

# Victoria's Visitor Economy

Latest performance results - year ending December 2018



**\$28.7 BILLION** ▲ 9.3%  
total tourism spend



International overnight spend  
\$8.5 billion ▲ 12.9%



Domestic overnight spend  
\$14.9 billion ▲ 9.2%



Domestic daytrip spend  
\$5.3 billion ▲ 4.4%



**\$78.7 MILLION**  
visitor spend *per day* in Victoria

growth in total tourism spend  
YE Dec 2013 to YE Dec 2018

+8.4% p.a.

+\$9.6b



**82.6 MILLION** ▲ 5.8%  
total visitors



International overnight visitors  
3.0 million ▲ 5.4%



Domestic overnight visitors  
25.7 million ▲ 5.0%



Domestic daytrip visitors  
53.9 million ▲ 6.2%



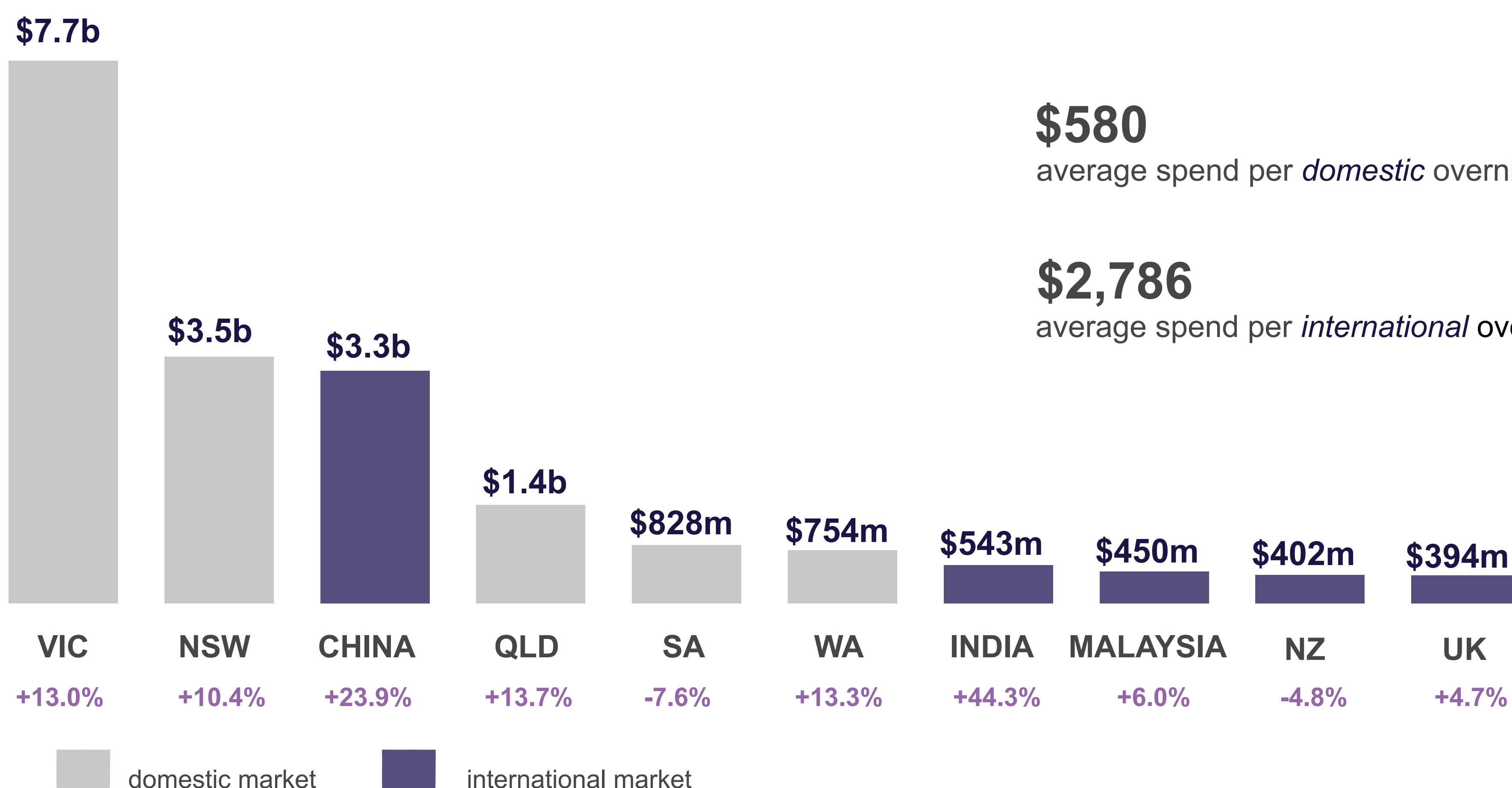
**146.7 MILLION** ▲ 7.9%  
total number of visitor *nights* spent in Victoria

growth in total visitors  
YE Dec 2013 to YE Dec 2018

+5.7% p.a.

+19.9m

## Top 10 source markets by overnight spend (total visitors)



**\$580**

average spend per *domestic* overnight visitor

**\$2,786**

average spend per *international* overnight visitor

To note: All growth rates noted on this page are year-on-year percentage changes.  
Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending December 2018

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, April 2019.  
Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.  
Data is considered correct at time of publishing

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## Melbourne



**\$18.5 billion** ▲ 10.6%  
total tourism expenditure



Domestic overnight **\$8.4b** ▲ 9.4%



International overnight **\$7.9b** ▲ 13.0%



Domestic daytrip **\$2.1b** ▲ 7.1%



**31.5 million** ▲ 6.8%  
total visitors



Domestic daytrip **18.6m** ▲ 6.6%



Domestic overnight **10.0m** ▲ 7.7%



International overnight **2.9m** ▲ 5.8%

## Regional Victoria



**\$10.2 billion** ▲ 7.1%  
total tourism expenditure



Domestic overnight **\$6.5b** ▲ 9.0%



Domestic daytrip **\$3.2b** ▲ 2.6%



International overnight **\$581m** ▲ 11.1%



**52.3 million** ▲ 5.0%  
total visitors



Domestic daytrip **35.3m** ▲ 6.0%



Domestic overnight **16.4m** ▲ 2.9%



International overnight **565k** ▲ 6.1%

## Total tourism spend in Victoria's regions (daytrip, domestic and international overnight)



**Murray**  
\$1.5 billion +14.4%

**Goldfields**  
\$1.1 billion +5.4%

**Victoria's High Country**  
\$1.2 billion +19.0%

**Grampians**  
\$460 million -3.9%<sup>^</sup>

**Daylesford & the Macedon Ranges**  
\$473 million +15.6%

**Great Ocean Road**  
\$1.3 billion +1.9%

**Gippsland**  
\$933 million +7.1%

**Geelong and the Bellarine**  
\$964 million +6.0%

**Yarra Valley & Dandenong Ranges**  
\$707 million -1.9%<sup>^</sup>

**Mornington Peninsula**  
\$1.1 billion +5.2%

**Phillip Island**  
\$474 million -1.8%

To note: All growth rates noted on this page are year-on-year percentage changes. As some people visit both Melbourne and regional Victoria, it is incorrect to add the visitors for both to derive a Victoria total. Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending December 2018. <sup>^</sup>Figures noted in italics should be interpreted with caution due to variability in the data (international component only).

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Jobs,  
Precincts  
and Regions