

Domestic Visitor Estimates to Victoria by Purpose

Year ending September 2000-2011



Domestic Overnight Visitor Estimates to Victoria – Holiday / Leisure

Domestic Overnight Visitor Estimates to Victoria ('000) - Holiday/Leisure	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	7,817	7,764	7,941	8,120	7,484	7,345	7,765	-0.1% p.a.	+0.0% p.a.	+5.7%
Regional Victoria	6,420	6,014	6,149	6,223	5,668	5,465	5,691	-1.1% p.a.	-1.1% p.a.	+4.1%
Victoria's Campaign Regions										
Daylesford & the Macedon Ranges	226	203	206	287	183	203	232	+0.2% p.a.	+2.7% p.a.	+14.3%
Gippsland	913	844	887	836	677	813	866	-0.5% p.a.	+0.5% p.a.	+6.5%
Goldfields	497	465	489	471	412	402	413	-1.7% p.a.	-2.3% p.a.	+2.7%
Grampians	351	322	259	237	340	231	287	-1.8% p.a.	-2.3% p.a.	+24.2%
Great Ocean Road	1,606	1,391	1,603	1,491	1,341	1,337	1,373	-1.4% p.a.	-0.3% p.a.	+2.7%
Melbourne	1,584	1,936	1,950	2,095	1,993	2,052	2,241	+3.2% p.a.	+3.0% p.a.	+9.2%
Mornington Peninsula	722	704	610	735	710	600	534	-2.7% p.a.	-5.4% p.a.	-11.0%
Murray	935	918	892	926	819	872	783	-1.6% p.a.	-3.1% p.a.	-10.2%
Phillip Island	537	563	582	582	529	420	475	-1.1% p.a.	-3.3% p.a.	+13.1%
Victoria's High Country	756	643	605	635	731	641	776	+0.2% p.a.	+3.8% p.a.	+21.1%
Yarra Valley & Dandenong Ranges	291	301	331	295	232	212	243	-1.6% p.a.	-4.2% p.a.	+14.6%

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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 by Purpose

Year ending September 2000-2011



Domestic Visitor Night Estimates to Victoria – Holiday / Leisure

Domestic Visitor Night Estimates in Victoria ('000) - Holiday/Leisure	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	25,247	24,967	25,443	26,474	24,976	25,016	25,678	+0.2% p.a.	+0.6% p.a.	+2.6%
Regional Victoria	20,386	19,045	19,793	20,130	19,020	18,827	19,234	-0.5% p.a.	+0.2% p.a.	+2.2%
Victoria's Campaign Regions										
Daylesford & the Macedon Ranges	-	-	541	880	-	-	624	-	-	-
Gippsland	2,845	2,664	3,033	2,819	2,530	2,581	2,979	+0.4% p.a.	+2.3% p.a.	+15.4%
Goldfields	1,160	1,148	1,150	1,092	907	981	1,117	-0.3% p.a.	-0.5% p.a.	+13.9%
Grampians	936	844	644	613	811	727	773	-1.7% p.a.	-1.7% p.a.	+6.3%
Great Ocean Road	4,946	4,334	5,302	4,524	4,441	4,885	4,550	-0.8% p.a.	+1.0% p.a.	-6.9%
Melbourne	4,862	5,922	5,649	6,343	5,956	6,189	6,444	+2.6% p.a.	+1.7% p.a.	+4.1%
Mornington Peninsula	2,356	2,001	1,851	2,684	2,269	1,955	1,894	-2.0% p.a.	-1.1% p.a.	-3.1%
Murray	3,059	2,806	2,747	2,984	2,996	3,228	2,422	-2.1% p.a.	-2.9% p.a.	-25.0%
Phillip Island	1,504	1,845	1,863	1,806	1,739	1,360	1,448	-0.3% p.a.	-4.7% p.a.	+6.5%
Victoria's High Country	2,319	1,987	1,958	1,951	2,224	2,080	2,704	+1.4% p.a.	+6.4% p.a.	+30.0%
Yarra Valley & Dandenong Ranges	671	942	701	766	516	-	701	+0.4% p.a.	-5.7% p.a.	-

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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 by Purpose

Year ending September 2000-2011



Domestic Overnight Visitor Estimates to Victoria – Visiting Friends and Relatives (VFR)

Domestic Overnight Visitor Estimates to Victoria ('000) - VFR	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	5,738	6,067	5,827	5,850	5,222	5,124	5,434	-0.5% p.a.	-2.2% p.a.	+6.0%
Regional Victoria	3,705	3,709	3,602	3,647	3,255	3,217	3,408	-0.8% p.a.	-1.7% p.a.	+5.9%
Victoria's Campaign Regions										
Daylesford & the Macedon Ranges	141	133	170	154	107	92	137	-0.3% p.a.	+0.6% p.a.	+48.9%
Gippsland	476	502	337	442	453	417	408	-1.4% p.a.	-4.1% p.a.	-2.2%
Goldfields	715	502	542	555	457	564	514	-3.0% p.a.	+0.5% p.a.	-8.9%
Grampians	314	266	225	201	223	176	229	-2.8% p.a.	-3.0% p.a.	+30.1%
Great Ocean Road	647	806	799	776	604	715	591	-0.8% p.a.	-6.0% p.a.	-17.3%
Melbourne	2,152	2,518	2,382	2,385	2,141	2,127	2,180	+0.1% p.a.	-2.8% p.a.	+2.5%
Mornington Peninsula	286	253	421	362	367	238	345	+1.7% p.a.	+6.4% p.a.	+45.0%
Murray	647	762	668	666	510	585	667	+0.3% p.a.	-2.6% p.a.	+14.0%
Phillip Island	120	100	116	112	132	116	156	+2.4% p.a.	+9.3% p.a.	+34.5%
Victoria's High Country	263	283	236	245	232	189	246	-0.6% p.a.	-2.8% p.a.	+30.2%
Yarra Valley & Dandenong Ranges	158	201	231	235	278	231	216	+2.9% p.a.	+1.4% p.a.	-6.5%

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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 by Purpose

Year ending September 2000-2011



Domestic Visitor Night Estimates to Victoria – Visiting Friends and Relatives (VFR)

Domestic Visitor Night Estimates in Victoria ('000) - VFR	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	16,872	18,069	17,433	17,353	16,018	15,327	15,612	-0.7% p.a.	-2.9% p.a.	+1.9%
Regional Victoria	9,369	9,761	9,989	9,460	8,845	8,480	9,191	-0.2% p.a.	-1.2% p.a.	+8.4%
Victoria's Campaign Regions										
Daylesford & the Macedon Ranges	-	-	-	-	-	-	-	-	-	-
Gippsland	1,438	1,305	841	1,024	1,168	1,136	1,063	-2.7% p.a.	-4.0% p.a.	-6.4%
Goldfields	1,339	1,007	1,182	1,265	972	1,192	1,258	-0.6% p.a.	+4.6% p.a.	+5.5%
Grampians	729	739	563	530	558	522	582	-2.0% p.a.	-4.7% p.a.	+11.5%
Great Ocean Road	1,632	2,110	2,153	1,914	1,660	1,805	1,372	-1.6% p.a.	-8.2% p.a.	-24.0%
Melbourne	7,503	8,308	7,444	7,893	7,173	6,847	6,421	-1.4% p.a.	-5.0% p.a.	-6.2%
Mornington Peninsula	638	556	1,359	1,275	1,066	588	886	+3.0% p.a.	+9.8% p.a.	+50.7%
Murray	1,874	2,316	1,982	1,731	1,446	1,746	1,970	+0.5% p.a.	-3.2% p.a.	+12.8%
Phillip Island	-	-	-	-	-	-	-	-	-	-
Victoria's High Country	758	777	655	606	720	-	719	-0.5% p.a.	-1.5% p.a.	-
Yarra Valley & Dandenong Ranges	-	-	597	593	663	561	627	-	-	+11.8%

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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 by Purpose

Year ending September 2000-2011



Domestic Overnight Visitor Estimates to Victoria – Business

Domestic Overnight Visitor Estimates to Victoria ('000) - Business	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	3,074	2,921	2,880	2,759	2,667	2,707	2,866	-0.6% p.a.	-0.4% p.a.	+5.9%
Regional Victoria	1,189	1,221	1,126	1,003	871	987	1,023	-1.4% p.a.	-3.5% p.a.	+3.6%
Victoria's Campaign Regions										
Daylesford & the Macedon Ranges	-	-	-	-	-	-	51	-	-	-
Gippsland	118	180	206	131	85	162	123	+0.4% p.a.	-7.3% p.a.	-24.1%
Goldfields	210	210	172	142	115	162	152	-2.9% p.a.	-6.3% p.a.	-6.2%
Grampians	164	100	98	129	73	-	113	-3.3% p.a.	+2.5% p.a.	-
Great Ocean Road	230	162	190	158	190	198	171	-2.7% p.a.	+1.1% p.a.	-13.6%
Melbourne	1,914	1,738	1,792	1,802	1,831	1,764	1,868	-0.2% p.a.	+1.5% p.a.	+5.9%
Mornington Peninsula	-	-	62	-	-	-	-	-	-	-
Murray	284	252	283	221	242	183	201	-3.1% p.a.	-4.4% p.a.	+9.8%
Phillip Island	-	-	-	-	-	54	59	-	-	+9.3%
Victoria's High Country	119	140	61	77	54	81	79	-3.7% p.a.	-10.8% p.a.	-2.5%
Yarra Valley & Dandenong Ranges	-	69	-	55	60	61	59	-	-3.1% p.a.	-3.3%

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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 by Purpose

Year ending September 2000-2011

Domestic Visitor Night Estimates to Victoria – Business

Domestic Visitor Night Estimates in Victoria ('000) - Business	Year ending September							AAG*	AAG*	% change
	2000	2006	2007	2008	2009	2010	2011	00/11	06/11	10/11
Total Victoria	7,100	7,018	7,907	6,834	6,106	7,132	6,484	-0.8% p.a.	-1.6% p.a.	-9.1%
Regional Victoria	2,529	3,179	3,557	2,723	1,914	2,961	2,180	-1.3% p.a.	-7.3% p.a.	-26.4%
Victoria's Campaign Regions										
Melbourne	4,571	3,839	4,349	4,111	4,191	4,171	4,304	-0.5% p.a.	+2.3% p.a.	+3.2%

* denotes annual average growth

Regions not included are due to most/all figures being below threshold

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