

# Domestic visitor estimates to Victoria's sub-regions

Year ending June 2016

1. The June 2016 release provides two full years of data that have been captured under the new methodology. However, comparisons with results preceding the introduction of the new methodology (year ending June 2000 to June 2014) should be used with caution. While percentage change figures are provided, interpretation of these results should focus on comparisons of relative performance against other states (e.g. New South Wales, Queensland) and the national average, rather than absolute rates of growth.

## Summary Results

Key indicators of domestic visitation estimates to and within Victoria for the year ending June 2016 include:

- Total domestic overnight visitors to and within Victoria increased 4.6% compared with the previous year to 21.6 million. The growth achieved was behind the national average (+6.8%).
- Over the period year ending June 2011 to 2016, domestic overnight visitor estimates to Victoria increased by 4.8% per annum, above increases at the national level (+4.6% p.a.), New South Wales (+3.2% p.a.) and Queensland (+3.8% p.a.).
- Domestic visitor night estimates to Victoria increased 3.0% year-on-year to 64.0 million nights for the year ending June 2016, behind the national average (+4.8%) and New South Wales (+3.7%), however ahead of Queensland (+1.0%).
- Domestic overnight visitor estimates to regional Victoria increased by 5.4% year-on-year to 13.9 million visitors for the year ending June 2016. For the period year ending June 2011 to 2016, domestic overnight visitor estimates to regional Victoria increased by 5.1% per annum.
- Domestic visitor night estimates to regional Victoria increased by 3.3% year-on-year to an estimated 40.3 million nights for the year ending June 2016. For the period year ending June 2011 to 2016, domestic visitor night estimates to regional Victoria increased by 4.1% per annum.
- Domestic overnight visitation increased year-on-year for ten of regional Victoria's eleven campaign regions with the exception of Murray (-2.9%). In comparison, strong double digit growth was recorded for Daylesford and the Macedon Ranges (+18.0%), Victoria's High Country (+11.7%) and Mornington Peninsula (+11.2%).
- The following sub-regions had the highest domestic overnight visitation: Great Ocean Road\* (1.9 million), Mornington Peninsula (1.5 million), Victoria's High Country (1.5 million) and Geelong and the Bellarine\* (1.2 million). The strongest year-on-year growth rates for the year ending June 2016 were experienced by Spa Country (+30.8%), Central Highlands (+18.0%) and Melbourne East (+16.5%).
- The following sub-regions had the highest domestic visitor nights: Great Ocean Road\* (5.6 million), Mornington Peninsula (4.5 million), Victoria's High Country (4.4 million), Geelong and the Bellarine\* (3.3 million) and Gippsland (2.8 million). The strongest year-on-year growth rates in domestic visitor nights for the year ending June 2016 were recorded by Spa Country (+54.6%), Central Highlands (+21.2%) and Phillip Island (+19.1%).

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000- 2016, Tourism Research Australia, Canberra.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

Fact sheet produced by the TEVE Research Unit, September 2016



Economic Development,  
Jobs, Transport  
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Year ending June 2016

## Domestic overnight visitor estimates by sub-region

Domestic Overnight Visitor Estimates to Victoria ('000)	Year ending June							AAG 00/16	AAG 11/16	% change 15/16	% change 00/16
	2000	2011	2012	2013	2014	2015	2016				
<b>Total Victoria</b>	<b>16,976</b>	<b>17,068</b>	<b>17,929</b>	<b>17,935</b>	<b>19,635</b>	<b>20,639</b>	<b>21,590</b>	<b>1.5% p.a.</b>	<b>4.8% p.a.</b>	<b>4.6%</b>	<b>27.2%</b>
<b>Regional Victoria</b>	<b>11,690</b>	<b>10,822</b>	<b>11,590</b>	<b>11,375</b>	<b>12,701</b>	<b>13,152</b>	<b>13,859</b>	<b>1.1% p.a.</b>	<b>5.1% p.a.</b>	<b>5.4%</b>	<b>18.6%</b>
<b>Victoria's Campaign Regions and Sub-Regions</b>											
Macedon	179	216	210	176	224	236	241	1.9% p.a.	2.3% p.a.	2.5%	34.8%
Spa Country	236	264	261	220	306	276	361	2.7% p.a.	6.4% p.a.	30.8%	52.8%
<b>Daylesford and the Macedon Ranges</b>	<b>415</b>	<b>478</b>	<b>467</b>	<b>395</b>	<b>527</b>	<b>509</b>	<b>600</b>	<b>2.3% p.a.</b>	<b>4.7% p.a.</b>	<b>18.0%</b>	<b>44.6%</b>
<b>Geelong and the Bellarine*</b>	<b>812</b>	<b>864</b>	<b>972</b>	<b>858</b>	<b>1,019</b>	<b>1,171</b>	<b>1,241</b>	<b>2.7% p.a.</b>	<b>7.5% p.a.</b>	<b>6.0%</b>	<b>52.8%</b>
Gippsland	898	862	937	953	1,030	1,051	1,069	1.1% p.a.	4.4% p.a.	1.8%	19.1%
Lakes	664	643	539	687	688	612	675	0.1% p.a.	1.0% p.a.	10.2%	1.6%
<b>Gippsland</b>	<b>1,536</b>	<b>1,491</b>	<b>1,441</b>	<b>1,600</b>	<b>1,656</b>	<b>1,628</b>	<b>1,724</b>	<b>0.7% p.a.</b>	<b>2.9% p.a.</b>	<b>5.9%</b>	<b>12.2%</b>
Ballarat*	570	488	573	534	602	582	601	0.3% p.a.	4.3% p.a.	3.2%	5.4%
Bendigo Loddon	948	703	919	756	832	880	897	-0.3% p.a.	5.0% p.a.	2.0%	-5.4%
<b>Goldfields*</b>	<b>1,490</b>	<b>1,181</b>	<b>1,474</b>	<b>1,278</b>	<b>1,410</b>	<b>1,454</b>	<b>1,483</b>	<b>-0.0% p.a.</b>	<b>4.7% p.a.</b>	<b>2.0%</b>	<b>-0.5%</b>
Central Highlands	444	274	319	349	358	357	421	-0.3% p.a.	8.9% p.a.	18.0%	-5.2%
Western Grampians	314	262	224	294	324	303	333	0.4% p.a.	4.9% p.a.	10.0%	6.1%
Wimmera	131	97	130	141	123	158	142	0.5% p.a.	7.9% p.a.	-9.7%	8.4%
<b>Grampians</b>	<b>876</b>	<b>614</b>	<b>651</b>	<b>760</b>	<b>793</b>	<b>810</b>	<b>880</b>	<b>0.0% p.a.</b>	<b>7.4% p.a.</b>	<b>8.7%</b>	<b>0.5%</b>
<b>Great Ocean Road*</b>	<b>1,713</b>	<b>1,558</b>	<b>1,574</b>	<b>1,546</b>	<b>1,911</b>	<b>1,856</b>	<b>1,927</b>	<b>0.7% p.a.</b>	<b>4.4% p.a.</b>	<b>3.9%</b>	<b>12.5%</b>
<b>Melbourne</b>	<b>5,764</b>	<b>6,723</b>	<b>6,854</b>	<b>7,050</b>	<b>7,548</b>	<b>8,093</b>	<b>8,354</b>	<b>2.3% p.a.</b>	<b>4.4% p.a.</b>	<b>3.2%</b>	<b>44.9%</b>
<b>Mornington Peninsula</b>	<b>1,087</b>	<b>992</b>	<b>1,186</b>	<b>1,117</b>	<b>1,367</b>	<b>1,347</b>	<b>1,499</b>	<b>2.0% p.a.</b>	<b>8.6% p.a.</b>	<b>11.2%</b>	<b>37.8%</b>
Central Murray	795	594	674	655	780	732	732	-0.5% p.a.	4.3% p.a.	-0.1%	-7.9%
Goulburn	414	469	438	470	501	597	541	1.7% p.a.	2.9% p.a.	-9.4%	30.8%
Mallee	756	621	581	682	601	685	683	-0.6% p.a.	1.9% p.a.	-0.2%	-9.6%
Murray East	101	125	121	80	160	188	166	3.1% p.a.	5.8% p.a.	-11.8%	63.6%
<b>Murray</b>	<b>2,020</b>	<b>1,737</b>	<b>1,759</b>	<b>1,825</b>	<b>1,993</b>	<b>2,138</b>	<b>2,076</b>	<b>0.2% p.a.</b>	<b>3.6% p.a.</b>	<b>-2.9%</b>	<b>2.8%</b>
<b>Phillip Island</b>	<b>668</b>	<b>715</b>	<b>777</b>	<b>731</b>	<b>830</b>	<b>774</b>	<b>845</b>	<b>1.5% p.a.</b>	<b>3.4% p.a.</b>	<b>9.2%</b>	<b>26.5%</b>
<b>Victoria's High Country</b>	<b>1,155</b>	<b>1,141</b>	<b>1,242</b>	<b>1,139</b>	<b>1,137</b>	<b>1,325</b>	<b>1,481</b>	<b>1.6% p.a.</b>	<b>5.3% p.a.</b>	<b>11.7%</b>	<b>28.2%</b>
Melbourne East	281	409	418	422	550	486	566	4.5% p.a.	6.7% p.a.	16.5%	101.5%
Upper Yarra	253	162	227	242	175	237	217	-0.9% p.a.	6.0% p.a.	-8.5%	-14.1%
<b>Yarra Valley and Dandenong Ranges</b>	<b>532</b>	<b>571</b>	<b>642</b>	<b>663</b>	<b>707</b>	<b>721</b>	<b>781</b>	<b>2.4% p.a.</b>	<b>6.5% p.a.</b>	<b>8.3%</b>	<b>46.9%</b>

Estimates highlighted in *red italics* are subject to sampling variation and should be used with caution.

Domestic Visitor Night - Nights spent away from an overnight visitor's usual place of residence and within Australia, at a place at least 40 kilometres from home.

AAG = Annual Average Growth

Source: All figures are estimates based on the National Visitor Survey (NVS), years ending June 2000 - 2016, Tourism Research Australia, Canberra.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

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# Domestic visitor estimates to Victoria's sub-regions

Year ending June 2016

## Domestic visitor nights estimates by sub-region

Domestic Visitor Night Estimates in Victoria ('000)	Year ending June							AAG 00/16	AAG 11/16	% change 15/16	% change 00/16
	2000	2011	2012	2013	2014	2015	2016				
<b>Total Victoria</b>	<b>51,911</b>	<b>52,114</b>	<b>54,129</b>	<b>56,121</b>	<b>59,961</b>	<b>62,177</b>	<b>64,012</b>	<b>1.3% p.a.</b>	<b>4.2% p.a.</b>	<b>3.0%</b>	<b>23.3%</b>
<b>Regional Victoria</b>	<b>34,057</b>	<b>32,991</b>	<b>35,052</b>	<b>35,375</b>	<b>38,978</b>	<b>39,054</b>	<b>40,343</b>	<b>1.1% p.a.</b>	<b>4.1% p.a.</b>	<b>3.3%</b>	<b>18.5%</b>
<b>Victoria's Campaign Regions and Sub-Regions</b>											
Macedon	363	534	575	455	428	568	593	3.1% p.a.	2.1% p.a.	4.4%	63.4%
Spa Country	495	657	545	484	663	556	860	3.5% p.a.	5.5% p.a.	54.6%	73.7%
<b>Daylesford and the Macedon Ranges</b>	<b>858</b>	<b>1,191</b>	<b>1,120</b>	<b>939</b>	<b>1,092</b>	<b>1,124</b>	<b>1,452</b>	<b>3.3% p.a.</b>	<b>4.1% p.a.</b>	<b>29.3%</b>	<b>69.4%</b>
<b>Geelong and the Bellarine*</b>	<b>2,291</b>	<b>2,374</b>	<b>2,648</b>	<b>2,501</b>	<b>2,856</b>	<b>3,225</b>	<b>3,282</b>	<b>2.3% p.a.</b>	<b>6.7% p.a.</b>	<b>1.8%</b>	<b>43.3%</b>
Gippsland	2,413	2,429	2,437	2,527	2,680	2,893	2,798	0.9% p.a.	2.9% p.a.	-3.3%	16.0%
Lakes	2,129	2,230	1,787	2,469	2,211	2,059	2,170	0.1% p.a.	-0.5% p.a.	5.4%	1.9%
<b>Gippsland</b>	<b>4,542</b>	<b>4,658</b>	<b>4,224</b>	<b>4,996</b>	<b>4,891</b>	<b>4,952</b>	<b>4,968</b>	<b>0.6% p.a.</b>	<b>1.3% p.a.</b>	<b>0.3%</b>	<b>9.4%</b>
Ballarat*	1,112	1,081	1,353	1,226	1,166	1,588	1,174	0.3% p.a.	1.7% p.a.	-26.1%	5.5%
Bendigo Loddon	2,023	1,767	2,284	1,610	1,744	1,965	2,084	0.2% p.a.	3.4% p.a.	6.1%	3.1%
<b>Goldfields*</b>	<b>3,135</b>	<b>2,848</b>	<b>3,637</b>	<b>2,836</b>	<b>2,910</b>	<b>3,553</b>	<b>3,258</b>	<b>0.2% p.a.</b>	<b>2.7% p.a.</b>	<b>-8.3%</b>	<b>3.9%</b>
Central Highlands	1,064	714	784	949	924	1,026	1,243	1.0% p.a.	11.7% p.a.	21.2%	16.9%
Western Grampians	692	702	528	795	867	859	987	2.2% p.a.	7.1% p.a.	14.9%	42.7%
Wimmera	272	245	286	317	354	356	332	1.3% p.a.	6.2% p.a.	-6.8%	22.2%
<b>Grampians</b>	<b>2,027</b>	<b>1,661</b>	<b>1,599</b>	<b>2,061</b>	<b>2,145</b>	<b>2,241</b>	<b>2,562</b>	<b>1.5% p.a.</b>	<b>9.1% p.a.</b>	<b>14.3%</b>	<b>26.4%</b>
<b>Great Ocean Road*</b>	<b>4,930</b>	<b>4,600</b>	<b>4,822</b>	<b>4,658</b>	<b>6,730</b>	<b>5,699</b>	<b>5,642</b>	<b>0.8% p.a.</b>	<b>4.2% p.a.</b>	<b>-1.0%</b>	<b>14.4%</b>
<b>Melbourne</b>	<b>17,854</b>	<b>19,124</b>	<b>19,077</b>	<b>20,746</b>	<b>20,982</b>	<b>23,123</b>	<b>23,669</b>	<b>1.8% p.a.</b>	<b>4.4% p.a.</b>	<b>2.4%</b>	<b>32.6%</b>
<b>Mornington Peninsula</b>	<b>3,135</b>	<b>2,944</b>	<b>3,702</b>	<b>3,659</b>	<b>4,350</b>	<b>3,966</b>	<b>4,543</b>	<b>2.3% p.a.</b>	<b>9.1% p.a.</b>	<b>14.6%</b>	<b>44.9%</b>
Central Murray	2,182	1,740	2,182	1,809	2,261	2,110	2,170	-0.0% p.a.	4.5% p.a.	2.9%	-0.6%
Goulburn	930	1,202	1,048	1,061	1,287	1,620	1,268	2.0% p.a.	1.1% p.a.	-21.8%	36.4%
Mallee	2,365	2,015	1,850	2,286	1,912	2,093	1,972	-1.1% p.a.	-0.4% p.a.	-5.7%	-16.6%
Murray East	486	303	560	296	427	435	395	-1.3% p.a.	5.5% p.a.	-9.3%	-18.7%
<b>Murray</b>	<b>5,962</b>	<b>5,261</b>	<b>5,640</b>	<b>5,451</b>	<b>5,887</b>	<b>6,258</b>	<b>5,805</b>	<b>-0.2% p.a.</b>	<b>2.0% p.a.</b>	<b>-7.2%</b>	<b>-2.6%</b>
<b>Phillip Island</b>	<b>1,825</b>	<b>2,124</b>	<b>2,184</b>	<b>2,949</b>	<b>2,673</b>	<b>2,060</b>	<b>2,452</b>	<b>1.9% p.a.</b>	<b>2.9% p.a.</b>	<b>19.1%</b>	<b>34.4%</b>
<b>Victoria's High Country</b>	<b>3,709</b>	<b>3,650</b>	<b>3,863</b>	<b>3,582</b>	<b>3,445</b>	<b>4,063</b>	<b>4,449</b>	<b>1.1% p.a.</b>	<b>4.0% p.a.</b>	<b>9.5%</b>	<b>20.0%</b>
Melbourne East	677	1,108	987	1,103	1,479	1,179	1,354	4.4% p.a.	4.1% p.a.	14.8%	99.9%
Upper Yarra	618	566	507	619	384	572	469	-1.7% p.a.	-3.7% p.a.	-18.0%	-24.1%
<b>Yarra Valley and Dandenong Ranges</b>	<b>1,295</b>	<b>1,675</b>	<b>1,494</b>	<b>1,722</b>	<b>1,863</b>	<b>1,751</b>	<b>1,823</b>	<b>2.2% p.a.</b>	<b>1.7% p.a.</b>	<b>4.1%</b>	<b>40.7%</b>

Estimates highlighted in red italics are subject to sampling variation and should be used with caution.

Domestic Visitor Night - Nights spent away from an overnight visitor's usual place of residence and within Australia, at a place at least 40 kilometres from home.

AAG = Annual Average Growth

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## New methodology commenced in January 2014

The National Visitor Survey methodology has changed to include interviews on mobile phones, in addition to landlines, as of January 2014 to accommodate the growing incidence of households without landlines, particularly among younger segments of the population.

Like-for-like comparisons for year-on-year growth can be undertaken for the June 2016 release (i.e. June 2016 compared to June 2015). This provides two full years of data that have been captured under the new methodology.

However, comparisons with results preceding the introduction of the new methodology (year ending June 2000 to June 2014) should be used with caution. Interpretation of these results should focus on comparisons of relative performance against other states (e.g. New South Wales, Queensland) and the national average, rather than absolute rates of growth.

## \* There were the following regional definitional changes in 2015:

- 'Golden Plains - North' and 'Smythes Creek' SA2s are now included in the Ballarat sub-region (were previously in the Western sub-region).
- 'Golden Plains - South' and 'Bannockburn' SA2s are now included in the Geelong and the Bellarine region (were previously in the Western sub-region).
- In addition to this, 'Western' sub-region is now called 'Great Ocean Road' sub-region/region and 'Geelong' sub-region is now called 'Geelong and the Bellarine' sub-region/region.

*All back data has been adjusted to reflect this change.*

- Expenditure data for Ballarat (therefore also impacting the Goldfields region totals), Geelong and the Bellarine and Great Ocean Road uses modelled data based on the new boundary definitions.

The definition of an SA2 is on the Australian Bureau of Statistics website:

<http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/88F6A0EDEB8879C0CA257801000C64D9>