

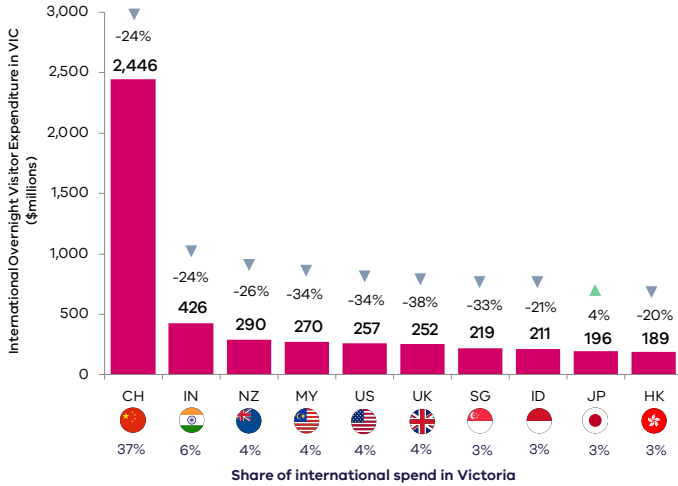
# Victoria's Top 10 International Markets

Ranked on Spend - Year ending June 2020

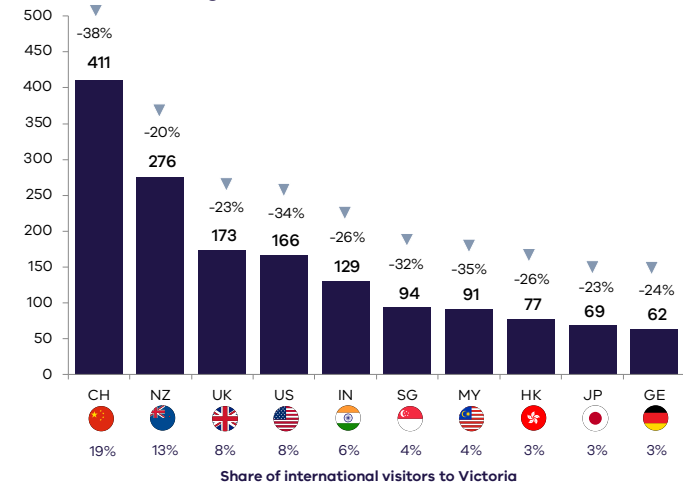
International travel in 2020 has been severely impacted by the coronavirus (COVID-19) pandemic, with significant rates of decline recorded across all top-level measures as a result of the restrictions on international travel that were progressively implemented from February 2020.

International tourism is an important driver of Victoria's economy. \$6.7 billion was spent by 2.2 million international overnight visitors to Victoria in the year ending June 2020 (with declines of 22 per cent and 29 per cent year-on-year respectively). \$6.3 billion was spent by overnight visitors in Melbourne and \$407 million spent by overnight visitors in regional Victoria. International overnight expenditure in Victoria has grown by an average of four per cent per annum over the last five years.

International Overnight Expenditure in Victoria (\$millions)



International Overnight Visitors to Victoria ('000s)



**SPEND**



**VISITORS**



**NIGHTS**

China was Victoria's number one source market for international visitors and tourism expenditure. In the year ending June 2020; 411,400 international overnight visitors from China stayed 12.6 million nights in Victoria and spent \$2.4 billion. \$2.4 billion was spent by Chinese overnight visitors in Melbourne and \$49 million was spent by Chinese overnight visitors in regional Victoria. Spend from Chinese visitors to Victoria has grown by an average of seven per cent per annum over the last five years.



\*np = non-publishable (figures are below reliable and publishable thresholds).  
AAG = Average Annual Growth  
Figures may not add up due to rounding.

# Victoria's Top 10 International Markets



## SPEND



## VISITORS



## NIGHTS

128,900 international overnight visitors from India stayed 6.5 million nights in Victoria and spent \$426 million.

#2

\$426m

42.4%  
market share of Aus

128.9k  
visitors

47.5%  
market share of Aus

6.5m  
nights

40.0%  
market share of Aus



▼ -24%  
year-on-year

▲ 13% p.a.  
AAG 2015-20

▼ -26%  
year-on-year

▲ 6% p.a.  
AAG 2015-20

▼ -24%  
year-on-year

▲ 6% p.a.  
AAG 2015-20

🏠 \$411m

🌳 \$15m

🏠 122.3k

🌳 12.7k

🏠 6.2m

🌳 261.1k

Melbourne

Regional Victoria

Melbourne

Regional Victoria

Melbourne

Regional Victoria

INDIA

275,600 international overnight visitors from New Zealand stayed 2.2 million nights in Victoria and spent \$290 million.

#3

\$290m

23.9%  
market share of Aus

275.6k  
visitors

29.7%  
market share of Aus

2.2m  
nights

22.0%  
market share of Aus



▼ -26%  
year-on-year

▼ -6% p.a.  
AAG 2015-20

▼ -20%  
year-on-year

▼ -3% p.a.  
AAG 2015-20

▼ -10%  
year-on-year

▼ -7% p.a.  
AAG 2015-20

🏠 \$250m

🌳 \$40m

🏠 249.5k

🌳 52.7k

🏠 1.7m

🌳 513.1k

Melbourne

Regional Victoria

Melbourne

Regional Victoria

Melbourne

Regional Victoria

NEW ZEALAND

90,800 international overnight visitors from Malaysia stayed 2.2 million nights in Victoria and spent \$270 million.

#4

\$270m

38.9%  
market share of Aus

90.8k  
visitors

39.3%  
market share of Aus

2.2m  
nights

41.8%  
market share of Aus



▼ -34%  
year-on-year

▼ -3% p.a.  
AAG 2015-20

▼ -35%  
year-on-year

▼ -5% p.a.  
AAG 2015-20

▼ -22%  
year-on-year

▼ -3% p.a.  
AAG 2015-20

🏠 \$255m

🌳 \$15m

🏠 87.3k

🌳 15.6k

🏠 2.0m

🌳 np\*

Melbourne

Regional Victoria

Melbourne

Regional Victoria

Melbourne

Regional Victoria

MALAYSIA

166,000 international overnight visitors from the USA stayed 1.9 million nights in Victoria and spent \$257 million.

#5

\$257m

18.0%  
market share of Aus

166.0k  
visitors

30.3%  
market share of Aus

1.9m  
nights

20.9%  
market share of Aus



▼ -34%  
year-on-year

▲ 1% p.a.  
AAG 2015-20

▼ -34%  
year-on-year

▲ 0.3% p.a.  
AAG 2015-20

▼ -28%  
year-on-year

▼ -3% p.a.  
AAG 2015-20

🏠 \$232m

🌳 \$25m

🏠 157.1k

🌳 32.9k

🏠 1.5m

🌳 411.3k

Melbourne

Regional Victoria

Melbourne

Regional Victoria

Melbourne

Regional Victoria

USA

\*np = non-publishable (figures are below reliable and publishable thresholds).  
AAG = Average Annual Growth  
Figures may not add up due to rounding.

# Victoria's Top 10 International Markets



## SPEND



## VISITORS



## NIGHTS

172,900 international overnight visitors from the UK stayed 3.0 million nights in Victoria and spent \$252 million.



94,500 international overnight visitors from Singapore stayed 1.3 million nights in Victoria and spent \$219 million.



## SINGAPORE

52,800 international overnight visitors from Indonesia stayed 1.5 million nights in Victoria and spent \$211 million.



## INDONESIA

68,800 international overnight visitors from Japan stayed 2.0 million nights in Victoria and spent \$196 million.



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AAG = Average Annual Growth  
Figures may not add up due to rounding.

# Victoria's Top 10 International Markets



**SPEND**



**VISITORS**



**NIGHTS**

76,600 international overnight visitors from Hong Kong stayed 1.2 million nights in Victoria and spent \$189 million.

**#10**

**\$189m**

**25.6%**  
market share of Aus

**76.6k**  
visitors

**37.7%**  
market share of Aus

**1.2m**  
nights

**27.2%**  
market share of Aus



▼ **-20%**  
year-on-year

▼ **-1% p.a.**  
AAG 2015-20

▼ **-26%**  
year-on-year

▲ **1% p.a.**  
AAG 2015-20

▼ **-11%**  
year-on-year

▼ **-6% p.a.**  
AAG 2015-20



**\$179m**  
Melbourne



**\$11m**  
Regional Victoria



**75.5k**  
Melbourne



**9.7k**  
Regional Victoria



**1.1m**  
Melbourne



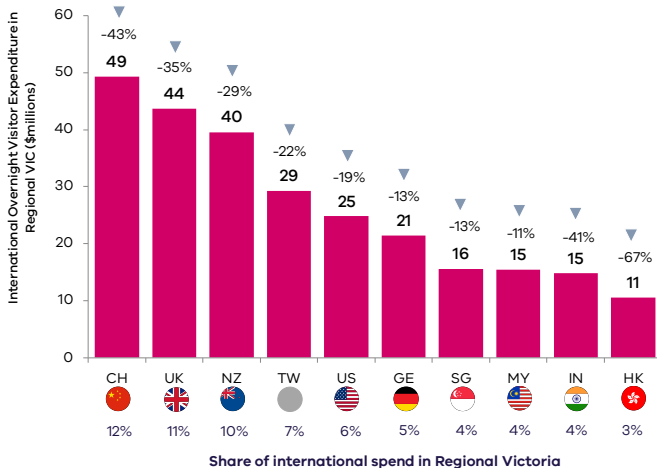
**np\***  
Regional Victoria

## HONG KONG

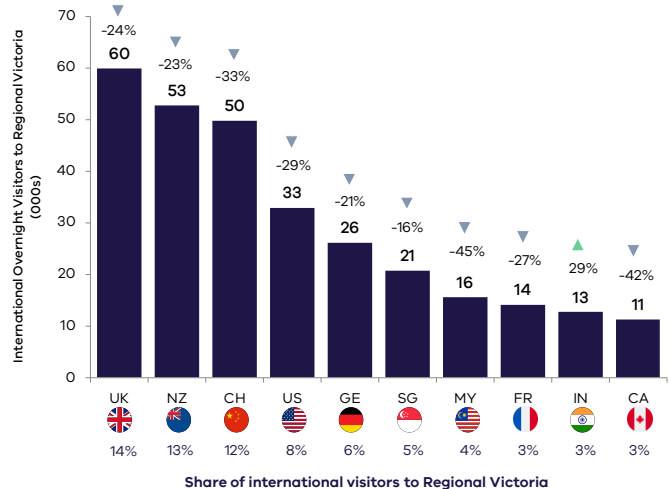
### Regional Victoria's Top 10 International Markets

\$407 million was spent by 415,900 international overnight visitors in regional Victoria in the year ending June 2020 (with declines of 32 per cent and 30 per cent year-on-year respectively). International overnight expenditure in regional Victoria has been stagnant over the last five years (0 per cent per annum), influenced by the significant decline in the first six months of 2020.

International Overnight Visitor Expenditure in Regional Victoria (\$millions)



International Overnight Visitors to Regional Victoria ('000s)



Regional Victoria's top 10 international source markets varies from that for Victoria overall, as visitors from different markets disperse and stay overnight outside of Melbourne at different rates. Western markets such as the United Kingdom and Germany move up in importance for tourism expenditure in regional Victoria, while Eastern markets such as India and Malaysia move down in ranking as visitors from these markets are less likely to stay overnight in regional Victoria.

Source: International Visitor Survey, Tourism Research Australia, Canberra, years ending June 2015 - 2020.

Short-term visitors (less than 12 months) aged 15 years or older.

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 (TEVE) Research Unit, October 2020.

Data is considered correct at the time of publishing. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.



Jobs,  
Precincts  
and Regions