

Western Melbourne Headline Visitation Data

Year Ending September 2023

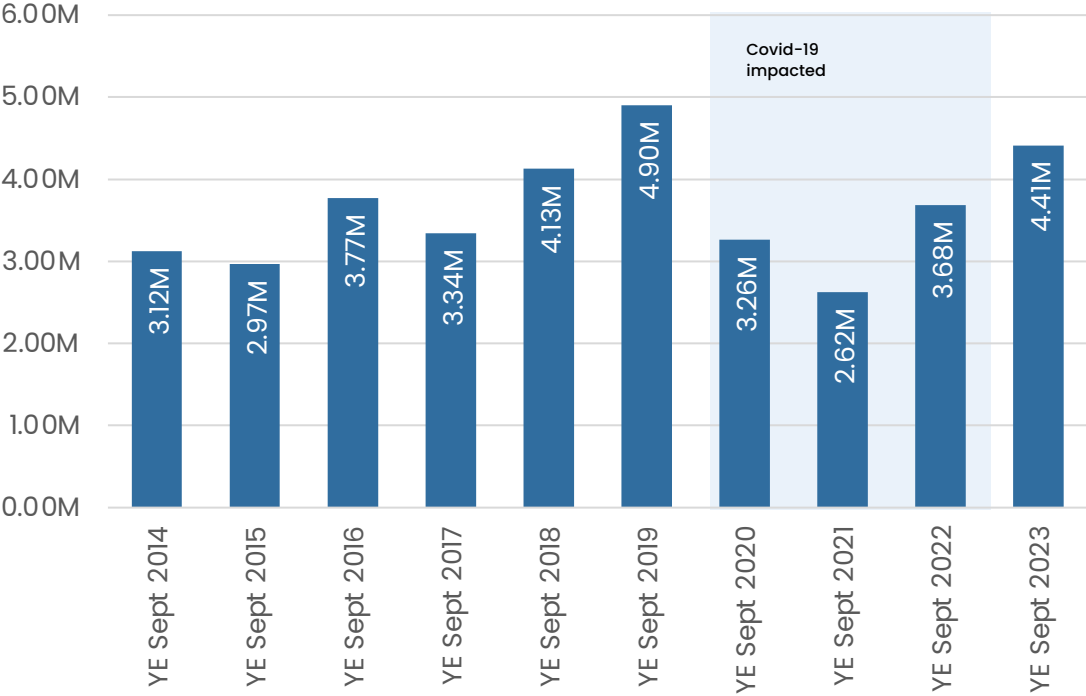
February 2024

melbourne's  west

 **urban** planning
economics+tourism
enterprise

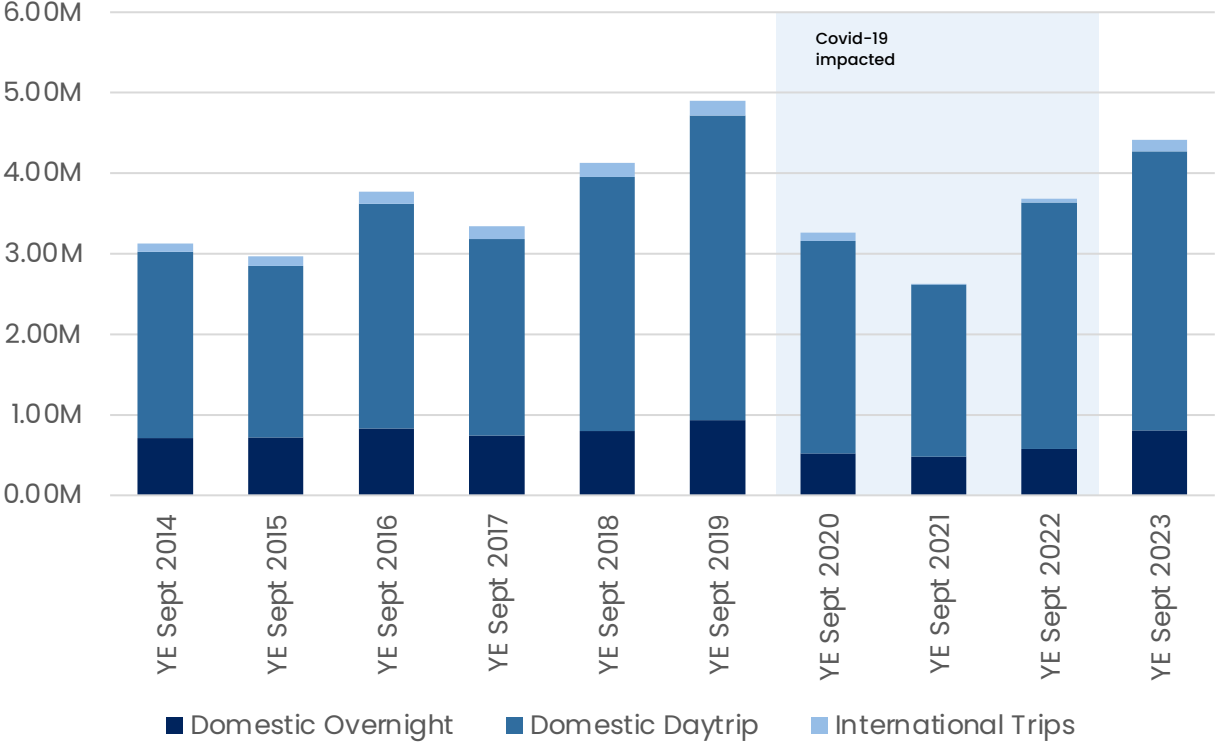
Visitation

Figure 1: Total Visitation to WM, YE Sept 2014-2023



Source: Visitation, NVS, IVS, Tourism Research Australia, YE 2014-23. Figures have been rounded.

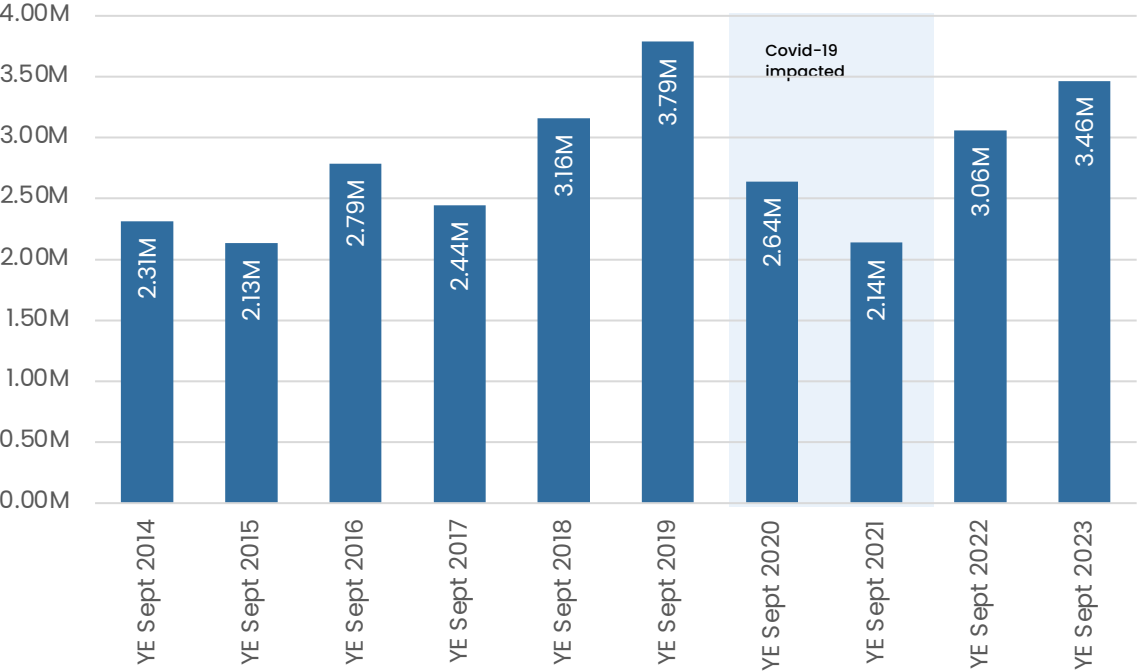
Figure 2: Visitation to WM by Sub-Market, YE Sept 2014-2023



Source: Visitation, NVS, IVS, Tourism Research Australia, YE 2014-23. Figures have been rounded.

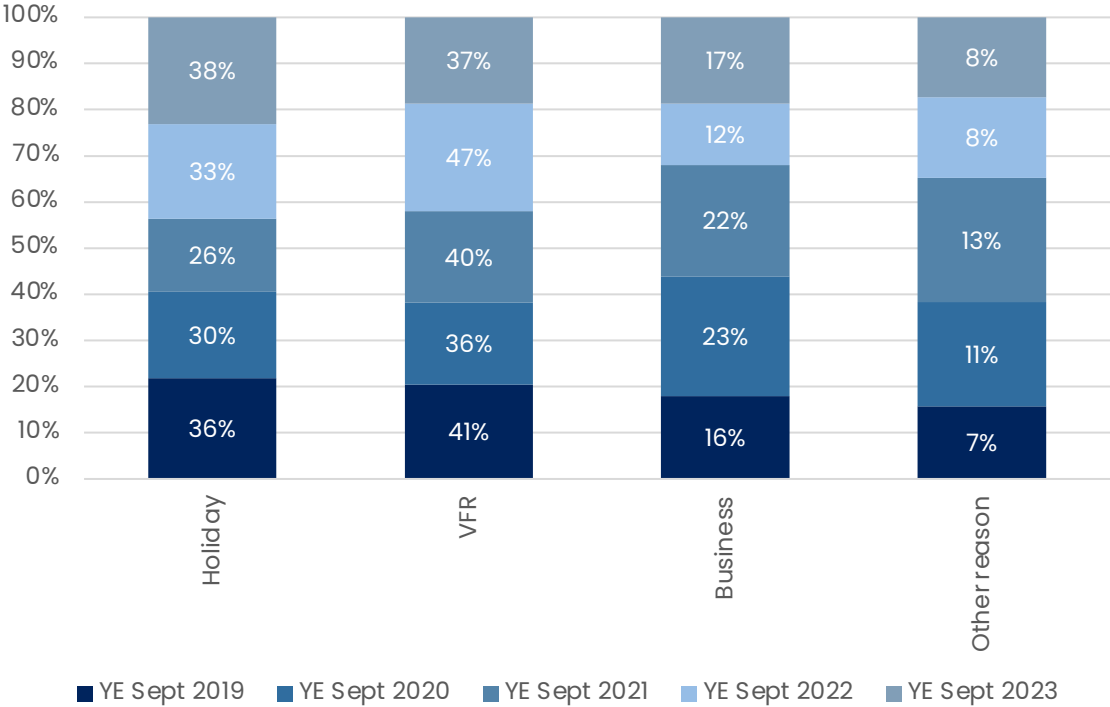
Domestic Daytrips

Figure 3: Domestic Daytrip Visitors to WM, YE Sept 2014-2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014-23. Figures have been rounded.

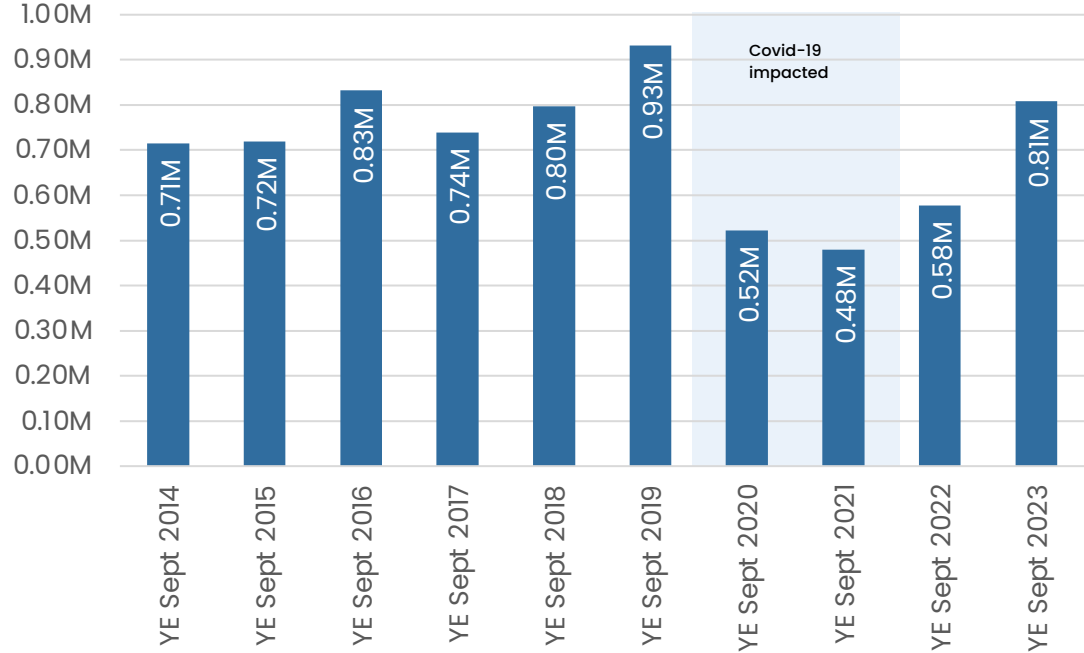
Figure 4: Domestic Daytrip Visitors to WM, Purpose of Visit, YE Sept 2019-2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014-23. Figures have been rounded.

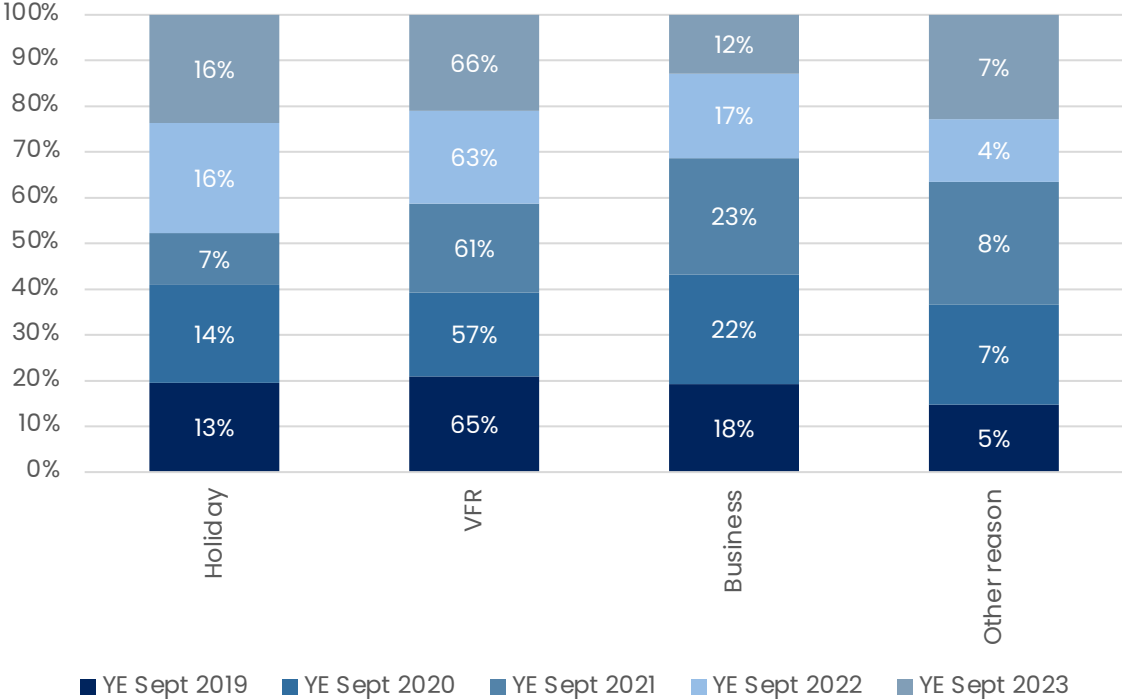
Domestic Overnight

Figure 5: Domestic Overnight Visitors to WM, YE Sept 2014–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded.

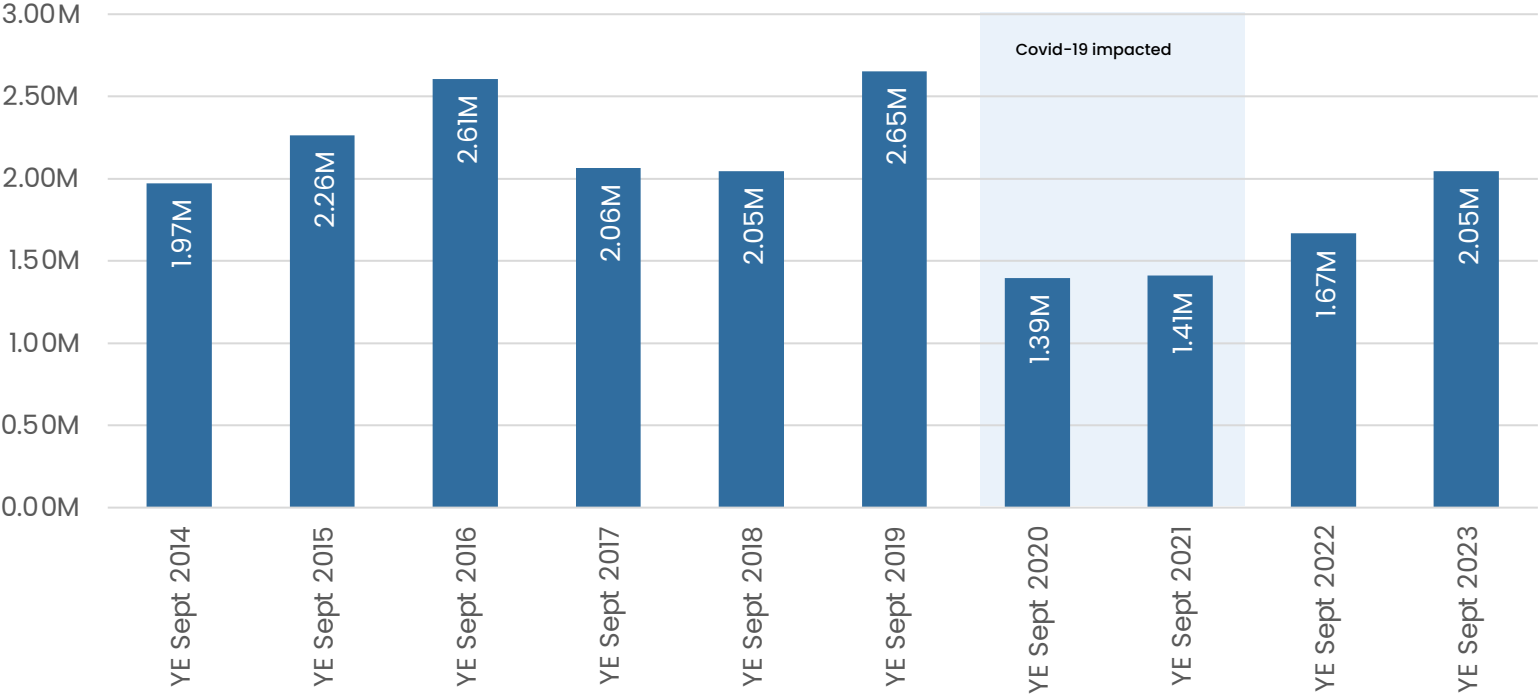
Figure 6: Domestic Overnight Visitors to WM, Purpose of Visit, YE Sept 2019–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded.

Domestic Overnight

Figure 7: Domestic Overnight Visitor Nights to WM, YE Sept 2014–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded.

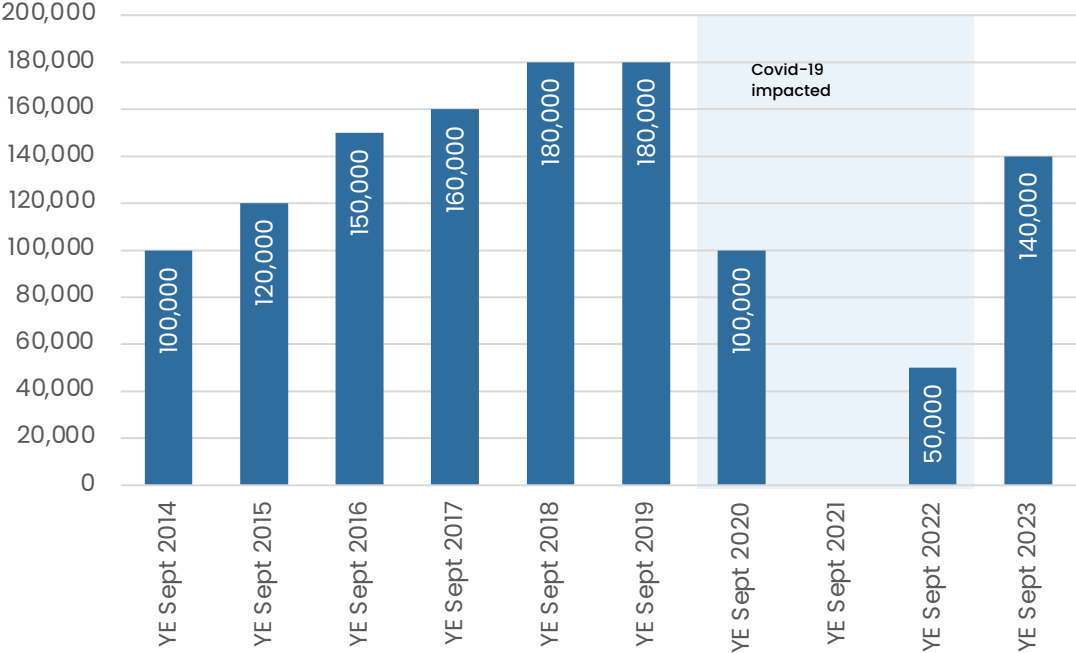
Figure 8: Average Length of Stay, Domestic Overnight Visitors to WM, YE Sep 2023



Source: Visitation, NVS, Tourism Research Australia, YE 23.

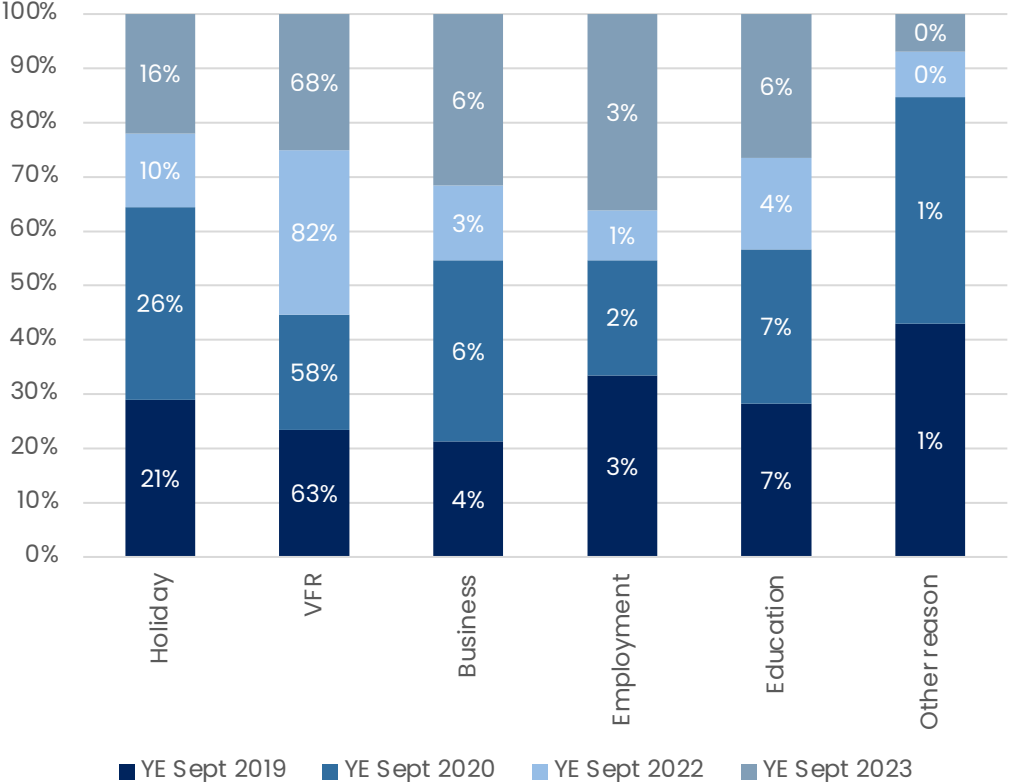
International Trips

Figure 9: International Overnight Visitors to WM, YE Sept 2014–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded.

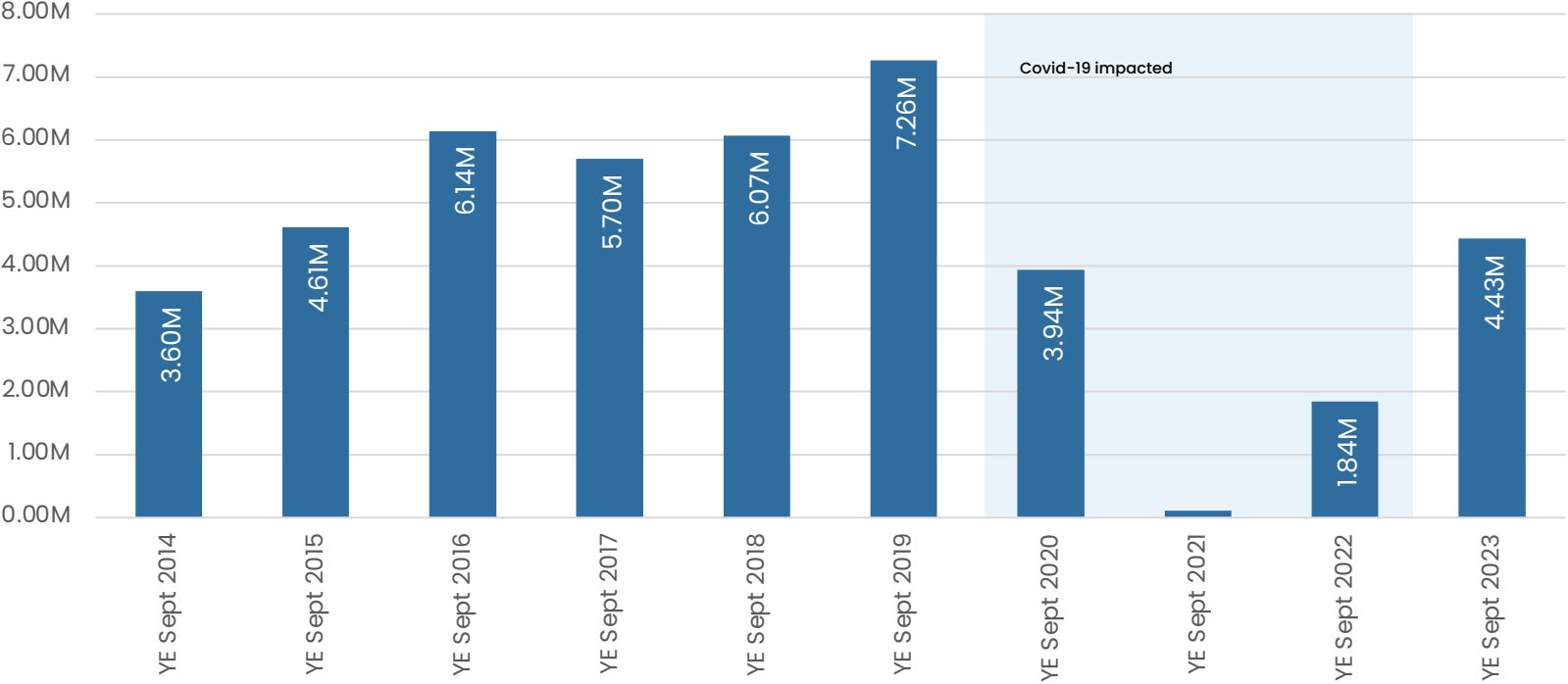
Figure 10: International Overnight Visitors to WM, Purpose of Visit, YE Sept 2019–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded. YE Sept 2021 Excluded due to Low Sample.

International Trips

Figure 11: International Overnight Visitor Nights to WM, YE Sept 2014–2023



Source: Visitation, NVS, Tourism Research Australia, YE 2014–23. Figures have been rounded.

Figure 12: Average Length of Stay, Domestic Overnight Visitors to WM, YE Sep 2023



Source: Visitation, IVS, Tourism Research Australia, YE 23.
 *High average length of stay due to those studying and working

Tourism Research Australia Data

National Visitor Survey (NVS)

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 (IVS)

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.

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