

Domestic Daytrip Visitor Estimates to Victoria's Sub-Regions

Year ending September 2000-2011



Domestic Daytrip Visitor Estimates in Victoria ('000)	Year ending September							AAG*	AAG*	% change	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11	00/11
Total Victoria	42,322	31,773	34,906	34,687	36,858	39,169	39,268	-0.7% p.a.	+4.3% p.a.	+0.3%	-7.2%
Regional Victoria	28,724	20,349	23,206	23,107	23,607	24,451	24,976	-1.3% p.a.	+4.2% p.a.	+2.1%	-13.0%
Victoria's Campaign Regions and Sub-Regions											
Macedon	1,080	792	783	765	719	841	788	-2.8% p.a.	-0.1% p.a.	-6.3%	-27.0%
Spa Country	327	453	458	501	542	656	572	+5.2% p.a.	+4.8% p.a.	-12.8%	+74.9%
Daylesford and the Macedon Ranges	1,407	1,244	1,241	1,266	1,260	1,497	1,360	-0.3% p.a.	+1.8% p.a.	-9.2%	-3.3%
Gippsland	2,496	1,851	2,114	2,073	2,092	2,109	2,091	-1.6% p.a.	+2.5% p.a.	-0.9%	-16.2%
Lakes	571	420	405	556	425	597	459	-2.0% p.a.	+1.8% p.a.	-23.1%	-19.6%
Gippsland	3,067	2,271	2,520	2,628	2,517	2,706	2,550	-1.7% p.a.	+2.3% p.a.	-5.8%	-16.9%
Ballarat	1,696	1,169	1,137	1,270	1,634	1,547	1,359	-2.0% p.a.	+3.1% p.a.	-12.2%	-19.9%
Bendigo Loddon	2,303	1,561	1,655	1,641	2,196	1,852	2,028	-1.1% p.a.	+5.4% p.a.	+9.5%	-11.9%
Goldfields	3,998	2,730	2,792	2,911	3,830	3,399	3,387	-1.5% p.a.	+4.4% p.a.	-0.4%	-15.3%
Central Highlands	541	237	366	228	225	218	336	-4.2% p.a.	+7.2% p.a.	+54.1%	-37.9%
Western Grampians	603	392	332	280	315	479	258	-7.4% p.a.	-8.0% p.a.	-46.1%	-57.2%
Wimmera	267	<i>120</i>	<i>93</i>	<i>96</i>	<i>106</i>	<i>129</i>	<i>87</i>	<i>-9.7% p.a.</i>	<i>-6.2% p.a.</i>	<i>-32.6%</i>	<i>-67.4%</i>
Grampians	1,411	748	791	604	646	827	682	-6.4% p.a.	-1.8% p.a.	-17.5%	-51.7%
Geelong	3,193	2,183	2,728	2,482	3,007	2,768	2,966	-0.7% p.a.	+6.3% p.a.	+7.2%	-7.1%
Western	2,888	1,827	2,456	2,330	2,285	2,257	2,358	-1.8% p.a.	+5.2% p.a.	+4.5%	-18.4%
Great Ocean Road	6,081	4,010	5,185	4,812	5,293	5,025	5,324	-1.2% p.a.	+5.8% p.a.	+6.0%	-12.4%
Melbourne	13,598	11,423	11,700	11,580	13,251	14,718	14,292	+0.5% p.a.	+4.6% p.a.	-2.9%	+5.1%
Mornington Peninsula	3,821	2,860	3,278	3,179	3,087	3,137	3,314	-1.3% p.a.	+3.0% p.a.	+5.6%	-13.3%
Central Murray	904	586	761	770	629	717	798	-1.1% p.a.	+6.4% p.a.	+11.3%	-11.7%
Goulburn	1,540	1,193	1,063	1,424	1,114	1,301	1,390	-0.9% p.a.	+3.1% p.a.	+6.8%	-9.7%
Mallee	512	492	584	369	501	510	434	-1.5% p.a.	-2.5% p.a.	-14.9%	-15.2%
Murray East	289	<i>135</i>	<i>174</i>	222	239	226	<i>180</i>	<i>-4.2% p.a.</i>	<i>+5.9% p.a.</i>	<i>-20.4%</i>	<i>-37.7%</i>
Murray	3,245	2,407	2,583	2,785	2,483	2,754	2,802	-1.3% p.a.	+3.1% p.a.	+1.7%	-13.7%
Phillip Island	1,247	873	1,054	1,247	1,043	887	1,088	-1.2% p.a.	+4.5% p.a.	+22.7%	-12.8%
Victoria's High Country	1,633	1,001	1,046	874	1,123	1,166	1,280	-2.2% p.a.	+5.0% p.a.	+9.8%	-21.6%
Melbourne East	2,036	1,746	2,169	2,223	1,809	2,399	2,595	+2.2% p.a.	+8.2% p.a.	+8.2%	+27.5%
Upper Yarra	721	421	549	537	505	645	594	-1.7% p.a.	+7.1% p.a.	-7.9%	-17.6%
Yarra Valley and Dandenong Ranges	2,757	2,167	2,718	2,760	2,314	3,045	3,189	+1.3% p.a.	+8.0% p.a.	+4.7%	+15.7%

*denotes annual average growth

Please note: Estimates highlighted in *red italics* are subject to sampling variation and should be used with caution.

Note: There was a definitional change in 2010: Indigo is now included in the Victoria's High Country region (was previously in the Murray region); and Pyrenees is now included in the Grampians region (was previously in the Goldfields region). All back data has been adjusted to reflect this change.

Source: All figures are estimates based on *National Visitor Survey*, year ending September 2000-2011, Tourism Research Australia.

Produced by Tourism Victoria, Research Unit, December 2011