

Victoria's domestic tourism performance

National Visitor Survey (NVS) Results (latest results for the year ending March 2023)



Overnight spend
\$22.3b ▲ 109% y/y
 143% of YE Mar '19 level



Overnight visitors
27.5m ▲ 52% y/y
 99% of YE Mar '19 level



Nights
82.0m ▲ 47% y/y
 104% of YE Mar '19 level



Daytrip spend
\$8.6b ▲ 81% y/y
 145% of YE Mar '19 level



Daytrip visitors
59.6m ▲ 52% y/y
 in line with the YE Mar '19 level

Overnight spend and visitors

Regional

Spend
\$10.9b ▲ 59% y/y
 160% of YE Mar '19 level

Visitors
18.9b ▲ 36% y/y
 106% of YE Mar '19 level

Interstate

Spend
\$10.0b ▲ 259% y/y
 138% of YE Mar '19 level

Visitors
7.6m ▲ 152% y/y
 90% of YE Mar '19 level

Spend by purpose

Holiday
\$11.5b ▲ 100% y/y
 169% of YE Mar '19 level

Visiting friends and relatives
\$4.1b ▲ 99% y/y
 135% of YE Mar '19 level

Business
\$3.5b ▲ 161% y/y
 109% of YE Mar '19 level

Melbourne

Spend
\$11.3b ▲ 203% y/y
 130% of YE Mar '19 level

Visitors
9.4m ▲ 103% y/y
 88% of YE Mar '19 level

Intrastate

Spend
\$12.3b ▲ 56% y/y
 147% of YE Mar '19 level

Visitors
19.9m ▲ 32% y/y
 103% of YE Mar '19 level

Overnight spend and visitors by origin

Northern Territory

Spend \$147m np in line with Mar 19[^] (<1%*)
Visitors 79k np 77%[^] (<1%*)

Western Australia

Spend \$913m ▲ 504% y/y 123%[^] of Mar 19[^] (4%*)
Visitors 412k ▲ 273% y/y 67%[^] (1%*)

South Australia

Spend \$1.4b ▲ 300% y/y 174%[^] (6%*)
Visitors 1.2m ▲ 182% y/y 105%[^] (4%*)

Tasmania

Spend \$557m ▲ 421% y/y 154%[^] (3%*)
Visitors 357k ▲ 236% y/y 83%[^] (1%*)

Queensland
Spend \$2.1b ▲ 370% y/y 160% of Mar 19[^] (9%*)
Visitors 1.4m ▲ 219% y/y 94%[^] (6%*)

New South Wales
Spend \$4.5b ▲ 190% y/y 126%[^] (20%*)
Visitors 3.8m ▲ 115% y/y 89%[^] (14%*)

ACT
Spend \$399m ▲ 202% y/y 138%[^] (2%*)
Visitors 359k ▲ 139% y/y 95%[^] (1%*)

Victoria
Spend \$12.3b ▲ 56% y/y 147%[^] (55%*)
Visitors 19.9m ▲ 32% y/y 103%[^] (72%*)

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2023 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.

[^]% recovery of year ending March 2019 (pre-COVID)

(*) Denotes the origin market's contribution to Victorian domestic overnight spend/visitation.

Source: NVS, Tourism Research Australia, Canberra, year ending March 2023, released June 2023.

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

Next release: YE June 2023 (September 2023 - tbc).