

Victoria's Visitor Economy

latest performance results - year ending December 2017



\$26.4 BILLION ▲ 11.0%
total tourism spend



International overnight spend
\$7.7 billion ▲ 10.6%



Domestic overnight spend
\$13.6 billion ▲ 11.7%



Domestic daytrip spend
\$5.1 billion ▲ 9.8%



\$72.4 MILLION
visitor spend *per day* in Victoria



78.1 MILLION ▲ 6.8%
total visitors



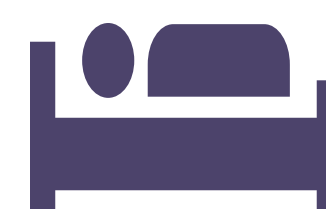
International overnight visitors
2.9 million ▲ 8.1%



Domestic overnight visitors
24.5 million ▲ 11.5%

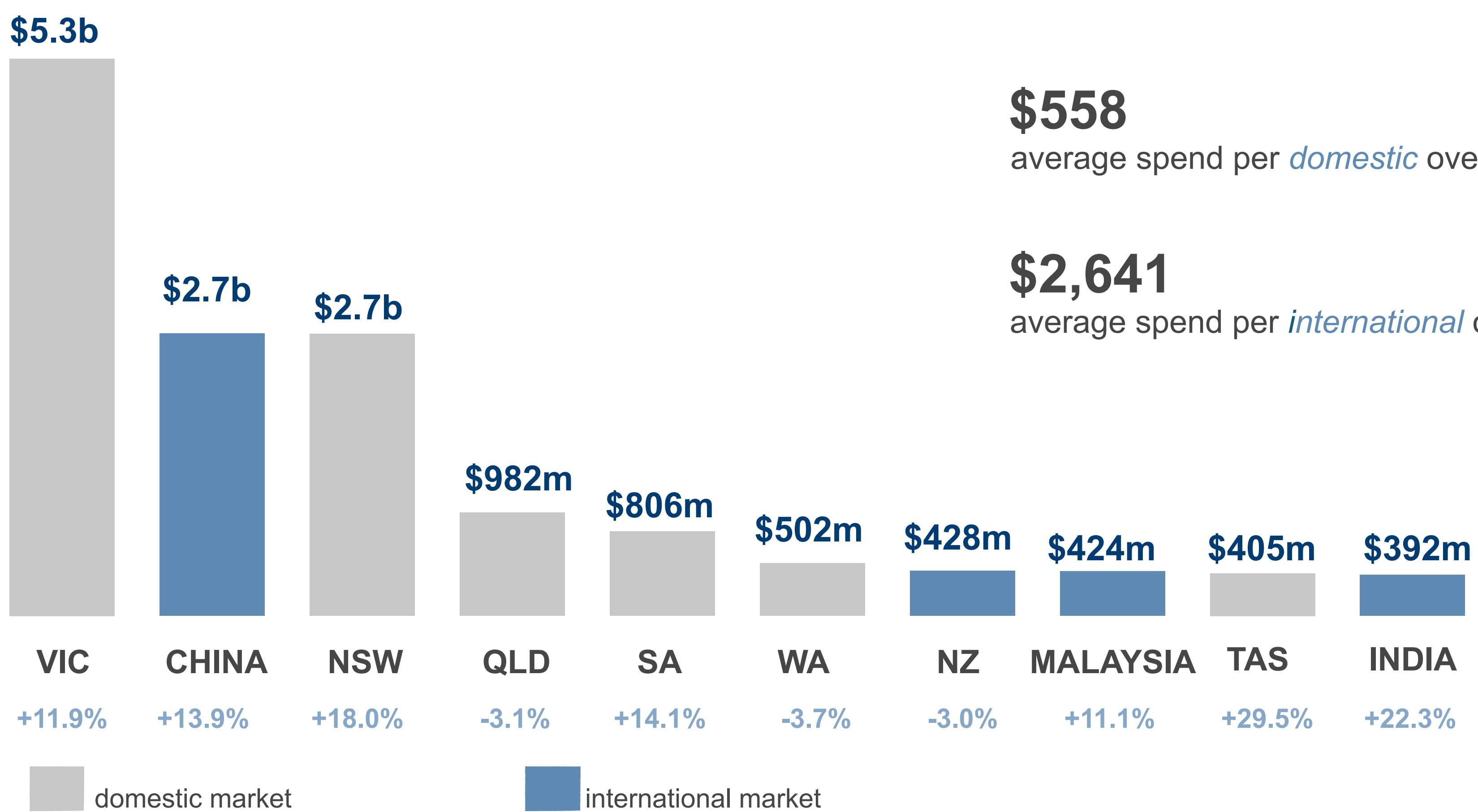


Domestic daytrip visitors
50.8 million ▲ 4.6%



136.7 MILLION ▲ 7.2%
total number of visitor *nights* spent in Victoria

top 10 source markets by overnight spend (total visitors)



\$558

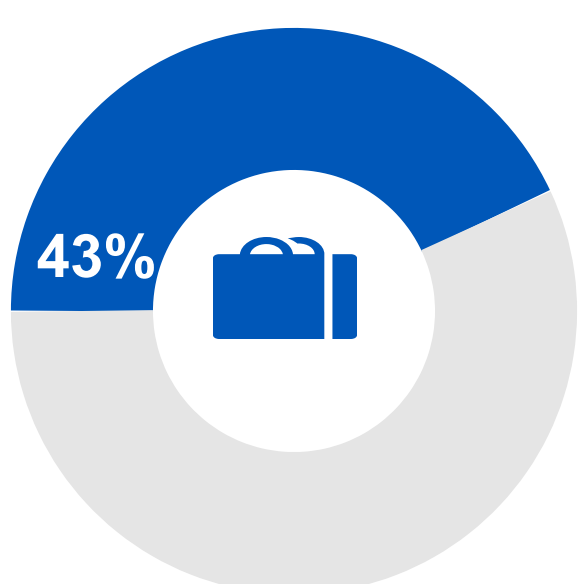
average spend per *domestic* overnight visit

\$2,641

average spend per *international* overnight visit

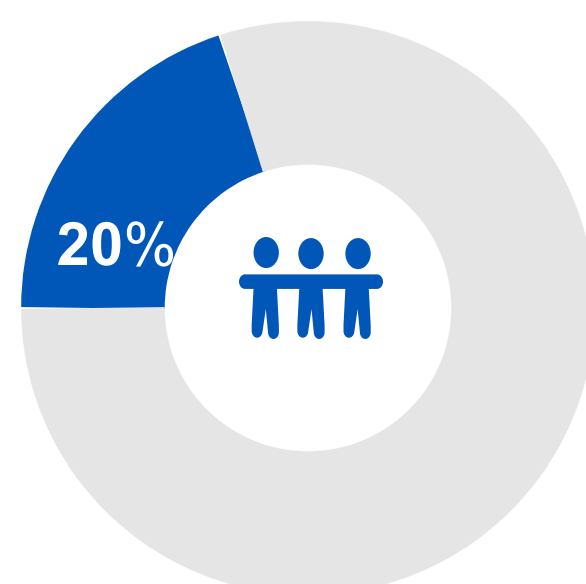
top purpose sectors by spend (% of total overnight visitor spend in Victoria)

\$8.1 billion ▲ 9.4%



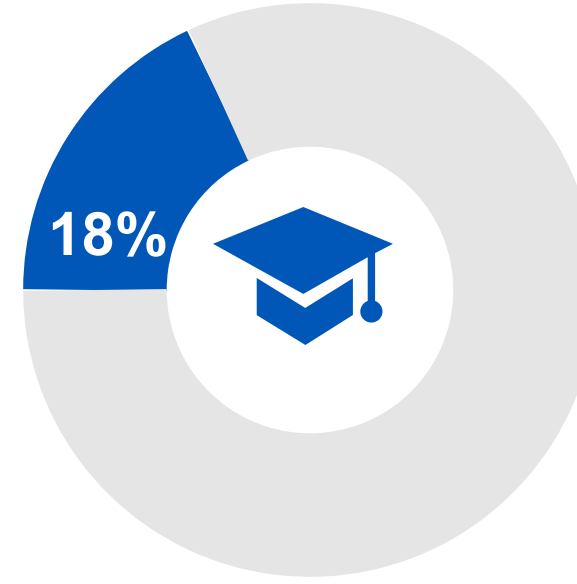
Holiday

\$3.7 billion ▲ 10.9%



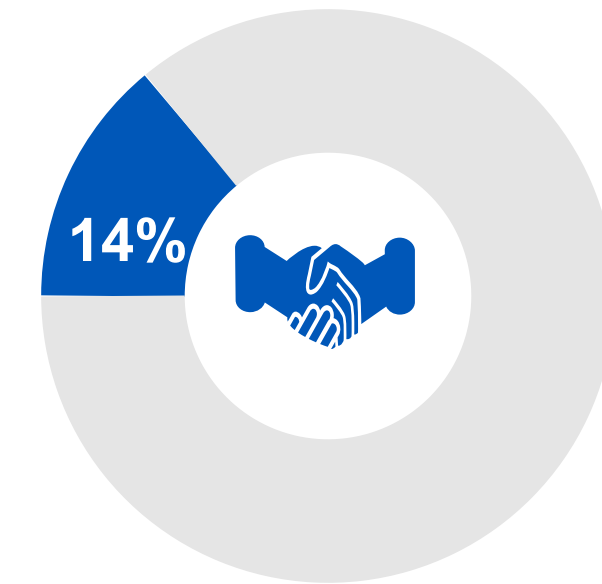
Visiting Friends and Relatives

\$3.3 billion ▲ 15.9%



International Education

\$2.7 billion ▲ 13.6%



Business

To note: All growth rates noted on this page are year-on-year percentage changes.
Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending December 2017.

Factsheet produced by the TEVE Research Unit, April 2018.
Due care is taken in the production of this factsheet, however DEDJTR accepts no responsibility for use of this information.



Economic Development,
Jobs, Transport
and Resources

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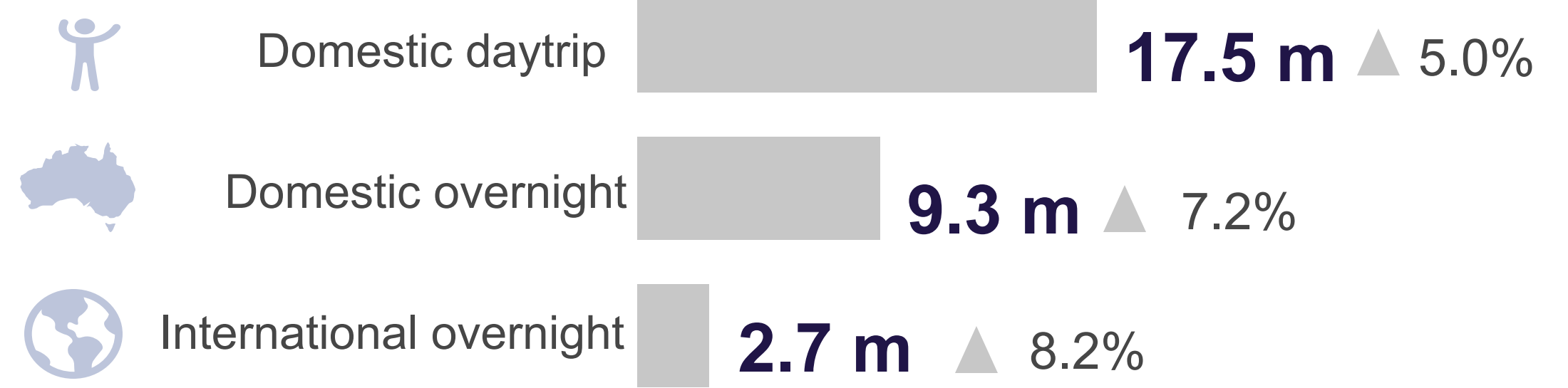
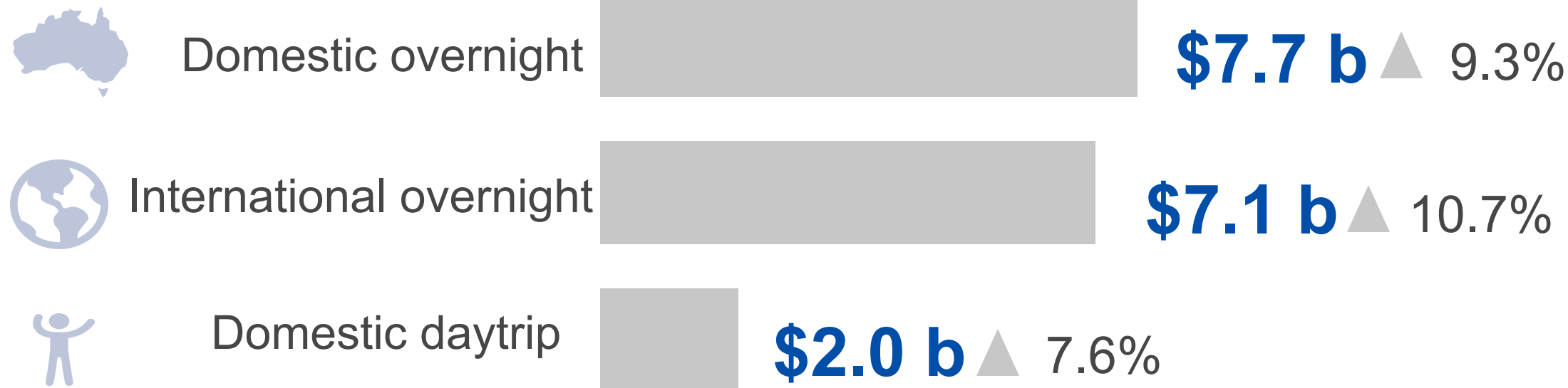
Melbourne



\$16.8 billion ▲ 9.7%
total tourism expenditure



29.5 million ▲ 6.0%
total visitors



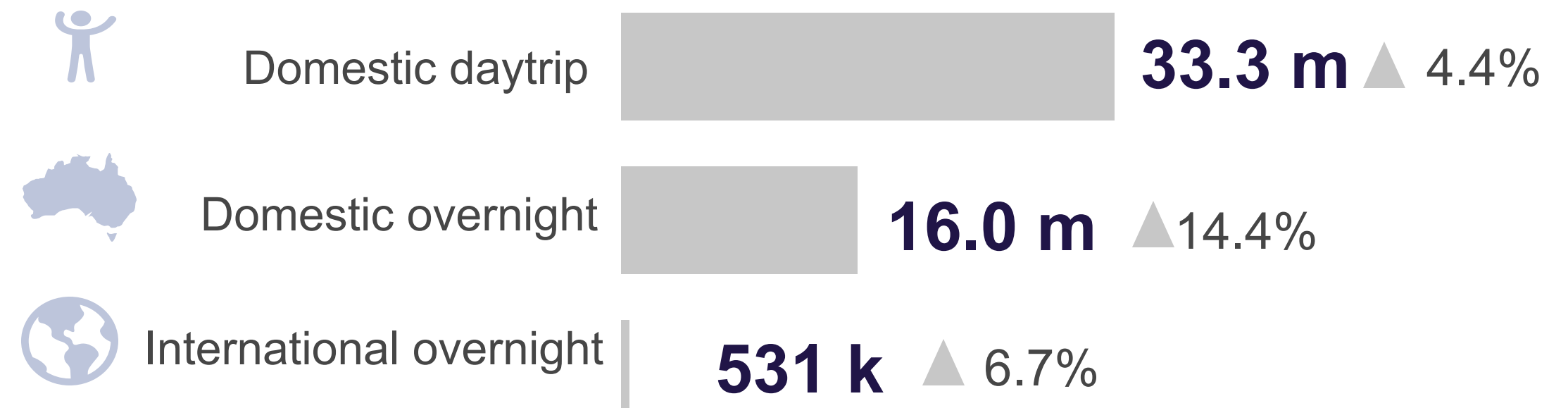
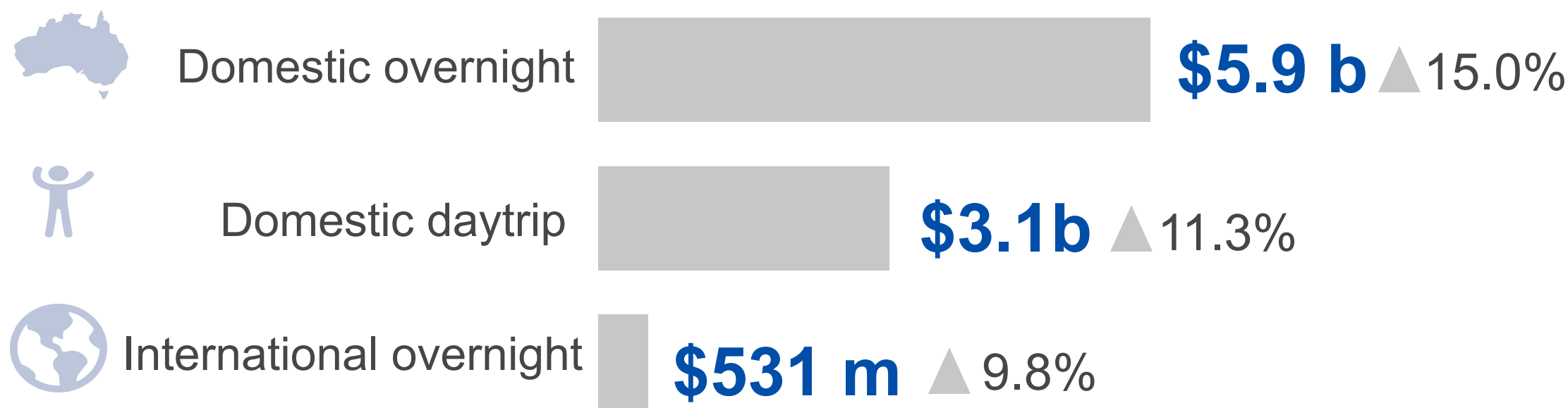
Regional Victoria



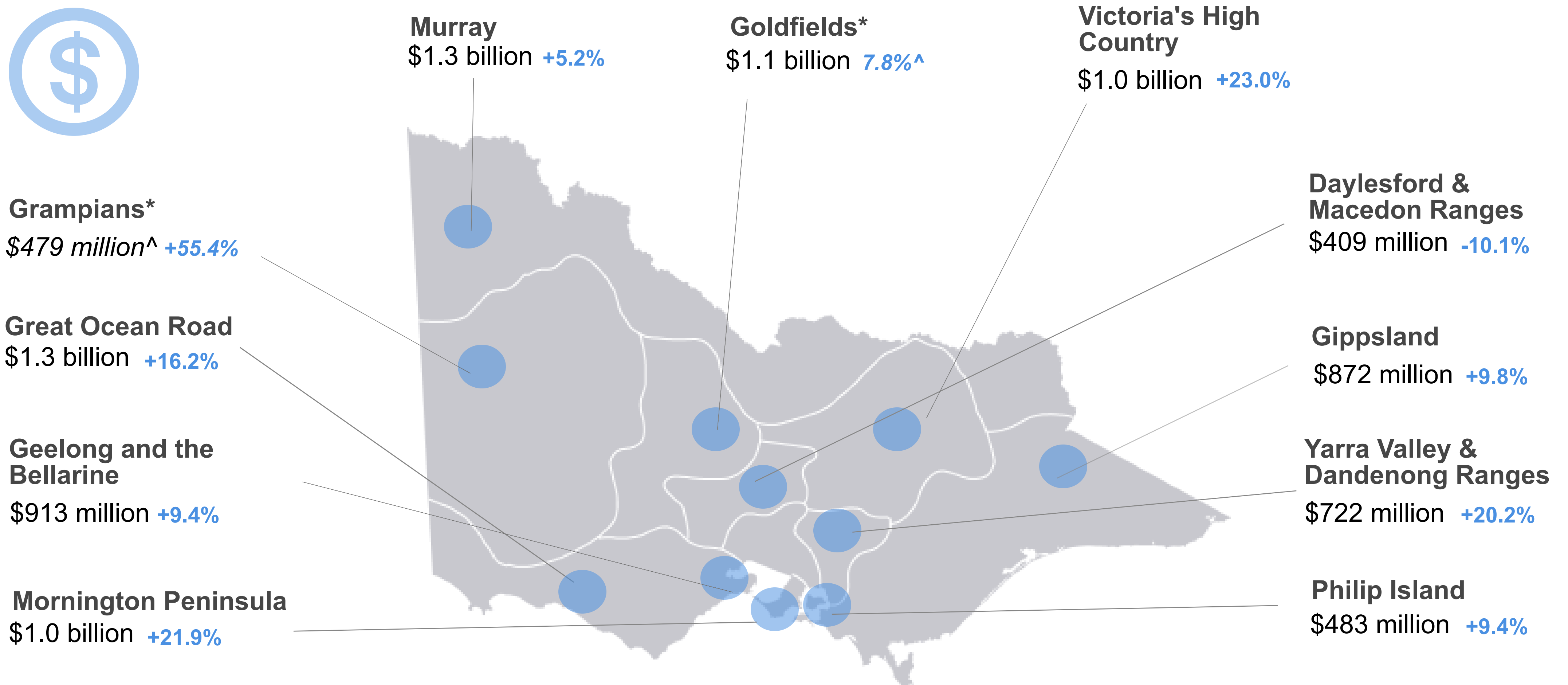
\$9.6 billion ▲ 13.5%
total tourism expenditure



49.8 million ▲ 7.4%
total visitors



total tourism spend in Victoria's regions (daytrip, domestic and international overnight)



To note: All growth rates noted on this page are year-on-year percentage changes.
Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending December 2017.
* Regional boundary definition changes in 2017 (all back data reflects the changes).
^ Figures noted in italics should be interpreted with caution due to variability in the data (international component).

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