

Domestic Visitor Estimates to Victoria

Year ending June 2000-2014

Tourism Victoria

IMPORTANT NOTE: CHANGES TO THE NATIONAL VISITOR SURVEY METHODOLOGY & SERIES BREAK

The National Visitor Survey methodology has changed to include interviews on mobile phones as well as landlines as of January 2014 to accommodate the growing incidence of households without landlines, particularly among younger segments of the population.

The inclusion of mobile phones in the survey has resulted in **a break in the time series**, as respondents interviewed on mobile phones differ in their travel behaviour. Specifically, mobile phone respondents:

- Reported more domestic overnight trips, daytrips, and outbound trips
- Had a shorter average length of stay
- Had a lower per trip expenditure for overnight trips, but a higher per night expenditure
- Have higher rates of overnight Visiting Friends and/or Relatives (VFR) and Business travel
- Have higher rates of intrastate overnight travel

Comparisons of 2014 results with previous years should be undertaken with caution due to these behavioural differences.

The implications of the methodology change will become clearer as more quarters of data become available. It is important to note that the extent of the impact on results may differ for individual destinations due to differing underlying visitor profiles (e.g. regions that attract younger vs older visitors).

The changes to the methodology are expected to improve the accuracy of the survey and reduce variability, as the sample of respondents interviewed will more closely match the population.

Further changes may have also impacted results, including the revision of population estimates following the Australian Bureau of Statistics 2011 Census and re-based Estimated Resident Population (used to weight survey results).

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000-2014, Tourism Research Australia, Canberra.
Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.
Fact sheet produced by Tourism Victoria Research Unit, September 2014.



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SUMMARY RESULTS

Key indicators of domestic visitation estimates to and within Victoria for the year ending June 2014 include:

- Domestic overnight visitor numbers to and within Victoria increased (+9.5%) year-on-year to 19.6 million for the year ending June 2014. Nationally, domestic overnight visitation increased by 5.1%, with key competitors New South Wales up 6.1% and Queensland up 0.6%.
- Over the period year ending June 2010 to 2014, domestic overnight visitor estimates to Victoria increased by 4.5% per annum, above increases at the national level (+3.8% p.a.), for New South Wales (+3.4% p.a.) and Queensland (+2.9% p.a.).
- Domestic visitor night estimates to Victoria increased 6.8% year-on-year to 60.0 million nights for the year ending June 2014, compared to smaller increases for the national average (+3.1%), New South Wales (+2.7%) and Queensland (+1.1%).
- Domestic overnight visitor estimates to Melbourne increased 7.1% year-on-year to 7.5 million visitors for the year ending June 2014. For the period year ending June 2010 to 2014, domestic overnight visitor estimates to Melbourne increased by 3.9% per annum.
- Domestic visitor night estimates to Melbourne decreased by 1.1% year-on-year to 21.0 million nights for the year ending June 2014. For the period year ending June 2010 to 2014, domestic visitor night estimates to Melbourne have increased by 2.8% per annum.
- Domestic overnight visitor estimates to regional Victoria increased by 11.7% year-on-year to 12.7 million visitors for the year ending June 2014. For the period year ending June 2010 to 2014, domestic overnight visitor estimates to regional Victoria increased by 4.7% per annum.
- Domestic visitor night estimates to regional Victoria increased by 10.2% year-on-year to an estimated 39.0 million nights for the year ending June 2014. For the period year ending June 2010 to 2014, domestic visitor night estimates to regional Victoria increased by 4.2% per annum.
- Overnight visitation increased year-on-year for nine of regional Victoria's ten campaign regions: Daylesford and the Macedon Ranges (+33.4%), Great Ocean Road (+22.7%), Mornington Peninsula (+22.4%), Phillip Island (+13.5%), Goldfields (+10.4%), the Murray (+9.2%), Yarra Valley and Dandenong Ranges (+6.6%), Grampians (+4.3%) and Gippsland (+3.5%). Visitors to Victoria's High Country declined marginally (-0.2%).
- Domestic daytrip visitation to and within Victoria decreased by 1.2% year-on-year to 43.3 million daytrips for the year ending June 2014, similar to the decline nationally (-1.6%). In comparison, Queensland experienced a sharp decline (-10.3% to 34.7 million), while New South increased (+2.4% to 52.8 million).
- Over the period year ending June 2010 to 2014, domestic daytrip visitation to and within Victoria increased at an annual average rate of 1.7%, in line with growth at the national level (+1.6% p.a.), ahead of New South Wales (+1.3% p.a.) and Queensland (+0.2% p.a.).
- Daytrip visitation increased year-on-year for five of regional Victoria's ten campaign regions: Grampians (+73.5%), Victoria's High Country (+29.1%), Yarra Valley and Dandenong Ranges (+12.1%), Great Ocean Road (+6.8%), and Murray (+2.3%).

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Domestic Visitor Estimates to Victoria: Year ending June 2000-2014

DOMESTIC OVERNIGHT VISITOR ESTIMATES

Domestic Overnight Visitor Estimates in Victoria ('000)	Year ending June								AAG*	AAG	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	16,976	17,614	16,293	16,483	17,068	17,929	17,935	19,635	+1.0% p.a.	+4.5% p.a.	+9.5%
Regional Victoria	11,690	11,513	10,296	10,566	10,822	11,590	11,375	12,701	+0.6% p.a.	+4.7% p.a.	+11.7%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	415	479	382	325	478	467	395	527	+1.7% p.a.	+12.8% p.a.	+33.4%
Gippsland	1,536	1,490	1,327	1,493	1,491	1,441	1,600	1,656	+0.5% p.a.	+2.6% p.a.	+3.5%
Goldfields	1,486	1,194	1,031	1,229	1,177	1,471	1,274	1,407	-0.4% p.a.	+3.4% p.a.	+10.4%
Grampians	876	627	639	589	614	651	760	793	-0.7% p.a.	+7.7% p.a.	+4.3%
Great Ocean Road	2,473	2,679	2,164	2,404	2,399	2,491	2,363	2,900	+1.1% p.a.	+4.8% p.a.	+22.7%
Melbourne	5,764	6,666	6,487	6,470	6,723	6,854	7,050	7,548	+1.9% p.a.	+3.9% p.a.	+7.1%
Mornington Peninsula	1,087	1,146	1,144	956	992	1,186	1,117	1,367	+1.7% p.a.	+9.4% p.a.	+22.4%
Murray	2,020	1,912	1,663	1,717	1,737	1,759	1,825	1,993	-0.1% p.a.	+3.8% p.a.	+9.2%
Phillip Island	668	788	698	670	715	777	731	830	+1.6% p.a.	+5.5% p.a.	+13.5%
Victoria's High Country	1,155	1,056	1,102	1,138	1,141	1,242	1,139	1,137	-0.1% p.a.	-0.0% p.a.	-0.2%
Yarra Valley and Dandenong Ranges	532	600	617	568	571	642	663	707	+2.1% p.a.	+5.6% p.a.	+6.6%

Domestic Overnight Visitor - Australians who undertake an overnight trip are referred to as overnight visitors. Overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home.

*AAG - Annual Average Growth

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000-2014, Tourism Research Australia, Canberra.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

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Domestic Visitor Estimates to Victoria: Year ending June 2000-2014

DOMESTIC VISITOR NIGHT ESTIMATES

Domestic Visitor Night Estimates in Victoria ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	51,911	53,357	50,490	51,865	52,114	54,129	56,121	59,961	+1.0% p.a.	+3.7% p.a.	+6.8%
Regional Victoria	34,057	34,036	31,278	33,077	32,991	35,052	35,375	38,978	+1.0% p.a.	+4.2% p.a.	+10.2%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	858	1,227	928	726	1,191	1,120	939	1,092	+1.7% p.a.	+10.7% p.a.	+16.3%
Gippsland	4,542	4,613	3,907	4,838	4,658	4,224	4,996	4,891	+0.5% p.a.	+0.3% p.a.	-2.1%
Goldfields	3,131	2,582	2,283	2,631	2,829	3,630	2,826	2,907	-0.5% p.a.	+2.5% p.a.	+2.9%
Grampians	2,027	1,503	1,504	1,606	1,661	1,599	2,061	2,145	+0.4% p.a.	+7.5% p.a.	+4.1%
Great Ocean Road	7,225	7,615	6,516	7,991	6,992	7,476	7,168	9,588	+2.0% p.a.	+4.7% p.a.	+33.8%
Melbourne	17,854	19,321	19,211	18,788	19,124	19,077	20,746	20,982	+1.2% p.a.	+2.8% p.a.	+1.1%
Mornington Peninsula	3,135	4,021	3,497	2,935	2,944	3,702	3,659	4,350	+2.4% p.a.	+10.3% p.a.	+18.9%
Murray	5,962	5,461	5,390	5,623	5,261	5,640	5,451	5,887	-0.1% p.a.	+1.2% p.a.	+8.0%
Phillip Island	1,825	2,379	2,156	2,030	2,124	2,184	2,949	2,673	+2.8% p.a.	+7.1% p.a.	-9.4%
Victoria's High Country	3,709	2,957	3,412	3,271	3,650	3,863	3,582	3,445	-0.5% p.a.	+1.3% p.a.	-3.8%
Yarra Valley and Dandenong Ranges	1,295	1,527	1,520	1,350	1,675	1,494	1,722	1,863	+2.6% p.a.	+8.4% p.a.	+8.2%

Domestic Visitor Night - Nights spent away from an overnight visitor's usual place of residence and within Australia, at a place at least 40 kilometres from home.

*AAG - Annual Average Growth

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000-2014, Tourism Research Australia, Canberra.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

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Domestic Visitor Estimates to Victoria: Year ending June 2000-2014

INTERSTATE OVERNIGHT VISITOR ESTIMATES

Interstate Overnight Visitor Estimates to Victoria ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	4,516	5,457	5,500	5,344	5,650	5,454	5,848	6,175	+2.3% p.a.	+3.7% p.a.	+5.6%
Regional Victoria	1,529	1,761	1,719	1,712	1,695	1,757	1,787	1,959	+1.8% p.a.	+3.4% p.a.	+9.6%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	-	-	66	-	59	63	62	61	-	-	-1.6%
Gippsland	181	188	192	175	178	235	193	207	+1.0% p.a.	+4.3% p.a.	+7.3%
Goldfields	265	202	182	236	262	267	237	295	+0.8% p.a.	+5.7% p.a.	+24.5%
Grampians	197	153	144	161	127	149	147	172	-1.0% p.a.	+1.7% p.a.	+17.0%
Great Ocean Road	327	360	346	394	335	346	356	400	+1.4% p.a.	+0.4% p.a.	+12.4%
Melbourne	3,374	4,139	4,169	4,091	4,326	4,130	4,478	4,687	+2.4% p.a.	+3.5% p.a.	+4.7%
Mornington Peninsula	58	169	200	117	154	153	132	185	+8.6% p.a.	+12.1% p.a.	+40.2%
Murray	516	512	443	443	421	433	502	524	+0.1% p.a.	+4.3% p.a.	+4.4%
Phillip Island	58	62	72	54	77	-	56	78	+2.1% p.a.	+9.6% p.a.	+39.3%
Victoria's High Country	228	258	247	291	204	288	241	245	+0.5% p.a.	-4.2% p.a.	+1.7%
Yarra Valley and Dandenong Ranges	-	89	122	107	148	116	146	163	-	+11.1% p.a.	+11.6%

Interstate Overnight Visitor - A person is an interstate visitor when they visit a state or territory other than that in which they reside. The trip must be to a place at least 40 kilometres from home.

*AAG - Annual Average Growth

'-' denotes unreliable estimates falling below publication thresholds

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INTERSTATE VISITOR NIGHT ESTIMATES

Interstate Visitor Night Estimates in Victoria ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	19,150	21,878	21,967	22,094	21,868	21,566	23,778	24,342	+1.7% p.a.	+2.5% p.a.	+2.4%
Regional Victoria	6,382	7,635	7,647	7,973	7,073	7,920	7,494	8,844	+2.4% p.a.	+2.6% p.a.	+18.0%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	-	-	-	-	-	-	-	-	-	-	-
Gippsland	607	807	635	887	635	940	886	719	+1.2% p.a.	-5.1% p.a.	-18.8%
Goldfields	650	582	555	640	958	1,021	855	856	+2.0% p.a.	+7.5% p.a.	+0.1%
Grampians	-	-	-	611	-	-	-	672	-	+2.4% p.a.	-
Great Ocean Road	1,334	1,504	1,381	2,004	1,212	1,322	1,231	1,776	+2.1% p.a.	-3.0% p.a.	+44.3%
Melbourne	12,768	14,243	14,319	14,121	14,795	13,647	16,283	15,497	+1.4% p.a.	+2.4% p.a.	-4.8%
Mornington Peninsula	-	990	887	-	617	747	580	767	-	-	+32.2%
Murray	1,492	1,565	1,610	1,623	1,485	1,443	1,492	1,984	+2.1% p.a.	+5.1% p.a.	+33.0%
Phillip Island	-	-	-	-	-	-	-	-	-	-	-
Victoria's High Country	863	875	999	1,028	721	1,147	863	800	-0.5% p.a.	-6.1% p.a.	-7.3%
Yarra Valley and Dandenong Ranges	-	-	510	-	519	-	616	658	-	-	+6.8%

Interstate Visitor Night - Any night spent in a state or territory other than that in which the visitor resides. The trip must be to a place at least 40 kilometres from home.

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INTRASTATE OVERNIGHT VISITOR ESTIMATES

Intrastate Overnight Visitor Estimates to Victoria ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	12,460	12,157	10,793	11,139	11,419	12,475	12,087	13,461	+0.6% p.a.	+4.8% p.a.	+11.4%
Regional Victoria	10,162	9,752	8,577	8,853	9,126	9,833	9,588	10,742	+0.4% p.a.	+5.0% p.a.	+12.0%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	374	432	316	286	419	404	333	466	+1.6% p.a.	+13.0% p.a.	+39.9%
Gippsland	1,355	1,301	1,135	1,318	1,313	1,206	1,408	1,450	+0.5% p.a.	+2.4% p.a.	+3.0%
Goldfields	1,221	992	849	993	915	1,203	1,037	1,113	-0.7% p.a.	+2.9% p.a.	+7.3%
Grampians	679	473	495	428	487	502	613	621	-0.6% p.a.	+9.8% p.a.	+1.3%
Great Ocean Road	2,146	2,319	1,818	2,010	2,064	2,144	2,008	2,500	+1.1% p.a.	+5.6% p.a.	+24.5%
Melbourne	2,390	2,527	2,318	2,379	2,398	2,724	2,572	2,861	+1.3% p.a.	+4.7% p.a.	+11.2%
Mornington Peninsula	1,029	976	943	840	837	1,033	984	1,182	+1.0% p.a.	+8.9% p.a.	+20.1%
Murray	1,504	1,400	1,220	1,274	1,316	1,326	1,324	1,469	-0.2% p.a.	+3.6% p.a.	+11.0%
Phillip Island	610	726	626	616	639	732	674	752	+1.5% p.a.	+5.1% p.a.	+11.6%
Victoria's High Country	927	797	855	848	938	954	898	892	-0.3% p.a.	+1.3% p.a.	-0.7%
Yarra Valley and Dandenong Ranges	488	511	495	461	423	526	517	544	+0.8% p.a.	+4.2% p.a.	+5.2%

Intrastate Overnight Visitor - A person is an intrastate visitor when they visit a location in the state or territory in which they reside. The trip must be to a place at least 40 kilometres from home.

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INTRASTATE VISITOR NIGHT ESTIMATES

Intrastate Visitor Night Estimates to Victoria ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	32,761	31,478	28,523	29,771	30,246	32,562	32,343	35,619	+0.6% p.a.	+4.6% p.a.	+10.1%
Regional Victoria	27,675	26,400	23,631	25,104	25,918	27,132	27,881	30,134	+0.6% p.a.	+4.7% p.a.	+8.1%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	687	995	657	609	986	827	677	956	+2.4% p.a.	+11.9% p.a.	+41.2%
Gippsland	3,935	3,805	3,272	3,951	4,023	3,284	4,110	4,171	+0.4% p.a.	+1.4% p.a.	+1.5%
Goldfields	2,481	2,000	1,728	1,991	1,871	2,609	1,972	2,050	-1.4% p.a.	+0.7% p.a.	+4.0%
Grampians	1,535	1,115	1,083	996	1,246	1,198	1,610	1,473	-0.3% p.a.	+10.3% p.a.	-8.5%
Great Ocean Road	5,891	6,111	5,135	5,988	5,780	6,155	5,936	7,812	+2.0% p.a.	+6.9% p.a.	+31.6%
Melbourne	5,086	5,078	4,892	4,667	4,328	5,430	4,462	5,485	+0.5% p.a.	+4.1% p.a.	+22.9%
Mornington Peninsula	2,908	3,031	2,610	2,455	2,328	2,955	3,079	3,583	+1.5% p.a.	+9.9% p.a.	+16.4%
Murray	4,470	3,896	3,781	4,000	3,775	4,197	3,959	3,903	-1.0% p.a.	-0.6% p.a.	-1.4%
Phillip Island	1,648	2,185	1,875	1,888	1,823	2,018	2,706	2,291	+2.4% p.a.	+5.0% p.a.	-15.3%
Victoria's High Country	2,846	2,082	2,413	2,243	2,929	2,717	2,719	2,645	-0.5% p.a.	+4.2% p.a.	-2.7%
Yarra Valley and Dandenong Ranges	1,140	1,144	1,011	977	1,156	1,073	1,106	1,205	+0.4% p.a.	+5.4% p.a.	+9.0%

Intrastate Visitor Night - Any night spent in the same state or territory the traveller lives in. The trip must be to a place at least 40 kilometres from home.

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DOMESTIC DAYTRIP VISITOR ESTIMATES

Domestic Daytrip Estimates ('000)	Year ending June								AAG*	AAG*	% change
	2000	2008	2009	2010	2011	2012	2013	2014	00/14	10/14	13/14
Total Victoria	43,563	35,412	37,526	40,409	40,520	44,123	43,830	43,285	-0.0% p.a.	+1.7% p.a.	-1.2%
Regional Victoria	28,965	23,555	24,159	25,488	25,168	28,672	26,760	27,316	-0.4% p.a.	+1.7% p.a.	+2.1%
Victoria's Campaign Regions											
Daylesford and the Macedon Ranges	1,391	1,218	1,297	1,611	1,423	1,713	1,610	1,514	+0.6% p.a.	-1.5% p.a.	-6.0%
Gippsland	2,996	2,674	2,768	2,527	2,737	3,084	2,801	2,681	-0.8% p.a.	+1.5% p.a.	-4.3%
Goldfields	4,036	2,905	3,651	3,521	3,537	4,081	3,903	3,452	-1.1% p.a.	-0.5% p.a.	-11.6%
Grampians	1,557	761	624	896	616	1,005	635	1,102	-2.4% p.a.	+5.3% p.a.	+73.5%
Great Ocean Road	6,291	4,947	5,477	5,272	5,296	5,542	5,147	5,496	-1.0% p.a.	+1.0% p.a.	+6.8%
Melbourne	14,599	11,857	13,367	14,921	15,352	15,451	17,070	15,968	+0.6% p.a.	+1.7% p.a.	-6.5%
Mornington Peninsula	3,765	3,401	3,163	3,526	3,108	4,050	4,125	3,779	+0.0% p.a.	+1.7% p.a.	-8.4%
Murray	3,153	2,584	2,472	2,750	2,751	2,909	2,864	2,930	-0.5% p.a.	+1.6% p.a.	+2.3%
Phillip Island	1,131	1,307	1,069	945	1,074	1,064	1,321	1,266	+0.8% p.a.	+7.6% p.a.	-4.2%
Victoria's High Country	1,525	1,005	1,100	1,430	1,267	1,555	1,247	1,610	+0.4% p.a.	+3.0% p.a.	+29.1%
Yarra Valley and Dandenong Ranges	3,090	2,742	2,486	2,979	3,358	3,665	3,107	3,482	+0.9% p.a.	+4.0% p.a.	+12.1%

Domestic Daytrip - Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

*AAG - Annual Average Growth

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000-2014, Tourism Research Australia, Canberra.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

For further information please refer to our summary of Research sources, definitions and methodologies document found here: <http://www.tourism.vic.gov.au/research.html>

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