

Melbourne

Market Profile: Year ending December 2014

Tourism Victoria

This fact sheet provides a summary of the latest tourism data for Melbourne. Information includes: domestic and international visitor numbers, visitor expenditure and domestic visitor profiles such as origin, purpose of visit, visitor activities and travel parties.

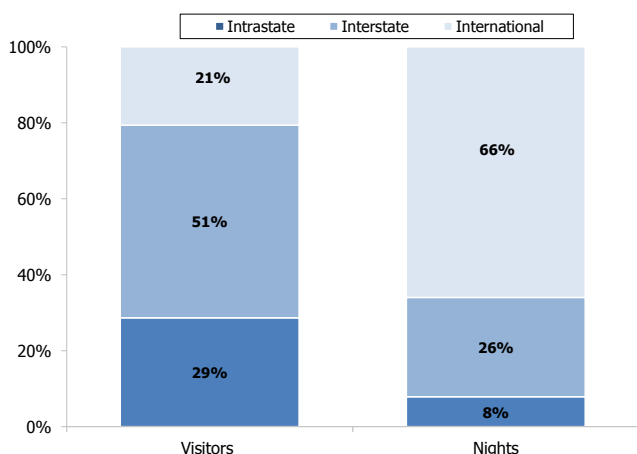
VALUE OF TOURISM TO MELBOURNE

In 2013-14, the tourism industry contributed an estimated \$8.9 billion to Melbourne economy (3.3% of gross regional product) and employed approximately 89,900 people (4.4% of employment).

DOMESTIC & INTERNATIONAL OVERNIGHT VISITATION TO MELBOURNE

Fifty-one per cent of overnight visitors to Melbourne were sourced from the interstate market, followed by 29% from intrastate and 21% from the international market.

Sixty-six per cent of visitor nights in Melbourne were sourced from the international market, followed by 26% from interstate and 8% from the intrastate market.



Domestic Overnight Visitation

Melbourne received an estimated 7.8 million domestic overnight visitors for the year ending December 2014. This was an increase of 10.1% from 2013 to 2014. Thirty-eight per cent of all domestic overnight visitors to Victoria visited Melbourne.

Year ending December	2010	2011	2012	2013	2014	AAG* 10/14	% change 13/14
Domestic							
Overnight Visitors (000s)	6,455	6,857	7,033	7,074	7,787	+4.8% p.a.	+10.1%
Visitor Nights (000s)	18,737	19,152	20,295	19,650	22,502	+4.7% p.a.	+14.5%
Daytrip Visitors (000s)	14,971	15,096	17,045	16,116	16,403	+2.3% p.a.	+1.8%
International							
Overnight Visitors (000s)	1,494.1	1,605.0	1,677.0	1,857.2	2,025.7	+7.9% p.a.	+9.1%

* Average Annual Growth

Since 2010, domestic overnight visitation to Melbourne has increased at an average annual rate of 4.8%, compared with an increase of 5.4% per annum for Victoria generally.

Domestic Visitor Nights

For the year ending December 2014 the region received an estimated 22.5 million domestic visitor nights, an increase of 14.5% from 2013 to 2014. The region had a 36% market share of all domestic visitor nights to Victoria.

The average length of stay was 2.9 nights in 2014, up from 2.8 nights in 2013.

Since 2010, domestic visitor nights spent in Melbourne have increased at an average annual rate of 4.7%, compared to growth of 5.3% per annum for Victoria generally.

Domestic Daytrip Visitation

There were an estimated 16.4 million domestic daytrip visitors to Melbourne in the year ending December 2014, an increase of 1.8% from 2013 to 2014. Thirty-seven per cent of all domestic daytrips to/within Victoria visited Melbourne.

Domestic Visitor Expenditure

Domestic overnight expenditure in Melbourne in the year ending December 2014 was estimated to be \$6.5 billion, with visitors spending on average \$290 per night and \$838 per visitor.

Domestic daytrip visitors are estimated to have spent \$1.8 billion in Melbourne in the year ending December 2014, spending on average \$112 per visitor.



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International Overnight Visitation

Melbourne received an estimated 2.0 million international overnight visitors for the year ending December 2014. This was an increase of 9.1% from 2013 to 2014. Ninety-five per cent of all international overnight visitors to Victoria visited Melbourne.

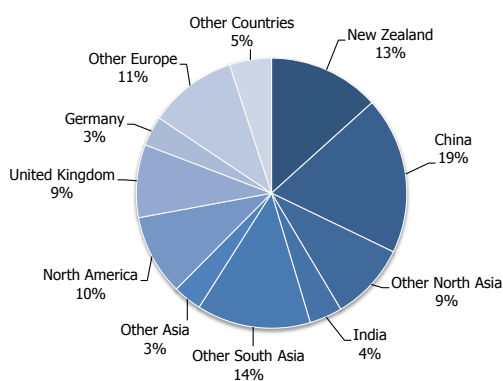
Since 2010, international overnight visitors to Melbourne have grown at an average annual rate of 7.9%, compared to growth of 7.5% per annum for Victoria generally.

International Visitor Expenditure

International overnight expenditure in Melbourne in the year ending December 2014 was estimated to be \$4.6 billion, with visitors spending on average \$106 per night and \$2,269 per visitor.

PROFILE OF INTERNATIONAL OVERNIGHT VISITORS TO MELBOURNE

Origin (% of international overnight visitors to Melbourne)



The largest source markets of international overnight visitors to Melbourne for the year ending December 2014 were China (19%), New Zealand (13%) and United Kingdom (9%). The combined South Asian markets also made up a large proportion of the international market (India 4% and Other South Asia 14%), as did Europe (Germany 3% and Other Europe 11%).

Age Group (% of international overnight visitors to Melbourne)

International overnight visitors to Melbourne were most likely to be aged between 25-44 years (41%) or 45-64 years (35%).

Age Group	Melbourne	Victoria
15 - 24 years	16%	16%
25 - 44 years	41%	40%
45 - 64 years	35%	35%
65+ years	9%	9%

Purpose of Visit (% of international overnight visitors to Melbourne)

Forty-eight per cent of international overnight visitors to Melbourne were holiday visitors and 25% were visiting friends and relatives. A further 14% were visiting for business purposes.

Purpose of Visit	Melbourne	Victoria
Holiday or leisure	48%	47%
Visiting friends and relatives	25%	26%
Business	14%	13%
Other	13%	13%

Length of Visit (% of international overnight visitors to Melbourne)

Thirty-four per cent of international overnight visitors to Melbourne were on a short visit of 1-3 nights. A further 30% stayed for 4-7 nights, while 23% stayed for 15 nights or more.

Length of Visit	Melbourne	Victoria
1-3 nights	34%	29%
4-7 nights	30%	30%
8-14 nights	13%	15%
15+ nights	23%	26%

Travel Party (% of international overnight visitors to Melbourne)

Fifty-two per cent of international overnight visitors to Melbourne were travelling on their own and 20% travelled as part of an adult couple.

Travel Party	Melbourne	Victoria
Travelling alone	52%	53%
Adult couple	20%	20%
Family (parents and children)	11%	11%
Friends and/ or relatives	13%	13%
Other	4%	4%

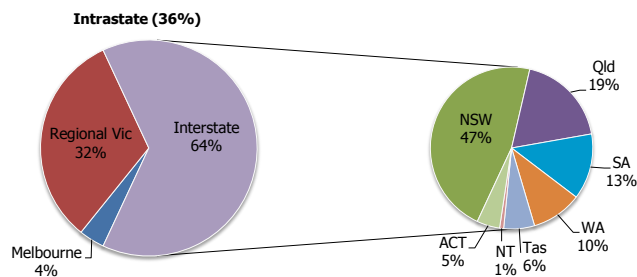
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PROFILE OF DOMESTIC OVERNIGHT VISITORS TO MELBOURNE

Destination preference

Twenty-two per cent of Australians and 15% of Victorians (aged 14 years +) indicated that they would like to take a leisure trip of one or more nights to Melbourne in the next two years.

Origin of domestic overnight visitors to Melbourne



Interstate overnight visitors were the key market for Melbourne and accounted for 64% of total domestic overnight visitors to the region. This was primarily driven by the New South Wales market which accounted for 47% of all interstate overnight visitors to the region. Intrastate overnight visitors accounted for 36% of total domestic overnight visitors.

Age Group (% of domestic overnight visitors to Melbourne)

Domestic overnight visitors to Melbourne were most likely to be aged between 25-44 years (39%) and 45-64 years (35%).

Age Group	Melbourne	Victoria
15 - 24 years	14%	15%
25 - 44 years	39%	35%
45 - 64 years	35%	34%
65+ years	12%	16%

Purpose of Visit (% of domestic overnight visitors to Melbourne)

Thirty-seven per cent of domestic overnight visitors to Melbourne were visiting friends and relatives, and 29% were on holidays. A further 28% were visiting for business.

Purpose of Visit	Melbourne	Victoria
Holiday or leisure	29%	43%
Visiting friends and relatives	37%	36%
Business	28%	17%
Other	7%	5%

Length of Visit (% of domestic overnight visitors to Melbourne)

Seventy-six per cent of domestic overnight visitors to Melbourne were on a short trip of 1-3 nights.

Length of Visit	Melbourne	Victoria
1-3 nights	76%	75%
4-7 nights	20%	19%
8-14 nights	3%	4%
15+ nights	1%	1%

Travel party (% of domestic overnight visitors to Melbourne)

The majority of domestic overnight visitors to Melbourne travelled alone (41%), as an adult couple (24%), as part of family group (14%) or with friends or relatives (14%). When compared to visitors to Victoria overall, visitors to Melbourne were more likely to travel alone (41% compared to 30%) or with business associates (6% compared to 4%).

Travel Party	Melbourne	Victoria
Travelling alone	41%	30%
Adult couple	24%	26%
Family group - parents and children	14%	18%
Friends or relatives	14%	20%
Business associates	6%	4%
Other	1%	1%

Seasonality of Trip (% of domestic overnight visitors to Melbourne)

Domestic overnight visitation to Melbourne was fairly steady throughout the year (26% for the autumn, winter and spring seasons), although was lower in summer (22%).

Month	Melbourne	Victoria
December	6%	7%
January	9%	12%
February	6%	7%
Summer	22%	26%
March	9%	10%
April	8%	9%
May	9%	8%
Autumn	26%	27%
June	9%	8%
July	8%	7%
August	9%	7%
Winter	26%	23%
September	7%	7%
October	9%	8%
November	11%	9%
Spring	26%	25%

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Accommodation (% of domestic visitor nights in Melbourne)

Of all domestic visitor nights in Melbourne in 2014, 46% were spent with friends or relatives, and 43% were spent at a hotel, motel or serviced apartment.

Accommodation	Melbourne	Victoria
Friends or relatives property	46%	40%
Hotel, motel or serviced apartment	43%	26%
Rented house, apartment, flat or unit	3%	7%
Own property (e.g. holiday house)	1%	6%
Caravan park / camping (Commercial or private)	1%	9%
Guest house or B&B	0%	1%
Other	6%	10%

Top 15 Activities (% of domestic overnight visitors to Melbourne)

Compared to all domestic overnight visitors to Victoria generally, some of the activities that overnight visitors to Melbourne were more likely to do included eating out at restaurants (70% compared to 61%), visiting friends and relatives (52% compared to 50%), shopping (32% compared to 26%), going to markets (13% compared to 12%), visit museums or art galleries (11% compared to 8%), attend an organised sporting event (10% compared to 6%), and attend theatre concerts or other performing arts (7% compared to 4%), among other activities.

Activity	Melbourne	Victoria
Eat out at restaurants	70%	61%
Visit friends and relatives	52%	50%
Go shopping (pleasure)	32%	26%
Pubs clubs discos etc	22%	22%
General sight seeing	19%	24%
Going to markets (street, weekend or art craft)	13%	12%
Visit museums or art galleries	11%	8%
Attend an organised sporting event	10%	6%
Attend theatre concerts or other performing arts	7%	4%
Go to the beach (including swimming)	6%	18%
Visit botanical or other public gardens	6%	4%
Visit casinos	5%	2%
Go on a daytrip to another place	4%	6%
Visit wildlife parks, zoos or aquariums	4%	2%
Attend movies or cinema	4%	2%

Tourism Victoria Domestic Segmentation (% of domestic overnight visitors to Melbourne)

The Lifestyle Leaders segment accounted for 33% of domestic overnight leisure visitors to Melbourne, in line with visitors to Victoria generally. They were most likely to belong to the Food & Wine Lifestylers (19%) and Inspired by Nature (19%) segments.

Lifestyle Leaders are progressive and open-minded and form the foundation of all Tourism Victoria segments. These segments are differentiated by their varying passions, motivations, travel needs and behaviours. The segments are a subset of Lifestyle Leaders and are not mutually exclusive.

Domestic Segments	Melbourne	Victoria
Lifestyle Leaders	33%	33%
<i>Creative Opinion Leaders</i>	10%	9%
<i>Food & Wine Lifestylers</i>	19%	19%
<i>Enriched Wellbeing</i>	12%	12%
<i>Inspired by Nature</i>	19%	21%

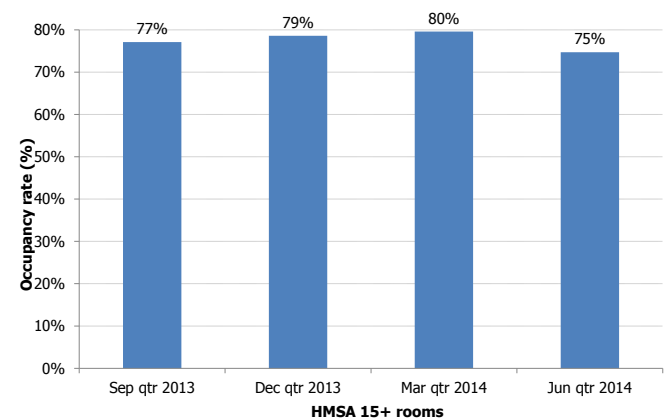
TOURIST ACCOMMODATION - SUPPLY AND DEMAND IN MELBOURNE

Based on the Australian Bureau of Statistics (ABS) Survey of Tourism Accommodation:

- There were 303 hotels/motels/serviced apartments with 15 or more rooms in the region as at the June quarter 2014. Total takings in the year ending June 2014 from these establishments were \$1.5 billion, and the average room occupancy rate was 77.5%.

	At June Quarter 2014		Year Ending June 2014		
	Establishments	Rooms / Sites Available	Room Nights Occupied ('000)	Average Occupancy Rate	Takings (\$million)
Hotels/ Motels/ Serviced Apartments 15+ rooms	303	27,950	7,889	77.5%	\$1,457

- Peak occupancy for hotels/motels and serviced apartments in the year ending June 2014 occurred in the March quarter (80%), followed closely by the December quarter (79%).



For more information on tourist accommodation in Victoria please refer to the Australian Bureau of Statistics website: <http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/7F1BCA4FD889E82CCA25775700164667?opendocument>

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For more information and statistics on tourism in Victoria and Australia please refer to the:

1. Tourism Victoria website:

<http://www.tourism.vic.gov.au/research.html>

2. Tourism Research Australia website:

<http://www.tra.gov.au/>

3. Destination Visitor Survey results:

<http://www.tra.gov.au/research/regional.html>

Sources:

- *Victorian Regional Tourism Satellite Accounts 2013-14*, model developed by Deloitte Access Economics for Tourism Victoria. Further detail on the methodology and key concepts: <http://www.tourism.vic.gov.au/research/economic-significance.html>
- *Holiday Tracking Survey, year ending December 2014*, Roy Morgan Research
- *Survey of Tourist Accommodation, June 2014*, Australian Bureau of Statistics.
- *International Visitor Survey, years ending December 2010-2014*, Tourism Research Australia
- *International Tourism Expenditure in Australia's regions 2010-2014*, Tourism Research Australia

Base: Only those trips where International visitors aged 15 years who have stayed in Australia for less than 12 months are in scope.

- *National Visitor Survey, years ending December 2010-2014*, Tourism Research Australia
- *National Tourism Expenditure in Australia's regions 2010-2014*, Tourism Research Australia

Domestic Overnight Visitor - Australians who undertake an overnight trip are referred to as overnight visitors. Overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home.

Domestic Visitor Night - Nights spent away from an overnight visitor's usual place of residence and within Australia, at a place at least 40 kilometres from home.

Domestic Daytrip - Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

Base: Only those trips where Australian's aged 15 years and over are away from home for less than 12 months are in scope.

For further information on data sources used please refer to our summary of Research sources, definitions and methodologies document found here:

<http://www.tourism.vic.gov.au/research.html>

Figures that are unreliable and unable to be published are represented by '-'. Percentages in red italics are unreliable and should be used with caution. Figures might not add up due to rounding.

Further information on international visitor statistics:

<http://www.tra.gov.au/statistics/international-visitors-to-australia.html>

<http://www.tourism.australia.com/markets.aspx>

Region definition

The Melbourne region comprises one tourism region.



Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs).

Region	SA2
Melbourne	Abbotsford, Airport West, Albert Park, Alphington – Fairfield, Altona, Altona Meadows, Altona North, Ardeer – Albion, Armadale, Ascot Vale, Ashburton, Ashwood – Chadstone, Aspendale Gardens – Waterways, Balwyn, Balwyn North, Bayswater, Bayswater North, Beaumaris, Bentleigh – McKinnon, Bentleigh East, Berwick – North, Berwick – South, Blackburn, Blackburn South, Boronia - The Basin, Box Hill, Box Hill North, Braeside, Braybrook, Brighton, Brighton East, Broadmeadows, Brunswick, Brunswick East, Brunswick West, Bulleen, Bundoora – East, Bundoora – North, Bundoora – West, Burwood, Burwood East, Cairnlea, Camberwell, Campbellfield – Coolaroo, Carlton, Carlton North – Princes Hill, Carnegie, Caroline Springs, Carrum – Patterson Lakes, Caulfield – North, Caulfield – South, Chelsea – Bonbeach, Chelsea Heights, Cheltenham - Highett (East), Cheltenham - Highett (West), Clarinda - Oakleigh South, Clayton, Clayton South, Coburg, Coburg North, Collingwood, Craigieburn – Mickleham, Cranbourne, Cranbourne East, Cranbourne North, Cranbourne South, Cranbourne West, Croydon, Croydon Hills – Warranwood, Dandenong, Dandenong North, Deer Park – Derrimut, Delahey, Dingley Village, Docklands, Doncaster, Doncaster East, Donvale - Park Orchards, Doveton, East Melbourne, Edithvale – Aspendale, Elsternwick, Elwood, Endeavour Hills, Epping, Essendon – Aberfeldie, Essendon Airport, Fawkner, Ferntree Gully, Fitzroy, Fitzroy North, Flemington, Flemington Racecourse, Footscray, Forest Hill, Gladstone Park – Westmeadows, Glen

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Iris – East, Glen Waverley – East, Glen Waverley – West, Glenroy – Hadfield, Greensborough, Greenvale – Bulla, Hallam, Hampton, Hampton Park – Lynbrook, Hawthorn, Hawthorn East, Heidelberg – Rosanna, Heidelberg West, Hillside, Hoppers Crossing – North, Hoppers Crossing – South, Hughesdale, Ivanhoe, Ivanhoe East – Eaglemont, Keilor, Keilor Downs, Keilor East, Kensington, Kew, Kew East, Keysborough, Kings Park, Kingsbury, Knoxfield – Scoresby, Lalor, Laverton, Lynbrook – Lyndhurst, Lysterfield, Malvern - Glen Iris, Malvern East, Maribyrnong, Meadow Heights, Melbourne, Melbourne Airport, Melton, Melton South, Melton West, Mentone, Mill Park – North, Mill Park – South, Mitcham, Montmorency - Briar Hill, Moonee Ponds, Moorabbin – Heatherton, Moorabbin Airport, Mordialloc – Parkdale, Mount Waverley – North, Mount Waverley – South, Mulgrave, Murrumbeena, Narre Warren, Narre Warren North, Narre Warren South, Newport, Niddrie - Essendon West, Noble Park, Noble Park North, North Melbourne, Northcote, Nunawading, Oakleigh – Huntingdale, Ormond - Glen Huntly, Parkville, Pascoe Vale, Pascoe Vale South, Pearcedale – Tooradin, Point Cook, Port Melbourne, Port Melbourne Industrial, Prahran – Windsor, Preston, Reservoir – East, Reservoir – West, Richmond, Ringwood, Ringwood East, Ringwood North, Rockbank - Mount Cottrell, Rowville – Central, Rowville – North, Rowville – South, Roxburgh Park – Somerton, Sandringham - Black Rock, Seabrook, Seddon – Kingsville, South Melbourne, South Morang, South Yarra – East, South Yarra – West, Southbank, Springvale, Springvale South, St Albans – North, St Albans – South, St Kilda, St Kilda East, Strathmore, Sunbury, Sunbury – South, Sunshine, Sunshine North, Sunshine West, Surrey Hills (East) - Mont Albert, Surrey Hills (West) – Canterbury, Sydenham, Tarneit, Taylors Hill, Taylors Lakes, Templestowe, Templestowe Lower, Thomastown, Thornbury, Toorak, Truganina, Tullamarine, Vermont, Vermont South, Viewbank – Yallambie, Wantirna, Wantirna South, Warrandyte - Wonga Park, Watsonia, Werribee, Werribee – South, West Footscray – Tottenham, West Melbourne, Wheelers Hill, Whittlesea, Williamstown, Wyndham Vale, Yarra – North, Yarraville
