

Domestic Visitor Estimates to Victoria's Sub-Regions

Year ending September 2000-2009

Summary Results

Key indicators of the domestic tourism performance of Victoria's sub-regions for the year ending September 2009:

- Compared to the previous year, domestic visitor estimates to and within Victoria decreased by 7.4% to 15.9 million for the year ending September 2009. Nationally, estimated domestic visitation decreased by 7.1%, with key competitors New South Wales (-8.5%) and Queensland (-3.8%) also experiencing year-on-year declines.
- Over the period September 2000-2009, domestic visitor estimates to Victoria have declined (-0.9% p.a.), with long term declines at the national level (-1.0% p.a.) and for New South Wales (-1.8% p.a.).
- Domestic visitor night estimates to Victoria declined 6.3% for the year ending September 2009, compared with a decrease of 7.2% at the national level. And a 6.9% decrease for New South Wales.
- Domestic visitor estimates to regional Victoria declined by 9.9% from the previous year with 10.1 million visitors for the year ending September 2009. For the period September 2000-2009, domestic visitor estimates to regional Victoria have decreased by 1.7% p.a.
- Domestic visitor nights to regional Victoria decreased by 7.0% from the previous year to reach an estimated 31.1 million nights for the year ending September 2009. For the period September 2000-2009, domestic visitor night estimates to regional Victoria have decreased by 1.0% p.a.
- Overnight visitation decreased from the previous year for all but two of regional Victoria's ten campaign regions; the Grampians increased by 7.2% and Victoria's High Country increased by 0.2%.
- The following sub-regions had the highest domestic overnight visitation: Western (1.5 million), the Mornington Peninsula (1.1 million) Victoria's High Country (897,000), Gippsland (802,000) and Geelong (793,000). Central Highlands (+26.7%), Western Grampians (+8.9%), Murray East (+8.1%), Upper Yarra (+2.5%), Melbourne East (+0.3%) and Victoria's High Country (+0.2%) were the only sub-regions to experience growth for the year ending September 2009 compared to the previous year.
- The following sub-regions had the highest domestic visitor nights: The Western (4.4 million), Mornington Peninsula (3.5 million), Victoria's High Country (2.7 million), Geelong (2.3 million) and Gippsland (2.2 million). Murray East (+31.0%), Mallee (+8.4%), Victoria's High Country (+6.9%) and the Lakes (+3.7%) sub-regions experienced growth in visitor nights for the year ending September 2009 compared to the previous year.

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Domestic Overnight Visitor Estimates to Victoria (000s)	Year ending September										AAG* 00/09	% change 08/09	% change 00/09
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009			
Total Victoria	17,293	18,407	17,911	18,190	17,995	16,639	17,379	17,207	17,177	15,911	-0.9%	-7.4%	-8.0%
Regional Victoria	11,803	12,449	12,285	12,502	12,339	11,191	11,304	11,211	11,216	10,101	-1.7%	-9.9%	-14.4%
Victoria's Campaign Regions and Sub-Regions													
Macedon	172	194	213	197	197	173	169	186	203	156	-1.1%	-23.2%	-9.3%
Spa Country	244	257	247	297	306	235	241	234	302	167	-4.1%	-44.7%	-31.6%
Daylesford and the Macedon Ranges	416	445	460	489	501	408	410	420	505	322	-2.8%	-36.2%	-22.6%
Gippsland	965	1,096	934	1,158	1,262	1,009	1,071	960	914	802	-2.0%	-12.3%	-16.9%
Lakes	644	702	653	690	677	571	579	564	573	484	-3.1%	-15.5%	-24.8%
Gippsland	1,578	1,771	1,567	1,802	1,871	1,542	1,618	1,496	1,459	1,254	-2.5%	-14.1%	-20.5%
Ballarat	608	587	671	674	681	511	552	615	562	424	-3.9%	-24.6%	-30.3%
Bendigo Loddon	962	784	840	803	859	700	752	695	673	665	-4.0%	-1.2%	-30.9%
Goldfields	1,542	1,337	1,500	1,461	1,516	1,192	1,295	1,301	1,227	1,082	-3.9%	-11.8%	-29.8%
Central Highlands	373	315	289	360	340	281	264	226	202	256	-4.1%	+26.7%	-31.4%
Western Grampians	360	272	303	277	327	265	294	309	281	306	-1.8%	+8.9%	-15.0%
Wimmera	127	92	110	187	115	93	155	79	107	61	-7.8%	-43.0%	-52.0%
Grampians	844	665	694	804	762	630	700	594	572	613	-3.5%	+7.2%	-27.4%
Geelong	881	1,080	882	1,034	915	809	1,006	902	920	793	-1.2%	-13.8%	-10.0%
Western	1,703	1,689	1,872	1,864	1,770	1,589	1,429	1,775	1,603	1,456	-1.7%	-9.2%	-14.5%
Great Ocean Road	2,529	2,736	2,710	2,837	2,638	2,358	2,382	2,644	2,497	2,195	-1.6%	-12.1%	-13.2%
Melbourne	5,960	6,449	6,154	6,292	6,194	5,884	6,586	6,451	6,565	6,308	+0.6%	-3.9%	+5.8%
Mornington Peninsula	1,099	1,327	1,047	1,128	1,208	920	1,014	1,104	1,162	1,128	+0.3%	-2.9%	+2.6%
Central Murray	737	804	684	830	871	798	738	743	718	625	-1.8%	-13.0%	-15.2%
Goulburn	377	516	541	475	564	466	505	479	457	399	+0.6%	-12.7%	+5.8%
Mallee	762	726	777	771	717	727	671	593	590	550	-3.6%	-6.8%	-27.8%
Murray East	307	334	392	398	357	335	289	281	295	319	+0.4%	+8.1%	+3.9%
Murray	2,116	2,311	2,294	2,351	2,417	2,227	2,128	2,038	2,005	1,814	-1.7%	-9.5%	-14.3%
Phillip Island	696	671	762	747	613	766	701	721	732	689	-0.1%	-5.9%	-1.0%
Victoria's High Country	1,055	927	1,122	902	980	1,049	1,007	833	895	897	-1.8%	+0.2%	-15.0%
Melbourne East	259	309	254	338	277	304	334	372	398	399	+4.9%	+0.3%	+54.1%
Upper Yarra	252	294	330	217	241	257	268	256	201	206	-2.2%	+2.5%	-18.3%
Yarra Valley and Dandenong Ranges	510	596	582	555	518	560	600	628	598	596	+1.7%	-0.3%	+16.9%

*denotes annual average growth

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

Produced by Tourism Victoria, Research Unit, December 2009

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Domestic Visitor Night Estimates in Victoria (000s)	Year ending September										AAG*	% change 00/09	% change 08/09	% change 00/09
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009				
Total Victoria	52,108	55,350	55,627	56,305	55,691	51,507	52,878	52,836	52,719	49,415	-0.6%	-6.3%	-5.2%	
Regional Victoria	34,108	35,669	35,612	36,859	37,045	33,595	33,243	34,336	33,422	31,087	-1.0%	-7.0%	-8.9%	
Victoria's Campaign Regions and Sub-Regions														
Macedon	<i>341</i>	<i>403</i>	533	541	<i>443</i>	<i>449</i>	<i>427</i>	<i>464</i>	540	<i>422</i>	+2.4%	-21.9%	+23.8%	
Spa Country	536	558	509	601	604	<i>487</i>	503	540	743	<i>388</i>	-3.5%	-47.8%	-27.6%	
Daylesford and the Macedon Ranges	877	962	1,042	1,142	1,047	936	930	1,003	1,283	809	-0.9%	-36.9%	-7.8%	
Gippsland	2,606	3,103	2,869	3,130	3,337	2,945	2,841	2,780	2,603	2,197	-1.9%	-15.6%	-15.7%	
Lakes	2,166	2,051	1,926	2,186	2,066	1,984	1,799	1,839	1,794	1,860	-1.7%	+3.7%	-14.1%	
Gippsland	4,772	5,153	4,795	5,316	5,403	4,929	4,639	4,619	4,397	4,056	-1.8%	-7.8%	-15.0%	
Ballarat	1,180	1,138	1,576	1,470	1,290	1,084	1,072	1,294	1,191	938	-2.5%	-21.2%	-20.5%	
Bendigo Loddon	2,021	1,837	2,299	2,178	2,419	1,625	1,741	1,592	1,583	1,355	-4.3%	-14.4%	-33.0%	
Goldfields	3,201	2,974	3,876	3,648	3,709	2,709	2,813	2,886	2,774	2,293	-3.6%	-17.3%	-28.4%	
Central Highlands	981	897	932	900	1,043	750	726	1,175	<i>486</i>	590	-5.5%	+21.4%	-39.9%	
Western Grampians	772	641	708	725	878	928	697	658	697	694	-1.2%	-0.4%	-10.1%	
Wimmera	<i>244</i>	<i>200</i>	<i>231</i>	<i>492</i>	<i>325</i>	<i>226</i>	<i>430</i>	<i>201</i>	<i>202</i>	<i>123</i>	-7.3%	-39.1%	-49.6%	
Grampians	1,997	1,738	1,872	2,117	2,246	1,904	1,853	2,033	1,385	1,407	-3.8%	+1.6%	-29.5%	
Geelong	2,254	2,692	2,475	2,817	2,523	2,253	2,568	2,839	2,402	2,284	+0.1%	-4.9%	+1.3%	
Western	4,893	5,241	5,093	5,169	4,839	4,649	4,387	5,297	4,767	4,392	-1.2%	-7.9%	-10.2%	
Great Ocean Road	7,148	7,933	7,568	7,986	7,361	6,902	6,955	8,136	7,169	6,675	-0.8%	-6.9%	-6.6%	
Melbourne	18,001	19,681	20,015	19,446	18,646	17,912	19,635	18,501	19,296	18,328	+0.2%	-5.0%	+1.8%	
Mornington Peninsula	3,191	3,722	2,776	3,353	3,838	2,949	2,703	3,381	4,133	3,473	+0.9%	-16.0%	+8.8%	
Central Murray	1,918	2,073	1,922	2,296	2,530	2,157	2,214	2,021	2,181	2,041	+0.7%	-6.4%	+6.4%	
Goulburn	863	1,228	1,101	929	1,457	1,077	1,390	1,178	1,070	990	+1.5%	-7.5%	+14.7%	
Mallee	2,432	2,244	2,351	2,596	2,157	1,961	1,995	2,004	1,806	1,957	-2.4%	+8.4%	-19.5%	
Murray East	795	817	973	1,000	813	903	824	734	687	900	+1.4%	+31.0%	+13.2%	
Murray	6,009	6,362	6,347	6,821	6,957	6,097	6,423	5,936	5,743	5,888	-0.2%	+2.5%	-2.0%	
Phillip Island	1,868	2,012	2,280	1,969	1,813	2,174	2,159	2,202	2,235	2,111	+1.4%	-5.5%	+13.0%	
Victoria's High Country	3,324	2,740	3,163	2,439	2,838	3,369	2,987	2,672	2,569	2,745	-2.1%	+6.9%	-17.4%	
Melbourne East	546	738	533	907	784	738	963	855	1,069	935	+6.2%	-12.5%	+71.2%	
Upper Yarra	664	733	832	<i>485</i>	724	548	655	574	<i>472</i>	540	-2.3%	+14.4%	-18.7%	
Yarra Valley and Dandenong Ranges	1,210	1,471	1,365	1,392	1,508	1,286	1,617	1,429	1,541	1,474	+2.2%	-4.3%	+21.8%	

*denotes annual average growth Please note: Estimates highlighted in *red italics* are subject to sampling variation and should be used with caution.

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

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