

# Victoria's domestic tourism performance

National Visitor Survey (NVS) Results (latest results for the year ending September 2022)



**Spend**  
**\$17.1b** ▲ 81% y/y  
 ▲ 4% change  
 YE Sep '19 / '22



**Visitors**  
**24.2m** ▲ 40% y/y  
 ▼ 18% change  
 YE Sep '19 / '22



**Nights**  
**71.4m** ▲ 27% y/y  
 ▼ 13% change  
 YE Sep '19 / '22



**Daytrip spend**  
**\$6.9b** ▲ 73% y/y  
 ▲ 9% change  
 YE Sep '19 / '22



**Daytrip visitors**  
**50.7m** ▲ 29% y/y  
 ▼ 21% change  
 YE Sep '19 / '22

## Overnight spend and visitors

**Regional**

**Spend**  
**\$9.6b** ▲ 48% y/y  
 ▲ 35% change YE Sep '19/ '22

**Visitors**  
**\$17.6b** ▲ 28% y/y  
 ▼ 7% change YE Sep '19/ '22

**Interstate**

**Spend**  
**\$6.4b** ▲ 190% y/y  
 ▼ 17% change YE Sep '19/ '22

**Visitors**  
**5.5m** ▲ 124% y/y  
 ▼ 37% change YE Sep '19/ '22

**Spend by purpose**

**Holiday**  
**\$9.3b** ▲ 80% y/y  
 ▲ 27% change YE Sep '19/ '22

**Visiting friends and relatives**  
**\$3.1b** ▲ 61% y/y  
 ▼ 1% change YE Sep '19/ '22

**Business**  
**\$2.4b** ▲ 109% y/y  
 ▼ 31% change YE Sep '19/ '22

**Melbourne**

**Spend**  
**\$7.5b** ▲ 154% y/y  
 ▼ 20% change YE Sep '19/ '22

**Visitors**  
**\$7.2m** ▲ 79% y/y  
 ▼ 36% change YE Sep '19/ '22

**Intrastate**

**Spend**  
**\$10.7b** ▲ 47% y/y  
 ▲ 22% change YE Sep '19/ '22

**Visitors**  
**18.8m** ▲ 26% y/y  
 ▼ 9% change YE Sep '19/ '22

## Overnight spend and visitors by origin

### Northern Territory

**Spend** np  
**Visitors** np

### Western Australia

**Spend** **\$471m** ▲ 210% y/y ▼ 48%^ (3%\*)  
**Visitors** **261k** ▲ 139% y/y ▼ 59%^ (1%\*)

### South Australia

**Spend** **\$813m** ▲ 117% y/y ▼ 8%^ (5%\*)  
**Visitors** **752k** ▲ 64% y/y ▼ 38%^ (3%\*)

### Tasmania

**Spend** **\$289m** ▲ 178% y/y ▼ 11%^ (2%\*)  
**Visitors** **222k** ▲ 104% y/y ▼ 46%^ (1%\*)

### Queensland

**Spend** **\$1.4b** ▲ 259% y/y ▼ 8%^ (8%\*)  
**Visitors** **1.0m** ▲ 147% y/y ▼ 35%^ (6%\*)

### New South Wales

**Spend** **\$3.1b** ▲ 194% y/y ▼ 17%^ (18%\*)  
**Visitors** **2.9m** ▲ 138% y/y ▼ 34%^ (12%\*)

### ACT

**Spend** **\$276m** ▲ 187% y/y ▼ 1%^ (2%\*)  
**Visitors** **275k** ▲ 154% y/y ▼ 31%^ (1%\*)

### Victoria

**Spend** **\$10.7b** ▲ 47% y/y ▲ 22%^ (63%\*)  
**Visitors** **18.8m** ▲ 26% y/y ▼ 9%^ (77%\*)

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2022 results with previous releases. For further information on methodology changes and impacts refer to the Tourism Research Australia [NVS Methodology](#).

Y/Y: Year-on-year growth.

^ % change for year ending September 2019 (pre-COVID) vs year ending September 2022. (\*) Denotes the origin market's contribution to Victorian domestic overnight spend/visitation.

Source: NVS, Tourism Research Australia, Canberra, year ending September 2022, released December 2022.

Base: Visitors aged 15+. Data correct at time of publishing.

Next release: YE December 2022 (April 2023 - tbc).