

# Domestic Visitor Estimates to Victoria's Sub-Regions

## Year ending September 2000-2011

### Summary Results

Key indicators of domestic visitation estimates to and within Victoria for the year ending September 2011 include:

- Domestic overnight visitor numbers to and within Victoria increased by 6.0% year-on-year to 16.6 million for the year ending September 2011. Nationally, estimated domestic overnight visitation increased by 4.2%, with key competitors New South Wales up 2.6% and Queensland up 5.5%.
- Over the period year ending September 2006 to 2011, domestic overnight visitor estimates to Victoria have declined (-0.9% p.a.), with declines at the national level (-0.7% p.a.) and New South Wales (-0.3% p.a.) however a marginal increase for Queensland (+0.1% p.a.).
- Domestic visitor night estimates to Victoria increased 2.3% year-on-year to 51.1 million nights for the year ending September 2011, ahead of changes for Queensland (-2.3%), and New South Wales (+1.5%) and the national average (+0.5%).
- Domestic overnight visitor estimates to regional Victoria increased by 5.4% year-on-year to 10.5 million visitors for the year ending September 2011. For the period year ending September 2006 to 2011, domestic overnight visitor estimates to regional Victoria have decreased by 1.5% per annum.
- Domestic visitor night estimates to regional Victoria increased by 3.9% year-on-year to an estimated 32.7 million nights for the year ending September 2011. For the period year ending September 2006 to 2011, domestic visitor night estimates to regional Victoria have decreased by 0.3% per annum.
- Overnight visitation increased from the previous year for seven of regional Victoria's ten campaign regions: Grampians (+33.9%), Daylesford and the Macedon Ranges (+32.0%), Victoria's High Country (+18.9%), Phillip Island (+17.7%), Mornington Peninsula (+5.8%), Gippsland (+1.7%) and the Murray (less than 0.1%).
- The following sub-regions had the highest domestic overnight visitation: Western (1.4 million), Victoria's High Country (1.1 million), Mornington Peninsula (942,000), Gippsland (871,000) and Geelong (836,000). The strongest year-on-year growth rates for the year ending September 2011 were experienced by Macedon (+68.8%), Wimmera (+53.2%), and Central Highlands (+49.5%), Upper Yarra (+26.0%), Victoria's High Country (+18.9%), Western Grampians (+18.7%), Phillip Island (+17.7%), Goulburn (+16.5%) and Spa Country (+13.4%).
- The following sub-regions had the highest domestic visitor nights: Western (4.4 million), Victoria's High Country (3.7 million), Mornington Peninsula (2.9 million), Gippsland (2.5 million), Geelong (2.2 million), Phillip Island (2.1 million), Lakes (2.1 million), Bendigo Loddon (2.0 million) and Mallee (2.0 million). The strongest year-on-year growth rates in domestic visitor nights for the year ending September 2011 were experienced by Victoria's High Country (+26.5%), Bendigo Loddon (+25.8%), Central Highlands (+18.7%), Ballarat (+16.5%), Phillip Island (+15.4%) and Goulburn (+14.9%).

# Domestic Visitor Estimates to Victoria's Sub-Regions

## Year ending September 2000-2011



Domestic Overnight Visitor Estimates to Victoria ('000)	Year ending September						AAG*	AAG*	% change	% change	
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11	00/11
<b>Total Victoria</b>	<b>17,293</b>	<b>17,379</b>	<b>17,207</b>	<b>17,177</b>	<b>15,911</b>	<b>15,693</b>	<b>16,642</b>	-0.3% p.a.	-0.9% p.a.	+6.0%	-3.8%
<b>Regional Victoria</b>	<b>11,803</b>	<b>11,304</b>	<b>11,211</b>	<b>11,216</b>	<b>10,101</b>	<b>9,958</b>	<b>10,492</b>	-1.1% p.a.	-1.5% p.a.	+5.4%	-11.1%
<b>Victoria's Campaign Regions and Sub-Regions</b>											
Macedon	172	169	186	203	156	112	189	+0.9% p.a.	+2.3% p.a.	+68.8%	+9.9%
Spa Country	244	241	234	302	167	217	246	+0.1% p.a.	+0.4% p.a.	+13.4%	+0.8%
<b>Daylesford and the Macedon Ranges</b>	<b>416</b>	<b>410</b>	<b>420</b>	<b>505</b>	<b>322</b>	<b>328</b>	<b>433</b>	<b>+0.4% p.a.</b>	<b>+1.1% p.a.</b>	<b>+32.0%</b>	<b>+4.1%</b>
Gippsland	965	1,071	960	914	802	864	871	-0.9% p.a.	-4.0% p.a.	+0.8%	-9.7%
Lakes	644	579	564	573	484	587	600	-0.6% p.a.	+0.7% p.a.	+2.2%	-6.8%
<b>Gippsland</b>	<b>1,578</b>	<b>1,618</b>	<b>1,496</b>	<b>1,459</b>	<b>1,254</b>	<b>1,433</b>	<b>1,458</b>	<b>-0.7% p.a.</b>	<b>-2.1% p.a.</b>	<b>+1.7%</b>	<b>-7.6%</b>
Ballarat	568	504	576	538	375	456	448	-2.1% p.a.	-2.3% p.a.	-1.8%	-21.1%
Bendigo Loddon	962	752	695	673	665	716	714	-2.7% p.a.	-1.0% p.a.	-0.3%	-25.8%
<b>Goldfields</b>	<b>1,503</b>	<b>1,247</b>	<b>1,262</b>	<b>1,203</b>	<b>1,035</b>	<b>1,160</b>	<b>1,156</b>	<b>-2.4% p.a.</b>	<b>-1.5% p.a.</b>	<b>-0.3%</b>	<b>-23.1%</b>
Central Highlands	413	312	264	226	304	188	281	-3.4% p.a.	-2.1% p.a.	+49.5%	-32.0%
Western Grampians	360	294	309	281	306	241	286	-2.1% p.a.	-0.6% p.a.	+18.7%	-20.6%
Wimmera	127	155	79	107	61	77	118	-0.7% p.a.	-5.3% p.a.	+53.2%	-7.1%
<b>Grampians</b>	<b>884</b>	<b>747</b>	<b>628</b>	<b>596</b>	<b>662</b>	<b>493</b>	<b>660</b>	<b>-2.6% p.a.</b>	<b>-2.4% p.a.</b>	<b>+33.9%</b>	<b>-25.3%</b>
Geelong	881	1,006	902	920	793	890	836	-0.5% p.a.	-3.6% p.a.	-6.1%	-5.1%
Western	1,703	1,429	1,775	1,603	1,456	1,449	1,425	-1.6% p.a.	-0.1% p.a.	-1.7%	-16.3%
<b>Great Ocean Road</b>	<b>2,529</b>	<b>2,382</b>	<b>2,644</b>	<b>2,497</b>	<b>2,195</b>	<b>2,283</b>	<b>2,231</b>	<b>-1.1% p.a.</b>	<b>-1.3% p.a.</b>	<b>-2.3%</b>	<b>-11.8%</b>
<b>Melbourne</b>	<b>5,960</b>	<b>6,586</b>	<b>6,451</b>	<b>6,565</b>	<b>6,308</b>	<b>6,267</b>	<b>6,602</b>	<b>+0.9% p.a.</b>	<b>+0.0% p.a.</b>	<b>+5.3%</b>	<b>+10.8%</b>
<b>Mornington Peninsula</b>	<b>1,099</b>	<b>1,014</b>	<b>1,104</b>	<b>1,162</b>	<b>1,128</b>	<b>890</b>	<b>942</b>	<b>-1.4% p.a.</b>	<b>-1.5% p.a.</b>	<b>+5.8%</b>	<b>-14.3%</b>
Central Murray	737	738	743	718	625	577	588	-2.0% p.a.	-4.4% p.a.	+1.9%	-20.2%
Goulburn	377	505	479	457	399	376	438	+1.4% p.a.	-2.8% p.a.	+16.5%	+16.2%
Mallee	762	671	593	590	550	622	609	-2.0% p.a.	-1.9% p.a.	-2.1%	-20.1%
Murray East	150	185	155	172	149	200	171	+1.2% p.a.	-1.6% p.a.	-14.5%	+14.0%
<b>Murray</b>	<b>1,967</b>	<b>2,027</b>	<b>1,934</b>	<b>1,890</b>	<b>1,661</b>	<b>1,731</b>	<b>1,731</b>	<b>-1.2% p.a.</b>	<b>-3.1% p.a.</b>	<b>+0.0%</b>	<b>-12.0%</b>
<b>Phillip Island</b>	<b>696</b>	<b>701</b>	<b>721</b>	<b>732</b>	<b>689</b>	<b>600</b>	<b>706</b>	<b>+0.1% p.a.</b>	<b>+0.1% p.a.</b>	<b>+17.7%</b>	<b>+1.4%</b>
<b>Victoria's High Country</b>	<b>1,194</b>	<b>1,107</b>	<b>950</b>	<b>1,010</b>	<b>1,058</b>	<b>947</b>	<b>1,126</b>	<b>-0.5% p.a.</b>	<b>+0.3% p.a.</b>	<b>+18.9%</b>	<b>-5.7%</b>
Melbourne East	259	334	372	398	399	429	382	+3.6% p.a.	+2.7% p.a.	-11.0%	+47.5%
Upper Yarra	252	268	256	201	206	127	160	-4.0% p.a.	-9.8% p.a.	+26.0%	-36.5%
<b>Yarra Valley and Dandenong Ranges</b>	<b>510</b>	<b>600</b>	<b>628</b>	<b>598</b>	<b>596</b>	<b>553</b>	<b>543</b>	<b>+0.6% p.a.</b>	<b>-2.0% p.a.</b>	<b>-1.8%</b>	<b>+6.5%</b>

\*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 the *National Visitor Survey*, year ending September 2000-2011, Tourism Research Australia

Produced by Tourism Victoria, Research Unit, December 2011

# Domestic Visitor Estimates to Victoria's Sub-Regions

## Year ending September 2000-2011



Domestic Visitor Night 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
<b>Total Victoria</b>	<b>52,108</b>	<b>52,878</b>	<b>52,836</b>	<b>52,719</b>	<b>49,415</b>	<b>49,976</b>	<b>51,130</b>	-0.2% p.a.	-0.7% p.a.	+2.3%	-1.9%
<b>Regional Victoria</b>	<b>34,108</b>	<b>33,243</b>	<b>34,336</b>	<b>33,422</b>	<b>31,087</b>	<b>31,459</b>	<b>32,675</b>	-0.4% p.a.	-0.3% p.a.	+3.9%	-4.2%
<b>Victoria's Campaign Regions and Sub-Regions</b>											
Macedon	<i>341</i>	<i>427</i>	<i>464</i>	540	<i>422</i>	<i>269</i>	<i>455</i>	+2.7% p.a.	+1.3% p.a.	+69.1%	+33.4%
Spa Country	536	503	540	743	<i>388</i>	<i>447</i>	616	+1.3% p.a.	+4.1% p.a.	+37.8%	+14.9%
<b>Daylesford and the Macedon Ranges</b>	<b>877</b>	<b>930</b>	<b>1,003</b>	<b>1,283</b>	<b>809</b>	<b>716</b>	<b>1,072</b>	+1.8% p.a.	+2.9% p.a.	+49.7%	+22.2%
Gippsland	2,606	2,841	2,780	2,603	2,197	2,599	2,480	-0.4% p.a.	-2.7% p.a.	-4.6%	-4.8%
Lakes	2,166	1,799	1,839	1,794	1,860	1,898	2,080	-0.4% p.a.	+2.9% p.a.	+9.6%	-4.0%
<b>Gippsland</b>	<b>4,772</b>	<b>4,639</b>	<b>4,619</b>	<b>4,397</b>	<b>4,056</b>	<b>4,497</b>	<b>4,560</b>	-0.4% p.a.	-0.3% p.a.	+1.4%	-4.4%
Ballarat	1,121	968	1,223	1,135	816	944	1,100	-0.2% p.a.	+2.6% p.a.	+16.5%	-1.9%
Bendigo Loddon	2,021	1,741	1,592	1,583	1,355	1,627	2,047	+0.1% p.a.	+3.3% p.a.	+25.8%	+1.3%
<b>Goldfields</b>	<b>3,142</b>	<b>2,709</b>	<b>2,815</b>	<b>2,719</b>	<b>2,171</b>	<b>2,571</b>	<b>3,147</b>	+0.0% p.a.	+3.0% p.a.	+22.4%	+0.2%
Central Highlands	1,040	830	1,246	541	712	557	661	-4.0% p.a.	-4.5% p.a.	+18.7%	-36.4%
Western Grampians	772	697	658	697	694	630	673	-1.2% p.a.	-0.7% p.a.	+6.8%	-12.8%
Wimmera	<i>244</i>	<i>430</i>	<i>201</i>	<i>202</i>	<i>123</i>	<i>261</i>	<i>269</i>	+0.9% p.a.	-9.0% p.a.	+3.1%	+10.2%
<b>Grampians</b>	<b>2,056</b>	<b>1,957</b>	<b>2,104</b>	<b>1,440</b>	<b>1,528</b>	<b>1,448</b>	<b>1,603</b>	-2.2% p.a.	-3.9% p.a.	+10.7%	-22.0%
Geelong	2,254	2,568	2,839	2,402	2,284	3,122	2,203	-0.2% p.a.	-3.0% p.a.	-29.4%	-2.3%
Western	4,893	4,387	5,297	4,767	4,392	4,583	4,376	-1.0% p.a.	-0.1% p.a.	-4.5%	-10.6%
<b>Great Ocean Road</b>	<b>7,148</b>	<b>6,955</b>	<b>8,136</b>	<b>7,169</b>	<b>6,675</b>	<b>7,705</b>	<b>6,579</b>	-0.8% p.a.	-1.1% p.a.	-14.6%	-8.0%
<b>Melbourne</b>	<b>18,001</b>	<b>19,635</b>	<b>18,501</b>	<b>19,296</b>	<b>18,328</b>	<b>18,516</b>	<b>18,455</b>	+0.2% p.a.	-1.2% p.a.	-0.3%	+2.5%
<b>Mornington Peninsula</b>	<b>3,191</b>	<b>2,703</b>	<b>3,381</b>	<b>4,133</b>	<b>3,473</b>	<b>2,668</b>	<b>2,888</b>	-0.9% p.a.	+1.3% p.a.	+8.2%	-9.5%
Central Murray	1,918	2,214	2,021	2,181	2,041	1,791	1,611	-1.6% p.a.	-6.2% p.a.	-10.1%	-16.0%
Goulburn	863	1,390	1,178	1,070	990	990	1,138	+2.5% p.a.	-3.9% p.a.	+14.9%	+31.9%
Mallee	2,432	1,995	2,004	1,806	1,957	2,279	2,037	-1.6% p.a.	+0.4% p.a.	-10.6%	-16.2%
Murray East	<i>451</i>	508	<i>415</i>	<i>428</i>	<i>465</i>	611	672	+3.7% p.a.	+5.8% p.a.	+10.0%	+49.0%
<b>Murray</b>	<b>5,664</b>	<b>6,107</b>	<b>5,617</b>	<b>5,484</b>	<b>5,453</b>	<b>5,671</b>	<b>5,458</b>	-0.3% p.a.	-2.2% p.a.	-3.8%	-3.6%
<b>Phillip Island</b>	<b>1,868</b>	<b>2,159</b>	<b>2,202</b>	<b>2,235</b>	<b>2,111</b>	<b>1,829</b>	<b>2,111</b>	+1.1% p.a.	-0.4% p.a.	+15.4%	+13.0%
<b>Victoria's High Country</b>	<b>3,668</b>	<b>3,303</b>	<b>2,992</b>	<b>2,828</b>	<b>3,180</b>	<b>2,899</b>	<b>3,666</b>	-0.0% p.a.	+2.1% p.a.	+26.5%	-0.1%
Melbourne East	546	963	855	1,069	935	1,001	1,030	+5.9% p.a.	+1.4% p.a.	+2.9%	+88.6%
Upper Yarra	664	655	574	<i>472</i>	540	<i>307</i>	516	-2.3% p.a.	-4.7% p.a.	+68.1%	-22.3%
<b>Yarra Valley and Dandenong Ranges</b>	<b>1,210</b>	<b>1,617</b>	<b>1,429</b>	<b>1,541</b>	<b>1,474</b>	<b>1,308</b>	<b>1,546</b>	+2.3% p.a.	-0.9% p.a.	+18.2%	+27.8%

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