

Visitors to Victoria

Experience Overview

Results for the year ending December 2017

This factsheet provides an overview of visitors to Victoria that participated in one of the State's leading experiences. The categories noted in this factsheet include nature-based, cultural, events, food & wine, wineries and aboriginal experiences. Total visitors include both domestic and international overnight visitors, as well as domestic daytrip visitors. Detailed definitions for each experience category are noted below.

NATURE-BASED EXPERIENCES



14.0 ▲ 8%
MILLION VISITORS

18% of all visitors to Victoria

68.9 million visitor nights



6.6 million ▲ 3%
Domestic daytrip visitors



5.3 million ▲ 15%
Domestic overnight visitors



2.1 million ▲ 8%
International overnight visitors



15% of all visitors to Melbourne



20% of all visitors to regional Victoria

CULTURAL EXPERIENCES



10.2 ▲ 6%
MILLION VISITORS

13% of all visitors to Victoria

59.7 million visitor nights



4.3 million ▲ 3%
Domestic daytrip visitors



4.0 million ▲ 8%
Domestic overnight visitors



1.8 million ▲ 7%
International overnight visitors



18% of all visitors to Melbourne



10% of all visitors to regional Victoria

EVENT EXPERIENCES



5.7 ▲ 8%
MILLION VISITORS

7% of all visitors to Victoria

32.3 million visitor nights



3.0 million ▲ 8%
Domestic daytrip visitors



2.1 million ▲ 10%
Domestic overnight visitors



596,000 ▲ 5%
International overnight visitors



10% of all visitors to Melbourne



6% of all visitors to regional Victoria

Sources International Visitor Survey (IVS) and National Visitor Survey (NVS), published by Tourism Research Australia, year ending December 2017.

Data notes and definitions:

All growth rates noted are year-on-year percentage changes. Visitors are classified together under the following experience categories if they nominate that they have participated in at least one of the following activities whilst on a trip. To note: these categories are not mutually exclusive. As visitors may participate in one or more activities on a trip, they may fall into one or more experience categories. International visitors to Victoria have undertaken the activity in Australia, not necessarily in Victoria.

Nature-based experiences: visit national/state parks; botanical or other public gardens; go whale or dolphin watching; go bushwalking or on a rainforest walk; go scuba diving; snorkelling; visit wildlife parks / zoos / aquariums.

Cultural experiences: attend theatre / concerts or other performing arts; visit museums or art galleries; visit an art or craft workshop or studio; attend festivals, fairs or cultural events; visit history, heritage buildings sites or monuments.

Event experiences: attend festivals, fairs or cultural events; attends an organised sporting event.

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, April 2018

Due care is taken in the production of this factsheet, however DEDJTR accepts no responsibility for the use of this information.



Economic Development,
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FOOD & WINE EXPERIENCES



4.3  16%
MILLION VISITORS

6% of all visitors to Victoria **25.3 million** visitor nights

 1.9 million  23% Domestic daytrip visitors	 1.8 million  11% Domestic overnight visitors	 649,300  13% International overnight visitors
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 **4%** of all visitors to Melbourne

 **6%** of all visitors to regional Victoria


WINERY EXPERIENCES




2.8  15%
MILLION VISITORS

4% of all visitors to Victoria **16.3 million** visitor nights

 1.2 million  28% Domestic daytrip visitors	 1.1 million  8% Domestic overnight visitors	 473,300  3% International overnight visitors
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 **2%** of all visitors to Melbourne






 **5%** of all visitors to regional Victoria


ABORIGINAL EXPERIENCES



575,300  15%
VISITORS

1% of all visitors to Victoria **8.8 million** visitor nights

 not available (under publishable threshold) Domestic daytrip visitors	 62,700  n/a Domestic overnight visitors	 425,300  7% International overnight visitors
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 **2%** of all visitors to Melbourne

 **0.5%** of all visitors to regional Victoria

Sources International Visitor Survey (IVS) and National Visitor Survey (NVS), published by Tourism Research Australia, year ending December 2017.

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To note: these categories are not mutually exclusive and visitors may fall into one or more experience categories. International visitors to Victoria have undertaken the activity whilst on a trip to Australia, not necessarily in Victoria.

Food & wine experiences: visited a winery; visit breweries or distilleries; visit farmgates; visit food markets (not included in the IVS).

Winery experiences: visited a winery.

Aboriginal experiences: experienced Aboriginal art, craft or cultural displays; visited an Aboriginal site or community; attended an Aboriginal performance (included in the IVS only).

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