

# About Destination Melbourne

Destination Melbourne is an independent, not-for-profit tourism organisation empowering Melbourne's visitor industry to continually enhance the visitor experience and inspiring visitors to explore and enjoy greater Melbourne.

**OUR VISION** is to maximise Melbourne's visitor potential, by championing visitor needs, the visitor experience and the visitor industry.

**OUR MISSION** is to inspire Melbourne's visitor industry to excel in delivering the best visitor experiences and encouraging visitors to explore and enjoy Melbourne.



+ We are **Greater Melbourne's** independent tourism organisation



+ We are **not for profit**. Surpluses are reinvested back into the industry



+ We are team of **passionate tourism professionals** driven by our values – Agility, Creativity and Integrity



+ We offer a **range of marketing programs, leading visitor information and industry development and training programs.**



+ We have a broad **Melbourne footprint** working across all tourism sectors, metropolitan councils, and key government stakeholders

## What is our role?

- + Destination Melbourne delivers industry development programs and creative marketing solutions for Melbourne's visitor industry. We promote excellence, encourage collaboration and drive positive and valuable visitor experiences.

We strive to achieve this through:

- + Leading and empowering industry to connect, collaborate and excel
- + Keeping the visitor industry informed and inspired
- + Delivering key marketing solutions for the visitor industry

## What makes us different?

- + Our market focus – we concentrate on in-destination visitors (interstate and international), regional Victorians, local Melburnians and the visiting friends and relatives market
- + We are not a membership body, nor are we fully funded by government. Approximately 90 per cent of our income generated from our activities
- + We cater to a wide range of stakeholders, including local government, accommodation providers, restaurants, attractions, tour operators and the retail sector

## A growing industry

- + According to UN World tourism Organisation, tourism is becoming one of the **fastest growing economic sectors in the world**
- + Tourism has been identified as one of **Australia's five super growth sectors**. It is expected to grow 4 per cent per annum up to 2033 and to **double in size over the next two decades**<sup>i</sup>
- + Melbourne's visitor economy is worth approx. **\$9 billion employing almost 90,000 people**<sup>ii</sup>

<sup>i</sup> Positioning for Prosperity, Deloitte Access Economics, 2014. <sup>ii</sup> Tourism Satellite Report, 2013-14, Tourism Research Australia.

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**DESTINATION  
MELBOURNE**

# Our key programs

## 01 Destination Management Plan (DMP)

In 2015, we asked the question: "How can we address Melbourne's future growth in a strategic and cohesive fashion so it can continue to be a compelling destination *and* maximise its growth potential?"

The result? We are developing the first ever, overarching **Destination Management Plan** for Greater Melbourne. It will be a **visionary plan**,

providing a **clear strategic direction for future development**, identifying **key product gaps and game changing projects** for the next 10 years.

Current partners for the DMP include **City of Melbourne, Visit Victoria, Public Transport Victoria, Invest Victoria** and 24 of Melbourne's 29 Local Councils.

## 02 Check-in to China Program

In alignment with the State Government of Victoria's China Strategy – Partnerships for Prosperity, Check-in to China is a comprehensive six month cultural study program inclusive of language classes, market briefings and an ten day hosted tour to mainland China.

## 03 Visitability Program

Working to make Melbourne the world's most 'visitabile' city

Our unique Visitability Program is focused on improving the critical services at every point of the visitor journey in Melbourne and across Victoria. We encourage the visitor industry to develop positive and valuable visitor experiences in relation to five key pillars of the program. These pillars – Sense of Welcome, Accessibility, Digital Connectivity, Integrated Messaging and Public Transport – have been identified as having a significant impact on an outstanding visitor experience.

## 04 Melbourne LIVE

In 2016 we held the Melbourne LIVE Tourism Forum, the first Melbourne visitor focused event of its kind, representing Leadership, Innovation and the Visitor Experience. This event focused on the next generation of travellers, trends and developments to ensure Melbourne holds its position as Australia's leading city destination. Next year's event will be held in June 2017.

## 05 Melbourne Tourism Week

Celebrating Melbourne's diverse tourism offering, Melbourne Tourism Week runs each year in early September. Melbourne Tourism Week incorporates the Melbourne Tourism Industry Exchange – an opportunity for Melbourne and Victoria's tourism operators and regions to showcase their product to key influencers – and the Local Council Tourism Breakfast.

# Melbourne's visitor landscape (year ending March 2016)



+ International **overnight visitors** to Melbourne increased by **9.3 per cent** to **2.4 million** <sup>iii</sup>



+ Melbourne's biggest international visitor markets are **China, New Zealand, the UK, the USA** and **Malaysia**

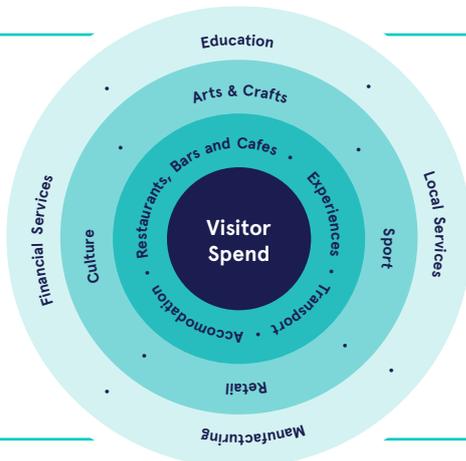


+ Strong international growth markets are **India** and **Indonesia**



+ Melbourne welcomed **5.2 million interstate overnight visitors**, and saw an increase of 11% in **intrastate overnight visitors** to 3.15 million <sup>iv</sup>

<sup>iii</sup> International Visitor Survey, year ending March 2016, Tourism Research Australia. <sup>iv</sup> National Visitor Survey, year ending March 2016, Tourism Research Australia.



## The Visitor Economy ripple effect

Although the effect of travel expenditure is most obvious across the 'big ticket operators', tourist spending actually reaches a lot further into our economy.

Tourists spend their dollars at local businesses and services, across sport, culture and the arts with expenditure finally impacting the financial services, manufacturing and education sectors.