

Victoria is now the most popular state in Australia for inbound tourists to visit

- Klook data reveals Victoria is the number one destination for inbound tourists representing over 48% of bookings
- Melbourne top choice for Singaporeans, but Klook Co-founder and COO heads to Sydney for the Australian Tourism Exchange to share the news



Image Credits: @anelieseyeh, @kidseventsmum, @oag.green

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New South Wales has been toppled by Victoria as the most popular Australian state for overseas travellers to visit. Klook data shows that Victoria is the number one destination for inbound tourists, representing over 48% of bookings while New South Wales and Queensland trail at 20% and 16% respectively.



This renewed interest in Victoria has been driven by Singapore, which has been leading the way for the rebound of international travel to Australia. Tourism Australia research has shown that Singapore flight bookings are up 207% against the same period in 2019.¹ 79% of activities and experiences booked on Klook from overseas customers since the start of 2022 have been from Singapore, with growing interest from Malaysia and Thailand.

These travellers from SE Asia are booking more tours and activities over attractions, revealing that they desire nature and wellness over urban hotspots. Some of the most popular experiences booked are the Great Ocean Road tour, Yarra Valley tour, Phillip Island Nature Parks Penguin Parade and Blue Mountains Scenic World reflecting how they have been craving for a taste of Australian culture and its beautiful nature.

Eric Gnock Fah, Klook's co-founder and COO, will be touching down in Australia for the first time since 2019 to attend the Australian Tourism Exchange as part of Klook's ongoing efforts to support Australia's cross-border travel recovery and bolster the reinvigoration of Australia as a leading travel destination in the Asia Pacific. Eric will be in Sydney from Monday 16 May until Thursday 19 May 2022.

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¹ ForwardKeys, Actual Airline Tickets, Bookings made between January - April 2022 (10 April 2022) for travel in the next 12 months



About Klook

[Klook](#) is the leading travel and leisure e-commerce platform for experiences and services anytime, anywhere. We curate the most joyful experiences so that users can satisfy their relentless curiosity for adventure and experiences at home and around the world. With our website and app, users can experience a world of joy, from attractions, tours to local transportation and stays. Founded in 2014, we are here to inspire and enable more moments of joy through over 490,000 activities in over 1,000 destinations.