

Victoria's visitor economy

Latest performance results – year ending December 2022

Tourism expenditure (billions)

Victoria



\$86.3 million
visitor spend per day

\$31.5 billion ▲ 113% y/y
Victorian total 97% of Dec 2019

Melbourne



\$13.0 billion ▲ 171% y/y
Melbourne domestic total 107% of Dec 2019

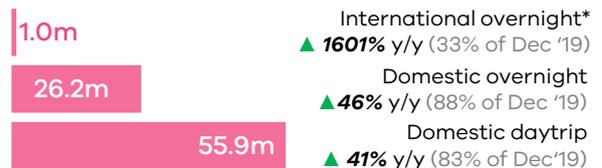
Regional



\$15.3 billion ▲ 59% y/y
Regional Victoria domestic total 132% of Dec 2019

Visitors (millions)

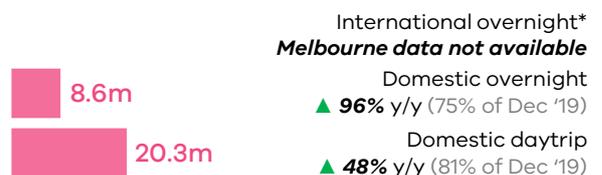
Victoria



110 million
total number of visitor nights ▲ 79% y/y

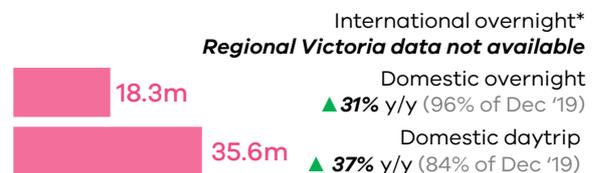
83.1 million ▲ 44% y/y
Victorian total 83% of Dec 2019

Melbourne



28.8 million ▲ 59% y/y
Melbourne domestic total 79% of Dec 2019

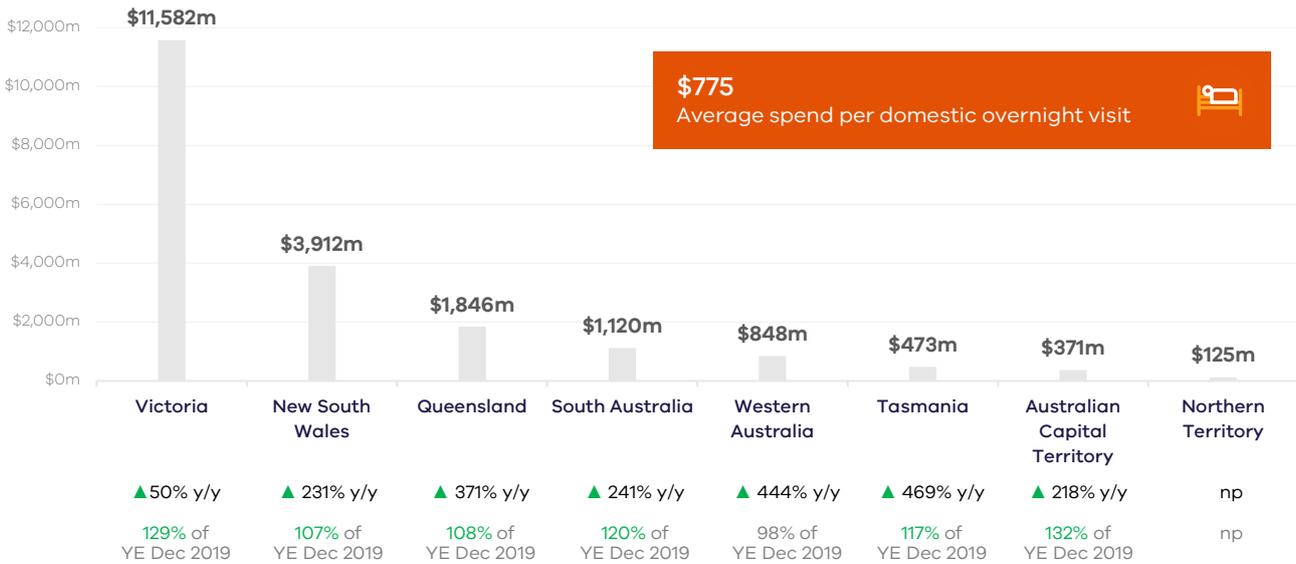
Regional



53.9 million ▲ 35% y/y
Regional Victoria domestic total 88% of Dec 2019

*Due to coronavirus (COVID-19) there has been limited 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. Interviews are progressively returning. See the [TRA website](#) for further information.

Top domestic source markets (domestic overnight spend in Victoria)



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



\$20.3 billion total

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



1	Victoria's High Country \$2.3b ▲ 99% y/y (164% of Dec '19*)
2	Great Ocean Road \$1.8b ▲ 26% y/y (125% of Dec '19*)
3	Murray \$1.8b ▲ 74% y/y (116% of Dec '19*)
4	Goldfields \$1.8b ▲ 68% y/y (131% of Dec '19*)
5	Mornington Peninsula \$1.6b ▲ 56% y/y (122% of Dec '19*)
6	Gippsland \$1.5b ▲ 16% y/y (137% of Dec '19*)
7	Geelong and the Bellarine \$1.4b ▲ 90% y/y (135% of Dec '19*)
8	Yarra Valley & Dandenong Ranges \$887m ▲ 91% y/y (125% of Dec '19*)
9	Daylesford & the Macedon Ranges \$780m ▲ 78% y/y (151% of Dec '19*)
10	Phillip Island \$753m ▲ 42% y/y (136% of Dec '19*)
11	Grampians \$664m ▲ 51% y/y (127% of Dec '19*)

np = non publishable figures; * Figures noted in italics should be interpreted with caution due to variability in the data.
 *% recovered in year ending December 2022 compared to year ending December 2019 (pre-COVID). y/y = year-on-year
 Sources: International Visitor Survey (IVS) and National Visitor Survey (NVS), Tourism Research Australia (TRA), year ending December 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, April 2023. Due care is taken in the production of this factsheet, however, DJSIR accepts no responsibility for use of this information. Data correct at time of publishing.
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