

International Visitation Estimates to Victoria by Origin

Year ending March 2000-2011

Summary Results

Key indicators of Victoria's tourism performance include:

- International overnight visitor estimates to Victoria increased by 10.0% to 1.69 million for the year ending March 2011, representing 31.1% of all visitors to Australia who visited the State.
- International visitor night estimates to Victoria increased by 2.4% to 40.6 million nights for the year ending March 2011, representing market share of 21.7%.
- There were an estimated 253,800 NZ overnight visitors to Victoria for the year ending March 2011, a 9.2% increase over the previous year. NZ visitors spent an estimated 2.3 million visitor nights in Victoria for the year ending March 2011, a 9.9% increase compared to the previous year.
- There were an estimated 221,000 Chinese overnight visitors to Victoria for the year ending March 2011, a 40.3% increase over the previous year. Chinese visitors spent an estimated 8.0 million visitor nights in Victoria for the year ending March 2011, an increase of 20.8% compared to the previous year.
- There were an estimated 197,900 UK overnight visitors to Victoria for the year ending March 2011, a 2.3% decrease over the previous year. Visitors from the UK spent an estimated 3.6 million visitor nights in Victoria for the year ending March 2011, a decrease of 5.4% from the previous year.
- There were an estimated 126,200 US overnight visitors to Victoria for the year ending March 2011, a 4.6% decrease compared to the previous year. Visitors from the US spent an estimated 1.6 million visitor nights in Victoria for the year ending March 2011, a decrease of 16.7% 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: Malaysia (+21.6%), Canada (+18.3%), India (+14.4%), Hong Kong (+12.9%), Singapore (+10.6%) and Korea (+9.5%).

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International Overnight Visitor Estimates to Victoria (000s)	Year ending March							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
Tier 1										
China	40.7	139.8	150.8	148.3	163.2	157.6	221.0	+16.6% p.a.	+9.6% p.a.	+40.3%
New Zealand	143.7	223.3	230.0	240.6	228.0	232.5	253.8	+5.3% p.a.	+2.6% p.a.	+9.2%
UK	152.1	201.8	245.3	207.1	201.0	202.6	197.9	+2.4% p.a.	-0.4% p.a.	-2.3%
USA	127.3	125.9	131.7	136.2	122.0	132.3	126.2	-0.1% p.a.	+0.1% p.a.	-4.6%
Tier 2										
Japan	73.7	62.2	63.5	58.3	41.7	38.7	35.1	-6.5% p.a.	-10.8% p.a.	-9.3%
Singapore	70.2	64.1	66.1	62.1	70.9	74.4	82.3	+1.5% p.a.	+5.1% p.a.	+10.6%
Malaysia	37.6	49.0	47.4	49.1	56.7	76.3	92.8	+8.6% p.a.	+13.6% p.a.	+21.6%
Germany	54.4	56.2	55.5	62.2	58.9	60.4	57.0	+0.4% p.a.	+0.3% p.a.	-5.6%
Korea	16.8	29.5	42.9	40.2	34.9	31.1	34.1	+6.6% p.a.	+2.9% p.a.	+9.5%
India	n/a	24.8	28.4	34.1	44.2	51.9	59.4	n/a	+19.1% p.a.	+14.4%
Hong Kong	29.1	42.2	34.8	32.6	38.8	43.3	48.9	+4.8% p.a.	+3.0% p.a.	+12.9%
Canada	24.2	35.3	35.9	39.0	39.4	33.4	39.6	+4.6% p.a.	+2.3% p.a.	+18.3%
Tier 3										
France	n/a	18.0	23.0	28.1	26.9	31.1	33.6	n/a	+13.4% p.a.	+8.3%
Italy	n/a	23.3	21.3	20.4	23.2	24.0	25.0	n/a	+1.4% p.a.	+4.0%
Netherlands	n/a	19.6	18.9	18.0	20.3	21.1	21.2	n/a	+1.7% p.a.	+0.5%
Switzerland	n/a	15.0	14.5	18.4	13.2	16.7	17.3	n/a	+2.9% p.a.	+3.3%
Scandinavia	n/a	26.0	26.6	27.4	26.5	28.7	29.8	n/a	+2.8% p.a.	+3.9%
Indonesia	22.5	20.6	23.4	28.4	28.4	39.1	37.4	+4.7% p.a.	+12.6% p.a.	-4.4%
Taiwan	44.7	22.3	22.8	19.7	22.9	27.8	22.2	-6.2% p.a.	-0.1% p.a.	-20.3%
Thailand	17.9	20.0	22.6	22.3	22.8	22.6	31.2	+5.2% p.a.	+9.3% p.a.	+38.3%
TOTAL	1,076.4	1,365.3	1,475.2	1,466.7	1,476.7	1,539.3	1,693.4	+4.2% p.a.	+4.4% p.a.	+10.0%

*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, June 2011.

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International Visitor Night Estimates in Victoria ('000s)	Year ending March							AAG* 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
Tier 1										
China	715	3,975	3,448	3,565	5,020	6,618	7,994	+24.5% p.a.	+15.0% p.a.	+20.8%
New Zealand	1,624	2,666	2,365	2,400	2,264	2,111	2,321	+3.3% p.a.	-2.7% p.a.	+9.9%
UK	2,367	3,439	4,102	3,527	3,444	3,814	3,608	+3.9% p.a.	+1.0% p.a.	-5.4%
USA	1,763	1,553	1,848	1,733	1,587	1,968	1,640	-0.7% p.a.	+1.1% p.a.	-16.7%
Tier 2										
Japan	1,038	1,356	1,293	1,401	1,201	1,023	731	-3.1% p.a.	-11.6% p.a.	-28.5%
Singapore	1,007	1,563	1,907	1,654	1,898	1,865	1,847	+5.7% p.a.	+3.4% p.a.	-1.0%
Malaysia	818	1,669	1,627	1,533	2,335	2,687	2,450	+10.5% p.a.	+8.0% p.a.	-8.8%
Germany	597	1,134	1,024	930	1,161	1,067	828	+3.0% p.a.	-6.1% p.a.	-22.4%
Korea	625	860	1,439	1,404	1,404	1,212	1,099	+5.3% p.a.	+5.0% p.a.	-9.3%
India	n/a	1,173	1,387	1,762	2,576	3,578	3,485	n/a	+24.3% p.a.	-2.6%
Hong Kong	823	980	921	685	1,095	945	1,120	+2.8% p.a.	+2.7% p.a.	+18.5%
Canada	510	749	790	709	869	702	744	+3.5% p.a.	-0.1% p.a.	+6.0%
Tier 3										
France	n/a	-	693	695	662	768	952	n/a	-	+23.9%
Italy	n/a	788	-	-	606	-	661	n/a	-3.4% p.a.	-
Netherlands	n/a	-	-	-	-	-	-	n/a	-	-
Switzerland	n/a	-	-	-	-	-	-	n/a	-	-
Scandinavia	n/a	-	506	-	524	664	537	n/a	-	-19.1%
Indonesia	623	916	1,089	1,181	1,234	1,341	1,574	+8.8% p.a.	+11.4% p.a.	+17.4%
Taiwan	-	-	-	514	-	576	528	-	-	-8.2%
Thailand	567	791	919	972	1,057	1,122	1,154	+6.7% p.a.	+7.9% p.a.	+2.9%
TOTAL	18,158	29,225	31,225	30,859	35,822	39,677	40,628	+7.6% p.a.	+6.8% p.a.	+2.4%

* Annual Average Growth

'-' denotes unreliable estimates falling below publication thresholds

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

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