

# Victoria's domestic tourism performance

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



**Spend**  
**\$10.6b** ▲ 64% y/y  
 ▼32% change  
 YE Mar '19 / '22



**Visitors**  
**18.2m** ▲ 36% y/y  
 ▼35% change  
 YE Mar '19 / '22



**Nights**  
**55.8m** ▲ 22% y/y  
 ▼29% change  
 YE Mar '19 / '22



**Daytrip spend**  
**\$4.8b** ▲ 46% y/y  
 ▼20% change  
 YE Mar '19 / '22



**Daytrip visitors**  
**39.2m** ▲ 18% y/y  
 ▼34% change  
 YE Mar '19 / '22

## Overnight spend and visitors

### Regional

**Spend**  
**\$6.9b** ▲ 41% y/y  
 ▲ 1% change YE Mar '19/ '22

**Visitors**  
**\$13.9b** ▲ 26% y/y  
 ▼22% change YE Mar '19/ '22

### Interstate

**Spend**  
**\$2.8b** ▲ 131% y/y  
 ▼61% change YE Mar '19/ '22

**Visitors**  
**3.0m** ▲ 114% y/y  
 ▼64% change YE Mar '19/ '22

### Spend by purpose

**Holiday**  
**\$5.8b** ▲ 63% y/y  
 ▼16% change YE Mar '19/ '22

**Visiting friends and relatives**  
**\$2.1b** ▲ 59% y/y  
 ▼32% change YE Mar '19/ '22

**Business**  
**\$1.4b** ▲ 62% y/y  
 ▼58% change YE Mar '19/ '22

### Melbourne

**Spend**  
**\$3.7b** ▲ 133% y/y  
 ▼57% change YE Mar '19/ '22

**Visitors**  
**\$4.6m** ▲ 79% y/y  
 ▼57% change YE Mar '19/ '22

### Intrastate

**Spend**  
**\$7.8b** ▲ 49% y/y  
 ▼6% change YE Mar '19/ '22

**Visitors**  
**15.1m** ▲ 27% y/y  
 ▼22% change YE Mar '19/ '22

## Overnight spend and visitors by origin

### Northern Territory

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

### Western Australia

**Spend** \$151m np y/y ▼80%^ (1%\*)  
**Visitors** 110k np y/y ▼82%^ (1%\*)

### South Australia

**Spend** \$343m ▲ 95% y/y ▼56%^ (3%\*)  
**Visitors** 425k ▲ 87% y/y ▼63%^ (2%\*)

### Tasmania

**Spend** \$107m np y/y ▼70%^ (1%\*)  
**Visitors** 106k np y/y ▼75%^ (1%\*)

### Queensland

**Spend** \$445m ▲ 82% y/y ▼66%^ (4%\*)  
**Visitors** 451k ▲ 70% y/y ▼70%^ (4%\*)

### New South Wales

**Spend** \$1.6b ▲ 177% y/y ▼57%^ (15%\*)  
**Visitors** 1.8m ▲ 144% y/y ▼59%^ (10%\*)

### ACT

**Spend** \$132m ▲ 63% y/y ▼54%^ (1%\*)  
**Visitors** 150k ▲ 74% y/y ▼60%^ (1%\*)

### Victoria

**Spend** \$7.8b ▲ 49% y/y ▼6%^ (74%\*)  
**Visitors** 15.1m ▲ 27% y/y ▼22%^ (83%\*)

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2022 results with previous time periods and 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 March 2019 (pre-COVID) vs year ending March 2022. (\*) Denotes the origin market's contribution to Victorian domestic overnight spend/visitation.

Source: NVS, Tourism Research Australia, Canberra, year ending March 2022, released June 2022.

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

Next release: YE June 2022 (September 2022 - tbc).