

# Visitor Information Centres year ending December 2019

Produced by the Tourism,  
Events and Visitor Economy  
Research Branch

Released February 2021



# Visitor Information Centres

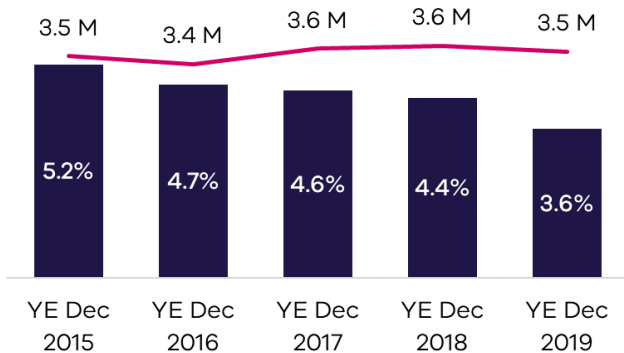
year ending December 2019

**An estimated 3.5 million international and domestic visitors went to a Visitor Information Centre (VIC) in Victoria in the year ending December 2019.**

While the proportion of visitors who go to Visitor Information Centres (VICs) in Victoria has slowly but steadily declined over the four years to December 2019 (down 1.6 percentage points over the period), the volume of visitors has remained fairly stable.



## Total visitors to/within Victoria



**3.5m** total visitors to/within Victoria went to a VIC in Victoria

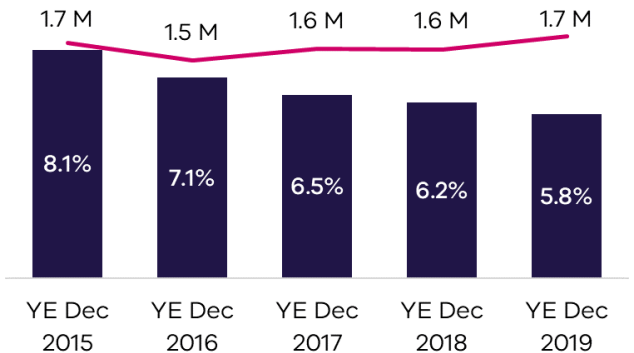
▼ -2% y/y  
▲ +0.5% p.a. (2015-19)

or **3.6%** of all visitors to/within Victoria

▼ -0.8% pts y/y  
▼ -1.6% pts (2015-19)



## Domestic overnight visitors to/within Victoria



**1.7m** domestic overnight visitors to/within Victoria went to a VIC in Victoria

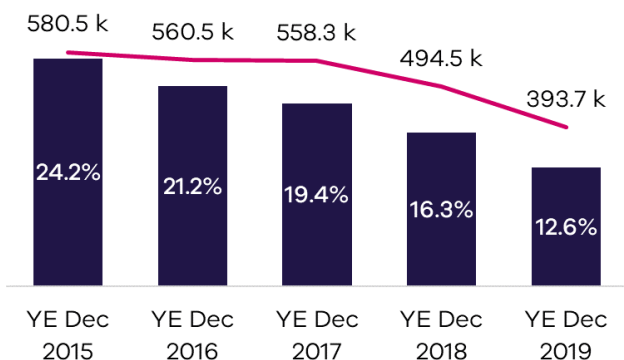
▲ +6% y/y  
▲ +0.7% p.a. (2015-19)

or **5.8%** of all domestic overnight visitors to/within Victoria

▼ -0.4% pts y/y  
▼ -2.3% pts (2015-19)



## International overnight visitors to Victoria\*



**393,700** international overnight visitors to Victoria went to a VIC in Victoria

▼ -20% y/y  
▼ -9% p.a. (2015-19)

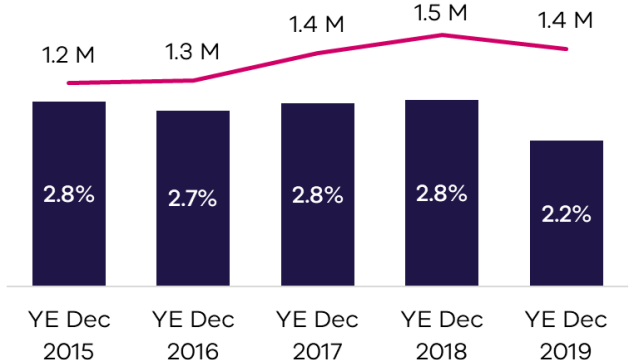
or **12.6%** of all international overnight visitors to Victoria

▼ -3.7% pts y/y  
▼ -11.6% pts (2015-19)

\* The steep decline in VIC use among international overnight visitors to Victoria from YE Dec 18 coincides with the closure of the Federation Square VIC in August 2018. See page 11 for more details.



## Domestic daytrip visitors within Victoria



**1.4m** domestic daytrip visitors within Victoria went to a VIC in Victoria

▼ -5% y/y  
▲ +4% p.a. (2015-19)

or **2.2%** of all domestic daytrip visitors within Victoria

▼ -0.6% pts y/y  
▼ -0.6% pts (2015-19)



Jobs,  
Precincts  
and Regions

## VIC use across Victoria's regions

↑ Overnight visitors to regional Victoria were more likely to go to a VIC in Victoria than overnight visitors to Melbourne in the year ending December 2019.



### Regional Victoria

**28% of international overnight** visitors to regional Victoria went to a VIC in Victoria

**8% of domestic overnight** visitors to/within regional Victoria went to a VIC in Victoria\*



### Melbourne

**14% of international overnight** visitors to Melbourne went to a VIC in Victoria

**3% of domestic overnight** visitors to/within Melbourne went to a VIC in Victoria\*

↓ Overnight visitors to tourism regions close to Melbourne were generally less likely to go to a VIC in Victoria than overnight visitors to regions further away.

## Tourism regions where overnight visitors were most likely to have been to a Victorian VIC on their trip



### International overnight visitors:

**50%** of international overnight visitors to **Grampians** went to a VIC in Victoria.

**45%** of international overnight visitors to **Phillip Island** went to a VIC in Victoria.

**39%** of international overnight visitors to **Great Ocean Road** went to a VIC in Victoria.

**33%** of international overnight visitors to each of **Gippsland** and **Victoria's High Country** went to a VIC in Victoria.

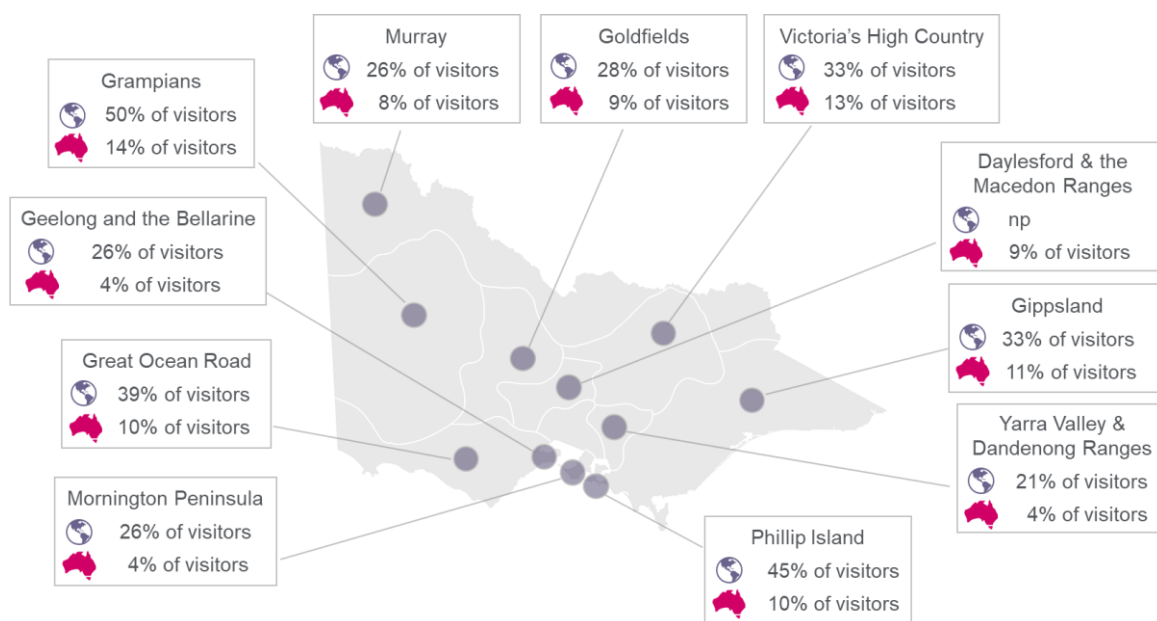


### Domestic overnight visitors:

**14%** of domestic overnight visitors to **Grampians** went to a VIC in Victoria.

**13%** of domestic overnight visitors to **Victoria's High Country** went to a VIC in Victoria.

**11%** of domestic overnight visitors to **Gippsland** went to a VIC in Victoria.



Note - figures refer to visitors who went to a VIC anywhere in Victoria on their trip. Visitation data for VICs in each tourism region is not available.

\* 2 years of data is used for domestic overnight figures on this page due to small sample sizes.

# Use of metro and regional VICs by overnight visitors to the regions\*

## International overnight visitors to regional Victoria

In the two years ending December 2019:

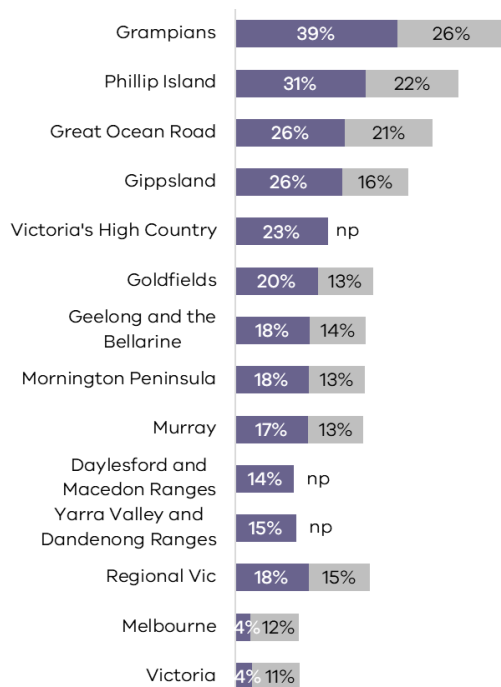


**18%** of all international overnight visitors to regional Victoria went to a **VIC in regional Victoria**.



**15%** of all international overnight visitors to regional Victoria went to a **VIC in Melbourne**.

- International overnight visitors to the regions were more likely to go to a VIC in a regional location than a metro location.
- Further, international overnight visitors to **distant tourism regions** were generally more likely to go to a VIC in regional Victoria than international overnight visitors to regions that are close to the metro area.
- However, **metro VIC** use was still relatively high among international overnight visitors to all the regions, reflecting these visitors' often complex itineraries that in most cases include a stay in Melbourne.



■ VIC in Regional Vic ■ VIC in Melbourne

np = non-publishable

## Domestic overnight visitors to regional Victoria

In the two years ending December 2019:

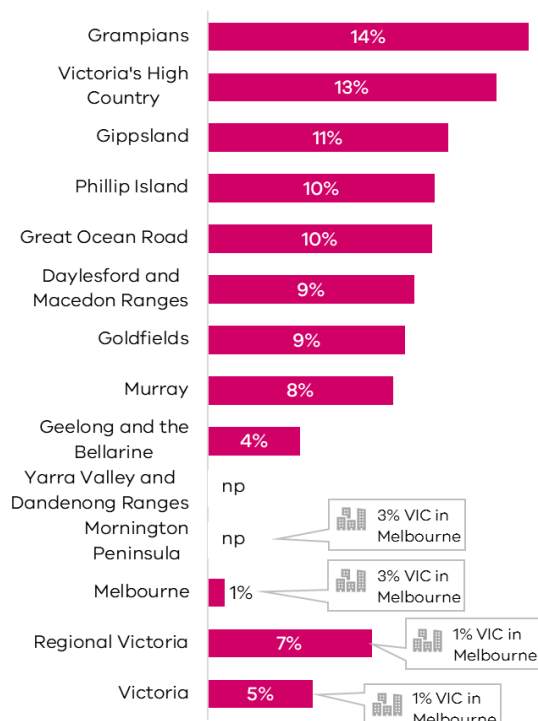


**7%** of all domestic overnight visitors to regional Victoria went to a **VIC in regional Victoria**.



**1%** of all domestic overnight visitors to regional Victoria went to a **VIC in Melbourne**.

- Domestic overnight visitors to the regions were far more likely to go to a VIC in a regional location than a metro location. This reflects domestic visitors' tendency to take shorter trips with fewer stopovers.
- **Mornington Peninsula** was the only tourism region (excluding Melbourne) where domestic overnight visitors to the region were **more likely to have been to a metro VIC** than a regional one. All other regions saw the great majority of VIC users visit a VIC in regional Victoria.



■ VIC in Regional Victoria

np = non-publishable

*Note: Most figures for metro VIC use among domestic overnight visitors to the regions are not shown in this chart because they are below reliable and publishable thresholds*

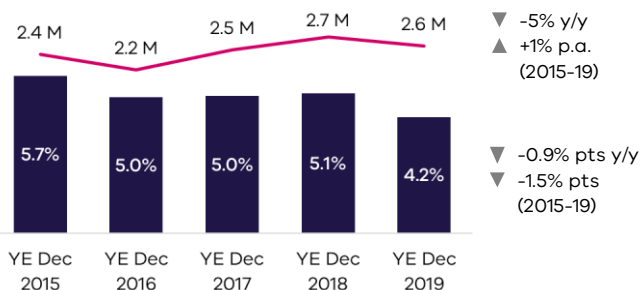
\* 2 years of data used for international and domestic overnight figures due to small sample sizes.

## Use of metro and regional VICs over time

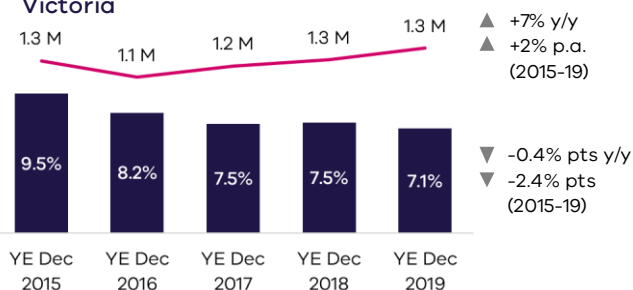
### Use of regional Victorian VICs by visitors to Regional Victoria



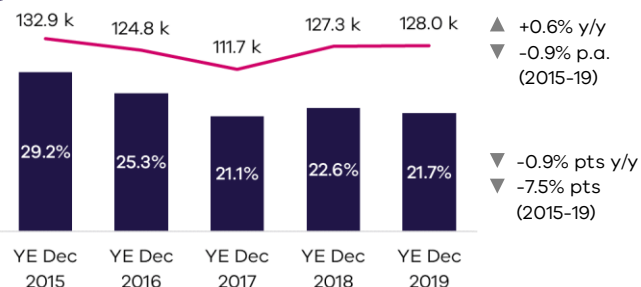
#### Total visitors to/within regional Victoria



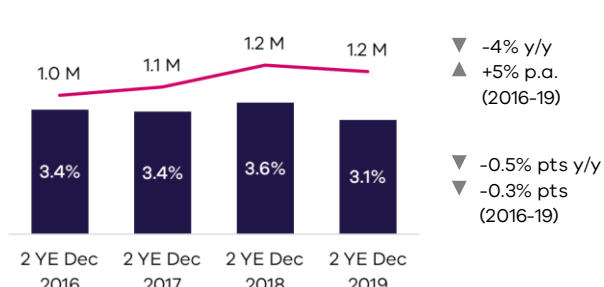
#### Domestic overnight visitors to/within regional Victoria



#### International overnight visitors to regional Victoria



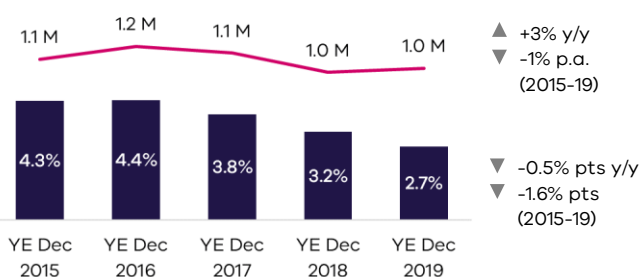
#### Domestic daytrip visitors within regional Victoria\*



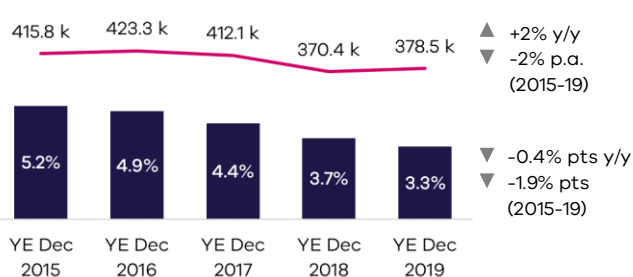
### Use of metro VICs by visitors to Melbourne^



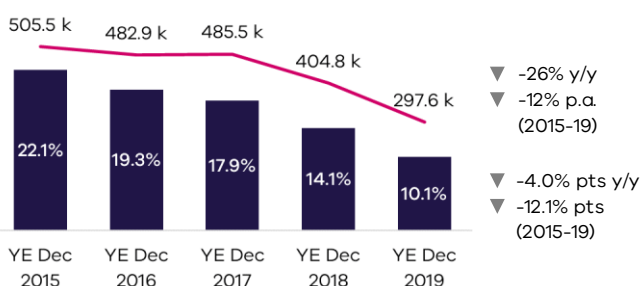
#### Total visitors to/within Melbourne



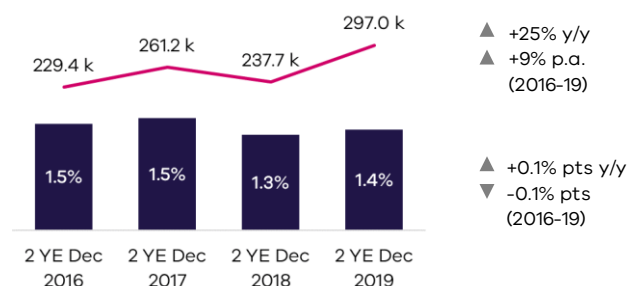
#### Domestic overnight visitors to/within Melbourne



#### International overnight visitors to Melbourne



#### Domestic daytrip visitors within Melbourne\*



^ The steep decline in metro VIC use among international overnight visitors to Melbourne (and the softer decline in domestic overnight and daytrip visitors) from YE Dec18 coincides with the closure of the Federation Square VIC in August 2018. See page 11 for more details.

\* 2 years of data used for domestic daytrip figures due to small sample sizes. Year-on-year growth figures are for 2 years ending Dec18 to 2 years ending Dec19; average annual growth figures are for the period 2 years ending Dec16 to 2 years ending Dec19



## Destination information sources\* – All overnight visitors to Victoria

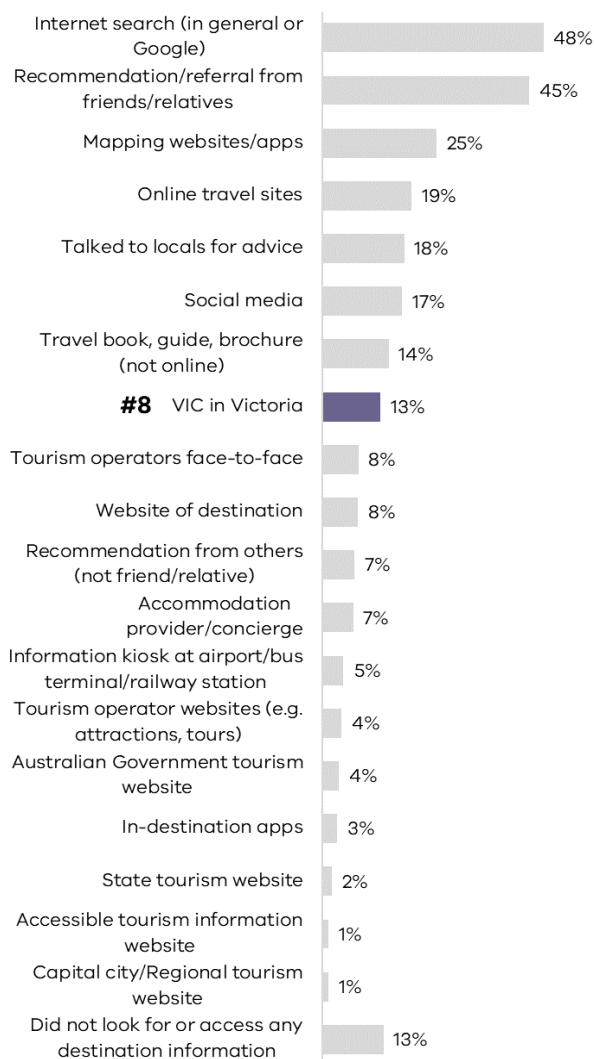
### International overnight visitors to Victoria

**#8** VICs ranked 8<sup>th</sup> on a list of destination information sources used by international overnight visitors to Victoria *during their trip*.

The most commonly used sources of destination information among **international overnight visitors** to Victoria in the year ending December 2019 included:

- General internet searches (e.g. Google) (48%)
- Recommendations from family/friends (45%)
- Mapping websites/apps (25%)

#### Information sources used by international overnight visitors to Victoria



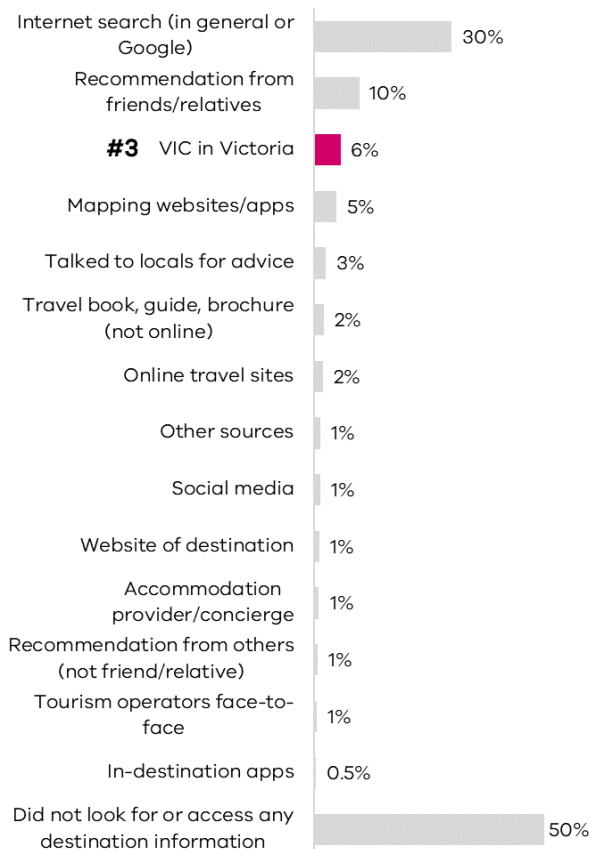
### Domestic overnight visitors to/within Victoria

**#3** VICs ranked 3<sup>rd</sup> on a list of destination information sources used by domestic overnight visitors to/within Victoria *either before or during their trip*.

The most commonly used sources of destination information among **domestic overnight visitors** to/within Victoria in the year ending December 2019 included:

- General internet searches (e.g. Google) (30%)
- Recommendations from family/friends (10%)
- VICs in Victoria (6%)

#### Top information sources used by domestic overnight visitors to/within Victoria



50% of domestic overnight visitors to/within Victoria did not look for or access any destination information for their trip.

## Additional information sources used by VIC users

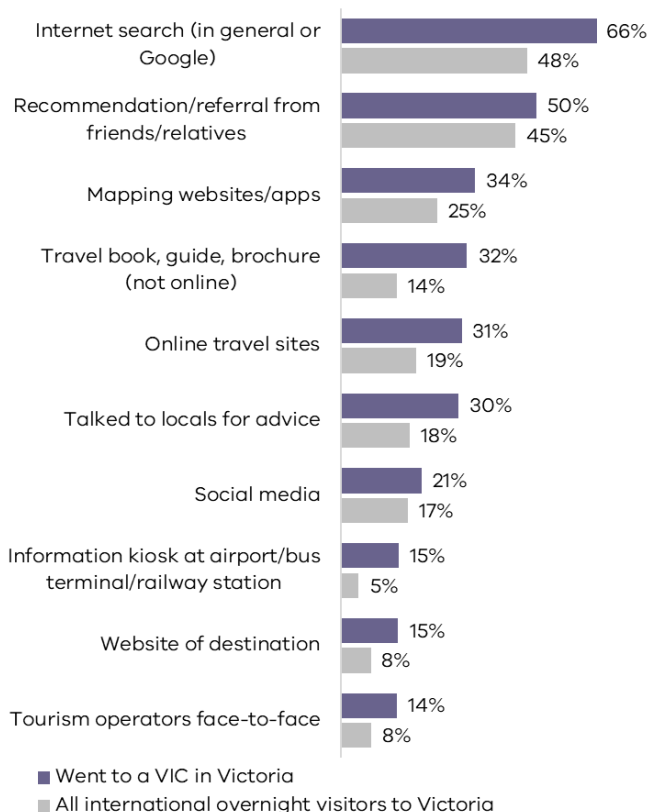
### International overnight VIC users

In general, international overnight visitors who went to a VIC in Victoria were more likely to seek out information about their destination/s during their trip than international overnight visitors to Victoria overall.

In the year ending December 2019, the most commonly used sources of destination information by international overnight visitors who went to a VIC in Victoria were:

- Internet searches, eg. Google (66% compared with 48% of international overnight visitors to Victoria overall).
- Recommendations from family and friends (50% compared with 45%).
- Mapping websites/apps (34% compared with 25%).
- Travel books/guides/brochures (32% compared with 14%).

#### Top 10 other information sources used by VIC users vs all international overnight visitors to Victoria



### Domestic overnight VIC users

In general, domestic overnight visitors who went to a VIC in Victoria were much more likely to seek out information about their destination/s than domestic overnight visitors to/within Victoria overall, although they were less likely to seek recommendations from family and friends.

In the year ending December 2019, the most commonly used sources of destination information by domestic overnight visitors who went to a VIC in Victoria were:

- Internet searches, eg. Google (51% compared with 30% of domestic overnight visitors to/within Victoria overall).
- Travel books/guides/brochures (12% compared with 2%).
- Recommendations/referrals from family and friends (8% compared with 10%).
- Talking to locals and tourism operators for face-to-face advice (6% each compared with 3% and 1% respectively).

#### Top 5 other information sources used by VIC users vs all domestic overnight visitors to/within Victoria



Note: Figures for information sources not included in the chart for domestic visitors are below reliable and publishable thresholds.

## VIC user profile

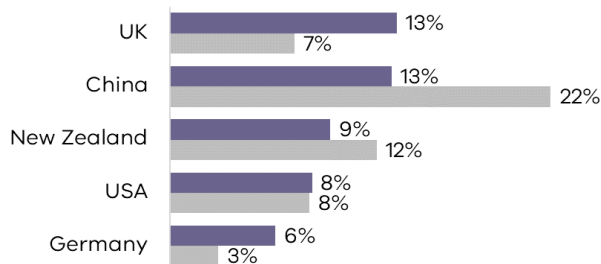
Compared with **international** overnight visitors to Victoria overall, international overnight visitors who went to a VIC in Victoria were more likely to be:

- from the UK or Germany
- visiting on holiday
- female
- visitors who had a longer length of stay in Victoria (4-7, 8-14 or 15-30 nights) and a more complex itinerary (at least 2 stopovers in the state)
- in an older age group (45+ years old)
- young/midlife couples (no kids), older working or older non-working visitors
- travelling as part of an adult couple
- users of share accommodation services (eg Airbnb)
- backpackers
- visiting Australia for the first time.

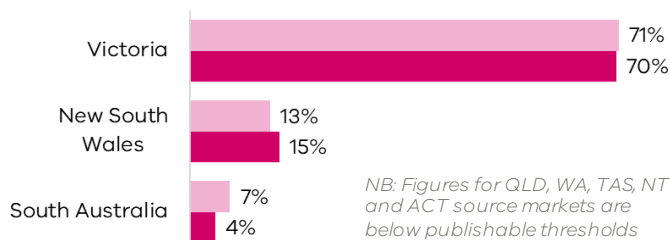
Compared with **domestic** overnight visitors to Victoria overall, domestic overnight visitors who went to a VIC in Victoria were more likely to be:

- from Victoria or South Australia
- visiting on holiday
- female
- visitors who had a longer length of stay in Victoria (4-7 or 8-14 nights) and a more complex itinerary (2-7 stopovers in the state)
- in an older age group (45+ years old)
- parents or older non-working visitors
- travelling as part of an adult couple, in a family group or with friends/relatives
- users of share accommodation services (eg Airbnb).

### Source Market



■ Went to a VIC in Victoria  
■ All international overnight visitors to Victoria



*NB: Figures for QLD, WA, TAS, NT and ACT source markets are below publishable thresholds*

■ Went to a VIC in Victoria  
■ All domestic overnight visitors to/within Victoria

### Purpose of Visit



Purpose of Visit	VIC users (%)	All visitors to Victoria (%)
Holiday	74%	54%
VFR	29%	33%
Business	5%	11%
Education	4%	6%

VIC users  
All visitors to Victoria



Purpose of Visit	VIC users (%)	All visitors to Victoria (%)
Holiday	77%	42%
VFR	18%	35%

VIC users  
All visitors to Victoria

### Gender



Gender	VIC users (%)	All visitors to Victoria (%)
Male	45%	47%
Female	55%	53%

VIC users  
All visitors to Victoria



Gender	VIC users (%)	All visitors to Victoria (%)
Male	47%	51%
Female	53%	49%

VIC users  
All visitors to Victoria

### Av. Nights

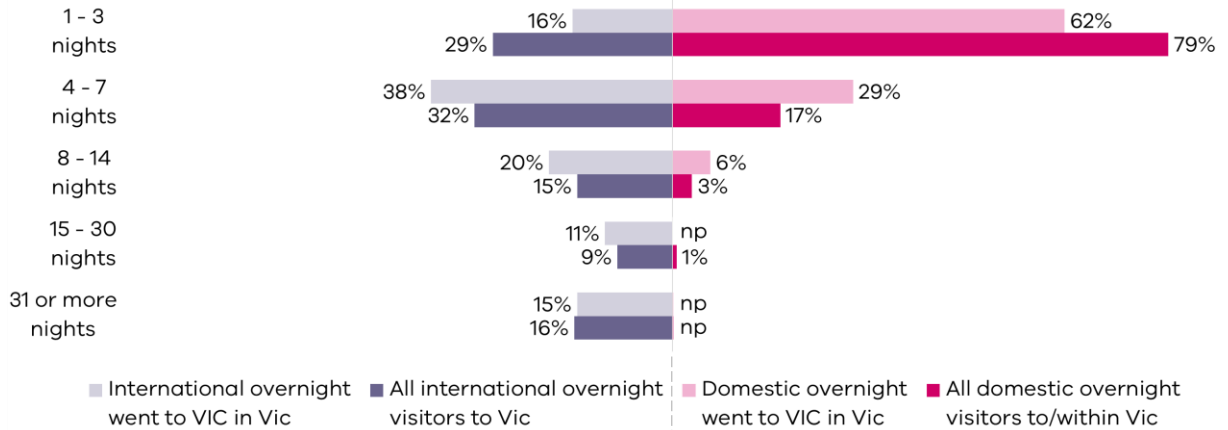




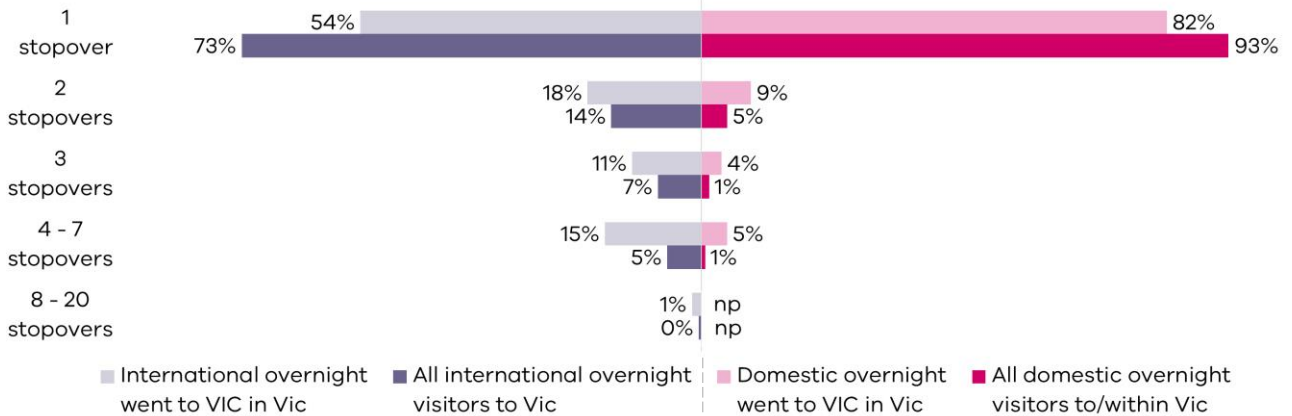
## International VIC Users Profile (cont'd)

## Domestic VIC Users Profile (cont'd)

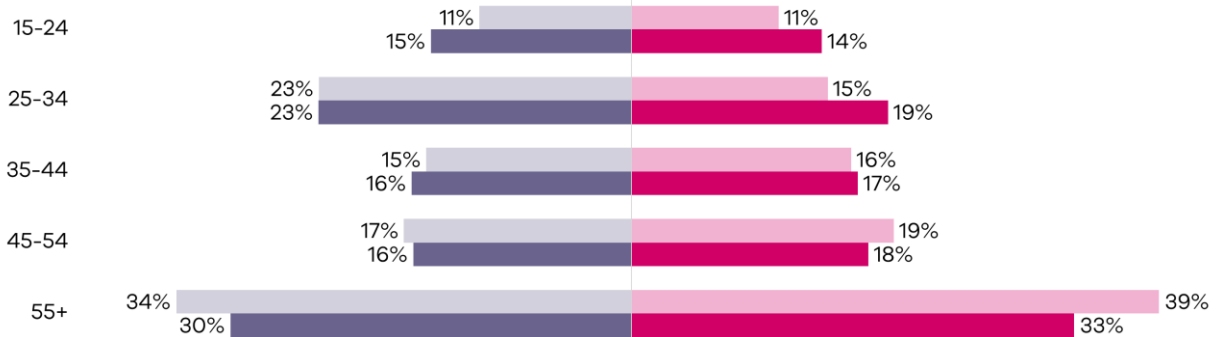
### Length of Stay



### Overnight Stopovers



### Age Group



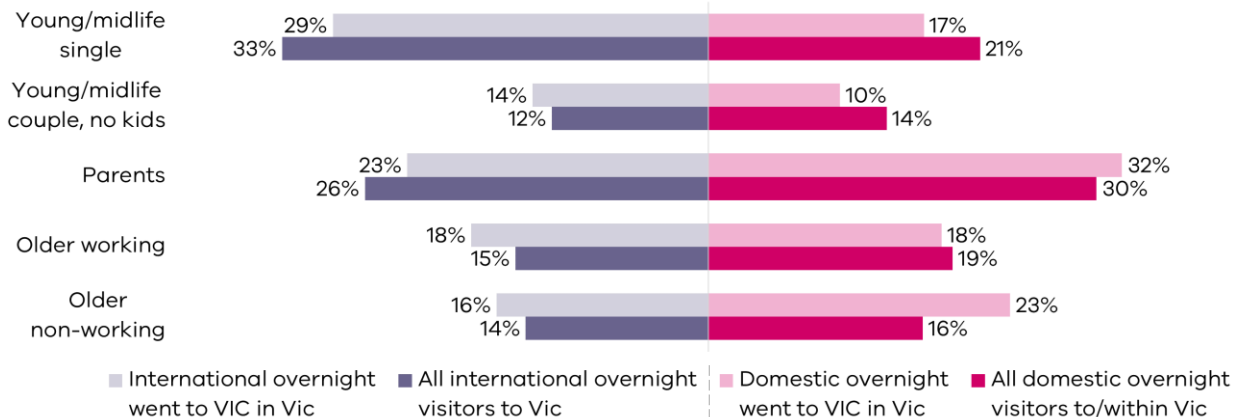
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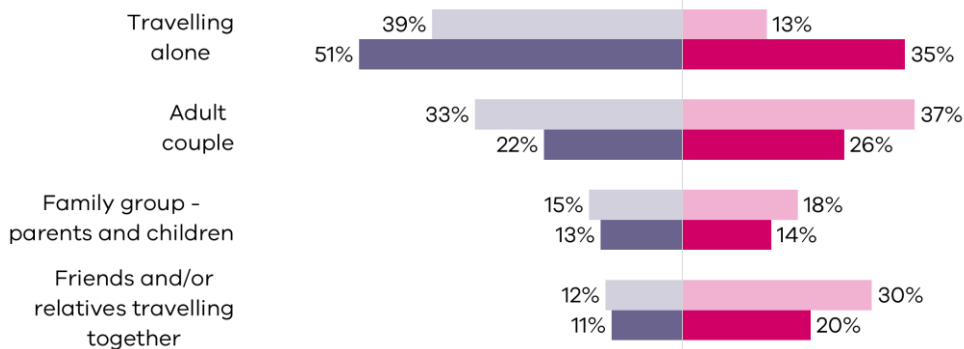
## International VIC Users Profile (cont'd)

## Domestic VIC Users Profile (cont'd)

### Lifecycle



### Travel Party



### Share Accommodation



21%

14%

VIC users

All visitors to Victoria



17%

8%

### Backpackers



13%

9%

VIC users

All international overnight visitors to Victoria



1st Visit

46%

41%

### First Visit



## Notes:

**Federation Square VIC closure:** the steep decline in international overnight visitors (and the softer decline in domestic overnight and daytrip visitors) who went to a VIC in Melbourne began in the September quarter of 2018. It was during this quarter (August 2018) that the Melbourne Visitor Centre in Federation Square was closed to make way for the Metro Tunnel project. While a replacement VIC was immediately opened at the Melbourne Town Hall (the day after Fed Square closed), it may be that the original Centre's prominent position in one of Melbourne's most visited landmarks was a factor in its previously high levels of visitation among international and domestic visitors to Melbourne. It may also be that the new location is/was not as easy to find for visitors to the city.

All estimates are derived from the following sources:

- International Visitor Survey (IVS), years ending December 2015-2019, Tourism Research Australia (released April 2020)
- National Visitor Survey (NVS), years ending December 2015-2019, Tourism Research Australia (released April 2020)

Base for IVS data: Only those trips where international visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope.

Base for NVS data: Domestic visitors aged 15 years or over.

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)

The following question first appeared on the National and International Visitor Surveys in January 2019:

### National Visitor Survey

(Overnight trips only) "What (other) sources, if any, did you use to get information about the places you visited on this trip?"

### International Visitor Survey

"In Australia, where (else) did you get destination information from, while you were on this trip?"

Figures that are below threshold and unable to be published are represented by 'np'. Figures might not add up due to rounding.

For further information on IVS and NVS data sources used please refer to our Guide to Tourism Data Sources and Definitions document found here:

<https://www.business.vic.gov.au/tourism-industry-resources/research/teve-research>

Further information on international visitor statistics: <https://www.tra.gov.au/international>;

<http://www.tourismaustralia.com/en/markets-and-research/market-regions.html>

Further information on domestic visitor statistics: <https://www.tra.gov.au/domestic>

Photo credits (Visit Victoria):

- Queenscliff Visitor Information Centre (cover)
- Marysville Visitor Information Centre

Factsheet produced by the TEVE Research Unit, February 2021, and can be downloaded here: <https://www.business.vic.gov.au/tourism-industry-resources/research/other-tourism-research-and-insights>.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for the use of this information.

