

Domestic visitation to regions of Victoria

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.

2. There were definitional changes to some of the boundaries in 2015.

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 Melbourne increased 3.2% year-on-year to 8.4 million visitors for the year ending June 2016. For the period year ending June 2011 to 2016, domestic overnight visitor estimates to Melbourne increased by 4.4% per annum.
- Domestic visitor night estimates to Melbourne increased by 2.4% year-on-year to 23.7 million nights for the year ending June 2016. For the period year ending June 2011 to 2016, domestic visitor night estimates to Melbourne increased by 4.4% per annum.
- 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%).
- Daytrip visitors to Victoria increased 5.6% in the year ending June 2016, compared to the national average growth rate of 10.6%.
- Over the longer term (year ending June 2011 to 2016), daytrips have grown at a rate of 3.1% per annum for Victoria, slightly below the national average (+3.7% per annum).
- Daytrip visitation increased year-on-year strongly for Yarra Valley and Dandenong Ranges (+30.4%), Great Ocean Road* (+29.2%), Phillip Island (+28.8%), Gippsland (+10.6%) and Daylesford and the Macedon Ranges (+10.1%). In comparison, declines in daytrips were noted in Victoria's High Country (-16.7%), Murray (-9.4%), Grampians (-8.8%), Geelong and the Bellarine* (-1.8%), Mornington Peninsula (-1.3%) and Goldfields* (-0.4%).

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.

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Domestic Overnight Visitor Estimates

Domestic Overnight Visitor Estimates in Victoria ('000)	Year ending June							AAG 00/16	AAG 11/16	% change 15/16
	2000	2011	2012	2013	2014	2015	2016			
Total Victoria	16,976	17,068	17,929	17,935	19,635	20,639	21,590	1.5% p.a.	4.8% p.a.	4.6%
Regional Victoria	11,690	10,822	11,590	11,375	12,701	13,152	13,859	1.1% p.a.	5.1% p.a.	5.4%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	415	478	467	395	527	509	600	2.3% p.a.	4.7% p.a.	18.0%
Geelong and the Bellarine*	812	864	972	858	1,019	1,171	1,241	2.7% p.a.	7.5% p.a.	6.0%
Gippsland	1,536	1,491	1,441	1,600	1,656	1,628	1,724	0.7% p.a.	2.9% p.a.	5.9%
Goldfields*	1,490	1,181	1,474	1,278	1,410	1,454	1,483	-0.0% p.a.	4.7% p.a.	2.0%
Grampians	876	614	651	760	793	810	880	0.0% p.a.	7.4% p.a.	8.7%
Great Ocean Road*	1,713	1,558	1,574	1,546	1,911	1,856	1,927	0.7% p.a.	4.4% p.a.	3.9%
Melbourne	5,764	6,723	6,854	7,050	7,548	8,093	8,354	2.3% p.a.	4.4% p.a.	3.2%
Mornington Peninsula	1,087	992	1,186	1,117	1,367	1,347	1,499	2.0% p.a.	8.6% p.a.	11.2%
Murray	2,020	1,737	1,759	1,825	1,993	2,138	2,076	0.2% p.a.	3.6% p.a.	-2.9%
Phillip Island	668	715	777	731	830	774	845	1.5% p.a.	3.4% p.a.	9.2%
Victoria's High Country	1,155	1,141	1,242	1,139	1,137	1,325	1,481	1.6% p.a.	5.3% p.a.	11.7%
Yarra Valley and Dandenong Ranges	532	571	642	663	707	721	781	2.4% p.a.	6.5% p.a.	8.3%

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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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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Economic Development,
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Domestic Visitor Night Estimates

Domestic Visitor Night Estimates in Victoria ('000)	Year ending June							AAG*	AAG*	% change
	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	51,911	52,114	54,129	56,121	59,961	62,177	64,012	1.3% p.a.	4.2% p.a.	3.0%
Regional Victoria	34,057	32,991	35,052	35,375	38,978	39,054	40,343	1.1% p.a.	4.1% p.a.	3.3%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	858	1,191	1,120	939	1,092	1,124	1,452	3.3% p.a.	4.1% p.a.	29.3%
Geelong and the Bellarine*	2,291	2,374	2,648	2,501	2,856	3,225	3,282	2.3% p.a.	6.7% p.a.	1.8%
Gippsland	4,542	4,658	4,224	4,996	4,891	4,952	4,968	0.6% p.a.	1.3% p.a.	0.3%
Goldfields*	3,135	2,848	3,637	2,836	2,910	3,553	3,258	0.2% p.a.	2.7% p.a.	-8.3%
Grampians	2,027	1,661	1,599	2,061	2,145	2,241	2,562	1.5% p.a.	9.1% p.a.	14.3%
Great Ocean Road*	4,930	4,600	4,822	4,658	6,730	5,699	5,642	0.8% p.a.	4.2% p.a.	-1.0%
Melbourne	17,854	19,124	19,077	20,746	20,982	23,123	23,669	1.8% p.a.	4.4% p.a.	2.4%
Mornington Peninsula	3,135	2,944	3,702	3,659	4,350	3,966	4,543	2.3% p.a.	9.1% p.a.	14.6%
Murray	5,962	5,261	5,640	5,451	5,887	6,258	5,805	-0.2% p.a.	2.0% p.a.	-7.2%
Phillip Island	1,825	2,124	2,184	2,949	2,673	2,060	2,452	1.9% p.a.	2.9% p.a.	19.1%
Victoria's High Country	3,709	3,650	3,863	3,582	3,445	4,063	4,449	1.1% p.a.	4.0% p.a.	9.5%
Yarra Valley and Dandenong Ranges	1,295	1,675	1,494	1,722	1,863	1,751	1,823	2.2% p.a.	1.7% p.a.	4.1%

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.

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Economic Development,
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Interstate Overnight Visitor Estimates

Interstate Overnight Visitor Estimates to Victoria ('000)	Year ending June							AAG*	AAG*	% change
	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	4,516	5,650	5,454	5,848	6,175	6,912	6,828	2.6% p.a.	3.9% p.a.	-1.2%
Regional Victoria	1,529	1,695	1,757	1,787	1,959	2,191	2,153	2.2% p.a.	4.9% p.a.	-1.7%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	-	59	63	62	61	73	107	-	12.6% p.a.	47.8%
Geelong and the Bellarine*	113	135	159	150	153	184	157	2.1% p.a.	3.1% p.a.	-14.5%
Gippsland	181	178	235	193	207	227	227	1.4% p.a.	5.0% p.a.	0.1%
Goldfields*	269	263	267	238	295	330	295	0.6% p.a.	2.4% p.a.	-10.6%
Grampians	197	127	149	147	172	190	229	0.9% p.a.	12.4% p.a.	20.6%
Great Ocean Road*	246	214	223	244	268	280	273	0.6% p.a.	5.0% p.a.	-2.7%
Melbourne	3,374	4,326	4,130	4,478	4,687	5,240	5,201	2.7% p.a.	3.8% p.a.	-0.7%
Mornington Peninsula	58	154	153	132	185	190	225	8.8% p.a.	7.8% p.a.	18.6%
Murray	516	421	433	502	524	514	544	0.3% p.a.	5.3% p.a.	5.9%
Phillip Island	58	77	-	56	78	85	70	1.2% p.a.	-1.7% p.a.	-17.7%
Victoria's High Country	228	204	288	241	245	292	297	1.7% p.a.	7.8% p.a.	1.5%
Yarra Valley and Dandenong Ranges	-	148	116	146	163	166	166	-	2.4% p.a.	-0.0%

Domestic Daytrip - Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel.

Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

*AAG - Annual Average Growth

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Interstate Visitor Night Estimates

Interstate Visitor Night Estimates in Victoria ('000)	Year ending June							AAG*	AAG*	% change
	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	19,150	21,868	21,566	23,778	24,342	27,983	27,539	2.3% p.a.	4.7% p.a.	-1.6%
Regional Victoria	6,382	7,073	7,920	7,494	8,844	10,080	9,625	2.6% p.a.	6.4% p.a.	-4.5%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	-	-	-	-	-	-	-	-	-	-
Geelong and the Bellarine*	523	-	-	-	618	769	674	1.6% p.a.	-	-12.3%
Gippsland	607	635	940	886	719	810	936	2.7% p.a.	8.1% p.a.	15.5%
Goldfields*	654	962	1,021	859	856	1,132	1,037	2.9% p.a.	1.5% p.a.	-8.4%
Grampians	-	-	-	-	672	650	865	-	-	32.9%
Great Ocean Road*	808	791	830	739	1,158	1,450	1,109	2.0% p.a.	7.0% p.a.	-23.5%
Melbourne	12,768	14,795	13,647	16,283	15,497	17,903	17,914	2.1% p.a.	3.9% p.a.	0.1%
Mornington Peninsula	-	617	747	580	767	879	986	-	9.9% p.a.	12.3%
Murray	1,492	1,485	1,443	1,492	1,984	1,923	1,711	0.9% p.a.	2.9% p.a.	-11.0%
Phillip Island	-	-	-	-	-	-	-	-	-	-
Victoria's High Country	863	721	1,147	863	800	1,201	1,002	0.9% p.a.	6.8% p.a.	-16.6%
Yarra Valley and Dandenong Ranges	-	519	-	616	658	613	660	-	4.9% p.a.	7.7%

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Intrastate Overnight Visitor Estimates

Intrastate Overnight Visitor Estimates to Victoria ('000)	Year ending June							AAG *	AAG *	% change
	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	12,460	11,419	12,475	12,087	13,461	13,728	14,762	1.1% p.a.	5.3% p.a.	7.5%
Regional Victoria	10,162	9,126	9,833	9,588	10,742	10,962	11,706	0.9% p.a.	5.1% p.a.	6.8%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	374	419	404	333	466	436	493	1.7% p.a.	3.3% p.a.	13.1%
Geelong and the Bellarine*	699	729	814	709	866	987	1,084	2.8% p.a.	8.2% p.a.	9.8%
Gippsland	1,355	1,313	1,206	1,408	1,450	1,401	1,496	0.6% p.a.	2.7% p.a.	6.8%
Goldfields*	1,221	918	1,207	1,040	1,116	1,124	1,188	-0.2% p.a.	5.3% p.a.	5.7%
Grampians	679	487	502	613	621	620	651	-0.3% p.a.	6.0% p.a.	5.1%
Great Ocean Road*	1,466	1,344	1,351	1,302	1,643	1,575	1,654	0.8% p.a.	4.2% p.a.	5.0%
Melbourne	2,390	2,398	2,724	2,572	2,861	2,853	3,153	1.7% p.a.	5.6% p.a.	10.5%
Mornington Peninsula	1,029	837	1,033	984	1,182	1,158	1,274	1.3% p.a.	8.7% p.a.	10.0%
Murray	1,504	1,316	1,326	1,324	1,469	1,624	1,531	0.1% p.a.	3.1% p.a.	-5.7%
Phillip Island	610	639	732	674	752	688	775	1.5% p.a.	3.9% p.a.	12.5%
Victoria's High Country	927	938	954	898	892	1,033	1,184	1.5% p.a.	4.8% p.a.	14.6%
Yarra Valley and Dandenong Ranges	488	423	526	517	544	555	615	1.5% p.a.	7.8% p.a.	10.8%

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	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	32,761	30,246	32,562	32,343	35,619	34,194	36,473	0.7% p.a.	3.8% p.a.	6.7%
Regional Victoria	27,675	25,918	27,132	27,881	30,134	28,974	30,718	0.7% p.a.	3.5% p.a.	6.0%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	687	986	827	677	956	883	1,088	2.9% p.a.	2.0% p.a.	23.2%
Geelong and the Bellarine*	1,768	1,956	2,156	2,012	2,238	2,455	2,608	2.5% p.a.	5.9% p.a.	6.2%
Gippsland	3,935	4,023	3,284	4,110	4,171	4,142	4,032	0.2% p.a.	0.0% p.a.	-2.6%
Goldfields*	2,481	1,886	2,616	1,977	2,053	2,422	2,222	-0.7% p.a.	3.3% p.a.	-8.2%
Grampians	1,535	1,246	1,198	1,610	1,473	1,591	1,697	0.6% p.a.	6.4% p.a.	6.7%
Great Ocean Road*	4,122	3,808	3,992	3,919	5,571	4,249	4,533	0.6% p.a.	3.5% p.a.	6.7%
Melbourne	5,086	4,328	5,430	4,462	5,485	5,220	5,755	0.8% p.a.	5.9% p.a.	10.3%
Mornington Peninsula	2,908	2,328	2,955	3,079	3,583	3,087	3,557	1.3% p.a.	8.9% p.a.	15.2%
Murray	4,470	3,775	4,197	3,959	3,903	4,335	4,094	-0.5% p.a.	1.6% p.a.	-5.6%
Phillip Island	1,648	1,823	2,018	2,706	2,291	1,738	2,246	2.0% p.a.	4.3% p.a.	29.2%
Victoria's High Country	2,846	2,929	2,717	2,719	2,645	2,861	3,447	1.2% p.a.	3.3% p.a.	20.5%
Yarra Valley and Dandenong Ranges	1,140	1,156	1,073	1,106	1,205	1,138	1,163	0.1% p.a.	0.1% p.a.	2.2%

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	2000	2011	2012	2013	2014	2015	2016	00/16	11/16	15/16
Total Victoria	43,563	40,520	44,123	43,830	43,285	44,729	47,237	0.5% p.a.	3.1% p.a.	5.6%
Regional Victoria	28,965	25,168	28,672	26,760	27,316	28,600	30,355	0.3% p.a.	3.8% p.a.	6.1%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	1,391	1,423	1,713	1,610	1,514	1,693	1,863	1.8% p.a.	5.5% p.a.	10.1%
Geelong and the Bellarine*	3,204	3,036	2,992	2,983	3,057	3,071	3,017	-0.4% p.a.	-0.1% p.a.	-1.8%
Gippsland	2,996	2,737	3,084	2,801	2,681	2,940	3,251	0.5% p.a.	3.5% p.a.	10.6%
Goldfields*	4,053	3,548	4,094	3,941	3,490	3,795	3,781	-0.4% p.a.	1.3% p.a.	-0.4%
Grampians	1,557	616	1,005	635	1,102	1,306	1,191	-1.7% p.a.	14.1% p.a.	-8.8%
Great Ocean Road*	3,070	2,249	2,537	2,126	2,400	2,369	3,060	-0.0% p.a.	6.3% p.a.	29.2%
Melbourne	14,599	15,352	15,451	17,070	15,968	16,130	16,882	0.9% p.a.	1.9% p.a.	4.7%
Mornington Peninsula	3,765	3,108	4,050	4,125	3,779	4,153	4,101	0.5% p.a.	5.7% p.a.	-1.3%
Murray	3,153	2,751	2,909	2,864	2,930	2,966	2,687	-1.0% p.a.	-0.5% p.a.	-9.4%
Phillip Island	1,131	1,074	1,064	1,321	1,266	998	1,286	0.8% p.a.	3.7% p.a.	28.8%
Victoria's High Country	1,525	1,267	1,555	1,247	1,610	1,696	1,412	-0.5% p.a.	2.2% p.a.	-16.7%
Yarra Valley and Dandenong Ranges	3,090	3,358	3,665	3,107	3,482	3,608	4,706	2.7% p.a.	7.0% p.a.	30.4%

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*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.

For further information please refer to our summary of Research sources, definitions and methodologies document found here: <http://www.tourism.vic.gov.au/research.html>

Fact sheet produced by the TEVE Research Unit, September 2016.



Economic Development,
Jobs, Transport
and Resources

Domestic visitation to regions of Victoria

year ending June 2016

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 2015 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 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>