

This fact sheet provides a summary of the latest tourism data for the Wine 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 VISITING A WINERY

Wine tourism visitors are defined as those who visited at least one winery while on their trip to/within Australia.

| Year Ending December 2009 | Victoria | Australia |
|---------------------------|----------|-----------|
| Domestic | | |
| Overnight Visitors (000s) | 513 | 2,245 |
| Visitor Nights (000s) | 1,852 | 11,824 |
| Daytrip Visitors (000s) | 540 | 1,860 |
| International | | |
| Overnight Visitors (000s) | 276 | 660 |
| Nights (000s) | 8,050 | 35,526 |

International Visitation

NB: International wine visitors are defined as those who visited a winery while on their trip to Australia. The data does not indicate in which state this activity was undertaken.

Approximately 660,000 international wine visitors travelled to Australia for the year ending December 2009, accounting for 35.5 million nights. Of these visitors, 42% visited Victoria during this period.

Approximately 276,000 international wine visitors travelled to Victoria for the year ending December 2009, accounting for 8.1 million nights. Wine visitors represent 18% of all international visitors to the State.

Average length of stay for wine visitors to Australia was 53.8 nights, compared to an average length of stay of 29.2 nights for wine visitors to Victoria.

Winery Participation in Victoria

The table below estimates international winery 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 | 107 | 103 | |
| Australia | 684 | 660 | -3.5% |
| Vic's Mkt Share | 15.6% | 15.6% | |
| International Visitor Nights (000s) | | | |
| Victoria | 5,025 | 4,993 | |
| Australia | 35,757 | 35,526 | -0.6% |
| Vic's Mkt Share | 14.1% | 14.1% | |

* Due to survey limitations, estimates of winery tourism activity participation in Victoria is based on the rate of participation of a proportion of the overall sample (for 3 years to December 2009) and applied to the estimate of total international visitors to Victoria (year ending December 2009). Segment trends at the national level are applied to this estimate.

In 2009, approximately 103,000 international visitors to Victoria visited at least one winery while in the state. These visitors accounted for an estimated 5.0 million nights to Victoria in the period.

Compared to 2008, International wine tourism visitors to Australia have decreased slightly (-3.5%) for visitors as well as for visitor nights (-0.6%).

Victoria's market share of International wine tourism visitors is estimated to be 14.1% in the year 2009.

Domestic Overnight Visitation

Australia received 2.2 million domestic overnight wine visitors for the year ending December 2009, accounting for 11.8 million domestic wine visitor nights. The average length of stay was 5.3 nights.

During the same period Victoria received 513,000 domestic overnight wine visitors, accounting for 1.9 million visitor nights. The average length of stay for wine visitors to Victoria was 3.6 nights.

| | Year ending December | | | | | AAG* 99-09 | % change 08/09 |
|---------------------------------------|----------------------|--------|--------|--------|--------|---------------|-------------------|
| | 1999 | 2006 | 2007 | 2008 | 2009 | | |
| Domestic Visitors (000s) | | | | | | | |
| Victoria | 527 | 563 | 596 | 542 | 513 | -0.3% | -5.4% |
| Australia | 1,939 | 2,585 | 2,782 | 2,289 | 2,245 | 1.5% | -1.9% |
| Vic's Mkt Share | 27.2% | 21.8% | 21.4% | 23.7% | 22.9% | | |
| Domestic Visitor Nights (000s) | | | | | | | |
| Victoria | 1,868 | 1,814 | 2,161 | 2,071 | 1,852 | -0.1% | -10.6% |
| Australia | 10,567 | 14,189 | 16,424 | 13,325 | 11,824 | 1.1% | -11.3% |
| Vic's Mkt Share | 17.7% | 12.8% | 13.2% | 15.5% | 15.7% | | |
| Domestic Daytrips (000s) | | | | | | | |
| Victoria | 529 | 607 | 738 | 624 | 540 | 0.2% | -13.5% |
| Australia | 1,647 | 2,340 | 2,453 | 2,093 | 1,860 | 1.2% | -11.1% |
| Vic's Mkt Share | 32.1% | 25.9% | 30.1% | 29.8% | 29.0% | | |

* Average Annual Growth

There was a decrease in domestic wine visitors to Victoria of 5.4% and a decrease in visitor nights of 10.6% from 2008 to 2009. Australia also saw a decrease in domestic visitors (-1.9%) and visitor nights (-11.3%) over this period.

Between 1999 and 2009, domestic wine visitors to Victoria has fallen by an average of 0.3% per annum (compared to an increase of 1.5% for Australia), while visitor nights have fallen by an average of -0.1% per annum (compared to growth of 1.1% for Australia).

Victoria's market share of domestic wine visitors has decreased by 4.3 percentage points since 1999, to 22.9% in 2009. Over this period the market share of nights spent by this segment in Victoria decreased by 2.0 percentage points to 15.7%.

Domestic Daytrip Visitation

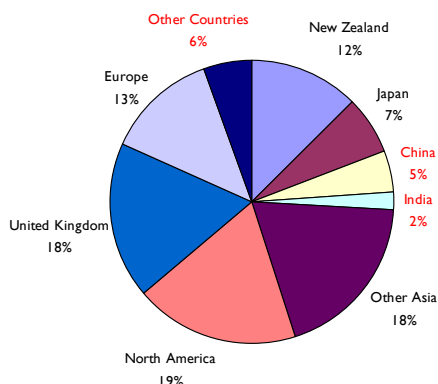
There were 1.9 million daytrips undertaken by domestic wine visitors in Australia in the year ending December 2009, a 11.1% decrease from 2008. The wine segment had a 1.2% market share of all domestic daytrips in Australia.

In Victoria, there were 540,000 daytrips undertaken by domestic wine visitors, a 13.5% decrease from 2008. This wine segment accounts for 1.3% of all domestic daytrips in Victoria.

PROFILE OF INTERNATIONAL WINE VISITORS TO VICTORIA

The analysis following examines those who visited at least one winery while visiting Victoria. Due to survey limitations, data for Victoria is based on three years of data to December 2009.

Origin of Wine Visitors to Victoria



The largest international market for wine visitors to Victoria for the year ending December 2009 was North America at 19% (est. 4,000), followed by United Kingdom at 18% (est. 4,800), Other Asia at 18% (est. 3,800), Europe at 13% (est. 4,800) and New Zealand at 12% (est. 1,300).

Age Group (% of International Wine Visitors)

International wine visitors to Victoria were most likely to be aged between 25-44 years (44%) or 45-64 years (34%).

| Age Group | Visitors to Victoria | Visitors to Australia |
|------------------|----------------------|-----------------------|
| 15 - 24 years | 14% | 16% |
| 25 - 44 years | 44% | 40% |
| 45 - 64 years | 34% | 35% |
| 65 years or over | 9% | 9% |

TRAVEL BEHAVIOUR OF INTERNATIONAL WINE VISITORS TO VICTORIA

Purpose of Visit (% of International Wine Visitors)

47% of international wine visitors to the State were holiday visitors, 30% were visiting friends and relatives and 9% visited for business.

| Purpose of Visit | Visitors to Victoria | Visitors to Australia |
|-------------------------------|----------------------|-----------------------|
| Holiday | 47% | 56% |
| Visiting friends or relatives | 30% | 26% |
| Business | 9% | 6% |
| Education | 9% | 9% |
| Employment | 3% | 2% |
| Other | 2% | 1% |

Length of Visit (% of International Wine Visitors)

47% of international wine visitors to Victoria were on a visit of 1-9 nights and a further 32% stayed 10-39 nights.

| Length of Visit | Visitors to Victoria | Visitors to Australia |
|-----------------|----------------------|-----------------------|
| 1-9 nights | 47% | 24% |
| 10-39 nights | 32% | 46% |
| 40-99 nights | 8% | 13% |
| 100-199 nights | 6% | 9% |
| 200+ nights | 6% | 7% |

Travel Party (% of International Wine Visitors)

The majority of international wine visitors to the State travelled alone (48%) or as an adult couple (31%). Friends and relatives represented 10% for this segment within the State.

| Travel Party | Visitors to Victoria | Visitors to Australia |
|-------------------------------------|----------------------|-----------------------|
| Travelling Alone | 48% | 50% |
| Adult Couple | 31% | 31% |
| Family Group - parents and children | 8% | 8% |
| Friends or relatives | 10% | 8% |
| Business associates | 2% | 2% |

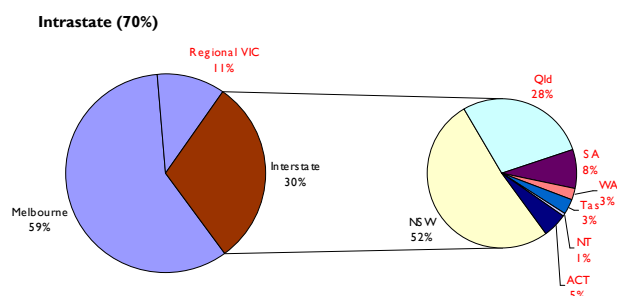
Accommodation (% of International Wine Nights)

Of all international wine visitor nights in Victoria for 2009, 45% were spent in a rented house/apartment/unit/flat, while 24% were spent in the home of a friend or relative.

| Accommodation | Visitors to Victoria | Visitors to Australia |
|--|----------------------|-----------------------|
| Hotel, resort, motel, motor Inn | 10% | 12% |
| B&B | 5% | 1% |
| Rented house / apartment / unit / flat | 45% | 39% |
| Caravan & Camping | 2% | 4% |
| Home of friend or relative | 24% | 23% |
| Backpacker / hostel | 4% | 11% |
| Own property (eg Holiday house) | 1% | 2% |
| Other | 9% | 10% |

PROFILE OF DOMESTIC WINE VISITORS TO VICTORIA

Domestic Overnight Wine Visitors to Victoria by Origin



Intrastate visitors were the key market for the wine segment, accounting for 70% of total domestic overnight visitors to Victoria. Interstate visitors, accounting for 30% of total domestic visitors, were primarily driven by the New South Wales market, comprising 52% of all visitors to the state, followed by Queensland (28%) and South Australia (8%).

Age Group (% of Wine Visitors)

Domestic overnight wine visitors to Victoria were most likely to be aged between 45-64 years old (44%) or 25-44 years (33%).

| Age Group | Visitors to Victoria | Visitors to Australia |
|------------------|----------------------|-----------------------|
| 15 - 24 years | 7% | 7% |
| 25 - 44 years | 33% | 35% |
| 45 - 64 years | 44% | 42% |
| 65 years or over | 16% | 15% |

Lifecycle (% of Wine Visitors)

Domestic overnight wine visitors to the state tended to be in the Parent (32%) and Older, non working (26%) lifecycle segments.

| Lifecycle | Visitors to Victoria | Visitors to Australia |
|-------------------|----------------------|-----------------------|
| Single, no kids | 10% | 9% |
| Couple, no kids | 15% | 14% |
| Parent | 32% | 37% |
| Older working | 18% | 18% |
| Older non-working | 26% | 21% |

Roy Morgan Value Segments¹ (% of Wine Visitors)

Wine visitors to Victoria were more likely to come from the Visible Achievement (26%), Socially Aware (24%) and Traditional Family Life (23%) segments.

| Values Segment | Victoria | Australia |
|--------------------------|----------|-----------|
| Basic Needs | 1% | 1% |
| Fairer Deal | 2% | 1% |
| Traditional Family Life | 23% | 21% |
| Conventional Family Life | 8% | 11% |
| 'Look At Me' | 7% | 7% |
| Something Better | 3% | 4% |
| Real Conservatism | 5% | 4% |
| Young Optimism | 3% | 4% |
| Visible Achievement | 26% | 24% |
| Socially Aware | 24% | 22% |

TRAVEL BEHAVIOUR OF DOMESTIC WINE VISITORS TO VICTORIA

Purpose of Visit (% of Wine Visitors)

67% of wine visitors to the State were holiday visitors and 27% were visiting friends and relatives.

| Purpose of Visit | Visitors to Victoria | Visitors to Australia |
|--------------------------------|----------------------|-----------------------|
| Holiday or leisure | 67% | 73% |
| Visiting friends and relatives | 27% | 24% |
| Business | 5% | 5% |
| Other | 2% | 2% |

Length of Visit (% of Wine Visitors)

66% of domestic overnight wine visitors to Victoria were on a short visit of 1 to 3 nights. A further 24% stayed 4 to 7 nights, whilst the remaining 10% stayed 8+ nights.

| Length of Trip | Visitors to Victoria | Visitors to Australia |
|----------------|----------------------|-----------------------|
| 1-3 nights | 66% | 56% |
| 4-7 nights | 24% | 27% |
| 8-14 nights | 7% | 12% |
| 15+ nights | 3% | 5% |

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

Travel Party (% of Wine Visitors)

The majority of wine visitors to the State travelled in an adult couple (49%), with friends or relatives (23%) or as a family group (15%).

| Travel Party | Visitors to Victoria | Visitors to Australia |
|-------------------------------------|----------------------|-----------------------|
| Travelling Alone | <i>9%</i> | 8% |
| Adult Couple | 49% | 43% |
| Family Group - parents and children | 15% | 20% |
| Friends or relatives | 23% | 25% |
| Business associates | <i>3%</i> | <i>2%</i> |
| Other | <i>1%</i> | <i>1%</i> |

Seasonality (% of Wine Visitors)

Wine visitation to Victoria peaked during autumn, attracting the highest proportion of wine visitors (29% of visitors). Spring was also a popular season with 26% of Victoria's wine visitors.

| Month | Victoria | Australia |
|---------------|------------|-----------|
| December | <i>2%</i> | 4% |
| January | 15% | 11% |
| February | <i>4%</i> | 6% |
| Summer | 21% | 21% |
| March | <i>10%</i> | 10% |
| April | 11% | 9% |
| May | <i>8%</i> | 9% |
| Autumn | 29% | 28% |
| June | <i>6%</i> | 7% |
| July | 11% | 10% |
| August | <i>7%</i> | 8% |
| Winter | 24% | 24% |
| September | <i>6%</i> | 8% |
| October | 10% | 10% |
| November | <i>9%</i> | 9% |
| Spring | 26% | 27% |

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 Wine Tourism:

- Domestic – 'Visit wineries'
- International – 'Visit wineries'

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.