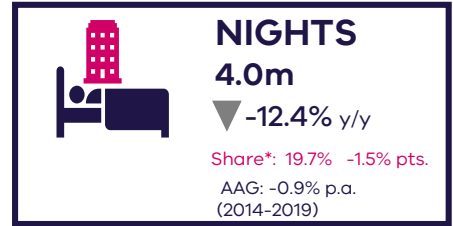
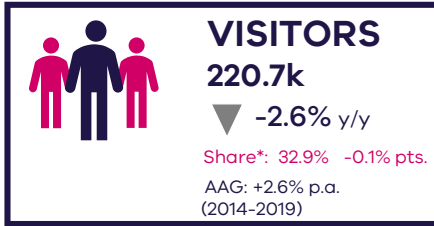
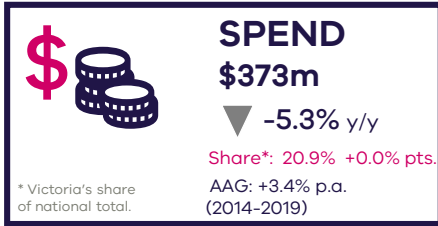


# International Tourism Summary: United Kingdom

## Year ending December 2019

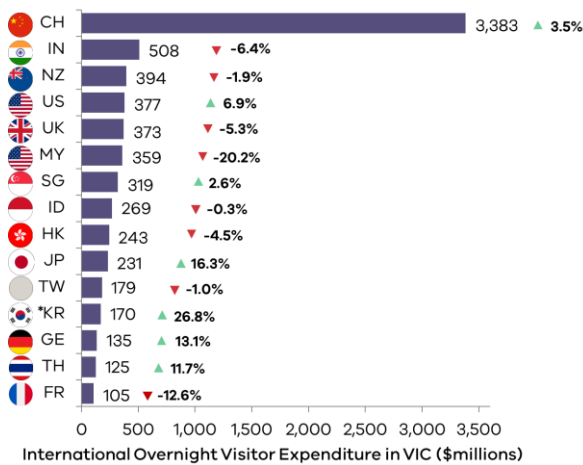


**220,700 UK visitors spent 4.0 million nights and \$373 million on trips to Victoria in the year ending December 2019.**

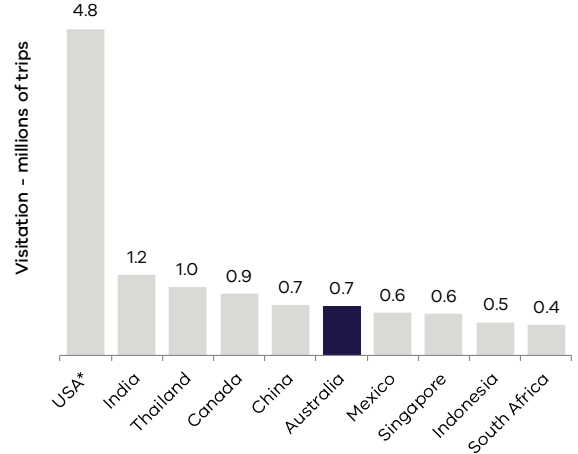


**Context:** In the year ending December 2019, international overnight visitors to Victoria (3.1 million) accounted for 3 per cent of total visitors to the state and 27 per cent (\$8.8 billion) of total visitor expenditure in Victoria.

### International Overnight Expenditure in Victoria (\$m)



### Top 10 Out-of-Region Destinations for UK Travellers



UK visitors spent \$373 million on trips to Victoria in the year ending December 2019, a year-on-year decline of 5.3 per cent. This represents 4.2 per cent of all international overnight visitor spend in Victoria. The UK is ranked 5<sup>th</sup> largest international market in terms of expenditure.

Australia was ranked #6 for visitation against other out-of-region destinations for UK travellers in the year ending December 2019 (down from #5 in 2018).

\*USA including Hawaii Source: Tourism Economics, YE2019

\* In the year ending December 2019, all Korean visitors to Australia were from South Korea.

### AUSTRALIA



**\$1.8b** Spend  
▼ -5.5%  
**672k** Visitors  
▼ -2.5%  
**20.4m** Nights  
▼ -5.8%

### NEW SOUTH WALES



**\$652m** Spend  
▲ 4.3%  
**353k** Visitors  
▼ -5.2%  
**7.1m** Nights  
▲ 4.4%

### QUEENSLAND



**\$343m** Spend  
▼ -20.9%  
**219k** Visitors  
▼ -3.8%  
**4.2m** Nights  
▼ -19.4%

The rate of decline in UK expenditure on trips to Victoria (-5.3% year-on-year) was in line with the national average (-5.5%), ahead of Queensland (-20.9%) and behind New South Wales (+4.3%).

### MELBOURNE



**\$309m** Spend  
▼ -4.2%  
**201k** Visitors  
▼ -0.7%  
**3.0m** Nights  
▼ -13.1%

### REGIONAL VICTORIA



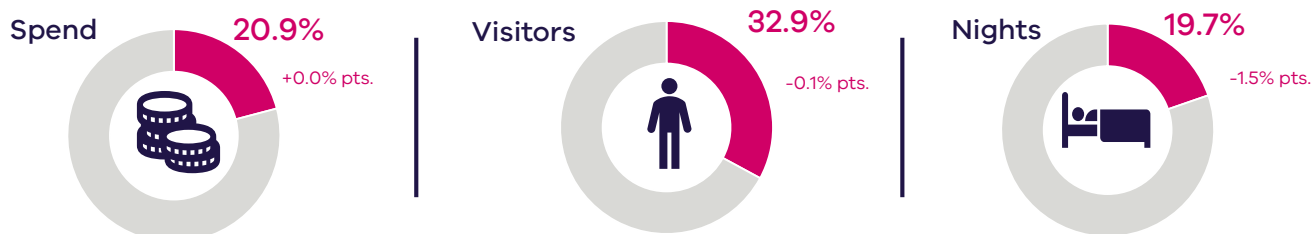
**\$63m** Spend  
▼ -10.5%  
**75k** Visitors  
▼ -7.5%  
**977k** Nights  
▼ -10.2%

In the year ending December 2019:

- 201,000 UK visitors spent 3.0 million nights and \$309 million on trips to Melbourne
- 75,000 UK visitors spent 977,000 nights and \$63 million on trips to regional Victoria.

## UK Spend, Visitors and Nights by Key States Visited

Victoria's Market Share of UK spend, visitors and nights



### UK Overnight Expenditure in Australia by Key States, 2014-2019

| Expenditure by Visitors from United Kingdom<br>Year Ending December | Total Expenditure (\$ million) |              |              |                   | Share of National % |              |              | Expenditure Per Night \$ |           |           | Expenditure Per Visitor \$ |              |              |              |
|---|--------------------------------|--------------|--------------|-------------------|---------------------|--------------|--------------|--------------------------|-----------|-----------|----------------------------|--------------|--------------|--------------|
|   | 2014                           | 2018         | 2019         | Av Ann 14-19      | 2014                | 2018         | 2019         | 2014                     | 2018      | 2019      | 2014                       | 2018         | 2019         |              |
| New South Wales   | 635                            | 625          | 652          | 0.5% p.a.         | 4.3%                | 34.4%        | 33.2%        | 36.6%                    | 80        | 92        | 92                         | 1,909        | 1,681        | 1,849        |
| <b>Victoria</b>   | <b>315</b>                     | <b>394</b>   | <b>373</b>   | <b>3.4% p.a.</b>  | <b>-5.3%</b>        | <b>17.0%</b> | <b>20.9%</b> | <b>20.9%</b>             | <b>75</b> | <b>86</b> | <b>93</b>                  | <b>1,622</b> | <b>1,736</b> | <b>1,688</b> |
| Queensland  | 402                            | 433          | 343          | -3.1% p.a.        | -20.9%              | 21.8%        | 23.0%        | 19.2%                    | 71        | 84        | 83                         | 1,941        | 1,906        | 1,567        |
| <b>Australia</b>  | <b>1,848</b>                   | <b>1,885</b> | <b>1,781</b> | <b>-0.7% p.a.</b> | <b>-5.5%</b>        |              |              |                          | <b>75</b> | <b>87</b> | <b>87</b>                  | <b>2,975</b> | <b>2,739</b> | <b>2,653</b> |

|  |       |       |       |            |      |
|--|-------|-------|-------|------------|------|
| <b>Total VIC International Expenditure</b>                     | 4,903 | 8,467 | 8,826 | 12.5% p.a. | 4.2% |
| <b>United Kingdom's Share of VIC International Expenditure</b> | 6.4%  | 4.6%  | 4.2%  |            |      |

AAG = Average Annual Growth

NB: Visitor expenditure includes expenditure on packages attributable to destination. Estimates may differ from those published by Tourism Australia

Source: Regional Expenditure Model, International Visitor Survey, December 2014-2019, Tourism Research Australia, Canberra.

Victoria received 20.9 per cent of UK overnight visitors' expenditure in Australia in the year ending December 2019, ahead of Queensland (19.2%) but behind New South Wales (36.6%). UK visitors' expenditure per night in Victoria (\$93) was higher than the national average (\$87) and Queensland (\$83), and in line with New South Wales (\$92). Victoria received a higher total spend per visitor (\$1,688) compared with Queensland (\$1,567), but lower than in New South Wales (\$1,849).

### UK Overnight Visitation (000s) to Australia by Key States, 2014-2019

| Year Ending December | 2014       | 2015       | 2016       | 2017       | 2018       | 2019       | Av Annual        |                | Share of Visitors % |
|----------------------|------------|------------|------------|------------|------------|------------|------------------|----------------|---------------------|
|                      |            |            |            |            |            |            | % change 14/19   | % change 18/19 |                     |
| <b>Australia</b>     | <b>621</b> | <b>649</b> | <b>673</b> | <b>690</b> | <b>688</b> | <b>672</b> | <b>1.6% p.a.</b> | <b>-2.5%</b>   |                     |
| New South Wales      | 333        | 344        | 370        | 385        | 372        | 353        | 1.2% p.a.        | -5.2%          | 52%                 |
| <b>Victoria</b>      | <b>194</b> | <b>221</b> | <b>221</b> | <b>230</b> | <b>227</b> | <b>221</b> | <b>2.6% p.a.</b> | <b>-2.6%</b>   | <b>33%</b>          |
| Queensland           | 207        | 223        | 219        | 229        | 227        | 219        | 1.1% p.a.        | -3.8%          | 33%                 |

UK overnight visitors to Victoria declined by 2.6 per cent year-on-year, a slower decline than in key competitor states New South Wales (-5.2%) and Queensland (-3.8%) and in line with the national average (-2.5%) in the year ending December 2019. Over the longer term (2014 to 2019), UK overnight visitors to Victoria increased at an average annual rate of 2.6 per cent, ahead of the national average (+1.6% p.a.), New South Wales (+1.2% p.a.) and Queensland (+1.1% p.a.).

### UK Visitor Nights (000s) in Australia by Key States, 2014-2019

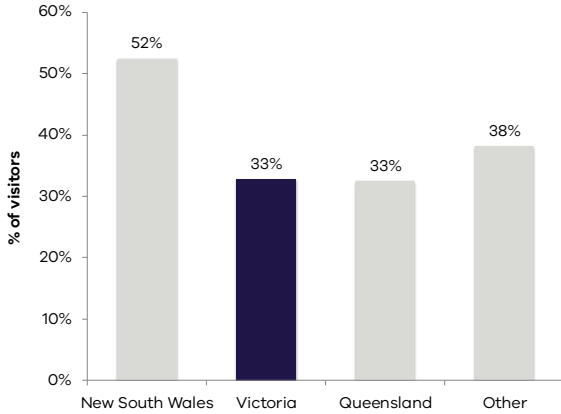
| Year Ending December | 2014          | 2015          | 2016          | 2017          | 2018          | 2019          | Av Annual         |                | Share of Nights % |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------------|----------------|-------------------|
|                      |               |               |               |               |               |               | % change 14/19    | % change 18/19 |                   |
| <b>Australia</b>     | <b>24,544</b> | <b>25,804</b> | <b>23,167</b> | <b>23,438</b> | <b>21,694</b> | <b>20,438</b> | <b>-3.6% p.a.</b> | <b>-5.8%</b>   |                   |
| New South Wales      | 7,950         | 8,192         | 7,767         | 7,903         | 6,814         | 7,114         | -2.2% p.a.        | 4.4%           | 35%               |
| <b>Victoria</b>      | <b>4,204</b>  | <b>4,849</b>  | <b>4,552</b>  | <b>4,419</b>  | <b>4,590</b>  | <b>4,019</b>  | <b>-0.9% p.a.</b> | <b>-12.4%</b>  | <b>20%</b>        |
| Queensland           | 5,665         | 5,791         | 4,685         | 5,099         | 5,149         | 4,152         | -6.0% p.a.        | -19.4%         | 20%               |

In the year ending December 2019, UK visitor nights to Victoria declined by 12.4 per cent year-on-year, compared to a steeper decline in Queensland (-19.4%), a softer decline nationally (-5.8%) and in contrast to New South Wales (+4.4%). Over the longer term (2014 to 2019), UK visitor nights spent in Victoria declined at an average annual rate of 0.9 per cent, a softer declines than seen in Queensland (-6.0% p.a.), the national average (-3.6% p.a.) and New South Wales (-2.2% p.a.).

## Market Share by Key States<sup>1</sup>

### UK Overnight Visitors to Australia

Year ending December 2019 – Market Share by Key States



In the year ending December 2019, 33 per cent of UK visitors to Australia stayed overnight in Victoria; in line with Queensland (33%) but behind New South Wales (52%).

### UK Visitor Nights to Australia

Year ending December 2019 – Market Share by Key States



Victoria's market share of visitor nights spent by UK travellers to Australia in the year ending December 2019 was 20 per cent; in line with Queensland (20%) but behind New South Wales (35%).

## Main Purpose of Trip (000s) to Australia by Key States Visited and Market Share

Year Ending December 2019

| Year Ending December 2019 | Holiday    | Visiting friends and relatives | Total Leisure* | Business  | Employment | Total      |
|---------------------------|------------|--------------------------------|----------------|-----------|------------|------------|
| New South Wales           | 153        | 147                            | 300            | 32        | 12         | 353        |
| Market Share %            | 67%        | 43%                            | 52%            | 51%       | 57%        | 52%        |
| <b>Victoria</b>           | <b>90</b>  | <b>96</b>                      | <b>186</b>     | <b>21</b> | <b>9</b>   | <b>221</b> |
| Market Share %            | 39%        | 28%                            | 32%            | 34%       | 41%        | 33%        |
| Queensland                | 95         | 97                             | 193            | 12        | 8          | 219        |
| Market Share %            | 41%        | 28%                            | 34%            | 20%       | 38%        | 33%        |
| <b>Australia</b>          | <b>230</b> | <b>344</b>                     | <b>574</b>     | <b>62</b> | <b>21</b>  | <b>672</b> |

\* Total Leisure = Holiday + VFR

NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Education' and 'Other' visitors are unreliable and are unable to be published

In the year ending December 2019, 32 per cent of UK leisure visitors to Australia stayed overnight in Victoria, including 39 per cent of holiday and 28 per cent of visiting friends and relatives (VFR) visitors. New South Wales' share of UK leisure visitors was higher at 52 per cent, while Queensland's share was slightly higher at 34 per cent. During the same period, Victoria's share of the UK employment market was 41 per cent and business visitor market share was 34 per cent.

## Purpose of Visit to Victoria (and the Destinations Within)

Some international visitors to Victoria visit more than one destination in the state, and for different purposes. For example, a visitor might stay in Melbourne for education reasons, and visit the Great Ocean Road region for a holiday. As such, the percentages of international visitors who visited Victoria for each purpose total more than 100 per cent.

### UK Overnight Expenditure and Visitation to Victoria by Destination Purpose of Visit – Year Ending December 2019

| Year Ending December 2019          | Holiday | Visiting friends and relatives | Total Leisure* | Business | Employment | Total |
|------------------------------------|---------|--------------------------------|----------------|----------|------------|-------|
| <b>Overnight Expenditure (\$M)</b> | 163     | 128                            | 290            | 36       | 32         | 373   |
| <b>Overnight Visitors (000s)</b>   | 122     | 106                            | 197            | 19       | 5          | 221   |
| <b>Visitor Nights (000s)</b>       | 1,682   | 1,636                          | 3,318          | -        | 381        | 4,019 |
| <b>Average Length of Stay</b>      | 13.8    | 15.4                           | 16.8           | -        | 76.0       | 18.2  |
| <b>Spend per Visitor</b>           | 1,332   | 1,203                          | 1,470          | 1,902    | 6,443      | 1,688 |
| <b>Spend per Night</b>             | 97      | 78                             | 87             | -        | 85         | 93    |

\* Total Leisure = Holiday + VFR (NB total leisure may equal more than the sum of holiday + VFR, since visitors can visit more than one destination in Victoria with more than one purpose)

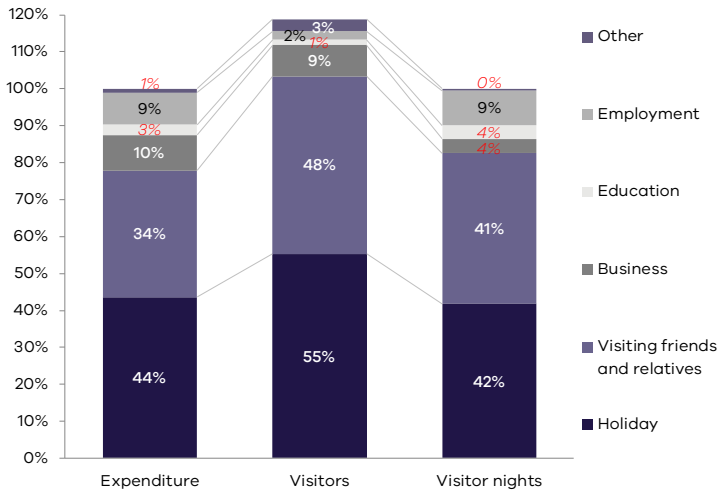
NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Education' and 'Other' visitors are unreliable and are unable to be published

<sup>1</sup>NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

# UK Overnight Expenditure, Visitors and Nights to Victoria by Purpose of Visit

Year Ending December 2019



In the year ending December 2019, leisure visitors accounted for 78 per cent of UK visitor expenditure in Victoria, comprising holiday visitor spend (44%) and VFR visitor spend (34)\*. Business visitors accounted for ten per cent of spend, closely followed by Employment visitors (9 per cent of spend).

During the same period, 55 percent of UK visitors travelled to Victoria for holiday purposes, 48 per cent travelled for VFR and a further 9 per cent came on business.

Forty-two per cent (42%) of all nights spent in Victoria by UK visitors in the year ending December 2019 were accounted for by holiday visitors, while VFR visitors accounted for 41 per cent of visitor nights and employment visitors for nine per cent of nights.

Note: Percentages of visitors will not add up to 100% as visitors can travel to multiple destinations in Victoria with different purposes.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

\*Figures might not add up due to rounding.

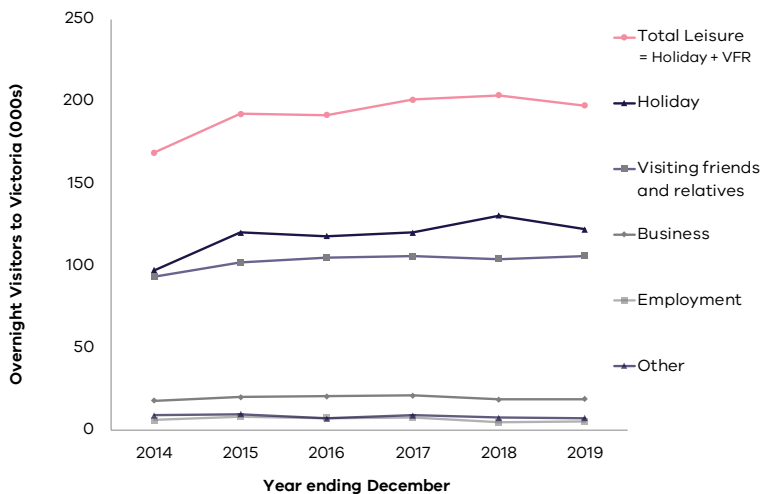
## UK Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

| Year Ending December                  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | Av Annual % change 14/19 | % change 18/19 |
|---------------------------------------|------|------|------|------|------|------|--------------------------|----------------|
| <b>Holiday</b>                        | 97   | 120  | 118  | 120  | 131  | 122  | 4.7% p.a.                | -6.4%          |
| <b>Visiting friends and relatives</b> | 93   | 102  | 105  | 106  | 104  | 106  | 2.6% p.a.                | 1.8%           |
| <b>Total Leisure</b>                  | 169  | 192  | 192  | 201  | 204  | 197  | 3.2% p.a.                | -3.1%          |
| <b>Business</b>                       | 18   | 20   | 20   | 21   | 19   | 19   | 1.2% p.a.                | 1.4%           |
| <b>Employment</b>                     | 6    | 8    | 7    | 8    | -    | 5    | -3.4% p.a.               | -              |
| <b>Other</b>                          | 9    | 10   | 7    | 9    | 7    | 7    | -4.2% p.a.               | -3.5%          |

NB: Where there is a '-'; figures are unreliable and are unable to be published.

NB: Figures for 'Education' visitors are unreliable and are unable to be published

## UK Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

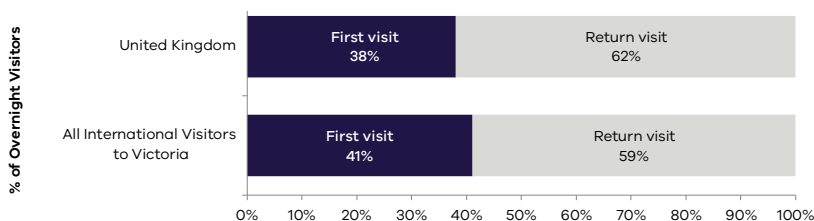


Of all the main purpose segments, the UK holiday market has provided the strongest growth to overnight visitor numbers to Victoria over the past five years (+4.7% p.a.), followed by VFR (+2.6% p.a.) and business (+1.2% p.a.) visitors. UK leisure visitors to Victoria overall have increased at an average annual rate of 3.2 per cent over the period 2014-2019.

Overnight UK employment visitors to Victoria have declined at an average rate of 3.4 per cent per annum since 2014.

## Repeat Visitation to Australia

Repeat Visitation to Australia (% of UK overnight visitors to Victoria vs all international overnight visitors to Victoria)



In the year ending December 2019, 38 per cent of overnight visitors from UK to Victoria were visiting Australia for the first time, compared with 41 per cent of international overnight visitors to Victoria overall.

## Melbourne and Regional Victoria Overnight Visitation

UK Overnight Visitation (000s) to Victoria, 2014-2019

| Year Ending December | 2014       | 2015       | 2016       | 2017       | 2018       | 2019       | Av Annual % change 14/19 | % change 18/19 |
|----------------------|------------|------------|------------|------------|------------|------------|--------------------------|----------------|
| Melbourne            | 174        | 198        | 199        | 203        | 203        | 201        | 3.0% p.a.                | -0.7%          |
| Regional Victoria    | 58         | 75         | 72         | 76         | 81         | 75         | 5.4% p.a.                | -7.5%          |
| <b>Victoria</b>      | <b>194</b> | <b>221</b> | <b>221</b> | <b>230</b> | <b>227</b> | <b>221</b> | <b>2.6% p.a.</b>         | <b>-2.6%</b>   |

There were 201,000 UK overnight visitors to Melbourne in the year ending December 2019, a 0.7 per cent decline from the previous year. UK visitors to Melbourne have grown at an average annual rate of 3.0 per cent over the period 2014 to 2019.

In the year ending December 2019, there were 75,000 UK overnight visitors to regional Victoria, a 7.5 per cent decline year-on-year. Over the longer term (2014-19), UK overnight visitors to regional Victoria have grown at an average annual rate of 5.4 per cent.

UK Visitor Nights (000s) to Victoria, 2 years<sup>2</sup> (rolling), 2014-2019

| 2 Years Ending December | 2014         | 2015         | 2016         | 2017         | 2018         | 2019         | Av Annual % change 14/19 | % change 18/19 |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------|----------------|
| Melbourne               | 7,022        | 6,956        | 7,413        | 7,001        | 6,861        | 6,545        | -1.4% p.a.               | -4.6%          |
| Regional Victoria       | 2,088        | 2,097        | 1,988        | 1,970        | 2,149        | 2,065        | -0.2% p.a.               | -3.9%          |
| <b>Victoria</b>         | <b>9,110</b> | <b>9,053</b> | <b>9,401</b> | <b>8,971</b> | <b>9,010</b> | <b>8,609</b> | <b>-1.1% p.a.</b>        | <b>-4.4%</b>   |

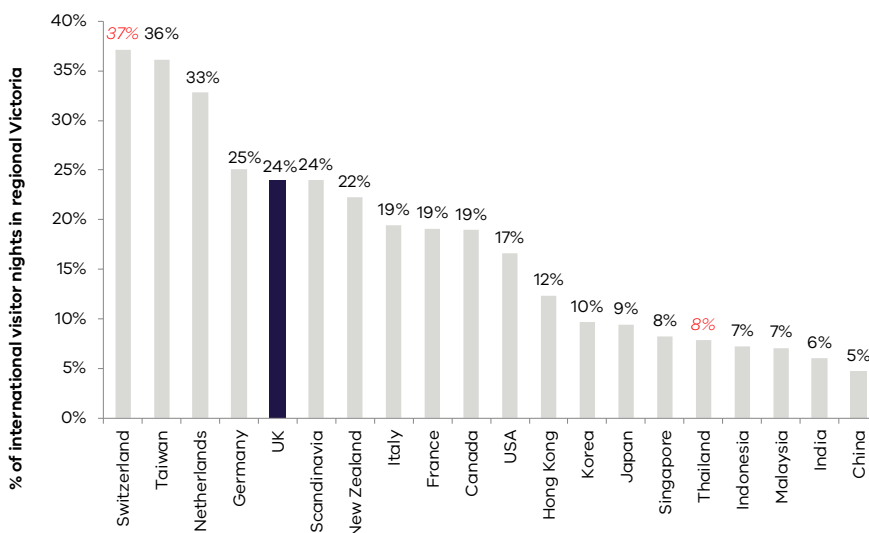
UK visitors spent 6.5 million nights in Melbourne in the two years ending December 2019, a decline of 4.6 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum\*), visitor nights spent in Melbourne declined at an average annual rate of 1.4 per cent.

In the two years ending December 2019, UK visitors spent 2.1 million nights in regional Victoria, representing a decline of 3.9 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum\*), visitor nights spent in regional Victoria declined at an average rate of 0.2 per cent.

\* where 2014 includes years ending December 2013 and 2014 and 2019 includes years ending December 2018 and 2019.

## Regional Dispersal

Regional Dispersal of Top 20 International Overnight Markets to Victoria – 2 Years Ending December 2019



Of the 8.6 million nights spent in Victoria by UK visitors in the two years ending December 2019, 24 per cent (2.1 million) of them were spent in regional Victoria.

UK visitors to Victoria have the 5<sup>th</sup> highest rate of overnight dispersal of all the state's top 20 international markets.

During the same two year period, UK visitors accounted for 11.5 per cent of all international visitor nights spent in regional Victoria, making them the largest contributor to international regional nights.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

<sup>2</sup> Two years of data are used to increase reliability of the figures.

## Places Visited in Regional Victoria and Melbourne Attractions

### Places Visited in Regional Victoria – Year Ending December 2019

| Selected Places Visited - Overnight Visit or Daytrip<br>(% of all Overnight Visitors to Victoria) | United Kingdom Visitors | All International Visitors |
|---|-------------------------|----------------------------|
| Ballarat, Sovereign Hill  | 5%                      | 6%                         |
| Bendigo   | 6%                      | 3%                         |
| Daylesford, Hepburn Springs, Mt. Macedon  | 4%                      | 1%                         |
| Geelong & the Bellarine Peninsula   | 14%                     | 9%                         |
| Great Ocean Road/Twelve Apostles  | 31%                     | 33%                        |
| Healesville Sanctuary   | 4%                      | 2%                         |
| Mornington Peninsula  | 17%                     | 8%                         |
| Phillip Island/Penguin Parade   | 17%                     | 17%                        |
| Puffing Billy and Dandenong Ranges  | 7%                      | 10%                        |
| Victorian Snowfields  | -                       | 2%                         |
| Wilson's Promontory   | 4%                      | 3%                         |
| Yarra Valley  | 19%                     | 12%                        |

NB: Where there is a '-'; figures are unreliable and are unable to be published.

### Melbourne Attractions Visited – Year Ending December 2019

| Selected Places Visited - Melbourne Attractions<br>(% of Overnight Visitors to Victoria) | United Kingdom Visitors | All International Visitors |
|--|-------------------------|----------------------------|
| Australian Centre for the Moving Image (ACMI)  | 4%                      | 4%                         |
| Brunswick Street   | 17%                     | 10%                        |
| Chadstone Shopping Centre  | 8%                      | 15%                        |
| Chapel Street  | 16%                     | 9%                         |
| Crown Casino/entertainment complex   | 16%                     | 19%                        |
| Docklands/Marvel Stadium (prev. Etihad Stadium)  | 20%                     | 19%                        |
| Federation Square  | 45%                     | 38%                        |
| Melbourne CBD Shopping Precinct  | 60%                     | 63%                        |
| Melbourne Cricket Ground (MCG)   | 14%                     | 6%                         |
| Melbourne Museum (Royal Exhibition Building)   | 13%                     | 16%                        |
| Melbourne Zoo  | 7%                      | 8%                         |
| National Gallery of Victoria (NGV)   | 17%                     | 17%                        |
| Queen Victoria Market  | 38%                     | 44%                        |
| Shrine of Remembrance  | 18%                     | 12%                        |
| Southbank/Southgate  | 38%                     | 26%                        |
| St Kilda   | 47%                     | 28%                        |

In the year ending December 2019, 31 per cent of UK overnight visitors to Victoria spent time (daytrip or overnight) in the Great Ocean Road/Twelve Apostles region. This region is very popular generally, with 33 per cent of all international overnight visitors to Victoria travelling there.

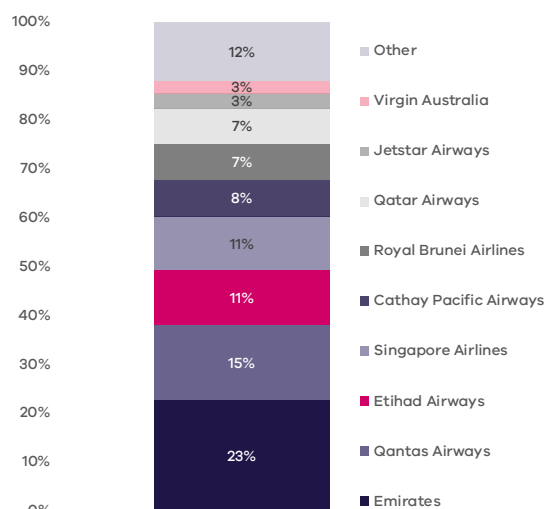
Nineteen per cent (19%) of UK overnight visitors to Victoria went to the Yarra Valley (compared with 12 per cent of international overnight visitors to Victoria overall), 17 per cent went to the Mornington Peninsula (compared with 8 per cent of international overnight visitors to Victoria overall) and 17 per cent went to Phillip Island/Penguin Parade area (compared with 17 per cent of international overnight visitors to Victoria overall).

The most visited Melbourne attractions by UK overnight visitors to Victoria were the CBD shopping precinct (60 per cent compared with 63 per cent of international visitors overall), St Kilda (47 per cent compared with 28 per cent of international visitors overall) and Federation Square (45 per cent compared with 38 per cent of international visitors overall).

Other attractions that UK visitors were more likely to visit compared to international visitors overall included Southbank/Southgate (38 per cent of UK overnight visitors compared with 26 per cent of international overnight visitors to Victoria overall), Shrine of Remembrance (18 per cent compared with 12 per cent of international overnight visitors overall), Brunswick Street (17 per cent compared with 10 per cent of international visitors overall), Chapel Street (16 per cent compared with nine per cent of international visitors overall) and Melbourne Cricket Ground (MCG) (14 per cent of UK overnight visitors compared with six per cent of international overnight visitors to Victoria overall).

## Aviation<sup>3</sup>

### Airline Market Share – UK International Arrivals into Melbourne – Year ending December 2019



In the year ending December 2019, Emirates (23%), Qantas Airways (15%), Etihad (11%) and Singapore Airlines (11%) had the majority share of the UK international arrivals into Melbourne.

Note that none of these arrivals were on direct flights. The only Australian city currently receiving direct flights from the UK is Perth (84,800 available seats).

<sup>3</sup> Note: Aviation capacity is measured by "available seats", which includes international visitors and Australian residents returning home.

## Sources:

- International Visitor Survey (IVS), years ending December 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Regional Expenditure Model (REX) 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Tourism Australia Consumer Demand Project, Tourism Economics, April 2020
- International Airlines Operated Flights and Seats, year ending December 2019, Department of Infrastructure and Regional Development (BITRE)
- Visitor Arrivals and Departures, year ending December 2019, Tourism Research Australia

Base for IVS and Expenditure data: Only those trips where International visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope. Expenditure includes package expenditure.

Figures that are unreliable and unable to be published are represented by '-'. Figures might not add up due to rounding.

To view the full suite of 15 International Tourism Summaries (Victoria's top 15 international markets in terms of expenditure, visitors and nights), see <https://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on IVS and Expenditure data sources used please refer to our Guide to Tourism Data Sources and Definitions document found here: <https://www.business.vic.gov.au/tourism-industry-resources/research/teve-research>

For further information on Tourism Australia's Consumer Demand Project, see <http://www.tourism.australia.com/en/markets-and-research/reports/consumer-research.html>

Further information on international visitor statistics: <https://www.tra.gov.au/international>;  
<http://www.tourism.australia.com/en/markets-and-research/market-regions.html>

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