

# International Visitation to Victoria's Sub-Regions

## Year ending March 2000-2008



### Summary Results

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

- Compared to the previous year, international visitor numbers to Victoria decreased by 0.6% to 1.5 million. For the period March 2000-2008 international visitor numbers to Victoria have grown at an annual average rate of 3.9%.
- The number of international visitors to regional Victoria increased by 9.3% to 325,700 for the year ending March 2008 compared to the previous year. For the period March 2000-2007 international visitor numbers to regional Victoria have grown at an annual average rate of 3.4%.
- The Western (141,000), Geelong (36,300), Lakes (34,200) and Gippsland (28,600) sub-regions attracted the highest numbers of visitors of all of Victoria's campaign sub-regions for the year ending March 2008.
- The Central Highlands (+34.5%) and Goulburn (+28.6%) sub-regions experienced the strongest growth for the year ending March 2008 compared to the previous year.
- The Goulburn (+7.3% pa) and Melbourne East (+7.0% pa) sub-regions experienced the strongest annual average growth for the period March 2000-2008.

# International Visitation to Victoria's Sub-Regions

## Year ending March 2000-2008



International Overnight Visitors	Year ending March									AAG*	% change 00-08
	2000	2001	2002	2003	2004	2005	2006	2007	2008		
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	+3.9%	-0.6%
Regional Victoria	<b>249,709</b>	<b>289,921</b>	<b>291,662</b>	<b>289,593</b>	<b>315,009</b>	<b>320,922</b>	<b>291,380</b>	<b>298,040</b>	<b>325,654</b>	+3.4%	+9.3%
<b>Victoria's Campaign Regions and Sub-Regions</b>											
Macedon	<i>3,672</i>	<i>2,662</i>	6,910	<i>2,828</i>	6,166	7,117	5,967	6,426	6,830	+8.1%	+6.3%
Spa Country	<i>4,175</i>	<i>3,482</i>	<i>3,498</i>	<i>2,980</i>	<i>2,756</i>	<i>3,749</i>	<i>3,312</i>	5,295	<i>2,924</i>	-4.4%	-44.8%
<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>	+2.9%	-16.3%
Gippsland	28,838	28,146	22,489	25,141	29,043	31,434	25,432	29,149	28,566	-0.1%	-2.0%
Lakes	37,129	45,614	43,636	39,679	39,562	36,953	26,905	29,280	34,233	-1.0%	+16.9%
<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>	-0.4%	+5.1%
Ballarat	24,333	21,927	26,288	29,905	29,668	23,874	21,442	21,742	21,531	-1.5%	-1.0%
Bendigo Loddon	12,794	19,106	15,183	14,802	18,022	19,907	13,256	12,911	13,185	+0.4%	+2.1%
<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>	-0.7%	-0.3%
Central Highlands	32,080	33,785	37,417	49,644	49,298	48,085	22,354	19,119	25,716	-2.7%	+34.5%
Western Grampians	10,664	20,763	9,849	<i>4,953</i>	8,097	14,517	12,578	12,609	13,841	+3.3%	+9.8%
Wimmera	<i>2,737</i>	<i>4,145</i>	<i>746</i>	<i>2,274</i>	<i>1,531</i>	<i>3,047</i>	<i>1,683</i>	<i>2,938</i>	<i>1,884</i>	-4.6%	-35.9%
<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>	-0.9%	+18.2%
Geelong	26,681	27,847	28,357	29,098	32,883	34,024	34,387	33,096	36,269	+3.9%	+9.6%
Western	106,834	143,699	141,001	146,125	144,313	167,238	123,762	130,434	141,022	+3.5%	+8.1%
<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>	+3.8%	+7.9%
<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>	+3.9%	-0.7%
<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>	+6.1%	+35.2%
Central Murray	9,673	14,657	12,545	13,062	14,172	13,557	11,528	12,547	11,466	+2.1%	-8.6%
Goulburn	9,218	6,127	7,120	7,926	11,900	9,657	8,591	12,569	16,169	+7.3%	+28.6%
Mallee	19,868	16,249	14,636	27,044	19,570	24,359	13,735	20,354	16,556	-2.3%	-18.7%
Murray East	9,750	10,932	8,471	10,811	7,889	8,676	9,334	8,371	7,469	-3.3%	-10.8%
<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>	+1.5%	-0.9%
<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>	-0.2%	+27.5%
<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>	-1.8%	-15.5%
Melbourne East	13,187	12,616	13,771	9,980	20,003	20,127	22,013	20,945	22,687	+7.0%	+8.3%
Upper Yarra	<i>4,288</i>	<i>2,652</i>	<i>1,910</i>	<i>2,433</i>	<i>3,019</i>	<i>3,964</i>	<i>3,873</i>	<i>1,613</i>	<i>3,615</i>	-2.1%	+124.1%
<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>	+6.6%	+16.4%

\*Annual Average Growth

Source: *International Visitor Survey*, Tourism Research Australia, year ending March 2000-2008.

Estimates highlighted in *red italics* denote unreliable estimates falling below publication thresholds.

Produced by Tourism Victoria, Research Unit, June 2008.