VICTORIA'S INTERNATIONAL **TOURISM PERFORMANCE**

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



SPEND \$129 million

-97% y/y 15.9% VIC market share



VISITORS

-98% y/y 21.4% VIC market share



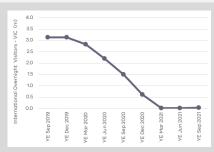
NIGHTS

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

INTERNATIONAL SPEND



INTERNATIONAL OVERNIGHT VISITORS



INTERNATIONAL NIGHTS







VFR 20,100





EDUCATION^

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



2019 VISITORS 221k 7.1%* 2021 VISITORS 1,400 4.3%*

UNITED KINGDOM



2019 VISITORS 175k 5.6%* 2021 VISITORS 600 1.8%*

INDIA



2019 VISITORS 674k 21.5%* 2021 VISITORS 1,200 3.7%*

CHINA



2019 VISITORS 105k 3.4%* 2021 VISITORS 400 1.2%*

HONG KONG



2019 VISITORS 253k 8.1%* 2021 VISITORS 1,400 4.1%*



2019 VISITORS 136k 4.3%* 2021 VISITORS 200 0.5%*



SINGAPORE

2019 VISITORS 141k 4.5%* 2021 VISITORS 600 1.7%*



GERMANY

2019 VISITORS 83k 2.7%* 2021 VISITORS 400 1.1%*



NEW ZEALAND

2019 VISITORS 350k 11.2%* 2021 VISITORS 21,700 65.2%*



2019 VISITORS 93k 3.0%* 2021 VISITORS 200 0.7%*



Figures may not add up due to rounding. Top 10 markets as noted in the year ending September 2019. *Share of total visitors. ^The balance of visitor purpose is made up of Employment and 'Other' equating to 8,000 visitors.

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

