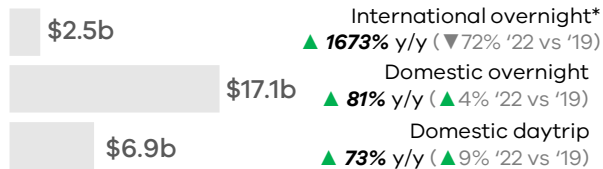


Victoria's visitor economy

Latest performance results – year ending September 2022

Tourism expenditure (billions)

Victoria

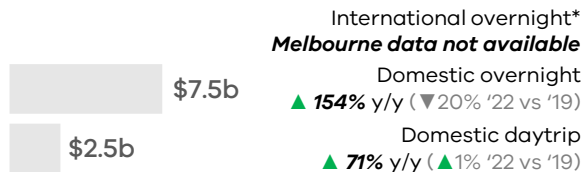


\$72.7 million
visitor spend per day

\$26.5 billion ▲ 95% y/y

Victorian total ▼ 16%
(YE Sep 2022 vs YE Sep 2019)

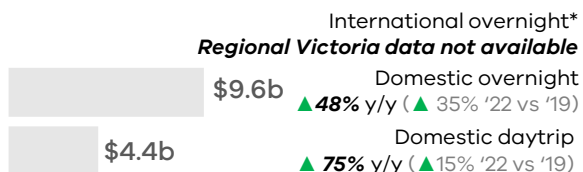
Melbourne



\$10.0 billion ▲ 126% y/y

Melbourne domestic total ▼ 16%
(YE Sep 2022 vs YE Sep 2019)

Regional

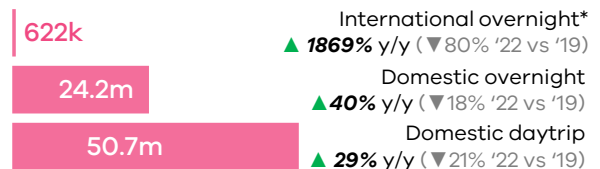


\$14.0 billion ▲ 55% y/y

Regional Victoria domestic total ▲ 28%
(YE Sep 2022 vs YE Sep 2019)

Visitors (millions)

Victoria

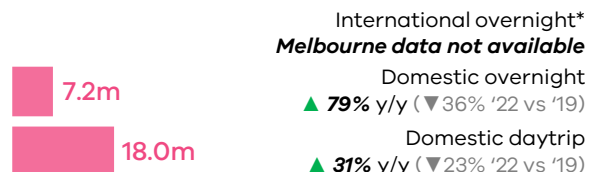


96.5 million
total number of visitor nights ▲ 66% y/y

75.6 million ▲ 34% y/y

Victorian total ▼ 22%
(YE Sep 2022 vs YE Sep 2019)

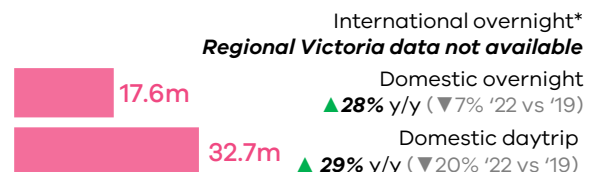
Melbourne



25.2 million ▲ 42% y/y

Melbourne domestic total ▼ 27%
(YE Sep 2022 vs YE Sep 2019)

Regional

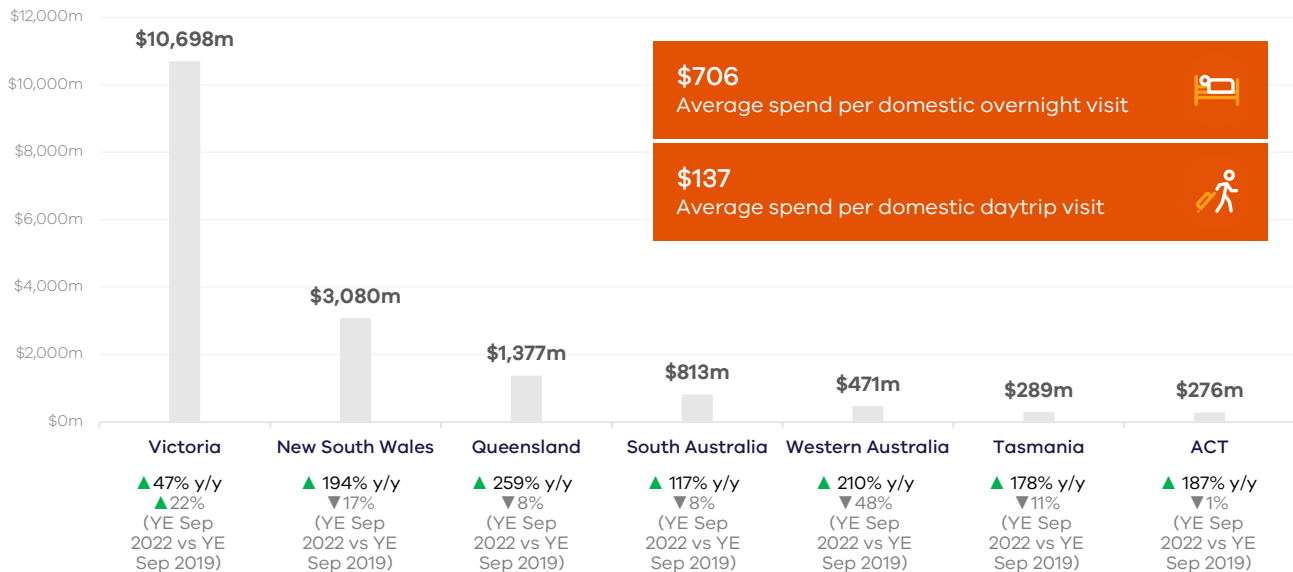


50.3 million ▲ 29% y/y

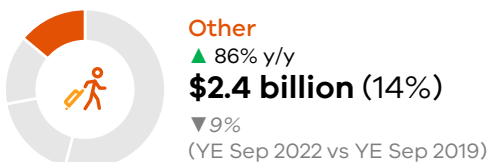
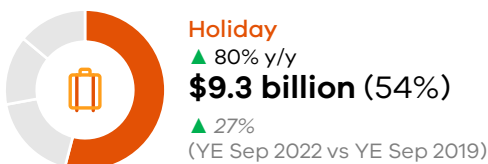
Regional Victoria domestic total ▼ 16%
(YE Sep 2022 vs YE Sep 2019)

*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)

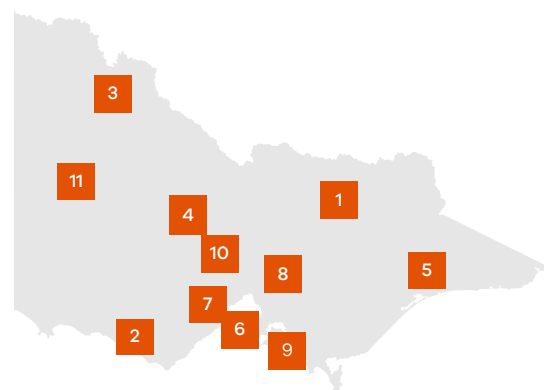


Top domestic purpose sectors (% of domestic overnight visitor spend in Victoria)



\$17.1 billion total

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



1	Victoria's High Country \$2.1b ▲94% y/y (▲50%*)
2	Great Ocean Road \$1.8b ▲34% y/y (▲28%*)
3	Murray \$1.6b ▲52% y/y (▲8%*)
4	Goldfields \$1.6b ▲53% y/y (▲21%*)
5	Gippsland \$1.5b ▲40% y/y (▲55%*)
6	Mornington Peninsula \$1.4b ▲48% y/y (▲24%*)
7	Geelong and the Bellarine \$1.3b ▲87% y/y (▲25%*)
8	Yarra Valley & Dandenong Ranges \$786m ▲82% y/y (▲17%*)
9	Phillip Island \$665m ▲40% y/y (▲27%*)
10	Daylesford & the Macedon Ranges \$657m ▲50% y/y (▲28%*)
11	Grampians \$602m ▲36% y/y (▲38%*)

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

*% change from year ending September 2022 vs year ending September 2019 (pre-COVID). y/y = year-on-year

Sources: International Visitor Survey (IVS) and National Visitor Survey (NVS), Tourism Research Australia (TRA), year ending September 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, December 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 September 2022.