

Performance Measures	Unit of measure	Performance Benchmarks			Targets				
		1994	1998	2001	2002	2003	2004	2005	2006
Tourism Yield									
Yield (Domestic)	\$Billion	2.4	3.1	6.2	5.8 - 6.0	5.8 - 6.0	6.0 - 6.2	6.2 - 6.4	6.3 - 6.5
Yield (International)	\$ Billion	0.9	1.5	1.6	1.55 - 1.65	1.55 - 1.65	1.7 - 1.85	1.8 - 1.95	1.95 - 2.1
Visitation									
Visitor nights (domestic)	No. (million)	●	55.7	54.5	52 - 54	52 - 54	55 - 59	56 - 60	58 - 62
Market Share (domestic nights)	%	●	19.0	18.7	18 - 20	18 - 20	18 - 20	19 - 21	19 - 21
Interstate Visitor nights	No. (million)	●	16.4*	20.7*	20 - 22	20 - 22	21 - 23	21 - 23	21 - 23
Intrastate Visitors nights	No. (million)	●	35.6*	33.9*	33 - 35	33 - 35	34 - 36	35 - 38	37 - 39
Visitor nights (international)	No. (million)		11.5	18.2	21.2	21 - 23	22 - 24	23 - 25	24 - 26
Market share (international nights)	%		14	17	17	17 - 19	17 - 19	17 - 19	17 - 19
Number of visitors (International)	No. (million)		0.8	1.0	1.1	1.0 - 1.3	1.0 - 1.3	1.2 - 1.5	1.3 - 1.6
Visitor nights to Regional Victoria (Domestic)	No. (million)	●	36.1	35.3*	35 - 37	35 - 37	35 - 37	36 - 38	36 - 38
Marketing Victoria									
Awareness of advertising on Victoria:									
• New South Wales	%	N/A	19	19	18 - 22	18 - 22	18 - 22	18 - 22	18 - 22
• South Australia	%	N/A	27	16	10 - 16	10 - 16	10 - 16	10 - 16	10 - 16
• Queensland	%	N/A	20	19	18 - 22	18 - 22	18 - 22	18 - 22	18 - 22
• Victoria	%	N/A	16	14	8 - 12	8 - 12	10 - 14	11 - 16	11 - 16

● Data not available

* 1999 figure. More recent data not available at time of production

The domestic figures from 1997 - 98 to 2000 - 01 are incomparable, due to the break in series from the Domestic Tourism Monitor (DTM) to the National Visitor Survey (NVS) in 1998