

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	
High Country	Level 2	●	●	●	●	●	●	Aligned with state product strength i.e. skiing, Wineries and food region including Rutherglen, Beechworth, Milawa/ King Valley, Great Alpine Road.
Wilson's Promontory	Level 2				●			Significant attraction but capacity issues.
Gippsland Lakes	Level 2	●	●		●			Significant boating and fishing destination. Sydney to Melbourne touring.
Warrnambool	Level 2		●		●		●	May Racing Carnival. Great Southern Touring Route. Maritime heritage.
Lakes Entrance	Level 3		●		●			Family markets. Sydney to Melbourne touring.
Avoca	Level 3		●	●				Pyrenees wine region. Touring.
Werrimbee Park Precinct	Level 3		●	●	●	●	●	Werrimbee Park Zoo. Events eg Equestrian.
Nagambie	Level 3			●			●	
Shepparton	Level 3			●				Goulburn River: Food Bowl.
Yarrawonga	Level 3		●		●			Murray River.
Benalla	Level 3					●		
Mansfield	Level 3				●			Adventure tourism.
Wonthaggi	Level 3				●	●		Coal mine.
Inverloch	Level 3				●			Coastal.
Traralgon	Level 3		●					Sydney to Melbourne touring.
Albury/Wodonga	Level 3		●		●			Murray River: Hub and border crossing. Conference market.
Rutherglen	Level 3		●	●				Wineries region including Beechworth, Milawa/ King Valley and Rutherglen.
Sale	Level 3		●					Sydney to Melbourne touring.
Bairnsdale	Level 3		●					Sydney to Melbourne touring.
Lake Eildon	Level 3				●			Significant boating and fishing destination.
Macedon Ranges	Level 3			●	●			Hanging Rock.
Halls Gap	Level 3	●	●		●	●		Hub of Grampians National Park. Aboriginal experiences. Great Southern Touring Route.
Hamilton, Horsham, Stawell, Ararat	Level 3			●		●		Cities of the Grampians/ accommodation hubs. Grampians National Park. Grampians wineries.
Swan Hill	Level 3				●	●		Murray River: Pioneer settlement.
Portland	Level 3				●	●		Maritime heritage. Birthplace of Victoria.
Wangaratta	Level 3		●	●			●	Wangaratta Festival of Jazz. Wineries region.