

Victoria's international tourism performance

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



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

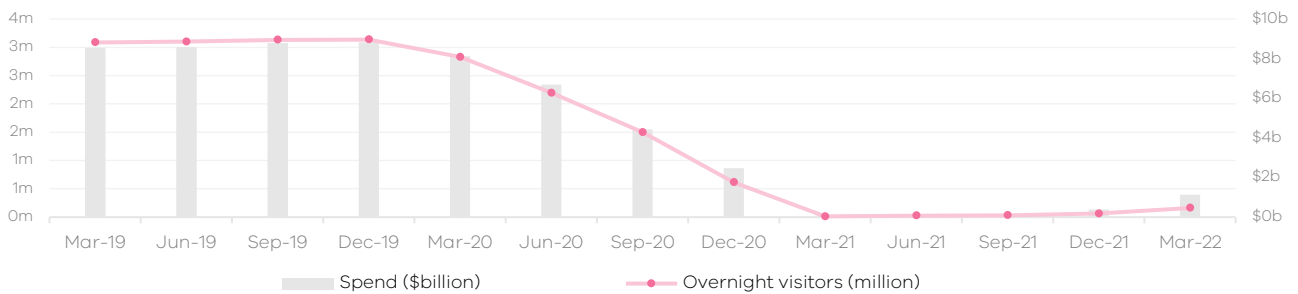


Overnight Visitors
160,800 ▼95% change YE '19 / '22
 33.3% VIC market share



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)



Visitors by purpose



Holiday
34,200
 ▼98% change YE '19 / '22



Visiting friends and relatives
85,900
 ▼92% change YE '19 / '22

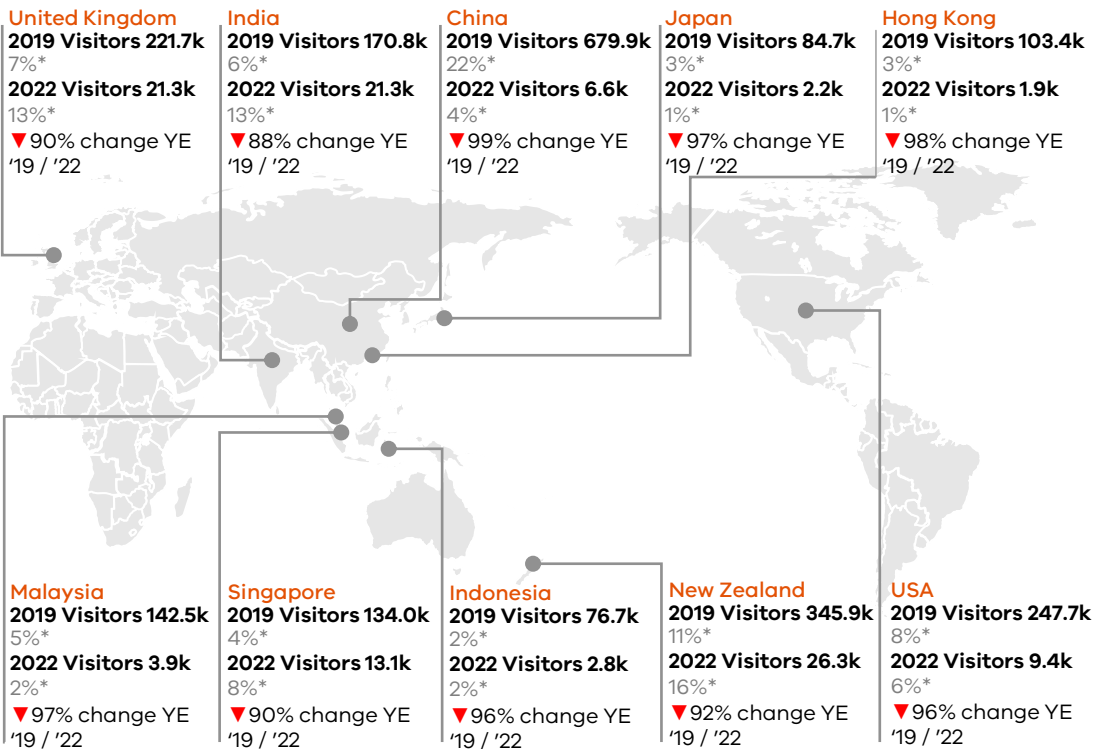


Business
13,200
 ▼96% change YE '19 / '22



Education[^]
19,900
 ▼90% change YE '19 / '22

Overnight visitors by market (top 10 markets as noted at the year ending March 2019)



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).