

Regional Victoria's Top Attractions

Results for the year ending December 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



3.0 MILLION visitors ▲ 11%



1.9 million ▲ 16%
Domestic overnight visitors

9% of all visitors



1.0 million ▲ 2%
International overnight visitors

#2 GEELONG AND THE BELLARINE



2.6 MILLION visitors *n/a



2.4 million *n/a
Domestic overnight visitors

8% of all visitors



267,600 ▼ -3%
International overnight visitors

* % change data not available - new inclusion in 2019 National Visitor Survey

#3 MORNINGTON PENINSULA



2.3 MILLION visitors ▲ 12%



2.1 million ▲ 14%
Domestic overnight visitors

7% of all visitors



237,400 ▲ 2%
International overnight visitors

#4 BALLARAT/ SOVEREIGN HILL



1.7 MILLION visitors ▲ 15%



1.5 million ▲ 17%
Domestic overnight visitors

5% of all visitors



177,700 ▲ 3%
International overnight visitors

#5 PHILLIP ISLAND/ PENGUIN PARADE



1.4 MILLION visitors ▲ 8%



915,500 ▲ 14%
Domestic overnight visitors

4% of all visitors



526,500 ► 0%
International overnight visitors

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#6 BENDIGO



1.3 MILLION visitors ▲ 2%

1.3 million ▲ 2% Domestic overnight visitors

4% of all visitors

89,200 ▲ 6% International overnight visitors

#7 YARRA VALLEY (including Healesville Sanctuary)



1.3 MILLION visitors ▲ 9%

836,300 ▲ 13% Domestic overnight visitors

4% of all visitors

417,100 ▲ 2% International overnight visitors

#8 DAYLESFORD/ HEPBURN SPRINGS/ MACEDON



917,500 visitors ▲ 20%

872,700 ▲ 21% Domestic overnight visitors

3% of all visitors

44,800 ▼ -1% International overnight visitors

#9 DANDENONG RANGES (including Puffing Billy)



643,800 visitors ► 0%

339,200 ▼ -1% Domestic overnight visitors

2% of all visitors

304,600 ▲ 2% International overnight visitors

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



Jobs, Precincts and Regions