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# WESTERN MELBOURNE TRA DATA REPORT

WESTERN MELBOURNE TOURISM | NOVEMBER 2019



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## **FILE**

Western Melbourne TRA Data Report

## **VERSION**

1

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## GLOSSARY OF TERMS

TRA	Tourism Research Australia
NVS	National Visitor Survey
IVS	International Visitor Survey

# 1. SUMMARY

		DOMESTIC OVERNIGHT	DOMESTIC DAYTRIP	INTERNATIONAL VISITORS
	ALL VISITOR TRIPS	790,531 19%	3,158,455 76%	189,245 3%
	PURPOSE OF VISIT	<u>67% VFR</u> 16% Business 12% Holiday	<u>46% Holiday</u> 39% VFR 9% Business	<u>60% VFR</u> 23% Holiday 7% Education
	ACTIVITIES	<u>71% Visit friends &amp; family</u> 48% Eat out/dine at a restaurant	<u>52% Visit friends &amp; family</u> 39% Eat out/ dine at a restaurant	-
	TRAVEL PARTY	<u>42% Travel alone</u> 25% Adult couple	-	<u>59% Travel alone</u> 21% Adult couple
	ACCOMMODATION	<u>74% Stayed at friends or relatives property</u> 10% Stay in a standard hotel (below 4 star)	-	<u>75% Stayed at friends or relatives property</u> 9% Stay in a rented house/apartment /flat

Source: Tourism Research Australia – NVS and IVS – 2009-2018 – compiled by Urban Enterprise, 2019.

## 2. INTRODUCTION

### 2.1. OVERVIEW

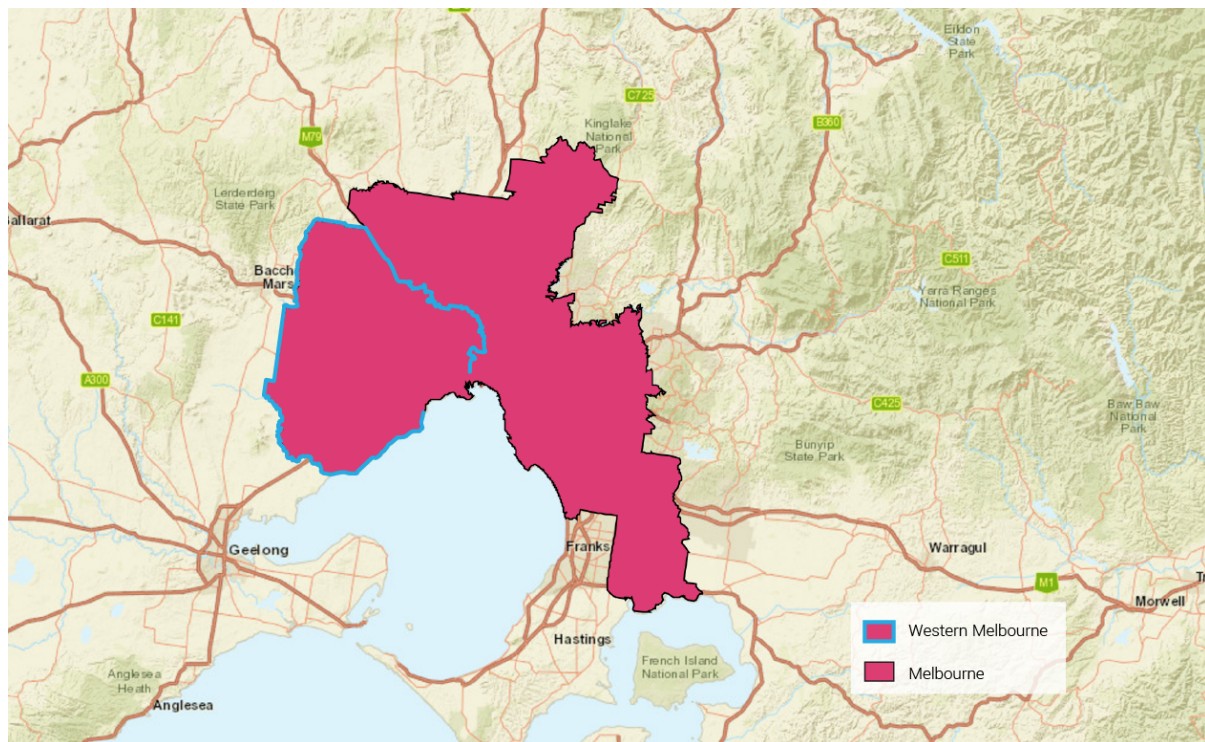
The following report has been prepared by Urban Enterprise for Western Melbourne Tourism.

The report provides collation of Tourism Research Australia's (TRA), National Visitor Survey (NVS) and International Visitor Survey (IVS) data for the Western Melbourne tourism region (**Western Melbourne**), benchmarked with metropolitan Melbourne (**Melbourne**) which includes all metropolitan LGA's except for Nillumbik Shire, Yarra Ranges Shire, Frankston Council and Mornington Peninsula Shire, as based on the Tourism Research Australia data region.

These regions are shown in Figure 1 below.

Interpretation and analysis of data is not provided, as it is outside the scope of this project.

#### F1. DATA REGIONS



Source: Tourism Research Australia, 2019 – edited by Urban Enterprise

## 2.2. TOURISM RESEARCH AUSTRALIA DATA

### NATIONAL VISITOR SURVEY DATA

#### Overview

The National Visitor Survey (NVS) commenced in January 1998. The aim of the survey is to gather data relating to the demographics, travel behaviour and attitudes of Australian residents towards tourism and to monitor changes and trends in these characteristics. In 2014 TRA introduced mobile phone interviewing where half of the sample are interviewed on mobile phones. This has changed some of the travel characteristics in the time series and data from 2014 onwards should be used with caution when comparing with earlier results. Data for 2017 and 2018 has been revised to align with the latest ABS population projections and will differ from previously published estimates.

#### Collection

The NVS is collected via a Computer Assisted Telephone Interview (CATI) and has an annual quota of 120,000 interviews (60,000 landline and 60,000 mobile).

#### Limitations

The NVS has the following limitations:

- Respondents are 15 years of age or over.
- Overnight – a trip where they stayed a night at least 40km from home.
- Daytrips - a round trip of at least 50km from home where they did not stay overnight at the destination.

### INTERNATIONAL VISITOR SURVEY

#### Overview

The International Visitor Survey (IVS) represents the most comprehensive source of information on international visitors to Australia. It has been operating since the early 1970s and is jointly funded by the Commonwealth, State and Territory Governments under the guidance of the Australian Standing Committee on Tourism (ASCOT).

#### Collection

Every year, the International Visitor Survey samples 40,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports; Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast. Prior to 2005 the sample size was 20,000 per year. There are currently 8,000 interviews conducted in Mandarin, Japanese and Korean each year.

#### Limitations

The IVS has the following limitations:

- Respondents are 15 years of age or over;
- Overseas visitors coming to Australia for a period of less than twelve months
- International visitors departing by sea are not interviewed; however they comprise less than 1% of the total visitors to Australia.
- TRA is unable to interview visitors in airline business lounges. Further research conducted by TRA suggests that this has little to no effect on the estimates.

#### Sample sizes

Due to the IVS being a sample survey TRA recommends the use of data with a sample of 40 persons or greater.

## NOTE TO READER

Please note, there have been changes to TRA data reporting that affect results including comparison of results to previous reports, these include:

- Data Collection – Collection of TRA data for this report differs from previous years reports. In previous years, data has been compiled utilising a combination of SA2 regions that most closely reflect the six Local Government Areas of Western Melbourne. This included the Sunbury- South SA2, which includes a proportion of Hume City Council. Due to recent TRA reporting methods, Urban Enterprise has accessed LGA data for this report, which more closely aligns to the Western Melbourne Region. Therefore, visitation data may differ with results from previous years.
- ASGS Boundaries – Since the previous report, TRA have implemented the 2016 Australian Statistical Geography Standard (ASGS) changes to SA2 regions. As a result, some SA2 data collection boundaries have shifted, which may have resulted in some visitation not being accurately attributed to new smaller SA2 regions.
- Revision of IVS data - The release of December 2018 data includes purpose of visit information and revisions to the IVS estimates from 2005 to 2018. Therefore, IVS results published in previous reports may differ to that which is presented in this report.
- Changes to collection methods – TRA has now moved to 100% mobile phone interviewing, which has resulted in increase in NVS estimates. Some caution should be exercised when comparing recent visitation growth rates.



### 3. VISITATION SUMMARY

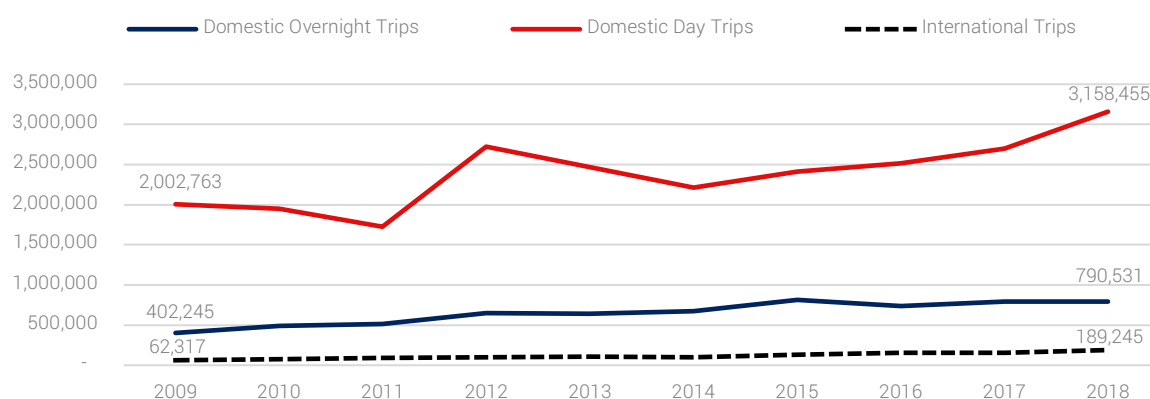
The following section provides a summary of visitation to Western Melbourne.

#### T1. VISITATION – TOTAL VISITATION – 2009-2018

	DOMESTIC OVERNIGHT TRIPS	DOMESTIC DAY TRIPS	INTERNATIONAL TRIPS	TOTAL
2009	402,245	2,002,763	62,317	2,467,325
2010	491,907	1,953,017	73,107	2,518,030
2011	517,883	1,725,317	88,858	2,332,058
2012	651,495	2,723,567	97,469	3,472,531
2013	639,816	2,463,900	108,795	3,212,510
2014	676,602	2,215,308	97,556	2,989,467
2015	814,055	2,415,125	135,136	3,364,317
2016	741,179	2,513,107	153,456	3,407,742
2017	792,431	2,702,713	158,727	3,653,871
2018	790,531	3,158,455	189,245	4,138,230

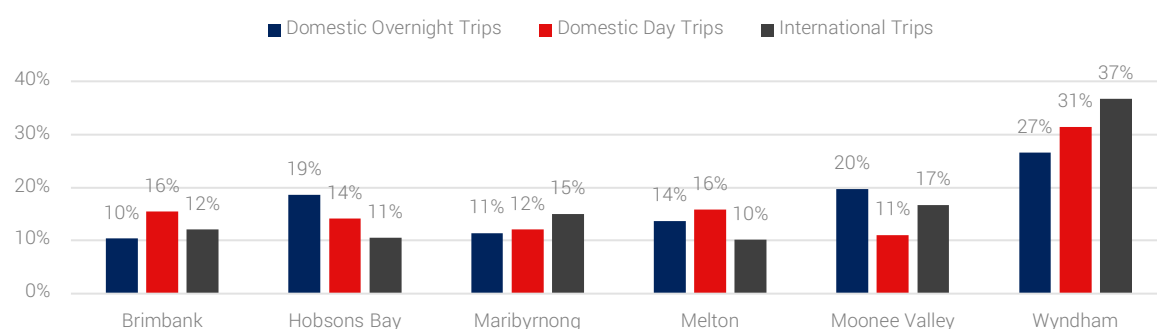
Source: Tourism Research Australia – NVS and IVS – 2009-2018 – compiled by Urban Enterprise, 2019.

#### F2. VISITATION – DAYTRIPS, OVERNIGHT TRIPS AND INTERNATIONAL TRIPS



Source: Tourism Research Australia – NVS and IVS – 2009-2018 – compiled by Urban Enterprise, 2019.

#### F3. PROPORTIONATE VISITATION TO WESTERN MELBOURNE SUB REGIONS - 2018



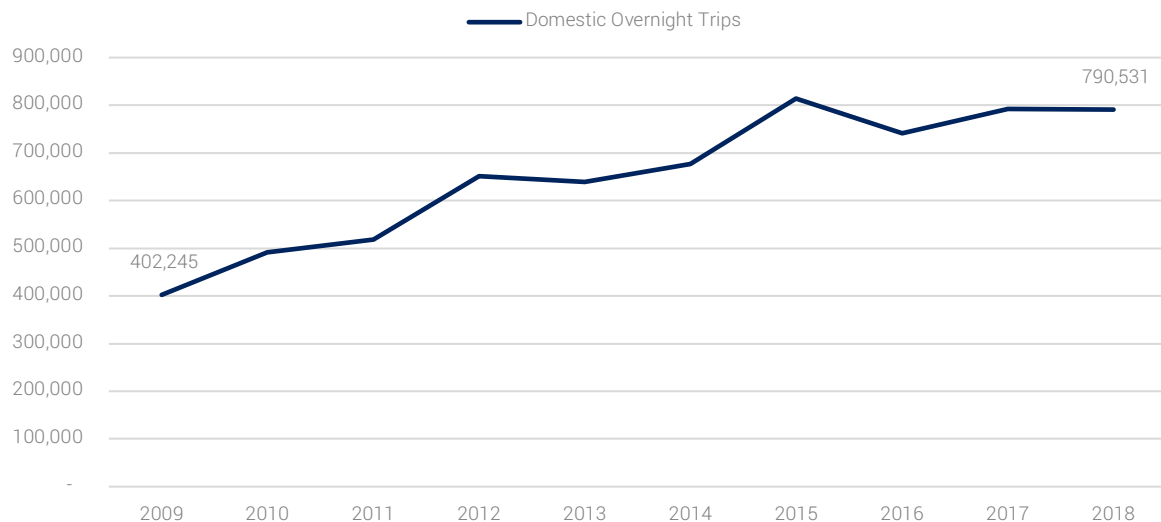
Source: Tourism Research Australia – NVS and IVS – 2018 – compiled by Urban Enterprise, 2019.

## 4. DOMESTIC OVERNIGHT VISITORS

This section of the report presents data relating to domestic overnight visitors to Western Melbourne, benchmarked with Melbourne. The data presented is primarily for the 2018 calendar year.

### 4.1. VISITOR TRIPS

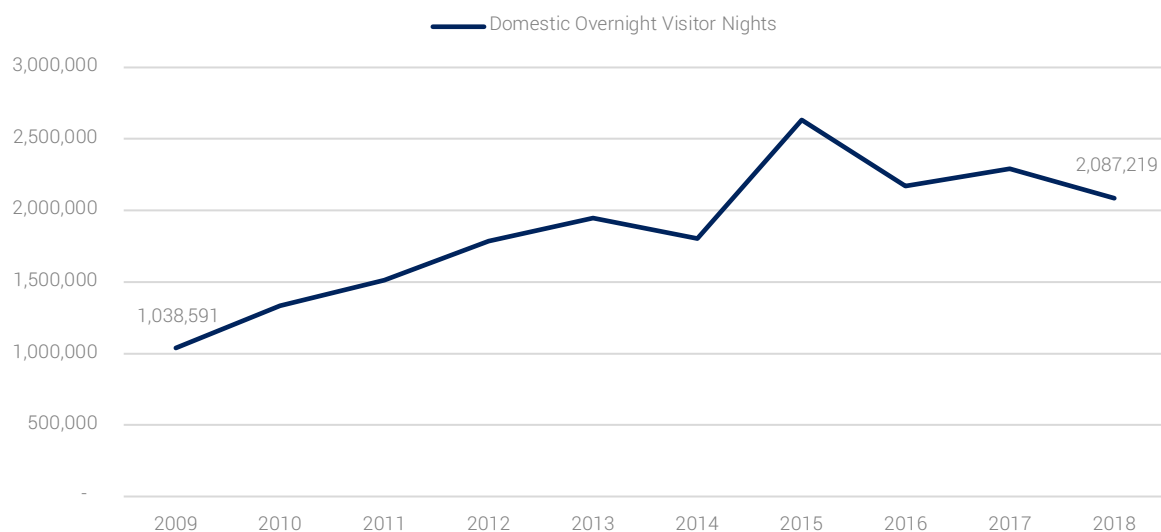
#### F4. DOMESTIC OVERNIGHT VISITORS – WESTERN MELBOURNE – 2009-2018



Source: Tourism Research Australia – NVS– 2009-2018 – compiled by Urban Enterprise, 2019.

### 4.2. VISITOR NIGHTS

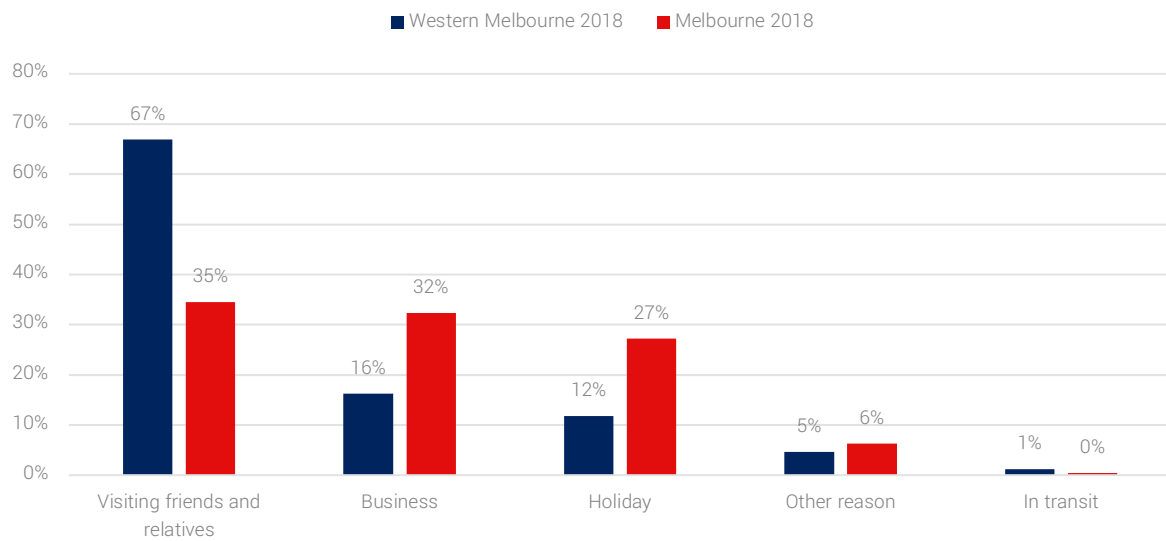
#### F5. DOMESTIC OVERNIGHT VISITOR NIGHTS – WESTERN MELBOURNE – 2009-2018



Source: Tourism Research Australia – NVS– 2009-2018 – compiled by Urban Enterprise, 2019.

### 4.3. REASON FOR STOPOVER

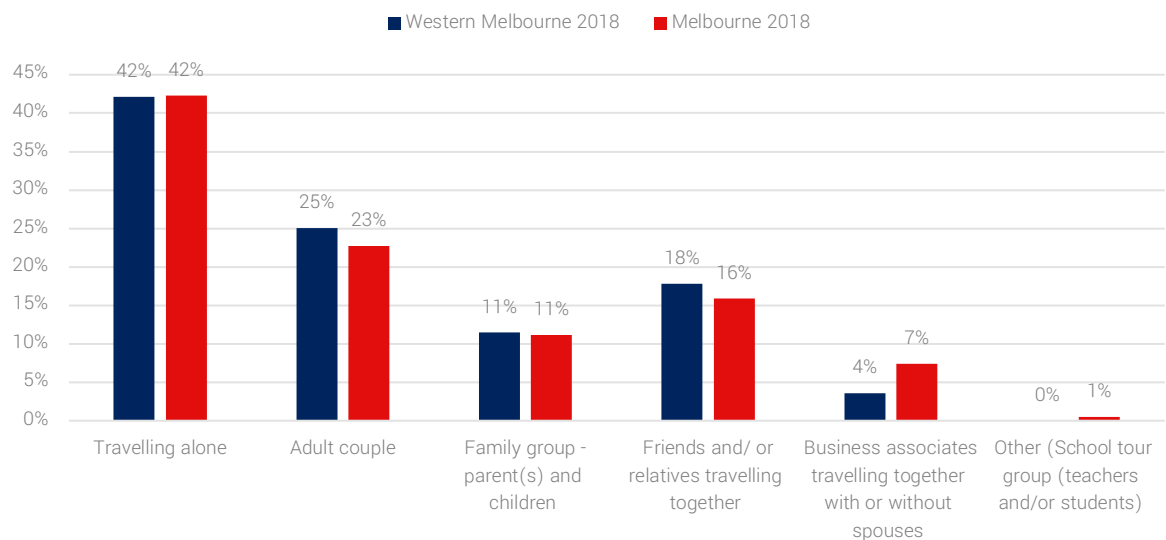
#### F6. DOMESTIC OVERNIGHT VISITORS – REASON FOR STOPOVER - 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

### 4.4. TRAVEL PARTY TYPE

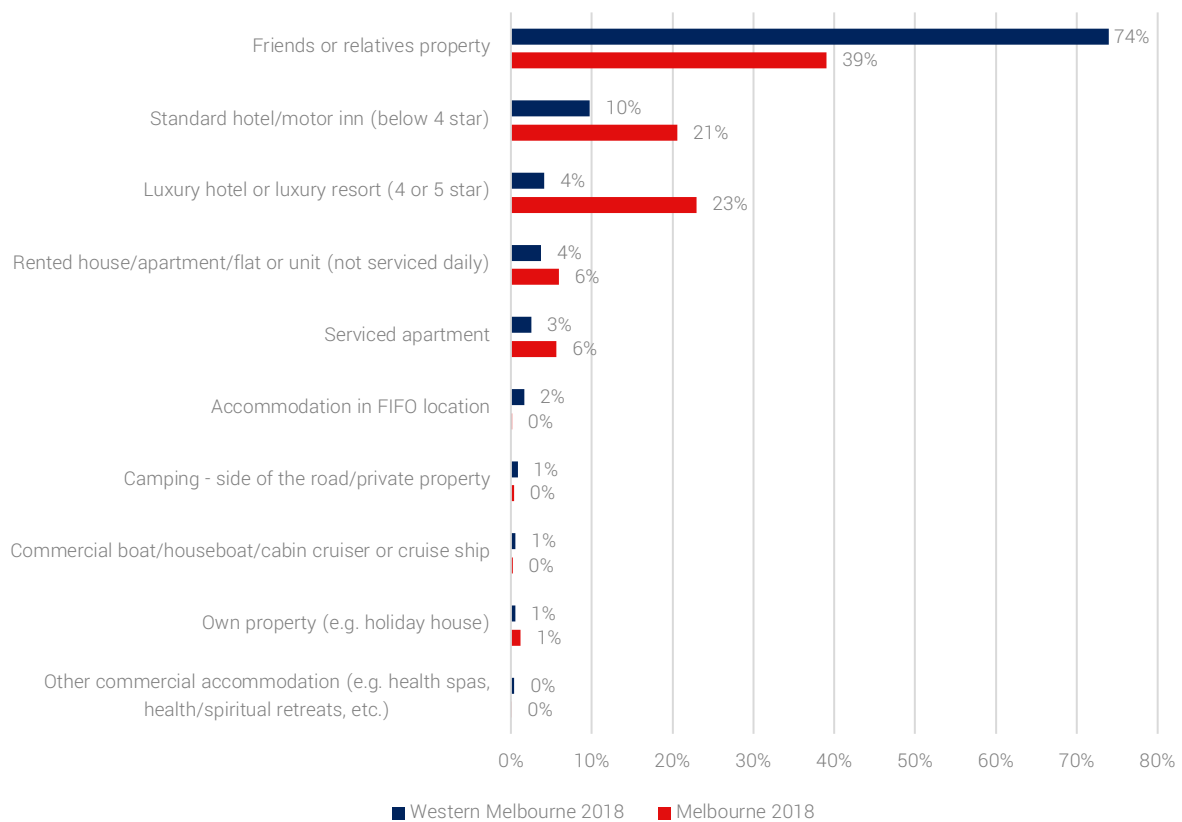
#### F7. DOMESTIC OVERNIGHT VISITORS – TRAVEL PARTY TYPE – 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

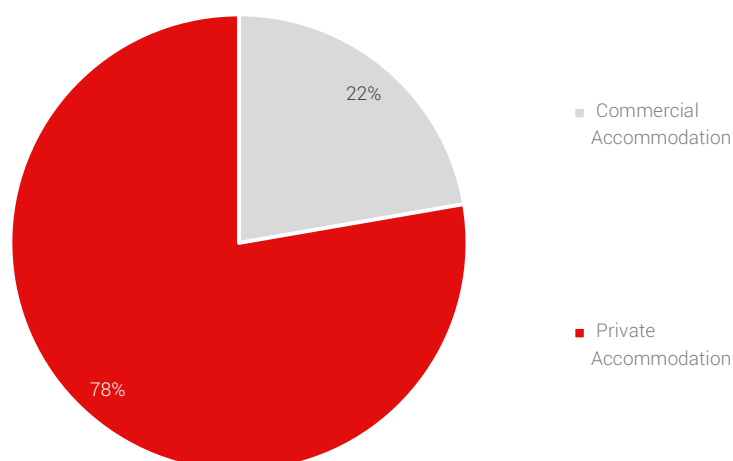
## 4.5. ACCOMMODATION

### F8. DOMESTIC OVERNIGHT VISITORS – ACCOMMODATION – 2018



Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019

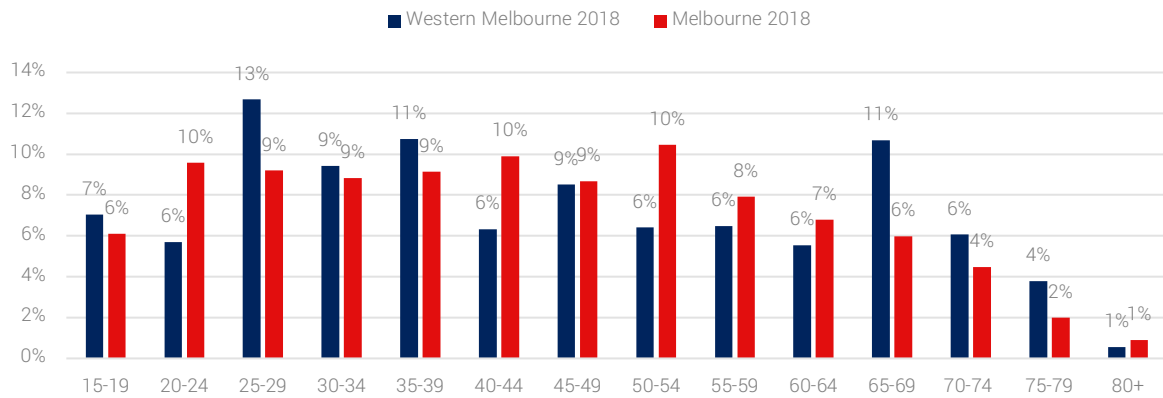
### F9. DOMESTIC OVERNIGHT VISITORS – COMMERCIAL & PRIVATE ACCOMMODATION – 2018



Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019

## 4.6. VISITOR AGE PROFILE

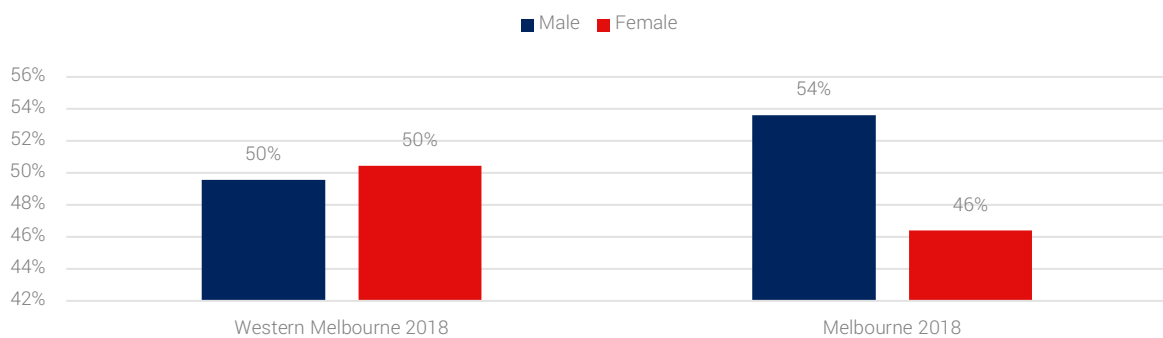
F10. DOMESTIC OVERNIGHT VISITORS – AGE PROFILE - 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

## 4.7. VISITOR GENDER

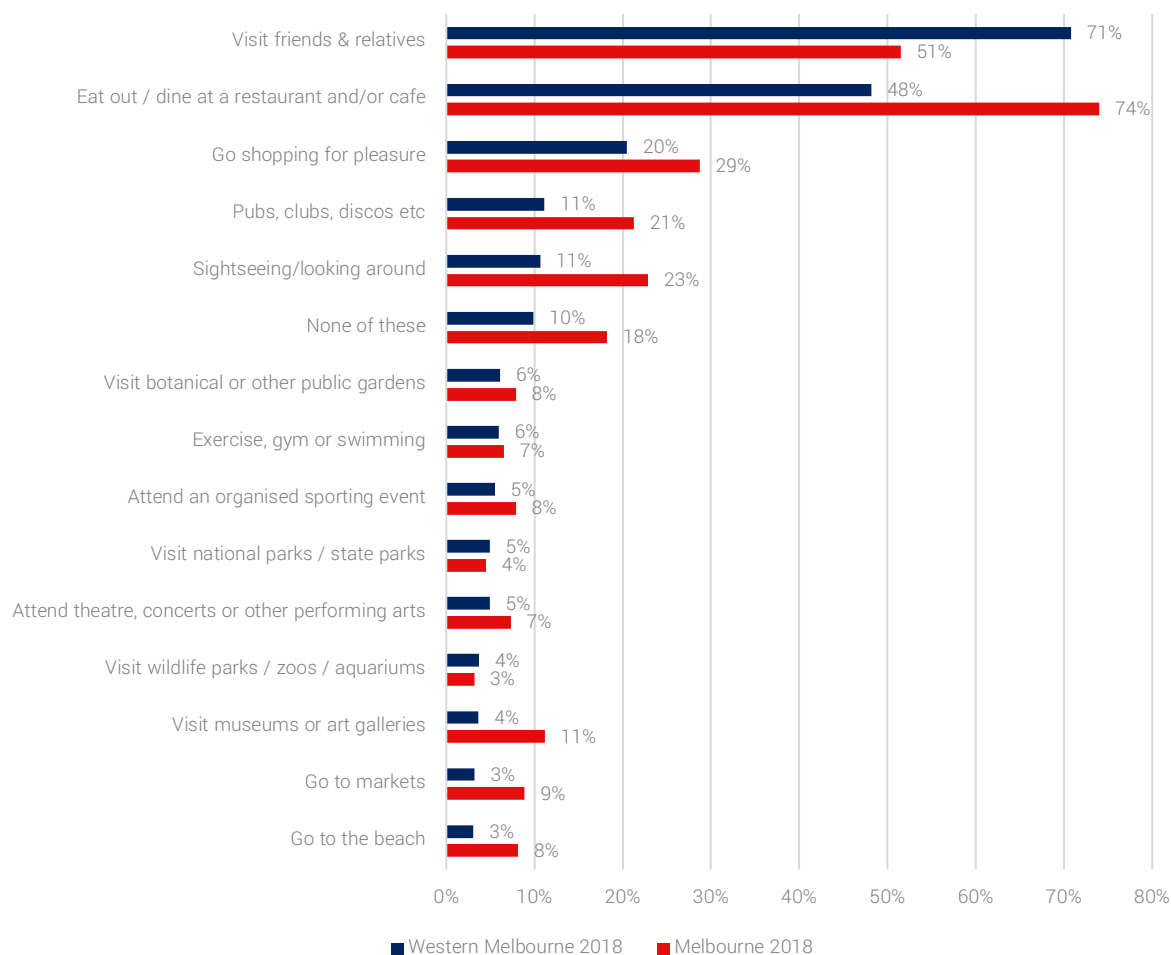
F11. DOMESTIC OVERNIGHT VISITORS – GENDER OF VISITORS – 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

## 4.8. VISITOR STOPOVER ACTIVITIES

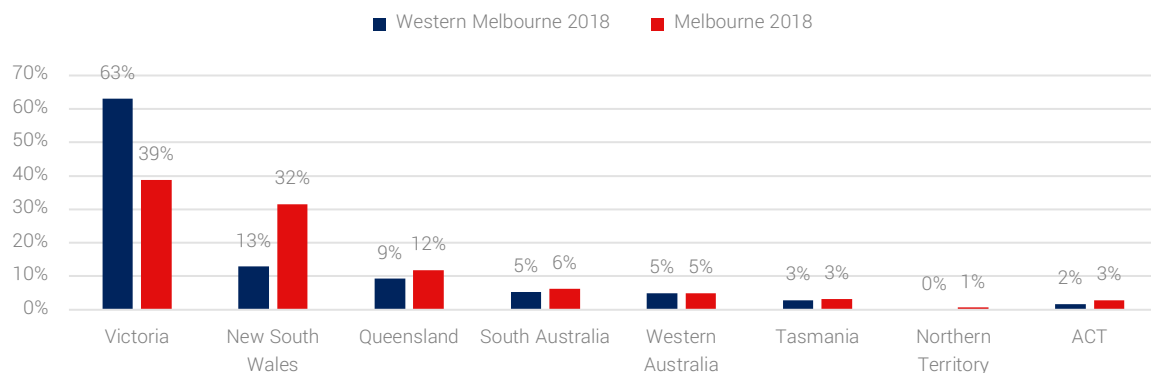
F12. DOMESTIC OVERNIGHT VISITORS – TOP 15 STOPOVER ACTIVITIES - 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

## 4.9. HOME STATE

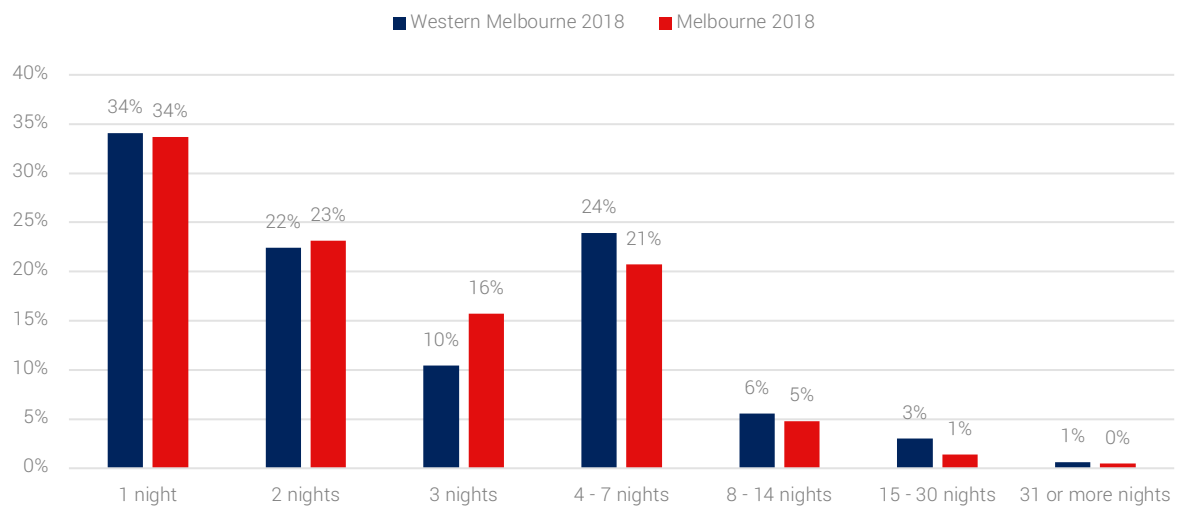
F13. DOMESTIC OVERNIGHT VISITORS – HOME STATE – 2018



Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

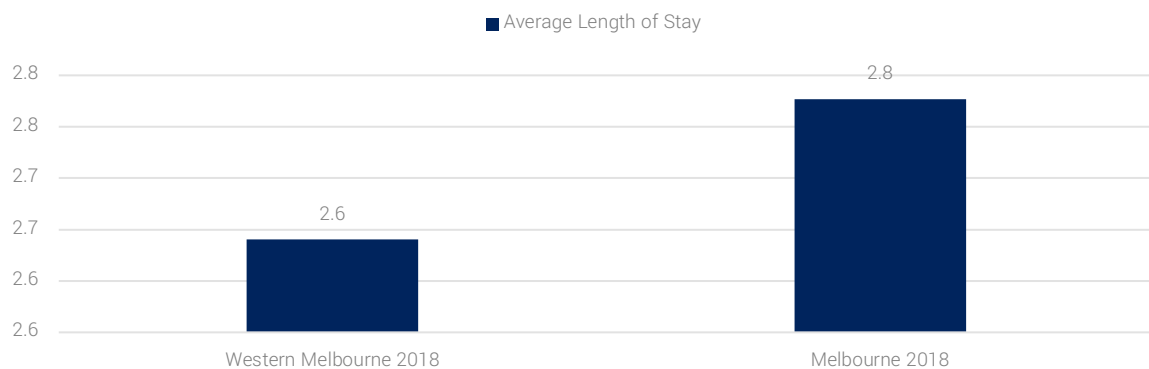
## 4.10. LENGTH OF STAY IN REGION

F14. DOMESTIC OVERNIGHT VISITORS – LENGTH OF STAY IN REGION – 2018



Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019.

F15. DOMESTIC OVERNIGHT VISITORS – AVERAGE LENGTH OF STAY – 2018



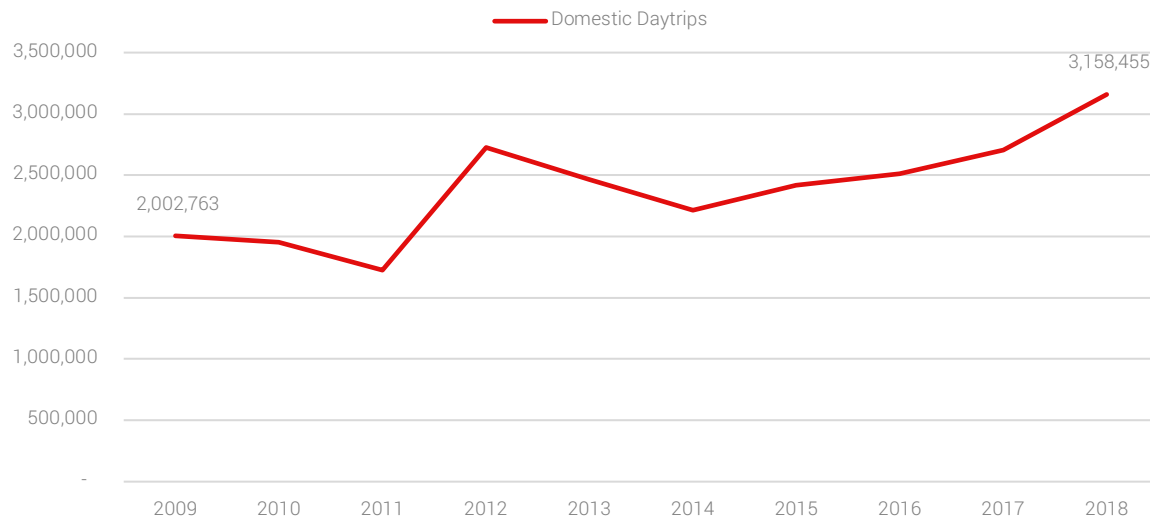
Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019.

## 5. DOMESTIC DAYTRIP VISITORS

This section of the report presents data relating to domestic daytrip visitors to Western Melbourne, benchmarked with Melbourne. The data presented is primarily for the 2018 calendar year.

### 5.1. VISITOR TRIPS

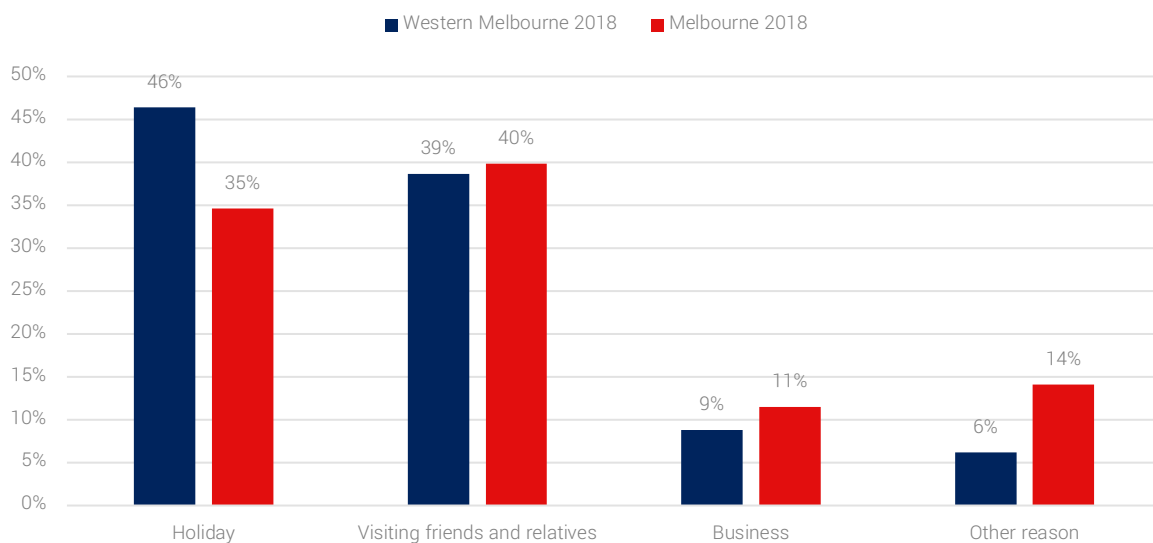
F16. DOMESTIC DAYTRIP VISITORS – WESTERN MELBOURNE – 2009-2018



Source: Tourism Research Australia – NVS– 2009-2018 – compiled by Urban Enterprise, 2019.

### 5.2. REASON FOR STOPOVER

F17. DOMESTIC DAYTRIP VISITORS – REASON FOR STOPOVER - 2018

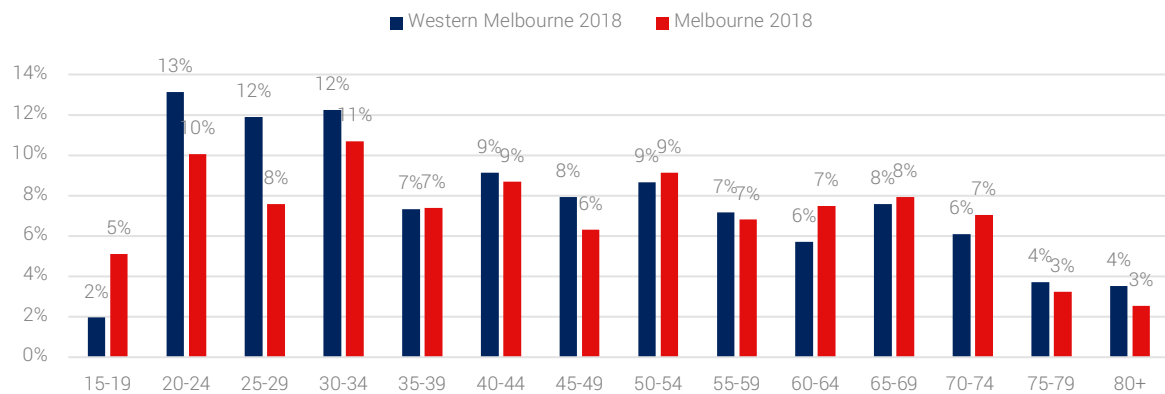


Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019.



### 5.3. VISITOR AGE PROFILE

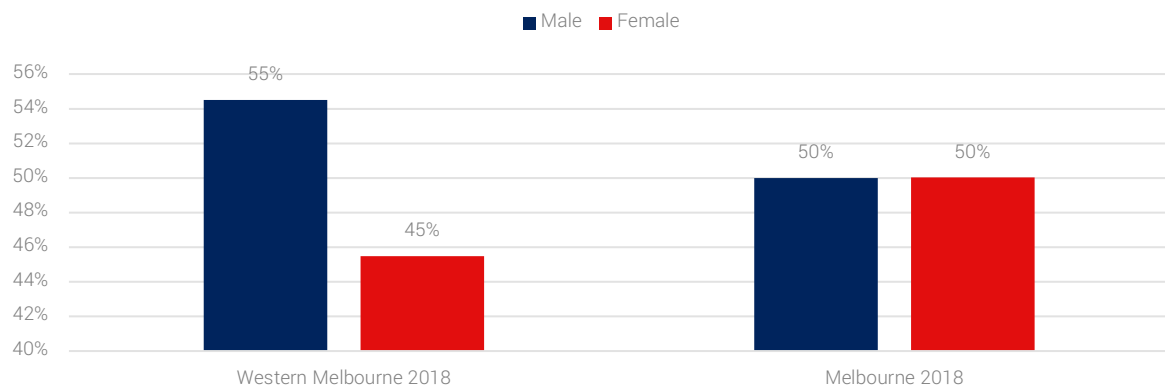
F18. DOMESTIC DAYTRIP VISITORS – AGE PROFILE - 2018



Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019.

### 5.4. VISITOR GENDER

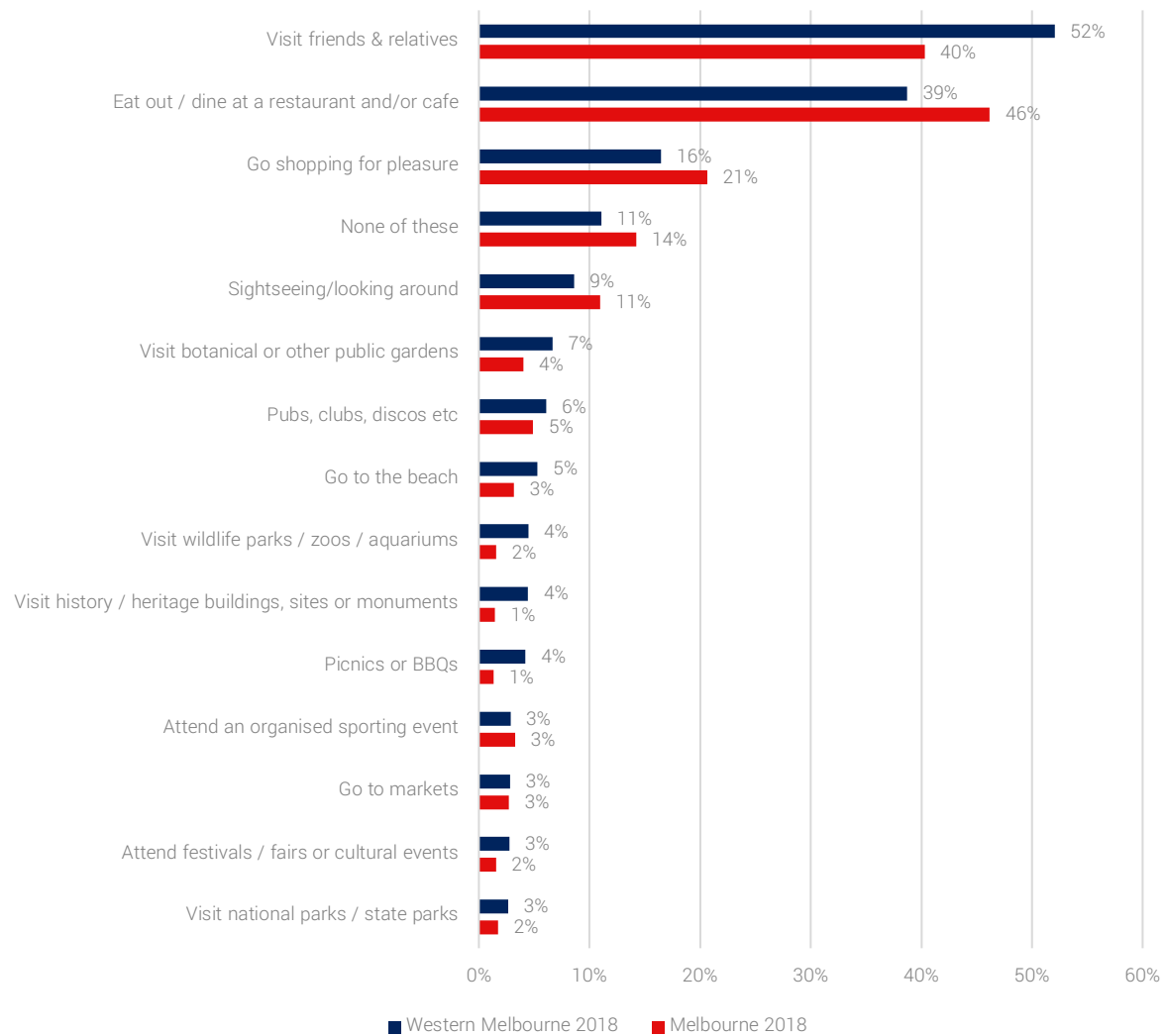
F19. DOMESTIC DAYTRIP VISITORS – GENDER – 2018



Source: Tourism Research Australia – NVS– 2018 – compiled by Urban Enterprise, 2019.

## 5.5. ACTIVITIES

### F20. DOMESTIC DAYTRIP VISITORS – TOP 15 ACTIVITIES - 2018



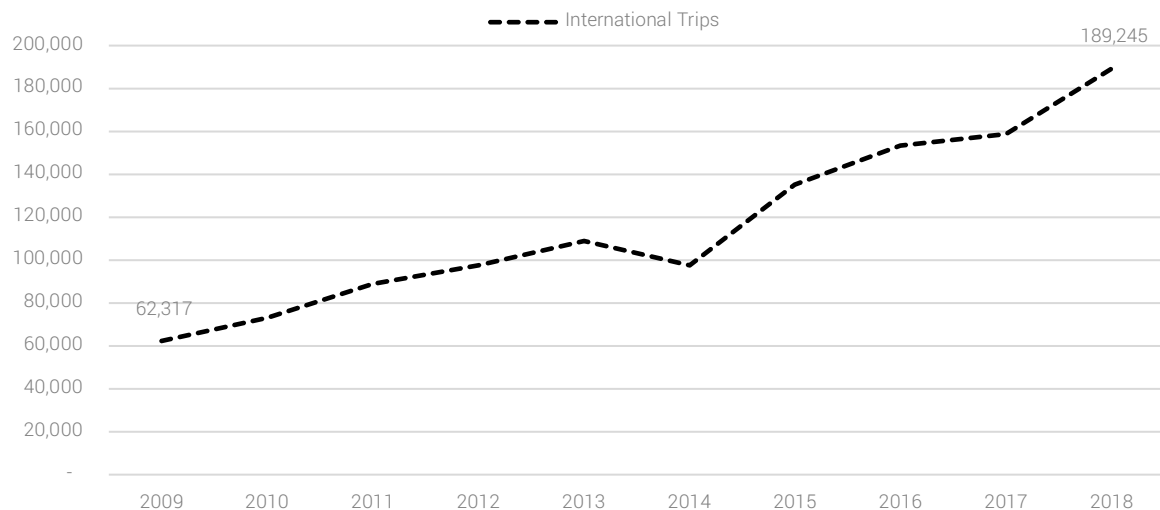
Source: Tourism Research Australia – NVS- 2018 – compiled by Urban Enterprise, 2019.

## 6. INTERNATIONAL VISITORS

This section of the report presents data relating to international visitors to Western Melbourne, benchmarked with Melbourne. The data presented is primarily for the 2018 calendar year.

### 6.1. VISITOR TRIPS

F21. INTERNATIONAL VISITOR TRIPS – WESTERN MELBOURNE - 2009-2018



Source: Tourism Research Australia – IVS- 2009-2018 – compiled by Urban Enterprise, 2019.

### 6.2. VISITOR NIGHTS

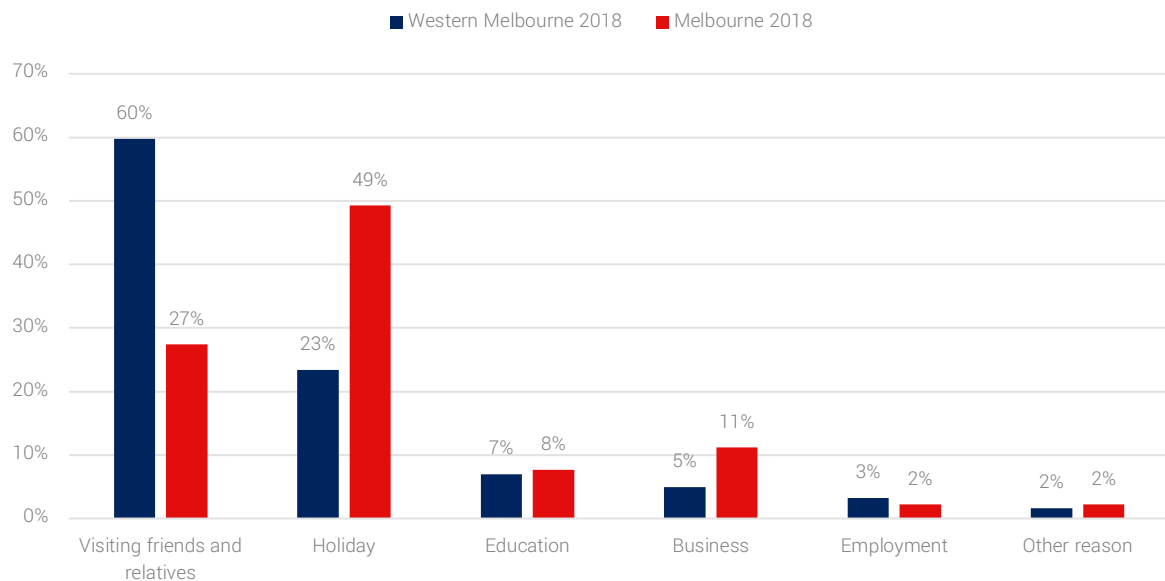
F22. INTERNATIONAL VISITOR NIGHTS – WESTERN MELBOURNE - 2009-2018



Source: Tourism Research Australia – IVS- 2009-2018 – compiled by Urban Enterprise, 2019.

### 6.3. REASON FOR STOPVOER

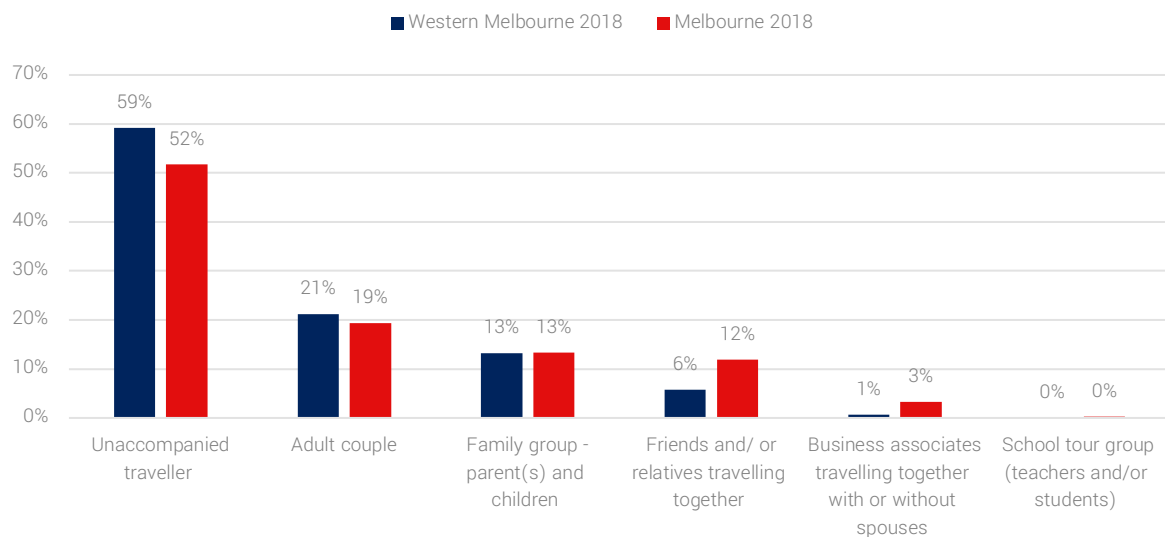
F23. INTERNATIONAL VISITORS – REASON FOR STOPOVER - 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

### 6.4. TRAVEL PARTY TYPE

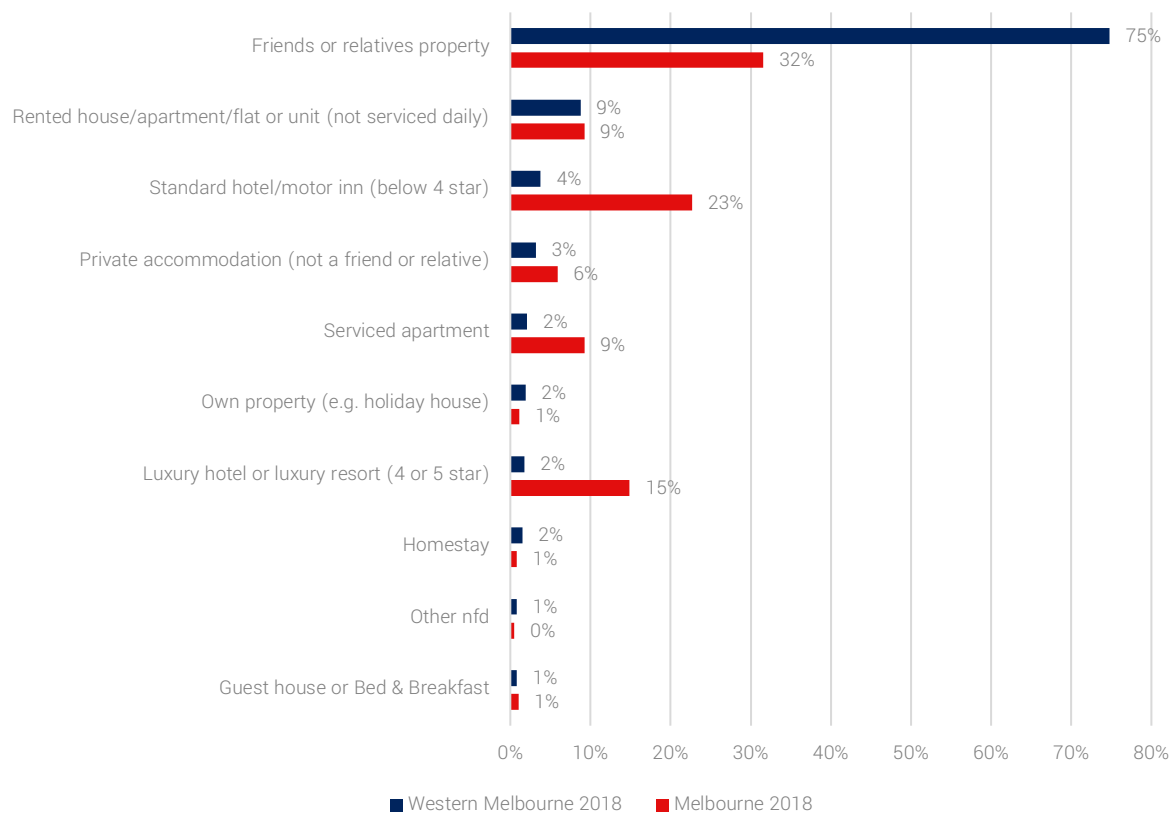
F24. INTERNATIONAL VISITORS – TRAVEL PARTY TYPE – 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

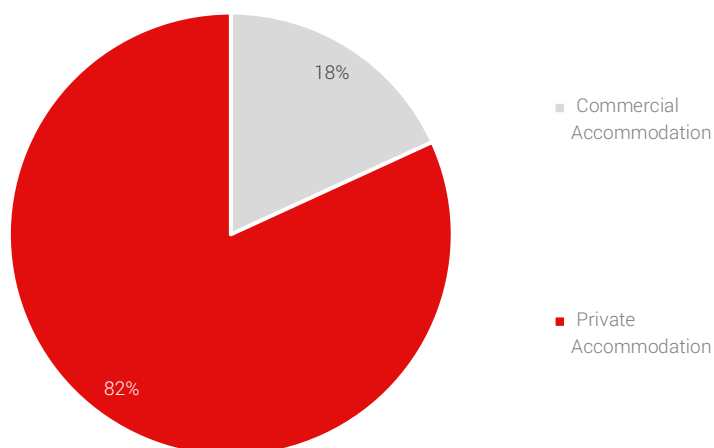
## 6.5. ACCOMMODATION

### F25. INTERNATIONAL VISITORS – ACCOMMODATION – 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

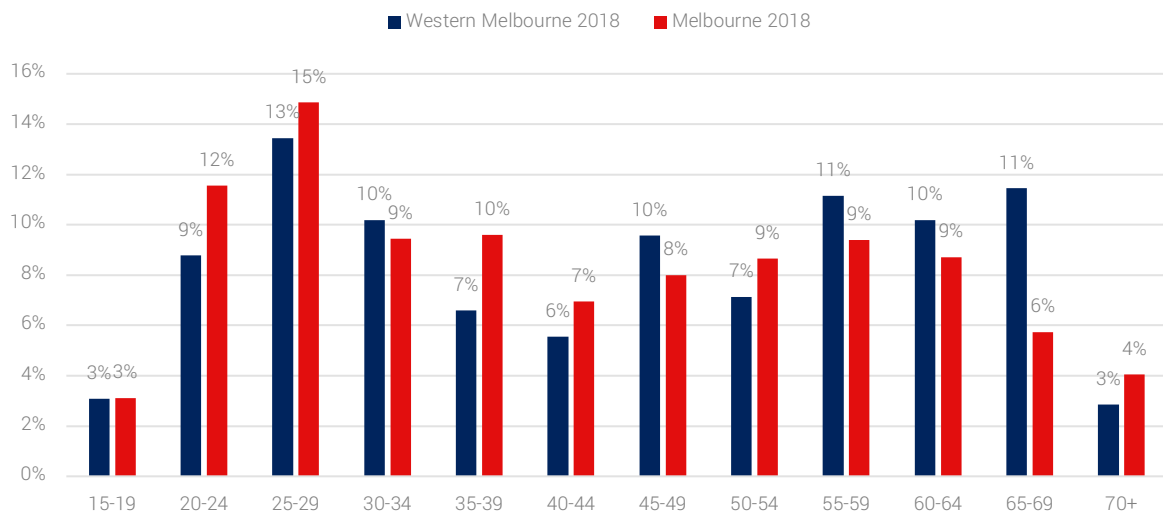
### F26. INTERNATIONAL VISITORS – COMMERCIAL & PRIVATE ACCOMMODATION – 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

## 6.6. VISITOR AGE PROFILE

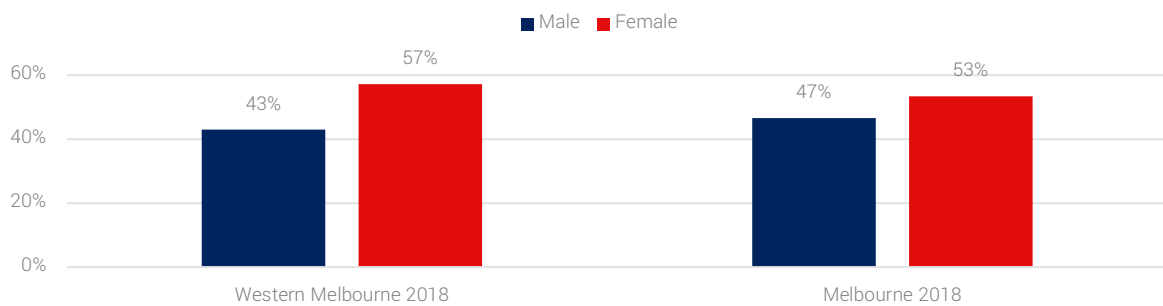
### F27. INTERNATIONAL VISITORS – AGE PROFILE - 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

## 6.7. VISITOR GENDER

### F28. INTERNATIONAL VISITORS – GENDER – 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

## 6.8. COUNTRY OF RESIDENCE

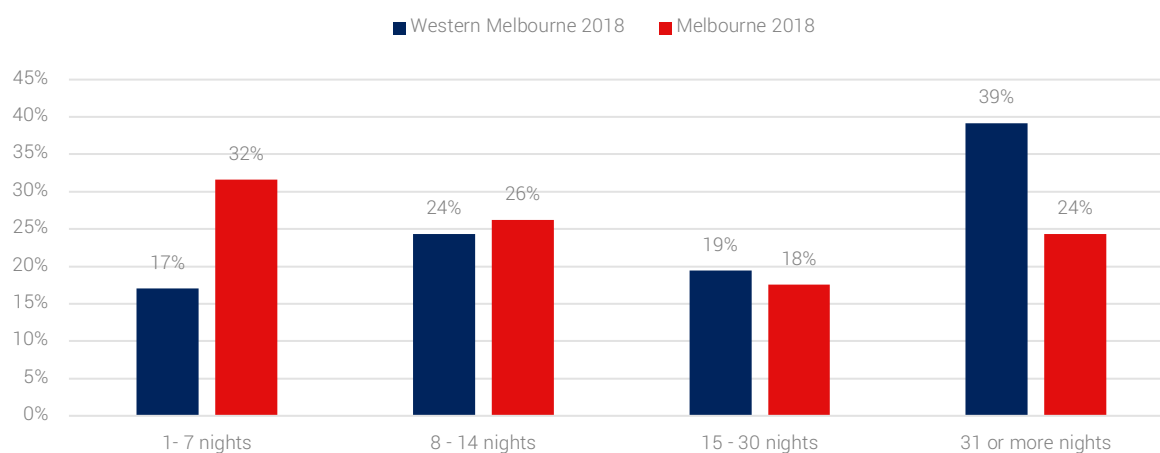
### T2. INTERNATIONAL VISITORS – COUNTRY OF RESIDENCE - 2018

	WESTERN MELBOURNE 2018	MELBOURNE 2018
New Zealand	20%	11%
Japan	1%	3%
Hong Kong	1%	3%
Singapore	4%	4%
Malaysia	4%	5%
Indonesia	1%	3%
Taiwan	1%	2%
Thailand	1%	1%
Korea	0%	2%
China	5%	23%
India	20%	6%
Other Asia	13%	5%
United States of America	5%	8%
Canada	3%	2%
United Kingdom	7%	7%
Germany	2%	3%
Scandinavia	1%	1%
France	1%	2%
Italy	0%	1%
Netherlands	0%	1%
Switzerland	0%	1%
Other Europe	2%	3%
Other Countries	7%	5%

Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

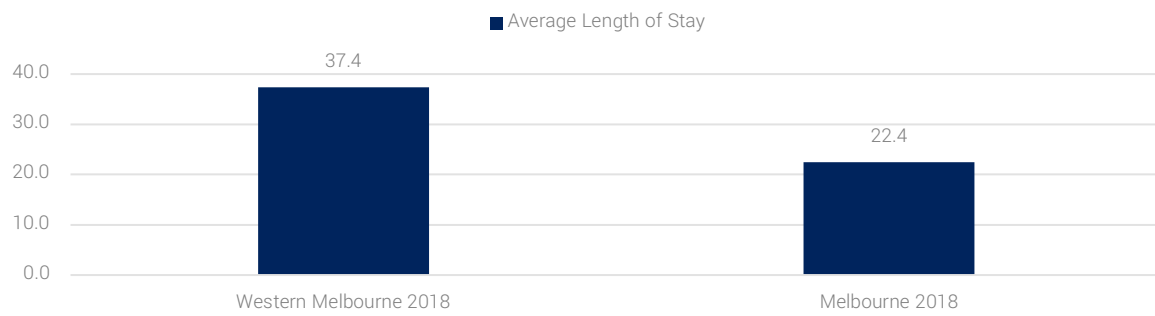
## 6.9. NUMBER OF NIGHTS STAY

### F29. INTERNATIONAL VISITORS – NUMBER OF NIGHTS STAY – 2018



Source: Tourism Research Australia – IVS- 2018 – compiled by Urban Enterprise, 2019.

### F30. INTERNATIONAL VISITORS – AVERAGE LENGTH OF STAY – 2018



Source: Tourism Research Australia – IVS– 2018 – compiled by Urban Enterprise, 2019.



