

# International Visitation to Victoria's Sub-Regions

## Year ending March 2000-2009



### Summary Results

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

- Compared to the previous year, international overnight visitor numbers to Victoria increased by 0.7% to 1.5 million. For the period March 2000-2009 international overnight visitor numbers to Victoria have grown at an annual average rate of 3.6%.
- The number of international overnight visitors to regional Victoria decreased by 2.2% to 318,400 for the year ending March 2009 compared to the previous year. For the period March 2000-2009 international overnight visitor numbers to regional Victoria have grown at an annual average rate of 2.7%.
- The Western (128,700), Mornington Peninsula (35,800), Geelong (33,500), Melbourne East (33,200) and Lakes (31,500) sub-regions attracted the highest numbers of international overnight visitors of all of Victoria's campaign sub-regions for the year ending March 2009.
- Melbourne East (+46.2%), Bendigo Loddon (+27.8%), Central Murray (+24.7%), Western Grampians (+16.1%) and Murray East (+13.7%) sub-regions experienced the strongest growth for the year ending March 2009 compared to the previous year. Sub-regions that recorded a decrease compared to March 2008 include Goulburn (-36.8%), Central Highlands (-22.2%), Phillip Island (-11.2%) and Mornington Peninsula (-10.1%) were the most affected.
- Melbourne East (+10.8% pa), Western Grampians (+4.7%), Central Murray (+4.4%), Mornington Peninsula (+4.2% pa) and Bendigo Loddon (+3.1% pa) sub-regions experienced the strongest annual average growth for the period March 2000-2009.

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## Year ending March 2000-2009



| International Overnight Visitors                   | Year ending March |                  |                  |                  |                  |                  |                  |                  |                  |                  | AAG*<br>00-09 | % change<br>08-09 |
|--|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------|-------------------|
|  | 2000              | 2001             | 2002             | 2003             | 2004             | 2005             | 2006             | 2007             | 2008             | 2009             |               |                   |
| Total Victoria                                     | 1,076,421         | 1,191,529        | 1,212,495        | 1,216,523        | 1,226,196        | 1,329,719        | 1,365,258        | 1,475,230        | 1,466,743        | 1,476,689        | +3.6%         | +0.7%             |
| Regional Victoria                                  | 249,709           | 289,921          | 291,662          | 289,593          | 315,009          | 320,922          | 291,380          | 298,040          | 325,654          | 318,373          | +2.7%         | -2.2%             |
| <b>Victoria's Campaign Regions and Sub-Regions</b> |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |               |                   |
| Macedon  | 3,672             | 2,662            | 6,910            | 2,828            | 6,166            | 7,117            | 5,967            | 6,426            | 6,830            | 5,877            | +5.4%         | -14.0%            |
| Spa Country  | 4,175             | 3,482            | 3,498            | 2,980            | 2,756            | 3,749            | 3,312            | 5,295            | 2,924            | 4,651            | +1.2%         | +59.1%            |
| <b>Daylesford and the Macedon Ranges</b>           | <b>7,745</b>      | <b>6,144</b>     | <b>10,408</b>    | <b>5,808</b>     | <b>8,679</b>     | <b>10,865</b>    | <b>9,279</b>     | <b>11,652</b>    | <b>9,754</b>     | <b>10,427</b>    | <b>+3.4%</b>  | <b>+6.9%</b>      |
| Gippsland  | 28,838            | 28,146           | 22,489           | 25,141           | 29,043           | 31,434           | 25,432           | 29,149           | 28,566           | 26,065           | -1.1%         | -8.8%             |
| Lakes  | 37,129            | 45,614           | 43,636           | 39,679           | 39,562           | 36,953           | 26,905           | 29,280           | 34,233           | 31,459           | -1.8%         | -8.1%             |
| <b>Gippsland</b>                                   | <b>57,471</b>     | <b>63,048</b>    | <b>58,419</b>    | <b>57,287</b>    | <b>62,230</b>    | <b>58,422</b>    | <b>46,420</b>    | <b>52,858</b>    | <b>55,561</b>    | <b>51,003</b>    | <b>-1.3%</b>  | <b>-8.2%</b>      |
| Ballarat   | 24,333            | 21,927           | 26,288           | 29,905           | 29,668           | 23,874           | 21,442           | 21,742           | 21,531           | 19,265           | -2.6%         | -10.5%            |
| Bendigo Loddon                                     | 12,794            | 19,106           | 15,183           | 14,802           | 18,022           | 19,907           | 13,256           | 12,911           | 13,185           | 16,851           | +3.1%         | +27.8%            |
| <b>Goldfields</b>                                  | <b>34,766</b>     | <b>38,185</b>    | <b>39,741</b>    | <b>41,707</b>    | <b>42,595</b>    | <b>40,024</b>    | <b>33,945</b>    | <b>33,045</b>    | <b>32,954</b>    | <b>34,525</b>    | <b>-0.1%</b>  | <b>+4.8%</b>      |
| Central Highlands                                  | 32,080            | 33,785           | 37,417           | 49,644           | 49,298           | 48,085           | 22,354           | 19,119           | 25,716           | 20,008           | -5.1%         | -22.2%            |
| Western Grampians                                  | 10,664            | 20,763           | 9,849            | 4,953            | 8,097            | 14,517           | 12,578           | 12,609           | 13,841           | 16,063           | +4.7%         | +16.1%            |
| Wimmera  | 2,737             | 4,145            | 746              | 2,274            | 1,531            | 3,047            | 1,683            | 2,938            | 1,884            | 1,558            | -6.1%         | -17.3%            |
| <b>Grampians</b>                                   | <b>41,908</b>     | <b>56,852</b>    | <b>46,889</b>    | <b>55,293</b>    | <b>58,157</b>    | <b>60,983</b>    | <b>34,790</b>    | <b>32,965</b>    | <b>38,952</b>    | <b>36,891</b>    | <b>-1.4%</b>  | <b>-5.3%</b>      |
| Geelong  | 26,681            | 27,847           | 28,357           | 29,098           | 32,883           | 34,024           | 34,387           | 33,096           | 36,269           | 33,452           | +2.5%         | -7.8%             |
| Western  | 106,834           | 143,699          | 141,001          | 146,125          | 144,313          | 167,238          | 123,762          | 130,434          | 141,022          | 128,682          | +2.1%         | -8.8%             |
| <b>Great Ocean Road</b>                            | <b>122,619</b>    | <b>160,563</b>   | <b>159,515</b>   | <b>163,168</b>   | <b>164,174</b>   | <b>188,509</b>   | <b>146,816</b>   | <b>153,217</b>   | <b>165,253</b>   | <b>151,563</b>   | <b>+2.4%</b>  | <b>-8.3%</b>      |
| <b>Melbourne</b>                                   | <b>1,012,391</b>  | <b>1,122,399</b> | <b>1,153,068</b> | <b>1,159,667</b> | <b>1,153,102</b> | <b>1,255,386</b> | <b>1,279,563</b> | <b>1,388,224</b> | <b>1,379,073</b> | <b>1,378,027</b> | <b>+3.5%</b>  | <b>-0.1%</b>      |
| <b>Mornington Peninsula</b>                        | <b>24,752</b>     | <b>21,493</b>    | <b>29,922</b>    | <b>20,340</b>    | <b>31,192</b>    | <b>34,130</b>    | <b>29,579</b>    | <b>29,413</b>    | <b>39,765</b>    | <b>35,764</b>    | <b>+4.2%</b>  | <b>-10.1%</b>     |
| Central Murray                                     | 9,673             | 14,657           | 12,545           | 13,062           | 14,172           | 13,557           | 11,528           | 12,547           | 11,466           | 14,296           | +4.4%         | +24.7%            |
| Goulburn   | 9,218             | 6,127            | 7,120            | 7,926            | 11,900           | 9,657            | 8,591            | 12,569           | 16,169           | 10,219           | +1.2%         | -36.8%            |
| Mallee   | 19,868            | 16,249           | 14,636           | 27,044           | 19,570           | 24,359           | 13,735           | 20,354           | 16,556           | 16,290           | -2.2%         | -1.6%             |
| Murray East  | 9,750             | 10,932           | 8,471            | 10,811           | 7,889            | 8,676            | 9,334            | 8,371            | 7,469            | 8,492            | -1.5%         | +13.7%            |
| <b>Murray</b>                                      | <b>42,822</b>     | <b>43,958</b>    | <b>39,716</b>    | <b>54,246</b>    | <b>48,909</b>    | <b>51,594</b>    | <b>39,022</b>    | <b>48,844</b>    | <b>48,401</b>    | <b>43,222</b>    | <b>+0.1%</b>  | <b>-10.7%</b>     |
| <b>Phillip Island</b>                              | <b>30,104</b>     | <b>33,063</b>    | <b>32,408</b>    | <b>28,216</b>    | <b>41,338</b>    | <b>31,256</b>    | <b>30,747</b>    | <b>23,312</b>    | <b>29,724</b>    | <b>26,383</b>    | <b>-1.5%</b>  | <b>-11.2%</b>     |
| <b>Victoria's High Country</b>                     | <b>19,253</b>     | <b>18,001</b>    | <b>19,562</b>    | <b>15,270</b>    | <b>18,344</b>    | <b>18,285</b>    | <b>16,992</b>    | <b>19,640</b>    | <b>16,595</b>    | <b>15,460</b>    | <b>-2.4%</b>  | <b>-6.8%</b>      |
| Melbourne East                                     | 13,187            | 12,616           | 13,771           | 9,980            | 20,003           | 20,127           | 22,013           | 20,945           | 22,687           | 33,158           | +10.8%        | +46.2%            |
| Upper Yarra  | 4,288             | 2,652            | 1,910            | 2,433            | 3,019            | 3,964            | 3,873            | 1,613            | 3,615            | 3,201            | -3.2%         | -11.5%            |
| <b>Yarra Valley and Dandenong Ranges</b>           | <b>15,678</b>     | <b>15,185</b>    | <b>15,270</b>    | <b>12,412</b>    | <b>22,533</b>    | <b>23,876</b>    | <b>25,581</b>    | <b>22,398</b>    | <b>26,073</b>    | <b>36,275</b>    | <b>+9.8%</b>  | <b>+39.1%</b>     |

\*Annual Average Growth

Note: The March 2008 period includes two Easter weekends (April 2007 and March 2008), while March 2009 does not include an Easter weekend. This should be considered when interpreting results.

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

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

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