



**Understanding visitor  
regional dispersal in  
Victoria**

April 2019

# Introduction



## Project background

Tourism is fundamental to the economic success of Australia. It is also one of the fastest growing sectors, outpacing national GDP growth every year for the past three years. Given that a larger share of economic output in regional Australia is driven by the tourism sector, there is a need to gain deeper insights into how to support growth of the sector and drive sustainable regional tourism.

Austrade-Tourism Research Australia (TRA) engaged Deloitte to examine the longstanding question of how best to encourage the geographic dispersal of leisure visitors to destinations outside of Australia's capital cities. With each State and Territory having a distinct regional tourism offering, understanding regional dispersal requires tailored strategic insights and research relating to relevant visitor behaviour, patterns, trends and sentiment. This research will inform policy development, marketing campaigns, product development and identify the best areas for investing future resources.

The full results of this research are presented in a national report *Understanding regional dispersal in Australia* that includes detailed national-level findings and recommendations.

### Report contents

- Key findings : Victoria
- Regional visitation in Australia (p 4 - 5)
- Regional visitation in Victoria (p 6 - 7)
- Key visitor personas for Victoria (p 8 - 9)
- Domestic visitor findings (p 10 - 12)
- International visitor findings (p 13 -15)
- Recommendations (p 16)

## This analysis was conducted through five linked research streams

### Literature review

Explored consumer behaviour and travel preferences to identify common factors influencing travel (such as life stage and income). This identified key demographic and motivation factors to be considered in the other streams of research.

### Data and econometric analysis

The detailed data and econometric analysis utilised unit record data in the International Visitor Survey (IVS) and National Visitor Survey (NVS) to update previous research on the propensity to visit regional Australia and to develop a baseline understanding of the drivers of visitation to regional areas.

### Primary research

Involved in-depth surveys of more than 5,500 domestic and international visitors to understand why people do, or do not, travel to regional Australia, and their broader motivations for travel.

### Persona analysis

Involved segmenting the leisure visitor market in Australia into meaningful cohorts based on demographic and psychographic characteristics. The decision making journey of each persona was then used to better understand why some visitors chose to travel to regional destinations and others did not.

### Investor consultation

Targeted consultations with investors were carried out to gain a high-level understanding of investors' key considerations when evaluating potential tourism opportunities in regional locations.

### Notes:

- In this report, at a national level regional Australia is defined as all tourism regions outside of capital cities and the Gold Coast while regional Victoria is defined as all tourism regions outside of Melbourne.
- In the primary research findings, visitors to Victoria are defined by the self-reported location that they spent the longest time in on their most recent trip.
- Unless otherwise specified, results relate to the leisure market defined as those whose reason for a stopover as part of a trip is for a holiday or to visit friends and relatives.
- At the time of analysis, due to concerns relating to the quality of main purpose of visit data supplied by the Department of Home Affairs to TRA, most figures are reported for 2017 as this was the latest available dataset which could identify leisure visitors. The analysis was conducted using the September 2018 release of the IVS, NVS and REX databases.

# Key findings : Victoria



## Key findings

This report presents the key findings from the regional dispersal research for Victoria, including:

- In 2017, there were 50 million visitor trips (including day trips) who spent a total of 53 million nights in regional Victoria. This represents 63% of all visits and 39% of all nights in Victoria. Of these visitors, 84% were traveling for leisure. The leisure visitor market saw year on year growth of 10% in trips between 2016 and 2017.
- The Great Ocean Road (GOR) is Victoria's leading regional tourist destination, drawing significant numbers of domestic and international visitors every year:
  - The GOR attracted just under 2 million domestic overnight leisure visitors. There were four other regions in Victoria that attracted over 1 million domestic overnight leisure visitors in 2017, including High Country, Mornington Peninsula, Gippsland, and Geelong and the Bellarine.
  - There were 0.2 million international overnight leisure visitors to GOR, more than the next four tourism regions outside of Melbourne combined.
  - The GOR attracted a further 2 million domestic day trips. It is estimated that as many as 0.6 million international daytrippers went to the GOR.
- In a number of these popular regional destinations, including Phillip Island, Ballarat and others, it is estimated that international day trips represent up to 90% of international visits to those regions. The primary research revealed that many international visitors who have a day trip to a regional destination say that a day was enough to see and do everything that they wanted. There is a drive within the industry to convert these day trips into overnight stays.
- In 2017, there was \$10 billion of tourism expenditure in regional Victoria, accounting for 20% of all regional tourism expenditure across Australia. \$8 billion (82%) of this was expenditure by leisure visitors. Victoria's regional leisure tourism expenditure has grown across all major market segments at an average 5.8% per annum for the five years to 2017. This has been slightly faster than Australia's national tourism expenditure growth, at 5.5% over the same period.
- Among the personas examined in the study, there was interest in regional Victoria among Gen Y and Z visitors from Australia's traditional and Asian source markets, as well as among Australians in this age cohort. Australians aged 55+ also showed an interest in regional Victoria. They each have a range of motivators and real or perceived barriers to their dispersal to regional Victoria, including, for example, spending time with family and friends, convenience, cost and experiencing nature.



12 Apostles, Great Ocean Road

# Snapshot of regional leisure visitation in Australia



## Of the Australian domestic and international visitors who travelled for leisure in 2017 there were...



**232 million**  
visitor trips  
(up 4% y-o-y)



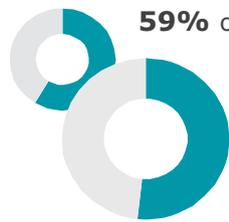
**416 million**  
visitor nights  
(up 5% y-o-y)



**\$71 billion**  
in spending  
(up 6% y-o-y)

The domestic and international leisure tourism market includes all travel for a holiday or visiting friends and relatives.

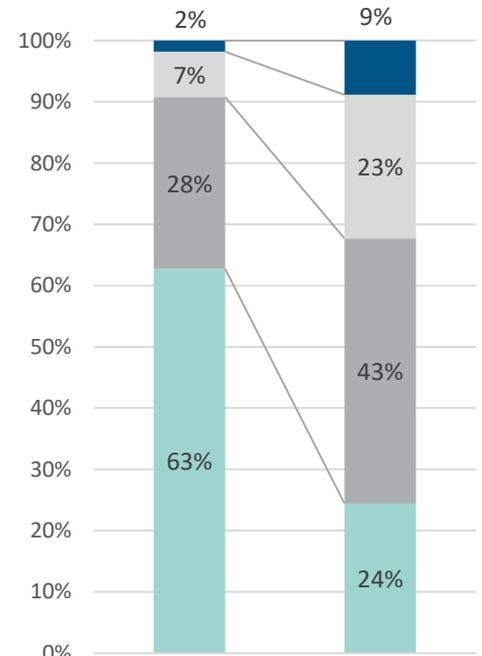
## The majority of these visits and nights were to regional Australia...



**\$36.6 b**  
is spent in regional destinations

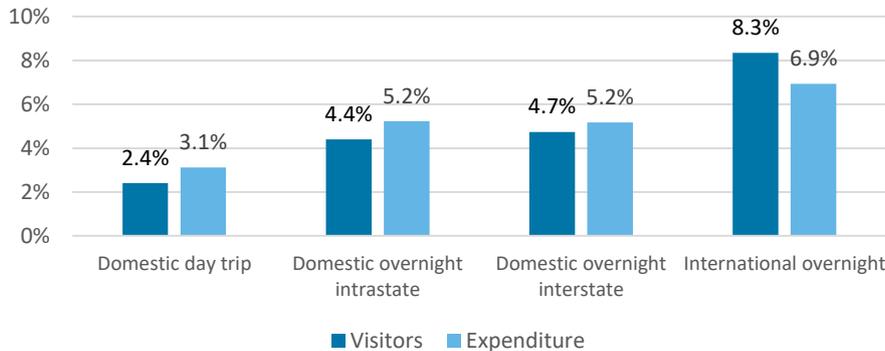


**1 in 5** international nights  
More than **3 in 5** domestic nights



Which is important as tourism directly contributes 4.2% of GRP for regional economies in 2016-17 (compared to 2.7% in capital cities).

## Growth<sup>1</sup> in regional leisure visitation and expenditure is occurring across all market segments ...

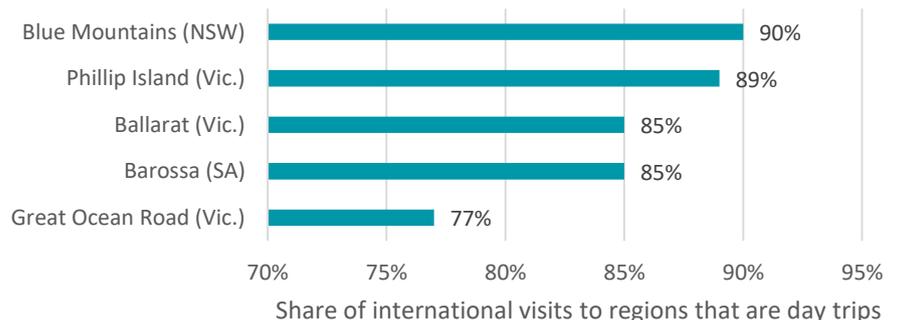


<sup>1</sup> Growth is defined as 5 year CAGR to 2017

## International day trips

International day trips are an important part of the regional tourism landscape. For some regions, international day trips represent up to 90% of total international visitors – for example, the Blue Mountains (90%), Phillip Island (89%), Ballarat (85%) and the Barossa (85%). Although the estimation method particularly highlights regions in NSW, Victoria, and SA, this phenomenon is thought to affect regions in other states and territories.

## International day trip regional hot spots



Source: IVS, (2018).

# Regional visitation in Australia



## What drives visitors to regional destinations?



### Age

Older visitors are more likely to visit regional destinations



### Travel purpose

Holiday visitors are more likely to visit regional destinations



### Income

Visitors with a household income less than \$100,000 a year are more likely to visit regional destinations (domestic)



### Origin

Visitors from Western Europe and traditional markets are more likely to visit regional destinations (international)

## Why are people visiting regional Australia?

### All leisure visitors:

	Quality time with family and friends
	Nature-based and outdoor activities
	Bucket list holiday
	Easy to travel to
	Affordability
	Visiting friends and family
	Seeking an adventure

## Why are people not visiting regional Australia?

### Domestic visitors:

Didn't have time  
Don't know enough about regional Australia  
Preference for capital cities

### Traditional market visitors:

Didn't have time  
Preference for capital cities  
No friends or relatives to stay with

### Asian market visitors:

Didn't have time  
Preference for capital cities  
Don't know enough about regional Australia

## What would influence people to visit regional Australia?

### Domestic visitors:

If it was less expensive  
If they had more time  
If it was easier to get to where they'd like to go

### Traditional market visitors:

If they had more time  
If it was less expensive to travel to  
If there was more information on popular itineraries

### Asian market visitors:

If they had more time  
If it was easier to get to where they'd like to go  
If there was more information on what there is to see and do

## The personas most likely to visit regional Australia

- FR** Family road trippers  
62% visited regional Australia on their most recent trip
- TM YZ** Traditional market Gen Y and Z  
59% visited regional Australia on their most recent trip
- AA 55+** Affluent 55+ Australians  
56% visited regional Australia on their most recent trip

## The personas least likely to visit regional Australia

- AM VFR** Asian market VFR  
41% visited regional Australia on their most recent trip
- FEG** Festival and event goers  
34% visited regional Australia on their most recent trip
- AM YZ** Asian market Gen Y and Z  
19% visited regional Australia on their most recent trip

Source: Deloitte Access Economics Survey on Regional Visitation, (2018).

# Regional visitation in Victoria – Overview



Tourism in Victoria continues to form a significant and growing part of the state economy. A majority of visitors, 84%, visited Victoria for leisure.

In 2017, within Victoria there were

- 2.5 million international overnight leisure trips (18% travel to regional Victoria)
- 19.5 million domestic overnight leisure trips (70% travel to regional Victoria)
- 40.4 million domestic day trips (69% travel to regional Victoria).

Furthermore, there were large number of international day trips, representing up to 90% of international visitors in some regions. These, however, are not directly captured in existing data.

Visitor numbers to Victoria, across all market segments, have grown at a five year average of 3.8% to 2017. Between 2016 and 2017, annual growth was 7.0%.

In regional Victoria, growth in leisure visitation has been similarly strong - an average 2.0% in the five years to 2017 and 10.2% year on year to 2017. Growth in regional trips has been faster than that seen in NSW and Queensland over the same period.

Expenditure growth has been even faster than trip growth. The 44.8 million leisure visitors to regional Victoria in 2017 spent a total of \$7.8 billion, which was 13.3% more than in 2016.

The strong growth in the sector adds further emphasis to tourism's important contribution to Victoria's economy, representing a total (direct and indirect) 6.1% of Gross State Product (GSP) and 7.5% of Victorian jobs.

Communities in regional Victoria are often more dependent on tourism than Melbourne which has a more diversified economy. Tourism represented a total 8.5% of regional Victoria's Gross Regional Product (GRP) in 2016-17 compared to 4.9% of GRP in Melbourne.

The following sections present an overview of the key results of the analysis for Victoria.



Phillip Island Nature Park

# What we know about visitors travelling to regional Victoria

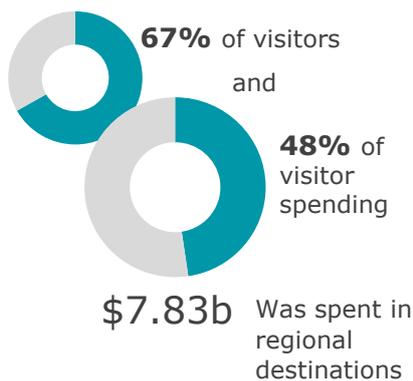


Leisure visitors to regional Victoria are almost exclusively domestic visitors. Two thirds of all leisure visitors to destinations in regional Victoria are domestic visitors on day trips, followed by intrastate overnight visitors (28%) then interstate overnight visitors (5%). Interstate and intrastate overnight visitors were responsible for 72% of all spending in regional Victoria.

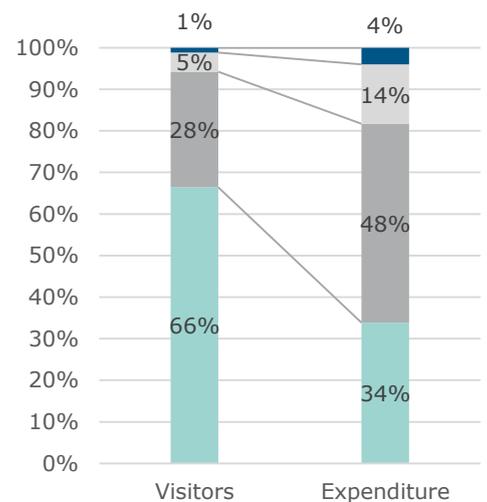
International overnight visitors, while representing only one per cent of leisure visitors to regional Victoria, are high yielding. They represent 4% of visitor expenditure (or \$668 per trip) and grew at an average 9% per annum over the five years to 2017. International day trips are a significant share of international visitation to key destinations. The number of international day trips to the Great Ocean Road are estimated to be four times greater than international overnight trips.

Growth in expenditure is being observed across all market segments. However, with current volumes and growth being concentrated on a few regional hotspots, the challenge will be to encourage and drive sustainable growth across the state.

## Of the Australian domestic and international visitors who travelled for leisure in 2017 there were...

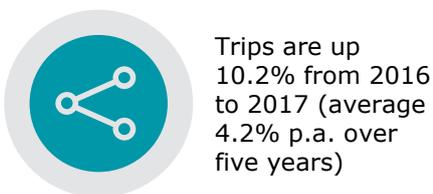


## Visitors to regional Victoria were:



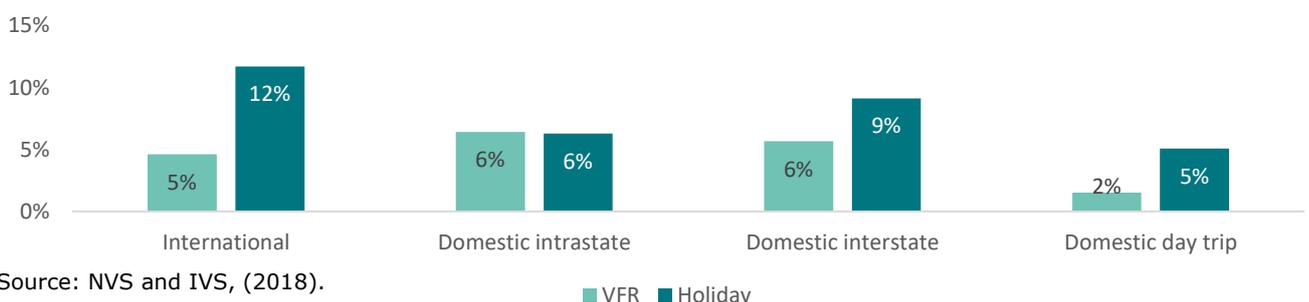
Source: NVS and IVS, (2018).

## And leisure trips and nights in regional destinations are growing ...



Source: NVS and IVS, (2018).

## This growth in regional visitation is translating to expenditure growth.<sup>1</sup> This is occurring across all market segments ...



Source: NVS and IVS, (2018).

<sup>1</sup> Growth is defined as 5 year CAGR to 2017

# Key visitor personas for Victoria (1/2)



Personas provide an alternative way to look at the longstanding question of how to get visitors to travel beyond the capital cities and major tourism gateways. As part of this research program, the decision journeys of eleven personas provided detailed insight into the motivations and drivers of regional travel by important market segments. Domestic family road trippers had the highest propensities to visit regional destinations, while visitors from Asian source markets who were visiting friends and relatives had the lowest propensity to visit regional destinations.

The full list of personas and their associated criteria are discussed in detail in the national report *Understanding regional dispersal in Australia*.

The two most important personas, defined as being those personas representing the highest share of domestic and international leisure visitors according to the National and International Visitor Surveys, are presented overleaf. For example, affluent Gen Y and Z, a domestic persona, represents 21% as a share of all domestic (overnight) leisure visitors to Victoria.

## Guide to interpreting the results

Persona	More likely than other travellers to say...		Share
...	<b>Why did you visit regional Australia?</b> Respondents who have been to regional Australia recently.	<b>What would influence you to visit regional Australia?</b> Respondents who have NOT been to regional Australia recently.	Share of domestic or international overnight leisure visitors to regional Victoria in 2017

Note: a persona who has a higher response share than the rest of the respondents for a particular option is considered "more likely than other travellers to say...".



Hot Air Balloon, Yarra Valley

# Most important personas for Victoria (2/2)

DOMESTIC

Persona	More likely than other travellers to say...		Share of visitors
	Why did you visit regional Australia?	What would influence you to visit regional Australia?	
<b>AA YZ</b> Affluent Australian Gen Y and Z	They wanted to visit the broader region in which they live (13%)	If there was more information on popular itineraries (14%)	<b>21%</b>

Half of affluent Australian Gen Y and Z had visited regional Australia. This puts them in the middle of the pack compared to other personas. Although the internet (22%) and online reviews (11%) are an important part of their planning phase, inspiration is often sourced through word of mouth (23%) or having previously visited (24%). The majority of their most visited regional tourism destinations were in coastal regions. They are a group who enjoys trying new things, whether that be tasting new dishes or exploring their own backyard.

*On their most recent trip, defined as: Australian residents; 15-34 years old; household income greater than \$85,000 per year.*

<b>AA 55+</b> Affluent 55+ Australians	Regional Australia offers a variety of things to see and do (17%)	If it was easier to get to where they need to go (22%)	<b>21%</b>
---	---	--	------------

Affluent 55+ Australians are the third most likely domestic persona group to visit regional Australia (where 56% of the group visited a regional destination on their most recent trip). They enjoy eating out at restaurants and shopping when they travel and tend to stay longer when visiting regional destinations (6.9 nights than when visiting capital cities 5.8 nights).

For this group, travel offers the chance to escape day-to-day life and gain knowledge. They are also repeat customers – with 44% choosing the most recent destination because they had travelled there previously.

*On their most recent trip, defined as: Australian residents; 55+ years old; household income greater than \$85,000 per year.*

INTERNATIONAL

<b>TM 55+</b> Traditional market 55+	They had friends and relatives to visit (30%)	If they had more time (21%)	<b>32%</b>
---	---	-----------------------------	------------

Just under half, 46%, of traditional market 55+ travelled to regional Australia on their most recent trip. This group had the longest average stay in regional Australia of all personas studied, at almost 15 nights.

A significant share of this group travelled to regional Australia to visit friends and relatives. They enjoy the shopping and food and wine experiences on offer in regional Australia – more so than other visitors.

*On their most recent trip, defined as: US, UK and New Zealand residents; 55+ years old; repeat visitors to Australia.*

<b>AM YZ</b> Asian market Gen Y and Z	It was the nature-based and/or other outdoor activities available (15%)	If the shopping and dining experiences were better (11%)	<b>23%</b>
--	---	--	------------

The Asian market Gen Y and Z who have travelled to regional Australia (41% on the most recent trip) are drawn to the natural wonders on offer as well as the food and wine experiences. Once they are there, Asian market Gen Y and Z typically stay 9.6 nights in regional Australia.

Those who have not travelled to regional Australia could be induced to travel there with better shopping, dining and other similar activities. Social media is a key source of information for both inspiration and planning travel.

*On their most recent trip, defined as: Chinese and Japanese residents; 15-34 years old.*

# Domestic visitation to regional Victoria



## Domestic overnight leisure visitors, average length of stay, and spend per night in Victoria by tourism region, 2017

Tourism Region	Visitors (000)	Avg. length of stay	\$ per night
Great Ocean Road (GOR)	1,957	2.8	\$ 145
Gippsland	1,811	2.8	\$ 88
Murray	1,798	2.8	\$ 124
High Country (HC)	1,529	2.9	\$ 169
Mornington Peninsula	1,502	2.9	\$ 108
Goldfields	1,397	2.4	\$ 117
Geelong and the Bellarine	1,160	2.7	\$ 105
Phillip Island	865	3.0	\$ 128
Yarra Valley and Dandenong Ranges	853	2.4	\$ 126
Grampians	745	2.6	\$ 123
Daylesford and Macedon	536	2.2	\$ 170
<b>Regional Victoria</b>	<b>13,532*</b>	<b>2.9</b>	<b>\$125</b>

\*The total number of visitors to regional Victoria will be less than the sum of the visitors to each tourism region separately. This is because a visitor to two or more tourism regions will be counted in each region, but will only be counted once at the aggregate, regional Victoria level.

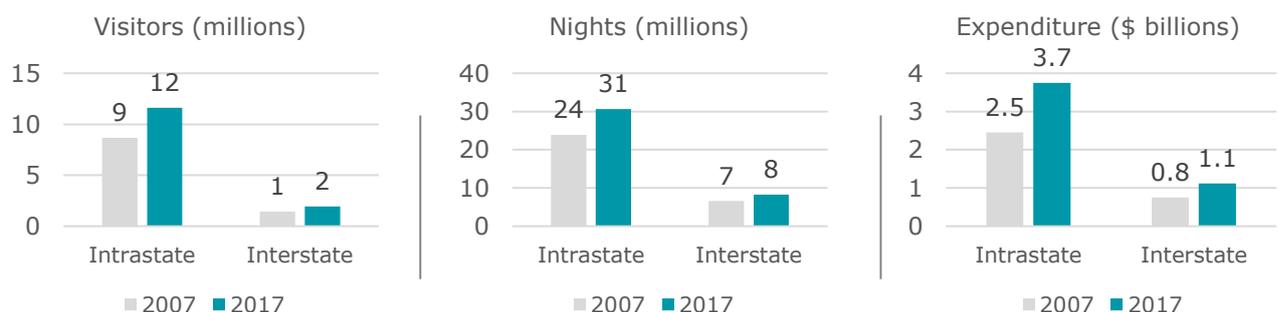
## Nights spent in regional Victoria by domestic overnight leisure visitors as a share of total nights (dispersal ratio)



- In 2017, 69% of domestic leisure overnight visitor nights were spent outside of Melbourne, above the national average.
- GOR, Gippsland, and Murray are the top three **regional hotspots** by visitor numbers. Both the GOR and HC attract high value travellers, those spending significantly more than Victoria's regional average spend per night.
- In 2017, intrastate overnight visitors were a greater share of domestic regional leisure visitation across visitor numbers (86%), nights (79%), and expenditure (77%).

Source: NVS, (2018).

## Domestic overnight leisure visitors, visitor nights and expenditure in regional Victoria



Source: NVS and REX, (2018).

# Domestic visitation to regional Victoria

## Why do some domestic travellers visit regional destinations? And others do not?



*This page presents the responses of those who had spent their most recent trip in Victoria. The questions referred to travel in regional Australia in general rather than specifically regional Victoria.*

**Why:** For those who visited Victoria on their most recent trip, friends and family remain a central driver of travel to regional Australia.

**Why not:** A perception of not having enough time to visit regional Australia (19%) was highlighted as the greatest barrier to regional dispersal.

**What would influence you:** With more time (24%), money (22%) and greater convenience (11%), domestic respondents would consider travelling to regional Australia.

### Why did you travel to regional Australia?

Those who had visited regional Australia at least once in the past two years were asked why they travelled there. These are the top five reasons why.



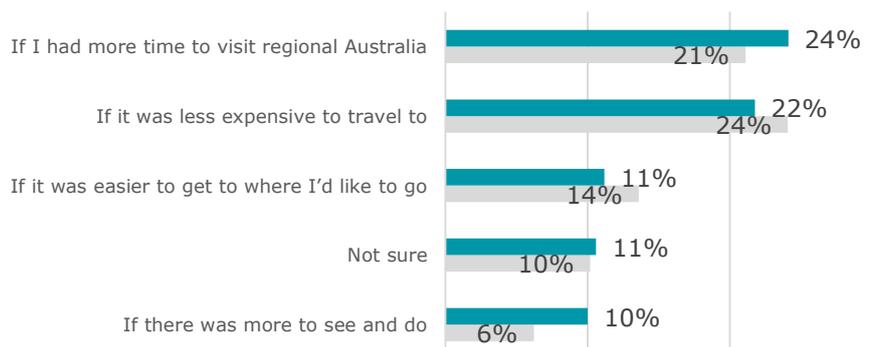
### Why did you not travel to regional Australia?

Those who had not visited regional Australia at least once in the past two years were asked why they had not travelled outside of a capital city. These are the top five reasons why these visitors had not travelled to regional Australia.



### What would influence you to travel to regional Australia?

Those who had not visited regional Australia at least once in the past two years, were asked what would influence them to travel there in the future. These are the top five influences on their future travel within Australia.



# Domestic visitation to regional Victoria

## Understanding the decision journey of domestic visitors



**Inspire:** Word of mouth is a greater source of inspiration for domestic visits to regional Victoria (21%) than to Melbourne (19%).

**Plan:** When planning to visit regional Victoria 39% of visitors do some form of online research.

**Book:** Given that most domestic visitors drive to regional Victoria, over half of decision journeys do not involve transport bookings.

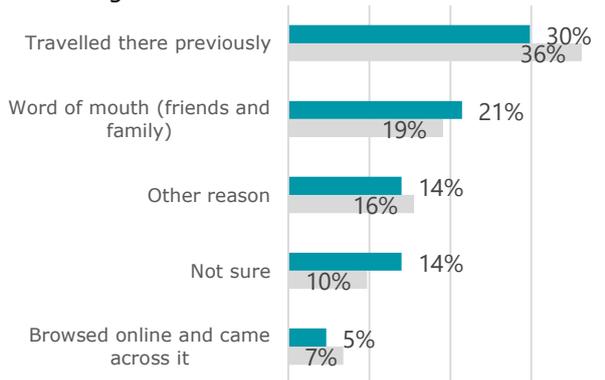
**Travel:** While many may drive their own vehicles, over three quarters stay in commercial accommodation.

■ Regional Victoria ■ Melbourne



### Inspire

Top five sources of inspiration for respondents who visited Victoria, ranked by response share of those who visited regional Victoria.



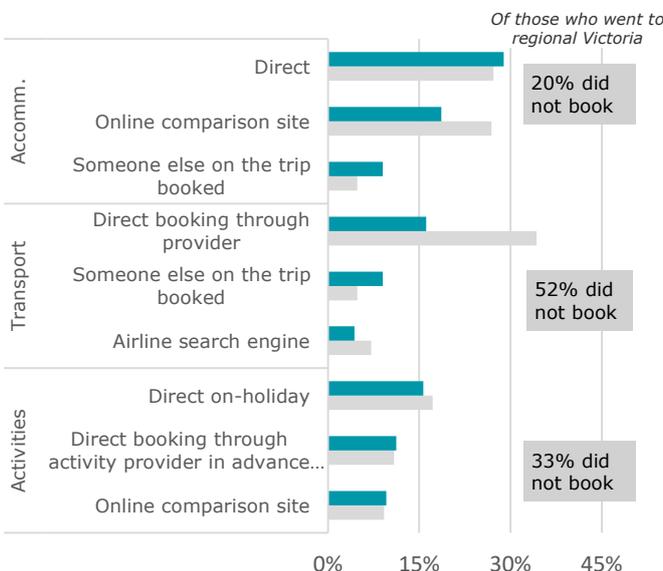
### Plan

When researching activities to do on their most recent trip, these were the top seven sources of information for those who travelled to regional Victoria, ranked by share of responses in their top three sources.



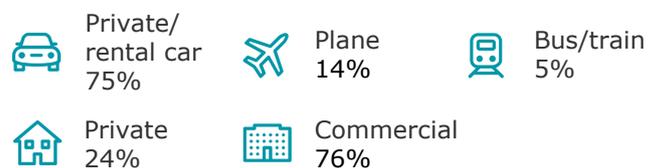
### Book

Top three booking channels for accommodation, transport and activities on a visitor's most recent trip to regional Victoria as compared to a trip to Melbourne.

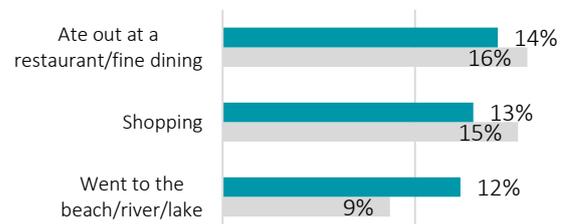


### Travel

Most popular transport and accommodation options for those who travel to regional Victoria. The percentages represent response shares.



Top three activities undertaken on trips to regional Victoria vs Melbourne.



# International visitation to regional Victoria



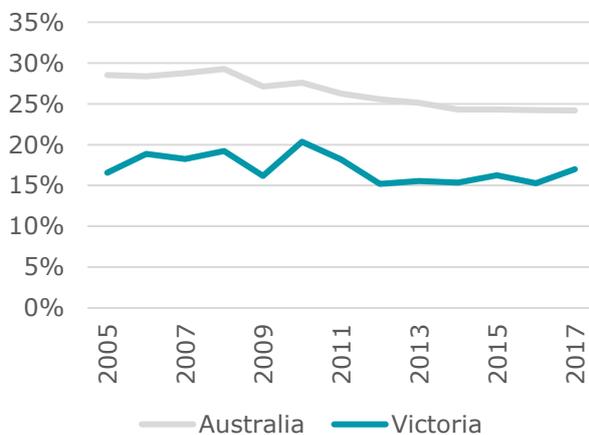
## International overnight leisure visitors, average length of stay and spend per night in Victoria by tourism region, 2017

Tourism Region	Visitors (000)	Avg. length of stay	\$ per night
Great Ocean Road (GOR)	215	3.7	\$ 113
Gippsland	68	6.9	\$ 47
Mornington Peninsula	57	15.2	\$ 43
Grampians	50	6.8	\$ 56
Phillip Island	50	2.7	\$ 109
Murray	48	21.2	\$ 36
Geelong and the Bellarine	44	11.5	\$ 55
Yarra Valley and Dandenong Ranges	42	15.1	\$ 42
High Country	29	10.2	\$ 34
<b>Regional Victoria*</b>	<b>482**</b>	<b>12.4</b>	<b>\$53</b>

\*The sample size of IVS responses within a number of tourism regions limits the reliability of their results and therefore ability to be published separately. These regions include Goldfields and Daylesford and Macedon. The regional Victoria figures include all tourism regions outside of Melbourne.

\*\*The total number of visitors to regional Victoria will be less than the sum of the visitors to each tourism region separately (see p 10).

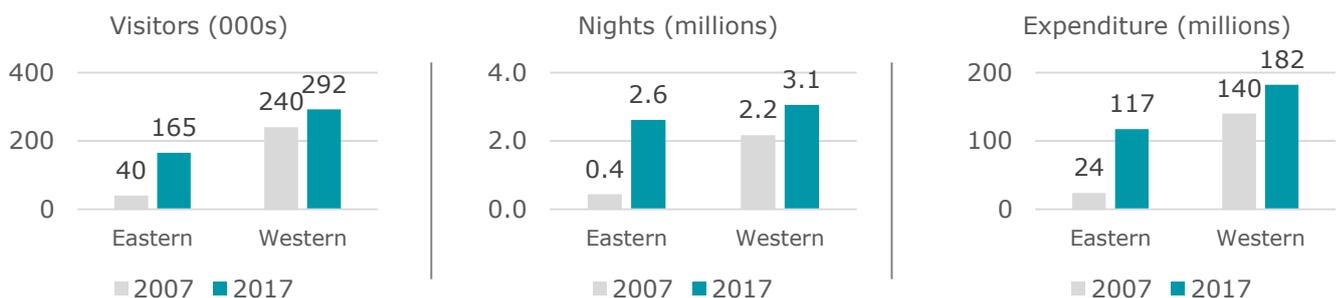
## Nights spent in regional Victoria by international overnight leisure visitors as a share of total nights (dispersal ratio)



- The share of international leisure visitor nights spent in regional destinations was 17% in 2017, which is 8 percentage points below the national average. This relatively low dispersal ratio has remained fairly stable over time.
- Eastern market expenditure in regional Victoria is almost five times larger than it was ten years ago.
- **International day trips** represent an important component of regional visitation. Insufficient data limits state-wide analysis. The case of Phillip Island, however, is an illustrative example for regional destinations which have a significant number of international day trips relative to those who stay overnight. **An estimated 89% of international visitors to Phillip Island do not stay overnight.**

Source: IVS, (2018).

## International overnight leisure visitors, visitor nights and expenditure in regional Victoria



Note: Eastern markets include all visitors with Asian country of residence, while Western markets include all visitors from US, Canada, UK, European and New Zealand.

Source: IVS and REX, (2018).

# International visitation to regional Victoria

## Why do some international travellers visit regional destinations? And others do not?



This page presents the responses of those who had spent their most recent trip in Victoria compared to the national average. The questions referred to travel in regional Australia more generally rather than specifically regional Victoria.

**Why:** Nature-based activities (10%) and seeking an adventure (8%) are important motivators. It is also important that these natural wonders and adventures are easy to travel to (9%).

**Why not:** Not having enough time to visit regional Australia (19%) is less prevalent compared to the national average. Not knowing enough about it is the next most significant barrier (10%).

**What would influence you:** Ease of access (13%), lower costs (13%), and more information on what to see and where to go (12% and 11%) are all significant, and actionable, influences.

### Why did you travel to regional Australia?

Those who had visited regional Australia at least once in the past two years were asked why they travelled there. These are the top five reasons why.



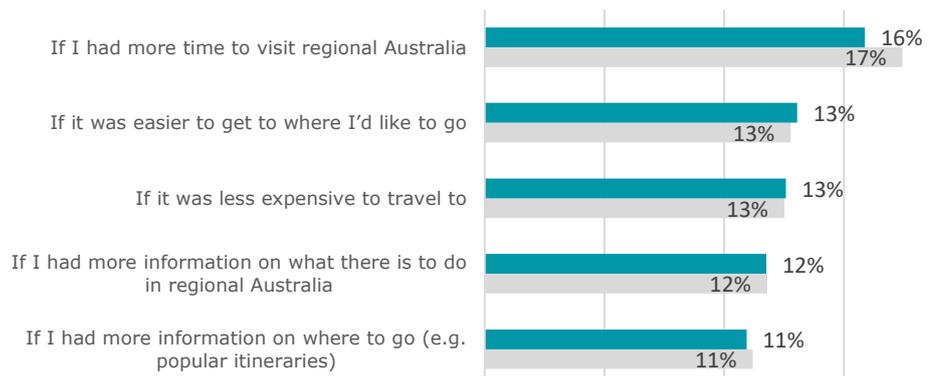
### Why did you not travel to regional Australia?

Those who had not visited regional Australia at least once in the past two years were asked why they had not travelled outside of a capital city. These are the top five reasons why these visitors had not travelled to regional Australia.



### What would influence you to travel to regional Australia?

Those who had not visited regional Australia at least once in the past two years, were asked what would influence them to travel there in the future. These are the top five influences on their future travel within Australia.



# International visitation to regional Victoria

## Understanding the decision journey of international visitors



**Inspire:** Tourism body websites appear to be a significant source of inspiration for international visitors travelling to regional Victoria (15%).

**Plan:** Online reviews (15%), talking to friends and relatives (13%), then general internet searching (12%) were the top sources when planning.

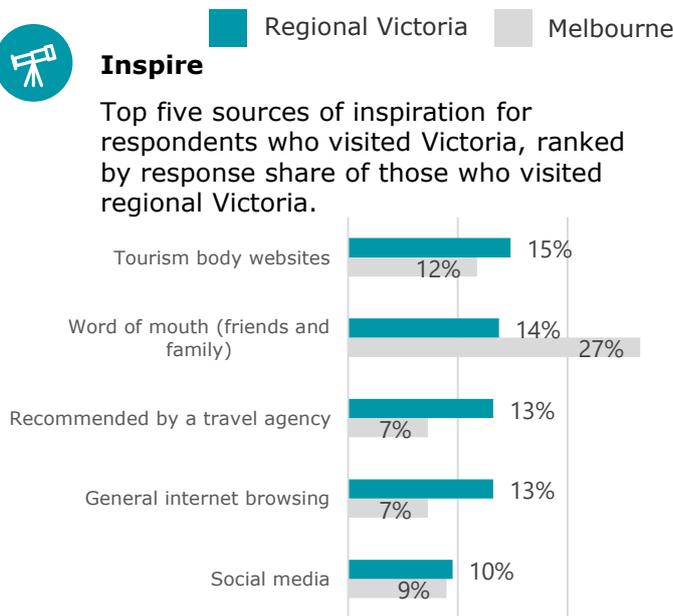
**Book:** Booking behaviour between those who visit regional Victoria and Melbourne is remarkably similar.

**Travel:** A significant number of visitors travel by air (28%). Shopping is the second most popular activity (11%) after aquatic attractions (11%).



### Inspire

Top five sources of inspiration for respondents who visited Victoria, ranked by response share of those who visited regional Victoria.



### Plan

When researching activities to do on their most recent trip, these were the top seven sources of information for those who travelled to regional Victoria, ranked by share of responses in their top three sources.



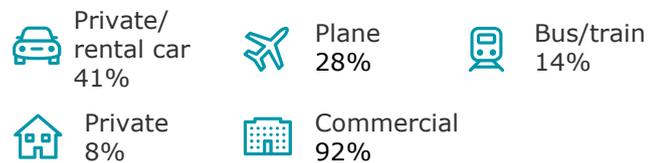
### Book

Top three booking channels for accommodation, transport and activities on a visitor's most recent trip to regional Victoria as compared to a trip to Melbourne.

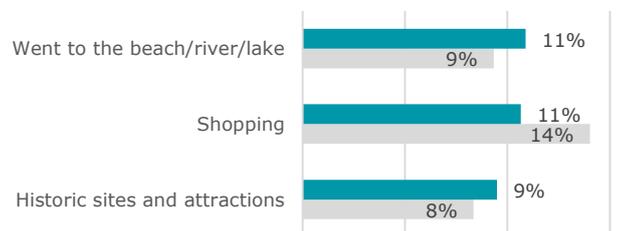


### Travel

Most popular transport and accommodation options for those who travel to regional Victoria. The percentages represent response shares.



Top three activities undertaken on trips to regional Victoria vs Melbourne.



# Recommendations for increasing visitation in regional Victoria



Through the preceding analysis and culmination of the range of evidence presented in the national report *Understanding visitor regional dispersal in Australia*, there are a number of themes that have emerged to help facilitate greater regional dispersal in Australia and Victoria specifically. Many actions have already been taken by the industry, and this has delivered strong growth in

regional tourism. Looking forward, further investment in telling visitors what is on offer in regional Australia, demystifying time and distance and putting the pieces of the travel journey together for visitors are expected to support ongoing growth in regional tourism. There are opportunities to be had in the domestic market and in both traditional and Asian markets.

## Tell them what's on offer



One of the critical things to overcome barriers to regional visitation focuses on educating visitors about the extensive list of activities, accommodation, attractions, food and drink, and unique experiences that regional Australia has on offer. The research in this report – and elsewhere – has highlighted that a lack of information and understanding about the tourism offering in regional Australia is impacting visitors' likelihood of visiting regional Australia and/or staying longer and spending more in regional Australia.

**Recommendation:** Maintain the connection with visitors who have previously travelled to a regional destination as previous travel experiences are a key source of information in the 'inspire' phase of decision-making – but **educate them on what else is on offer in the region**. Visitor relationship management platforms (as well as social media) can allow regional destinations to promote upcoming festivals and events, new investments and attractions, and local general news to build an ongoing relationship with visitors and foster an affinity with the region.

## Demystify time and distance



While not an unexpected result, time and distance were repeatedly identified in this analysis as barriers to visiting regional Australia. This is particularly important given the dominance of regional destinations in close proximity to capital cities. For the industry to encourage visitors to travel beyond the regional hot spots and into the wider landscape of regional Australia, demystifying time and distance will be critical.

**Recommendation: Provide facts and figures about time and distance** so that potential visitors can make informed decisions about regional destinations, rather than having an impression of the vastness of Australia dictate travel decisions. Don't lose people at the 'inspire' phase of the travel journey because they think regional Australia is too far away.

## Put the pieces of the journey together



The old adage that we don't know what we don't know holds true when it comes to regional travel. How does a potential visitor know that there is a regional trip that satisfies their motivations for travel if they don't know someone that's been there before and there's not a ready-made (and publicly available) itinerary crafted by those in the industry or previous travellers? This is further compounded – indeed, multiplied – by the countless steps required to make a decision about where to travel, how to travel, when to travel and who to travel with.

**Recommendation: Encourage neighbouring regions to develop joint marketing strategies and itineraries** to educate visitors about what is on offer in the wider region and encourage visitors to stay an extra night in regional Australia.

# Limitations of our work

## **General use restriction**

This report is prepared solely for the use of Austrade. This report is not intended to and should not be used or relied upon by anyone else and we accept no duty of care to any other person or entity. The report has been prepared for the purpose of better understanding the drivers of regional dispersal in Australia, with the view to developing recommendations on how to increase regional dispersal. You should not refer to or use our name or the advice for any other purpose.



This publication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.com/au/about](http://www.deloitte.com/au/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

#### **About Deloitte**

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's approximately 244,000 professionals are committed to becoming the standard of excellence.

#### **About Deloitte Australia**

In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia's leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 7,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit our web site at [www.deloitte.com.au](http://www.deloitte.com.au).

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited.

© 2019 Deloitte Touche Tohmatsu.