



This fact sheet provides a summary of the latest tourism data for the Events Tourism segment (excluding business events). Information includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit, travel party and accommodation used.

DOMESTIC & INTERNATIONAL VISITATION FOR VISITORS PARTICIPATING IN EVENTS TOURISM ACTIVITIES

Events tourism visitors are defined as those who attended festivals, fairs, cultural events and organised sporting events while on their trip to Australia. The data does not indicate in which state the event was attended.

Year Ending December 2009	Victoria	Australia
Domestic		
Overnight Visitors (000s)	1,172	3,959
Visitor Nights (000s)	3,990	18,048
Daytrip Visitors (000s)	1,529	5,707
International		
Overnight Visitors (000s)	360	839
Nights (000s)	14,478	64,907

NA: Figure is unreliable and unable to be published.

NB: International events tourism visitors to Victoria as defined above, did not indicate in which state the activities were undertaken while on their trip to Australia. Figure will differ from trend data below.

International Visitation

839,000 international events tourism visitors travelled to Australia in the year ending December 2009, accounting for 64.9 million nights. Of these visitors, 43% visited Victoria during this period.

360,000 events tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2009, accounting for 14.5 million nights. Events tourism visitors represent 23% of all international visitors to the State.

Average length of stay for events tourism visitors to Australia was 77.4 nights, compared to an average length of stay of 40.3 nights for events tourism visitors to Victoria.

Events Participation in Victoria

The table below examines events tourism visitors who participated in that activity while visiting Victoria during their trip.

	Year ending December		% change 08/09
	2008	2009	
International Visitors (000s)			
Victoria	142	146	
Australia	817	839	2.7%
Vic's Mkt Share	17.4%	17.4%	
International Visitor Nights (000s)			
Victoria	7,691	8,681	
Australia	57,506	64,907	12.9%
Vic's Mkt Share	13.4%	13.4%	

* Due to survey limitations, Victorian visitors and nights is an estimate based on the segment trend at the national level and applied to the Victorian result using the most recent 3 years of data.

Average Annual Growth

In 2009, approximately 146,000 visitors to Victoria attended a local event while in the state. These visitors accounted for an estimated 8.7 million nights to Victoria in the period.

Compared to 2008, International events tourism visitors to Australia have increased by 2.7% for visitors and increased by 12.9% for visitor nights.

Victoria's market share of International events tourism visitors is estimated to be 17.4% in the year 2009.

Domestic Overnight Visitation

Australia received 4.0 million domestic overnight events visitors for the year ending December 2009, accounting for 18.0 million domestic events visitor nights. The average length of stay was 4.6 nights.

During the same period Victoria received 1.2 million domestic overnight events visitors, accounting for 4.0 million visitor nights. The average length of stay for events visitors to Victoria was 3.4 nights.

	Year ending December					AAG* 99-09	% change 08/09
	1999	2006	2007	2008	2009		
Domestic Visitors (000s)							
Victoria	1,359	1,354	1,484	1,427	1,172	-1.5%	-17.9%
Australia	4,638	4,597	4,778	4,259	3,959	-1.6%	-7.0%
Vic's Mkt Share	29.3%	29.5%	31.1%	33.5%	29.6%		
Domestic Visitor Nights (000s)							
Victoria	4,958	4,908	4,983	4,910	3,990	-2.1%	-18.7%
Australia	24,368	23,101	22,514	21,037	18,048	-3.0%	-14.2%
Vic's Mkt Share	20.3%	21.2%	22.1%	23.3%	22.1%		
Domestic Daytrips (000s)							
Victoria	2,609	1,535	1,890	1,823	1,529	-5.2%	-16.1%
Australia	8,433	5,614	6,176	5,622	5,707	-3.8%	1.5%
Vic's Mkt Share	30.9%	27.3%	30.6%	32.4%	26.8%		

* Average Annual Growth

Compared to the previous year, Victoria experienced a decrease in domestic events visitors (-17.9%) and visitor nights (-18.7%). Australia saw a decrease in domestic visitors (-7.0%) and a decrease in visitor nights (-14.2%) over this period.

Since 1999, there was an average annual decrease of 1.5% in domestic events visitors to Victoria (compared to a decrease 1.6% for Australia).

Victoria's market share of the domestic events in 2009 visitors has increased by 0.3 percentage point since 1999, to 29.6% in 2009. Over this period the market share of nights spent by this segment in Victoria increased by 1.8 percentage points to 22.1%.

Domestic Daytrip Visitation

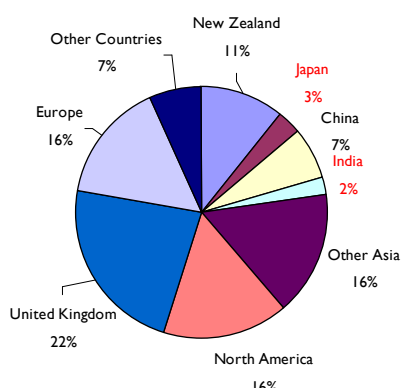
There were 5.7 million daytrips undertaken by domestic events visitors in Australia in the year ending December 2009. The events segment had a 3.5% market share of all domestic daytrips in Australia.

In Victoria, there were 1.5 million daytrips undertaken by domestic events visitors, with the segment accounting for 3.7% of all domestic daytrips in Victoria.

PROFILE OF INTERNATIONAL EVENTS VISITORS

The analysis following examines those who are events tourism visitors who participated in that activity while visiting Victoria. Due to survey limitations, data for Victoria is based on three years of data to December 2009.

Origin of Events Visitors to Victoria



The largest single source market of events tourism visitors to Victoria was United Kingdom with 22% or an estimated 7,800 visitors in 2009. Other strong markets include Europe (est. 8,400), Asia (excluding Japan, India and China est. 7,200) and North America (est. 5,800).

Age Group (% of International Events Visitors)

International events visitors to Victoria were most likely to be aged between 25-44 years (45%). Event visitors to Victoria and Australia are more likely to be younger, 15-24 years (25% and 30% respectively), compared to travellers generally (17%).

Age Group	Visitors to Victoria	Visitors to Australia	Total Travellers
15 - 24 years	25%	30%	17%
25 - 44 years	45%	40%	41%
45 - 64 years	24%	24%	34%
65 years or over	6%	6%	8%

TRAVEL BEHAVIOUR OF INTERNATIONAL EVENTS VISITORS

Purpose of Visit (% of International Events Visitors)

44% of international events visitors to the State were holiday visitors and 23% were visiting friends and relatives.

Purpose of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
Holiday	44%	48%	46%
Visiting friends or relatives	23%	22%	25%
Business	10%	6%	15%
Education	14%	17%	8%
Employment	4%	4%	2%
Other	5%	3%	4%

Length of Visit (% of International Events Visitors)

45% of international events visitors to Victoria were on a visit of 1 to 9 nights and a further 27% stayed between 10 and 39 nights. 38% of event visitors to Australia were more likely to visit for 10 to 39 nights.

Length of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
1-9 nights	45%	17%	35%
10-39 nights	27%	38%	40%
40-99 nights	11%	18%	12%
100-199 nights	9%	15%	7%
200+ nights	8%	12%	6%

Travel Party (% of International Events Visitors)

The majority of international events visitors to the State travelled alone (62%) or as an adult couple (20%).

Travel Party	Visitors to Victoria	Visitors to Australia	Total Travellers
Travelling Alone	62%	66%	59%
Adult Couple	20%	20%	22%
Family Group - parents and children	5%	5%	9%
Friends or relatives	11%	8%	8%
Business associates	1%	1%	3%

Accommodation (% of International Events Visitor Nights)

Of all international events visitor nights in Victoria for 2009, 53% were spent in a rented house/apartment or flat and 20% were spent in the home of a friend or relative.

Accommodation	Visitors to Victoria	Visitors to Australia	Total Travellers
Hotel, resort, motel, motor Inn	9%	7%	11%
B&B	2%	1%	1%
Rented house / apartment / unit / flat	53%	44%	37%
Caravan & Camping	2%	3%	4%
Home of friend or relative	20%	20%	23%
Backpacker / hostel	5%	11%	12%
Own property (eg Holiday house)	0%	1%	1%
Other	8%	13%	12%

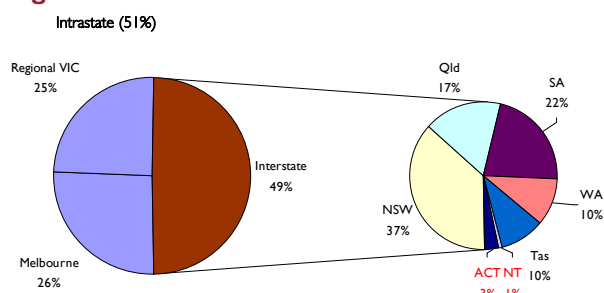
Events Activities (% of International Visitors)

51% of Victorian international events visitors attended festivals, fairs or cultural events and 56% attended an organised sporting event.

Activity	Visitors to Victoria	Visitors to Australia
Attend festivals / fairs or cultural events	51%	68%
Attend an organised sporting event	56%	45%

PROFILE OF DOMESTIC EVENTS VISITORS TO VICTORIA

Domestic Overnight Events Visitors to Victoria by Origin



The events tourism segment in Victoria is relatively evenly split between domestic intrastate and interstate visitors (51% and 49% respectively). Interstate visitors were primarily driven by the New South Wales market comprising 37% of all events interstate visitors to the region. South Australia made up 22% of visitors while Queensland accounted for 17% of visitors.

Age Group (% of Events Visitors)

Domestic overnight events visitors to Victoria were most likely to be aged between 45-64 years (34%) or 25-44 years (37%).

Age Group	Visitors to Victoria	Visitors to Australia
15 - 24 years	18%	17%
25 - 44 years	37%	36%
45 - 64 years	34%	35%
65 years or over	11%	12%

Lifecycle (% of Events Visitors)

Domestic overnight events visitors to the state tended to be in the Parents (37%) and Single, no kids (21%) lifecycle segments.

Lifecycle	Visitors to Victoria	Visitors to Australia
Single, no kids	21%	21%
Couple, no kids	13%	12%
Parent	37%	37%
Older working	15%	14%
Older non-working	15%	17%

Roy Morgan Value Segments¹ (% of Events Visitors)

Events visitors to Victoria were more likely to come from the 'Look At Me' (19%), Traditional Family Life (18%), Socially Aware (17%) and Visible Achievement (14%) segments.

Values Segment	Victoria	Australia
Basic Needs	1%	1%
Fairer Deal	2%	3%
Traditional Family Life	18%	18%
Conventional Family Life	12%	12%
'Look At Me'	19%	14%
Something Better	6%	6%
Real Conservatism	5%	5%
Young Optimism	6%	8%
Visible Achievement	14%	18%
Socially Aware	17%	15%

TRAVEL BEHAVIOUR OF DOMESTIC EVENTS VISITORS TO VICTORIA

Purpose of Visit (% of Events Visitors)

74% of events visitors to the State were holiday visitors and 20% were visiting friends and relatives.

Purpose of Visit	Visitors to Victoria	Visitors to Australia
Holiday or leisure	74%	70%
Visiting friends and relatives	20%	24%
Business	5%	6%
Other	2%	4%

¹ Developed in conjunction with Colin Benjamin of The Horizons Network.

Length of Visit (% of Events Visitors)

63% of domestic overnight events visitors to Victoria were on a short visit of 1 to 3 nights. A further 28% stayed 4 to 7 nights, whilst the remaining 9% stayed 8 or more nights.

Length of Trip	Visitors to Victoria	Visitors to Australia
1-3 nights	63%	62%
4-7 nights	28%	24%
8-14 nights	7%	11%
15+ nights	2%	4%

Travel Party (% of Events Visitors)

The majority of events visitors to the State traveled with friends or relatives (29%), as a couple (27%), or as a family group (26%).

Travel Party	Visitors to Victoria	Visitors to Australia
Travelling Alone	13%	14%
Adult Couple	27%	29%
Family Group - parents and children	26%	27%
Friends or relatives	29%	25%
Business associates	2%	2%
Other	3%	3%

Seasonality (% of Events Visitors)

Events visitation to Victoria peaked during autumn, attracting the highest proportion of events visitors (27% of visitors), with winter attracting 26% of travelers. In comparison, visitation during spring & summer was slightly lower with both seasons attracting 24% of visitors each.

Month	Victoria	Australia
December	4%	4%
January	15%	14%
February	4%	4%
Summer	24%	22%
March	11%	9%
April	8%	9%
May	8%	8%
Autumn	27%	26%
June	10%	9%
July	7%	8%
August	9%	10%
Winter	26%	28%
September	8%	8%
October	7%	10%
November	9%	7%
Spring	24%	25%

Accommodation (% of Event Visitor Nights)

Of all domestic events visitor nights in the State for 2009, 36% were spent at a hotel, resort, motel or motor inn with a further 34% spent with friends or relatives.

Accommodation	Visitors to Victoria	Visitors to Australia
Hotel, resort, motel or motor Inn	36%	29%
Guest house or B&B	1%	1%
Rented house, apartment, flat or unit	9%	11%
Caravan or camping	12%	20%
Friends or relatives property	34%	35%
Own property (e.g. holiday house)	4%	2%
Other	5%	3%

Events Activities (% of Visitors)

67% of Victorian events visitors went to an organised sporting event while 35% went to a festival, fair or cultural event.

Activity	Visitors to Victoria	Visitors to Australia
Attend an organised sporting event	67%	56%
Attend festivals or fairs or cultural events	35%	46%

Sources:

- *National and International Visitor Surveys*, year ending December 2009, Tourism Research Australia
- *Holiday Tracking Survey*, year ending June 2008, Roy Morgan Research

Definition of Events:

- International & Domestic - 'Attend festivals or fairs or cultural events'; 'Attend an organised sporting event'

Figures might not add up due to rounding.

Figures in red italics are unreliable and should be used with caution.

Updated by Tourism Victoria June 2010.