

VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending September 2020

Tourism expenditure

(billions)



VICTORIA

\$4.4b

International overnight
▼ -50%

\$9.7b

Domestic overnight
▼ -41%

\$4.1b

Domestic daytrip
▼ -35%



\$49.9 million

VISITOR SPEND PER DAY

\$18.3 billion

VICTORIAN TOTAL

-42%

MELBOURNE

\$4.1b

International overnight
▼ -49%

\$4.7b

Domestic overnight
▼ -49%

\$1.5b

Domestic daytrip
▼ -40%

\$10.4 billion

MELBOURNE TOTAL

-48%

REGIONAL

\$0.3b

International overnight
▼ -53%

\$5.0b

Domestic overnight
▼ -30%

\$2.6b

Domestic daytrip
▼ -32%

\$7.9 billion

REGIONAL TOTAL

-32%

Visitors

(millions)



VICTORIA

1.5m

International overnight
▼ -52%

17.2m

Domestic overnight
▼ -41%

41.9m

Domestic daytrip
▼ -35%



91.5 million

TOTAL NUMBER OF VISITOR NIGHTS ▼ -42%

60.7 million

VICTORIAN TOTAL

-37%

MELBOURNE

1.4m

International overnight
▼ -52%

5.7m

Domestic overnight
▼ -49%

15.2m

Domestic daytrip
▼ -34%

22.4 million

MELBOURNE TOTAL

-40%

REGIONAL

0.3m

International overnight
▼ -47%

11.9m

Domestic overnight
▼ -37%

26.7m

Domestic daytrip
▼ -35%

38.9 million

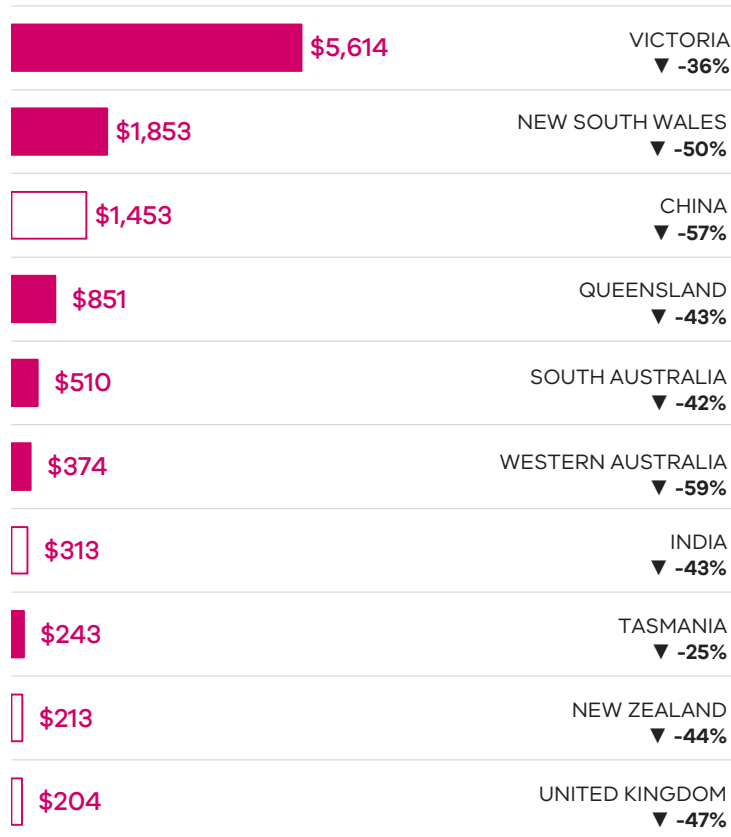
REGIONAL TOTAL

-36%

TOP 10 SOURCE MARKETS BY SPEND

(TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)

(Data in \$millions)



\$563

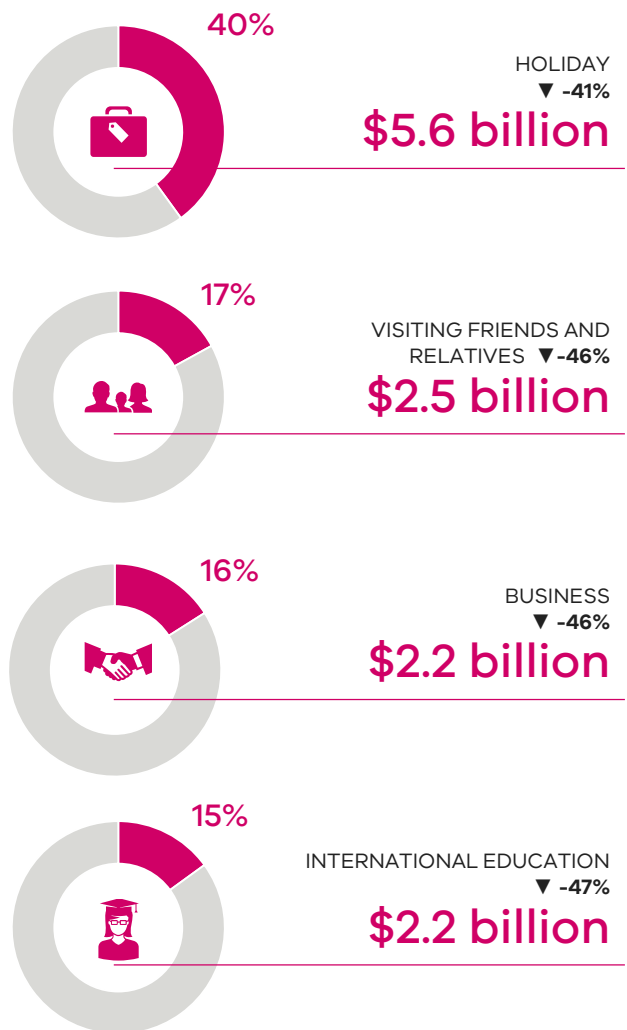
AVERAGE SPEND
PER **DOMESTIC**
OVERNIGHT VISIT

\$2,948

AVERAGE SPEND PER
INTERNATIONAL
OVERNIGHT VISIT

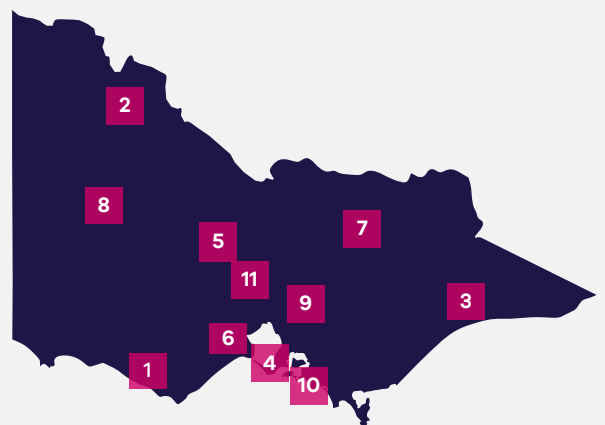
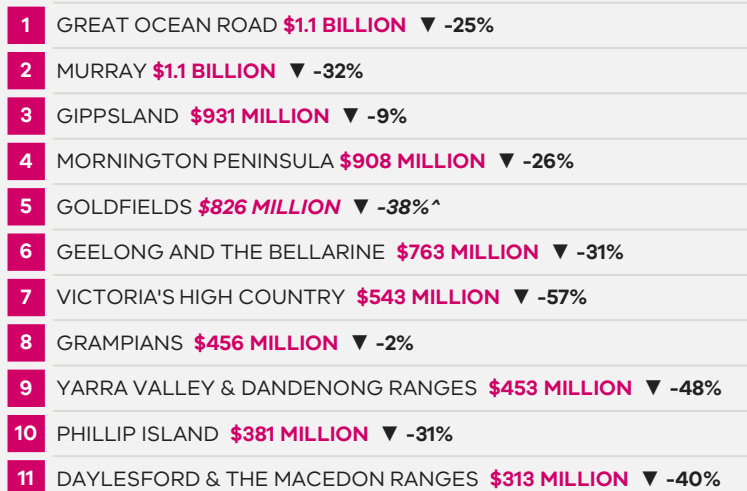
TOP PURPOSE SECTORS BY SPEND

(% OF TOTAL OVERNIGHT VISITOR SPEND IN VICTORIA)



TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)



^{*} 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 September 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 September quarter 2020.

Factsheet produced by the Tourism, Events and Visitor Economy Research Unit, January 2021. 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.