

International Visitation to Victoria's Sub-Regions

Year ending June 2000-2009

Summary Results

Key indicators of the international tourism performance of Victoria's sub-regions for the year ending June 2009 compared to the year ending June 2008 include:

- Compared to the previous year, international overnight visitor numbers to Victoria remained steady (0.0%) at 1.5 million. For the period June 2000-2009 international overnight visitor numbers to Victoria have grown at an annual average rate of 3.4%.
- The number of international overnight visitors to regional Victoria decreased by 1.3% to 319,600 for the year ending June 2009 compared to the previous year. For the period June 2000-2009 international overnight visitor numbers to regional Victoria have grown at an annual average rate of 2.5%.
- The Western (132,600), Mornington Peninsula (36,000), Melbourne East (34,600), Lakes (33,900) and Geelong (33,800), sub-regions attracted the highest numbers of international overnight visitors of all of Victoria's campaign sub-regions for the year ending June 2009.
- Melbourne East (+50.9%), Victoria's High Country (+16.2%), Lakes (+6.8%), Bendigo Loddon (+5.3%), Central Murray (+4.1%) and Mallee (+3.5%) sub-regions experienced the strongest growth for the year ending June 2009 compared to the previous year. Sub-regions that recorded a decrease compared to June 2008 include Goulburn (-38.2%), Wimmera (-29.2%), Upper Yarra (-27.2%), Central Highlands (-27.0%), Macedon (-13.5%) and Mornington Peninsula (-12.1%) were the most affected.
- Melbourne East (+11.1% pa), Mornington Peninsula (+4.1% pa), Central Murray (+4.0% pa) and Western Grampians (+3.5% pa) sub-regions experienced the strongest annual average growth for the period June 2000-2009.

International Visitation to Victoria's Sub-Regions

Year ending June 2000-2009



International Overnight Visitors	Year ending June										AAG* 00-09	% change 08-09
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009		
Total Victoria	1,095,935	1,212,157	1,196,667	1,183,249	1,290,819	1,325,548	1,397,353	1,474,431	1,480,731	1,481,309	+3.4%	+0.0%
Regional Victoria	256,245	292,703	281,996	296,209	329,828	303,744	298,413	300,933	323,642	319,563	+2.5%	-1.3%
Victoria's Campaign Regions and Sub-Regions												
Macedon	3,073	2,895	7,215	2,567	9,388	4,101	5,658	7,233	6,553	5,669	+7.0%	-13.5%
Spa Country	4,328	4,167	2,517	2,666	4,168	2,657	4,041	4,790	3,262	3,968	-1.0%	+21.6%
Daylesford and the Macedon Ranges	7,299	7,062	9,732	5,233	13,313	6,758	9,629	12,023	9,815	9,536	+3.0%	-2.8%
Gippsland	30,218	26,042	21,924	27,248	27,628	31,360	28,348	26,676	29,420	28,469	-0.7%	-3.2%
Lakes	37,240	45,571	41,321	39,049	39,743	36,098	27,910	30,816	31,722	33,883	-1.0%	+6.8%
Gippsland	57,984	61,400	56,567	59,452	60,818	57,155	50,045	51,870	54,029	54,586	-0.7%	+1.0%
Ballarat	27,192	18,119	26,324	30,087	28,670	23,759	22,551	20,763	21,884	19,791	-3.5%	-9.6%
Bendigo Loddon	13,025	19,406	14,675	15,211	19,430	16,894	13,847	12,780	14,667	15,446	+1.9%	+5.3%
Goldfields	36,306	35,953	39,482	42,158	43,354	36,811	35,311	32,149	34,766	33,713	-0.8%	-3.0%
Central Highlands	35,636	31,856	40,250	48,994	50,638	42,296	19,630	19,087	27,541	20,106	-6.2%	-27.0%
Western Grampians	10,372	21,639	8,318	4,724	9,821	13,810	12,428	12,537	15,954	14,193	+3.5%	-11.0%
Wimmera	4,244	2,338	939	2,568	1,066	3,312	2,115	2,570	1,955	1,385	-11.7%	-29.2%
Grampians	46,483	54,132	48,333	55,201	60,354	54,964	32,458	32,601	42,910	34,930	-3.1%	-18.6%
Geelong	28,216	26,313	26,194	31,759	33,779	33,397	33,933	35,740	33,783	33,779	+2.0%	-0.0%
Western	115,278	142,403	139,111	148,494	154,647	150,595	125,048	134,547	137,430	132,628	+1.6%	-3.5%
Great Ocean Road	132,516	159,262	154,848	168,794	174,109	171,813	148,323	159,352	159,084	155,467	+1.8%	-2.3%
Melbourne	1,031,256	1,142,288	1,141,722	1,123,695	1,212,840	1,253,779	1,305,672	1,391,097	1,387,283	1,384,026	+3.3%	-0.2%
Mornington Peninsula	25,043	26,691	24,354	21,666	35,043	33,168	27,688	29,515	41,008	36,048	+4.1%	-12.1%
Central Murray	9,420	13,735	13,956	12,832	14,751	12,441	12,402	11,847	12,876	13,404	+4.0%	+4.1%
Goulburn	9,444	6,443	7,302	8,608	12,026	9,100	10,545	11,833	15,900	9,832	+0.4%	-38.2%
Mallee	18,330	15,266	14,508	27,205	21,881	21,523	16,925	19,350	15,435	15,976	-1.5%	+3.5%
Murray East	12,011	9,657	9,314	11,387	6,643	9,637	9,358	7,770	8,140	7,279	-5.4%	-10.6%
Murray	42,847	42,488	42,010	55,238	50,131	47,262	45,233	46,499	48,018	41,514	-0.4%	-13.5%
Phillip Island	31,441	30,693	31,376	26,773	41,692	32,736	30,261	23,859	28,969	28,278	-1.2%	-2.4%
Victoria's High Country	17,957	19,410	18,211	15,281	21,490	16,549	17,349	18,979	14,849	17,257	-0.4%	+16.2%
Melbourne East	13,414	13,569	13,169	10,319	20,788	20,997	21,893	21,474	22,900	34,555	+11.1%	+50.9%
Upper Yarra	3,877	2,455	2,840	1,753	3,968	3,757	3,312	2,355	3,458	2,516	-4.7%	-27.2%
Yarra Valley and Dandenong Ranges	15,625	15,940	15,599	12,072	24,086	24,645	24,977	23,600	26,190	36,993	+10.0%	+41.2%

*Annual Average Growth

Source: *International Visitor Survey*, Tourism Research Australia, year ending June 2000-2009.

Estimates highlighted in *red italics* denote unreliable estimates falling below publication thresholds and should be interpreted with caution.

Produced by Tourism Victoria, Research Unit, September 2009.