

VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending December 2020

Tourism expenditure

(billions)



VICTORIA

\$2.5b

International overnight
▼ -72%

\$7.0b

Domestic overnight
▼ -59%

\$3.5b

Domestic daytrip
▼ -47%



\$35.4 million

VISITOR SPEND PER DAY

\$13.0 billion

▼ -60%

VICTORIAN TOTAL

MELBOURNE

\$2.3b

International overnight
▼ -72%

\$2.6b

Domestic overnight
▼ -73%

\$1.2b

Domestic daytrip
▼ -52%

\$6.2 billion

▼ -70%

MELBOURNE TOTAL

REGIONAL

\$126m

International overnight
▼ -79%

\$4.4b

Domestic overnight
▼ -41%

\$2.3b

Domestic daytrip
▼ -44%

\$6.8 billion

▼ -44%

REGIONAL TOTAL

Visitors

(millions)



VICTORIA

615k

International overnight
▼ -80%

14.0m

Domestic overnight
▼ -53%

35.1m

Domestic daytrip
▼ -48%



65.8 million

TOTAL NUMBER OF VISITOR NIGHTS ▼ -58%

49.7 million

▼ -51%

VICTORIAN TOTAL

MELBOURNE

578k

International overnight
▼ -81%

3.5m

Domestic overnight
▼ -69%

12.3m

Domestic daytrip
▼ -51%

16.4 million

▼ -58%

MELBOURNE TOTAL

REGIONAL

133k

International overnight
▼ -78%

10.7m

Domestic overnight
▼ -44%

22.8m

Domestic daytrip
▼ -46%

33.6 million

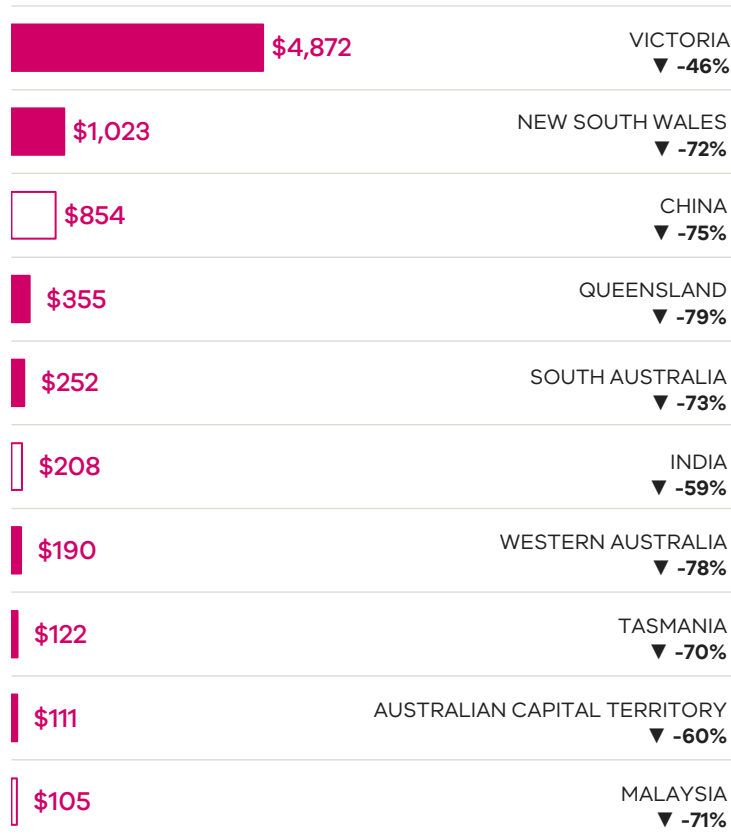
▼ -46%

REGIONAL TOTAL

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

(Data in \$millions)



\$501

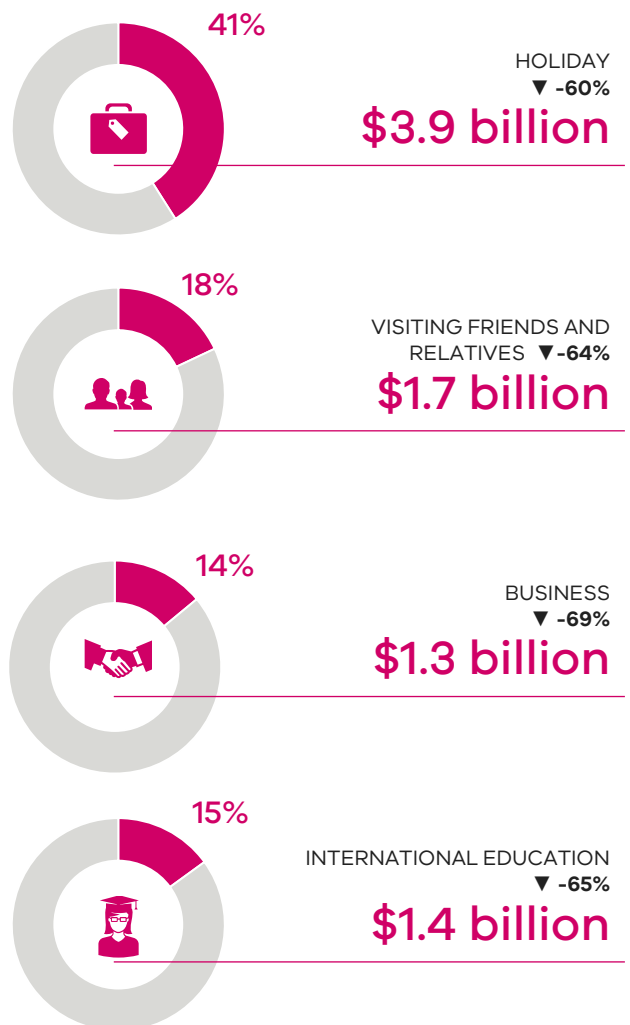
AVERAGE SPEND
PER *DOMESTIC*
OVERNIGHT VISIT

\$4,008

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

TOP PURPOSE SECTORS BY SPEND

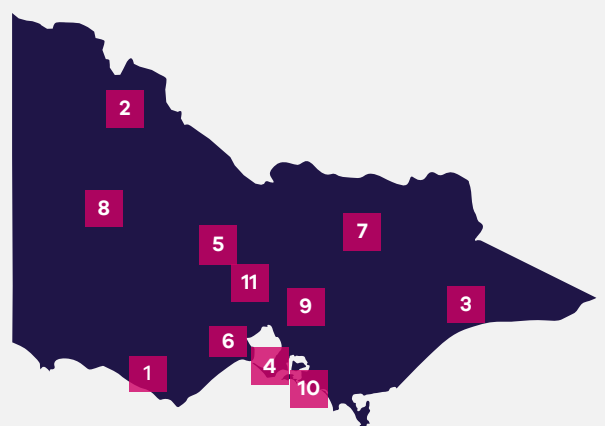
(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1	GREAT OCEAN ROAD	\$1.1 BILLION	▼ -33%
2	MURRAY	\$896 MILLION	▼ -46%
3	GIPPSLAND	\$890 MILLION	▼ -20%
4	MORNINGTON PENINSULA	\$725 MILLION	▼ -47%
5	GOLDFIELDS	\$706 MILLION	▼ -49% [^]
6	GEELONG AND THE BELLARINE	\$639 MILLION	▼ -44% [^]
7	VICTORIA'S HIGH COUNTRY	\$491 MILLION	▼ -61% [^]
8	GRAMPIANS	\$397 MILLION	▼ -27% [^]
9	YARRA VALLEY & DANDENONG RANGES	\$322 MILLION	▼ -65%
10	PHILLIP ISLAND	\$297 MILLION	▼ -49% [^]
11	DAYLESFORD & THE MACEDON RANGES	\$279 MILLION	▼ -47% [^]



[^] 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 December 2020.

Improvements in the 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](#).

See the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data for the December quarter 2020.

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, March 2021. 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.