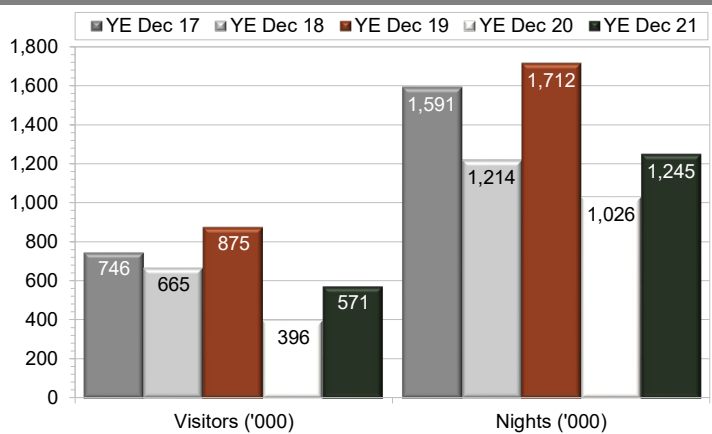


# Domestic travel to the City of Ballarat (1)

For the period January 2021 to December 2021

## Overnight Travel

### Visitors and nights



The City of Ballarat received 571,000 overnight visitors - up by 44.2% on YE Dec 20. Visitors spent over 1.2 million nights in the City - up by 21.4% on YE Dec 20.

### Expenditure (2)

Overnight visitors spent \$255 million in the City of Ballarat - up by 111% on YE Dec 20. On average, they spent \$205 per night - up by 73.8% on YE Dec 20.

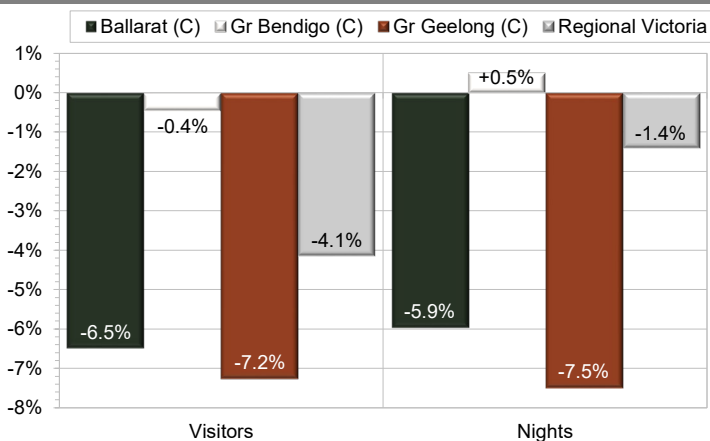
(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

### Market share

The overnight sector represented 29.4% all domestic visitors to the City of Ballarat - up by 3.2% pts on YE Dec 20. The overnight sector contributed 57.6% of total domestic spend in the City - up by 19.1% pts on YE Dec 20.

The City of Ballarat received 4.1% of visitors and 2.9% of nights in regional Victoria. Compared to YE Dec 20, the share of visitors was up by 0.4% pts and the share of nights was down by 0.1% pt.

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



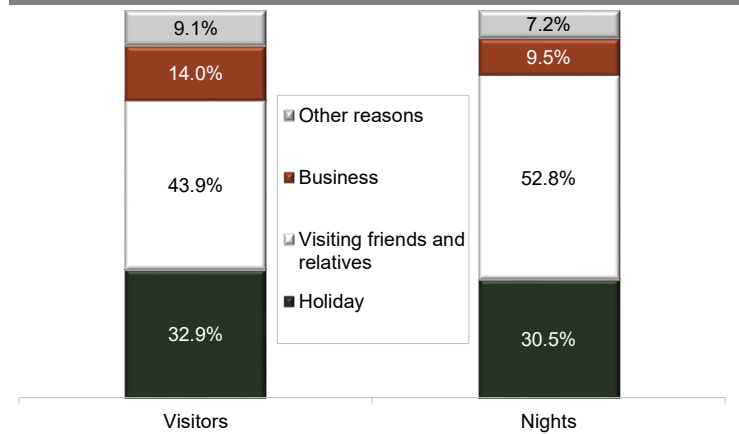
Over the period YE Dec 17 to YE Dec 21, the City of Ballarat had an average annual decline of -6.5% in **visitors**. The City had a lower decline than Greater Geelong (C), but a higher decline than Greater Bendigo (C) and regional Victoria.

The City of Ballarat had an average annual decline of -5.9% in **nights** over the period. The City had a lower decline than Greater Geelong (C), but a higher decline than regional Victoria. Greater Bendigo (C) experienced growth over the period.

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

(1) Source: National Visitor Survey (NVS), YE Dec 21, Tourism Research Australia (TRA) – unless otherwise specified

### Purpose of visit



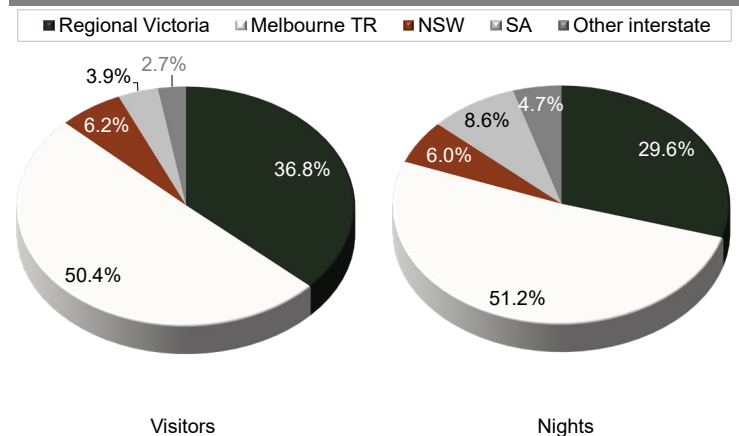
‘Visiting friends and relatives (VFR)’ (43.9%) was the largest purpose for **visitors** to the City of Ballarat. ‘Holiday’ (32.9%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (14.0%).

Compared to YE Dec 20, ‘holiday’ was up by 11.7% pts whilst ‘business’ was down by 13.8% pts.

‘VFR’ (52.8%) was the largest purpose in terms of **nights** in the City of Ballarat. ‘Holiday’ (30.5%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (9.5%).

Compared to YE Dec 20, ‘VFR’ was up by 11.4% pts whilst ‘business’ was down by 16.9% pts.

### Origin



**Melbourne tourism region** was the City of Ballarat’s largest source market. Melbourne tourism region contributed 50.4% of visitors and 51.2% of nights in the City. Compared to YE Dec 20, visitors from Melbourne tourism region were up by 33.2% and nights were up by 13.5%.

**Regional Victoria** contributed 36.8% of visitors and 29.6% of nights in the City of Ballarat. Compared to YE Dec 20, visitors from regional Victoria were up by 43.8%.

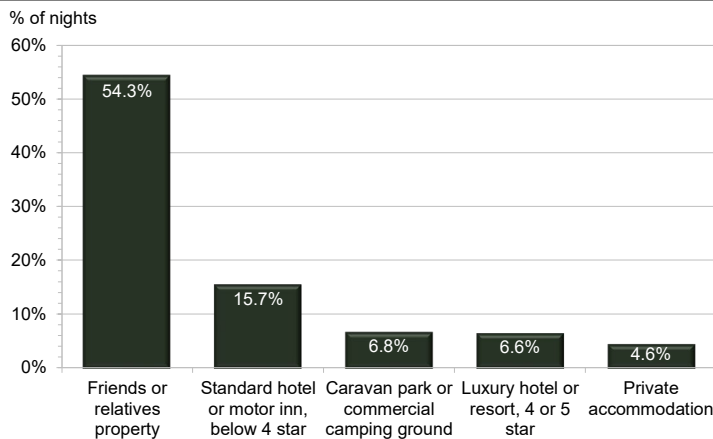
**Interstate** contributed 12.8% of visitors and 19.2% of nights in the City.

### Month returned from trip

December (18.2%) was the most popular month for visitors to return from their trip to the City of Ballarat. April (16.8%) was the 2<sup>nd</sup> most popular month to return from the trip, followed by Januaray (13.3%).

### Overnight travel (cont)

#### Accommodation



'Friends or relatives property' (54.3%) was the most popular accommodation type used for **nights** in the City of Ballarat. 'Standard hotel or motor inn, below 4 star' (15.7%) was the 2<sup>nd</sup> most popular accommodation used.

#### Length of stay

Visitors stayed on average 2.2 nights in the City of Ballarat - down by 0.4 nights on YE Dec 20.

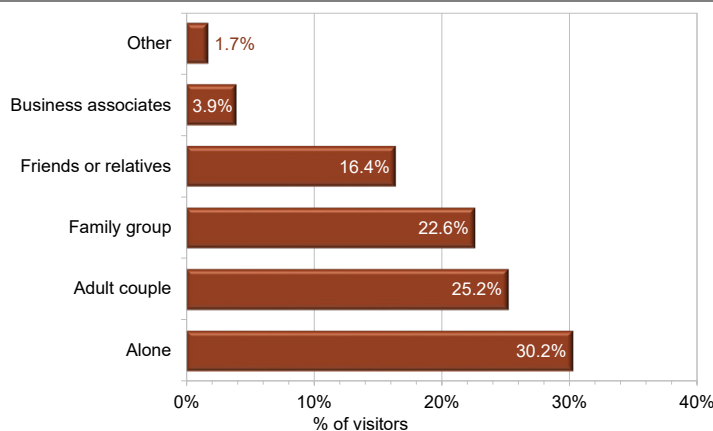
#### Activities

'Eat out, dine at a restaurant or cafe' (52.1%) was the most popular activity undertaken by visitors to the City of Ballarat. 'Visit friends and relatives' (44.5%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'sightseeing or looking around' (24.4%) and 'pubs, clubs, discos etc' (16.9%).

#### All transport

'Private vehicle or company car' (87.3%) was the most popular transport used by visitors to the City of Ballarat. 'Railway' (6.6%) was the 2<sup>nd</sup> most popular transport used, followed by 'bus or coach' (2.4%).

#### Travel party



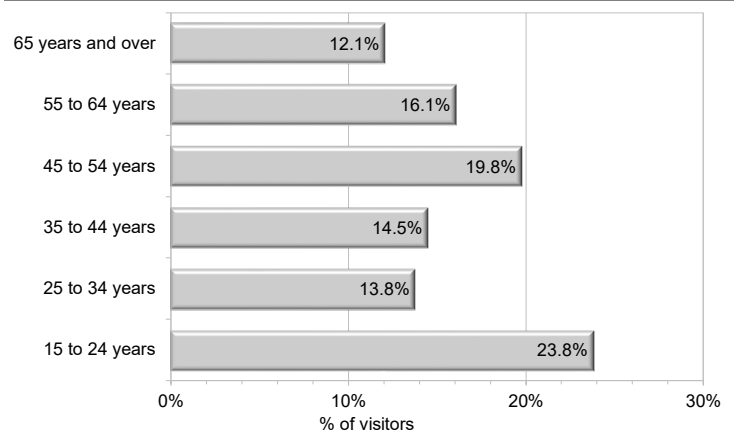
'Alone' (30.2%) was the largest travel party description for visitors to the City of Ballarat. 'Adult couple' (25.2%) was the 2<sup>nd</sup> most common travel party, followed by 'family group' (22.6%).

#### Number of stopovers on trip

Nearly 9/10 (85.1%) visitors to the City of Ballarat had one stopover only on the trip. Nearly 1/10 (9.2%) had two stopovers on the trip.

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

#### Age



'15 to 24 years' (23.8%) was the biggest age group of visitors to the City of Ballarat. '45 to 54 years' (19.8%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (16.1%).

#### Gender

More visitors to the City of Ballarat were male (53.3%) than female (46.7%).

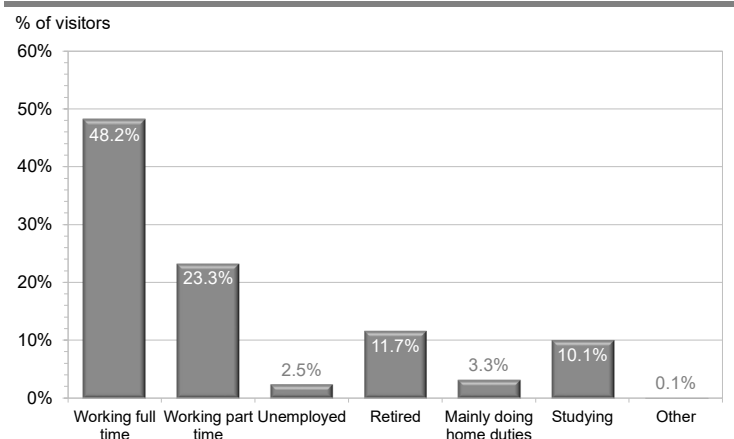
#### Lifecycle

'Young or midlife single' (23.5%) was the largest lifecycle group of visitors to the City of Ballarat. 'Parent with youngest child aged under 15' (19.9%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'older working' (18.1%).

#### Marital status

More visitors to the City of Ballarat were married or part of a couple (65.6%) than single (34.4%).

#### Employment



'Working full time' (48.2%) was the most common employment status of visitors to the City of Ballarat. 'Working part time' (23.3%) was the 2<sup>nd</sup> most common employment status, followed by 'retired' (11.7%).

#### Annual household income

The average annual household income was \$122,831 amongst visitors to the City of Ballarat. Nearly 1/4 (24.3%) of visitors had an annual household income of '\$150,000+'.

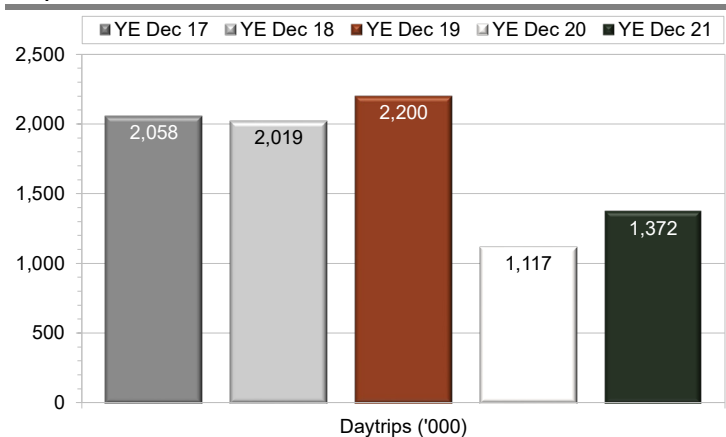
Note: nearly 3/10 (27.7%) did not provide an income.

# Domestic travel to the City of Ballarat (1)

For the period January 2021 to December 2021

## Daytrip travel

### Trips



The City of Ballarat received nearly 1.4 million daytrip visitors - up by 22.9% on YE Dec 20.

### Expenditure (2)

Daytrip visitors spent \$188 million in the City of Ballarat - down by 2.9% on YE Dec 20. On average, they spent \$137 per trip - down by 21.0% on YE Dec 20.

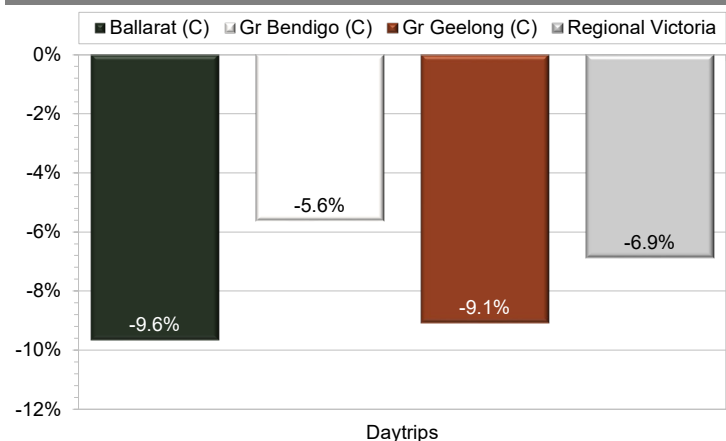
(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

### Market share

The daytrip sector represented 70.6% all domestic visitors to the City of Ballarat - down by 3.2% pts on YE Dec 20. The daytrip sector contributed 42.4% of total domestic spend in the City - down by 19.1% pts on YE Dec 20.

The City of Ballarat received 5.3% of daytrips to regional Victoria. Compared to YE Dec 20, the share was up by 0.4% pts.

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



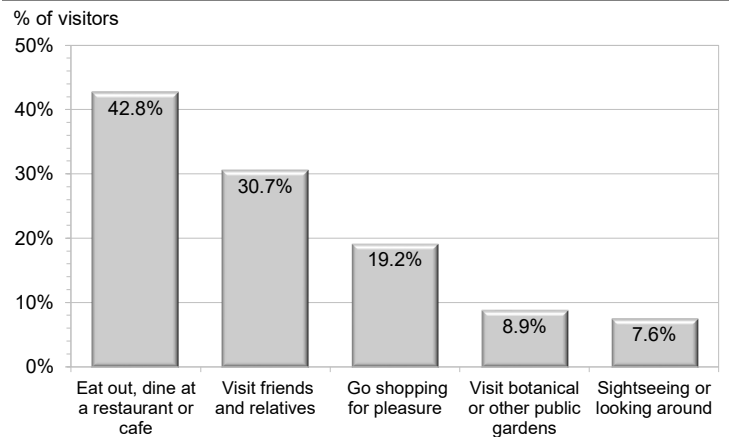
Over the period YE Dec 17 to YE Dec 21, the City of Ballarat had an average annual decline of -9.6% in daytrips. The City had a higher decline than Greater Bendigo (C), Greater Geelong (C) and regional Victoria.

### Main purpose of trip

'Holiday' (36.5%) was the largest purpose for visitors to the City of Ballarat. 'Visiting friends and relatives (VFR)' (31.9%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (10.6%).

Compared to YE Dec 20, 'VFR' was up by 10.1% pts whilst 'business' was down by 10.3% pts.

### Activities



'Eat out, dine at a restaurant or cafe' (42.8%) was the most popular activity undertaken by visitors to the City of Ballarat.

### Transport

'Private vehicle or company car' (97.3%) was the most popular transport used by visitors to the City of Ballarat. 'Rental car' (2.2%) was the 2<sup>nd</sup> most popular transport used.

### Origin

Melbourne tourism region (45.0%) was the City of Ballarat's largest source market. Bendigo Loddon tourism region (10.9%) was the 2<sup>nd</sup> largest source market. Regional Victoria contributed (55.0%) of all daytrip visitors to the City.

### Age

'65 years and over' (22.4%) was the biggest age group of visitors to the City of Ballarat. '35 to 44 years' (22.2%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (17.4%).

### Month travelled

April (19.2%) was the most popular month for a daytrip to the City of Ballarat. March (14.5%) was the 2<sup>nd</sup> most popular month to travel, followed by July (9.8%).

## Total domestic travel

### Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	746	665	875	396	571	+44.2%
Daytrip visitors	2,058	2,019	2,200	1,117	1,372	+22.9%
<b>Total domestic visitors</b>	<b>2,804</b>	<b>2,684</b>	<b>3,075</b>	<b>1,513</b>	<b>1,944</b>	<b>+28.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,591</b>	<b>1,214</b>	<b>1,712</b>	<b>1,026</b>	<b>1,245</b>	<b>+21.4%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$228	\$196	\$267	\$121	\$255	+110.9%
Daytrip spend (2)	\$211	\$192	\$263	\$193	\$188	-2.9%
<b>Total domestic spend (2)</b>	<b>\$439</b>	<b>\$388</b>	<b>\$530</b>	<b>\$314</b>	<b>\$442</b>	<b>+40.9%</b>

The City of Ballarat received over 1.9 million domestic visitors - up by 28.5% on YE Dec 20. Visitors spent over 1.2 million nights in the City - up by 21.4% on YE Dec 20. In total, domestic visitors spent \$442 million on travel to the City of Ballarat - up by 40.9% on YE Dec 20.

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

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