

Event Visitors to Victoria

Sporting Events
Cultural Events and Festivals

Year ending December 2018

Produced by the Tourism, Events and
Visitor Economy Research Branch

Released August 2019



Sporting and Cultural Event Visitors to Victoria

Year ending December 2018

4.9 million visitors to/within Victoria went to a sporting event and/or cultural event or festival while on their trip*, spending an estimated \$4.8 billion and 32.3 million nights in Victoria in the year ending December 2018.**



Total Events



Sporting Events



Cultural Events

Note that the events attended by visitors include all sizes and types of sporting events, cultural events and festivals; not only major events.



SPEND**

\$4.8b ▲ 1.8% y/y
▲ 8.4% p.a. (2013-18)

\$967 per visitor **\$138** per night

\$2.3b ▼ 1.1% y/y
▲ 4.0% p.a. (2013-18)

\$760 per visitor **\$162** per night

\$3.0b ▲ 2.0% y/y
▲ 12.3% p.a. (2013-18)

\$1,476 per visitor **\$118** per night



VISITORS

4.9m ▼ 13.7% y/y
▲ 3.6% p.a. (2013-18)

6% of all visitors to/within Victoria

3.0m ▼ 15.8% y/y
▲ 1.7% p.a. (2013-18)

4% of all visitors to/within Victoria

2.0m ▼ 11.1% y/y
▲ 6.9% p.a. (2013-18)

2% of all visitors to/within Victoria



NIGHTS

32.3m ▲ 1.5% y/y
▲ 8.0% p.a. (2013-18)

22% of all visitor nights in Victoria

13.0m ▼ 0.4% y/y
▲ 3.8% p.a. (2013-18)

9% of all visitor nights in Victoria

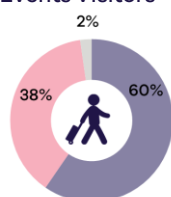
24.3m ▲ 0.1% y/y
▲ 9.4% p.a. (2013-18)

17% of all visitor nights in Victoria

Event Type – Proportion of Visitors and Nights

>> Sixty per cent (60%) of event visitors to Victoria in the year ending December 2018 attended only a sporting event on their trip, 38 per cent attended only a cultural event, while two per cent attended both types of events.

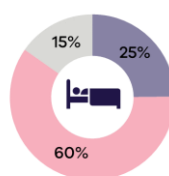
Events Visitors



■ Sporting Events only[^]
■ Cultural Events only
■ Both Event Types

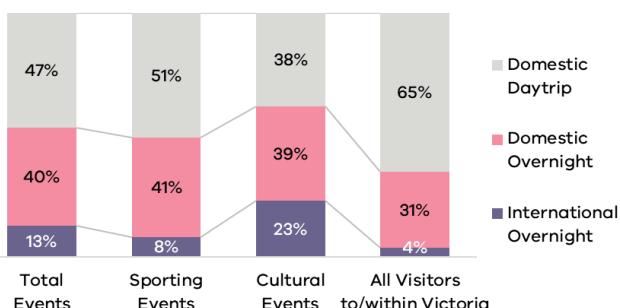
[^] Note that around half (51%) of sporting event visitors to Victoria were daytrip visitors, hence the notable difference between the proportion of visitors who attended sporting events only (60%) and the proportion of nights accounted for by visitors who attended sporting events only (25%).

Events Visitor Nights



>> Sixty per cent (60%) of event visitor nights spent in Victoria in the year ending December 2018 were accounted for by visitors who attended only a cultural event, 25 per cent of event visitor nights were accounted for by visitors who attended only a sporting event, while the remaining 15 per cent were accounted for by visitors who attended both types of events on their trip.

Types of Event Visitors



> While **international overnight** visitors to Victoria accounted for only 4 per cent of all visitors to/within Victoria in the year ending December 2018, they accounted for 13 per cent of total event visitors, comprising 23 per cent of cultural event/festival visitors and 8 per cent of sporting event visitors.

> **Domestic overnight** visitors to/within Victoria are also overrepresented at events, accounting for 40 per cent of total event visitors, compared with 31 per cent of all visitors to/within Victoria.

> **Domestic daytrip** visitors to/within Victoria are underrepresented at events, in particular at cultural events/festivals, accounting for only 38 per cent of cultural event/festival visitors compared with 65 per cent of all visitors to/within Victoria.

* The sporting event and/or cultural event or festival attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Events attended by domestic overnight and daytrip visitors took place in Victoria.

** Spend = estimated trip expenditure in Victoria by visitors to/within Victoria who attended an event somewhere on their trip.

Sporting + Cultural event spend figures add to more than Total event spend figure, as some visitors attend both types of event on their trip.

Event Visitors to Melbourne and Regional Victoria* – YE December 2018



Total Events





Sporting Events





Cultural Events

Visitors

	2.5m ▼ 12.6% y/y ▲ 2.0% p.a. (2013-18)	1.6m ▼ 19.1% y/y ▼ 0.8% p.a. (2013-18)	991.7k ▼ 1.0% y/y ▲ 7.8% p.a. (2013-18)
MELBOURNE	8% of all visitors to Melbourne	5% of all visitors to Melbourne	3% of all visitors to Melbourne
	2.5m ▼ 14.0% y/y ▲ 5.7% p.a. (2013-18)	1.5m ▼ 11.5% y/y ▲ 5.3% p.a. (2013-18)	1.1m ▼ 17.8% y/y ▲ 6.3% p.a. (2013-18)
REGIONAL VICTORIA	5% of all visitors to/within regional Victoria	3% of all visitors to/within regional Victoria	2% of all visitors to/within regional Victoria

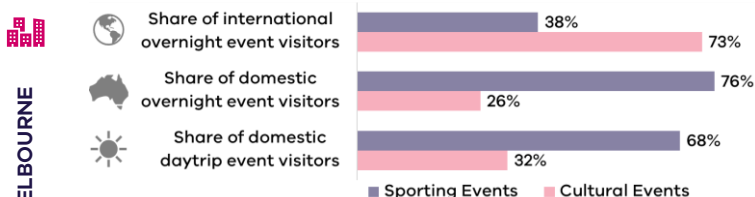
Visitor Nights

	26.6m ▲ 3.0% y/y ▲ 8.4% p.a. (2013-18)	10.4m ▼ 0.4% y/y ▲ 3.2% p.a. (2013-18)	20.6m ▲ 3.5% y/y ▲ 10.3% p.a. (2013-18)
MELBOURNE	29% of all visitors nights in Melbourne	11% of all visitors nights in Melbourne	22% of all visitor nights in Melbourne
	5.7m ▼ 5.0% y/y ▲ 6.3% p.a. (2013-18)	2.5m ▼ 0.5% y/y ▲ 6.8% p.a. (2013-18)	3.7m ▼ 15.4% y/y ▲ 5.1% p.a. (2013-18)
REGIONAL VICTORIA	11% of all visitor nights in regional Victoria	5% of all visitor nights in regional Victoria	7% of all visitor nights in regional Victoria

Share of Event Visitors and Nights in Melbourne and Regional Victoria**



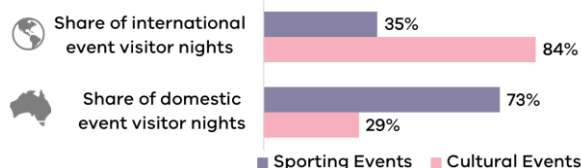
VISITORS



Almost three-quarters (73%) of international overnight event visitors to Melbourne were cultural event visitors, while domestic overnight and daytrip event visitors to Melbourne were predominantly sporting event attendees.



NIGHTS



Eighty-four per cent (84%) of international event visitor nights in Melbourne were accounted for by visitors who had attended a cultural event on their trip, while 73 per cent of domestic event visitor nights were accounted for by sporting event attendees.

REGIONAL VICTORIA



International overnight event visitors to regional Victoria were more likely to be attending a cultural event (69%) than a sporting event (45%), as were domestic overnight event visitors to regional Victoria (54 per cent compared with 49 per cent). Domestic daytrip event visitors to regional Victoria were predominantly sporting event attendees.



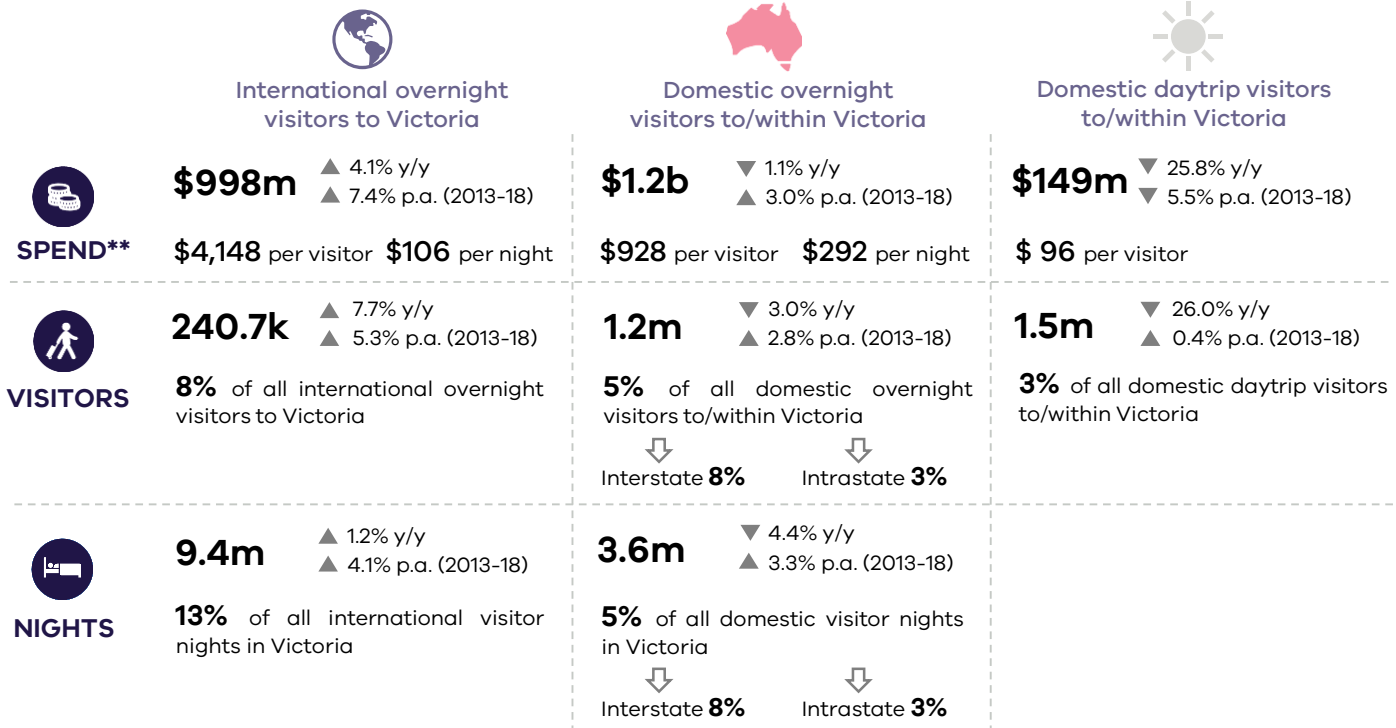
Seventy-one per cent (71%) of international event visitor nights and 60 per cent of domestic event visitor nights in regional Victoria were accounted for by visitors who attended a cultural event on their trip.

* The sporting and/or cultural event attended by international overnight visitors to Melbourne/regional Victoria may have taken place anywhere on their trip to Australia. Events attended by domestic overnight and daytrip visitors took place in Melbourne/regional Victoria.

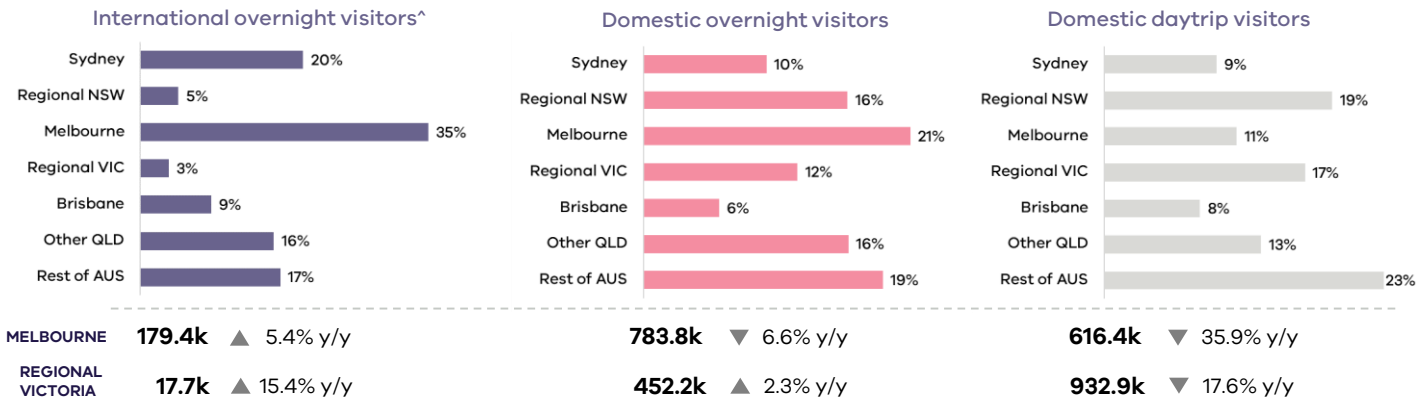
** Percentages may add up to more than 100 per cent as visitors can attend more than one event type on the same trip.

Sporting Events Visitors – YE December 2018

3.0 million visitors to/within Victoria went to a sporting event while on their trip*, spending an estimated \$2.3 billion** and 13.0 million nights in Victoria in the year ending December 2018.



Share of Visitors by Sporting Event Location



In the year ending December 2018, 196,100 international overnight visitors attended a sporting event **located in Victoria**. This represents 39% of all international overnight visitors to Australia who attended a sporting event on their trip, giving Victoria the greatest share of international overnight sporting event visitors. Melbourne hosted the sporting events attended by 35 per cent of international sporting event visitors to Australia, while regional Victoria hosted the sporting events attended by 3 per cent of international sporting event visitors to Australia.

In the year ending December 2018, Victoria hosted the greatest share (33%) of domestic overnight sporting event visitors nationally. Melbourne hosted the sporting events attended by 21 per cent of domestic overnight sporting event visitors around Australia, while regional Victoria hosted 12 per cent of the sporting events attended.

In the year ending December 2018, Victoria hosted the equal greatest share (28%) of domestic daytrip sporting event visitors nationally. Regional Victoria hosted the sporting events attended by 17 per cent of domestic daytrip sporting event visitors around Australia, while Melbourne hosted 11 per cent of the sporting events attended.

* The sporting event attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Sporting events attended by domestic overnight and daytrip visitors took place in Victoria.

** Spend = estimated trip expenditure in Victoria by visitors to/within Victoria who attended an event somewhere on their trip.

[^] Figures in this section use data from a supplementary question in the International Visitor Survey regarding the location of the sporting event/s attended. As such, the figure for visitor numbers is lower than the figure previously stated above, which includes all visitors to Victoria who attended a sporting event in Victoria and/or in other states/territories.

International Overnight

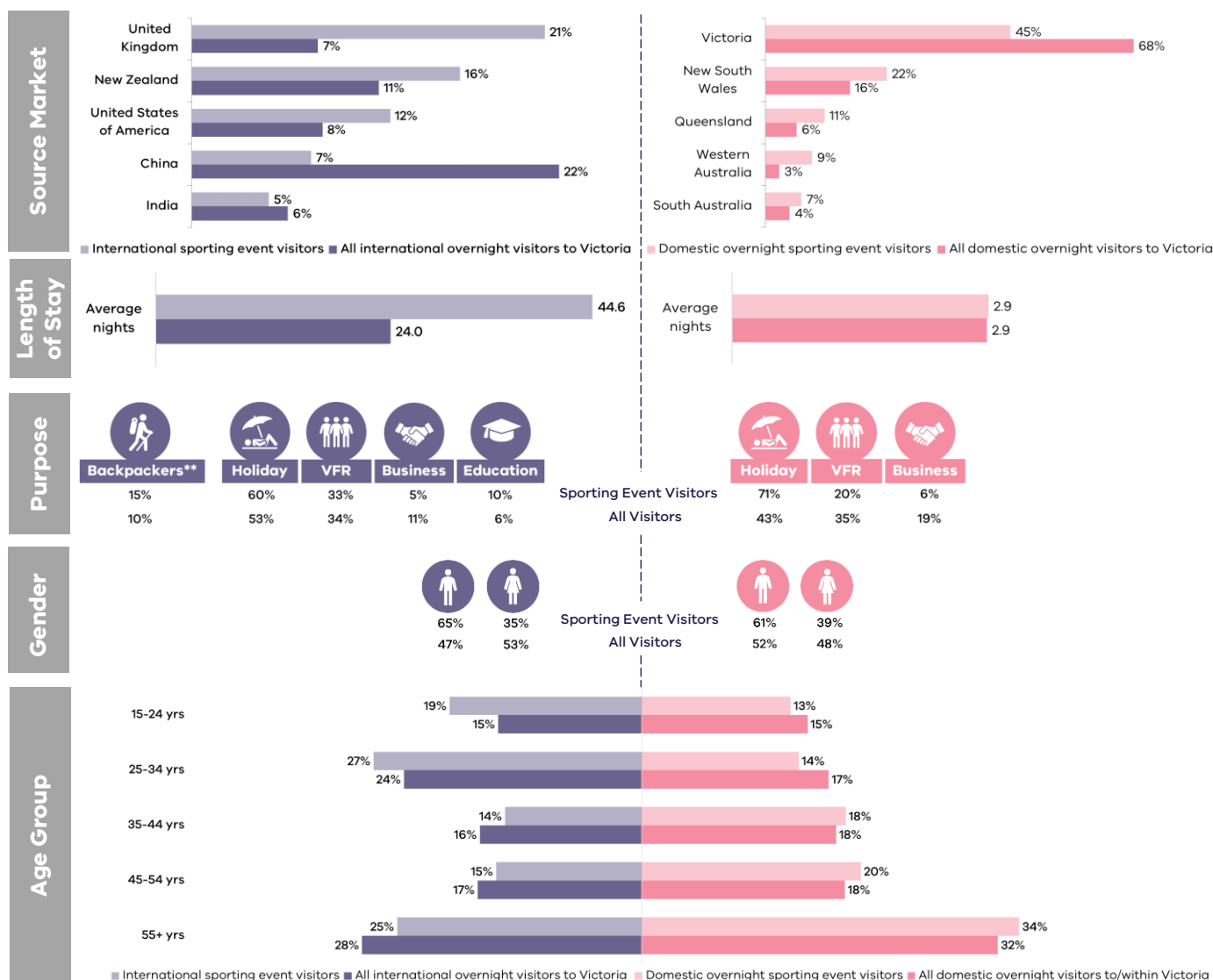
Compared with international overnight visitors to Victoria overall, international overnight visitors who attended a sporting event in Victoria were more likely to be:

- from the UK, New Zealand or the USA
- visitors who had a longer length of stay
- on holiday or visiting Victoria for education purposes
- backpackers
- male
- in a younger age group (15-24 or 25-34 years old)
- young/midlife singles
- travelling alone
- patrons of the MCG and/or Marvel Stadium/Docklands

Domestic Overnight

Compared with domestic overnight visitors to/within Victoria overall, domestic overnight visitors who attended a sporting event in Victoria were more likely to be:

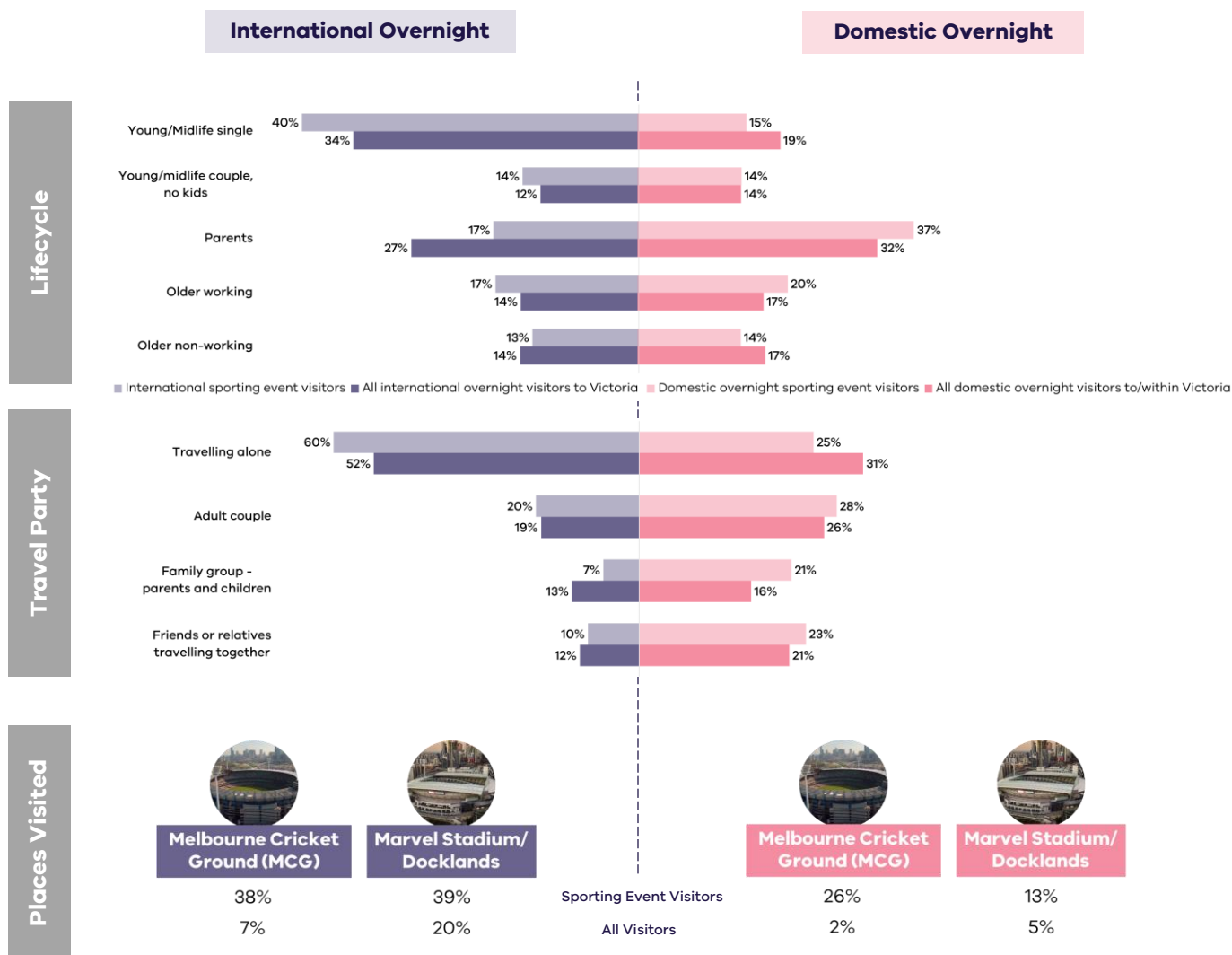
- interstate visitors, in particular from New South Wales, Queensland or Western Australia
- on holiday
- male
- in an older age group (45-54 or 55+ years old)
- parents and older working people
- travelling in a family group (parents and children)
- patrons of the MCG and/or Marvel Stadium/Docklands



* Sporting event visitors = international and domestic overnight visitors to Victoria who attended a sporting event located in Victoria.

** Backpackers and purposes of visit are not mutually exclusive, i.e. a visitor can identify as a backpacker and as being on holiday







Sporting Events Visitor Profile* (continued) – YE December 2018



* Sporting event visitors = international and domestic overnight visitors to Victoria who attended a sporting event located in Victoria.

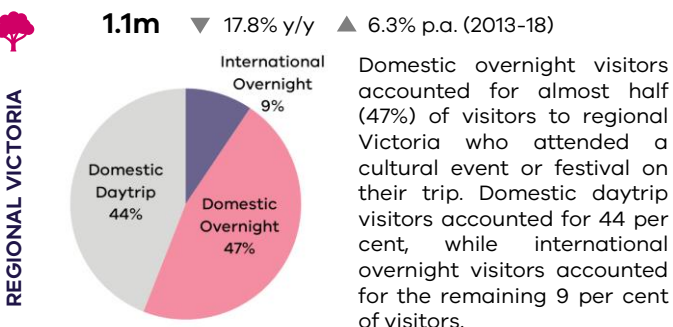
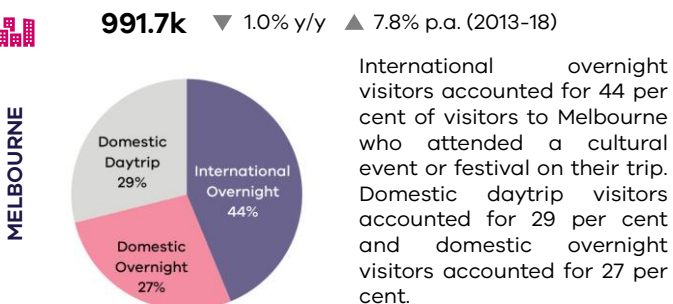
Cultural Events Visitors – YE December 2018

2.0 million visitors to/within Victoria went to a cultural event or festival while on their trip*, spending an estimated \$3.0 billion** and 24.3 million nights in Victoria in the year ending December 2018.

	 International overnight visitors to Victoria	 Domestic overnight visitors to/within Victoria	 Domestic daytrip visitors to/within Victoria
 SPEND**	\$2.3b ▲ 4.5% y/y ▲ 15.6% p.a. (2013-18) \$5,052 per visitor \$107 per night	\$642m ▼ 2.3% y/y ▲ 5.1% p.a. (2013-18) \$783 per visitor \$188 per night	\$72m ▼ 42.8% y/y ▼ 0.2% p.a. (2013-18) \$ 95 per visitor
 VISITORS	451.8k ▲ 2.6% y/y ▲ 10.1% p.a. (2013-18) 15% of all international overnight visitors to Victoria	768.6k ▼ 8.5% y/y ▲ 4.8% p.a. (2013-18) 3% of all domestic overnight visitors to/within Victoria ↓ Interstate 4% Intrastate 3%	757.7k ▼ 19.8% y/y ▲ 7.5% p.a. (2013-18) 1% of all domestic daytrip visitors to/within Victoria
 NIGHTS	21.4m ► 0.0% y/y ▲ 10.0% p.a. (2013-18) 29% of all international visitor nights in Victoria	2.9m ▲ 0.4% y/y ▲ 5.5% p.a. (2013-18) 4% of all domestic visitor nights in Victoria ↓ Interstate 4% Intrastate 4%	

Melbourne vs. Regional Victoria[^]

VISITORS



NIGHTS



* The cultural event or festival attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Cultural events or festivals attended by domestic overnight and daytrip visitors took place in Victoria.

** Spend = estimated trip expenditure in Victoria by visitors to/within Victoria who attended an event somewhere on their trip.

[^] Data is not collected for the location of cultural events/festivals attended by international overnight visitors to Victoria, therefore Victoria's share of visitors by cultural event/festival location is not available.

International Overnight

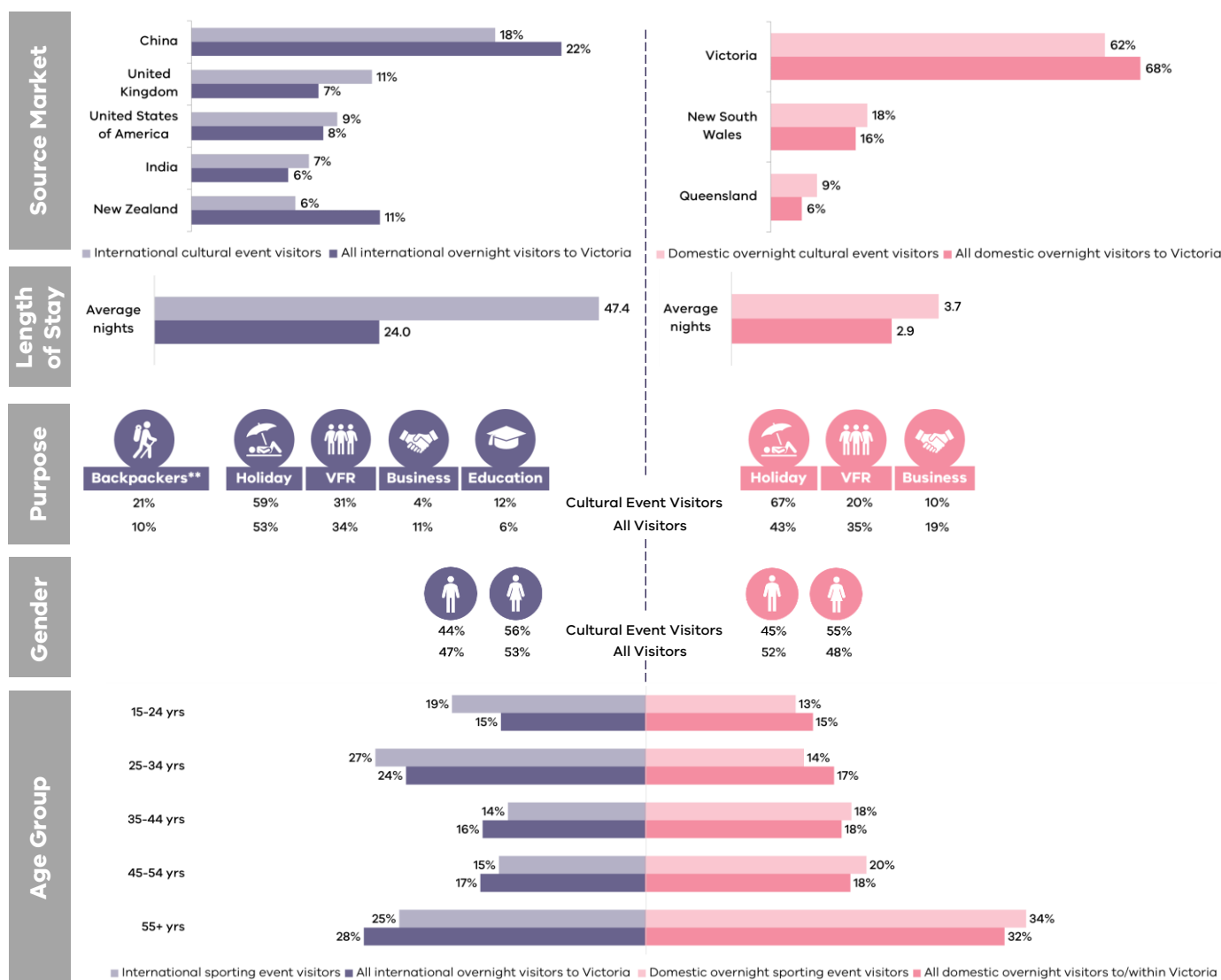
Compared with international overnight visitors to Victoria overall, international overnight visitors to Victoria who attended a cultural event or festival on their trip were more likely to be:

- from the UK
- visitors who had a longer length of stay
- on holiday or visiting Victoria for education purposes
- backpackers
- female
- in a younger age group (15-24 or 25-34 years old)
- young/midlife singles
- travelling alone

Domestic Overnight

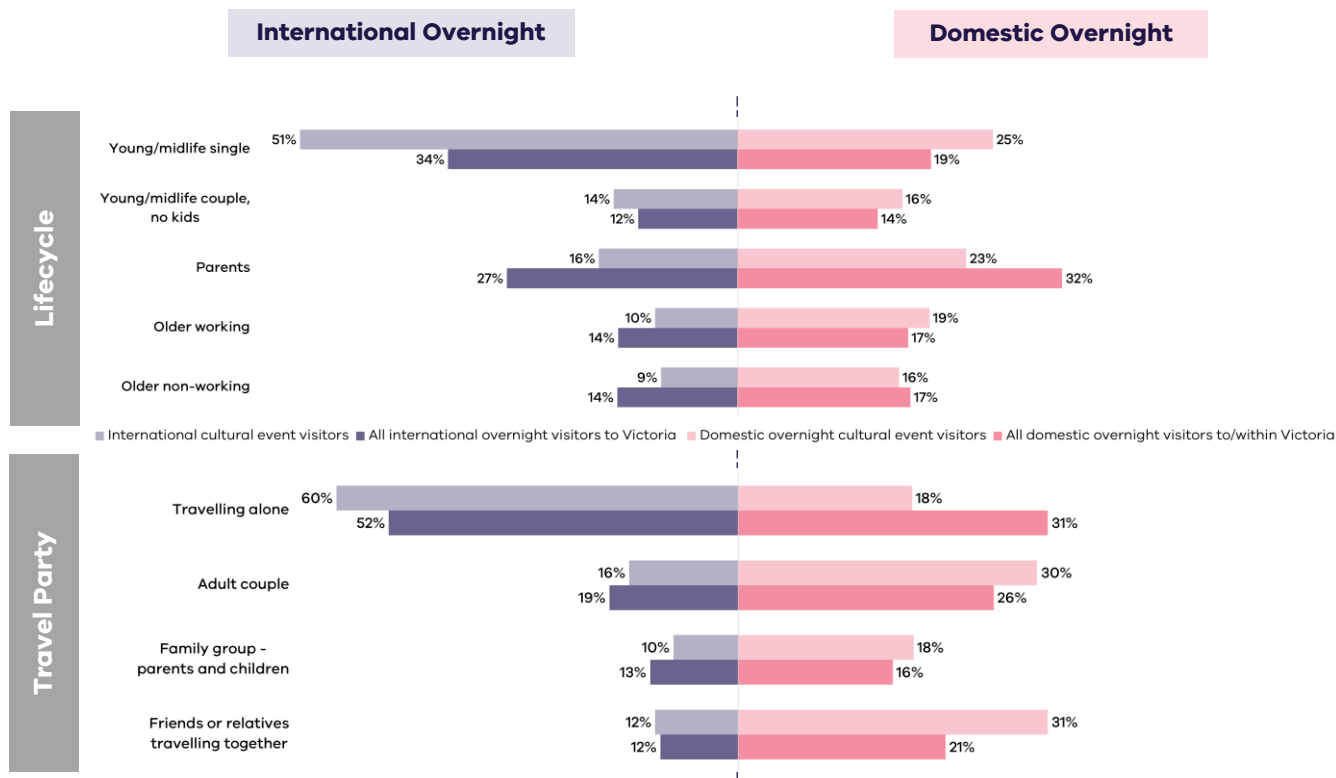
Compared with domestic overnight visitors to/within Victoria overall, domestic overnight visitors who attended a cultural event or festival in Victoria were more likely to be:

- interstate visitors, in particular from New South Wales and Queensland
- visitors who had a slightly longer length of stay
- on holiday
- female
- in a younger age group (15-24 years old)
- young/midlife singles or couples without kids
- travelling with friends or relatives or as part of an adult couple



* The cultural events and festivals attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Cultural events and festivals attended by domestic overnight visitors took place in Victoria.

** Backpackers and purposes of visit are not mutually exclusive, i.e. a visitor can identify as a backpacker and as being on holiday



* The cultural events and festivals attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Cultural events and festivals attended by domestic overnight visitors took place in Victoria.

The data contained in this factsheet is for attendance at events by short-term visitors to/within Victoria, and does not include attendance at events by locals.

Definitions:

- “Event” = any sporting event, cultural event or festival attended by visitors on their trip, of any size or type. It does **not** only include major events.
- “Sporting event visitor” = an international or domestic visitor who attended a sporting event on their trip.
- “Cultural event visitor” = an international or domestic visitor who attended a cultural event or festival on their trip.
- “Event visitor” = an international or domestic visitor who attended a sporting event and/or cultural event or festival on their trip.
- “International overnight visitor” = someone from overseas who has stayed in Australia for less than one year.
- “Domestic overnight visitor” = someone who has taken a trip away from home for at least one night (and less than one year), at a place at least 40 km from home.
- “Domestic daytrip visitor” = someone who has travelled for a round trip distance of at least 50 km, is away from home for at least 4 hours and does not spend a night away from home as part of their travel.

Notes:

- The sporting event and/or cultural event or festival attended by international overnight visitors to Victoria may have taken place anywhere on their trip to Australia. Events and festivals attended by domestic overnight and daytrip visitors took place in Victoria.
- Spend = estimated trip expenditure in Victoria by visitors to/within Victoria who attended an event somewhere on their trip.
- Percentages may add up to more than 100 per cent as visitors can attend more than one event type on the same trip.

All estimates are derived from the following sources:

- International Visitor Survey (IVS), years ending December 2013-2018, Tourism Research Australia (released March 2019)
- National Visitor Survey (NVS), years ending December 2013-2018, Tourism Research Australia (released April 2019)
- Regional Expenditure Model (REX) 2013-2018, Tourism Research Australia (released April 2019)

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

REX: Expenditure includes package expenditure.

Figures that are unreliable and unable to be published are represented by ‘-’. Figures might not add up due to rounding.

For further information on IVS, NVS and Expenditure 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.tourism.australia.com/en/markets-and-research/market-regions.html>

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

Photo credit:

Sovereign Hill Winter Wonderlights, Anthony Evans

Factsheet produced by the TEVE Research Unit, August 2019.

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