

This fact sheet provides a summary of the latest tourism data for the Shopping Tourism segment. 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 SHOPPING TOURISM ACTIVITIES

Shopping visitors are defined as those who went shopping for pleasure and/or visited a market while on their trip to Australia

Year Ending December 2009	Victoria	Australia
Domestic		
Overnight Visitors (000s)	5,073	21,673
Visitor Nights (000s)	17,703	107,917
Daytrip Visitors (000s)	8,615	33,513
International		
Overnight Visitors (000s)	1,285	4,224
Nights (000s)	34,512	159,246

NA: Figure is unreliable and unable to be published.

NB: International shopping 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

4.2 million international shopping tourism visitors travelled to Australia in the year ending December 2009, accounting for 159.2 million nights. Of these visitors, 30.4% visited Victoria during this period.

1.3 million shopping tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2009, accounting for 34.5 million nights. Shopping tourism visitors represent 84% of all international visitors to the State.

Average length of stay for shopping tourism visitors to Australia was 37.7 nights, compared to an average length of stay of 26.9 nights for shopping tourism visitors to Victoria.

Shopping Participation in Victoria

The table below examines shopping 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	807	813	
Australia	4,194	4,224	0.7%
Vic's Mkt Share	19.2%	19.2%	
International Visitor Nights (000s)			
Victoria	25,810	27,174	
Australia	151,255	159,246	5.3%
Vic's Mkt Share	17.1%	17.1%	

* 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.

In 2009, approximately 813,000 visitors to Victoria participated in a local shopping experience while in the state. These visitors accounted for an estimated 27.2 million nights to Victoria in the period.

Compared to 2008, International shopping tourism visitors to Australia have increased by 0.7% for visitors and increased by 5.3% for visitor nights.

Victoria's market share of International shopping tourism visitors is estimated to be 19.2% in the year 2009.

Domestic Overnight Visitation

Australia received 21.7 million domestic overnight shopping visitors for the year ending December 2009, accounting for 107.9 million domestic visitor nights. The average length of stay was 5.0 nights.

During the same period Victoria received 5.1 million domestic overnight shopping visitors, accounting for 17.7 million visitor nights. The average length of stay for shopping visitors to Victoria was 3.5 nights.

	Year ending December					AAG* 99-09	% change 08/09
	1999	2006	2007	2008	2009		
Domestic Visitors (000s)							
Victoria	4,012	5,199	5,277	5,419	5,073	2.4%	-6.4%
Australia	16,668	22,661	22,726	21,756	21,673	2.7%	-0.4%
Vic's Mkt Share	24.1%	22.9%	23.2%	24.9%	23.4%		
Domestic Visitor Nights (000s)							
Victoria	14,919	19,122	19,578	20,291	17,703	1.7%	-12.8%
Australia	89,891	117,246	117,533	111,727	107,917	1.8%	-3.4%
Vic's Mkt Share	16.6%	16.3%	16.7%	18.2%	16.4%		
Domestic Daytrips(000s)							
Victoria	7,977	7,506	7,901	7,967	8,615	0.8%	8.1%
Australia	31,091	32,264	32,819	31,179	33,513	0.8%	7.5%
Vic's Mkt Share	25.7%	23.3%	24.1%	25.6%	25.7%		

* Average Annual Growth

** Going to markets (street, weekend or art craft) only included from 2000 onwards

Compared to the previous year, Victoria experienced a decrease in domestic shopping visitors (-6.4%) and visitor nights (-12.8%). Australia saw a decrease in domestic shopping visitors (-0.4%), and visitor nights (-3.4%) over this period.

Since 1999 there has been an average annual increase of 2.4% for domestic shopping visitors to Victoria (compared to 2.7% for Australia) and an increase of 1.7% for visitor nights spent in the State (compared to 1.8% for Australia).

Victoria's market share of domestic shopping visitors has decreased by 0.7 percentage points since 1999, to 23.4% in 2009. Over this period the market share of nights spent by this segment in Victoria decreased by 0.2 percentage points to 16.4%.

Domestic Daytrip Visitation

There were 33.5 million daytrips undertaken by domestic shopping visitors in Australia in the year ending December 2009. Victoria has a 25.7% market share of domestic shopping daytrips in Australia.

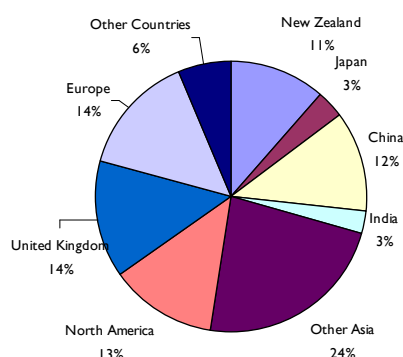
In Victoria there were 8.6 million daytrips undertaken by domestic shopping visitors, with the segment accounting for 20.7% of all domestic daytrips in Victoria.

Domestic shopping daytrips in Victoria increased by 8.1% from 2008 to 2009, compared to 7.5% in Australia.

PROFILE OF INTERNATIONAL SHOPPING VISITORS

The analysis following examines those who are shopping 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 International Shopping Visitors



The largest single source market of Shopping tourism visitors to Victoria was Asia (excluding Japan and China) with 24% or an estimated 64,300 visitors in 2009. Other strong markets include Europe (est. 36,300), the United Kingdom (est. 28,600), and New Zealand (est. 26,400).

Age Group (% of International Shopping Visitors)

International shopping visitors to Victoria were most likely to be aged between 25-44 years (41%) or 45-64 years (33%).

Age Group	Visitors to Victoria	Visitors to Australia	Total Travellers
15 - 24 years	18%	18%	17%
25 - 44 years	41%	40%	41%
45 - 64 years	33%	34%	34%
65 years or over	8%	8%	8%

TRAVEL BEHAVIOUR OF INTERNATIONAL SHOPPING VISITORS

Purpose of Visit (% of International Shopping Visitors)

51% of international shopping visitors to the State were holiday visitors and 25% were visiting friends and relatives.

Purpose of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
Holiday	51%	50%	46%
Visiting friends or relatives	25%	26%	25%
Business	11%	11%	15%
Education	9%	9%	8%
Employment	2%	2%	2%
Other	2%	2%	4%

Length of Visit (% of International Shopping Visitors)

59% of international shopping visitors to Victoria were on a visit of 1-9 nights compared to 42% of shopping visitors to Australia and 35% of travellers generally. A further 26% stayed 10-39 nights.

Length of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
1-9 nights	59%	42%	35%
10-39 nights	26%	38%	40%
40-99 nights	7%	10%	12%
100-199 nights	4%	6%	7%
200+ nights	4%	5%	6%

Travel Party (% of International Shopping Visitors)

The majority of international shopping visitors to the State traveled alone (51%) or as an adult couple (25%).

Travel Party	Visitors to Victoria	Visitors to Australia	Total Travellers
Travelling Alone	51%	56%	59%
Adult Couple	25%	24%	22%
Family Group - parents and children	10%	10%	9%
Friends or relatives	11%	8%	8%
Business associates	3%	3%	3%

Accommodation (% of International Shopping Nights)

Of all international shopping visitor nights in Victoria for 2009, 36% were spent in a rented house/apartment/unit or flat and 31% were spent in the home of a friend or relative.

Accommodation	Visitors to Victoria	Visitors to Australia
Hotel, resort, motel, motor Inn	14%	12%
B&B	1%	1%
Rented house / apartment / unit / flat	36%	38%
Caravan & Camping	1%	2%
Home of friend or relative (no payment required)	31%	26%
Backpacker / hostel	5%	9%
Own property (eg Holiday house) (2003 onwards)	3%	1%
Other	9%	12%

Shopping Activities (% of International Visitors)

91% of Victorian international shopping visitors shopped for pleasure and 66% went to markets.

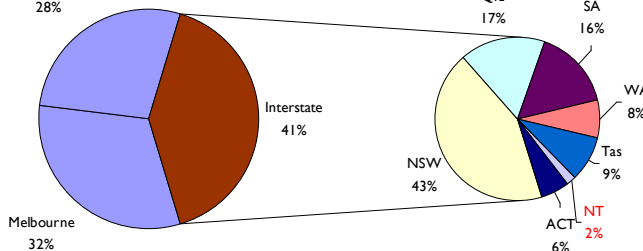
Activity	Visitors to Victoria	Visitors to Australia
Go shopping for pleasure	91%	94%
Go to markets	66%	56%

PROFILE OF DOMESTIC SHOPPING VISITORS TO VICTORIA

Origin of Domestic Overnight Shopping Visitors to Victoria

Intrastate (59%)

Regional VIC
28%



Intrastate and Interstate visitors were relatively even for the domestic shopping segment with the majority being Intrastate (59%) overnight visitors to Victoria. Interstate visitors accounted for 41% of total shopping domestic visitors to Victoria. 43% of interstate visitors came from New South Wales, while 17% from Queensland and 16% came from South Australia.

Age Group (% of Shopping Visitors)

Domestic overnight shopping visitors to Victoria were most likely to be aged between 45-64 years old (36%) or 25-44 years (34%).

Age Group	Visitors to Victoria	Visitors to Australia
15 - 24 years	17%	16%
25 - 44 years	34%	34%
45 - 64 years	36%	36%
65 years or over	13%	13%

Lifecycle (% of Shopping Visitors)

Domestic overnight shopping visitors to the State tended to be in the Parent (36%) lifecycle segment.

Lifecycle	Visitors to Victoria	Visitors to Australia
Single, no kids	18%	17%
Couple, no kids	12%	12%
Parent	36%	37%
Older working	15%	15%
Older non-working	19%	19%

Roy Morgan Value Segments¹ (% of Shopping Visitors)

Shopping visitors to Victoria were more likely to come from the Visible Achievement (22%), Socially Aware (17%) and 'Look At Me' (16%) segments.

Values Segment	Victoria	Australia
Basic Needs	1%	1%
Fairer Deal	2%	2%
Traditional Family Life	15%	16%
Conventional Family Life	12%	14%
"Look At Me"	16%	12%
Something Better	4%	6%
Real Conservatism	3%	4%
Young Optimism	7%	7%
Visible Achievement	22%	21%
Socially Aware	17%	16%

TRAVEL BEHAVIOUR OF DOMESTIC SHOPPING VISITORS TO VICTORIA

Purpose of Visit (% of Shopping Visitors)

56% of shopping visitors to the State were holiday visitors while 34% were visiting friends and relatives.

Purpose of Visit	Visitors to Victoria	Visitors to Australia
Holiday or leisure	56%	55%
Visiting friends and relatives	34%	36%
Business	8%	8%
Other	3%	4%

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

Length of Visit (% of Shopping Visitors)

64% of domestic overnight shopping visitors to Victoria were on a short visit of 1-3 nights, compared to 55% of domestic shopping visitors generally. A further 26% stayed 4-7 nights, whilst the remaining 10% stayed 8 or more nights.

Length of Trip	Visitors to Victoria	Visitors to Australia
1-3 nights	64%	55%
4-7 nights	26%	29%
8-14 nights	7%	11%
15+ nights	3%	4%

Seasonality (% of Shopping Visitors)

Shopping visitation to Victoria peaked during summer, attracting the highest proportion of shopping visitors (27% of visitors).

Month	Victoria	Australia
December	7%	8%
January	13%	13%
February	7%	6%
Summer	27%	26%
March	8%	8%
April	8%	8%
May	7%	7%
Autumn	23%	23%
June	7%	7%
July	9%	9%
August	8%	8%
Winter	24%	24%
September	8%	8%
October	9%	10%
November	10%	9%
Spring	23%	27%

Accommodation (% of Shopping Nights)

Of all domestic shopping visitor nights in Victoria in 2009, 44% were spent with friends or relatives and a further 25% were spent at a hotel, resort, motel or motor inn.

Accommodation	Visitors to Victoria	Visitors to Australia
Hotel, resort, motel or motor Inn	29%	27%
Guest house or B&B	2%	1%
Rented house, apartment, flat or unit	9%	13%
Caravan or camping	12%	14%
Friends or relatives property	41%	38%
Own property (e.g. holiday house)	6%	3%
Other	2%	3%

Travel Party (% of Shopping Visitors)

The highest proportion of shopping visitors to the State traveled as a couple (33%).

Travel Party	Visitors to Victoria	Visitors to Australia
Travelling Alone	16%	17%
Adult Couple	33%	33%
Family Group - parents and children	27%	28%
Friends or relatives	21%	19%
Business associates	2%	2%
Other	2%	1%

Shopping Activities (% of Visitors)

89% of shopping visitors to Victoria went shopping for pleasure while 24% went to a street, weekend or art and craft market.

Activity	Visitors to Victoria	Visitors to Australia
Go shopping (pleasure)	89%	90%
Going to markets (street, weekend or art craft)	24%	22%

Sources:

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

Current definition of Shopping Tourism:

- International & Domestic – 'Go shopping (pleasure)', 'Going to markets (street, weekend or art craft)'

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