

International Tourism Expenditure in Victoria

Year ending December 2000-2010



Summary Results

- International visitor expenditure in Victoria experienced an average annual increase of 8.9% for the period 2000-2010 to \$3.9 billion in 2010. Victoria's share of international tourism expenditure in Australia increased from 15.1% in 2000 to 22.4% in 2010.
- Education visitors accounted for the largest proportion of expenditure in Victoria in 2010, spending \$1.7 billion. This segment also had the highest level of per visitor expenditure (\$14,973 per visit), based on the extended length of stay among education visitors. Business visitors reported the highest level of expenditure per night (\$180 per night). Expenditure by education visitors has increased at an average annual rate of 13.9% between 2000 and 2010, with all purpose of visit segments also recording growth in expenditure over this period.
- Visitors from China accounted for the largest proportion of expenditure in Victoria in 2010, spending \$685 million. Visitors from Singapore had the highest level of per night expenditure (\$173 per night). Visitors from India, Indonesia and Thailand had the highest levels of expenditure per visit (\$4,600, \$4,307 and \$4,286 per visit respectively), based on the high proportion of education visitors from these origin markets. In terms of growth, expenditure by visitors from New Zealand and the United Kingdom has increased at an average annual rate of 6.4% and 5.8% respectively for the period 2000-2010.
- Expenditure in Melbourne grew at an average annual rate of 9.0% increasing from \$1.5 billion in 2000 to \$3.7 billion in 2010. On average, international visitors to Melbourne spent \$102 per night or \$2,353 per visit in 2010.
- Expenditure in regional Victoria grew at an average annual rate of 7.6% per annum, increasing from \$138 million in 2000 to \$288 million in 2010. On average, international visitors to regional Victoria spent \$58 per night or \$890 per visit in 2010.

Note that not all countries and regions had expenditure figures that were above publishable threshold. These regions have therefore not been commented on.

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Year ending December 2000-2010

International Expenditure in Victoria by Purpose of Visit

Expenditure by International Visitors in Victoria Year Ending December	Total Expenditure					Expenditure Per Night			Expenditure Per Visitor		
	(\$ million)			Ave Ann Change	Yearly Change	(\$)			(\$)		
	2000	2009	2010	2000-10	2009-10	2000	2009	2010	2000	2009	2010
Holiday	488	877	823	+5.4% p.a.	-6.2%	108	108	102	769	1,136	1,038
VFR	345	705	714	+7.5% p.a.	1.3%	50	70	63	992	1,361	1,334
Business	265	408	481	+6.1% p.a.	17.9%	158	171	180	1,497	1,857	1,774
Education	466	1,597	1,712	+13.9% p.a.	7.2%	82	105	108	11,139	14,227	14,973
Other	111	163	191	+5.6% p.a.	17.2%	95	64	70	1,499	2,743	2,457
Total	1,677	3,757	3,941	+8.9% p.a.	4.9%	84	98	97	1,453	2,443	2,378

Note 1: Figures may not add to the total due to rounding

Note 2: Visitor expenditure includes expenditure on packages attributable to destination

Source: Tourism Research Australia expenditure allocation method applied to 2000 - 2010 International Visitor Survey data.

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Year ending December 2000-2010

International Expenditure in Victoria by Origin Market

Expenditure by International Visitors in Victoria Year Ending December	Total Expenditure					Expenditure Per Night			Expenditure Per Visitor		
	(\$ million)			Ave Ann Change	Yearly Change	\$			\$		
	2000	2009	2010	2000-10	2009-10	2000	2009	2010	2000	2009	2010
Tier 1											
China	np	528	685	np	29.7%	np	83	88	np	3,239	3,308
New Zealand	176	271	326	+6.4% p.a.	20.3%	90	129	147	1,019	1,152	1,305
UK	168	289	296	+5.8% p.a.	2.4%	62	79	79	982	1,433	1,503
USA	np	220	212	np	-3.6%	np	119	130	np	1,697	1,684
Tier 2											
Japan	91	78	72	-2.3% p.a.	-7.7%	99	76	77	1,209	1,965	1,893
Singapore	np	310	311	np	0.3%	np	155	173	np	4,115	3,922
Malaysia	np	333	315	np	-5.4%	np	133	118	np	4,540	3,427
Germany	np	80	71	np	-11.3%	np	83	74	np	1,352	1,202
Korea	np	110	84	np	-23.6%	np	89	67	np	3,333	2,662
India	np	257	268	np	4.3%	np	78	82	np	5,072	4,600
Hong Kong	np	127	138	np	8.7%	np	116	149	np	3,284	2,776
Canada	np	60	56	np	-6.7%	np	81	76	np	1,586	1,569
Tier 3											
France	np	55	56	np	1.8%	np	72	70	np	1,882	1,756
Italy	np	44	41	np	-6.8%	np	70	74	np	1,835	1,627
Netherlands	np	29	26	np	-10.3%	np	89	87	np	1,349	1,242
Switzerland	np	21	22	np	4.8%	np	135	122	np	1,285	1,410
Scandinavia	np	54	65	np	20.4%	np	89	110	np	1,865	2,193
Indonesia	np	166	164	np	-1.2%	np	132	111	np	4,548	4,307
Taiwan	np	36	38	np	5.6%	np	75	72	np	1,388	1,481
Thailand	np	107	125	np	16.8%	np	100	101	np	4,829	4,286
TOTAL	1,677	3,757	3,941	+8.9% p.a.	4.9%	84	98	97	1,453	2,443	2,378

'np' denotes estimates not published by Tourism Research Australia

Note 1: Figures may not add to the total due to rounding

Note 2: Visitor expenditure includes expenditure on packages attributable to destination

Source: Tourism Research Australia expenditure allocation method applied to 2000 - 2010 International Visitor Survey data.

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International Expenditure in Regional Victoria

Nominal Expenditure by International Overnight Visitors in Victoria	Total Expenditure					Expenditure Per Night			Expenditure Per Visitor		
	(\$ million)			Ave Ann Change	Yearly Change	\$			\$		
Year Ending December	2000	2009	2010	2000-10	2009-10	2000	2009	2010	2000	2009	2010
Total Victoria	1,677	3,757	3,941	+8.9% p.a.	4.9%	84	98	97	1,455	2,443	2,378
Regional Victoria	138	313	288	+7.6% p.a.	-8.0%	60	76	58	523	980	890
Victoria's Campaign Regions											
Great Ocean Road	np	np	106	np	np	np	np	81	np	np	649
Melbourne	1,539	3,444	3,653	+9.0% p.a.	6.1%	87	101	102	1,417	2,385	2,353
Mornington Peninsula	np	np	49	np	np	np	np	65	np	np	1,266

'np' denotes estimates not published by TRA

Note 1: Figures may not add to the total due to rounding

Note 2: Visitor expenditure includes expenditure on packages attributable to destination

Note 3: Regions with all data suppressed in at least one of the sub-regions have been excluded from this table.

Source: Tourism Research Australia expenditure allocation method applied to 2000 - 2010 International Visitor Survey data.

Note that each year Tourism Research Australia models all calendar-year regional data (including historical data). Therefore slight variations in expenditure can occur between this factsheet and previously released factsheets.

Fact sheet produced by Tourism Victoria Research Unit, August 2011.