

Victoria's Visitor Economy

Latest performance results - year ending June 2018



\$27.3 BILLION ▲ 8.3%
total tourism spend



International overnight spend
\$8.0 billion ▲ 7.3%



Domestic overnight spend
\$14.0 billion ▲ 8.0%



Domestic daytrip spend
\$5.3 billion ▲ 10.7%



\$74.8 MILLION
visitor spend *per day* in Victoria

growth in total tourism spend

YE June 2013 to YE June 2018

+7.1% p.a.

+\$8.0b



80.6 MILLION ▲ 7.7%
total visitors



International overnight visitors
3.0 million ▲ 7.9%



Domestic overnight visitors
24.7 million ▲ 6.4%



Domestic daytrip visitors
53.0 million ▲ 8.3%



140.4 MILLION ▲ 4.9%
total number of visitor *nights* spent in Victoria

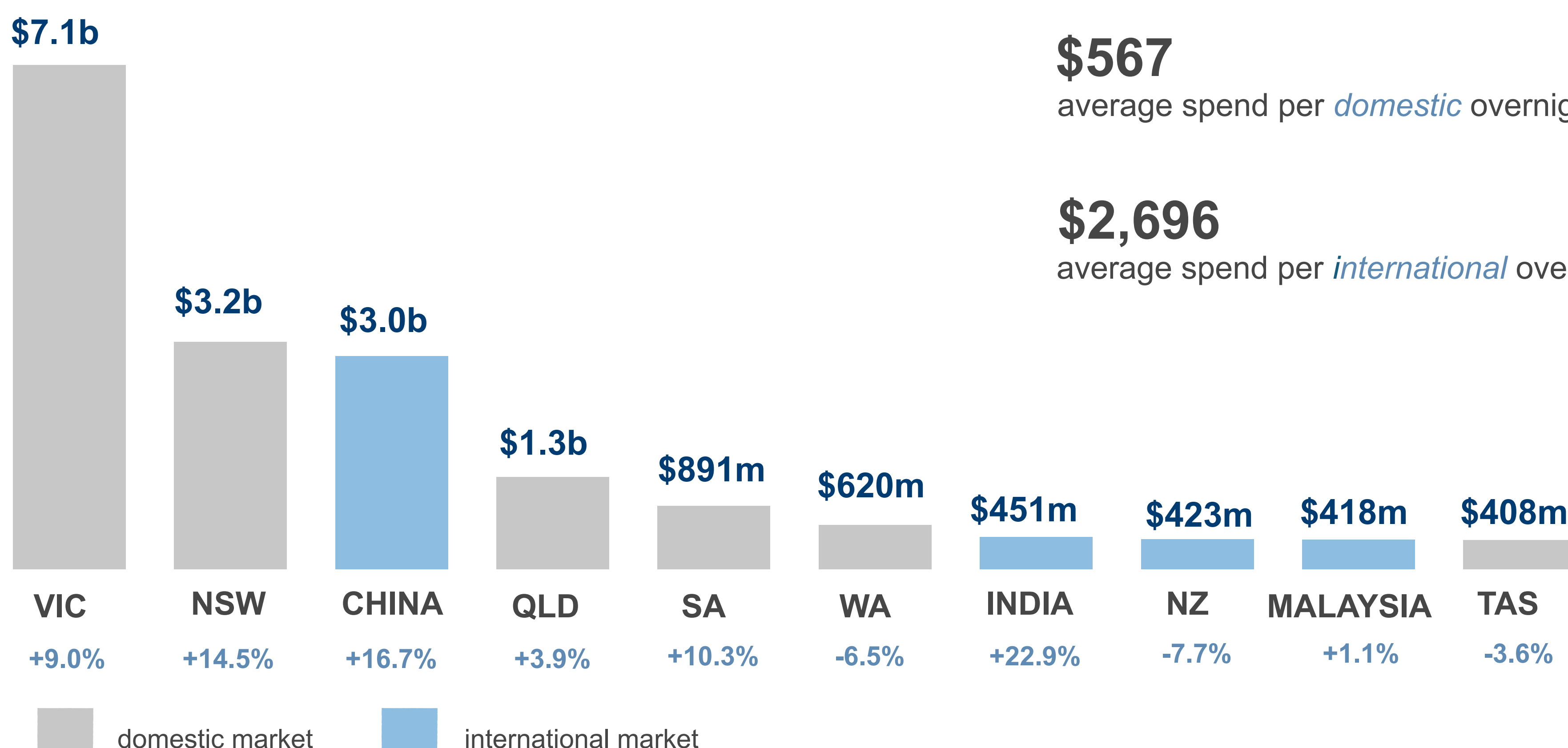
growth in total visitors

YE June 2013 to YE June 2018

+4.9% p.a.

+17.0m

Top 10 source markets by overnight spend (total visitors)



\$567

average spend per *domestic* overnight visitor

\$2,696

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 June 2018

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, November 2018.
Due care is taken in the production of this factsheet, however DEDJTR accepts no responsibility for use of this information.
Data is considered correct at time of publishing

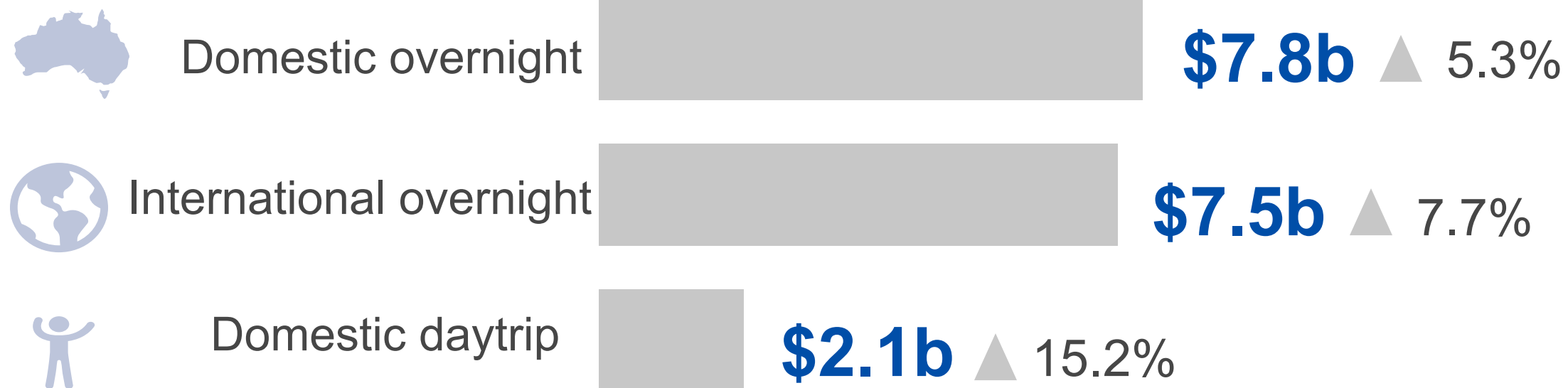
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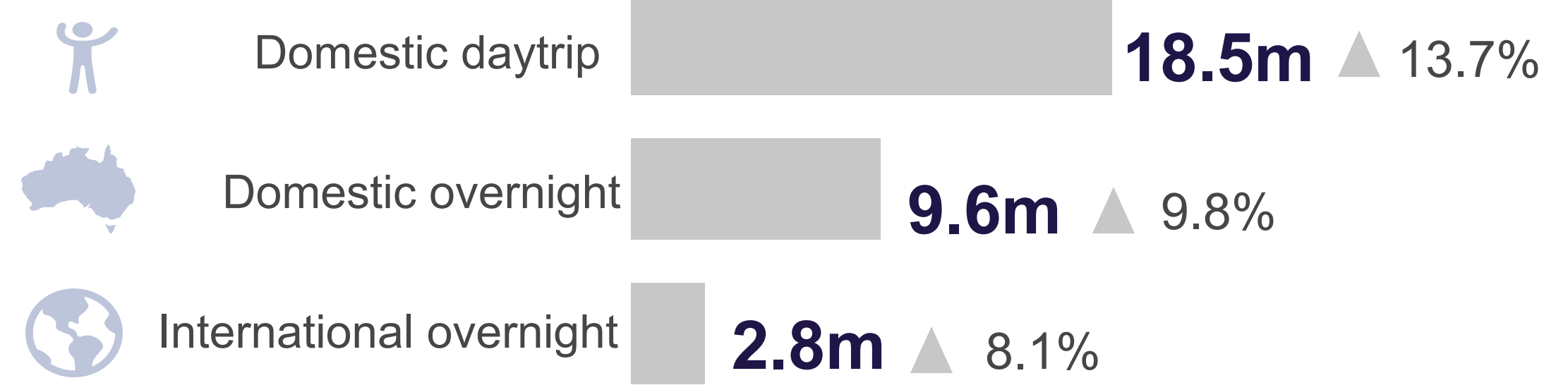
Melbourne



\$17.4 billion ▲ 7.4%
total tourism expenditure



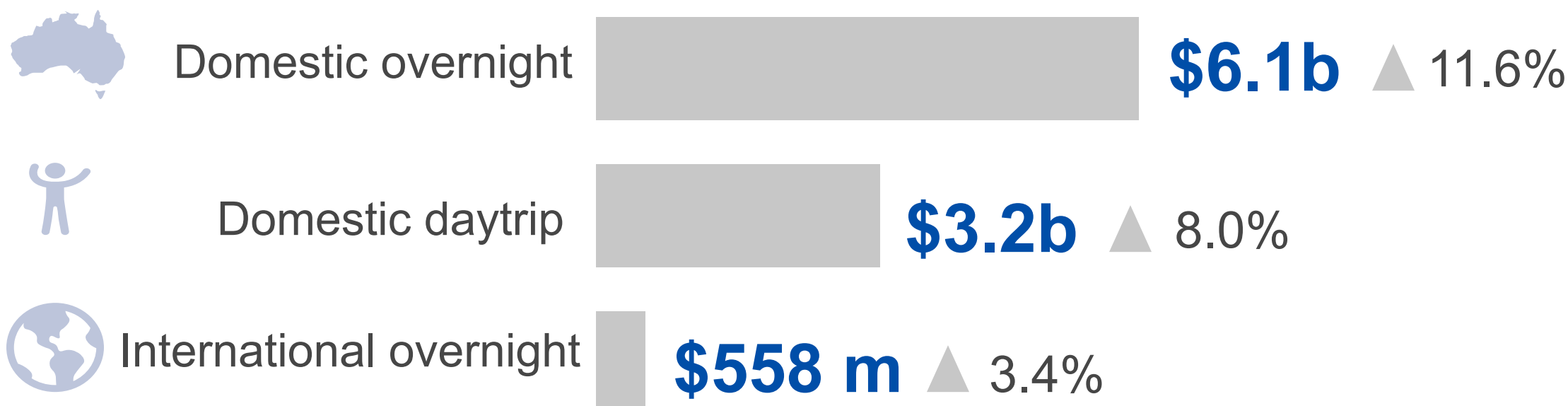
30.9 million ▲ 12.0%
total visitors



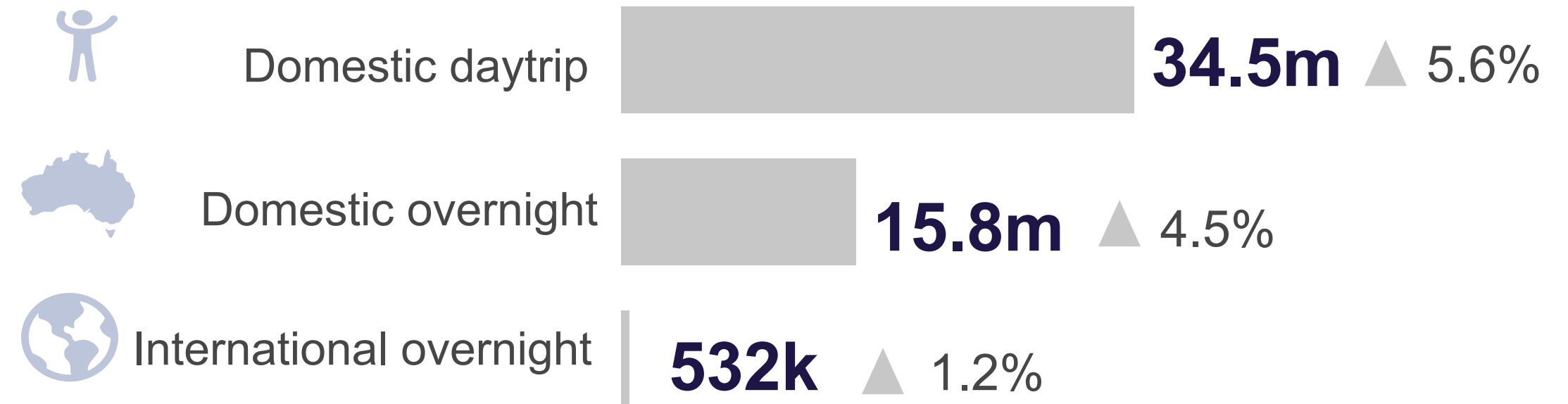
Regional Victoria



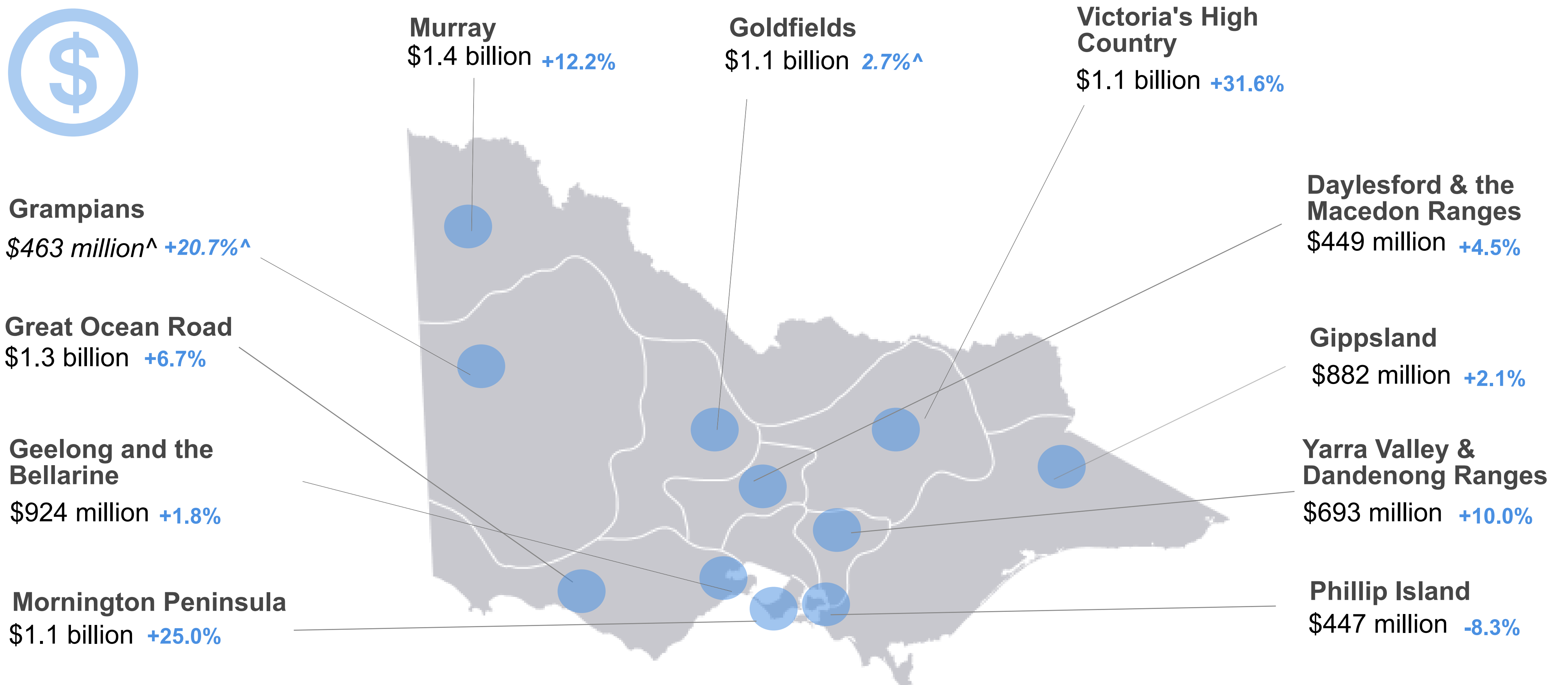
\$9.9 billion ▲ 9.9%
total tourism expenditure



50.9 million ▲ 5.2%
total visitors



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



To note: All growth rates noted on this page are year-on-year percentage changes.
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[^]Figures noted in italics should be interpreted with caution due to variability in the data (international component only).

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