

# Ride-Sharing among visitors to Victoria

## Year ending June 2018

2.8 million total visitors to/within Victoria used a ride-sharing service while on their trip\*\* in the year ending June 2018.



International overnight visitors to Victoria

**834,800**

used a ride-share service

▲ 30.2% y/y

Equates to **28%** share of all international overnight visitors to Victoria



Domestic overnight visitors to/within Victoria

**1.6 million**

used a ride-share service

▲ 45.0% y/y

Equates to **7%** share of all domestic overnight visitors to/within Victoria

Intrastate  
**1.7%**

Interstate  
**17.1%**



Domestic daytrip visitors\* to/within Victoria

**328,300**

used a ride-share service

Equates to **0.6%** share of all domestic daytrip visitors to/within Victoria

NB Usage rates among domestic daytrip visitors are likely so low because most are self-driving.

### Local Transport\*\*



**84%** of international overnight visitors to Victoria used local transport on their trip to Australia

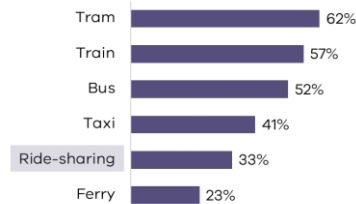


**27%** of domestic overnight visitors to/within Victoria used local transport on their trip

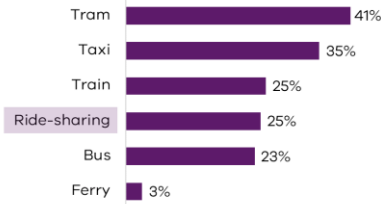


**7%** of domestic daytrip visitors to/within Victoria used local transport on their trip

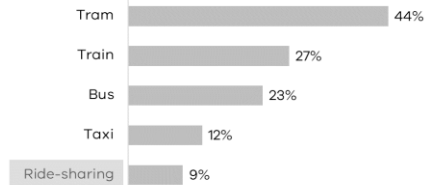
Types of local transport used (% of international overnight visitors who used local transport)\*\*\*



Types of local transport used (% of domestic overnight visitors who used local transport)\*\*\*

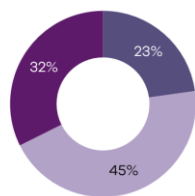


Types of local transport used (% of domestic daytrip visitors who used local transport)\*\*\*



### Ride-Share and Taxi Users

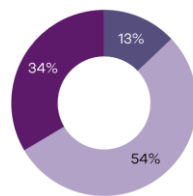
Ride-share vs Taxi usage among international overnight visitors to Victoria



n = 1.5 million  
Ride-share and taxi users combined

■ Ride share and Taxi  
■ Taxi only  
■ Ride share only

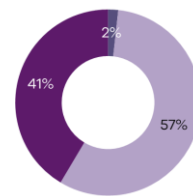
Ride-share vs Taxi usage among domestic overnight visitors to/within Victoria



n = 3.5 million  
Ride-share and taxi users combined

■ Ride share and Taxi  
■ Taxi only  
■ Ride share only

Ride-share vs Taxi usage among domestic daytrip visitors to/within Victoria



n = 759,900  
Ride-share and taxi users combined

■ Ride share and Taxi  
■ Taxi only  
■ Ride share only

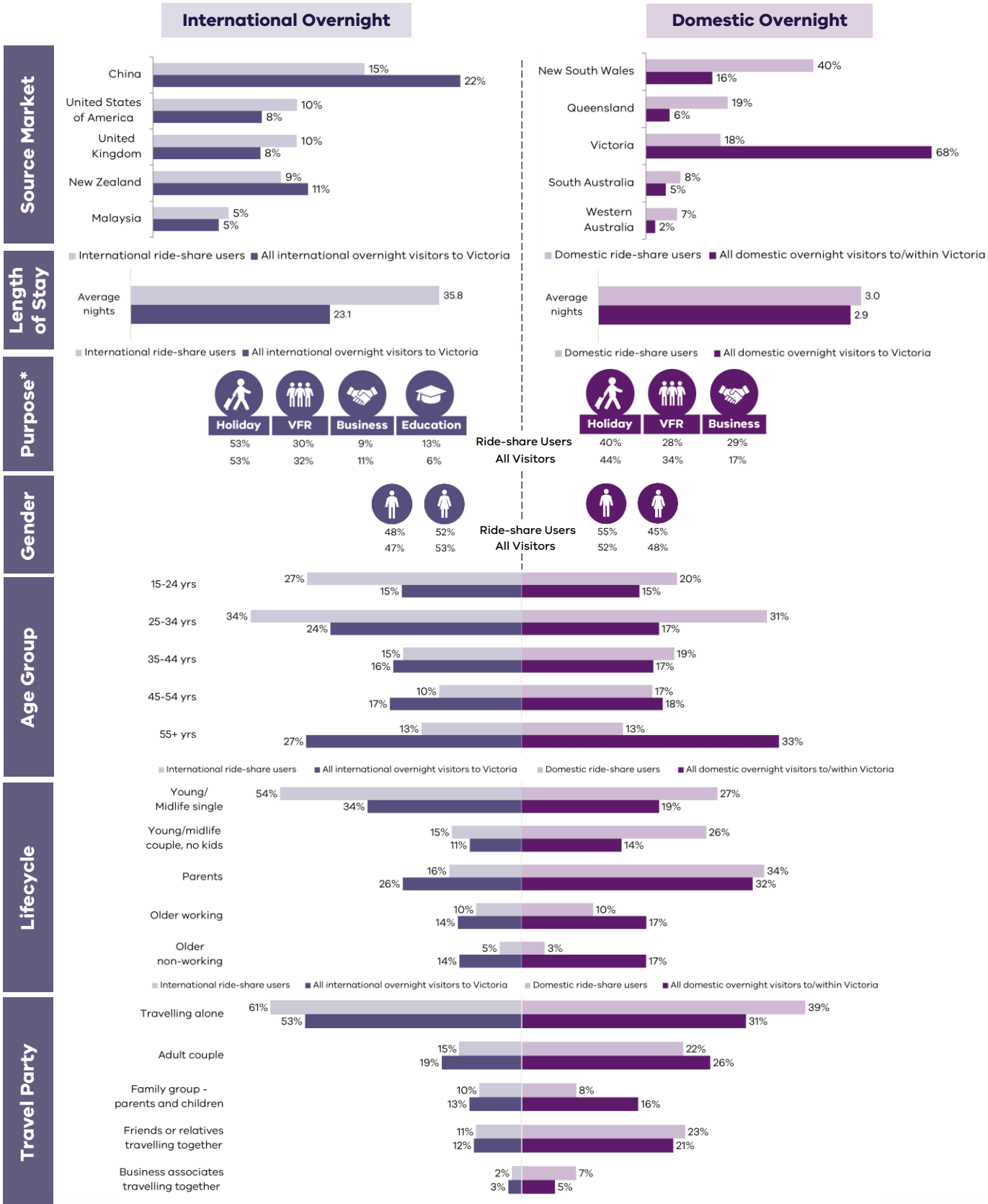
International overnight visitors to Victoria are more likely to use ride-share **and** taxi services while on their trip to Australia, compared with domestic visitors to/within Victoria (23 per cent of international overnight taxi and ride-share users compared with 13 per cent of domestic overnight taxi and ride-share users and two per cent of domestic daytrip taxi and ride-share users).

\* all domestic daytrip figures presented are 12 month averages based on 18 months of data

\*\* local transport (including ride-share) may have been used anywhere on their trip to/within Australia

\*\*\* note that percentages may total more than 100% because visitors can use more than one type of local transport

# Ride-Sharing User Profile – YE June 2018



\* YE December 17 data used for purpose of visit/trip, as 2018 international purpose of visit data is unavailable.

# Ride-Sharing vs Taxi User Profile – YE June 2018

## Ride-share and Taxi users vs all overnight visitors to Victoria

### International overnight visitors to Victoria

	Ride-Share Users	All International overnight visitors to Victoria	Taxi Users
% of visitors	28% of international overnight visitors to Vic		34% of international overnight visitors to Vic
Average length of stay	35.8 nights	23.1 nights	22.4 nights
Top 5 source markets	China 15% USA 10% UK 10% NZ 9% Malaysia 5%	China 22% NZ 11% UK 8% USA 8% India 5%	China 20% NZ 12% UK 9% USA 9% India 5%
Purpose of visit*	Education 13%	Education 6% Business 11%	Business 19%
Age	15-24 years 27% 25-34 years 34%	15-24 years 15% 25-34 years 24% 35-44 years 16% 45-54 years 17%	35-44 years 20% 45-54 years 19%
Gender	Female 52%	Female 53% Male 47%	Male 51%
Lifecycle	Young/midlife single 54% Young/midlife couple, no kids 15%	Young/midlife single 34% Young/midlife couple, no kids 11% Parents 26% Older working 14%	Parents 30% Older working 16%
Travel party	Travelling alone 61%	Travelling alone 53% Family group – parents & children 13%	Family group –parents & children 15%

*NB only select figures/categories are presented for ride-share and taxi users – those that are most heavily overrepresented among these groups. For example, compared with international overnight visitors to Victoria overall, international ride-share users are more likely to stay longer and be young/midlife singles, travelling alone and visiting Victoria for education purposes.*

### Domestic overnight visitors to Victoria

	Ride-Share Users	All domestic overnight visitors to Victoria	Taxi Users
% of visitors	7% of domestic overnight visitors to Vic		10% of domestic overnight visitors to Vic
Average length of stay	3.0 nights	2.9 nights	2.9 nights
Top 5 source markets	NSW 40% QLD 19% VIC 18% SA 8% WA 7%	VIC 68% NSW 16% QLD 6% SA 5% WA 2%	NSW 46% QLD 16% VIC 15% SA 9% WA 7%
Purpose of visit*	Business 29%	Business 18%	Business 49%
Age	15-24 years 20% 25-34 years 31%	15-24 years 15% 25-34 years 17% 35-44 years 17% 45-54 years 18%	35-44 years 22% 45-54 years 26%
Gender	Male 55%	Male 52%	Male 57%
Lifecycle	Young/midlife single 27% Young/midlife couple, no kids 26%	Young/midlife single 19% Young/midlife couple, no kids 14% Parents 32% Older working 17%	Parents 43% Older working 20%
Travel party	Travelling alone 39%	Travelling alone 31% Business associates 5%	Travelling alone 46% Business associates 14%

\*YE December 17 data used for international and domestic purpose of visit/trip, as 2018 international purpose of visit data is unavailable.

Sources: International and Domestic Visitor Surveys, Tourism Research Australia, Canberra, years ending June 2017 - 2018.

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

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, May 2019. 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.