

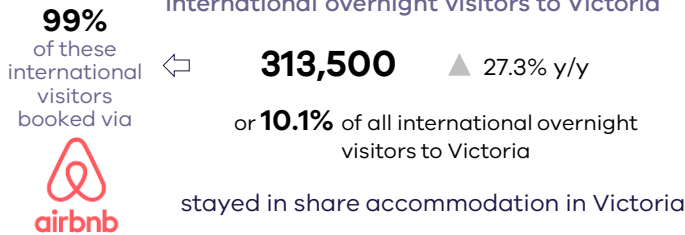
# Share Accommodation use among visitors to Victoria

Year Ending June 2019

2.5 million domestic and international overnight visitors to/within Victoria stayed in share accommodation\* in Victoria in the year ending June 2019.



## International overnight visitors to Victoria



## Domestic overnight visitors to/within Victoria

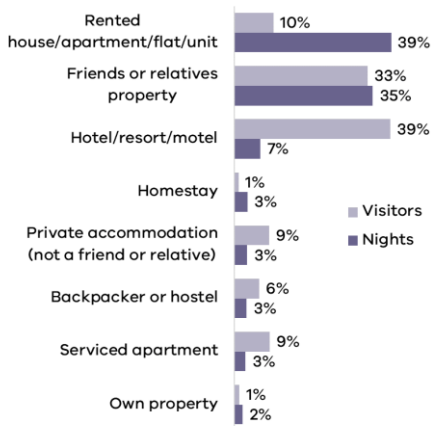


## Types of Accommodation – Paid and Unpaid\*\*

### International Overnight



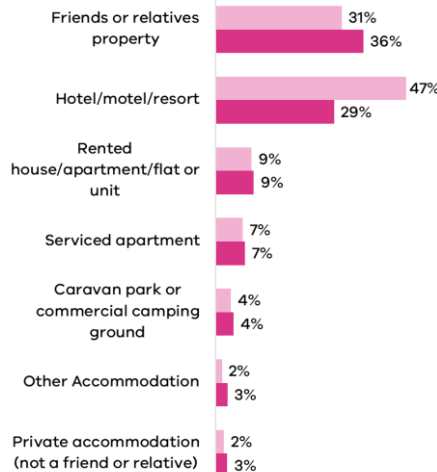
**60%** of nights in Victoria spent in paid accommodation.  
**38%** of nights in Victoria spent in unpaid accommodation.



### Interstate Overnight



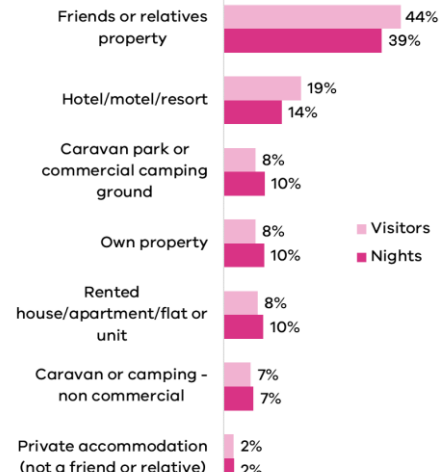
**57%** of nights in Victoria spent in paid accommodation.  
**40%** of nights in Victoria spent in unpaid accommodation.



### Intrastate Overnight



**40%** of nights in Victoria spent in paid accommodation.  
**57%** of nights in Victoria spent in unpaid accommodation.



While only 10 per cent of international overnight visitors to Victoria stayed in rented houses/apartments/flats and units, this type of accommodation accounted for 39 per cent of all nights spent in Victoria. Conversely, while 39 per cent of international overnight visitors to Victoria stayed in hotels/motels/resorts, these accommodations accounted for only 7 per cent of all international nights spent in the state.

\* Balance of nights to 100% = "Other accommodation" for all visitor types

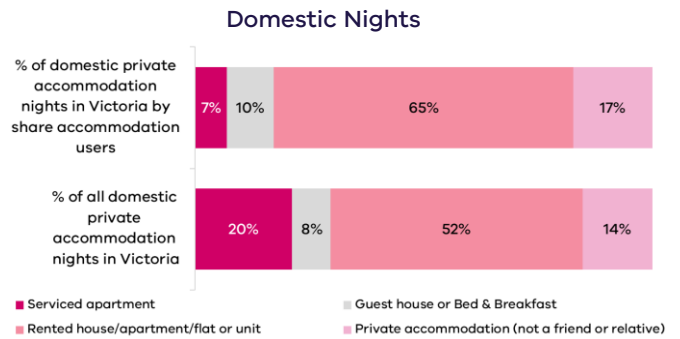
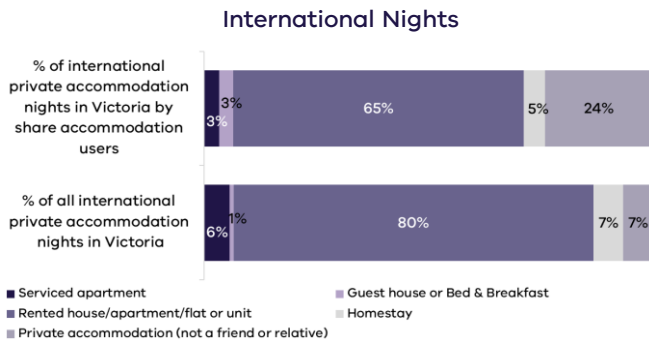
Interstate overnight visitors to Victoria spent the highest proportion of nights with friends and relatives (36 per cent of nights), while a further 29 per cent of nights were spent in hotels/motels/resorts.

Intrastate overnight visitors within Victoria spent the highest proportion of nights with friends and relatives (39 per cent of nights), while a further 14 per cent of nights were spent in hotels/motels/resorts. Commercial caravan parks and camping grounds were also popular among intrastate overnight visitors (10 per cent of nights), as were visitors' own properties and rented houses/apartments/flats or units (10 per cent of nights each).

\* Share accommodation = "private accommodation" (serviced apartments, rented house/apartment/unit, private accommodation not owned by a friend or relative, guest houses/bed and breakfasts, and homestays) that was booked via one of the following websites: Airbnb, 9flats, Alterkeys, Couchsurfing, HomeAway, Hospitality Club, Passporta Servo, SabbaticalHomes, Stayz and Vacation Rentals by Owner (VRBO). Excludes the accommodation's own website, and accommodation booked via general sites like TripAdvisor, Bookings.com and WOTIF.

\*\* Paid accommodation is any accommodation where payment is likely to have been made, through official channels, in exchange for use of the accommodation. Note that "private accommodation (not a friend or relative)" and "homestay" have been included as paid accommodation because they are included in the definition of 'share accommodation' above. However, some visitors who stayed in these accommodations may not have paid for them, so the total figures presented above for paid accommodation may be slightly inflated.

## Types of Private Accommodation\* Used by Share Accommodation Users in Victoria



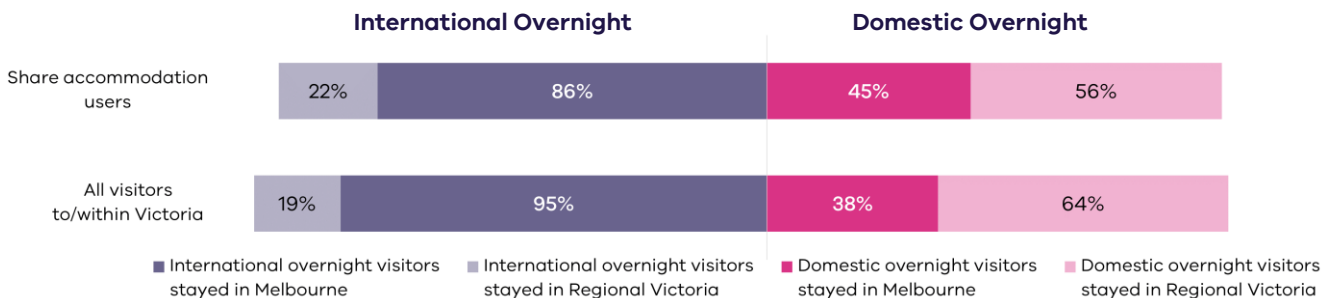
Compared with all international overnight visitors who stayed in private accommodation in Victoria, **international overnight visitors who stayed in share accommodation in Victoria spent:**

- a greater proportion of nights in 'private accommodation (not a friend or relative)' (24 per cent of nights in Victoria compared with 7 per cent of nights for international private accommodation users overall)
- a smaller share of nights in a rented house/apartment/flat or unit (65 per cent of nights in Victoria compared with 80 per cent of nights for international private accommodation users overall), although this type of private accommodation accounted for the greatest proportion of nights spent in private accommodation in Victoria among share accommodation users
- a smaller proportion of nights in serviced apartments (3 per cent of nights compared with 6 per cent of nights) and homestay accommodation (5 per cent of nights compared with 7 per cent of nights).

Compared with all domestic overnight visitors who stayed in private accommodation in Victoria, **domestic overnight visitors who stayed in share accommodation in Victoria spent:**

- a greater share of nights in a rented house/apartment/flat or unit (65 per cent of nights in Victoria compared with 52 per cent of nights for domestic private accommodation users overall)
- a smaller proportion of nights in a serviced apartment (7 per cent of nights in Victoria compared with 20 per cent of nights for domestic private accommodation users overall)
- A greater share of nights in 'private accommodation (not a friend or relative)' (17 per cent of nights compared with 14 per cent of nights) and guest houses or bed and breakfasts (10 per cent of nights compared with 8 per cent of nights).

## Location of Share Accommodation vs All Accommodation – Melbourne and Regional Victoria



Note: Percentages of visitors will not add up to 100% as visitors can travel to multiple destinations in Victoria



Eighty-six per cent (86%) of international share accommodation users stayed in share accommodation in Melbourne.



Twenty-two per cent (22%) of international share accommodation users stayed in share accommodation in regional Victoria.



Forty-five per cent (45%) of domestic share accommodation users stayed in share accommodation in Melbourne.



Fifty-six per cent (56%) of domestic share accommodation users stayed in share accommodation in regional Victoria.

International share accommodation users are less likely to stay in both Melbourne and regional Victoria on their trip, compared with all international overnight visitors to Victoria.

Domestic share accommodation users are more likely to stay in Melbourne and less likely to stay in regional Victoria than domestic overnight visitors to Victoria overall.

\* Note that these figures include *all* nights spent in private accommodation by visitors who used share accommodation at some point on their trip to/within Victoria – they do not tell us which types of private accommodation were booked through share accommodation websites (eg Airbnb, Stayz, etc).

# Share Accommodation User Profile – YE June 2019

## International Overnight

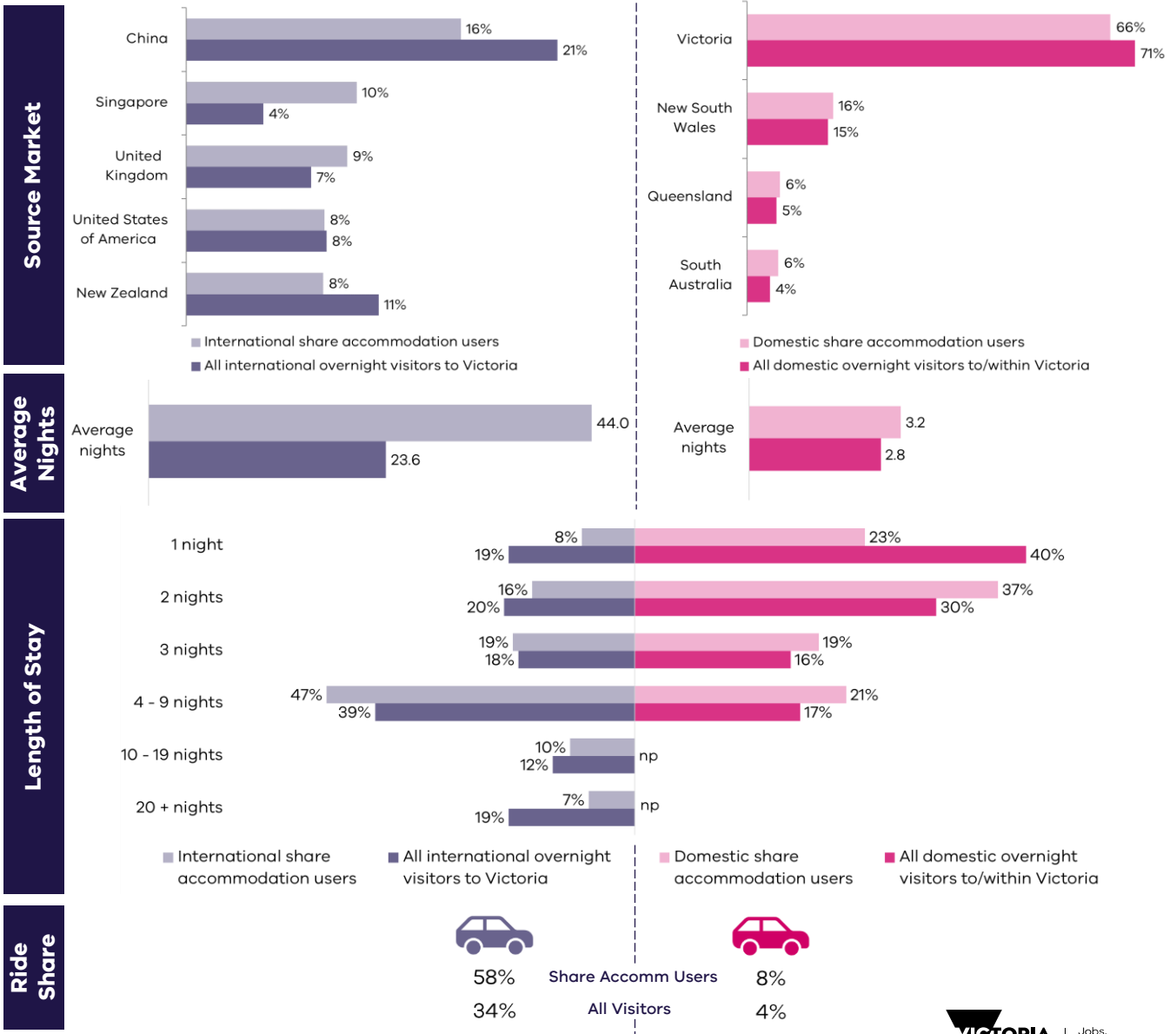
Compared with international overnight visitors to Victoria overall, international overnight visitors who stayed in share accommodation in Victoria were more likely to be:

- from Singapore or the UK
- visitors who had a longer length of stay
- users of ride share services
- on holiday
- in a younger age group (15-24 or 25-34 years old)
- young/midlife singles and couples (no kids)
- travelling in a family group (parents and children) or with friends and relatives.

## Domestic Overnight

Compared with domestic overnight visitors to/within Victoria overall, domestic overnight visitors who stayed in share accommodation in Victoria were more likely to be:

- interstate visitors, in particular from New South Wales, Queensland or South Australia
- visitors who had a longer length of stay
- users of ride share services
- on holiday
- female
- in the 25-34 year old age group
- parents or young/midlife couples with no kids
- travelling with friends and relatives or in a family group (parents and children).

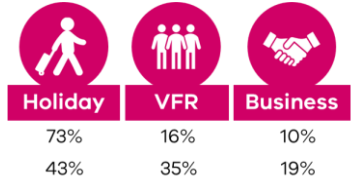
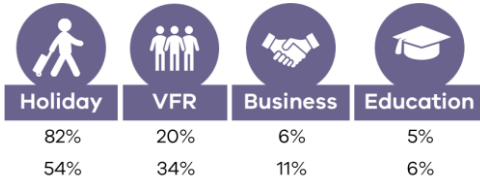


# Share Accommodation User Profile (continued) – YE June 2019

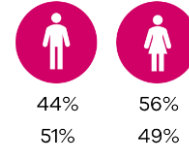
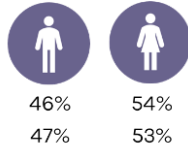
## International Overnight

## Domestic Overnight

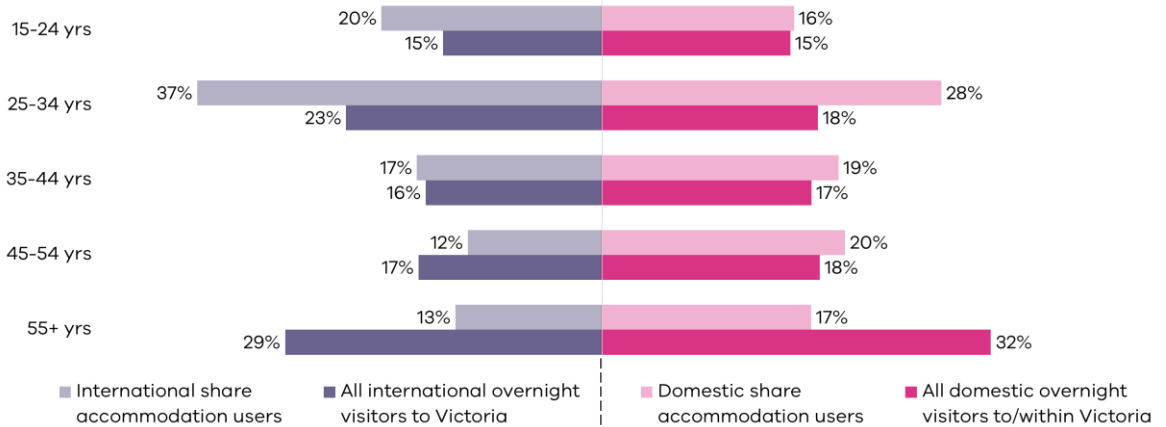
### Purpose\*



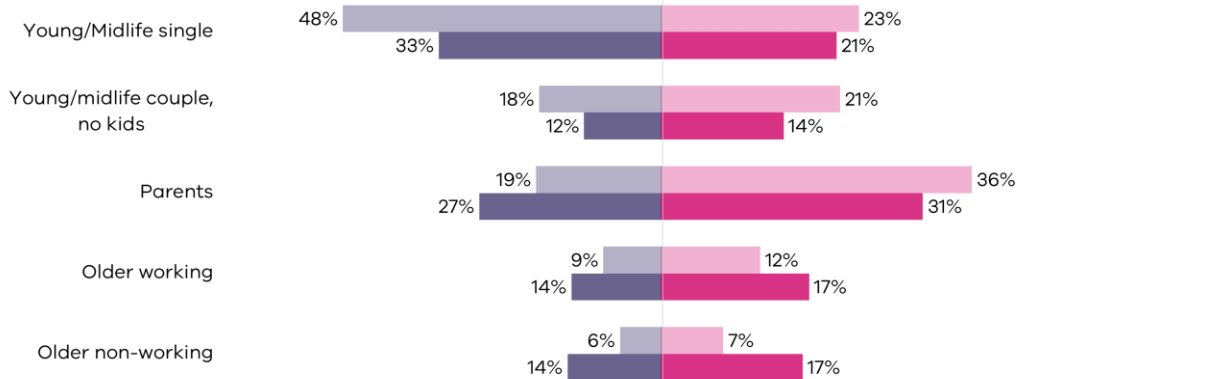
### Gender



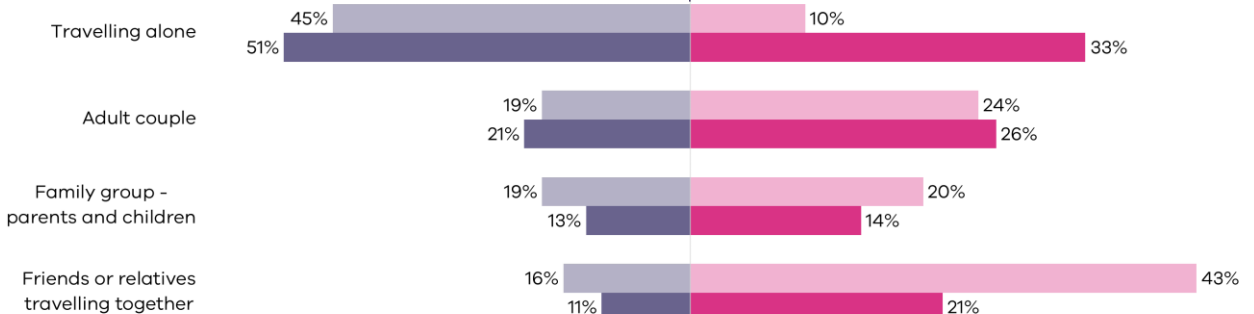
### Age Group



### Lifecycle



### Travel Party



\* Purpose = purpose of visit to Victoria. VFR = visiting friends and relatives

# Share accommodation vs Hotel/Resort/Motel User Profile – YE June 2019

## Share accommodation and Hotel/resort/motel users vs all overnight visitors to Victoria

### International overnight visitors to Victoria

	Share Accommodation Users		All International overnight visitors to Victoria		Hotel/Resort/Motel Users	
% of visitors	10% of international overnight visitors to Vic				39% of international overnight visitors to Vic	
Average length of stay	44.0 nights		23.6 nights		4.0 nights	
Top 5 source markets	China 16%		China 21%		China 28%	
	Singapore 10%		NZ 11%		NZ 11%	
	UK 9%		USA 8%		USA 10%	
	USA 8%		UK 7%		UK 6%	
	NZ 8%		India 6%		Hong Kong 5%	
Purpose of visit	Holiday 82%		Holiday 54%		Holiday 72%	
			Business 11%		Business 19%	
Age	15-24 years 20%		15-24 years 15%		35-44 years 21%	
	25-34 years 37%		25-34 years 23%		45-54 years 20%	
			35-44 years 16%		55+ years 33%	
			45-54 years 17%			
			55+ years 29%			
Gender	Female 54%		Female 53%		Male 52%	
			Male 47%			
Lifecycle	Young/midlife single 48%		Young/midlife single 33%		Parents 32%	
	Young/midlife couple, no kids 18%		Young/midlife couple, no kids 12%			
			Parents 27%			
Travel party	Family group – parents & children 19%		Adult couple 21%		Adult couple 26%	
	Friends and/or relatives travelling together 16%		Family group – parents & children 13%			
			Friends and/or relatives travelling together 11%			

*NB only select figures/categories are presented for share accommodation and hotel/motel users – those that are most heavily overrepresented among these groups. For example, compared with international overnight visitors to Victoria overall, international share accommodation users are more likely to stay longer, be young/midlife singles, travelling in a family group and visiting Victoria on holiday.*

### Domestic overnight visitors to/within Victoria

	Share Accommodation Users		All domestic overnight visitors to Victoria		Hotel/Resort/Motel Users	
% of visitors	7% of domestic overnight visitors to Vic				27% of domestic overnight visitors to Vic	
Average length of stay	3.2 nights		2.8 nights		2.1 nights	
Top 4 source markets	VIC 66%		VIC 71%		VIC 49%	
	NSW 16%		NSW 15%		NSW 28%	
	QLD 6%		QLD 5%		QLD 9%	
	SA 6%		SA 4%		SA 6%	
Purpose of visit	Holiday 73%		Holiday 43%		Business 42%	
			Business 19%			
Age	25-34 years 28%		25-34 years 18%		35-44 years 22%	
			35-44 years 17%		45-54 years 22%	
			45-54 years 18%			
Gender	Female 56%		Female 49%		Male 57%	
			Male 51%			
Lifecycle	Parents 36%		Young/midlife couple, no kids 14%		Parents 38%	
	Young/midlife couple, no kids 21%		Parents 31%		Older working 19%	
			Older working 17%			
Travel party	Friends/relatives travelling together 43%		Travelling alone 33%		Travelling alone 34%	
	Family group – parents & children 20%		Friends/relatives 21%		Business associates 12%	
			Family group – parents & children 14%			
			Business associates 5%			

Sources: International and Domestic Visitor Surveys, Tourism Research Australia, Canberra, year ending June 2019.

Short-term visitors (less than 12 months) aged 15 years or older.

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, February 2020. Data is considered correct at the time of publishing. Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.