

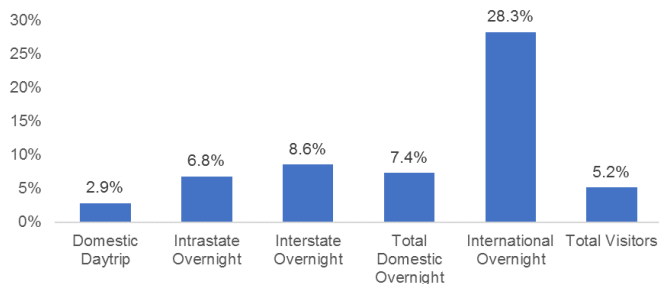
# Visitor Information Centres

Year ending June 2017

An estimated 3.9 million visitors to Victoria went to Visitor Information Centres (VICs) in the year ending June 2017.

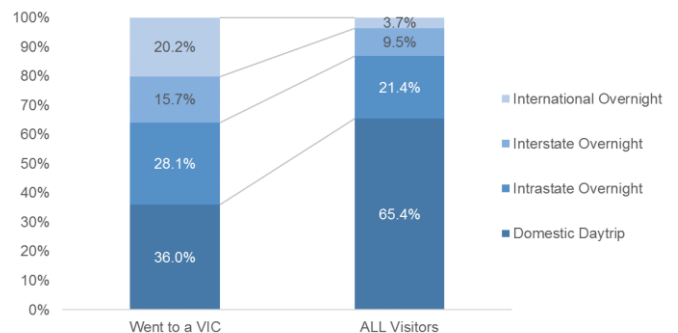
- ❖ International overnight visitors to Victoria were more likely to visit a VIC than international overnight visitors to Australia overall.
- ❖ Visitation to VICs by visitors to/within Victoria has remained relatively stable over the last 12 months.
- ❖ A very small proportion of domestic daytrip visitors to/within Victoria go to a VIC on their trip.
- ❖ Chinese visitors to Victoria are underrepresented at VICs.
- ❖ Older non-working domestic overnight visitors to Victoria are overrepresented at VICs.
- ❖ Young/midlife single international overnight visitors to Victoria are overrepresented at VICs.

**Proportion of visitors to/within Victoria who visited a VIC\* – YE June 2017**



International overnight visitors to Victoria are the most likely to visit a VIC (28.3 per cent of international overnight visitors to Victoria), while domestic daytrip visitors to Victoria are the least likely to visit a VIC on their trip (2.9 per cent).

**Share of VICs market vs total visitor market to/within Victoria – YE June 2017**



International overnight visitors to Victoria are overrepresented at VICs, where they account for 20.2 per cent of VIC visitors, but only 3.7 per cent of total visitors to Victoria. Domestic overnight visitors are also overrepresented among VIC visitors, including intrastate (28.1 per cent of VIC visitors compared with 21.4 per cent of total visitors to Victoria) overnight visitors. Conversely, domestic daytrip visitors to Victoria are greatly underrepresented (36.0 per cent of VIC visitors compared with 65.4 per cent of all visitors to/within Victoria).

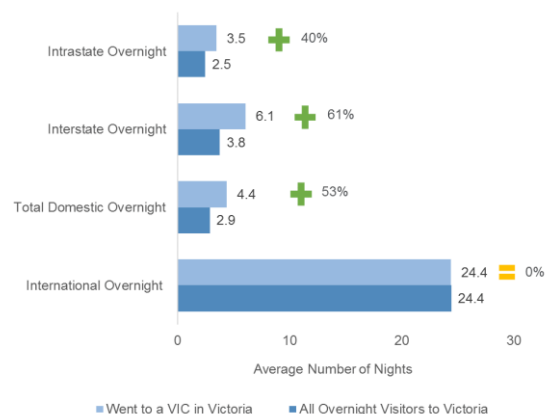
**Incidence of VIC visitation – YE June 2016 and 2017**



Overall, the proportion of travellers to and within Victoria and Australia who visited VICs marginally decreased in the year ending June 2017 (-0.2 percentage points year-on-year in Victoria and Australia overall). This was the case for all markets, except for domestic daytrip visitors to Victoria, where there was a slight increase in the proportion of day trippers visiting VICs on their trip (+0.3 percentage points year-on-year).

For further information, see Summary Table at the back of this factsheet

**Average length of stay (nights) – went to a VIC in Victoria vs all overnight visitors to Victoria – YE June 2017**



On average, domestic overnight visitors to Victoria who go to a VIC on their trip, have a longer length of stay (4.4 nights) compared to all domestic overnight visitors to Victoria (2.9 nights). There is no difference in average length of stay for international overnight visitors to Victoria who visit a VIC compared with all international overnight visitors to Victoria (24.4 nights each).

\*This data does not tell us the location of the VICs visitors went to, only that they visited a VIC at some point on their trip, and that their trip incorporated a visit to one or more of these regions. Also note that some visitors may have visited a non-accredited VIC  
 Note: Figures may not add up due to rounding.  
 \*N/A = data is unable to be published due to insufficient sample size  
 Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, YE June 2016 and 2017  
 Research Factsheet produced by TEVE Research Unit, December 2017.

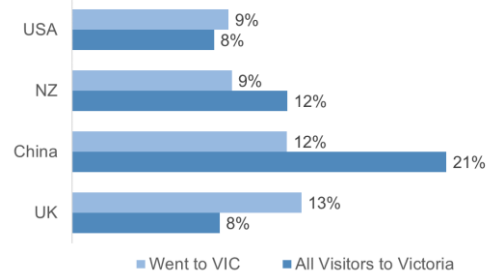
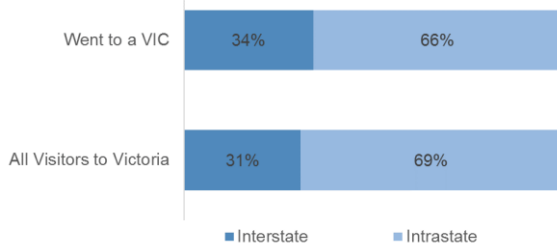


## Visitor Information Centres Users Profile – Visitors To/Within Victoria

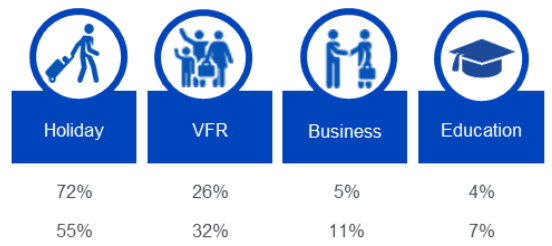
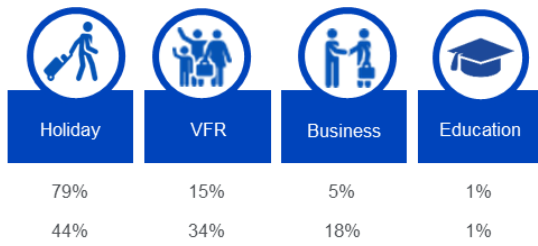
### Domestic Overnight

### International Overnight

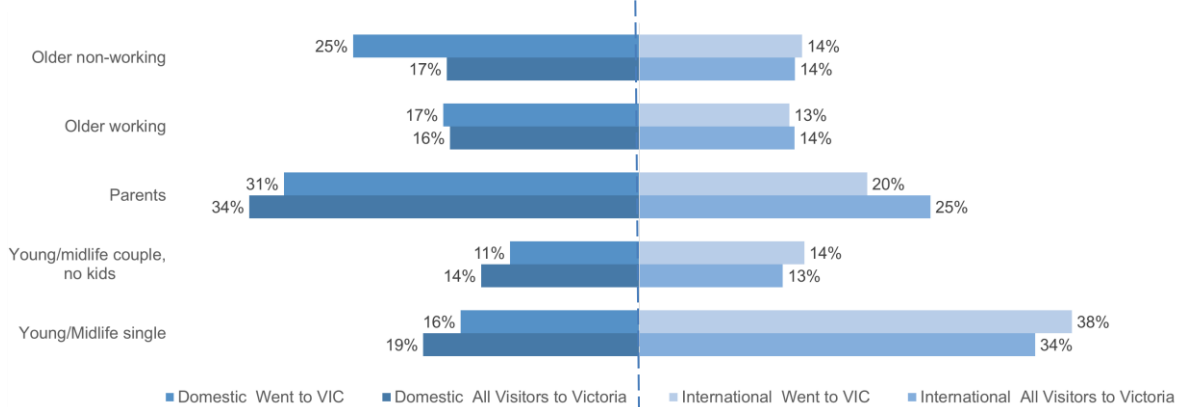
#### Origin



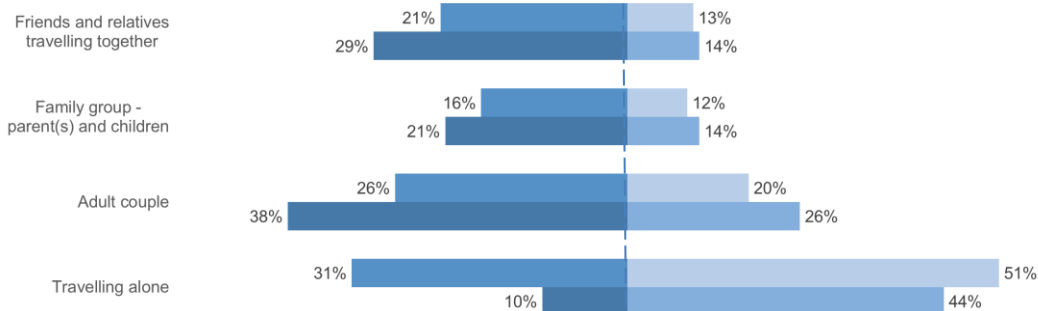
#### Purpose



#### Lifecycle



#### Travel Party



#### Activities



### Backpackers

In the year ending June 2017, 18 per cent of **international overnight visitors** to Victoria who identified as a backpacker went to a VIC, compared with 8 per cent of all international overnight visitors to Victoria.

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## Victoria's Tourism Regions

During the two years to June 2017, 29 per cent of **international overnight visitors** to Melbourne went to a VIC on their trip, while 46 per cent of international overnight visitors to regional Victoria went to a VIC on their trip.

During the two years to June 2017, 5 per cent of **domestic overnight visitors** to Melbourne went to a VIC on their trip, while 13 per cent of domestic overnight visitors to regional Victoria went to a VIC on their trip.

During the same period, only 2 per cent of **domestic daytrip visitors** to Melbourne went to a VIC on their trip, and 3 per cent of domestic daytrip visitors to regional Victoria went to a VIC on their trip.

### Visitors to Victoria's tourism regions who visited a VIC\* on their trip

	International Overnight Visitors (000s)	% of Total International Overnight Visitors	Domestic Overnight Visitors (000s)	% of Total Domestic Overnight Visitors	Domestic Daytrips Visitors (000s)	% of Total Domestic Daytrips Visitors
Daylesford and Macedon Ranges	6	44%	80	13%	N/A	N/A
Geelong and the Bellarine	22	39%	53	4%	N/A	N/A
Gippsland	44	59%	227	13%	N/A	N/A
Goldfields	24	51%	149	9%	N/A	N/A
Grampians	35	65%	137	17%	N/A	N/A
Great Ocean Road	128	62%	258	13%	N/A	N/A
<b>Melbourne</b>	<b>737</b>	<b>29%</b>	<b>451</b>	<b>5%</b>	<b>263</b>	<b>2%</b>
Murray	25	43%	74	5%	N/A	N/A
Peninsula	23	39%	271	13%	N/A	N/A
Phillip Island	30	59%	90	11%	N/A	N/A
Victoria's High Country	14	45%	254	17%	N/A	N/A
Yarra Valley and Dandenong Ranges	16	35%	81	9%	N/A	N/A
<b>Regional Victoria</b>	<b>234</b>	<b>46%</b>	<b>1,409</b>	<b>10%</b>	<b>1,039</b>	<b>3%</b>
<b>Victoria</b>	<b>779</b>	<b>29%</b>	<b>1,734</b>	<b>8%</b>	<b>1,302</b>	<b>3%</b>

NB Figures in this table are the averages of two years of data (YE June 2016 and 2017)

During the two years to June 2017, **international overnight visitors** to Victoria's tourism regions used both regional and metro VICs, however visitors to regions closer to Melbourne tended to use metro-based VICs more heavily than regional ones. For example, 22 per cent of international overnight visitors to Yarra Valley and Dandenong Ranges went to a VIC in Melbourne, while only 12 per cent went to a VIC in regional Victoria. We see similar results for Phillip Island (35 per cent went to a metro VIC and 29 per cent went to a regional VIC) and Peninsula (24 per cent went to a metro VIC and 14 per cent went to a regional VIC).

During the two years to June 2017, 4 per cent of **domestic overnight visitors** to Melbourne went to a VIC in Melbourne, while 8 per cent of domestic overnight visitors to regional Victoria went to a VIC in regional Victoria.

### Locations of VICs visited by overnight visitors to Victoria's tourism regions

Tourism Region Visited	Location of Visitor Information Centre									
	Melbourne (000s)	% of Total Overnight Visitors to the Region	Regional Victoria (000s)	% of Total Overnight Visitors to the Region	Victoria (000s)	% of Total Overnight Visitors to the Region	Rest of Australia	% of Total Overnight Visitors to the Region	Australia	% of Total Overnight Visitors to the Region
<b>International Overnight Visitors to Victoria</b>										
Daylesford and Macedon Ranges	N/A	N/A	N/A	N/A	5	35%	N/A	N/A	6	44%
Geelong and the Bellarine	12	21%	11	21%	18	33%	12	22%	22	39%
Gippsland	24	32%	22	30%	35	47%	30	40%	44	59%
Goldfields	13	28%	14	30%	21	44%	12	25%	24	51%
Grampians	19	35%	20	38%	30	56%	21	40%	35	65%
Great Ocean Road	70	34%	64	31%	104	50%	79	38%	128	62%
<b>Melbourne</b>	<b>497</b>	<b>20%</b>	<b>110</b>	<b>4%</b>	<b>559</b>	<b>22%</b>	<b>361</b>	<b>14%</b>	<b>737</b>	<b>29%</b>
Murray	12	20%	13	21%	19	33%	15	25%	25	43%
Peninsula	14	24%	9	14%	20	33%	10	16%	23	39%
Phillip Island	18	35%	15	29%	26	51%	17	33%	30	59%
Victoria's High Country	7	22%	7	22%	11	35%	7	24%	14	45%
Yarra Valley and Dandenong Ranges	10	22%	5	12%	14	29%	7	15%	16	35%
<b>Regional Vic</b>	<b>127</b>	<b>25%</b>	<b>100</b>	<b>20%</b>	<b>186</b>	<b>37%</b>	<b>129</b>	<b>26%</b>	<b>234</b>	<b>46%</b>
<b>Victoria</b>	<b>511</b>	<b>19%</b>	<b>130</b>	<b>5%</b>	<b>589</b>	<b>22%</b>	<b>383</b>	<b>14%</b>	<b>779</b>	<b>29%</b>
<b>Domestic Overnight Visitors to Victoria</b>										
Melbourne	325	4%	89	1%	402	5%	70	1%	451	5%
Regional Vic	99	1%	1,164	8%	1,253	9%	230	2%	1,409	10%
<b>Victoria</b>	<b>389</b>	<b>2%</b>	<b>1,174</b>	<b>5%</b>	<b>1,547</b>	<b>7%</b>	<b>269</b>	<b>1%</b>	<b>1,734</b>	<b>8%</b>

NB Figures in this table are the averages of two years of data (YE June 2016 and 2017)

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Economic Development,  
Jobs, Transport  
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## Summary Table – VIC visitation, YE June 2017

Year ending June 2017	Victoria		Australia	
	Went to a VIC	% of visitors	Went to a VIC	% of visitors
<b>Domestic</b>				
Total domestic visitors (000's)	3,075	4.3%	11,079	4.0%
Overnight visitors (000's)	1,689	7.4%	6,421	6.9%
<i>Interstate (000s)</i>	604	8.6%	2,960	9.9%
<i>Intrastate (000s)</i>	1,085	6.8%	3,461	5.5%
Visitor nights (000's)	7,420		44,027	
<i>Interstate (000s)</i>	3,660		26,210	
<i>Intrastate (000s)</i>	3,760		17,818	
Length of stay (nights)	4.4		6.9	
<i>Interstate (000s)</i>	6.1		8.9	
<i>Intrastate (000s)</i>	3.5		5.1	
Daytrip visitors (000's)	1,386	2.9%	4,658	2.5%
<b>International</b>				
Overnight visitors (000's)	780	28.3%	1,599	20.6%
Visitor nights (000's)	19,021		67,319	
Length of stay (nights)	24.4		42.1	
<b>TOTAL</b>				
Visitors (000's)	3,855	5.2%	12,678	4.4%
Visitor nights (000's)	26,441		111,346	

The following questions first appeared on the National and International Visitor Surveys in January 2015:

### National Visitor Survey

(Overnight and daytrips) *"Did you go to a visitor information centre while on this/the trip?"*

(Overnight trips only) *"In which of these places did you go to a Visitor Information Centre?"* (metro/regional)

### International Visitor Survey

*"Did you visit a visitor information centre at this stopover?"* / *"In Australia, did you go to a Visitor Information Centre while on this trip?"*  
*"And where was the Visitor Information Centre you went to?"* (metro/regional)

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