

VICTORIA'S VISITOR ECONOMY

Latest performance results – year ending September 2021

Tourism expenditure

(billions)



VICTORIA

\$129m

International overnight*
▼ -97% y/y (-99% '21 vs '19')

\$9.5b

Domestic overnight
▼ -2% y/y (-43% '21 vs '19')

\$4.0b

Domestic daytrip
▼ -3% y/y (-37% '21 vs '19')



\$37.3 million

VISITOR SPEND PER DAY

\$13.6 billion

VICTORIAN TOTAL

▼ -25% y/y
▼ -57%
(YE Sep 2021 vs YE Sep 2019)

MELBOURNE

\$3.0b

International overnight*
Melb data not available

Domestic overnight
▼ -38% y/y (-69% '21 vs '19')

\$1.5b

Domestic daytrip
▼ -1% y/y (-41% '21 vs '19')

\$4.4 billion

MELBOURNE
DOMESTIC TOTAL

▼ -29% y/y
▼ -63%
(YE Sep 2021 vs YE Sep 2019)

REGIONAL

\$6.5b

International overnight*
Regional Victoria data not available

Domestic overnight
▲ 31% y/y (-8% '21 vs '19')

\$2.5b

Domestic daytrip
▼ -4% y/y (-34% '21 vs '19')

\$9.0 billion

REGIONAL VICTORIA
DOMESTIC TOTAL

▲ 19% y/y
▼ -17%
(YE Sep 2021 vs YE Sep 2019)

Visitors

(millions)



VICTORIA

33k

International overnight*
▼ -98% y/y (-99% '21 vs '19')

17.3m

Domestic overnight
▲ 1% y/y (-41% '21 vs '19')

39.2m

Domestic daytrip
▼ -7% y/y (-39% '21 vs '19')



57.9 million

TOTAL NUMBER OF VISITOR NIGHTS ▼ -37%

56.5 million

VICTORIAN TOTAL

▼ -7% y/y
▼ -42%
(YE Sep 2021 vs YE Sep 2019)

MELBOURNE

4.0m

International overnight*
Melb data not available

Domestic overnight
▼ -30% y/y (-64% '21 vs '19')

13.7m

Domestic daytrip
▼ -10% y/y (-41% '21 vs '19')

17.8 million

MELBOURNE
DOMESTIC TOTAL

▼ -15% y/y
▼ -48%
(YE Sep 2021 vs YE Sep 2019)

REGIONAL

13.7m

International overnight*
Regional Victoria data not available

Domestic overnight
▲ 15% y/y (-28% '21 vs '19')

25.4m

Domestic daytrip
▼ -5% y/y (-38% '21 vs '19')

39.1 million

REGIONAL VICTORIA
DOMESTIC TOTAL

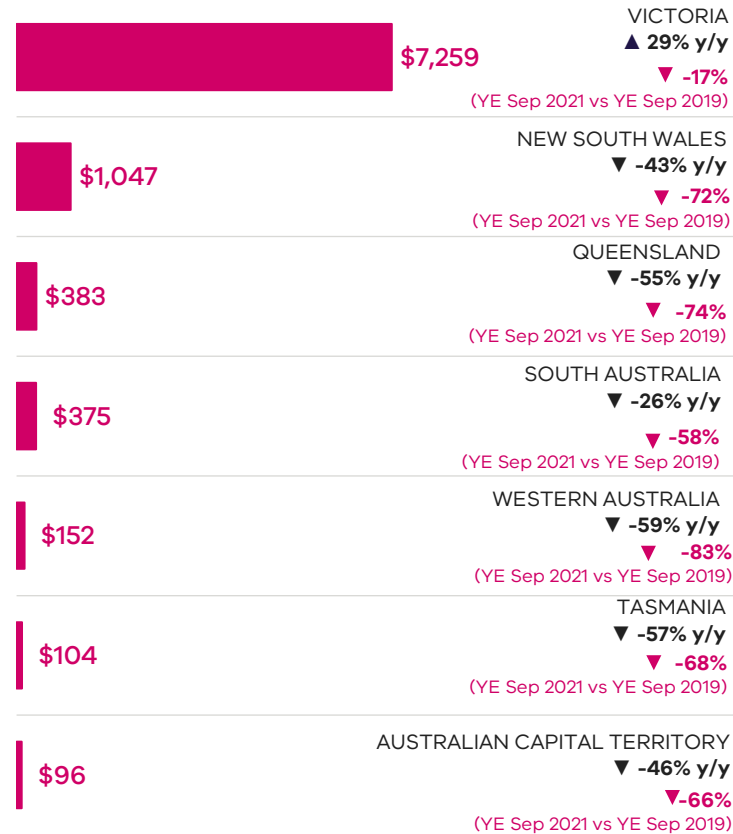
▲ 1% y/y
▼ -35%
(YE Sep 2021 vs YE Sep 2019)

*Due to coronavirus (COVID-19) there has been minimal International Visitor Survey (IVS) interviewing from 1 April 2020 (NZ only in line with travel bubble). In the absence of IVS data, international estimates have been benchmarked to Overseas Arrivals and Departures (OAD) short term visitor arrivals aged 15 years and over using a full count (rather than sample) of passenger cards to measure short-term visitor arrivals to Australia. Due to data limitations, international estimates for Melbourne and regional Victoria are not available. See the [TRA website](#) for further information.

TOP DOMESTIC SOURCE MARKETS BY SPEND

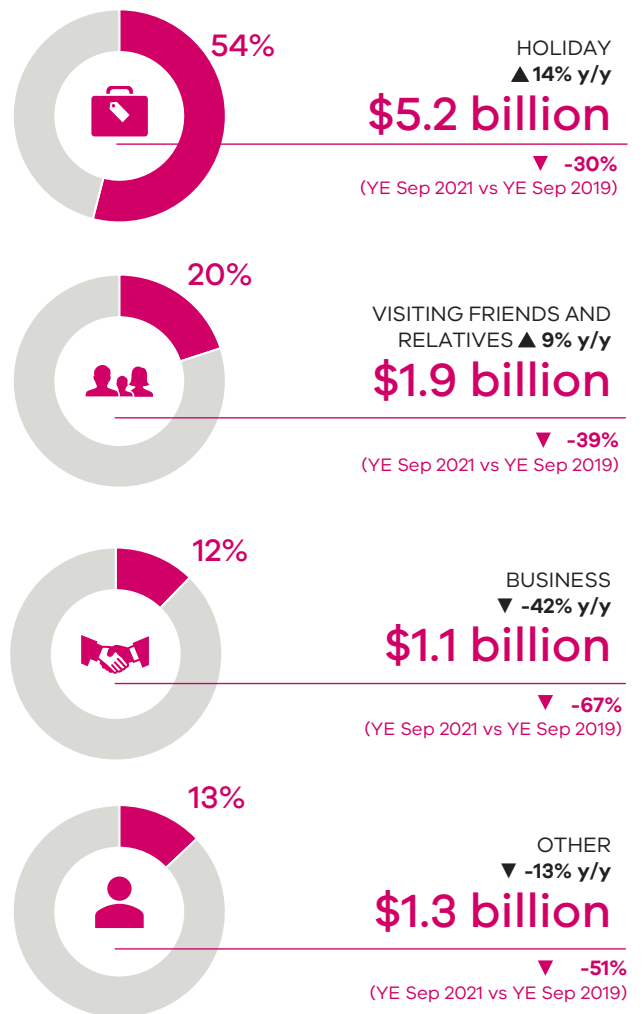
(TOTAL DOMESTIC OVERNIGHT SPEND IN VICTORIA)

(Data in \$millions)



TOP DOMESTIC PURPOSE SECTORS BY SPEND

(% OF DOMESTIC OVERNIGHT VISITOR SPEND IN VICTORIA)

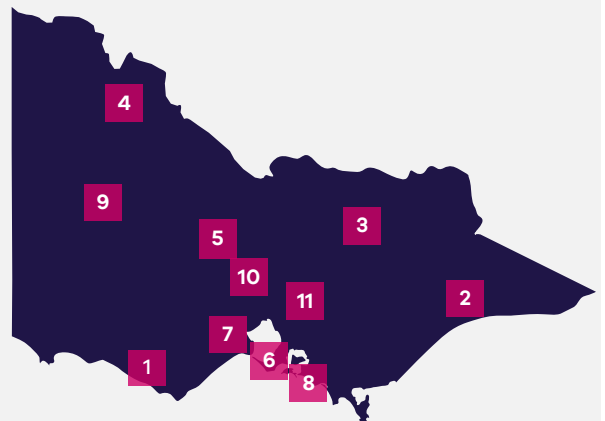


TOTAL DOMESTIC SPEND IN VICTORIA'S REGIONS

(DOMESTIC OVERNIGHT AND DAYTRIPS)

* % change from year ending September 2021 vs year ending September 2019 (pre-COVID)

| | |
|-----------|--|
| 1 | GREAT OCEAN ROAD \$1.4 BILLION ▲ 25% y/y ▼ (-4%*) |
| 2 | GIPPSLAND \$1.1 BILLION ▲ 22% y/y ▲ (11%*) |
| 3 | VICTORIA'S HIGH COUNTRY \$1.1 BILLION ▲ 77% y/y ▼ (-23%*) |
| 4 | MURRAY \$1.1 BILLION ▲ 1% y/y ▼ (-29%*) |
| 5 | GOLDFIELDS \$1.0 BILLION ▲ 27% y/y ▼ (-20%*) |
| 6 | MORNINGTON PENINSULA \$967 MILLION ▲ 11% y/y ▼ (-16%*) |
| 7 | GEELONG AND THE BELLARINE \$658 MILLION ▼ -10% y/y ▼ (-35%*) |
| 8 | PHILLIP ISLAND \$476 MILLION ▲ 31% y/y ▼ (-9%*) |
| 9 | GRAMPIANS \$443 MILLION ► 0% y/y ▲ (1%*) |
| 10 | DAYLESFORD & THE MACEDON RANGES \$438 MILLION ▲ 45% y/y ▼ (-15%*) |
| 11 | YARRA VALLEY & DANDENONG RANGES \$431 MILLION ▲ 20% y/y ▼ (-36%*) |



np = non publishable figures; ^ Figures noted in italics should be interpreted with caution due to variability in the data

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 2021.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2021 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.

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