Regional Victoria's Top Attractions

Results for the year ending March 2019

This factsheet provides an overview of overnight visitors to Victoria that attended places or attractions in regional Victoria. This includes both domestic and international visitors and may include those that visit the place/attraction as part of a day-trip (this does not include local visitors).

1. **GREAT OCEAN ROAD/12 APOSTLES**
   - 2.8 million visitors ▲ 3%
   - 9% of all visitors
   - 1.7 million Domestic overnight visitors
   - 1.0 million International overnight visitors

2. **MORNINGTON PENINSULA**
   - 2.2 million visitors ▲ 10%
   - 7% of all visitors
   - 2.0 million Domestic overnight visitors
   - 235,300 International overnight visitors

3. **BALLARAT/SOVEREIGN HILL**
   - 1.5 million visitors ▲ 5%
   - 5% of all visitors
   - 1.3 million Domestic overnight visitors
   - 178,400 International overnight visitors

4. **PHILLIP ISLAND/PENGUIN PARADE**
   - 1.3 million visitors ▼ -1%
   - 4% of all visitors
   - 819,200 Domestic overnight visitors
   - 521,800 International overnight visitors

5. **BENDIGO**
   - 1.3 million visitors ▲ 16%
   - 4% of all visitors
   - 1.2 million Domestic overnight visitors
   - 85,000 International overnight visitors
### Regional Victoria's Top Attractions

**Results for the year ending March 2019**

<table>
<thead>
<tr>
<th>#</th>
<th>Region/Attraction</th>
<th>Total Visitors</th>
<th>% of All Visitors</th>
<th>Domestic Day-Trip</th>
<th>Domestic Overnight</th>
<th>International Day-Trip</th>
<th>International Overnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Yarra Valley (including Healesville Sanctuary)</td>
<td>1.2 million</td>
<td>4%</td>
<td>790,700 ▲ 6%</td>
<td>406,200 ▼ -3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Daylesford/Hepburn Springs/Macedon</td>
<td>849,600</td>
<td>3%</td>
<td>805,600 ▲ 28%</td>
<td>44,000 ▲ 7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dandenong Ranges (including Puffing Billy)</td>
<td>637,400</td>
<td>2%</td>
<td>342,200 ▲ 10%</td>
<td>295,200 ▼ -1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL VISITORS TO REGIONAL VICTORIA (year ending March 2019)**

<table>
<thead>
<tr>
<th></th>
<th>Domestic Day-Trip</th>
<th>Domestic Overnight</th>
<th>International Day-Trip</th>
<th>International Overnight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>57.1 million</strong></td>
<td>38.7 million ▲ 9%</td>
<td>17.8 million ▲ 10%</td>
<td>588,200 ▲ 12%</td>
<td></td>
</tr>
</tbody>
</table>

Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending March 2019.

To note: All growth rates noted are year-on-year percentage changes. Total visitors include both domestic and international overnight visitors, as well as those that may have visited as part of a day-trip (this does not include local visitors).

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2019 results with previous time periods and releases. For further information on methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

This information is based on survey data estimates and may differ to the results of individual attractions that monitor gate entry numbers. Only a non-exhaustive set of attractions / places are included in the survey (this is not based on an open-ended question).

Factsheet produced by the Tourism, Events and Visitor Economy (TEVE) Research Unit, July 2019.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.