

# International Visitation Estimates to Victoria by Origin

## Year ending June 2000-2011

### Summary Results

Key indicators of Victoria's tourism performance include:

- International overnight visitor estimates to Victoria increased by 12.0% to 1.73 million for the year ending June 2011, representing 31.8% of all visitors to Australia who visited the State.
- International visitor night estimates to Victoria increased by 0.3% to 41.1 million nights for the year ending June 2011, representing market share of 21.7%.
- There were an estimated 259,800 NZ overnight visitors to Victoria for the year ending June 2011, a 9.5% increase over the previous year. NZ visitors spent an estimated 2.4 million visitor nights in Victoria for the year ending June 2011, an 11.1% increase compared to the previous year.
- There were an estimated 235,800 Chinese overnight visitors to Victoria for the year ending June 2011, a 41.8% increase over the previous year. Chinese visitors spent an estimated 7.6 million visitor nights in Victoria for the year ending June 2011, an increase of 3.5% compared to the previous year.
- There were an estimated 203,100 UK overnight visitors to Victoria for the year ending June 2011, a 2.9% increase over the previous year. Visitors from the UK spent an estimated 3.7 million visitor nights in Victoria for the year ending June 2011, a decrease of 4.9% from the previous year.
- There were an estimated 128,200 US overnight visitors to Victoria for the year ending June 2011, a 1.8% decrease compared to the previous year. Visitors from the US spent an estimated 1.6 million visitor nights in Victoria for the year ending June 2011, a decrease of 16.0% from the previous year.
- The number of estimated international overnight visitors increased from six of the eight Tier Two markets compared to the previous year: India (+24.5%), Singapore (+23.3%), Korea (+21.2%), Malaysia (+20.7%), Hong Kong (+11.4%) and Canada (+7.0%).

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International Overnight Visitor Estimates to Victoria (000s)	Year ending June							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
<b>Tier 1</b>										
<b>China</b>	38.1	139.6	146.7	162.2	154.1	166.2	235.8	+18.0% p.a.	+11.1% p.a.	+41.8%
<b>New Zealand</b>	148.3	229.9	235.7	234.1	225.1	237.2	259.8	+5.2% p.a.	+2.5% p.a.	+9.5%
<b>UK</b>	162.0	213.1	237.5	209.5	200.0	197.3	203.1	+2.1% p.a.	-1.0% p.a.	+2.9%
<b>USA</b>	132.2	133.6	127.4	136.6	120.3	130.6	128.2	-0.3% p.a.	-0.8% p.a.	-1.8%
<b>Tier 2</b>										
<b>Japan</b>	78.1	64.9	62.0	55.0	41.3	37.6	35.0	-7.0% p.a.	-11.6% p.a.	-6.8%
<b>Singapore</b>	67.2	62.9	66.0	64.0	74.1	71.9	88.6	+2.6% p.a.	+7.1% p.a.	+23.3%
<b>Malaysia</b>	37.0	46.4	48.1	48.9	66.2	76.6	92.4	+8.7% p.a.	+14.8% p.a.	+20.7%
<b>Germany</b>	53.8	57.3	55.3	62.9	60.3	58.0	56.6	+0.5% p.a.	-0.2% p.a.	-2.4%
<b>Korea</b>	18.8	32.0	42.5	40.6	35.0	29.2	35.3	+5.9% p.a.	+2.0% p.a.	+21.2%
<b>India</b>	n/a	26.5	30.9	35.6	47.2	50.2	62.5	n/a	+18.7% p.a.	+24.5%
<b>Hong Kong</b>	32.8	39.7	35.4	33.4	39.5	44.8	49.9	+3.9% p.a.	+4.7% p.a.	+11.4%
<b>Canada</b>	23.1	36.1	36.5	39.5	38.6	35.1	37.6	+4.5% p.a.	+0.8% p.a.	+7.0%
<b>Tier 3</b>										
<b>France</b>	n/a	18.5	24.6	26.7	28.4	32.5	32.4	n/a	+11.9% p.a.	-0.3%
<b>Italy</b>	n/a	23.8	20.8	20.6	24.0	23.1	25.1	n/a	+1.1% p.a.	+8.6%
<b>Netherlands</b>	n/a	18.8	19.0	18.3	19.7	21.4	21.1	n/a	+2.3% p.a.	-1.6%
<b>Switzerland</b>	n/a	14.8	15.4	17.5	14.7	15.3	17.7	n/a	+3.6% p.a.	+15.9%
<b>Scandinavia</b>	n/a	26.1	27.3	26.6	27.0	28.8	30.2	n/a	+3.0% p.a.	+5.0%
<b>Indonesia</b>	20.7	20.3	24.3	28.8	29.1	39.9	40.3	+6.3% p.a.	+14.7% p.a.	+1.0%
<b>Taiwan</b>	42.2	22.4	22.0	19.9	24.7	26.6	22.9	-5.4% p.a.	+0.5% p.a.	-14.1%
<b>Thailand</b>	17.6	19.6	22.7	22.9	22.1	24.4	32.6	+5.8% p.a.	+10.7% p.a.	+33.5%
<b>TOTAL</b>	<b>1,095.9</b>	<b>1,397.4</b>	<b>1,474.4</b>	<b>1,480.7</b>	<b>1,481.3</b>	<b>1,548.2</b>	<b>1,734.1</b>	<b>+4.3% p.a.</b>	<b>+4.4% p.a.</b>	<b>+12.0%</b>

\*Annual Average Growth

Source: All figures are estimates based on the International Visitor Survey, Tourism Research Australia  
Fact sheet produced by Tourism Victoria Research Unit, September 2011.

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International Visitor Night Estimates in Victoria ('000s)	Year ending June							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
<b>Tier 1</b>										
<b>China</b>	670	3,778	3,458	3,970	5,196	7,381	7,640	+24.8% p.a.	+15.1% p.a.	+3.5%
<b>New Zealand</b>	1,764	2,863	2,276	2,383	2,114	2,134	2,370	+2.7% p.a.	-3.7% p.a.	+11.1%
<b>UK</b>	2,539	3,654	3,932	3,539	3,436	3,895	3,704	+3.5% p.a.	+0.3% p.a.	-4.9%
<b>USA</b>	2,135	1,687	1,746	1,813	1,585	1,886	1,584	-2.7% p.a.	-1.3% p.a.	-16.0%
<b>Tier 2</b>										
<b>Japan</b>	1,019	1,398	1,374	1,355	1,078	1,012	864	-1.5% p.a.	-9.2% p.a.	-14.7%
<b>Singapore</b>	1,008	1,473	2,066	1,572	1,881	1,847	1,985	+6.4% p.a.	+6.1% p.a.	+7.5%
<b>Malaysia</b>	880	1,591	1,694	1,504	2,515	2,677	2,408	+9.6% p.a.	+8.6% p.a.	-10.0%
<b>Germany</b>	617	1,168	1,052	902	1,216	969	911	+3.6% p.a.	-4.8% p.a.	-5.9%
<b>Korea</b>	625	996	1,500	1,284	1,458	1,145	1,153	+5.7% p.a.	+3.0% p.a.	+0.7%
<b>India</b>	n/a	1,333	1,452	1,877	2,919	3,389	3,770	n/a	+23.1% p.a.	+11.3%
<b>Hong Kong</b>	1,011	1,015	866	748	1,068	1,005	1,093	+0.7% p.a.	+1.5% p.a.	+8.8%
<b>Canada</b>	-	747	879	672	847	799	696	-	-1.4% p.a.	-12.8%
<b>Tier 3</b>										
<b>France</b>	n/a	-	672	672	712	814	889	n/a	-	+9.2%
<b>Italy</b>	n/a	816	-	-	637	-	641	n/a	-4.7% p.a.	-
<b>Netherlands</b>	n/a	-	-	-	-	-	-	n/a	-	-
<b>Switzerland</b>	n/a	-	-	-	-	-	-	n/a	-	-
<b>Scandinavia</b>	n/a	-	526	-	537	666	545	n/a	-	-18.3%
<b>Indonesia</b>	593	922	1,115	1,252	1,192	1,463	1,701	+10.1% p.a.	+13.0% p.a.	+16.3%
<b>Taiwan</b>	-	-	-	-	-	641	554	-	-	-13.5%
<b>Thailand</b>	593	792	979	998	1,001	1,172	1,153	+6.2% p.a.	+7.8% p.a.	-1.6%
<b>TOTAL</b>	<b>19,359</b>	<b>29,980</b>	<b>31,581</b>	<b>31,656</b>	<b>35,902</b>	<b>40,950</b>	<b>41,081</b>	<b>+7.1% p.a.</b>	<b>+6.5% p.a.</b>	<b>+0.3%</b>

\* Annual Average Growth

'-' denotes unreliable estimates falling below publication thresholds

Source: All figures are estimates based on the International Visitor Survey, Tourism Research Australia

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