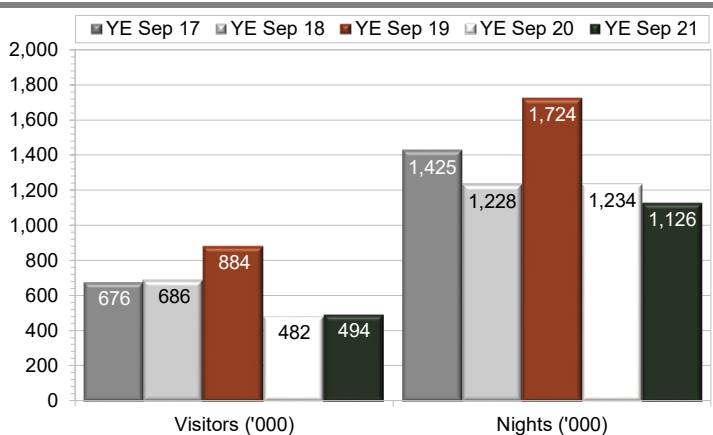


Domestic travel to the City of Ballarat (1)

For the period October 2020 to September 2021

Overnight Travel

Visitors and nights



The City of Ballarat received 494,000 overnight visitors - up by 2.5% on YE Sep 20. Visitors spent over 1.1 million nights in the City - down by 8.7% on YE Sep 20.

Expenditure (2)

Overnight visitors spent \$227 million in the City of Ballarat - up by 80.3% on YE Sep 20. On average, they spent \$201 per night - up by 97.5% on YE Sep 20.

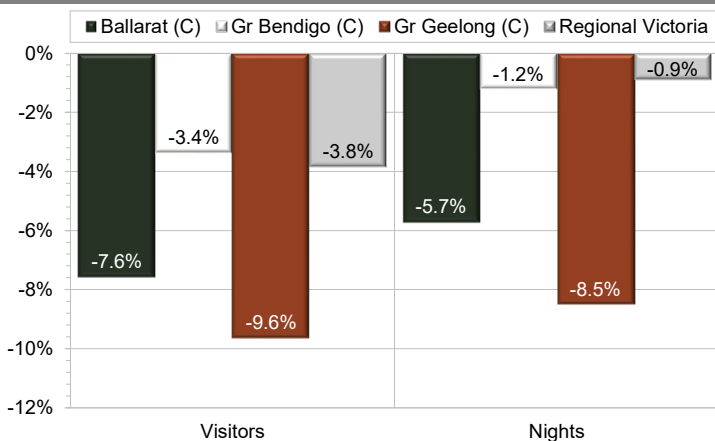
(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

Market share

The overnight sector represented 25.4% all domestic visitors to the City of Ballarat - down by 2.8% pts on YE Sep 20. The overnight sector contributed 50.9% of total domestic spend in the City - up by 8.7% pts on YE Sep 20.

The City of Ballarat received 3.6% of visitors and 2.6% of nights in regional Victoria. Compared to YE Sep 20, the share of visitors was down by 0.5% pts and the share of nights was down by 0.7% pts.

Average annual growth - YE Sep 17 to YE Sep 21



Over the period YE Sep 17 to YE Sep 21, the City of Ballarat had an average annual decline of -7.6% 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 -5.7% in **nights** over the period. The City had a lower decline than Greater Geelong (C), but a higher decline than Greater Bendigo (C) and regional Victoria.

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

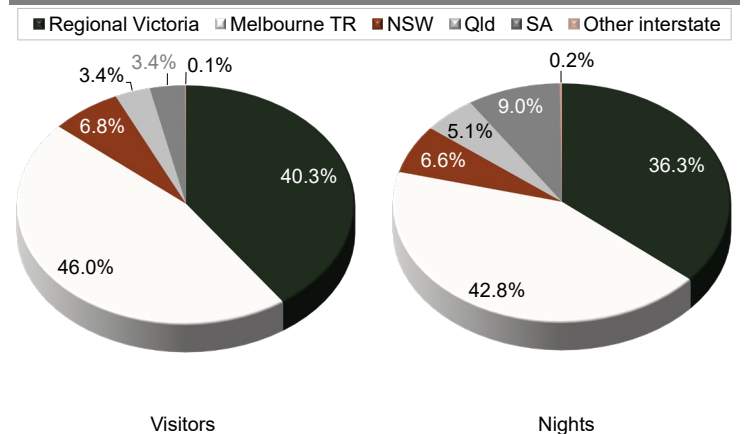
Purpose of visit



'Visiting friends and relatives (VFR)' (43.0%) was the largest purpose for **visitors** to the City of Ballarat. 'Holiday' (35.6%) was the 2nd largest purpose, followed by 'business' (14.7%). Compared to YE Sep 20, 'holiday' was up by 11.9% pts while 'business' was down by 7.1% pts.

'VFR' (47.0%) was the largest purpose in terms of **nights** in the City of Ballarat. 'Holiday' (31.5%) was the 2nd largest purpose, followed by 'business' (14.1%). Compared to YE Sep 20, 'holiday' was up by 8.5% pts while 'business' was down by 3.7% pts.

Origin



Melbourne tourism region was the City of Ballarat's largest source market. Melbourne tourism region contributed 46.0% of visitors and 42.8% of nights in the City. Compared to YE Sep 20, visitors from Melbourne tourism region were down by 15.9% and nights were down by 28.4%.

Regional Victoria contributed 40.3% of visitors and 36.3% of nights in the City of Ballarat. Compared to YE Sep 20, visitors from regional Victoria were up by 42.2%.

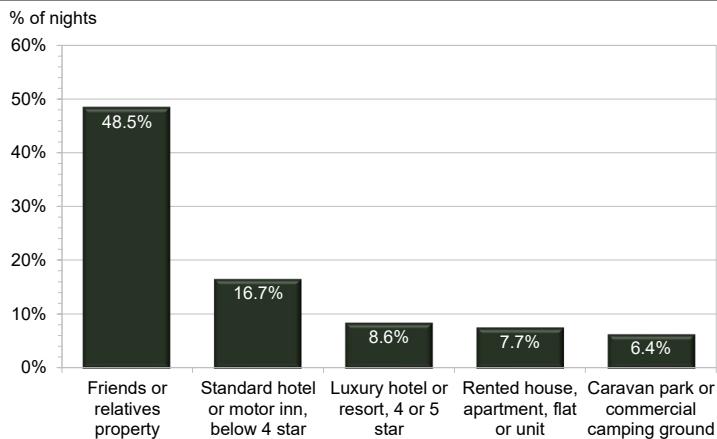
Interstate contributed 13.7% of visitors and 21.0% of nights in the City. Compared to YE Sep 20, visitors from interstate were down by 5.3%.

Month returned from trip

April (19.4%) was the most popular month for visitors to return from their trip to the City of Ballarat. January (15.4%) was the 2nd most popular month to return from the trip, followed by March (13.3%).

Overnight travel (cont)

Accommodation



'Friends or relatives property' (48.5%) 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 2nd most popular accommodation used.

Length of stay

Visitors stayed on average 2.3 nights in the City of Ballarat - down by 0.3 nights on YE Sep 20.

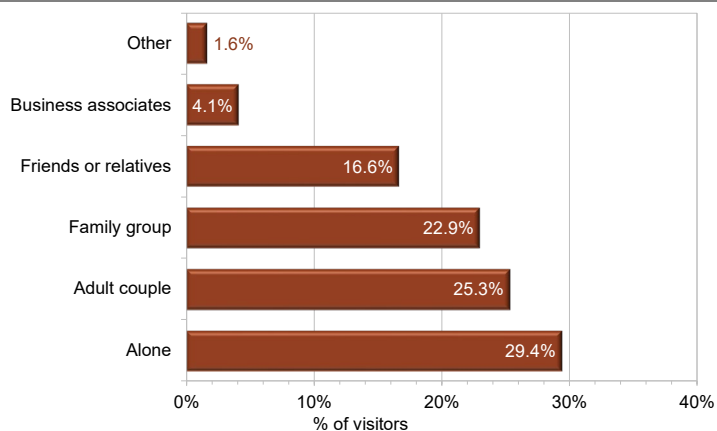
Activities

'Eat out, dine at a restaurant or cafe' (50.9%) was the most popular activity undertaken by visitors to the City of Ballarat. 'Visit friends and relatives' (43.0%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (21.3%) and 'pubs, clubs, discos etc' (17.3%).

All transport

'Private vehicle or company car' (89.6%) was the most popular transport used by visitors to the City of Ballarat. 'Railway' (3.4%) was the 2nd most popular transport used, followed by 'bus or coach' (2.4%).

Travel party



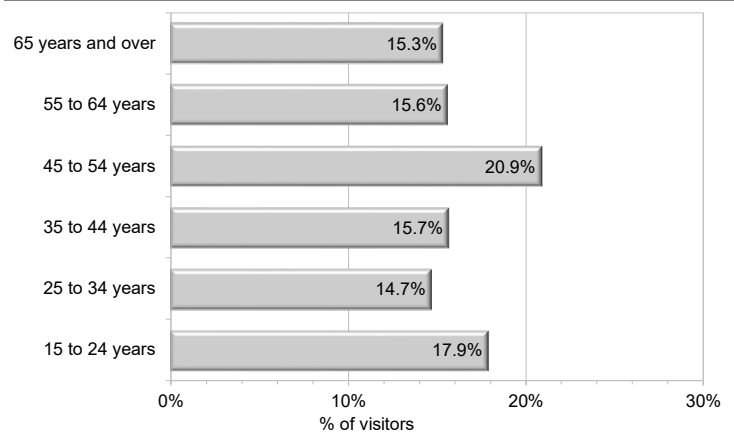
'Alone' (29.4%) was the largest travel party description for visitors to the City of Ballarat. 'Adult couple' (25.3%) was the 2nd most common travel party, followed by 'family group' (22.9%).

Number of stopovers on trip

Nearly 9/10 (85.9%) visitors to the City of Ballarat had one stopover only on the trip. Nearly 1/10 (7.4%) 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' (20.9%) was the biggest age group of visitors to the City of Ballarat. '15 to 24 years' (17.9%) was the 2nd biggest age group, followed by '35 to 44 years' (15.7%).

Gender

More visitors to the City of Ballarat were male (55.3%) than female (44.7%).

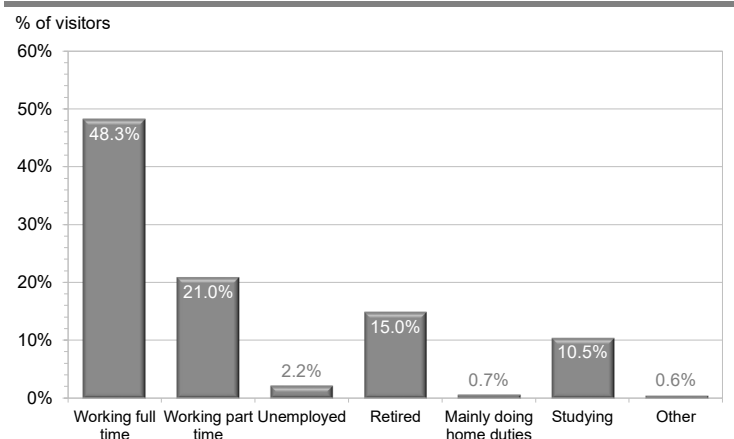
Lifecycle

'Young or midlife single' (22.2%) was the largest lifecycle group of visitors to the City of Ballarat. 'Parent with youngest child aged under 15' (21.2%) was the 2nd largest lifecycle group, followed by 'older working' (20.8%).

Marital status

More visitors to the City of Ballarat were married or part of a couple (64.9%) than single (34.5%).

Employment



'Working full time' (48.3%) was the most common employment status of visitors to the City of Ballarat. 'Working part time' (21.0%) was the 2nd most common employment status, followed by 'retired' (15.0%).

Annual household income

The average annual household income was \$119,544 amongst visitors to the City of Ballarat. Nearly 1/4 (23.7%) of visitors had an annual household income of '\$150,000+'.

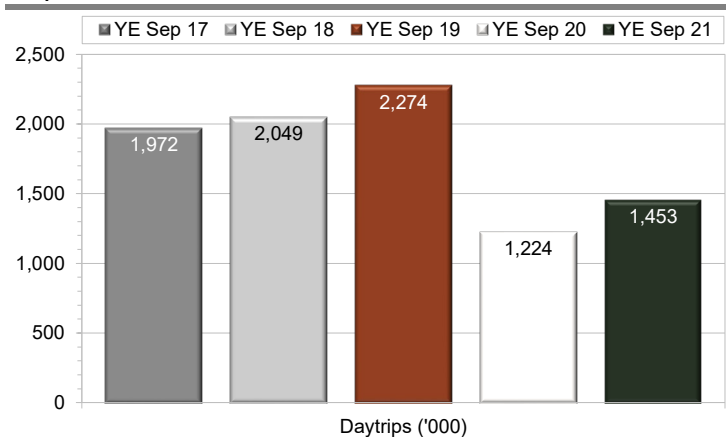
Note: nearly 3/10 (28.8%) did not provide an income.

Domestic travel to the City of Ballarat (1)

For the period October 2020 to September 2021

Daytrip travel

Trips



The City of Ballarat received nearly 1.5 million daytrip visitors - up by 18.7% on YE Sep 20.

Expenditure (2)

Daytrip visitors spent \$219 million in the City of Ballarat - up by 26.8% on YE Sep 20. On average, they spent \$151 per trip - up by 6.8% on YE Sep 20.

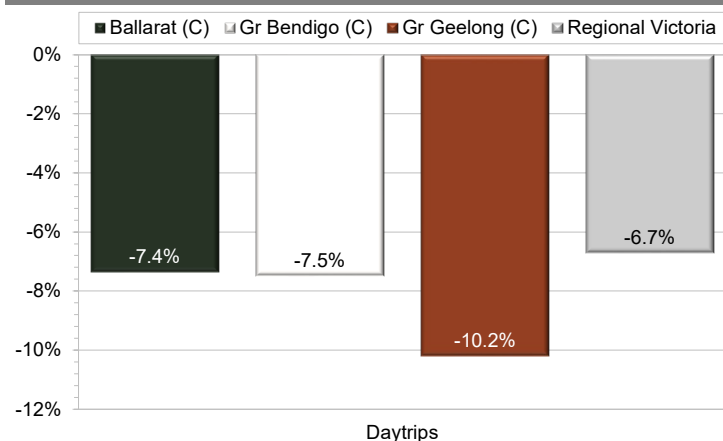
(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

Market share

The daytrip sector represented 74.6% all domestic visitors to the City of Ballarat - up by 2.8% pts on YE Sep 20. The daytrip sector contributed 49.1% of total domestic spend in the City - down by 8.7% pts on YE Sep 20.

The City of Ballarat received 5.7% of daytrips to regional Victoria. Compared to YE Sep 20, the share was up by 1.1% pts.

Average annual growth - YE Sep 17 to YE Sep 21



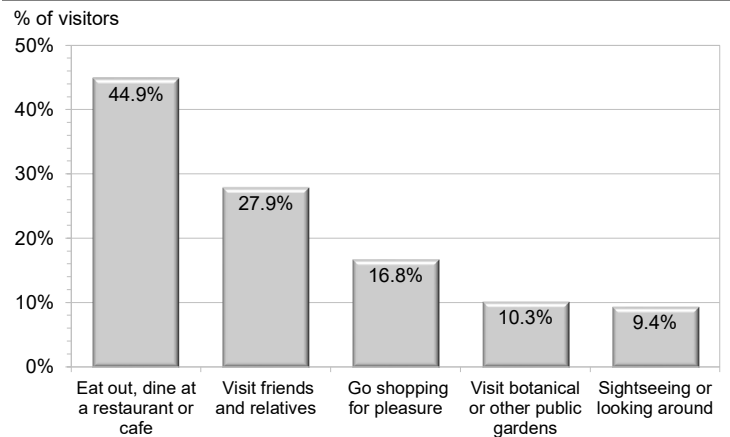
Over the period YE Sep 17 to YE Sep 21, the City of Ballarat had an average annual decline of -7.4% in daytrips. The City had a lower decline than Greater Bendigo (C) and Greater Geelong (C), but a higher decline than regional Victoria.

Main purpose of trip

'Holiday' (37.5%) was the largest purpose for visitors to the City of Ballarat. 'Visiting friends and relatives (VFR)' (29.5%) was the 2nd largest purpose, followed by 'business' (11.3%).

Compared to YE Sep 20, 'holiday' was up by 14.1% pts while 'business' was down by 8.4% pts.

Activities



'Eat out, dine at a restaurant or cafe' (44.9%) was the most popular activity undertaken by visitors to the City of Ballarat.

Transport

'Private vehicle or company car' (96.7%) was the most popular transport used by visitors to the City of Ballarat. 'Rental car' (2.1%) was the 2nd most popular transport used.

Origin

Melbourne tourism region (42.0%) was the City of Ballarat's largest source market. Bendigo Loddon tourism region (11.5%) was the 2nd largest source market. Regional Victoria contributed (58.0%) of all daytrip visitors to the City.

Age

'65 years and over' (23.6%) was the biggest age group of visitors to the City of Ballarat. '35 to 44 years' (22.6%) was the 2nd biggest age group, followed by '45 to 54 years' (17.6%).

Month travelled

April (18.2%) was the most popular month for a daytrip to the City of Ballarat. March (13.7%) was the 2nd most popular month to travel, followed by December (11.8%).

Total domestic travel

Visitors, nights and spend

	YE Sep 17	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	676	686	884	482	494	+2.5%
Daytrip visitors	1,972	2,049	2,274	1,224	1,453	+18.7%
Total domestic visitors	2,648	2,735	3,158	1,705	1,947	+14.2%
Domestic nights ('000)						
Total domestic nights	1,425	1,228	1,724	1,234	1,126	-8.7%
Domestic spend (\$ million)						
Overnight spend (2)	\$200	\$207	\$286	\$126	\$227	+80.3%
Daytrip spend (2)	\$229	\$187	\$263	\$173	\$219	+26.8%
Total domestic spend (2)	\$428	\$394	\$549	\$298	\$446	+49.3%

The City of Ballarat received over 1.9 million domestic visitors - up by 14.2% on YE Sep 20. Visitors spent over 1.1 million nights in the City - down by 8.7% on YE Sep 20. In total, domestic visitors spent \$446 million on travel to the City of Ballarat - up by 49.3% on YE Sep 20.

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

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