



Victoria's visitor economy

Latest performance results – year ending March 2023

Tourism is an important industry for Victoria. In the year ending March 2023, Victoria received approximately 88.6 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$35.0 billion.

Tourism spend in Victoria has fully recovered above the pre-pandemic performance, with visitors almost back to the year ending March 2019 level (98%), reflecting strong demand for Victorian tourism experiences.

Value of tourism



In 2021-22, tourism was estimated to be worth \$16.0 billion to Victoria (in direct and indirect Gross State Product), representing 3.1% of Victoria's economy.

Tourism Filled Jobs



Tourism generated approximately 171,100 filled jobs (direct and indirect filled jobs) or 4.7% of Victoria's filled jobs.

Gross State Product (GSP)

GSP	% of economy
\$16.0B	3.1%
▲ +58% y/y	▲ +1.0%pts

Filled Jobs

Filled Jobs	% of economy
171,100	4.7%
▲ +56% y/y	▲ +1.6%pts

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Domestic overnight spend

Domestic overnight expenditure in Victoria in the year ending March 2023 was estimated to be \$22.3 billion, up 109% on 2022. Overnight spend was 143% of the pre-COVID year ending March 2019 result. Visitors spent an average of \$271 per night and \$808 per visitor in the year ending March 2023.

Domestic overnight

Spend

\$22.3B ▲ +109% y/y

143% of YE Mar 2019

Visitors

27.5M ▲ +52% y/y

99% of YE Mar 2019



Domestic daytrip spend

Daytrip visitors spent an estimated \$8.6 billion in the year ending March 2023, 145% of the pre-COVID year ending March 2019 result. Year-on-year, daytrip spend was up 81% on 2022.

Domestic daytrips

Spend

\$8.6B ▲ +81% y/y

145% of YE Mar 2019

Visitors

59.6M ▲ +52% y/y

100% of YE Mar 2019



International overnight spend

International overnight expenditure in Victoria was estimated to be \$4.2 billion in the year ending March 2023, 49% of the pre-COVID year ending March 2019.

International overnight

Spend

\$4.2B ▲ +303% y/y

49% of YE Mar 2019

Visitors

1.4M ▲ +743% y/y

46% of YE Mar 2019

Victoria

Regional Tourism Statistics

Tourism Economic Contribution	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	YOY change (2021-22) (%)	3 year change (2019-22) (%)
Gross State Product (GSP)								
Direct GSP (\$m)	12,535	13,248	14,589	11,372	4,676	7,557	62%	-48%
Indirect GSP (\$m)	12,959	13,811	14,811	11,698	5,443	8,408	54%	-43%
Total GSP (\$m)	25,494	27,059	29,400	23,070	10,119	15,964	58%	-46%
Direct GSP (%)	3.0%	3.0%	3.2%	2.4%	1.0%	1.5%	0.5%pt	-1.7%pt
Indirect GSP (%)	3.1%	3.1%	3.2%	2.5%	1.1%	1.6%	0.5%pt	-1.6%pt
Total GSP (%)	6.1%	6.1%	6.4%	4.9%	2.1%	3.1%	1.0%pt	-3.3%pt
Filled Jobs								
Direct Filled Jobs (000s)	173.8	186.1	191.8	165.6	78.2	121.9	56%	-36%
Indirect Filled Jobs (000s)	80.4	85.7	92.6	72.9	31.1	49.2	58%	-47%
Total Filled Jobs (000s)	254.1	271.7	284.4	238.3	109.4	171.1	56%	-40%
Direct Filled Jobs (%)	5.2%	5.3%	5.4%	4.6%	2.2%	3.3%	1.1%pt	-2.1%pt
Indirect Filled Jobs (%)	2.4%	2.5%	2.6%	2.0%	0.9%	1.3%	0.5%pt	-1.3%pt
Total Filled Jobs (%)	7.6%	7.8%	8.0%	6.7%	3.1%	4.7%	1.6%pt	-3.3%pt

Visitors, Nights and Expenditure	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YoY change (YE Mar 2022-23) (%)	4 year change (YE Mar 2019-23) (%)	YE Mar 2023 Share Total
Domestic									
Daytrip visitors (000's)	53,671	59,697	64,403	33,179	39,195	59,639	52%	0%	67.3%
Overnight visitors (000's)	24,892	27,832	28,310	13,351	18,157	27,545	52%	-1%	31.1%
Total domestic visitors (000's)	78,563	87,529	92,713	46,530	57,352	87,183	52%	0%	98.4%
Visitor nights (000's)	70,137	78,965	81,399	45,933	55,811	81,969	47%	4%	67.4%
Length of stay (nights)	2.8	2.8	2.9	3.4	3.1	3.0			
Daytrip Expenditure (\$m)	5,381	5,938	6,425	3,261	4,752	8,590	81%	45%	24.5%
Daytrip spend per trip	100	99	100	98	121	144			
Domestic Overnight Expenditure (\$m)	13,882	15,531	16,767	6,480	10,630	22,252	109%	43%	63.5%
Domestic Overnight Spend per Visitor (\$)	558	558	592	485	585	808			
Domestic Overnight Spend per Night (\$)	198	197	206	141	190	271			
Total Domestic Expenditure (\$m)	19,263	21,469	23,192	9,741	15,382	30,843	101%	44%	88.1%
International									
Overnight visitors (000's)	2,942	3,088	2,830	11	167	1,407	743%	-54%	1.6%
Visitor nights (000's)	67,908	71,690	68,973	944	10,610	39,581	273%	-45%	32.6%
Length of stay (nights)	23.1	23.2	24.4	84.7	63.6	28.1			
International Overnight Expenditure (\$m)	7,947	8,548	8,130	80	1,036	4,180	303%	-51%	11.9%
International Overnight Spend per Visitor (\$)	2,701	2,769	2,873	7,136	6,211	2,971			
International Overnight Spend per Night (\$)	117	119	118	84	98	106			
TOTALS									
Visitors (000's)	81,505	90,617	95,543	46,542	57,519	88,590	54%	-2%	
Visitor nights (000's)	138,045	150,655	150,373	46,877	66,422	121,550	83%	-19%	
Expenditure (\$m)	27,210	30,017	31,322	9,820	16,418	35,023	113%	17%	

Sources: National and International Visitor Surveys and Regional Expenditure Model, March 2023, TRA, released June 2023.

State Tourism Satellite Account 2021-22, TRA, released May 2023

For further information on methodology changes and impacts refer to the TRA NVS Methodology.

Note: Figures noted as '-' are under the publishable threshold.

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More Information

For further information on National Visitor Survey methodology refer to the Tourism Research Australia [NVS Methodology](#).

For the latest information on domestic visitation to Victoria from the National Visitor Survey by Tourism Research Australia please refer to the [results](#) updated quarterly by Tourism and Events.

Further information on international visitors to Victoria from the International Visitor Survey by Tourism Research Australia is also updated quarterly by Tourism and Events and available on their [website](#).

Refer to the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of full survey data since the March 2020 quarter.

For more detail on the State Tourism Satellite Accounts 2021-22, published by Tourism Research Australia refer to the [full report](#).

Due care is taken in the production of this factsheet, however DJSIR accepts no responsibility for use of this information.