

Regional Victoria's Product Strengths								
Destinations	Levels	Regional Victoria's Product Strengths						Comments
		Villages	Touring	Wine & Food	Natural Attractions <small>(including Adventure)</small>	Arts & Cultural Heritage	Events	
Yarra Valley	Level 1	●		●			●	High priority wine and food region.
Great Ocean Road	Level 1	●	●		●		●	Includes Geelong/ Ballarine Peninsula,Torquay,Lorne,Port Campbell National Park (12 Apostles) and Warrnambool.Great Southern Touring Route.High priority to grow high yield interstate and international visitation. Surfing capital: Rip Curl Pro & SunSmart Classic Surfing.
Grampians National Park	Level 1	●		●	●	●		Great Southern Touring Route.Wineries region including Ballarat, Pyrenees and the Grampians.Aboriginal experiences.Focus on dispersal & yield.
Daylesford	Level 1			●				Indulgence. Hepburn Springs.
Ski Fields	Level 1	●			●		●	State product strength. Includes: Falls Creek, Mt Buller Mt Hotham, Mt Buffalo, Lake Mountain & Mt Baw Baw. Philips Mobile Phones World Aerials.
Ballarat	Level 1		●	●		●	●	Great Southern Touring Route.Wineries region including the Pyrenees, Grampians and Ballarat. Sovereign Hill. Ballarat Begonia Festival. Major heritage product.
Bendigo	Level 1			●		●		Wineries region including Heathcote. Regional gallery. Major heritage product.
Mornington Peninsula	Level 1	●	●	●	●			Potential to grow all markets. Point Nepean National Park. Around The Bay touring.
Phillip Island	Level 1				●		●	Phillip Island Nature Park. Qantas Australian Motorcycle Grand Prix.
The Dandenongs	Level 2	●			●			Hilltop gardens and Puffing Billy Steam Railway.
Geelong/Ballarine Peninsula	Level 2	●	●	●		●		National Wool Museum. Waterfront Geelong. Regional Gallery. Around The Bay touring.
Echuca	Level 2		●		●	●		Murray River: Port of Echuca.
Mildura	Level 2			●		●	●	Murray River: Mungo/outback.