

STATE OF THE INDUSTRY - DOMESTIC

Overnight travel

October 2020 to September 2021

▲ YE Sep 21 on YE Sep 20

	Visitors	Rank	▲	Rank	AAG	Rank	Top source
Australia	82.7 million		+3.0%		-3.8%		New South Wales
Victoria	17.3 million	3	+0.5%	6	-8.0%	7	Melbourne TR
Melbourne TR	4.0 million	3	-29.7%	8	-18.1%	8	Regional Victoria
Regional Victoria	13.7 million	3	+15.4%	2	-3.8%	7	Melbourne TR
Geelong and The Bellarine	1.0 million	7	-0.6%	11	-8.2%	11	Melbourne TR

	Nights	Rank	▲	Rank	AAG	Rank	ALOS	Rank
Australia	325.0 million		+8.3%		-1.6%		3.9	
Victoria	56.1 million	3	+3.0%	7	-5.1%	7	3.2	7
Melbourne TR	13.1 million	3	-21.9%	8	-14.6%	8	3.2	6
Regional Victoria	43.1 million	3	+14.0%	5	-0.9%	6	3.1	7
Geelong and The Bellarine	3.0 million	7	-11.1%	11	-6.3%	11	2.8	8

	Spend	Rank	▲	Rank	AAG	Rank	Per night	Rank
Australia	\$60.9 billion		+17.5%		-1.0%		\$188	
Victoria	\$9.5 billion	3	-2.5%	8	-8.3%	8	\$169	7
Melbourne TR	\$3.0 billion	3	-37.7%	8	-20.9%	8	\$226	4
Regional Victoria	\$6.5 billion	3	+31.1%	5	+2.7%	6	\$151	7
Geelong and The Bellarine	\$457 million	7	+3.0%	11	-3.3%	10	\$154	5

The ranking shown is either amongst States, Capital cities, regional areas, or Victorian campaign regions (excl Melbourne). 1st ranking column is in terms of visitors or nights or spend, 2nd ranking column is in terms of change on previous year, 3rd ranking column is in terms of AAG, 4th ranking column is in terms of ALOS or per night spend.

AAG is average annual growth for the period YE Sep 17 to YE Sep 21.

ALOS is average length of stay in terms of nights.

Sources: National Visitor Survey & Regional Expenditure Model, YE Sep 21, Tourism Research Australia.



STATE OF THE INDUSTRY - DOMESTIC

Daytrip travel

October 2020 to September 2021

▲ YE Sep 21 on YE Sep 20

	Visitors	Rank	▲	Rank	AAG	Rank	Top source
Australia	165.0 million						New South Wales
Victoria	39.2 million	3	-7.7%	5	-3.8%	7	Melbourne TR
Melbourne TR	13.7 million	3	-6.6%	5	-6.3%	6	Melbourne TR
Regional Victoria	25.4 million	2	-9.8%	4	-5.5%	7	Melbourne TR
Geelong and The Bellarine	2.5 million	5	-4.7%	11	-6.7%	11	Melbourne TR

	Spend	Rank	▲	Rank	AAG	Rank	Per visitor	Rank
Australia	\$18.3 billion						\$111	
Victoria	\$4.0 billion	3	-4.2%	4	-2.8%	7	\$102	8
Melbourne TR	\$1.5 billion	3	-2.8%	2	-6.1%	6	\$109	5
Regional Victoria	\$2.5 billion	3	-1.0%	4	-6.8%	6	\$99	7
Geelong and The Bellarine	\$201 million	7	-3.9%	10	-5.7%	11	\$80	10

The ranking shown is either amongst States, Capital cities, regional areas, or Victorian campaign regions (excl Melbourne). 1st ranking column is in terms of visitors or spend, 2nd ranking column is in terms of change on previous year, 3rd ranking column is in terms of AAG, 4th ranking column is in terms of per visitor spend.

AAG is average annual growth for the period YE Sep 17 to YE Sep 21.

ALOS is average length of stay in terms of nights.

Sources: National Visitor Survey & Regional Expenditure Model, YE Sep 21, Tourism Research Australia.

STATE OF THE INDUSTRY - DOMESTIC

Total domestic travel

October 2020 to September 2021

▲ YE Sep 21 on YE Sep 20

	Visitors	Rank	▲	Rank	AAG	Rank	Top source
Australia	247.7 million						New South Wales
Victoria	56.5 million	3	-4.4%	5	-3.8%	7	Melbourne TR
Melbourne TR	17.8 million	3	-4.5%	7	-9.2%	8	Regional Victoria
Regional Victoria	39.1 million	3	-15.3%	5	-5.7%	7	Melbourne TR
Geelong and The Bellarine	3.5 million	7	+1.5%	11	-9.3%	11	Melbourne TR

	Nights	Rank	▲	Rank	AAG	Rank	ALOS	Rank
Australia	325.0 million						3.9	
Victoria	56.1 million	3	+8.3%	7	-1.6%	7	3.2	7
Melbourne TR	13.1 million	3	+3.0%	8	-14.6%	8	3.2	6
Regional Victoria	43.1 million	3	-21.9%	5	-0.9%	6	3.1	7
Geelong and The Bellarine	3.0 million	7	+14.0%	11	-6.3%	11	2.8	8

	Spend	Rank	▲	Rank	AAG	Rank	Per visitor	Rank
Australia	\$79.2 billion						\$320	
Victoria	\$13.5 billion	3	+11.6%	8	-1.5%	7	\$238	8
Melbourne TR	\$4.4 billion	3	-2.6%	8	-17.3%	8	\$250	6
Regional Victoria	\$9.0 billion	3	-28.8%	5	-0.1%	7	\$231	7
Geelong and The Bellarine	\$658 million	7	+19.0%	11	-6.7%	11	\$185	9

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AAG is average annual growth for the period YE Sep 17 to YE Sep 21.

ALOS is average length of stay in terms of nights by overnight visitors.

Sources: National Visitor Survey & Regional Expenditure Model, YE Sep 21, Tourism Research Australia.

