

VICTORIA'S INTERNATIONAL TOURISM PERFORMANCE

International Visitor Survey Results (latest results for the year ending June 2021)



SPEND

\$111 million
-98% y/y
13.6% VIC market share



VISITORS

23,500
-99% y/y
17.0% VIC market share

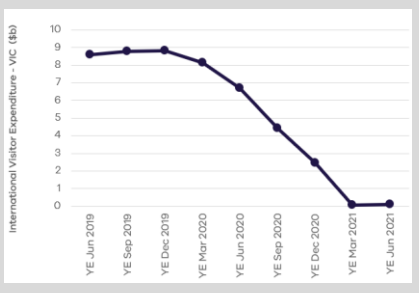


NIGHTS

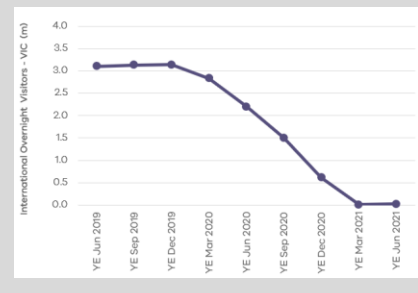
1.3 million
-98% y/y
13.9% VIC market share

Rolling annual international visitors, spend and nights (year ending June 2019 to year ending June 2021)

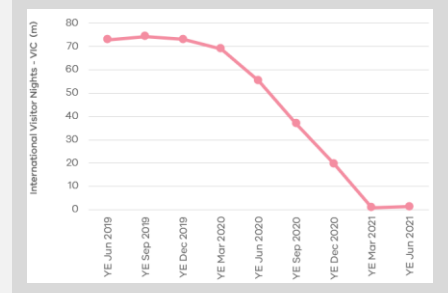
INTERNATIONAL SPEND



INTERNATIONAL OVERNIGHT VISITORS



INTERNATIONAL NIGHTS



HOLIDAY

1,300
-100% y/y



VFR

14,200
-98% y/y



BUSINESS

4,000
-98% y/y



EDUCATION*

700
-100% y/y

International overnight visitors to Victoria by market (Top 10 markets below as noted at the year ending June 2019)



2019 VISITORS 225k 7.2%*
2021 VISITORS 1,200 5.0%*
UNITED KINGDOM



2019 VISITORS 173k 5.6%*
2021 VISITORS 500 2.3%*
INDIA



2019 VISITORS 667k 21.5%*
2021 VISITORS 1,100 4.7%*
CHINA



2019 VISITORS 104k 3.3%*
2021 VISITORS 400 1.6%*
HONG KONG



2019 VISITORS 252k 8.1%*
2021 VISITORS 1,300 5.6%*
USA

MALAYSIA

2019 VISITORS 139k 4.5%*
2021 VISITORS 100 0.5%*



SINGAPORE

2019 VISITORS 138k 4.5%*
2021 VISITORS 500 2.2%*



GERMANY

2019 VISITORS 83k 2.7%*
2021 VISITORS 300 1.3%*



NEW ZEALAND

2019 VISITORS 346K 11.2%*
2021 VISITORS 13,500 57.7%*



JAPAN

2019 VISITORS 90k 2.9%*
2021 VISITORS 200 0.9%*



Figures may not add up due to rounding. Top 10 markets as noted in the year ending June 2019.

*Share of total visitors. The balance of visitor purpose is made up of Employment and 'Other' equating to 3,500 visitors.

Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2021, released September 2021. Expenditure includes package expenditure. Base: International short-term visitors (less than 12 months) aged 15+.
Data correct at time of publishing. See the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data since April 2020.

Next release: September 2021 data in December 2021 (date TBC).



Jobs,
Precincts
and Regions