

International Visitation Estimates to Victoria

Year ending June 2000-2011



Summary Results

Key indicators of the international tourism performance of Victoria's regions include:

- International overnight visitor estimates to Victoria increased by 12.0% to 1.73 million. For the period June 2006 to 2011 international overnight visitor estimates to Victoria have grown at an average annual rate of 4.4%.
- Total international overnight visitor estimates to Melbourne grew by 12.1% to 1.62 million for the year ending June 2011 compared to the previous year.
- International overnight visitor estimates to regional Victoria increased by 9.3% year-on-year to 339,300. For the period June 2006 to 2011 the estimated number of international overnight visitors to regional Victoria has grown at an average annual rate of 2.6%.
- Regions that experienced year-on-year increases in estimated international overnight visitors were Goldfields (+21.9%), Great Ocean Road (+8.1%), Murray (+7.4%), Gippsland (+5.8%), Mornington Peninsula (+4.0%), Yarra Valley and Dandenong Ranges (+3.8%) and Grampians (+2.9%).

International Overnight Visitor Estimates (000s)	Year ending June							AAG 00/11	AAG 06/11	% change 10/11
	2000	2006	2007	2008	2009	2010	2011			
Total Victoria	1,095.9	1,397.4	1,474.4	1,480.7	1,481.3	1,548.2	1,734.1	+4.3% p.a.	+4.4% p.a.	+12.0%
Regional Victoria	256.2	298.4	300.9	323.6	319.6	310.5	339.3	+2.6% p.a.	+2.6% p.a.	+9.3%
Victoria's Campaign Regions										
Daylesford and the Macedon Ranges	7.3	9.6	12.0	9.8	9.5	12.5	9.4	+2.3% p.a.	-0.5% p.a.	-24.7%
Gippsland	58.0	50.0	51.9	54.0	54.6	55.4	58.7	+0.1% p.a.	+3.2% p.a.	+5.8%
Goldfields	35.5	34.5	31.8	34.5	33.6	30.1	36.6	+0.3% p.a.	+1.2% p.a.	+21.9%
Grampians	47.2	33.4	32.9	43.2	35.1	32.7	33.7	-3.0% p.a.	+0.2% p.a.	+2.9%
Great Ocean Road	132.5	148.3	159.4	159.1	155.5	156.6	169.3	+2.3% p.a.	+2.7% p.a.	+8.1%
Melbourne	1,031.3	1,305.7	1,391.1	1,387.3	1,384.0	1,449.2	1,624.1	+4.2% p.a.	+4.5% p.a.	+12.1%
Mornington Peninsula	25.0	27.7	29.5	41.0	36.0	36.1	37.5	+3.7% p.a.	+6.3% p.a.	+4.0%
Murray	37.3	42.0	44.2	44.6	38.8	39.1	42.0	+1.1% p.a.	-0.0% p.a.	+7.4%
Phillip Island	31.4	30.3	23.9	29.0	28.3	25.2	24.8	-2.1% p.a.	-3.9% p.a.	-1.6%
Victoria's High Country	23.1	20.6	22.4	18.7	20.2	20.4	20.4	-1.1% p.a.	-0.2% p.a.	-0.1%
Yarra Valley and Dandenong Ranges	15.6	25.0	23.6	26.2	37.0	26.4	27.5	+5.3% p.a.	+1.9% p.a.	+3.8%

* Annual Average Growth

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