

Introduction

This report provides domestic trend results for Greater Gippsland and its selected competitors for the period year ending (YE) Dec 2020 to year ending (YE) Dec 2024.

Greater Gippsland comprises the tourism regions of Lakes and Gippsland plus the SA2 of Wonthaggi – Inverloch. The selected LGAs of East Gippsland, Wellington, LaTrobe, Baw Baw, South Gippland and Bass Coast Mainland.

Data from the National Visitor Survey (NVS) for the YE Dec 2024 has been used for the trends. The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS or otherwise available from TRA before drawing any conclusions or inferences, or taking any action, based on the data.

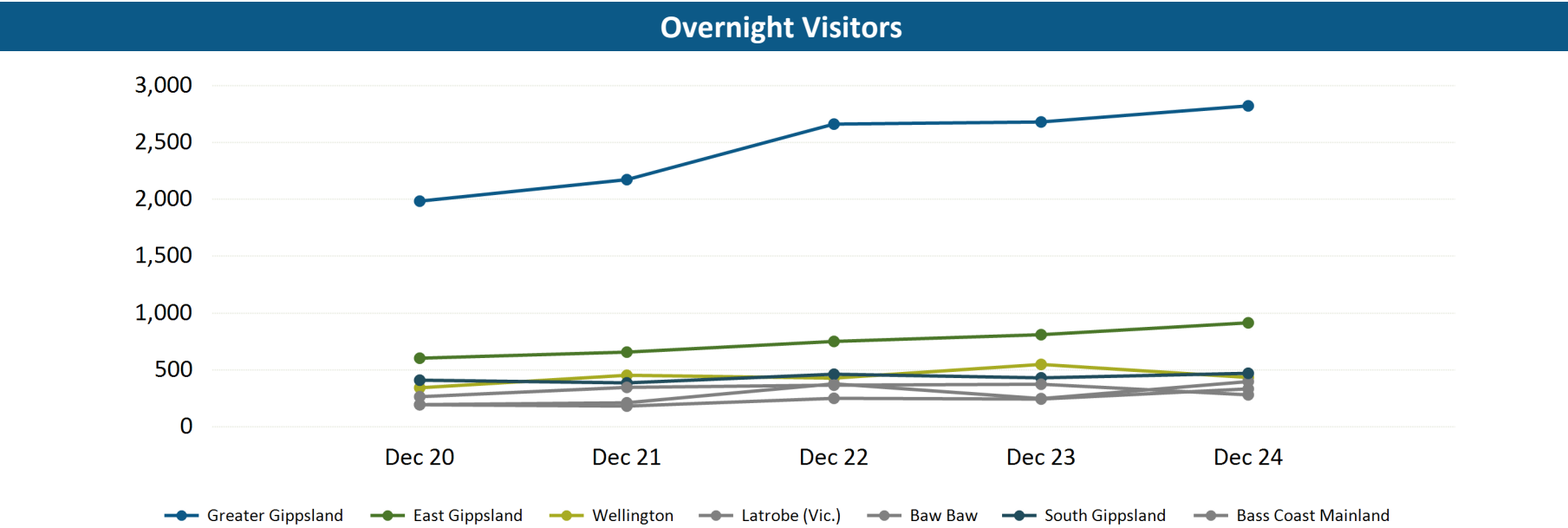
* Contains data that is outside Tourism Research Australia's confidence levels for publication. Use with caution and internal use only.
na No available data.
Sources: National Visitor Survey, International Visitor Survey & Regional Expenditure Model, Year Ending Dec 2024, Tourism Research Australia.

Domestic Travel to Greater Gippsland and Selected LGAs

Trends Year Ending Dec 2020 to Year Ending Dec 2024

Destination

GIPPSLAND



Domestic overnight visitors ('000)	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	YE Dec 24	Change on YE Dec 23	Change on YE Dec 20	Average annual growth
Greater Gippsland	1,984	2,173	2,662	2,680	2,822	+5.3%	+42.2%	+10.6%
East Gippsland	603	656	750	810	914	+12.9%	+51.6%	+12.9%
Wellington	343	453	428	548	434	-20.9%	+26.5%	+6.6%
Latrobe (Vic.)	195	211	378	248	397	+60.4%	+103.9%	+26.0%
Baw Baw	193	182	250	244	333	+36.8%	+72.3%	+18.1%
South Gippsland	410	386	462	430	470	+9.3%	+14.8%	+3.7%
Bass Coast Mainland	264	346	366	374	281	-24.9%	+6.3%	+1.6%
Regional VIC	10,704	13,966	18,287	18,891	19,498	+3.2%	+82.2%	+20.5%

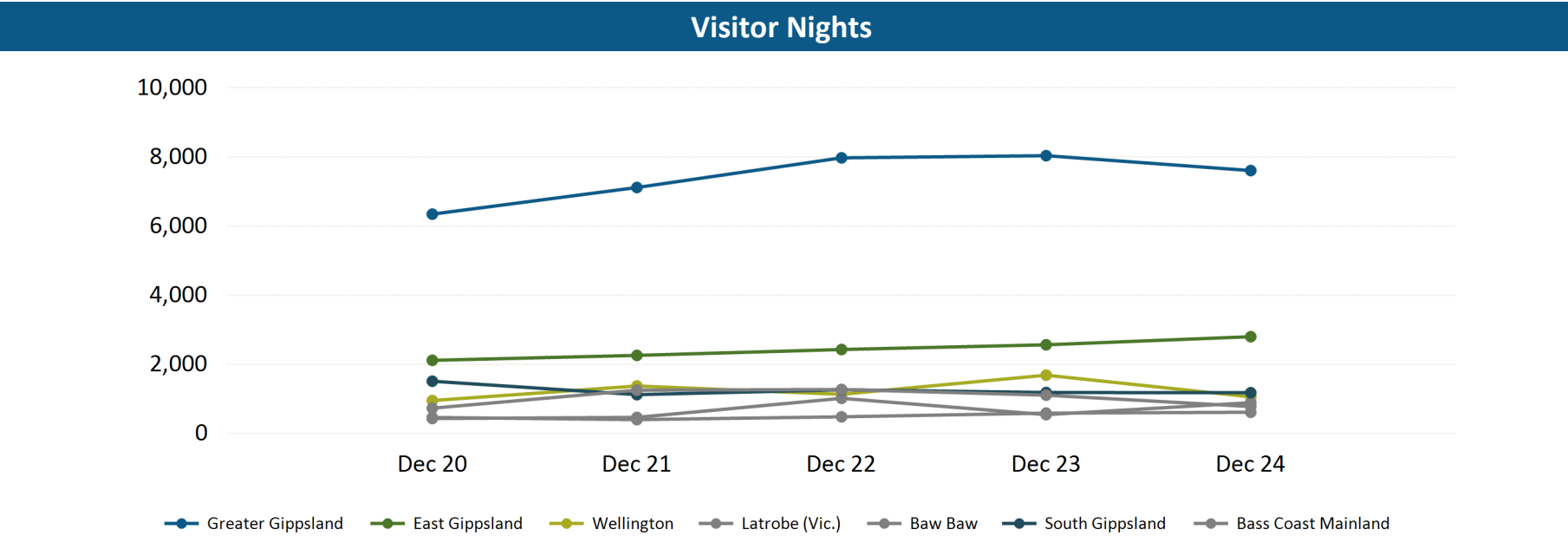
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Domestic Travel to Greater Gippsland and Selected LGAs

Trends Year Ending Dec 2020 to Year Ending Dec 2024

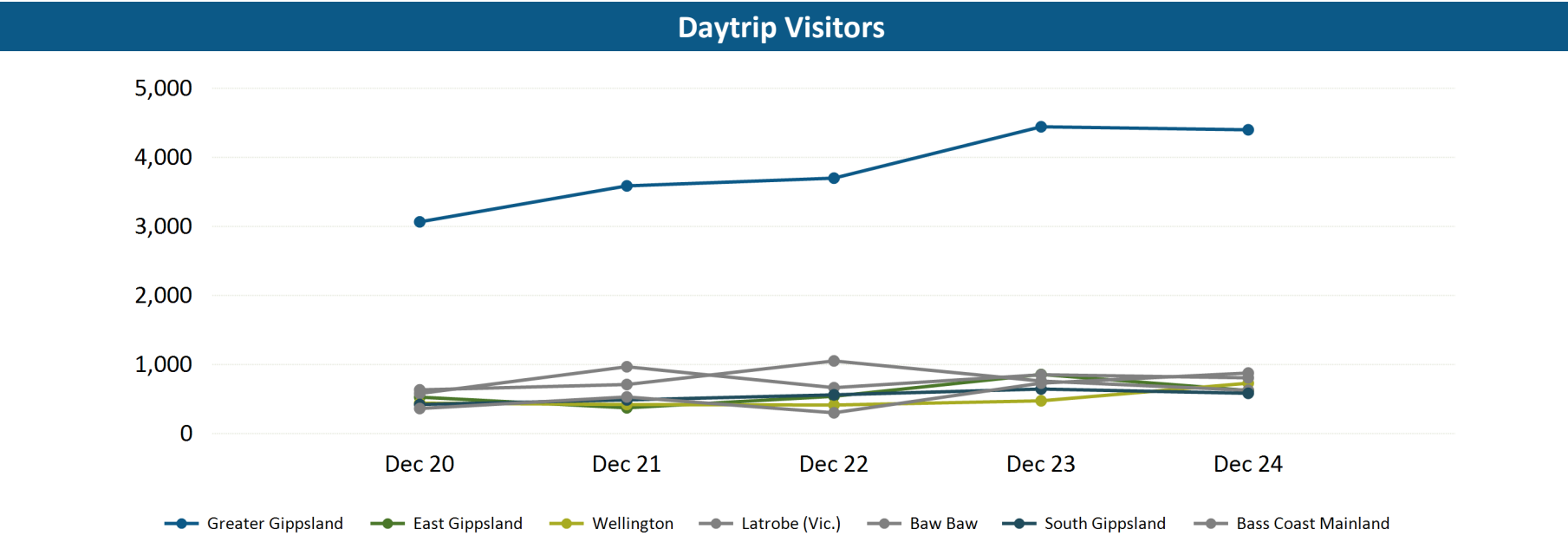
Destination

GIPPSLAND



Domestic nights ('000)	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	YE Dec 24	Change on YE Dec 23	Change on YE Dec 20	Average annual growth
Greater Gippsland	6,346	7,117	7,974	8,037	7,607	-5.4%	+19.9%	+5.0%
East Gippsland	2,119	2,262	2,433	2,569	2,803	+9.1%	+32.3%	+8.1%
Wellington	957	1,378	1,137	1,691	1,064	-37.1%	+11.2%	+2.8%
Latrobe (Vic.)	437	471	1,021	549	897	+63.2%	+105.0%	+26.3%
Baw Baw	469	405	486	593	618	+4.3%	+31.9%	+8.0%
South Gippsland	1,516	1,128	1,269	1,189	1,183	-0.5%	-21.9%	-5.5%
Bass Coast Mainland	736	1,257	1,277	1,112	785	-29.5%	+6.6%	+1.7%
Regional VIC	34,654	43,618	51,892	53,255	51,744	-2.8%	+49.3%	+12.3%

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Domestic daytrip visitors ('000)	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	YE Dec 24	Change on YE Dec 23	Change on YE Dec 20	Average annual growth
Greater Gippsland	3,070	3,591	3,703	4,447	4,403	-1.0%	+43.4%	+10.9%
East Gippsland	531	376	544	860	628	-27.0%	+18.2%	+4.6%
Wellington	444	425	417	478	734	+53.5%	+65.2%	+16.3%
Latrobe (Vic.)	584	972	668	856	811	-5.2%	+38.8%	+9.7%
Baw Baw	636	714	1,056	764	631	-17.5%	-0.9%	-0.2%
South Gippsland	425	491	565	649	587	-9.5%	+38.1%	+9.5%
Bass Coast Mainland	367	534	305	734	880	+19.9%	+140.1%	+35.0%
Regional VIC	22,790	26,011	35,598	37,389	36,898	-1.3%	+61.9%	+15.5%

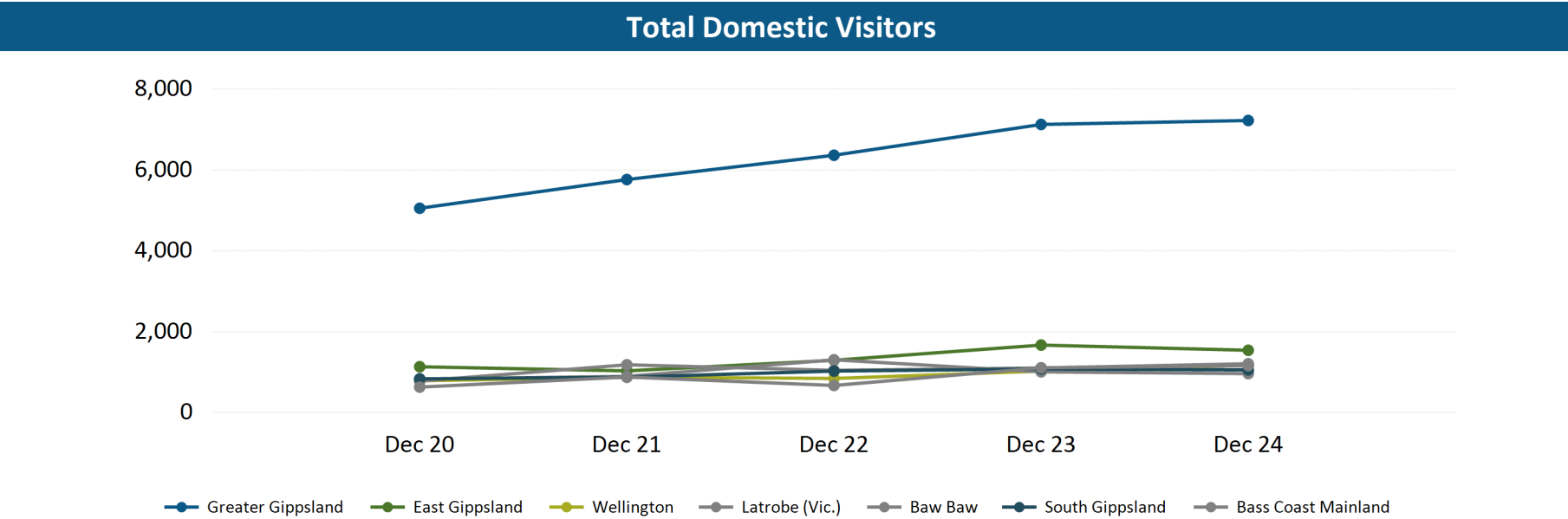
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Destination

GIPPSLAND



Total domestic visitors ('000)	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	YE Dec 24	Change on YE Dec 23	Change on YE Dec 20	Average annual growth
Greater Gippsland	5,054	5,764	6,365	7,127	7,225	+1.4%	+43.0%	+10.7%
East Gippsland	1,134	1,032	1,294	1,670	1,542	-7.7%	+35.9%	+9.0%
Wellington	787	878	845	1,026	1,168	+13.7%	+48.4%	+12.1%
Latrobe (Vic.)	779	1,183	1,046	1,104	1,208	+9.5%	+55.1%	+13.8%
Baw Baw	829	896	1,306	1,008	964	-4.4%	+16.1%	+4.0%
South Gippsland	835	877	1,027	1,079	1,057	-2.0%	+26.7%	+6.7%
Bass Coast Mainland	631	880	671	1,108	1,161	+4.8%	+84.1%	+21.0%
Regional VIC	33,494	39,977	53,885	56,280	56,396	+0.2%	+68.4%	+17.1%

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