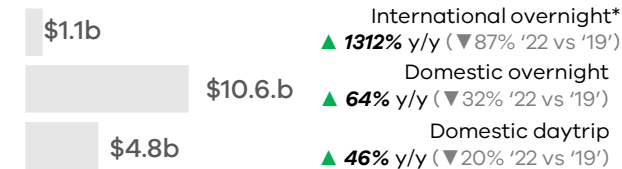


Victoria's visitor economy

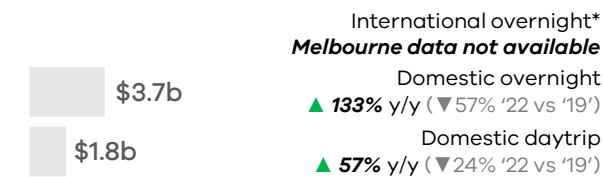
Latest performance results – year ending March 2022

Tourism expenditure (billions)

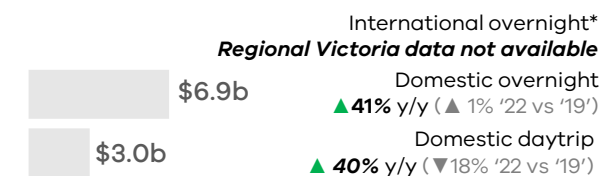
Victoria



Melbourne

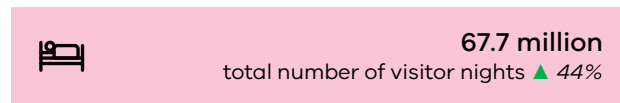
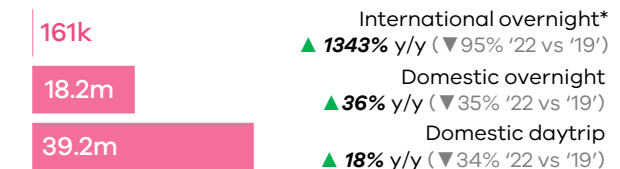


Regional

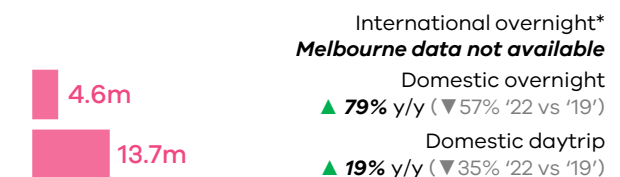


Visitors (millions)

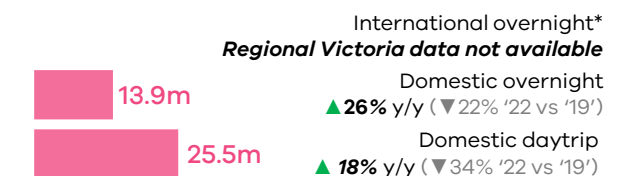
Victoria



Melbourne

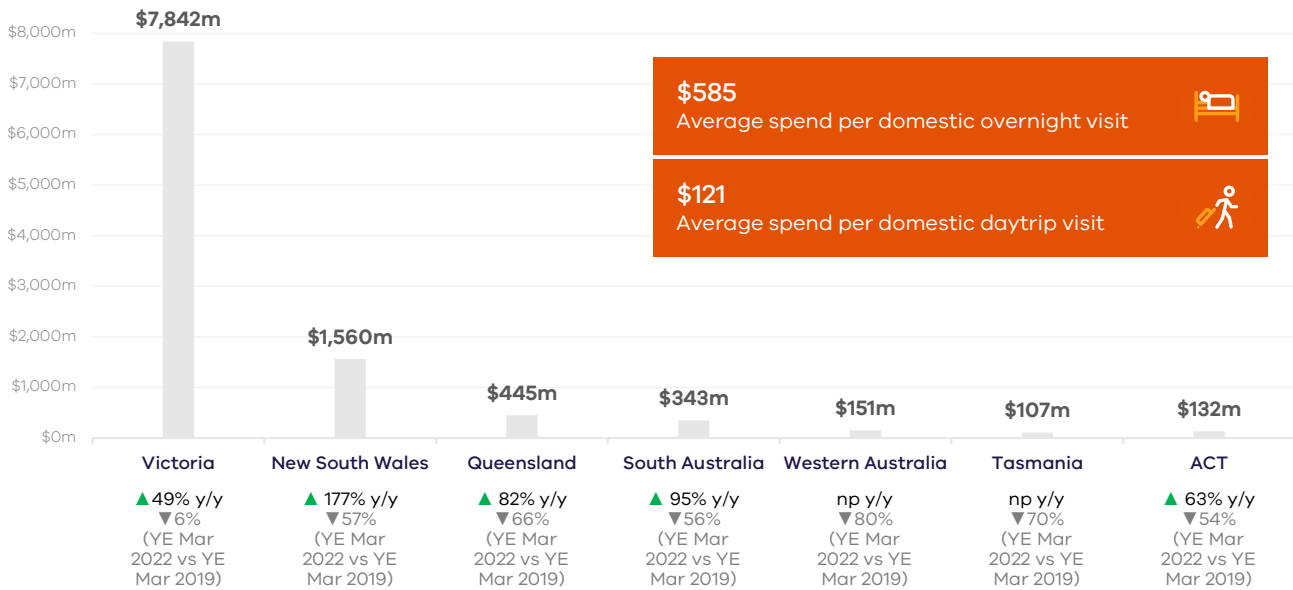


Regional

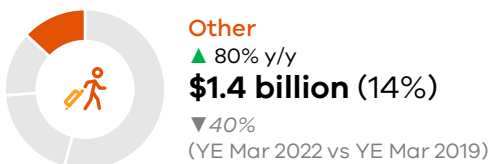
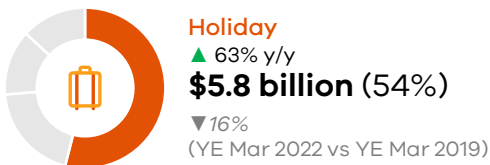


*Due to coronavirus (COVID-19) there has been minimal International Visitor Survey (IVS) interviewing from 1 April 2020. In the absence of IVS data, international estimates have been benchmarked to Overseas Arrivals and Departures (OAD) short term visitor arrivals aged 15 years and over using a full 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 (total spend in Victoria)

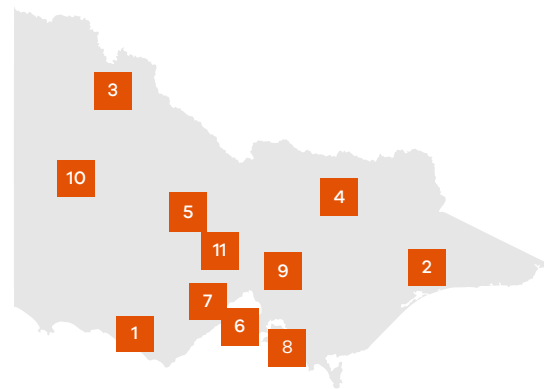


Top domestic purpose sectors (% of domestic overnight visitor spend in Victoria)



\$10.6 billion total

Total domestic spend in Victoria's regions (domestic overnight and daytrips)



1	Great Ocean Road \$1.4b ▲27% y/y (▲8%*)
2	Gippsland \$1.2b ▲33% y/y (▲27%*)
3	Murray \$1.2b ▲41% y/y (▼18%*)
4	Victoria's High Country \$1.2b ▲78% y/y (▼15%*)
5	Goldfields \$1.1m ▲41% y/y (▼9%*)
6	Mornington Peninsula \$975m ▲31% y/y (▼18%*)
7	Geelong and the Bellarine \$876m ▲51% y/y (▼8%*)
8	Phillip Island \$552m ▲38% y/y (▲21%*)
9	Yarra Valley & Dandenong Ranges \$515m ▲72% y/y (▼12%*)
10	Grampians \$455m ▲18% y/y (▲3%*)
11	Daylesford & The Macedon Ranges \$434m ▲45% y/y (▼12%*)

np = non publishable figures; * Figures noted in italics should be interpreted with caution due to variability in the data. * % change from year ending March 2022 vs year ending March 2019 (pre-COVID)

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 March 2022.

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2022 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 and Events Research Unit, June 2022. 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.

Latest performance results – year ending March 2022.