Victoria's international tourism performance

International Visitor Survey Results (latest results for the year ending March 2022)



\$pend \$1.1b ▼87% change YE '19 / '22 31.9% VIC market share



Overnight Visitors 160,800 ▼95% change YE '19 / '22 33.3% VIC market share



Nights 11.9m ▼83% change YE ′19 / ′22
30.8% VIC market share

Rolling annual spend and visitors (year ending March 2019 to year ending March 2021)



Overnight visitors by market (top 10 markets as noted at the year ending March 2019) Visitors by purpose **United Kingdom** Hong Kong Japan 2019 Visitors 221.7k 2019 Visitors 170.8k 2019 Visitors 679.9k 2019 Visitors 84.7k 2019 Visitors 103.4k 2022 Visitors 21.3k 2022 Visitors 21.3k 2022 Visitors 6.6k 2022 Visitors 2.2k 2022 Visitors 1.9k Holiday 34,200 ▼88% change YE ▼90% change YE ▼99% change YE ▼97% change YE ▼98% change YE ▼98% change 19 / 22 19 / 22 19 / 22 19 / 22 YE '19 / '22 Visiting friends and relatives 85,900 ▼92% change YE '19 / '22 **Business** 13,200 ₹96% change YE '19 / '22 New Zealand 2019 Visitors 345.9k 2019 Visitors 247.7k 2019 Visitors 142.5k 2019 Visitors 134.0k 2019 Visitors 76.7k Education[^] 19,900 2022 Visitors 26.3k 2022 Visitors 9.4k 2022 Visitors 3.9k 2022 Visitors 13.1k 2022 Visitors 2.8k ₹90% change YE '19 / '22 ▼96% change YE ▼97% change YE ▼90% change YE ▼96% change YE ▼92% change YE 19 / 22 19 / 22 '19 / '22 '19 / '22 **'**19 / '22

Figures may not add up due to rounding. *State market share. Year-on-year growth noted. *The balance of visitor purpose is made up of Employment and 'Other' equating to 8,000 visitors.

Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending March 2022, released June 2022. Expenditure includes package expenditure. Base: International short-term visitors (less than 12 months) aged 15+. Data correct at time of publishing. See the TRA website for information on how estimates for international visitors have been produced in the absence of survey data since April 2020.

Next release: June 2022 data in September 2022 (date TBC).

