

Domestic Tourism Expenditure in Victoria

Year ending December 2000-2010



Summary Results

- Total domestic tourism expenditure in Victoria experienced a slight increase of 0.1% year-on-year to reach \$12.1 billion in the year ending December 2010. In regional Victoria, total domestic tourism expenditure experienced an increase of 0.4% reach \$6.0 billion in 2010.
- Total domestic tourism expenditure in Victoria experienced an average annual increase of 1.7% for the period 2000-2010, and in regional Victoria an average annual increase of 1.8%.
- Compared to 2009, overnight visitor expenditure in Melbourne increased by 1.5% to \$4.7 billion in the year ending December 2010. Daytrip visitor expenditure decreased by 5.1% in Melbourne year-on-year to reach \$1.5 billion in December 2010. Overnight visitor expenditure in Melbourne experienced an average annual increase of 1.9% over the 2000-2010 period, while daytrip visitor expenditure in Melbourne increased at an annual average rate of 0.8%.
- Overnight visitor expenditure in regional Victoria experienced an average annual increase of 2.6% over the 2000-2010 period, while daytrip visitor expenditure in regional Victoria increased at an annual average rate of 0.5%. Compared to 2009, overnight visitor expenditure in regional Victoria increased by 4.1% in 2010 to reach \$4.0 billion. Daytrip visitor expenditure decreased by 6.1% in regional Victoria from 2009 to 2010 to reach \$2.0 billion.
- Of Victoria's campaign regions (excluding Melbourne), the Great Ocean Road, Victoria's High Country and Goldfields regions received the highest levels of domestic tourism expenditure in 2010, with combined overnight and daytrip visitors spending a total of \$1.4 billion, \$660 million and \$629 million respectively. Victoria's High Country (+11.1%) was the only region to experience growth for the year ending December 2010 compared to the previous year.
- The Great Ocean Road, Murray and Victoria's High Country regions received the highest levels of expenditure by domestic overnight visitors in 2010, with visitors spending \$1.0 billion, \$646 million and \$548 million respectively. Victoria's High Country (+18.4%), Phillip Island (+11.0%) and the Murray (+8.9%) regions experienced the strongest growth for the year ending December 2010 compared to the previous year.
- The Great Ocean Road (\$425 million) and Goldfields (\$327 million) regions experienced the highest levels of expenditure by domestic daytrip visitors in 2010. Yarra Valley and Dandenong Ranges (+32.4%) and Mornington Peninsula (+2.7%) were the only regions to experience growth for the year ending December 2010 compared to the previous year.

Note that not all regions had expenditure figures that were above publishable threshold.

Domestic Tourism Expenditure in Victoria

Year ending December 2000-2010

Total Domestic Tourism Expenditure in Victoria

| Nominal Expenditure by Domestic Visitors in Victoria | Total Expenditure | | | | |
|--|-------------------|--------------|--------------|-------------------|---------------|
| | (\$ million) | | | AAG* | Yearly Change |
| | 2000 | 2009 | 2010 | 2000-2010 | 2009-10 |
| Year Ending December | | | | | |
| Total Victoria | 10,219 | 12,134 | 12,143 | +1.7% p.a. | 0.1% |
| Regional Victoria | 5,007 | 5,983 | 6,005 | +1.8% p.a. | 0.4% |
| Victoria's Campaign Regions | | | | | |
| Daylesford & the Macedon Ranges | np | np | 213 | np | np |
| Gippsland | np | np | np | np | np |
| Goldfields | 620 | 659 | 629 | +0.1% p.a. | -4.6% |
| Grampians | np | np | np | np | np |
| Great Ocean Road | np | 1,496 | 1,438 | np | -3.9% |
| Melbourne | 5,212 | 6,151 | 6,138 | +1.6% p.a. | -0.2% |
| Mornington Peninsula | np | 586 | 560 | np | -4.4% |
| Murray | np | np | np | np | np |
| Phillip Island | 217 | 332 | 312 | +3.7% p.a. | -6.0% |
| Victoria's High Country | 477 | 594 | 660 | +3.3% p.a. | 11.1% |
| Yarra Valley and Dandenong Ranges | np | 344 | np | np | np |

*Average Annual Growth

Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years 2000 to 2010.

Domestic Tourism Expenditure in Victoria

Year ending December 2000-2010



Domestic Overnight Visitor Expenditure in Victoria

| Nominal Expenditure by Domestic Overnight Visitors in Victoria Year Ending December | Total Expenditure | | | | | Per Night Expenditure | | | Per Visitor Expenditure | | |
|--|-------------------|--------------|--------------|-------------------|---------------|-----------------------|------------|------------|-------------------------|------------|------------|
| | (\$ million) | | | AAG* | Yearly Change | (\$) | | | (\$) | | |
| | 2000 | 2009 | 2010 | 2000-10 | 2009-10 | 2000 | 2009 | 2010 | 2000 | 2009 | 2010 |
| Total Victoria | 6,907 | 8,396 | 8,619 | +2.2% p.a. | 2.7% | 128 | 170 | 174 | 384 | 533 | 545 |
| Regional Victoria | 3,061 | 3,803 | 3,959 | +2.6% p.a. | 4.1% | 87 | 121 | 127 | 251 | 379 | 395 |
| Victoria's Campaign Regions | | | | | | | | | | | |
| Daylesford & the Macedon Ranges | 97 | np | 118 | +2.0% p.a. | np | 94 | np | 129 | 216 | np | 303 |
| Gippsland | 336 | 344 | np | np | np | 65 | 81 | np | 200 | 271 | np |
| Goldfields | 331 | 290 | 302 | -0.9% p.a. | 4.1% | 102 | 130 | 118 | 214 | 276 | 263 |
| Grampians | np | np | np | np | np | np | np | np | np | np | np |
| Great Ocean Road | np | 1,030 | 1,013 | np | -1.7% | np | 146 | 140 | np | 464 | 460 |
| Melbourne | 3,846 | 4,593 | 4,660 | +1.9% p.a. | 1.5% | 205 | 254 | 256 | 617 | 734 | 744 |
| Mornington Peninsula | 209 | 366 | 334 | +4.8% p.a. | -8.7% | 62 | 109 | 125 | 186 | 333 | 382 |
| Murray | np | 593 | 646 | np | 8.9% | np | 106 | 114 | np | 352 | 372 |
| Phillip Island | 124 | 218 | 242 | +6.9% p.a. | 11.0% | 63 | 116 | 117 | 163 | 332 | 379 |
| Victoria's High Country | 356 | 463 | 548 | +4.4% p.a. | 18.4% | 105 | 147 | 182 | 310 | 426 | 558 |
| Yarra Valley and Dandenong Ranges | np | 174 | np | np | np | np | 120 | np | np | 293 | np |

*Average Annual Growth

Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years 2000 to 2010.

Domestic Tourism Expenditure in Victoria

Year ending December 2000-2010

Domestic Daytrip Expenditure in Victoria

| Nominal Expenditure by Domestic Day Visitors in Victoria | Total Expenditure | | | | | Per Visit Daytrip | | |
|---|----------------------|--------------|--------------|-------------------|------------------|-------------------|------------|------------|
| | (\$ million) | | | AAG* | Yearly Change | (\$) | | |
| | Year Ending December | 2000 | 2009 | 2010 | 2000-10 | 2009-10 | 2000 | 2009 |
| Total Victoria | 3,312 | 3,738 | 3,524 | +0.6% p.a. | -5.7% | 77 | 99 | 91 |
| Regional Victoria | 1,946 | 2,180 | 2,046 | +0.5% p.a. | -6.1% | 67 | 91 | 84 |
| Victoria's Campaign Regions | | | | | | | | |
| Daylesford & the Macedon Ranges | np | 114 | 95 | np | -16.7% | np | 82 | 68 |
| Gippsland | np | np | 257 | np | np | np | np | 93 |
| Goldfields | 289 | 369 | 327 | +1.2% p.a. | -11.4% | 74 | 102 | 93 |
| Grampians | np | np | np | np | np | np | np | np |
| Great Ocean Road | 427 | 466 | 425 | -0.0% p.a. | -8.8% | 71 | 87 | 88 |
| Melbourne | 1,366 | 1,558 | 1,478 | +0.8% p.a. | -5.1% | 100 | 112 | 103 |
| Mornington Peninsula | np | 220 | 226 | np | 2.7% | np | 66 | 79 |
| Murray | np | np | np | np | np | np | np | np |
| Phillip Island | 93 | 114 | 70 | -2.8% p.a. | -38.6% | 73 | 105 | 83 |
| Victoria's High Country | 121 | 131 | 112 | -0.8% p.a. | -14.5% | 72 | 116 | 101 |
| Yarra Valley and Dandenong Ranges | np | 170 | 225 | np | 32.4% | np | 72 | 70 |

*Average Annual Growth

Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years 2000 to 2010.

Note that each year Tourism Research Australia models all calendar-year regional data (including historical data). Therefore slight variations in expenditure can occur between this factsheet and previously released factsheets.