

## Travel to the Greater Gippsland region and its sub-regions

|                                 | Visitors ('000)         | YE Dec 09    | YE Dec 10    | YE Dec 11    | YE Dec 12    | YE Dec 13    | YE Dec 14    | YE Dec 15    | YE Dec 16    | YE Dec 17    | Change on last year | Overall change | Share of regional Victoria | % pts change on last year |
|---------------------------------|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|----------------|----------------------------|---------------------------|
|                                 |                         |              |              |              |              |              |              |              |              |              |                     |                |                            |                           |
| <b>Greater Gippsland region</b> | International overnight | 59           | 58           | 62           | 49           | 60           | 55           | 75           | 72           | 76           | 6.1%                | 29.5%          | 14.4%                      | -0.1                      |
|                                 | Domestic overnight      | 1,544        | 1,764        | 1,765        | 1,673        | 1,856        | 1,820        | 1,841        | 1,956        | 2,459        | 25.7%               | 59.3%          | 15.4%                      | 1.4                       |
|                                 | Domestic daytrip        | 2,990        | 3,190        | 3,078        | 3,476        | 3,385        | 3,543        | 3,848        | 4,105        | 3,692        | -10.1%              | 23.5%          | 11.1%                      | -1.8                      |
|                                 | <b>Total</b>            | <b>4,593</b> | <b>5,013</b> | <b>4,905</b> | <b>5,198</b> | <b>5,301</b> | <b>5,418</b> | <b>5,765</b> | <b>6,133</b> | <b>6,227</b> | <b>1.5%</b>         | <b>35.6%</b>   | <b>12.5%</b>               | <b>-0.7</b>               |
|                                 | <b>Nights ('000)</b>    |              |              |              |              |              |              |              |              |              |                     |                |                            |                           |
|                                 | International           | 504          | 489          | 633          | 459          | 477          | 755          | 874          | 619          | 631          | 2.0%                | 25.1%          | 7.9%                       | -0.7                      |
|                                 | Domestic                | 5,030        | 5,218        | 5,489        | 4,923        | 5,829        | 5,367        | 5,620        | 5,501        | 6,945        | 26.2%               | 38.1%          | 15.4%                      | 1.7                       |
| <b>Total</b>                    | <b>5,535</b>            | <b>5,707</b> | <b>6,122</b> | <b>5,382</b> | <b>6,306</b> | <b>6,123</b> | <b>6,494</b> | <b>6,120</b> | <b>7,576</b> | <b>23.8%</b> | <b>36.9%</b>        | <b>14.3%</b>   | <b>1.3</b>                 |                           |
| <b>East Gippsland</b>           | International overnight | 35           | 33           | 33           | 26           | 33           | 27           | 32           | 38           | 40           | 4.4%                | 15.3%          | 7.5%                       | -0.2                      |
|                                 | Domestic overnight      | 549          | 623          | 619          | 608          | 661          | 610          | 641          | 691          | 777          | 12.4%               | 41.4%          | 4.9%                       | -0.1                      |
|                                 | Domestic daytrip        | 565          | 561          | 447          | 586          | 556          | 447          | 455          | 475          | 496          | 4.5%                | -12.2%         | 1.5%                       | 0.0                       |
|                                 | <b>Total</b>            | <b>1,149</b> | <b>1,217</b> | <b>1,100</b> | <b>1,220</b> | <b>1,250</b> | <b>1,084</b> | <b>1,129</b> | <b>1,204</b> | <b>1,313</b> | <b>9.0%</b>         | <b>14.2%</b>   | <b>2.6%</b>                | <b>0.0</b>                |
|                                 | <b>Nights ('000)</b>    |              |              |              |              |              |              |              |              |              |                     |                |                            |                           |
|                                 | International           | 111          | 136          | 148          | 97           | 130          | 189          | 180          | 157          | 117          | np                  | np             | np                         | np                        |
|                                 | Domestic                | 2,044        | 1,986        | 2,094        | 1,983        | 2,414        | 1,763        | 2,133        | 2,058        | 2,217        | 7.8%                | 8.5%           | 4.9%                       | -0.2                      |
| <b>Total</b>                    | <b>2,154</b>            | <b>2,121</b> | <b>2,242</b> | <b>2,081</b> | <b>2,544</b> | <b>1,951</b> | <b>2,312</b> | <b>2,215</b> | <b>2,334</b> | <b>np</b>    | <b>np</b>           | <b>np</b>      | <b>np</b>                  |                           |
| <b>Wellington</b>               | International overnight | 9            | 9            | 10           | 7            | 9            | 10           | 12           | 8            | 11           | 25.2%               | 22.4%          | 2.0%                       | 0.3                       |
|                                 | Domestic overnight      | 224          | 277          | 256          | 278          | 302          | 309          | 281          | 309          | 441          | 42.9%               | 97.0%          | 2.8%                       | 0.6                       |
|                                 | Domestic daytrip        | 498          | 569          | 368          | 476          | 506          | 508          | 540          | 675          | 575          | -14.8%              | 15.6%          | 1.7%                       | -0.4                      |
|                                 | <b>Total</b>            | <b>730</b>   | <b>855</b>   | <b>634</b>   | <b>761</b>   | <b>817</b>   | <b>827</b>   | <b>833</b>   | <b>992</b>   | <b>1,027</b> | <b>3.5%</b>         | <b>40.6%</b>   | <b>2.1%</b>                | <b>-0.1</b>               |
|                                 | <b>Nights ('000)</b>    |              |              |              |              |              |              |              |              |              |                     |                |                            |                           |
|                                 | International           | 69           | 114          | 89           | 77           | 116          | 161          | 194          | 91           | 131          | np                  | np             | np                         | np                        |
|                                 | Domestic                | 715          | 630          | 815          | 734          | 832          | 962          | 767          | 882          | 1,369        | 55.2%               | 91.5%          | 3.0%                       | 0.8                       |
| <b>Total</b>                    | <b>783</b>              | <b>744</b>   | <b>904</b>   | <b>812</b>   | <b>948</b>   | <b>1,122</b> | <b>961</b>   | <b>973</b>   | <b>1,500</b> | <b>np</b>    | <b>np</b>           | <b>np</b>      | <b>np</b>                  |                           |
| <b>Latrobe</b>                  | International overnight | 7            | 6            | 7            | 6            | 6            | 5            | 5            | 6            | 8            | 18.3%               | 3.9%           | 1.4%                       | 0.1                       |
|                                 | Domestic overnight      | 147          | 147          | 149          | 196          | 183          | 200          | 162          | 215          | 246          | 14.1%               | 67.0%          | 1.5%                       | 0.0                       |
|                                 | Domestic daytrip        | 633          | 630          | 870          | 793          | 653          | 827          | 911          | 1,024        | 872          | -14.9%              | 37.7%          | 2.6%                       | -0.6                      |
|                                 | <b>Total</b>            | <b>787</b>   | <b>783</b>   | <b>1,027</b> | <b>994</b>   | <b>841</b>   | <b>1,032</b> | <b>1,078</b> | <b>1,245</b> | <b>1,125</b> | <b>-9.7%</b>        | <b>42.8%</b>   | <b>2.3%</b>                | <b>-0.4</b>               |
|                                 | <b>Nights ('000)</b>    |              |              |              |              |              |              |              |              |              |                     |                |                            |                           |
|                                 | International           | 121          | 76           | 121          | 136          | 68           | 87           | 101          | 122          | 134          | np                  | np             | np                         | np                        |
|                                 | Domestic                | 505          | 538          | 413          | 418          | 391          | 491          | 441          | 480          | 543          | np                  | 7.4%           | 1.2%                       | np                        |
| <b>Total</b>                    | <b>626</b>              | <b>614</b>   | <b>535</b>   | <b>554</b>   | <b>460</b>   | <b>578</b>   | <b>542</b>   | <b>602</b>   | <b>677</b>   | <b>np</b>    | <b>np</b>           | <b>np</b>      | <b>np</b>                  |                           |

Estimates in red and highlighted in pink are below the data confidence intervals used by TEVE.

Note: share and change analysis should not be undertaken on estimates below the data confidence intervals.

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|------------------------------|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------------|----------------|----------------------------|---------------------------|--|
| <b>Baw Baw</b>               | <b>Visitors ('000)</b>  |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International overnight | 5         | 5         | 4         | 3         | 4         | 4         | 6         | 6         | 6         | -7.0%               | np             | 1.1%                       | -0.2                      |  |
|                              | Domestic overnight      | 105       | 167       | 179       | 152       | 182       | 144       | 183       | 168       | 230       | 37.2%               | 119.0%         | 1.4%                       | 0.2                       |  |
|                              | Domestic daytrip        | 430       | 525       | 548       | 593       | 626       | 782       | 702       | 787       | 703       | -10.7%              | 63.4%          | 2.1%                       | -0.4                      |  |
|                              | Total                   | 540       | 697       | 731       | 747       | 813       | 930       | 891       | 961       | 939       | -2.3%               | 73.8%          | 1.9%                       | -0.2                      |  |
|                              | <b>Nights ('000)</b>    |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International           | 57        | 83        | 111       | 63        | 56        | 71        | 230       | 76        | 123       | np                  | np             | np                         | np                        |  |
| Domestic                     | 249                     | 390       | 454       | 289       | 438       | 286       | 403       | 340       | 540       | np        | np                  | 1.2%           | np                         |                           |  |
| Total                        | 306                     | 473       | 566       | 352       | 495       | 357       | 633       | 416       | 663       | np        | np                  | np             | np                         |                           |  |
| <b>South Gippsland</b>       | <b>Visitors ('000)</b>  |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International overnight | 13        | 14        | 15        | 13        | 15        | 14        | 24        | 21        | 23        | 7.2%                | 69.4%          | 4.2%                       | 0.0                       |  |
|                              | Domestic overnight      | 263       | 324       | 318       | 276       | 342       | 317       | 347       | 327       | 472       | 44.4%               | 79.9%          | 3.0%                       | 0.6                       |  |
|                              | Domestic daytrip        | 309       | 530       | 381       | 510       | 518       | 502       | 660       | 489       | 505       | 3.2%                | 63.2%          | 1.5%                       | 0.0                       |  |
|                              | Total                   | 585       | 868       | 714       | 800       | 876       | 832       | 1,030     | 837       | 1,000     | 19.4%               | 70.8%          | 2.0%                       | 0.2                       |  |
|                              | <b>Nights ('000)</b>    |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International           | 130       | 60        | 66        | 39        | 65        | 219       | 62        | 131       | 86        | np                  | np             | np                         | np                        |  |
| Domestic                     | 667                     | 931       | 834       | 816       | 1,001     | 854       | 1,076     | 829       | 1,225     | 47.8%     | 83.6%               | 2.7%           | 0.6                        |                           |  |
| Total                        | 797                     | 991       | 901       | 855       | 1,066     | 1,073     | 1,138     | 960       | 1,311     | np        | np                  | np             | np                         |                           |  |
| <b>Wonthaggi - Inverloch</b> | <b>Visitors ('000)</b>  |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International overnight | 3         | 2         | 4         | 2         | 4         | 5         | 8         | 4         | 5         | np                  | np             | 1.0%                       | np                        |  |
|                              | Domestic overnight      | 252       | 250       | 276       | 212       | 245       | 314       | 254       | 293       | 330       | 12.4%               | 31.0%          | 2.1%                       | 0.0                       |  |
|                              | Domestic daytrip        | 370       | 367       | 463       | 486       | 527       | 438       | 497       | 586       | 472       | -19.4%              | 27.5%          | 1.4%                       | -0.4                      |  |
|                              | Total                   | 625       | 619       | 743       | 700       | 776       | 757       | 759       | 882       | 807       | -8.6%               | np             | 1.6%                       | -0.3                      |  |
|                              | <b>Nights ('000)</b>    |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International           | 12        | 12        | 85        | 18        | 20        | 26        | 81        | 34        | 35        | np                  | np             | np                         | np                        |  |
| Domestic                     | 706                     | 732       | 852       | 663       | 752       | 991       | 744       | 854       | 966       | 13.2%     | 36.8%               | 2.1%           | 0.0                        |                           |  |
| Total                        | 718                     | 744       | 937       | 681       | 772       | 1,017     | 825       | 887       | 1,001     | np        | np                  | np             | np                         |                           |  |
| <b>Regional Victoria</b>     | <b>Visitors ('000)</b>  |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International overnight | 321       | 325       | 339       | 314       | 346       | 380       | 459       | 498       | 531       | 6.7%                | 65.6%          |                            |                           |  |
|                              | Domestic overnight      | 10,370    | 10,442    | 11,281    | 11,440    | 11,785    | 12,671    | 13,324    | 13,955    | 15,960    | 14.4%               | 53.9%          |                            |                           |  |
|                              | Domestic daytrip        | 24,802    | 25,233    | 26,794    | 28,417    | 26,372    | 28,469    | 30,066    | 31,884    | 33,290    | 4.4%                | 34.2%          |                            |                           |  |
|                              | Total                   | 35,493    | 36,000    | 38,414    | 40,172    | 38,503    | 41,520    | 43,849    | 46,337    | 49,781    | 7.4%                | 40.3%          |                            |                           |  |
|                              | <b>Nights ('000)</b>    |           |           |           |           |           |           |           |           |           |                     |                |                            |                           |  |
|                              | International           | 4,261     | 4,987     | 5,358     | 5,000     | 5,519     | 6,262     | 6,902     | 7,212     | 8,010     | 11.1%               | 88.0%          |                            |                           |  |
| Domestic                     | 32,061                  | 32,430    | 34,262    | 35,600    | 35,368    | 37,193    | 37,694    | 39,932    | 44,987    | 12.7%     | 40.3%               |                |                            |                           |  |
| Total                        | 36,321                  | 37,417    | 39,620    | 40,601    | 40,887    | 43,455    | 44,595    | 47,145    | 52,998    | 12.4%     | 45.9%               |                |                            |                           |  |

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