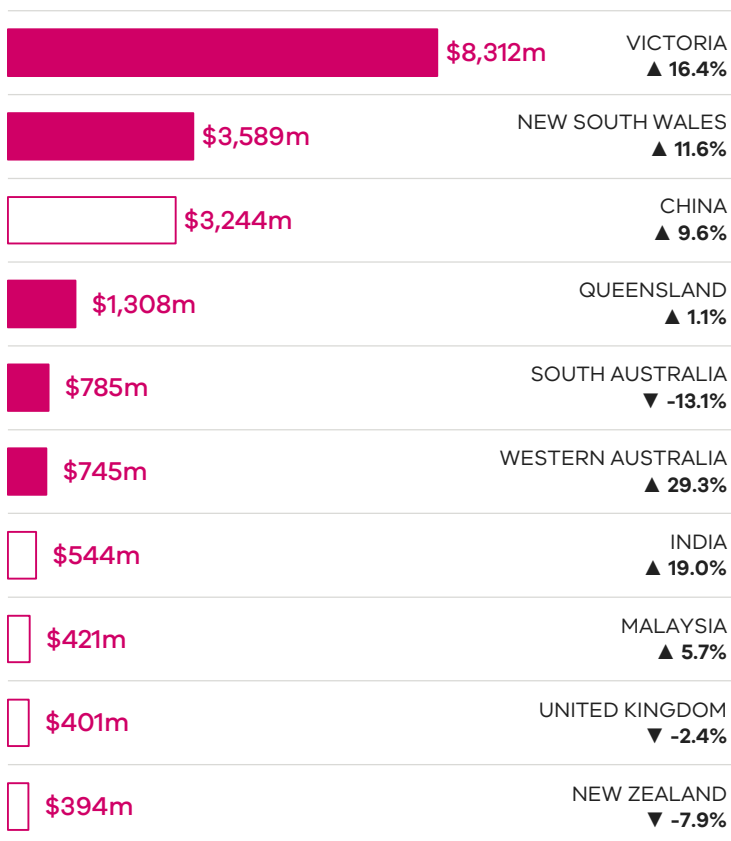
REGIONAL TOTAL

▲ 9.5%

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](#).

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



\$558

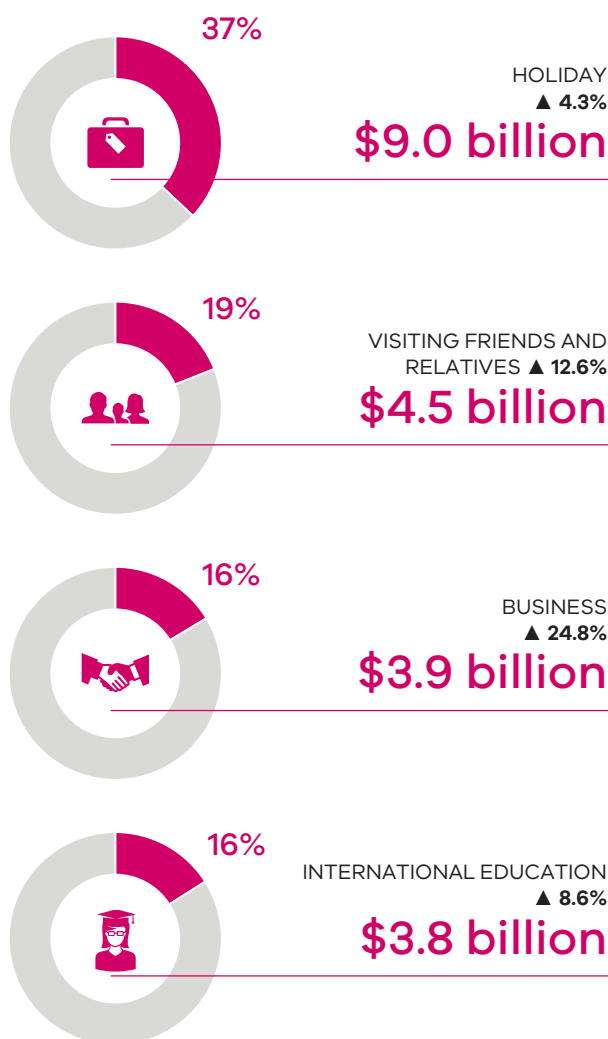
AVERAGE SPEND
PER *DOMESTIC*
OVERNIGHT VISIT

\$2,769

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

TOP PURPOSE SECTORS BY SPEND

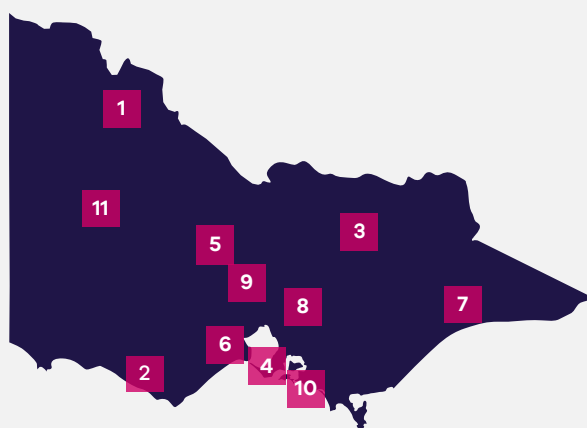
(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1	MURRAY	\$1.5 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 MILLION	▲ 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% [^]



[^] 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 March 2019.

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Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, July 2019. 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.