

VICTORIA'S VISITOR ECONOMY

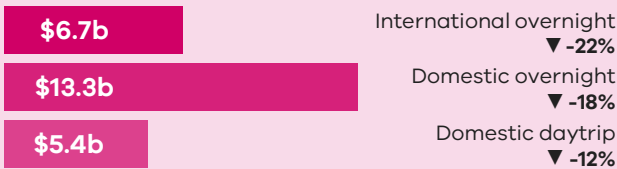
Latest performance results – year ending June 2020

Tourism expenditure

(billions)



VICTORIA



\$69.6 million

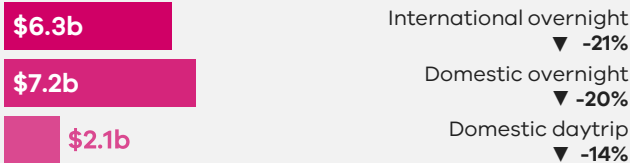
VISITOR SPEND PER DAY

\$25.5 billion

VICTORIAN TOTAL

-18%

MELBOURNE

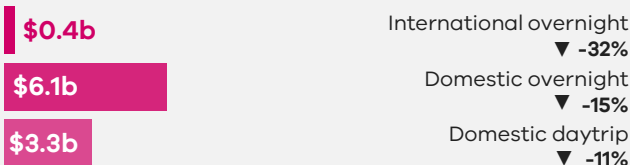


\$15.6 billion

MELBOURNE TOTAL

-20%

REGIONAL



\$9.8 billion

REGIONAL TOTAL

-15%

Visitors

(millions)



VICTORIA



123.1 million

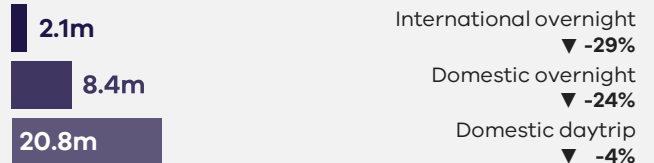
TOTAL NUMBER OF VISITOR NIGHTS ▼ -20%

80.5 million

VICTORIAN TOTAL

-14%

MELBOURNE



31.3 million

MELBOURNE TOTAL

-12%

REGIONAL



50.0 million

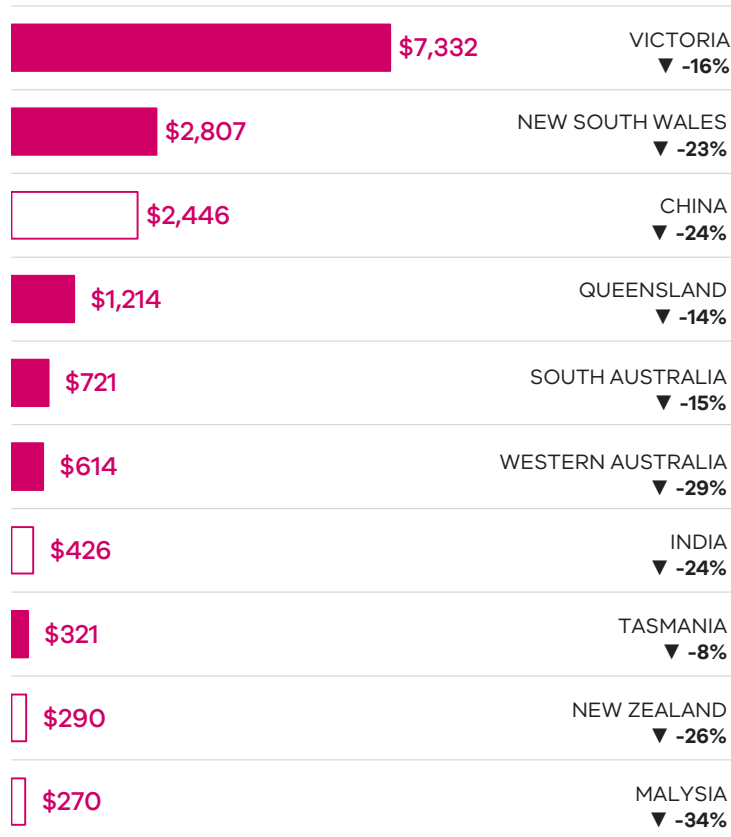
REGIONAL TOTAL

-15%

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

(Data in \$millions)



\$588

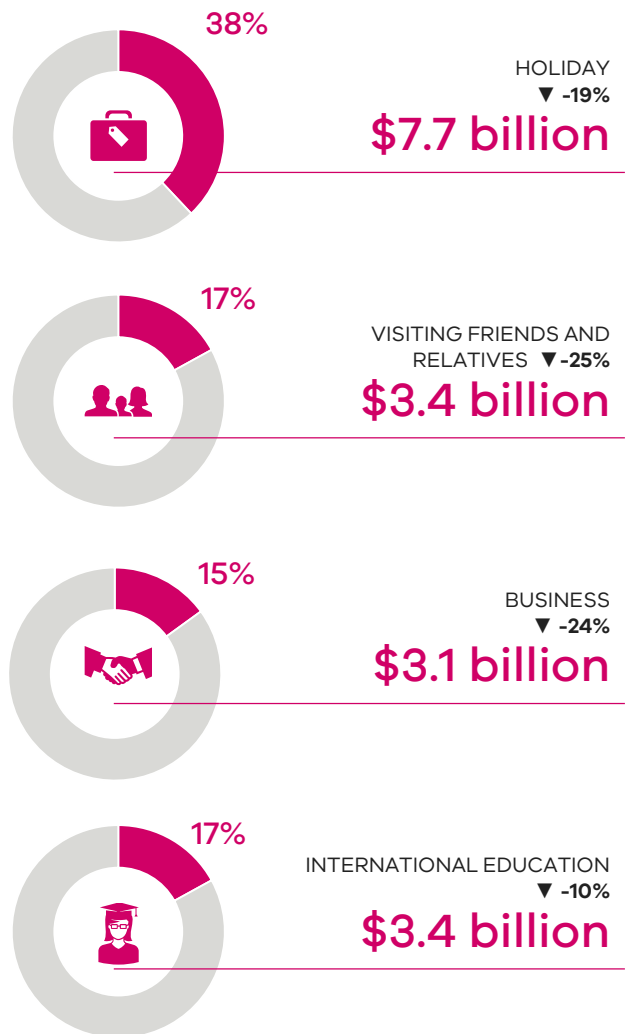
AVERAGE SPEND
PER **DOMESTIC**
OVERNIGHT VISIT

\$3,049

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

TOP PURPOSE SECTORS BY SPEND

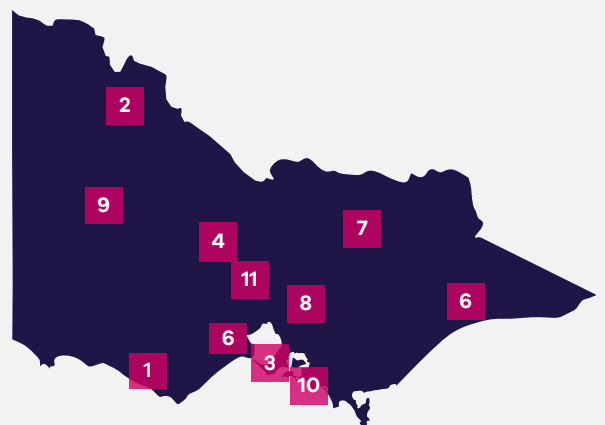
(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

1	GREAT OCEAN ROAD	\$1.3 BILLION	▼ -9%
2	MURRAY	\$1.3 BILLION	▼ -17%
3	MORNINGTON PENINSULA	\$1.1 BILLION	▼ -13%
4	GOLDFIELDS	\$1.1 BILLION	▼ -20%
5	GIPPSLAND	\$1.0 BILLION	▼ -3%
6	GEELONG AND THE BELLARINE	\$966 MILLION	▼ -10%
7	VICTORIA'S HIGH COUNTRY	\$961 MILLION	▼ -28%
8	YARRA VALLEY & DANDENONG RANGES	\$646 MILLION	▼ -26%*
9	GRAMPIANS	\$511 MILLION	▲ 8%
10	PHILLIP ISLAND	\$459 MILLION	▼ -16%
11	DAYLESFORD & THE MACEDON RANGES	\$432 MILLION	▼ -16%*



* Figures noted in italics should be interpreted with caution due to variability in the data (international component).

To note: All growth rates noted on this page are year-on-year percentage changes.

Sources: International Visitor Survey (IVS) and National Visitor Survey (NVS), Tourism Research Australia (TRA), year ending June 2020.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2019 results with previous time periods and releases. For further information on methodology changes and impacts refer to the Tourism Research Australia [NVS Methodology](#). See the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data for the June quarter 2020.

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, October 2020. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information. Data correct at time of publishing.