Victoria’s visitor economy

## Latest performance results – year ending December 2022

Tourism expenditure (billions) Visitors (millions)



# Victoria

International overnight\*

**▲ *752%*** y/y (37% of Dec ‘19)

# Victoria

1.0m

International overnight\*

**▲ *1601%*** y/y (33% of Dec ‘19)

# $20.3b**▲**

$3.3b

Domestic overnight

***103%*** y/y (119% of Dec ‘19)

Domestic overnight

**▲*46%*** y/y (88% of Dec ‘19)

26.2m

# $7.9b

Domestic daytrip

**▲ *81%*** y/y (119% of Dec ‘19)

Domestic daytrip

**▲ *41%*** y/y (83% of Dec‘19)

55.9m

***113%*** y/y

***97% of Dec 2019***

**$31.5 billion**

Victorian total

$86.3 million

visitor spend per day



***44%*** y/y

***83% of Dec 2019***

**83.1 million**

Victorian total

110 million

total number of visitor nights **▲** *79% y/y*

# Melbourne

International overnight\*

***Melbourne data not available***

# Melbourne

International overnight\*

***Melbourne data not available***

# $3.1b

$9.9b

Domestic overnight

**▲ *215%*** y/y (104% of Dec ‘19)

Domestic daytrip

**▲ *87%*** y/y (118% of Dec ‘19)

# 8.6m

# 20.3m

Domestic overnight

**▲ *96%*** y/y (75% of Dec ‘19)

Domestic daytrip

**▲ *48%*** y/y (81% of Dec ‘19)

**$13.0 billion**

Melbourne domestic total

***171%*** y/y

***107% of Dec 2019***

**28.8 million**

Melbourne domestic total

***59%*** y/y

***79% of Dec 2019***

# Regional

International overnight\*

***Regional Victoria data not available***

# Regional

International overnight\*

***Regional Victoria data not available***

# $10.4b **▲**

Domestic overnight

# 18.3m

Domestic overnight

# $4.9b

***51%*** y/y (139% of Dec ‘19)

Domestic daytrip

**▲ *78%*** y/y (120% of Dec ‘19)

# 35.6m

**▲*31%*** y/y (96% of Dec ‘19)

Domestic daytrip

**▲ *37%*** y/y (84% of Dec ‘19)



**$15.3 billion**

Regional Victoria domestic total

***59%*** y/y

***132% of Dec 2019***

**53.9 million**

Regional Victoria domestic total

***35%*** y/y

***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](https://www.tra.gov.au/International/ivs-methodology) for further information.

# Top domestic source markets (domestic overnight spend in Victoria)

UNOFFICIAL

$12,000m

$10,000m

**$11,582m**

$8,000m



**$3,912m**

$775

Average spend per domestic overnight visit

$6,000m

$4,000m

$2,000m

$0m

Victoria New South Wales

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **$1,846m** | | | | | | |
|  |  |  | **$1,120m** | **$848m** | **$473m** | **$371m** | **$125m** |

Queensland South Australia Western

Australia

Tasmania Australian Capital Territory

Northern Territory

▲50% y/y

129% of

YE Dec 2019

▲ 231% y/y

107% of

YE Dec 2019

▲ 371% y/y

108% of

YE Dec 2019

▲ 241% y/y

120% of

YE Dec 2019

▲ 444% y/y

98% of

YE Dec 2019

▲ 469% y/y

117% of

YE Dec 2019

▲ 218% y/y np

132% of np

YE Dec 2019



UNOFFICIAL

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

|  |  |
| --- | --- |
| Total domestic spend in Victoria's regions (domestic  overnight and daytrips)  3  11  4 1  9  8 6  7  2 5 10 | |
| 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\*) |

## Holiday



▲ 89% y/y

**$10.5 billion** (52%)

139% of YE Dec 2019

## Visiting friends and relatives



▲ 94% y/y

**$3.8 billion** (19%)

119% of YE Dec 2019

## Business



▲ 149% y/y

**$3.1 billion** (15%)

86% of YE Dec 2019

## Other



▲ 128% y/y

**$2.9 billion** (14%)

111% of YE Dec 2019

**$20.3 billion total**

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](https://www.tra.gov.au/Domestic/national-visitor-survey-methodology).

See the [TRA website](https://www.tra.gov.au/International/ivs-methodology) 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.

Latest performance results – year ending December 2022.