

International Visitation Estimates to Victoria by Origin

Year ending September 2000-2011



Summary Results

Key indicators of Victoria's tourism performance for the year ending September 2011 include:

- International overnight visitor estimates to Victoria increased by 9.1% to 1.74 million for the year ending September 2011, representing 32.1% of all visitors to Australia who visited the State.
- International visitor night estimates to Victoria increased by 4.1% to 42.1 million nights for the year ending September 2011, representing market share of 22.0%.
- From the markets with the highest volume of visitors:
 - There were an estimated 259,000 New Zealand overnight visitors to Victoria for the year ending September 2011, a 7.8% increase over the previous year. New Zealand visitors spent an estimated 2.3 million visitor nights in Victoria for the year ending September 2011, a 3.9% increase compared to the previous year.
 - There were an estimated 252,400 Chinese overnight visitors to Victoria for the year ending September 2011, a 37.1% increase over the previous year. Chinese visitors spent an estimated 7.4 million visitor nights in Victoria for the year ending September 2011, a decrease of 3.3% compared to the previous year.
 - There were an estimated 203,600 UK overnight visitors to Victoria for the year ending September 2011, a 4.7% increase over the previous year. Visitors from the UK spent an estimated 3.7 million visitor nights in Victoria for the year ending September 2011, a decrease of 1.2% from the previous year.
 - There were an estimated 122,300 US overnight visitors to Victoria for the year ending September 2011, a 7.1% decrease compared to the previous year. Visitors from the US spent an estimated 1.5 million visitor nights in Victoria for the year ending September 2011, a decrease of 4.6% from the previous year.
- The number of estimated international overnight visitors to Victoria increased for the year ending September 2011 from:
 - All Strong Growth Markets¹ which includes China (+37.1%), India (+20.7%) and Indonesia (+4.7%).
 - The following Core Markets²: Singapore (+16.9%), New Zealand (+7.8%), UK (+4.7%) and Malaysia (+4.4%).
 - The following Rest of World Markets³: Korea (+42.1%), Canada (+10.9%), Thailand (+5.5%), Netherlands (+5.2%), Italy (+0.9%), Hong Kong (less than 0.1%) and Nordic countries (less than 0.1%).

Tourism Victoria has reclassified the International source markets in line with forecast yield and average annual growth of visitors to 2020, overlaid with visitor volumes and current dispersal into regional Victoria.

¹ Strong Growth Markets include China, India, and Indonesia where higher forecast spend and visitor growth to 2020 are predicted.

² Core Markets include those of sizeable forecast spend to 2020 and include eastern markets of Malaysia and Singapore, with moderate regional dispersal, and western markets of New Zealand, United Kingdom and United States of America, with higher regional dispersal.

³ Rest of World Markets include the balance of the top 20 inbound markets: Hong Kong, Thailand, Korea, Japan, Taiwan, Germany, Nordic, Canada, France, Italy and Netherlands.

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International Overnight Visitor Estimates to Victoria (000s)	Year ending September							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
Strong Growth Markets										
China	39.1	143.0	140.4	165.1	155.6	184.0	252.4	+18.5% p.a.	+12.0% p.a.	+37.1%
India	n/a	29.0	32.1	36.8	49.2	51.8	62.5	n/a	+16.6% p.a.	+20.7%
Indonesia	19.9	19.9	26.5	31.6	32.1	40.5	42.5	+7.1% p.a.	+16.4% p.a.	+4.7%
Core Markets										
Malaysia	36.0	46.3	48.3	49.7	69.6	85.8	89.5	+8.6% p.a.	+14.1% p.a.	+4.4%
Singapore	63.2	65.1	64.8	64.7	72.5	76.3	89.2	+3.2% p.a.	+6.5% p.a.	+16.9%
New Zealand	153.4	227.7	240.4	228.3	231.0	240.3	259.0	+4.9% p.a.	+2.6% p.a.	+7.8%
UK	153.5	219.0	231.6	210.3	200.9	194.4	203.6	+2.6% p.a.	-1.4% p.a.	+4.7%
USA	137.8	130.7	126.9	135.6	125.3	131.7	122.3	-1.1% p.a.	-1.3% p.a.	-7.1%
Rest of World Markets										
Hong Kong	35.8	39.9	34.9	33.6	40.8	47.9	47.9	+2.7% p.a.	+3.7% p.a.	+0.0%
Thailand	18.5	20.4	22.8	22.6	22.0	28.4	29.9	+4.5% p.a.	+7.9% p.a.	+5.5%
Korea	23.3	37.5	39.7	42.2	33.3	28.9	41.1	+5.3% p.a.	+1.9% p.a.	+42.1%
Japan	75.7	63.2	61.3	50.7	39.5	39.7	33.6	-7.1% p.a.	-11.8% p.a.	-15.2%
Taiwan	46.5	22.1	23.0	17.0	27.8	26.9	24.8	-5.6% p.a.	+2.2% p.a.	-7.9%
Germany	55.9	59.4	55.8	63.5	57.7	61.3	56.8	+0.1% p.a.	-0.9% p.a.	-7.3%
Nordic	n/a	25.8	28.2	25.6	28.0	28.4	28.4	n/a	+2.0% p.a.	+0.0%
Canada	22.7	37.1	38.4	39.5	37.6	34.8	38.6	+5.0% p.a.	+0.8% p.a.	+10.9%
France	n/a	20.7	26.8	25.7	28.7	32.7	31.1	n/a	+8.5% p.a.	-4.9%
Italy	n/a	23.2	20.0	24.0	21.4	24.4	24.7	n/a	+1.3% p.a.	+0.9%
Netherlands	n/a	19.2	18.7	19.1	20.6	20.0	21.1	n/a	+1.8% p.a.	+5.2%
TOTAL	1,113.8	1,423.5	1,469.1	1,486.8	1,501.7	1,597.4	1,743.3	+4.2% p.a.	+4.1% p.a.	+9.1%

*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, December 2011.

International Visitation Estimates to Victoria by Origin

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International Visitor Night Estimates in Victoria ('000s)	Year ending September							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
Strong Growth Markets										
China	712	3,696	3,285	4,192	5,865	7,701	7,446	+23.8% p.a.	+15.0% p.a.	-3.3%
India	n/a	1,385	1,539	2,067	3,129	3,291	3,905	n/a	+23.0% p.a.	+18.7%
Indonesia	540	947	1,055	1,385	1,194	1,511	1,728	+11.1% p.a.	+12.8% p.a.	+14.4%
Core Markets										
Malaysia	885	1,734	1,470	1,716	2,582	2,678	2,410	+9.5% p.a.	+6.8% p.a.	-10.0%
Singapore	960	1,727	1,815	1,751	1,928	1,681	2,005	+6.9% p.a.	+3.0% p.a.	+19.3%
New Zealand	2,162	2,466	2,333	2,410	2,106	2,183	2,267	+0.4% p.a.	-1.7% p.a.	+3.9%
UK	2,529	3,756	3,968	3,618	3,484	3,721	3,678	+3.5% p.a.	-0.4% p.a.	-1.2%
USA	2,021	1,659	1,778	1,737	1,886	1,613	1,539	-2.5% p.a.	-1.5% p.a.	-4.6%
Rest of World Markets										
Hong Kong	1,052	987	937	710	1,216	911	1,284	+1.8% p.a.	+5.4% p.a.	+41.1%
Thailand	516	796	1,044	967	1,003	1,217	1,064	+6.8% p.a.	+6.0% p.a.	-12.5%
Korea	800	1,226	1,409	1,457	1,295	1,114	1,284	+4.4% p.a.	+0.9% p.a.	+15.3%
Japan	978	1,299	1,343	1,287	973	1,111	791	-1.9% p.a.	-9.4% p.a.	-28.7%
Taiwan	-	-	599	-	-	627	804	-	-	+28.1%
Germany	621	1,202	1,005	957	1,151	1,011	960	+4.0% p.a.	-4.4% p.a.	-5.0%
Nordic	n/a	-	-	552	590	572	515	n/a	-	-10.0%
Canada	-	819	868	701	843	733	753	-	-1.6% p.a.	+2.8%
France	n/a	-	744	612	819	840	832	n/a	-	-1.0%
Italy	n/a	763	-	-	624	643	-	n/a	-	-
Netherlands	n/a	-	-	-	-	-	-	n/a	-	-
TOTAL	20,107	30,523	31,138	33,007	37,693	40,403	42,058	+6.9% p.a.	+6.6% p.a.	+4.1%

* 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, December 2011.