

# International Visitation Estimates to Victoria

## Year ending September 2000-2011

### Summary Results

Key indicators of the international tourism performance of Victoria's regions include:

- International overnight visitor estimates to Victoria increased by 9.1% to 1.74 million. For the period September 2006 to 2011 international overnight visitor estimates to Victoria have grown at an average annual rate of 4.1%.
- Total international overnight visitor estimates to Melbourne grew by 9.4% to 1.63 million for the year ending September 2011 compared to the previous year.
- International overnight visitor estimates to regional Victoria increased by 8.1% year-on-year to 337,400. For the period September 2006 to 2011 the estimated number of international overnight visitors to regional Victoria has grown at an average annual rate of 3.0%.
- Regions that experienced year-on-year increases in estimated international overnight visitors were Goldfields (+23.0%), Yarra Valley and Dandenong Ranges (+18.9%), Great Ocean Road (+4.8%), Gippsland (+3.3%), Murray (+2.2%), Phillip Island (+1.1%) and Victoria's High Country (+0.9%).

International Overnight Visitor Estimates (000s)	Year ending September							AAG 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
<b>Total Victoria</b>	<b>1,113.8</b>	<b>1,423.5</b>	<b>1,469.1</b>	<b>1,486.8</b>	<b>1,501.7</b>	<b>1,597.4</b>	<b>1,743.3</b>	<b>+4.2% p.a.</b>	<b>+4.1% p.a.</b>	<b>+9.1%</b>
<b>Regional Victoria</b>	<b>256.8</b>	<b>291.4</b>	<b>310.5</b>	<b>326.9</b>	<b>315.3</b>	<b>312.0</b>	<b>337.4</b>	<b>+2.5% p.a.</b>	<b>+3.0% p.a.</b>	<b>+8.1%</b>
<b>Victoria's Campaign Regions</b>										
Daylesford and the Macedon Ranges	8.0	10.2	10.8	9.5	10.5	11.3	10.1	+2.2% p.a.	-0.1% p.a.	-10.7%
Gippsland	58.3	48.3	53.8	55.5	53.0	56.7	58.6	+0.1% p.a.	+4.0% p.a.	+3.3%
Goldfields	33.6	31.4	33.3	34.5	31.5	30.9	38.0	+1.1% p.a.	+3.9% p.a.	+23.0%
Grampians	46.9	32.2	33.2	43.5	35.2	32.2	32.2	-3.4% p.a.	-0.0% p.a.	-0.1%
Great Ocean Road	137.6	150.3	163.2	159.6	155.8	157.3	164.9	+1.7% p.a.	+1.9% p.a.	+4.8%
<b>Melbourne</b>	<b>1,049.4</b>	<b>1,335.8</b>	<b>1,384.5</b>	<b>1,386.3</b>	<b>1,410.5</b>	<b>1,493.9</b>	<b>1,633.6</b>	<b>+4.1% p.a.</b>	<b>+4.1% p.a.</b>	<b>+9.4%</b>
Mornington Peninsula	25.4	25.7	31.7	40.9	33.6	38.7	35.9	+3.2% p.a.	+6.9% p.a.	-7.1%
Murray	35.4	40.3	48.9	39.7	38.5	40.9	41.8	+1.5% p.a.	+0.7% p.a.	+2.2%
Phillip Island	32.4	30.4	24.6	28.5	29.3	24.6	24.8	-2.4% p.a.	-4.0% p.a.	+1.1%
Victoria's High Country	24.1	20.9	20.0	20.5	19.0	20.4	20.6	-1.4% p.a.	-0.3% p.a.	+0.9%
Yarra Valley and Dandenong Ranges	13.0	24.6	24.2	29.6	34.2	24.8	29.5	+7.8% p.a.	+3.7% p.a.	+18.9%

\* Annual Average Growth

Source: All figures are estimates based on the *International Visitor Survey*, Tourism Research Australia