Regional Victoria's Top Attractions

Results for the year ending September 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**
   - **9%** of all visitors
   - **2.9 MILLION** visitors ▲3%
   - **1.8 million** Domestic overnight visitors ▲3%
   - **1.0 million** International overnight visitors ▲4%

2. **MORNINGTON PENINSULA**
   - **7%** of all visitors
   - **2.3 MILLION** visitors ▲5%
   - **2.0 million** Domestic overnight visitors ▲5%
   - **230,700** International overnight visitors ▼0%

3. **BALLARAT/SOVEREIGN HILL**
   - **5%** of all visitors
   - **1.7 MILLION** visitors ▲19%
   - **1.6 million** Domestic overnight visitors ▲22%
   - **175,900** International overnight visitors ▼1%

4. **PHILLIP ISLAND/PENGUIN PARADE**
   - **4%** of all visitors
   - **1.4 MILLION** visitors ▲3%
   - **900,500** Domestic overnight visitors ▲3%
   - **526,900** International overnight visitors ▲2%

5. **BENDIGO**
   - **4%** of all visitors
   - **1.4 MILLION** visitors ▲8%
   - **1.3 million** Domestic overnight visitors ▲9%
   - **84,600** International overnight visitors ▼0%
Results for the year ending September 2019

**“6” YARRA VALLEY** (including Healesville Sanctuary)
- Visitors: 1.3 million (11% increase)
- Domestic overnight visitors: 848,500 (15% increase)
- International overnight visitors: 421,900 (4% increase)
- Of all visitors: 4%

**“7” DAYLESFORD/HEPBURN SPRINGS/MACEDON**
- Visitors: 930,300 (21% increase)
- Domestic overnight visitors: 891,100 (23% increase)
- International overnight visitors: 39,100 (-14% decrease)
- Of all visitors: 3%

**“8” DANDENONG RANGES** (including Puffing Billy)
- Visitors: 689,200 (12% increase)
- Domestic overnight visitors: 393,000 (23% increase)
- International overnight visitors: 296,200 (-1% decrease)
- Of all visitors: 2%

**TOTAL VISITORS TO REGIONAL VICTORIA** (year ending September 2019)
- Domestic day-trip: 41.1 million (12% increase)
- Domestic overnight: 18.9 million (13% increase)
- International overnight: 590,500 (12% increase)
- Total visitors: 60.6 million (13% increase)

Sources: International and National Visitor Surveys, Tourism Research Australia (TRA), year ending September 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, January 2020.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information. Figures may not add due to rounding.