

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 2007	Victoria	Australia
<b>Domestic</b>		
Overnight Visitors (000s)	1,484	4,778
Visitor Nights (000s)	4,983	22,514
Daytrip Visitors (000s)	1,890	6,176
<b>International</b>		
Overnight Visitors (000s)	329	749
Nights (000s)	12,719	51,434

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

749,000 international events tourism visitors travelled to Australia in the year ending December 2007, accounting for 51.4 million nights. Of these visitors, 44% visited Victoria during this period.

329,000 events tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2007, accounting for 12.7 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 68.6 nights, compared to an average length of stay of 38.7 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					AAG** 99-07	% change 06/07
	1999	2004	2005	2006	2007		
<b>International Visitors (000s)</b>							
Victoria (estimate)*	129	165	174	182	192		
Australia	502	616	679	721	749	5.1%	3.9%
Vic's Mkt Share	26%	27%	26%	25%	26%		
<b>International Visitor Nights (000s)</b>							
Victoria (estimate)*	2,543	3,647	3,919	4,212	4,527		
Australia	28,892	41,259	43,876	51,683	51,434	7.5%	-0.5%
Vic's Mkt Share	9%	9%	9%	8%	9%		

\* 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 2007, approximately 192,000 visitors to Victoria attended a local event while in the state. These visitors accounted for an estimated 4.5 million nights to Victoria in the period.

Over time, international events tourism visitors to Australia have grown at an average annual rate of 5.1% since 1999. International visitor nights also increased at a rate of 7.5% over the same period.

Compared to 2006, International events tourism visitors to Australia have increased by 3.9% for visitors and decreased by 0.5% for visitor nights.

Victoria's market share of International events tourism visitors is estimated to be 26% in the year 2007.

### Domestic Overnight Visitation

Australia received 4.8 million domestic overnight events visitors for the year ending December 2007, accounting for 22.5 million domestic events visitor nights. The average length of stay was 4.7 nights.

During the same period Victoria received 1.5 million domestic overnight events visitors, accounting for 5.0 million visitor nights. The average length of stay for events visitors to Victoria was 3.4 nights.

	Year ending December					AAG* 99-07	% change 06/07
	1999	2004	2005	2006	2007		
<b>Domestic Visitors (000s)</b>							
Victoria	1,359	1,269	1,188	1,354	1,484	1.1%	9.6%
Australia	4,638	4,702	4,313	4,603	4,778	0.4%	3.8%
Vic's Mkt Share	29.3%	27.0%	27.5%	29.4%	31.1%		
<b>Domestic Visitor Nights (000s)</b>							
Victoria	4,958	4,187	3,735	4,908	4,983	0.1%	1.5%
Australia	24,368	22,309	19,992	23,583	22,514	-1.0%	-4.5%
Vic's Mkt Share	20.3%	18.8%	18.7%	20.8%	22.1%		
<b>Domestic Daytrips (000s)</b>							
Victoria	2,609	1,564	1,321	1,535	1,890	-3.9%	23.1%
Australia	8,433	6,245	5,792	5,614	6,176	-3.8%	10.0%
Vic's Mkt Share	30.9%	25.0%	22.8%	27.3%	30.6%		

\* Average Annual Growth

Compared to the previous year, Victoria experienced an increase in domestic events visitors (+9.6%) and visitor nights (+1.5%). Australia saw an increase in domestic visitors (+3.8%) and a decrease in visitor nights (-4.5%) over this period.

Since 1999, there was an average annual increase of 1.1% in domestic events visitors to Victoria (compared to 0.4% for Australia). Visitor nights spent by these visitors in Victoria also increased by 0.1% over this period (compared to a decrease of 1.0% for Australia).

Victoria's market share of the domestic events in 2007 visitors has increased by 1.8 percentage point since 1999, to 31.1% in 2007. 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 6.2 million daytrips undertaken by domestic events visitors in Australia in the year ending December 2007. The events segment had a 4.2% market share of all domestic daytrips in Australia.

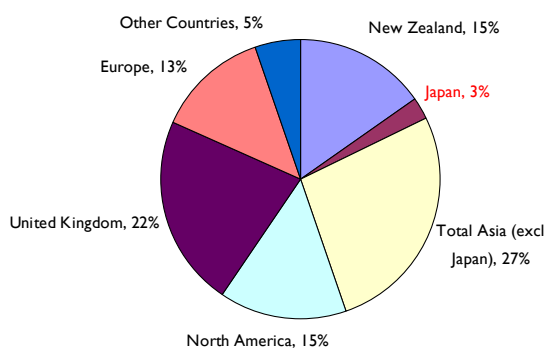
In Victoria, there were 1.9 million daytrips undertaken by domestic events visitors, with the segment accounting for 5.2% of all domestic daytrips in Victoria.

Domestic events daytrips in Victoria increased by 23.1% from 2006 to 2007, compared to an increase of 10.0% in Australia.

### 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 2007.

#### Origin of Events Visitors to Victoria



The largest single source market of events tourism visitors to Victoria was Asia (excluding Japan) with 27% or an estimated 40,500 visitors in 2007. Other strong markets include the United Kingdom (est. 30,200), New Zealand (est. 28,300), and North America (est. 21,900).

#### Age Group (% of International Events Visitors)

International events visitors to Victoria were most likely to be aged between 25-44 years (47%). Event visitors to Victoria and Australia are more likely to be younger, 15-24 years (26% and 28% respectively), compared to travellers generally (16%).

Age Group	Events Tourism Visitors to Victoria	Events Tourism Visitors to Australia	Total Travellers
15 - 24 years	26%	28%	16%
25 - 44 years	47%	40%	42%
45-64 years	22%	25%	34%
65 years or over	5%	7%	8%

### TRAVEL BEHAVIOUR OF INTERNATIONAL EVENTS VISITORS

#### Purpose of Visit (% of International Events Visitors)

47% of international events visitors to the State were holiday visitors and 23% were visiting friends and relatives.

Purpose of visit	Events Tourism Visitors to Victoria	Events Tourism Visitors to Australia	Total Travellers
Holiday	47%	49%	50%
Visiting friends and relatives	23%	21%	21%
Business	12%	8%	17%
Education	14%	15%	7%
Employment	3%	4%	2%
Other	2%	3%	4%

#### Length of Visit (% of International Events Visitors)

46% of international events visitors to Victoria were on a visit of 1 to 9 nights and a further 29% stayed between 10 and 39 nights. 41% of event visitors to Australia were more likely to visit for 10 to 39 nights.

Length of visit	Events Tourism Visitors to Victoria	Events Tourism Visitors to Australia	Total Travellers
1-9 nights	46%	20%	47%
10 - 39 nights	29%	41%	37%
40 - 99 nights	12%	16%	8%
100 - 199 nights	8%	13%	4%
200+ nights	5%	11%	3%

#### Travel Party (% of International Events Visitors)

The majority of international events visitors to the State travelled alone (62%) or as an adult couple (18%).

Travel Party	Events Tourism Visitors to Victoria	Events Tourism Visitors to Australia	Total Travellers
Travelling alone	62%	61%	53%
Adult couple	18%	20%	23%
Family group - parents and children	6%	7%	10%
Friends or relatives	12%	10%	9%
Business associates	3%	2%	4%

#### Accommodation (% of International Events Visitor Nights)

Of all international events visitor nights in Victoria for 2007, 39% were spent in a rented house/apartment or flat and 26% were spent in the home of a friend or relative.

Accommodation	Victoria	Australia
Hotel/motel/motor inn/serviced apartment	10%	8%
Guest house/B&B/Homestay	9%	8%
Rented house/apartment/unit/flat	39%	41%
Caravan or camping	3%	3%
Home of friend or relative	26%	19%
Backpacker / hostel	4%	12%
Own property (eg Holiday house)	3%	1%
Other	7%	7%

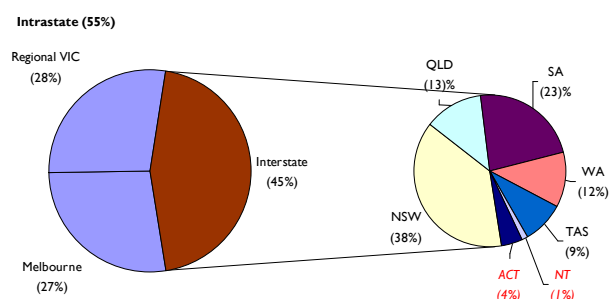
### Events Activities (% of International Visitors)

47% of Victorian international events visitors attended festivals, fairs or cultural events and 62% attended an organised sporting event.

Activity	Victoria	Australia
Attend festivals/ fairs or cultural events	47%	62%
Attend an organised sporting event	62%	51%

### 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. Interstate visitors, accounting for 45% of total domestic events visitors to Victoria, were primarily driven by the New South Wales market comprising 38% of all events interstate visitors to the region. South Australia made up 23% of visitors while Queensland accounted for 13% of visitors.

### Age Group (% of Events Visitors)

Domestic overnight events visitors to Victoria were most likely to be aged between 45-64 years (38%) or 25-44 years (36%).

Age Group	Victoria	Australia
15 - 24 years	16%	18%
25 - 44 years	36%	35%
45 - 64 years	38%	35%
65 years or over	10%	12%

### Lifecycle (% of Events Visitors)

Domestic overnight events visitors to the state tended to be in the Parents (39%) and Single, no kids (20%) lifecycle segments.

Lifecycle	Victoria	Australia
Single, no kids	20%	20%
Couple, no kids	12%	13%
Parent	39%	36%
Older working	15%	14%
Older non-working	14%	17%

### Roy Morgan Value Segments<sup>1</sup> (% of Events Visitors)

Events visitors to Victoria were more likely to come from the Visible Achievement (24%), Traditional Family Life (18%), Socially Aware (14%), and 'Look At Me' (11%) segments.

Values Segment	Victoria	Australia
Basic Needs	2%	1%
Fairer Deal	4%	4%
Traditional Family Life	18%	18%
Conventional Family Life	8%	9%
'Look At Me'	11%	14%
Something Better	5%	7%
Real Conservatism	5%	5%
Young Optimism	9%	7%
Visible Achievement	24%	20%
Socially Aware	14%	14%

### TRAVEL BEHAVIOUR OF DOMESTIC EVENTS VISITORS TO VICTORIA

#### Purpose of Visit (% of Events Visitors)

68% of events visitors to the State were holiday visitors and 22% were visiting friends and relatives.

Purpose of visit	Victoria	Australia
Holiday or leisure	68%	68%
Visiting friends and relatives	22%	26%
Business	8%	7%
Other	2%	5%

<sup>1</sup> Developed in conjunction with Colin Benjamin of The Horizons Network.

### Length of Visit (% of Events Visitors)

67% of domestic overnight events visitors to Victoria were on a short visit of 1 to 3 nights. A further 26% stayed 4 to 7 nights, whilst the remaining 7% stayed 8 or more nights.

Length of visit	Victoria	Australia
1-3 nights	67%	61%
4 - 7 nights	26%	25%
8 - 14 nights	5%	9%
15+ nights	2%	5%

### Travel Party (% of Events Visitors)

The majority of events visitors to the State travelled with friends or relatives (27%), as a couple (26%) or as a family group (24%).

Travel Party	Victoria	Australia
Travelling alone	17%	15%
Adult couple	26%	29%
Family group - parents and children	24%	24%
Friends or relatives	27%	26%
Business associates	3%	2%
Other	2%	4%

### Seasonality (% of Events Visitors)

Events visitation to Victoria peaked during autumn, attracting the highest proportion of events visitors (28% of visitors). In comparison, visitation during summer was relatively low, attracting only 22% of visitors.

Month	Victoria	Australia
December	3%	3%
January	14%	13%
February	4%	5%
<b>Summer</b>	<b>22%</b>	<b>20%</b>
March	8%	8%
April	13%	13%
May	7%	9%
<b>Autumn</b>	<b>28%</b>	<b>30%</b>
June	9%	8%
July	8%	9%
August	9%	8%
<b>Winter</b>	<b>26%</b>	<b>25%</b>
September	8%	9%
October	9%	10%
November	7%	6%
<b>Spring</b>	<b>24%</b>	<b>24%</b>

### Accommodation (% of Event Visitor Nights)

Of all domestic events visitor nights in the State for 2007, 39% were spent with friends or relatives and 38% were spent at a hotel, motel, motor inn or serviced apartment.

Accommodation	Victoria	Australia
Hotel/motel/motor inn/serviced apartment	38%	25%
Guest house or B&B	1%	1%
Rented house, apartment, flat or unit	9%	8%
Caravan or camping	7%	19%
Friends or relatives property	39%	39%
Own property (e.g. holiday house)	4%	3%
Other	1%	5%

### Events Activities (% of Visitors)

68% of Victorian events visitors went to an organised sporting event while 33% went to a festival, fair or cultural event.

Event Type	Victoria	Australia
An organised sporting event	68%	63%
Festivals or fairs or cultural events	33%	39%

Sources:

- *National and International Visitor Surveys*, year ending December 2007, Tourism Research Australia
- *Holiday Tracking Survey*, year ending June 2006, 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.