

## **National Visitor Survey (NVS) results for the year ending September 2011**

NVS results for the year ended September 2011 was released at 10am 14th December 2011.

The recovery in domestic overnight travel continued in Victoria (+6.0% year-on-year) and nationally (+4.2% year-on-year) in the year ending September 2011, representing the fourth consecutive quarter showing a year-on-year increase in overnight visitors to Victoria. These results have occurred in the context of continued appreciation in the Australian dollar, and strong competition from outbound routes.

### **Summary results**

The following are the key highlights for the year ending September 2011.

**Nationally, domestic overnight visitor numbers showed continued signs of a recovery, with a national growth of 4.2% year-on-year to the highest level since 2008, however the domestic Holiday market remains flat alongside competition from outbound destinations.**

- Victoria (+6.0%) and Queensland (+5.5%) both showed strong growth in visitor numbers, with New South Wales (+2.6%) also increasing.
- Victoria experienced growth in Holiday visitors (+5.7%), contrasting with the national trend (-0.0%) and alongside continued strong growth in outbound travel. The Overseas Arrivals and Departures data for the year ending September 2011 indicates that there were 7.6 million Australian resident trips overseas for short term visits, an increase of 9.6% year-on-year.

**Victoria outpaced national growth in domestic overnight expenditure, reflecting stronger growth in visitors and nights.**

- Domestic overnight expenditure in Victoria increased 4.8% to \$9.0 billion in the year ending September 2011, while visitors increased 6.0% to 16.6 million and nights increased 2.3% to 51.1 million).
- In contrast, domestic daytrip expenditure in Victoria decreased marginally (-0.1% to \$3.7 billion) in the year ending September 2011, compared to growth in daytrip visitors (+0.3% to 39.3 million).

**Melbourne continued to be the number one capital city for interstate overnight visitors, attracting more than 4.2 million interstate visitors in the year ending September 2011. However, Sydney has shown signs of stabilising and is now attracting the largest share of total domestic overnight expenditure of any city.**

- Interstate overnight visitation continued to be higher for Melbourne (+2.9% to 4.2 million) than Sydney (+7.0% to 3.8 million) in the year ending September 2011, with Melbourne attracting 448,000 more visitors than Sydney. Growth for Sydney was below the year ending June 2011 period (+15.8%), when Sydney narrowed the gap to 396,000 visitors.
- Total domestic overnight expenditure remained higher for Sydney (+6.5% to \$4.9 billion) than Melbourne (+1.6% to \$4.8 billion) in the year ending September 2011, after Sydney overtook Melbourne in June 2011.
- Melbourne experienced strong year-on-year growth in interstate Holiday visitors (+7.3% to 1.47 million), compared to a decline for Sydney (-9.6% to 939,000). Recovery in domestic Business travel was reflected in growth for both Sydney (+14.5% to 1.56 million) and Melbourne (+7.8% to 1.52 million visitors). This growth was offset by a decline in VFR travel for Melbourne (-8.3% to 1.09 million), while Sydney saw an increase (+18.1% to 1.16 million).
- There was year-on-year growth in Holiday visitors to Melbourne from several key source markets: Western Australia (+30.1%), Brisbane/ Gold Coast (+21.7%), Regional New South Wales (+16.9%), Adelaide (+4.9%) and Sydney (+2.9%).

**Domestic overnight expenditure in Regional Victoria increased 8.8% year-on-year to reach \$4.2 billion in year ending September 2011, benefiting from a recovery in the intrastate overnight travel market.**

- Domestic overnight expenditure in regional Victoria grew 8.8% to \$4.2 billion (its highest on record), outperforming growth in regional New South Wales (+0.4%) and the national regional average (+0.2%) and a declines in regional Queensland (-3.7%).
- Overnight visitation to regional Victoria was up 5.4% year-on-year to 10.5 million, the highest level since 2008, driven by the intrastate market (+7.0%). Total nights in regional Victoria also increased (+3.9%), driven by the intrastate market (+8.1%), while both visitors (-2.7%) and nights (-8.5%) decreased in the interstate market. While intrastate overnight travel has increased, growth in daytrips to regional Victoria has slowed (+2.1%, below the five year average of +4.2%).
- Seven of the ten campaign regions experienced year-on-year growth in domestic overnight visitor numbers, with Grampians (+33.9%) and Daylesford and the Macedon Ranges (+32.0%) experiencing the

strongest growth. Daylesford and the Macedon Ranges has also performed well over the longer term, with the highest rate of growth of any region over the period year ended September 2006 and 2011 (+1.1% p.a.).

#### **Advertising and 'Play Melbourne'**

**Following the launch of the 'Play Melbourne' campaign in June 2011, demand for Melbourne as a holiday destination remains resilient in spite of continued growth in outbound travel.**

- In the September quarter 2011, interstate Holiday visitors to Melbourne increased by 11.7% from September quarter 2010 to reach 401,000, the highest quarterly visitation on record. The 'Play Melbourne' campaign launched in June 2011 aims to convert the strong domestic preference for Melbourne as a leisure destination to visitation.
- Melbourne remains the most preferred domestic leisure destination among Australians aged 14+ ahead of the Gold Coast and Sydney, despite preference for Melbourne decreasing from a high of 21.5% in the year ending September 2010 to 20.7% in the year ending September 2011. In contrast, preference for Sydney increased (from 12.2% to 12.6%), while the Gold Coast decreased from 19.1% to 17.5%. Among the interstate market, preference for Melbourne decreased (23.1% compared to 24.2% in September 2010), as did the Gold Coast (from 17.5% to 15.9%), while interstate preference for Sydney increased (13.6% compared to 14.1% in September 2010).<sup>1</sup>
- The strong performance for Victoria has occurred in the context of significant advertising expenditure from other states and New Zealand. Victoria's share of voice was 7.7%, compared with Tourism Queensland (22.4%), South Australia Tourism Commission (13.7%), Tourism New Zealand (12.9%), Tourism Northern Territory (9.4%) and Tourism New South Wales (8.6%)<sup>2</sup>.

**More detailed results are included on the following pages.**

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<sup>1</sup> Holiday Tracking Survey, Roy Morgan Research, year ending September 2011

<sup>2</sup> Source: Adquest Millenium advertising expenditure report 2010-2011

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- 2 of 7 -

Note: Visitor estimates are based on people aged 15 years and over

## TOTAL DOMESTIC overnight visitors, nights & expenditure: year ending September 2010-2011

Year ending September 2011	Total Overnight Visitor Estimates		Total Visitor Night Estimates		Total Visitor Expenditure Estimates*	
	Total ('000)	% change 10/11	Total ('000)	% change 10/11	Total (\$m)	% change 10/11
<b>Australia</b>	<b>69,648</b>	<b>4.2%</b>	<b>262,248</b>	<b>0.5%</b>	<b>43,261</b>	<b>0.8%</b>
New South Wales	24,007	2.6%	80,934	1.5%	12,883	2.6%
<b>Sydney</b>	<b># 7,713</b>	<b>7.8%</b>	<b>21,488</b>	<b>5.6%</b>	<b>4,913</b>	<b>6.5%</b>
<b>Victoria</b>	<b># 16,642</b>	<b>6.0%</b>	<b>51,130</b>	<b>2.3%</b>	<b>9,019</b>	<b>4.8%</b>
<b>Melbourne</b>	<b># 6,602</b>	<b>5.3%</b>	<b>18,455</b>	<b>-0.3%</b>	<b>4,800</b>	<b>1.6%</b>
<b>Regional Victoria</b>	<b># 10,492</b>	<b>5.4%</b>	<b>32,675</b>	<b>3.9%</b>	<b>4,219</b>	<b>8.8%</b>
Queensland	16,838	5.5%	68,895	-2.3%	11,335	-0.8%
South Australia	4,910	6.1%	18,750	7.4%	3,058	9.3%
Western Australia	5,389	10.7%	23,975	4.9%	3,661	-1.6%
Tasmania	1,912	3.9%	7,850	-7.1%	1,407	-16.4%
Northern Territory	864	-11.9%	5,620	-13.0%	978	-10.8%
ACT	1,769	-12.9%	5,046	-7.4%	913	-11.6%

\* includes airfares and long distance transport costs

# - It is important to note that as well as measuring the visitors to Victoria, we specifically measure visitors to Melbourne and visitors to regional Victoria. As some people visit both locations it is incorrect to add them to derive a Victorian total.

### Visitors and spend

- Domestic overnight visitor expenditure in Victoria grew by 4.8% year-on-year to \$9.02 billion for the year ending September 2011, ahead of growth for New South Wales (+2.6% to \$12.88 billion), Queensland (-0.8% to \$11.34 billion) and the national average (+0.8%). Expenditure increased in both Melbourne (+1.6% to \$4.80 billion) and regional Victoria (+8.8% to \$4.22 billion), with regional Victoria at its highest level on record.
- Domestic overnight visitors to and within Victoria increased by 6.0% year-on-year to 16.6 million in the year ending September 2011, outperforming growth for key competitors Queensland (+5.5%), New South Wales (+2.6%) and the national average (+4.2%) over the same period. The percentage of visitors within Australia who came to Victoria increased marginally to 23.9%.
- From the period year ending September 2006 to September 2011, domestic overnight visitation to Victoria declined at an average annual rate of 0.9%, performing below key competitors Queensland (+0.1% p.a.) and New South Wales (-0.3% p.a.), as well as the national average (-0.7% p.a.).
- Domestic overnight visitors spent \$113 million more in Sydney than in Melbourne (\$4.91 billion compared to \$4.80 billion) for the year ending September 2011, after overtaking in the year ending June 2011.
- Domestic overnight visitors to Melbourne increased by 5.3% year-on-year to 6.60 million in the year ending September 2011.
- For the period year ending September 2006 to September 2011, domestic overnight visitors to Melbourne remained stable (increasing less than 0.1% p.a.), behind growth for Brisbane (+2.5% p.a.) and ahead of growth for Sydney (-0.1% p.a.) and the Gold Coast (-1.7% p.a.).
- Victoria registered year-on-year growth in domestic overnight visitors from all major interstate source markets, except Brisbane (-15.9% to 482,000). The strongest growth came from Adelaide (+15.2% to 646,000) and regional Queensland (+11.9% to 509,000), with visitation from regional South Australia (+3.7% to 305,000), Sydney (+2.4% to 1.4 million) and regional New South Wales (+1.6% to 1.1 million) also increasing in the year ending September 2011.
- Domestic overnight visitor numbers to regional Victoria increased by 5.4% year-on-year to 10.5 million visitors for the year ending September 2011, recovering from the record low reached in September 2010. Growth in visitation to regional Victoria was higher growth in the national regional average (+2.6%), regional Queensland (+1.2% to 9.2 million) and regional New South Wales (+0.2% to 16.9 million). Nights spent in regional Victoria increased (+3.9%).
- Grampians (+33.9%), Daylesford and the Macedon Ranges (+32.0%), Victoria's High Country (+18.9%), Phillip Island (+17.7%), Mornington Peninsula (+5.8%), Gippsland (+1.7%) and Murray (less than 0.1%) campaign regions all experienced an increase in domestic overnight visitation year-on-year. Declines were experienced by Great Ocean Road (-2.3%), Yarra Valley and Dandenong Ranges (-1.8%) and Goldfields (-0.3%).
- Victoria registered year-on-year growth in Visiting Friends and Relatives (+6.0% to 5.4 million), Business (+5.9% to 2.9 million), Holiday (+5.7% to 7.8 million) visitors. Within the Business visitor category, Business Events visitors (which represent 7% of Business visitors) grew by 34.9% year-on-year, continuing to recover from declines experienced during the GFC.

## Visitor nights

- Domestic visitor nights in Victoria increased by 2.3% year-on-year to 51.1 million nights for the year ending September 2011 ahead of growth for New South Wales (+1.5% to 80.9 million nights), Queensland (-2.3% to 68.9 million nights) and the national average (+0.5%).
- Domestic visitor nights to Melbourne decreased by 0.3% year-on-year to 18.5 million nights for the year ending September 2011, ahead of growth for the Gold Coast (-5.0% to 12.7 million nights), but behind growth for Brisbane (+11.8% to 16.1 million nights) and Sydney (+5.6% to 21.5 million nights). For the period year ending September 2006 to September 2011, domestic visitor nights to Melbourne decreased 1.2% per annum ahead of the Gold Coast (-3.1% p.a.), in line with Sydney (-1.3% p.a.) and behind Brisbane (+0.9% p.a.).
- Domestic visitor nights to regional Victoria increased by 3.9% year-on-year to 32.7 million nights for the year ending September 2011. This was ahead of growth for regional Queensland (-6.2% to 40.1 million nights), regional New South Wales (+0.1% to 59.4 million nights) and the national regional average (+0.4%).
- Most of regional Victoria's campaign regions experienced growth in domestic visitor nights: Daylesford and the Macedon Ranges (+49.7%), Victoria's High Country (+26.5%), Goldfields (+22.4%), Yarra Valley and Dandenong Ranges (+18.2%), Phillip Island (+15.4%), Grampians (+10.7%), Mornington Peninsula (+8.2%) and Gippsland (+1.4%). Year-on-year declines in domestic visitor nights spent in the Great Ocean Road region (-14.6%) (following a 15.4% increase from year ending September 2009 to 2010) and the Murray (-3.8%) (influenced by strong declines in the March and June quarters following on from flooding in early 2011).

## DAYTRIP visitors & expenditure: year ending September 2010-2011

Year ending September 2011	Total Daytrip Visitor Estimates		Total Visitor Expenditure Estimates*	
	Total ('000)	% change 10/11	Total (\$m)	% change 10/11
<b>Australia</b>	<b>153,023</b>	<b>0.8%</b>	<b>15,195</b>	<b>-2.1%</b>
New South Wales	50,150	1.5%	5,051	-1.8%
<b>Victoria</b>	<b># 39,268</b>	<b>0.3%</b>	<b>3,741</b>	<b>-0.1%</b>
<b>Melbourne</b>	<b># 14,292</b>	<b>-2.9%</b>	<b>1,509</b>	<b>-3.8%</b>
<b>Regional Victoria</b>	<b># 24,976</b>	<b>2.1%</b>	<b>2,232</b>	<b>2.5%</b>
Queensland	33,507	-0.9%	3,431	-6.7%
South Australia	10,381	3.6%	924	1.3%
Western Australia	12,987	6.4%	1,276	7.0%
Tasmania	4,166	-7.5%	411	-7.0%
Northern Territory	923	-1.1%	111	-10.5%
ACT	1,642	-2.6%	251	-12.2%

\* includes airfares and long distance transport costs

# - It is important to note that as well as measuring the visitors to Victoria, we specifically measure visitors to Melbourne and visitors to regional Victoria. As some visit both locations it is incorrect to add them to derive a Victorian total.

- Daytrip expenditure in Victoria declined marginally (-0.1%) year-on-year by to \$3.74 billion for the year ending September 2011, outperforming growth by key competitors Queensland (-6.7%), New South Wales (-1.8%) and the national average (-2.1%).
- Domestic daytrip visitation to and within Victoria increased by 0.3% year-on-year to 39.3 million daytrips for the year ending September 2011, with growth slowing, in contrast to intrastate overnight visitation, which saw an increase of 7.5% year-on-year. Growth for Victoria was ahead of Queensland (-0.9%) and below New South Wales (+1.5%) and the national average (+0.8%).
- From the year ending September 2006 to September 2011, domestic daytrip visitors to and within Victoria increased by 4.3% per annum, higher than the national average (+2.8% p.a.), Queensland (+3.6% p.a.) and New South Wales (+2.9% p.a.). Over the same period domestic overnight visitors to and within Victoria declined by 0.9% per annum.
- Daytrips to and within Melbourne decreased by 2.9% year-on-year to 14.3 million for the year ending September 2011, with an average annual growth of 4.6% from the year ending September 2006 to 2011.
- Daytrips to regional Victoria increased 2.1% year-on-year to 25.0 million for the year ending September 2011, with an average annual growth of 4.2% from the year ending September 2006 to September 2011. There was year-on-year growth in domestic daytrips to Phillip Island (+22.7%), Victoria's High Country (+9.8%), Great Ocean Road (+6.0%), Mornington Peninsula (+5.6%), Yarra Valley and Dandenong Ranges (+4.7%) and Murray (+1.7%). However, Grampians (-17.5%) and Daylesford and the Macedon Ranges (-9.2%) declined sharply year-on-year, with Gippsland (-5.8%) and Goldfields (-0.4%) also experiencing declines.

## INTERSTATE overnight visitors, nights & expenditure: year ending September 2010-2011

Year ending September 2011	Interstate Overnight Visitor Estimates		Interstate Visitor Night Estimates		Interstate Visitor Expenditure Estimates*	
	Total ('000)	% change 10/11	Total ('000)	% change 10/11	Total (\$m)	% change 10/11
<b>Australia</b>	<b>23,338</b>	<b>1.4%</b>	<b>116,375</b>	<b>-2.7%</b>	<b>17,448</b>	<b>-1.3%</b>
New South Wales	7,645	6.0%	30,464	2.7%	4,412	7.2%
<b>Sydney</b>	<b># 3,766</b>	<b>7.0%</b>	<b>12,249</b>	<b>3.3%</b>	<i>n/a</i>	<i>n/a</i>
<b>Victoria</b>	<b># 5,519</b>	<b>3.3%</b>	<b>21,375</b>	<b>-3.5%</b>	<b>3,854</b>	<b>6.6%</b>
<b>Melbourne</b>	<b># 4,214</b>	<b>2.9%</b>	<b>14,081</b>	<b>-0.6%</b>	<i>n/a</i>	<i>n/a</i>
<b>Regional Victoria</b>	<b># 1,658</b>	<b>-2.7%</b>	<b>7,294</b>	<b>-8.5%</b>	<i>n/a</i>	<i>n/a</i>
Queensland	5,410	1.2%	32,919	-2.5%	4,774	-5.7%
South Australia	1,825	5.8%	8,989	2.8%	1,333	7.6%
Western Australia	1,042	-7.7%	7,845	-9.6%	956	-12.0%
Tasmania	826	0.1%	5,087	-12.6%	788	-21.7%
Northern Territory	531	-15.4%	4,652	-13.4%	595	-15.1%
ACT	np	np	np	np	730	-13.1%

\* - Intrastate and Interstate expenditure includes destination expenditure only therefore does not add up to total Domestic Overnight Expenditure

(including airfares and long distance transport costs)

np - not published

# - It is important to note that as well as measuring the visitors to Victoria, we specifically measure visitors to Melbourne and visitors to regional Victoria. As some people visit both locations it is incorrect to add them to derive a Victorian total.

### Headline results

- Expenditure by interstate overnight visitors grew by 6.6% year-on-year to \$3.85 billion, ahead of growth for the national average (-1.3%) and Queensland (-5.7% to \$4.77 billion) but behind New South Wales (+7.2% to \$4.41 billion) in the year ending September 2011. Interstate overnight visitor numbers to Victoria also increased year-on-year (+3.3% to 5.5 million), with Melbourne increasing 2.9% to 4.2 million. However, interstate visitor nights to Victoria declined (-3.5% to 21.4 million nights) influenced by regional Victoria (-8.5% to 7.3 million nights).
- Victoria recorded 5.5 million interstate overnight visitors for the year ending September 2011, a year-on-year increase of 3.3%, ahead of growth for the national interstate average (+1.4%) and Queensland (+1.2% to 5.4 million), but behind New South Wales (+6.0% to 7.6 million).
- In spite of growth in visitation, Victoria recorded a year-on-year decrease in interstate visitor nights (-3.5% to 21.4 million nights) for the year ending September 2011. This was below growth for the national interstate average for nights (-2.7%) and key competitors New South Wales (+2.7%) and Queensland (-2.5%). The decline in interstate visitor nights was largely driven by regional Victoria, which was down 8.5% year-on-year, while Melbourne decreased by 0.6% year-on-year.
- Melbourne continued to receive more interstate overnight visitors than Sydney, increasing by 2.9% year-on-year to 4.2 million visitors in the year ending September 2011. However, Sydney is closing the gap, with year-on-year growth of 7.0% to 3.8 million. The Play Melbourne campaign targeting the interstate market was launched in June 2011. For the main segments:
  - Business interstate overnight visitors to Melbourne grew 7.8% year-on-year to 1.52 million for the year ending September 2011, compared to Sydney with 1.56 million (+14.5%).
  - Holiday interstate overnight visitors to Melbourne increased year-on-year (+7.3%) to 1.47 million for year ending September 2011, compared to Sydney with 939,000 (down 9.6% year-on-year).
  - Interstate overnight visitors to Melbourne visiting friends and relatives decreased year-on-year (-8.3%) to 1.09 million for the year ending September 2011, compared to Sydney with 1.16 million (+18.1%).
- Interstate overnight visitors to regional Victoria decreased by 2.7% year-on-year to 1.7 million in the year ending September 2011. Four of regional Victoria's ten campaign regions<sup>3</sup> experienced an increase in interstate overnight visitors: Daylesford and the Macedon Ranges, Yarra Valley and Dandenong Ranges (+25.7%), Mornington Peninsula (+24.0%) and Phillip Island (+17.2%). However, interstate overnight visitors to the Murray (-11.4%) and Great Ocean Road (-11.3%) declined sharply.

<sup>3</sup> Interstate visitor estimates to Daylesford and the Macedon Ranges were below publishable threshold in year ending September 2010.

## **INTRASTATE** overnight visitors, nights & expenditure: year ending September 2010-2011

Year ending September 2011	Intrastate Overnight Visitor Estimates		Intrastate Visitor Night Estimates		Intrastate Visitor Expenditure Estimates*	
	Total ('000)	% change 10/11	Total ('000)	% change 10/11	Total (\$m)	% change 10/11
<b>Australia</b>	<b>46,310</b>	<b>5.7%</b>	<b>145,873</b>	<b>3.2%</b>	<b>18,154</b>	<b>5.0%</b>
New South Wales	16,362	1.0%	50,470	0.8%	6,542	1.5%
<b>Victoria</b>	<b># 11,123</b>	<b>7.5%</b>	<b>29,755</b>	<b>6.9%</b>	<b>3,537</b>	<b>3.5%</b>
<b>Melbourne</b>	<b># 2,388</b>	<b>10.0%</b>	<b>4,374</b>	<b>0.6%</b>	<i>n/a</i>	<i>n/a</i>
<b>Regional Victoria</b>	<b># 8,834</b>	<b>7.0%</b>	<b>25,381</b>	<b>8.1%</b>	<i>n/a</i>	<i>n/a</i>
Queensland	11,428	7.7%	35,976	-2.2%	4,645	8.0%
South Australia	3,085	6.2%	9,761	12.0%	1,058	12.6%
Western Australia	4,347	16.3%	16,130	13.8%	1,937	10.8%
Tasmania	1,086	7.0%	2,762	5.1%	313	6.1%
Northern Territory	333	-5.9%	968	-10.9%	121	-17.1%
ACT	np	np	np	np	0	-

\* - Intrastate and Interstate expenditure includes destination expenditure only therefore does not add up to total Domestic Overnight Expenditure (including airfares and long distance transport costs)

np - not published

# - It is important to note that as well as measuring the visitors to Victoria, we specifically measure visitors to Melbourne and visitors to regional Victoria. As some people visit both locations it is incorrect to add them to derive a Victorian total.

### **Headline results**

- Intrastate overnight visitor expenditure for Victoria increased year-on-year (+3.5% to \$3.54 billion) while visitation (+7.5% to 11.1 million) and visitor nights (+6.9% to 29.8 million) also increased in the year ending September 2011. Intrastate overnight visitors increased year-on-year for both Melbourne (+10.0% to 2.4 million) and regional Victoria (+7.0% to 8.8 million).
- Expenditure by intrastate overnight visitors in Victoria increased year-on-year (+3.5%) to \$3.54 billion for the year ending September 2011, outperforming growth for New South Wales (+1.5%), but behind Queensland (+8.0%) and the national intrastate average (+5.0%).
- Intrastate overnight visitors within Victoria grew year-on-year (+7.5%) to 11.1 million for the year ending September 2011. Growth for Victoria was ahead of the national average (+5.7%) and New South Wales (+1.0% to 16.4 million) and in line with Queensland (+7.7% to 11.4 million).
- Intrastate visitor nights to Victoria increased year-on-year (+6.9% to 29.8 million) in the year ending September 2011, ahead of growth for Queensland (-2.2% to 36.0 million nights), New South Wales (+0.8% to 50.5 million nights) and the national intrastate average (+3.2%).
- Intrastate overnight visitors to Melbourne increased year-on-year (+10.0%) to 2.4 million in the year ending September 2011, with intrastate visitor nights increasing slightly (+0.6% to 4.4 million nights).
  - Holiday intrastate overnight visitors to Melbourne increased 13.0% year-on-year to 771,000 for the year ending September 2011. Visitor nights also increased over the same period (+1.6% to 1.24 million nights).
  - Intrastate overnight visitors to Melbourne visiting friends and relatives increased 16.3% year-on-year to 1.09 million for the year ending September 2011, while visitor nights also increased (+10.8% to 1.96 million nights).
  - Business intrastate overnight visitors to Melbourne declined by 1.4% year-on-year by 5,000 (to 350,000) for the year ending September 2011, while visitor nights decreased 7.5% over the same period to 594,000. In contrast, business intrastate daytrip visitors to Melbourne increased by 0.8% year-on-year by 10,000 (to 1.3 million).
- Intrastate overnight visitation to regional Victoria increased year-on-year (+7.0% to 8.8 million), as did visitor nights (+8.1% to 25.4 million nights) in the year ending September 2011. Year-on-year increases in intrastate overnight visitors were recorded for eight of the ten campaign regions, with only Yarra Valley and Dandenong Ranges (-8.1%) and Great Ocean Road (-0.5%) decreasing. Growth in intrastate overnight visitors was led by the Grampians (+50.7%), Daylesford and the Macedon Ranges (+29.7%), Victoria's High Country (+25.2%) and Phillip Island (+17.7%), with the Murray (+4.4%), Mornington Peninsula (+2.9%), Gippsland (+2.1%) and Goldfields (+0.2%) regions posting modest gains.

### **Impact of Floods in Queensland and Victoria**

Queensland experienced widespread flooding in December 2010 and January 2011, and was struck by Tropical Cyclone Yasi in February 2011. While expenditure and visitor numbers have since recovered, following declines in the March 2011 quarter, the impact of these natural disasters was reflected in a year-on-year decline in domestic visitor nights in Queensland remain below pre-flood levels, with a 2.3% decrease year-on-year.

Parts of regional Victoria experienced flooding in early 2011, particularly in the Grampians and Murray regions. Although aggregated overnight visitor numbers to flood-affected regions<sup>4</sup> was not impacted, visitor nights to these regions declined 5.0% year-on-year, while nights for regional Victoria as a whole increased 3.9%.

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### **IMPORTANT NOTE: FLOODS**

Widespread flooding in Queensland and other states in the March quarter 2011 resulted in a change in the distribution of interviews over this period, due to restricted access to residents in flood-affected regions. Extra interviews were conducted in areas of south-east Queensland that were not directly impacted.

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<sup>4</sup> The SLAs impacted by the floods make up part or all of the following sub-regions: Macedon, Spa Country, Bendigo Loddon, Western, Geelong, Wimmera, Western Grampians, Central Highlands, Mallee, Central Murray and Goulburn.