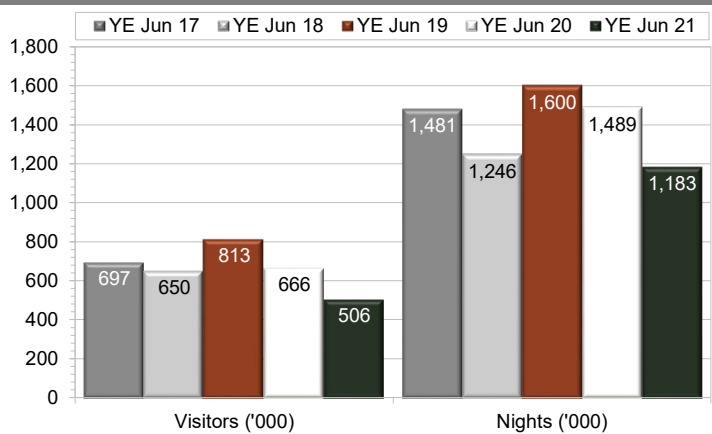


# Domestic travel to the City of Ballarat (1)

For the period July 2020 to June 2021

## Overnight Travel

### Visitors and nights



The City of Ballarat received 506,000 overnight visitors - down by 24.0% on YE Jun 20. Visitors spent nearly 1.2 million nights in the City - down by 20.6% on YE Jun 20.

### Expenditure (2)

Overnight visitors spent \$223 million in the City of Ballarat - up by 21.4% on YE Jun 20. On average, they spent \$189 per night - up by 52.9% on YE Jun 20.

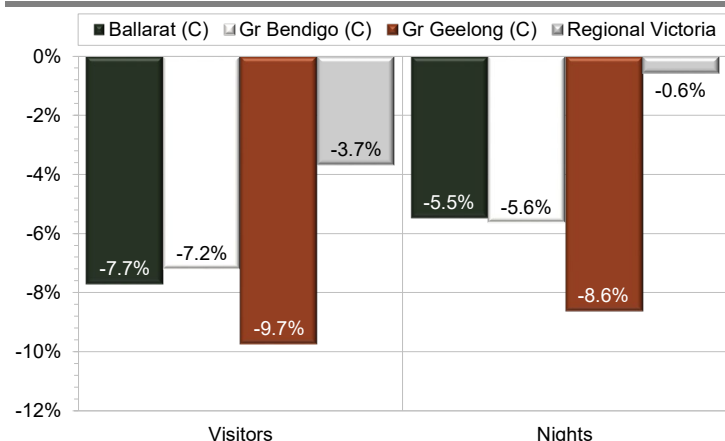
(2) Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

### Market share

The overnight sector represented 27.6% all domestic visitors to the City of Ballarat - down by 0.8% pts on YE Jun 20. The overnight sector contributed 52.5% of total domestic spend in the City - up by 6.1% pts on YE Jun 20.

The City of Ballarat received 3.8% of visitors and 2.8% of nights in regional Victoria. Compared to YE Jun 20, the share of visitors was down by 0.7% pts and the share of nights was down by 0.6% pts.

### Average annual growth - YE Jun 17 to YE Jun 21

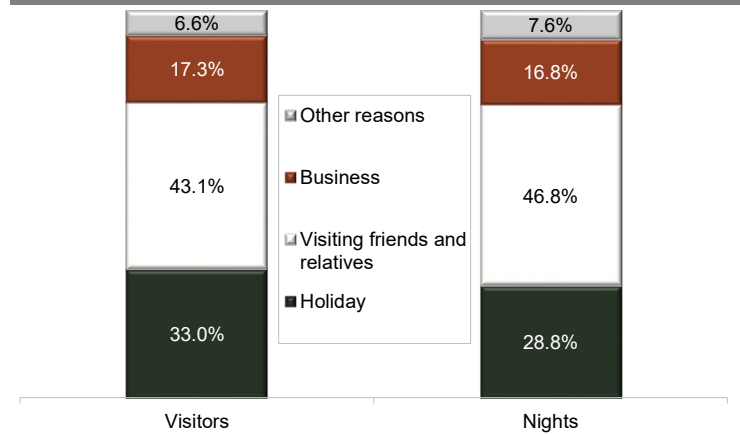


Over the period YE Jun 17 to YE Jun 21, the City of Ballarat had an average annual decline of -7.7% in **visitors**. The City had a lower decline than Greater Geelong (C), but a higher decline than Greater Bendigo (C) and regional Victoria.

The City of Ballarat had an average annual decline of -5.5% in **nights** over the period. The City had a lower decline than Greater Bendigo (C) and Greater Geelong (C), but a higher decline than regional Victoria.

City of Ballarat comprises: Ballarat municipality / Local Government Area.

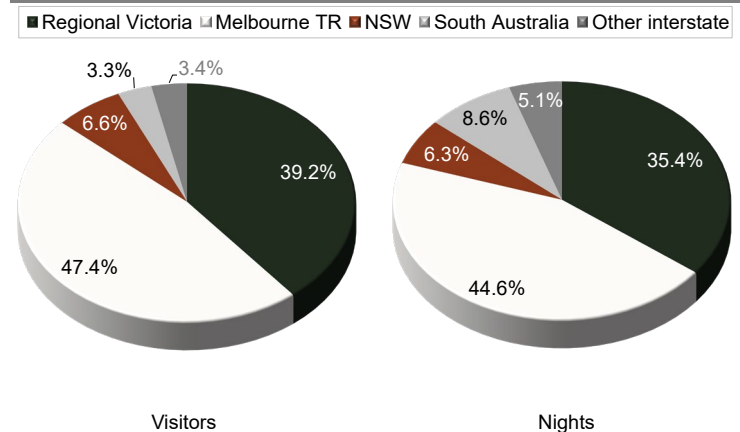
### Purpose of visit



'Visiting friends and relatives (VFR)' (43.1%) was the largest purpose for **visitors** to the City of Ballarat. 'Holiday' (33.0%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (17.3%). Compared to YE Jun 20, 'holiday' was up by 4.2% pts while 'business' was down by 5.2% pts.

'VFR' (46.8%) was the largest purpose in terms of **nights** in the City of Ballarat. 'Holiday' (28.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (16.8%). Compared to YE Jun 20, 'VFR' was up by 1.5% pts while 'medical reasons' was down by 1.7% pts.

### Origin



**Melbourne tourism region** was the City of Ballarat's largest source market. Melbourne tourism region contributed 47.4% of visitors and 44.6% of nights in the City. Compared to YE Jun 20, visitors from Melbourne tourism region were down by 31.6% and nights were down by 32.2%.

**Regional Victoria** contributed 39.2% of visitors and 35.4% of nights in the City of Ballarat. Compared to YE Jun 20, visitors from regional Victoria were down by 5.8%.

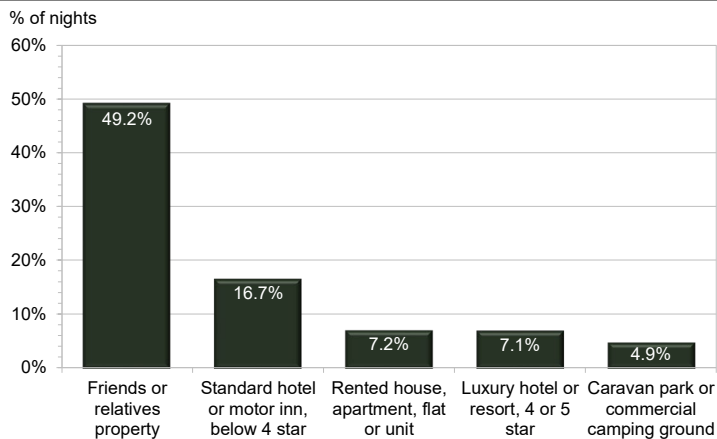
**Interstate** contributed 13.4% of visitors and 20.0% of nights in the City. Compared to YE Jun 20, visitors from interstate were down by 35.3%.

### Month returned from trip

April (19.0%) was the most popular month for visitors to return from their trip to the City of Ballarat. January (15.0%) was the 2<sup>nd</sup> most popular month to return from the trip, followed by March (13.0%).

### Overnight travel (cont)

#### Accommodation



'Friends or relatives property' (49.2%) was the most popular accommodation type used for **nights** in the City of Ballarat. 'Standard hotel or motor inn, below 4 star' (16.7%) was the 2<sup>nd</sup> most popular accommodation used.

#### Length of stay

Visitors stayed on average 2.3 nights in the City of Ballarat - up by 0.1 night on YE Jun 20.

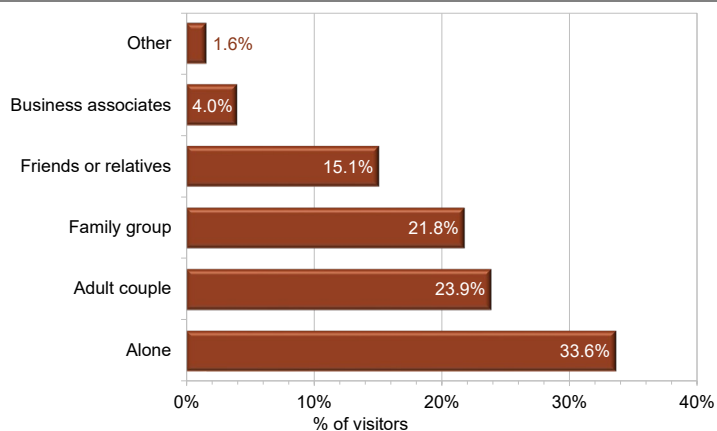
#### Activities

'Eat out, dine at a restaurant or cafe' (48.6%) was the most popular activity undertaken by visitors to the City of Ballarat. 'Visit friends and relatives' (43.4%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'sightseeing or looking around' (18.1%) and 'pubs, clubs, discos etc' (16.0%).

#### All transport

'Private vehicle or company car' (89.4%) was the most popular transport used by visitors to the City of Ballarat. 'Railway' (3.4%) was the 2<sup>nd</sup> most popular transport used, followed by 'bus or coach' (2.5%).

#### Travel party



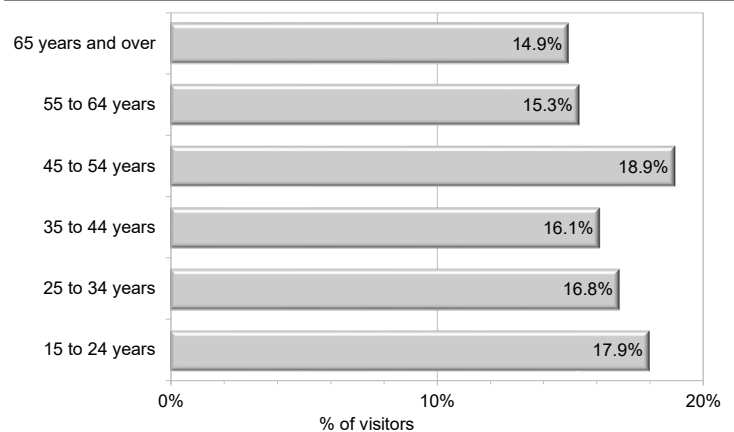
'Alone' (33.6%) was the largest travel party description for visitors to the City of Ballarat. 'Adult couple' (23.9%) was the 2<sup>nd</sup> most common travel party, followed by 'family group' (21.8%).

#### Number of stopovers on trip

Nearly 9/10 (85.3%) visitors to the City of Ballarat had one stopover only on the trip. Nearly 1/10 (7.8%) had two stopovers on the trip.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

#### Age



'45 to 54 years' (18.9%) was the biggest age group of visitors to the City of Ballarat. '15 to 24 years' (17.9%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (16.8%).

#### Gender

More visitors to the City of Ballarat were male (58.3%) than female (41.7%).

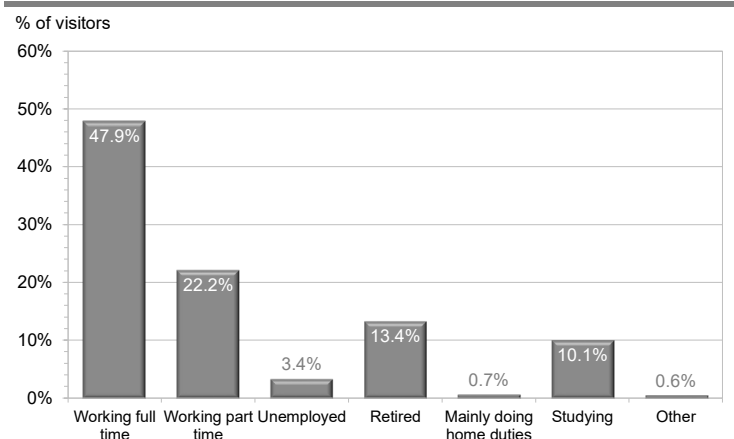
#### Lifecycle

'Parent with youngest child aged under 15' (22.4%) was the largest lifecycle group of visitors to the City of Ballarat. 'Young or midlife single' (22.4%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'older working' (21.1%).

#### Marital status

More visitors to the City of Ballarat were married or part of a couple (65.6%) than single (33.8%).

#### Employment



'Working full time' (47.9%) was the most common employment status of visitors to the City of Ballarat. 'Working part time' (22.2%) was the 2<sup>nd</sup> most common employment status, followed by 'retired' (13.4%).

#### Annual household income

The average annual household income was \$119,000 amongst visitors to the City of Ballarat. Almost ¼ (24.7%) of visitors had an annual household income of '\$150,000+'.

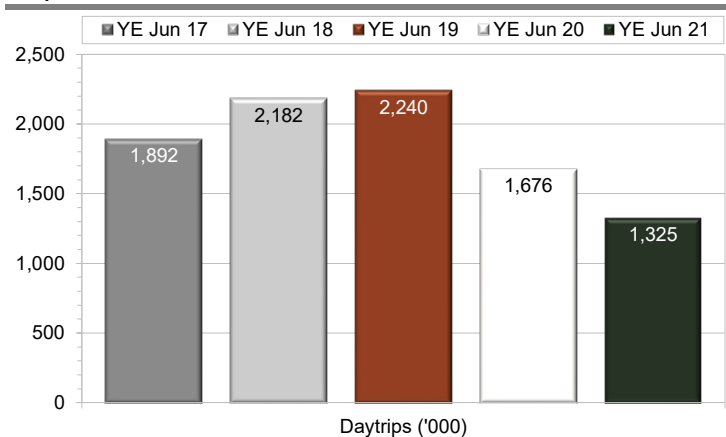
Note: nearly 3/10 (27.9%) did not provide an income.

# Domestic travel to the City of Ballarat (1)

For the period July 2020 to June 2021

## Daytrip travel

### Trips



The City of Ballarat received over 1.3 million daytrip visitors - down by 20.9% on YE Jun 20.

### Expenditure (2)

Daytrip visitors spent \$202 million in the City of Ballarat - down by 4.7% on YE Jun 20. On average, they spent \$153 per trip - up by 20.5% on YE Jun 20.

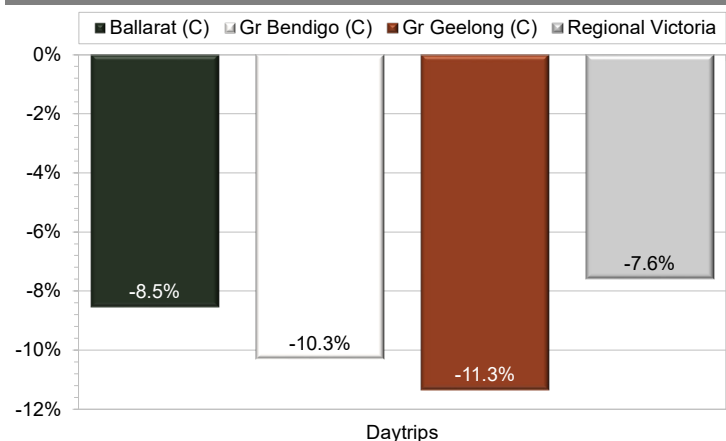
(2) Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

### Market share

The daytrip sector represented 72.4% all domestic visitors to the City of Ballarat - up by 0.8% pts on YE Jun 20. The daytrip sector contributed 47.5% of total domestic spend in the City - down by 6.1% pts on YE Jun 20.

The City of Ballarat received 5.5% of daytrips to regional Victoria. Compared to YE Jun 20, the share was up by 0.7% pts.

### Average annual growth - YE Jun 17 to YE Jun 21



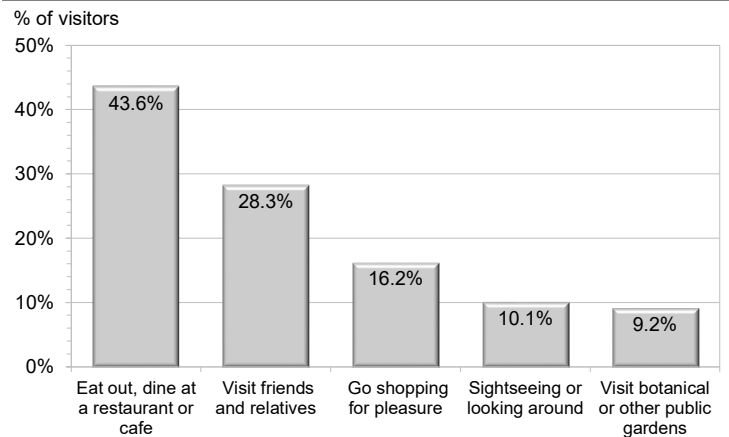
Over the period YE Jun 17 to YE Jun 21, the City of Ballarat had an average annual decline of -8.5% in daytrips. The City had a lower decline than Greater Bendigo (C) and Greater Geelong (C), but a higher decline than regional Victoria.

### Main purpose of trip

'Holiday' (35.6%) was the largest purpose for visitors to the City of Ballarat. 'Visiting friends and relatives (VFR)' (29.0%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (12.2%).

Compared to YE Jun 20, 'holiday' was up by 11.5% pts while 'VFR' was down by 7.5% pts.

### Activities



'Eat out, dine at a restaurant or cafe' (43.6%) was the most popular activity undertaken by visitors to the City of Ballarat.

### Transport

'Private vehicle or company car' (98.3%) was the most popular transport used by visitors to the City of Ballarat. 'Bus or coach' (0.7%) was the 2<sup>nd</sup> most popular transport used.

### Origin

Melbourne tourism region (37.4%) was the City of Ballarat's largest source market. Bendigo Loddon tourism region (12.3%) was the 2<sup>nd</sup> largest source market. Regional Victoria contributed (62.6%) of all daytrip visitors to the City.

### Age

'65 years and over' (25.0%) was the biggest age group of visitors to the City of Ballarat. '35 to 44 years' (21.4%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (18.5%).

### Month travelled

April (19.9%) was the most popular month for a daytrip to the City of Ballarat. March (15.0%) was the 2<sup>nd</sup> most popular month to travel, followed by December (12.9%).

## Total domestic travel

### Visitors, nights and spend

	YE Jun 17	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	697	650	813	666	506	-24.0%
Daytrip visitors	1,892	2,182	2,240	1,676	1,325	-20.9%
<b>Total domestic visitors</b>	<b>2,589</b>	<b>2,832</b>	<b>3,053</b>	<b>2,342</b>	<b>1,831</b>	<b>-21.8%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,481</b>	<b>1,246</b>	<b>1,600</b>	<b>1,489</b>	<b>1,183</b>	<b>-20.6%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$204	\$211	\$258	\$184	\$223	+21.4%
Daytrip spend (2)	\$224	\$210	\$246	\$212	\$202	-4.7%
<b>Total domestic spend (2)</b>	<b>\$428</b>	<b>\$421</b>	<b>\$504</b>	<b>\$396</b>	<b>\$425</b>	<b>+7.4%</b>

The City of Ballarat received over 1.8 million domestic visitors - down by 21.8% on YE Jun 20. Visitors spent nearly 1.2 million nights in the City - down by 20.6% on YE Jun 20. In total, domestic visitors spent \$425 million on travel to the City of Ballarat - up by 7.4% on YE Jun 20.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.