

Melbourne's Top Attractions


Results for the year ending December 2019

This factsheet provides an overview of overnight visitors to Victoria that attended places or attractions in Melbourne. This includes both domestic and international overnight visitors and may include those that visit the place/ attraction as part of a day-trip (this does not include local visitors).


#1 MELBOURNE CBD SHOPPING



5.7 MILLION visitors ▲ 2%

 **3.7 million** ▲ 3%
Domestic overnight visitors


17% of all visitors

 **2.0 million** ▲ 1%
International overnight visitors


#2 SOUTHGATE/ SOUTHBANK



2.9 MILLION visitors ▲ 6%

 **2.0 million** ▲ 10%
Domestic overnight visitors


9% of all visitors

 **812,200** ▼ -5%
International overnight visitors

#3 FEDERATION SQUARE



2.7 MILLION visitors ▼ -7%

 **1.5 million** ▼ -7%
Domestic overnight visitors


8% of all visitors

 **1.2 million** ▼ -7%
International overnight visitors

#4 QUEEN VICTORIA MARKET



2.7 MILLION visitors ▲ 5%

 **1.3 million** ▲ 16%
Domestic overnight visitors


8% of all visitors

 **1.4 million** ▼ -4%
International overnight visitors


#5 CROWN ENTERTAINMENT COMPLEX



2.2 MILLION visitors ▲ 1%

 **1.6 million** ▲ 4%
Domestic overnight visitors

7% of all visitors

 **610,800** ▼ -4%
International overnight visitors

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#6 DOCKLANDS/
MARVEL STADIUM



2.0 MILLION
visitors ▲ 5%

1.4 million ▲ 8%
Domestic overnight visitors

6% of all
visitors

597,000 ▼ -1%
International overnight visitors

#7 ST KILDA



2.0 MILLION
visitors ▲ 12%

1.1 million ▲ 23%
Domestic overnight visitors

6% of all
visitors

884,400 ▲ 1%
International overnight visitors

#8 NATIONAL
GALLERY OF
VICTORIA (NGV)



1.2 MILLION
visitors ▲ 5%

669,600 ▲ 17%
Domestic overnight visitors

4% of all
visitors

533,900 ▼ -7%
International overnight visitors

#9 MELBOURNE
MUSEUM /
ROYAL EXHIBITION
BUILDING



845,500
visitors ▼ -8%

353,700 ▼ -12%
Domestic overnight visitors

3% of all
visitors

491,800 ▼ -4%
International overnight visitors

#10 MELBOURNE
CRICKET GROUND
(MCG)



737,500
visitors ► 0%

546,500 ▲ 3%
Domestic overnight visitors

2% of all
visitors

190,900 ▼ -9%
International overnight visitors

Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending December 2019.

To note: All growth rates noted are year-on-year percentage changes. Total visitors include both domestic and international overnight visitors and may include those that have visited the place/ attraction on a day trip (this does not include local visitors).

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. This information is based on survey data estimates and may differ to the results of individual attractions that monitor gate entry numbers. Only a non exhaustive list of attractions/ places are included in the survey (this is not based on an open ended question).

Factsheet produced by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2020. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information. Figures may not add due to rounding.



Jobs,
Precincts
and Regions