VICTORIA’S DOMESTIC TOURISM PERFORMANCE

National Visitor Survey (NVS) Results (latest results for the year ending September 2020)

Domestic Visitors in Victoria (spend, visitors, nights and daytrips)

<table>
<thead>
<tr>
<th>Region</th>
<th>Spend</th>
<th>Visitors</th>
<th>Nights</th>
<th>Daytrips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Victoria</td>
<td>$9.7 b</td>
<td>17.2 m</td>
<td>54.5 m</td>
<td>$4.1 b</td>
</tr>
<tr>
<td></td>
<td>-41% y/y</td>
<td>-41% y/y</td>
<td>-34% y/y</td>
<td>-35% y/y</td>
</tr>
<tr>
<td>Melbourne</td>
<td>$4.7 b</td>
<td>5.7 m</td>
<td></td>
<td>41.9 m</td>
</tr>
<tr>
<td></td>
<td>-49% y/y</td>
<td>-49% y/y</td>
<td></td>
<td>-35% y/y</td>
</tr>
</tbody>
</table>

Domestic Overnight Visitors in Victoria (Melbourne vs Regional Victoria)

- **Regional Victoria**: $5.0 b (-30% y/y), 11.9 m (-37% y/y)
- **Melbourne**: $4.7 b (-49% y/y), 5.7 m (-49% y/y)

Domestic Overnight Interstate and Intrastate Spend and Visitors

- **Interstate Spend**: $4.1 b (-47% y/y)
- **Interstate Visitors**: 4.4 m (-50% y/y)
- **Intrastate Spend**: $5.6 b (-36% y/y)
- **Intrastate Visitors**: 12.8 m (-38% y/y)

Domestic Overnight Spend and Visitors – by Purpose

- **Holiday**: $4.5 b (-38% y/y)
- **VFR**: $1.7 b (-44% y/y)
- **Business**: $2.0 b (-43% y/y)

Domestic Overnight Spend and Visitors – by Origin

- **Northern Territory**: Spend np, Visitors np
- **Western Australia**: Spend $374 m (-59% y/y), Visitors 294 k (-54% y/y)
- **South Australia**: Spend $510 m (-42% y/y), Visitors 598 k (-51% y/y)
- **Tasmania**: Spend $243 m (-25% y/y), Visitors 254 k (-39% y/y)
- **Queensland**: Spend $851 m (-43% y/y), Visitors 853 k (-45% y/y)
- **New South Wales**: Spend $19 b (-50% y/y), Visitors 21 m (-51% y/y)
- **ACT**: Spend $177 m (-36% y/y), Visitors 198 k (-50% y/y)
- **Victoria**: Spend $5.6 b (-36% y/y), Visitors 12.8 m (-38% y/y)

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 results with previous time periods and releases. For further information on methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

(a) Regional expenditure model estimates. Year-on-year growth noted.
* Denotes the origin market’s contribution to Victorian domestic overnight spend/visitations.