

Domestic Visitor Estimates to Victoria

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 Melbourne increased 5.3% year-on-year to 6.6 million visitors for the year ending September 2011. For the period year ending September 2006 to 2011, domestic overnight visitor estimates to Melbourne have increased by less than 0.1% per annum.
- Domestic visitor night estimates to Melbourne decreased by 0.3% year-on-year to 18.5 million nights for the year ending September 2011. For the period year ending September 2006 to 2011, domestic visitor night estimates to Melbourne have declined by 1.2% per annum.
- 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%).
- Domestic daytrip visitation to and within Victoria increased by 0.3% year-on-year to 39.3 million daytrips for the year ending September 2011. This compares with 0.8% growth nationally, and key competitors New South Wales (+1.5%) and Queensland (-0.9%).
- Over the period year ending September 2006 to 2011, domestic daytrip visitation to and within Victoria has increased at an annual average rate of 4.3%, above growth for the national average (+2.8% p.a.) and for key competitors New South Wales (+2.9% p.a.) and Queensland +3.6% p.a.).

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Domestic Overnight Visitor Estimates

Domestic Overnight Visitor Estimates in Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	17,293	17,379	17,207	17,177	15,911	15,693	16,642	-0.3% p.a.	-0.9% p.a.	+6.0%
Regional Victoria	11,803	11,304	11,211	11,216	10,101	9,958	10,492	-1.1% p.a.	-1.5% p.a.	+5.4%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	416	410	420	505	322	328	433	+0.4% p.a.	+1.1% p.a.	+32.0%
Gippsland	1,578	1,618	1,496	1,459	1,254	1,433	1,458	-0.7% p.a.	-2.1% p.a.	+1.7%
Goldfields	1,503	1,247	1,262	1,203	1,035	1,160	1,156	-2.4% p.a.	-1.5% p.a.	-0.3%
Grampians	884	747	628	596	662	493	660	-2.6% p.a.	-2.4% p.a.	+33.9%
Great Ocean Road	2,529	2,382	2,644	2,497	2,195	2,283	2,231	-1.1% p.a.	-1.3% p.a.	-2.3%
Melbourne	5,960	6,586	6,451	6,565	6,308	6,267	6,602	+0.9% p.a.	+0.0% p.a.	+5.3%
Mornington Peninsula	1,099	1,014	1,104	1,162	1,128	890	942	-1.4% p.a.	-1.5% p.a.	+5.8%
Murray	1,967	2,027	1,934	1,890	1,661	1,731	1,731	-1.2% p.a.	-3.1% p.a.	+0.0%
Phillip Island	696	701	721	732	689	600	706	+0.1% p.a.	+0.1% p.a.	+17.7%
Victoria's High Country	1,194	1,107	950	1,010	1,058	947	1,126	-0.5% p.a.	+0.3% p.a.	+18.9%
Yarra Valley and Dandenong Ranges	510	600	628	598	596	553	543	+0.6% p.a.	-2.0% p.a.	-1.8%

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Domestic Visitor Night Estimates

Domestic Visitor Night Estimates in Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	52,108	52,878	52,836	52,719	49,415	49,976	51,130	-0.2% p.a.	-0.7% p.a.	+2.3%
Regional Victoria	34,108	33,243	34,336	33,422	31,087	31,459	32,675	-0.4% p.a.	-0.3% p.a.	+3.9%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	877	930	1,003	1,283	809	716	1,072	+1.8% p.a.	+2.9% p.a.	+49.7%
Gippsland	4,772	4,639	4,619	4,397	4,056	4,497	4,560	-0.4% p.a.	-0.3% p.a.	+1.4%
Goldfields	3,142	2,709	2,815	2,719	2,171	2,571	3,147	+0.0% p.a.	+3.0% p.a.	+22.4%
Grampians	2,056	1,957	2,104	1,440	1,528	1,448	1,603	-2.2% p.a.	-3.9% p.a.	+10.7%
Great Ocean Road	7,148	6,955	8,136	7,169	6,675	7,705	6,579	-0.8% p.a.	-1.1% p.a.	-14.6%
Melbourne	18,001	19,635	18,501	19,296	18,328	18,516	18,455	+0.2% p.a.	-1.2% p.a.	-0.3%
Mornington Peninsula	3,191	2,703	3,381	4,133	3,473	2,668	2,888	-0.9% p.a.	+1.3% p.a.	+8.2%
Murray	5,664	6,107	5,617	5,484	5,453	5,671	5,458	-0.3% p.a.	-2.2% p.a.	-3.8%
Phillip Island	1,868	2,159	2,202	2,235	2,111	1,829	2,111	+1.1% p.a.	-0.4% p.a.	+15.4%
Victoria's High Country	3,668	3,303	2,992	2,828	3,180	2,899	3,666	-0.0% p.a.	+2.1% p.a.	+26.5%
Yarra Valley and Dandenong Ranges	1,210	1,617	1,429	1,541	1,474	1,308	1,546	+2.3% p.a.	-0.9% p.a.	+18.2%

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Interstate Overnight Visitor Estimates

Interstate Overnight Visitor Estimates to Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	4,574	5,368	5,290	5,450	5,319	5,345	5,519	+1.7% p.a.	+0.6% p.a.	+3.3%
Regional Victoria	1,485	1,790	1,649	1,777	1,697	1,704	1,658	+1.0% p.a.	-1.5% p.a.	-2.7%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	-	82	67	51	61	-	62	-	-5.4% p.a.	-
Gippsland	155	232	193	181	186	187	186	+1.7% p.a.	-4.3% p.a.	-0.5%
Goldfields	239	235	229	185	215	234	229	-0.4% p.a.	-0.5% p.a.	-2.1%
Grampians	195	182	157	148	157	144	134	-3.4% p.a.	-5.9% p.a.	-6.9%
Great Ocean Road	347	406	393	354	351	381	338	-0.2% p.a.	-3.6% p.a.	-11.3%
Melbourne	3,445	3,979	3,999	4,141	4,020	4,097	4,214	+1.8% p.a.	+1.2% p.a.	+2.9%
Mornington Peninsula	-	108	129	176	181	125	155	-	+7.5% p.a.	+24.0%
Murray	479	477	453	525	442	482	427	-1.0% p.a.	-2.2% p.a.	-11.4%
Phillip Island	-	61	57	60	67	58	68	-	+2.2% p.a.	+17.2%
Victoria's High Country	226	254	207	257	233	225	221	-0.2% p.a.	-2.7% p.a.	-1.8%
Yarra Valley and Dandenong Ranges	-	70	112	91	124	105	132	-	+13.5% p.a.	+25.7%

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Interstate Visitor Night Estimates

Interstate Visitor Night Estimates in Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	19,163	21,949	22,093	22,046	21,168	22,140	21,375	+1.0% p.a.	-0.5% p.a.	-3.5%
Regional Victoria	6,535	7,540	8,200	7,759	7,429	7,972	7,294	+1.0% p.a.	-0.7% p.a.	-8.5%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	-	-	-	-	-	-	-	-	-	-
Gippsland	616	894	662	735	665	950	649	+0.5% p.a.	-6.2% p.a.	-31.7%
Goldfields	604	720	771	571	598	731	972	+4.4% p.a.	+6.2% p.a.	+33.0%
Grampians	600	570	990	-	-	564	-	-	-	-
Great Ocean Road	1,397	1,463	1,438	1,510	1,376	1,901	1,250	-1.0% p.a.	-3.1% p.a.	-34.2%
Melbourne	12,628	14,409	13,893	14,287	13,739	14,168	14,081	+1.0% p.a.	-0.5% p.a.	-0.6%
Mornington Peninsula	-	-	855	1,021	807	-	637	-	-	-
Murray	1,490	1,667	1,654	1,600	1,548	1,833	1,458	-0.2% p.a.	-2.6% p.a.	-20.5%
Phillip Island	-	-	-	-	-	-	-	-	-	-
Victoria's High Country	836	922	878	938	870	762	954	+1.2% p.a.	+0.7% p.a.	+25.2%
Yarra Valley and Dandenong Ranges	-	-	-	-	502	-	-	-	-	-

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Intrastate Overnight Visitor Estimates

Intrastate Overnight Visitor Estimates to Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	12,719	12,011	11,918	11,727	10,592	10,348	11,123	-1.2% p.a.	-1.5% p.a.	+7.5%
Regional Victoria	10,317	9,515	9,562	9,438	8,404	8,255	8,834	-1.4% p.a.	-1.5% p.a.	+7.0%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	377	328	353	454	261	286	371	-0.1% p.a.	+2.5% p.a.	+29.7%
Gippsland	1,423	1,386	1,302	1,277	1,068	1,246	1,272	-1.0% p.a.	-1.7% p.a.	+2.1%
Goldfields	1,263	1,012	1,033	1,017	820	925	927	-2.8% p.a.	-1.7% p.a.	+0.2%
Grampians	689	565	471	449	505	349	526	-2.4% p.a.	-1.4% p.a.	+50.7%
Great Ocean Road	2,182	1,976	2,251	2,143	1,845	1,902	1,893	-1.3% p.a.	-0.9% p.a.	-0.5%
Melbourne	2,515	2,606	2,452	2,424	2,288	2,170	2,388	-0.5% p.a.	-1.7% p.a.	+10.0%
Mornington Peninsula	1,045	906	974	985	947	765	787	-2.5% p.a.	-2.8% p.a.	+2.9%
Murray	1,488	1,550	1,482	1,365	1,219	1,249	1,304	-1.2% p.a.	-3.4% p.a.	+4.4%
Phillip Island	643	640	664	672	622	542	638	-0.1% p.a.	-0.1% p.a.	+17.7%
Victoria's High Country	967	852	742	753	825	723	905	-0.6% p.a.	+1.2% p.a.	+25.2%
Yarra Valley and Dandenong Ranges	468	530	516	507	472	447	411	-1.2% p.a.	-5.0% p.a.	-8.1%

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Intrastate Visitor Night Estimates

Intrastate Visitor Night Estimates to Victoria ('000)	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	32,945	30,929	30,744	30,673	28,247	27,836	29,755	-0.9% p.a.	-0.8% p.a.	+6.9%
Regional Victoria	27,572	25,703	26,136	25,664	23,658	23,487	25,381	-0.7% p.a.	-0.3% p.a.	+8.1%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	719	701	775	1,032	561	596	869	+1.7% p.a.	+4.4% p.a.	+45.8%
Gippsland	4,156	3,745	3,957	3,662	3,392	3,547	3,911	-0.6% p.a.	+0.9% p.a.	+10.3%
Goldfields	2,538	1,989	2,043	2,148	1,573	1,840	2,175	-1.4% p.a.	+1.8% p.a.	+18.2%
Grampians	1,456	1,387	1,114	1,041	1,085	884	1,235	-1.5% p.a.	-2.3% p.a.	+39.7%
Great Ocean Road	5,751	5,492	6,698	5,659	5,300	5,803	5,329	-0.7% p.a.	-0.6% p.a.	-8.2%
Melbourne	5,372	5,226	4,608	5,009	4,590	4,349	4,374	-1.9% p.a.	-3.5% p.a.	+0.6%
Mornington Peninsula	3,009	2,323	2,527	3,112	2,666	2,207	2,251	-2.6% p.a.	-0.6% p.a.	+2.0%
Murray	4,174	4,440	3,962	3,884	3,904	3,838	4,000	-0.4% p.a.	-2.1% p.a.	+4.2%
Phillip Island	1,714	1,920	1,991	2,039	1,836	1,677	1,818	+0.5% p.a.	-1.1% p.a.	+8.4%
Victoria's High Country	2,832	2,381	2,114	1,890	2,310	2,136	2,713	-0.4% p.a.	+2.6% p.a.	+27.0%
Yarra Valley and Dandenong Ranges	1,056	1,207	953	1,147	972	939	1,071	+0.1% p.a.	-2.4% p.a.	+14.1%

* denotes annual average growth

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

Domestic Visitor Estimates to Victoria

Year ending September 2000-2011



Domestic Daytrip Visitor Estimates

Domestic Daytrip Estimates (^{'000})	Year ending September							AAG* 00/11	AAG* 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
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%
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%
Victoria's Campaign Regions										
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%
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%
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%
Grampians	1,411	748	791	604	646	827	682	-6.4% p.a.	-1.8% p.a.	-17.5%
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%
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%
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%
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%
Phillip Island	1,247	873	1,054	1,247	1,043	887	1,088	-1.2% p.a.	+4.5% p.a.	+22.7%
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%
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%

* denotes annual average growth

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