

VICTORIA'S DOMESTIC TOURISM PERFORMANCE

National Visitor Survey Results (latest results for the year ending March 2017)

Domestic Visitors in Victoria (spend, visitors, nights and daytrips)



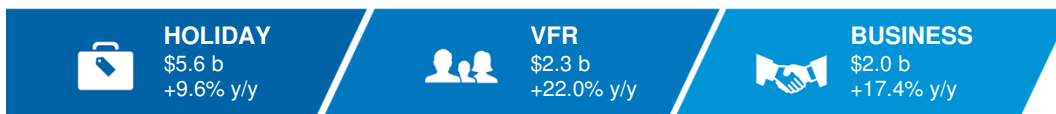
Domestic Overnight Visitors in Victoria (Melbourne vs Regional Victoria)



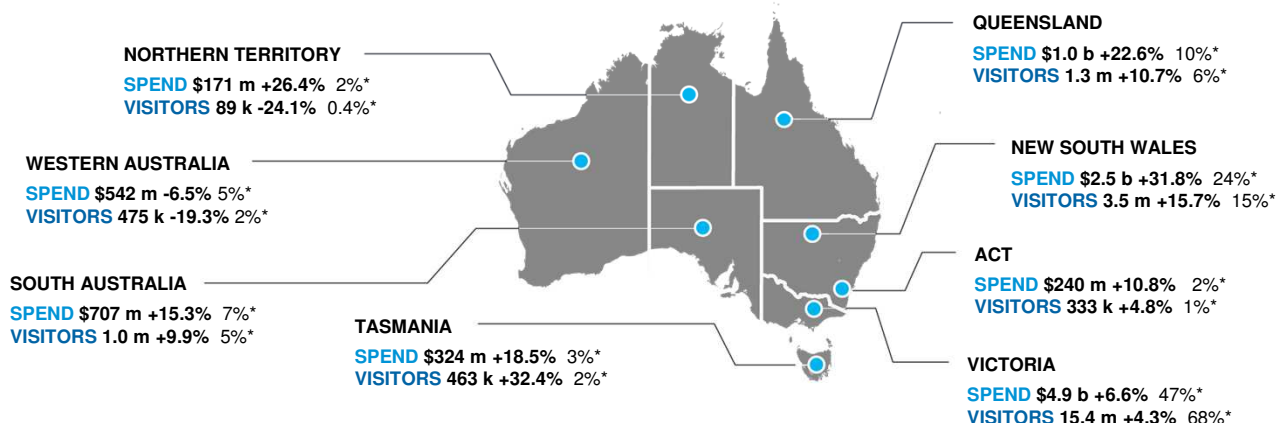
Domestic Overnight Interstate and Intrastate Spend[^] and Visitors



Domestic Overnight Spend[^] in Victoria by Purpose



Domestic Overnight Spend[^] and Visitors – by Origin



* Denotes the origin market's contribution to VIC domestic overnight spend / visitation. [^] Destination only expenditure. Year on year growth noted. Source: National Visitor Survey, Tourism Research Australia, Canberra, year ending March 2017, released June 2017. Base: Visitors aged 15+.

Please note this edition includes revised 2014 and 2015 results. More detail can be found at <http://www.tra.gov.au/Research/Domestic-tourism-by-Australians/National-Visitor-Survey-results>