

Tourism Potential of New Melburnians

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VISIT VICTORIA

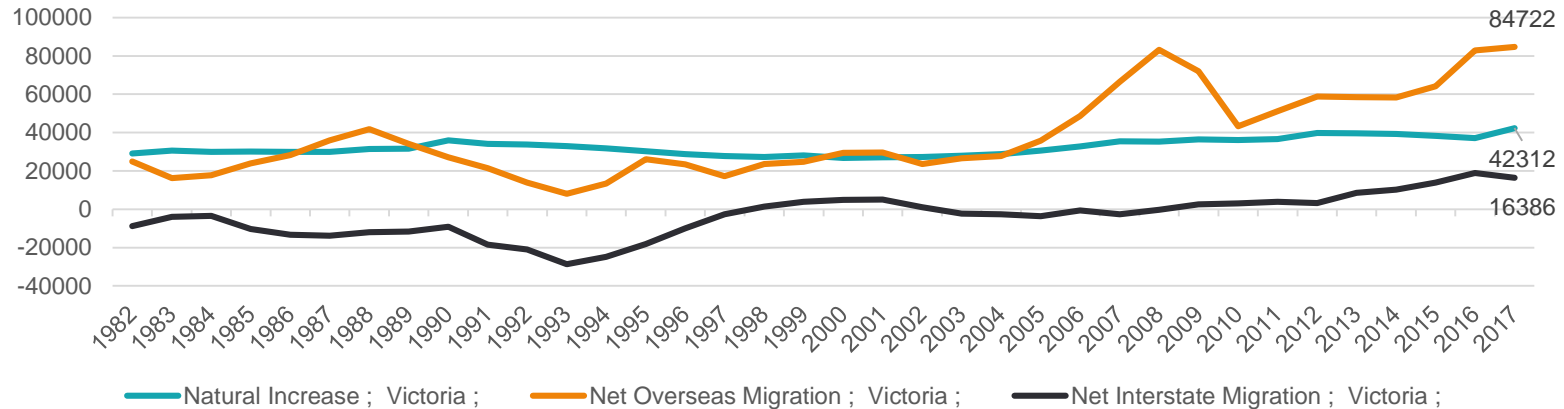
- Implications for Tourism of the state's changing population
- The opportunity
 - Intrastate
 - International

OUR CHANGING POPULATION

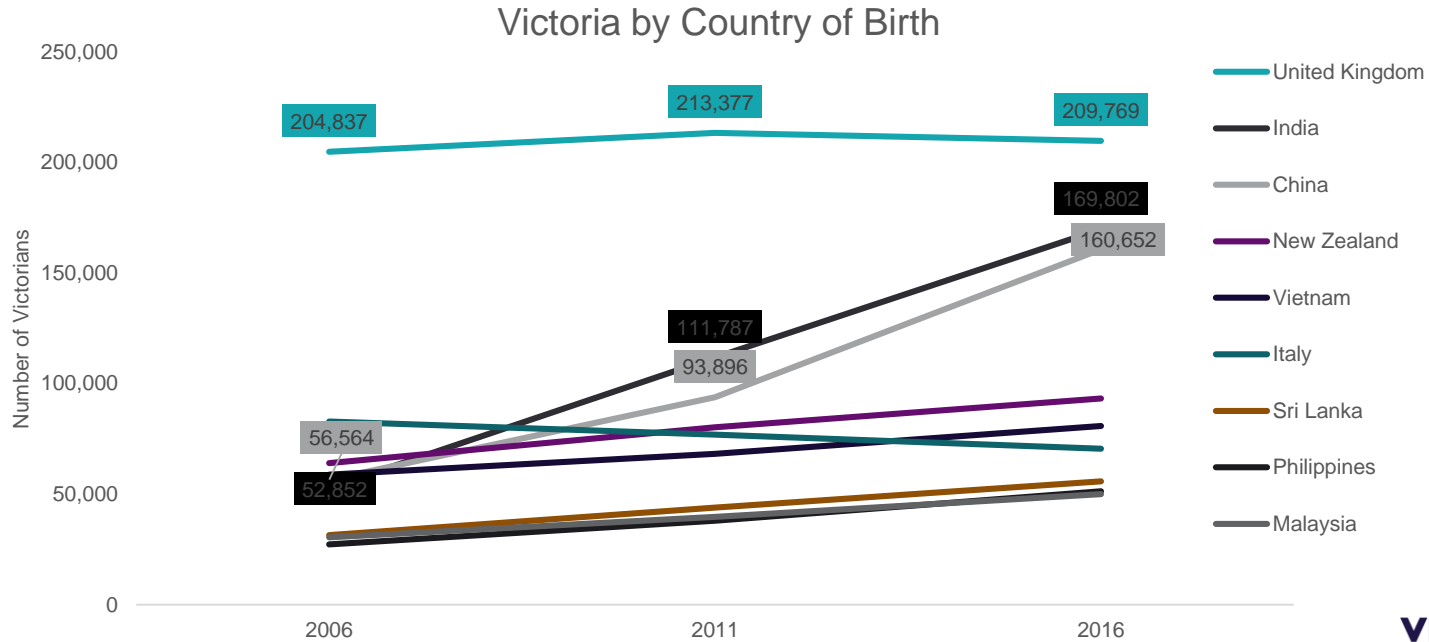
VICTORIA'S POPULATION GROWTH IS DRIVEN BY MIGRATION

NET: Increase in population (Number of individuals) in Victorian population over time

143,420 NET: increase from 2016 to 2017 (2.3% growth) – Vic current population 6.3m



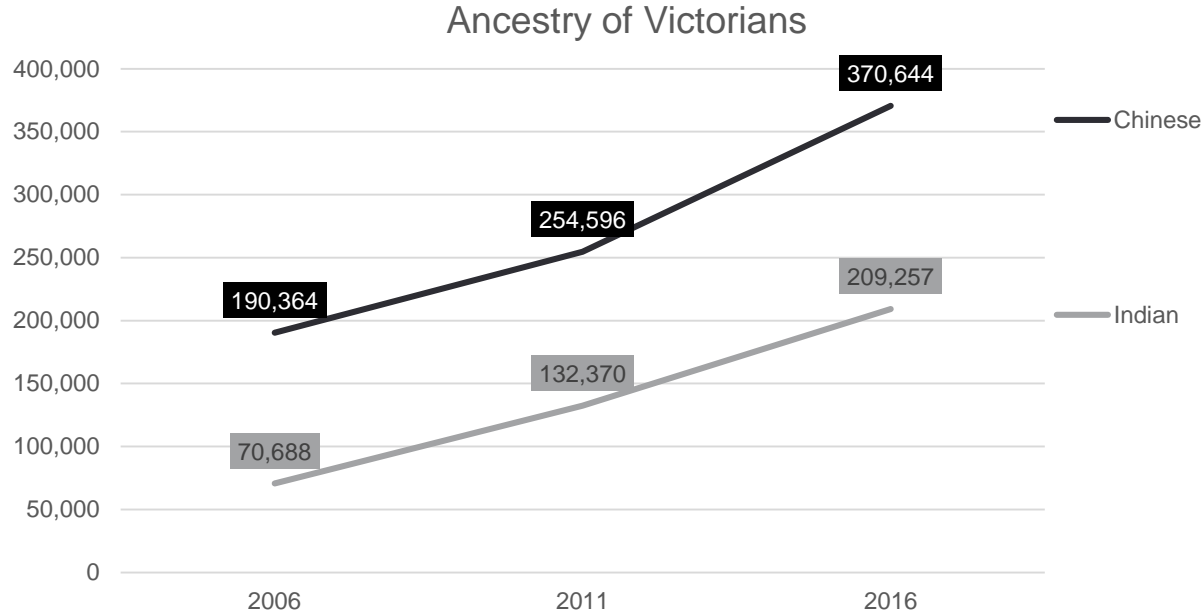
3 X AS MANY VICTORIANS WERE BORN IN CHINA & INDIA COMPARED TO A DECADE AGO



Source: Australian Bureau of Statistics, Census Data



AND THE ANCESTRY MIX (BEYOND COUNTRY OF BIRTH) IS EVEN LARGER

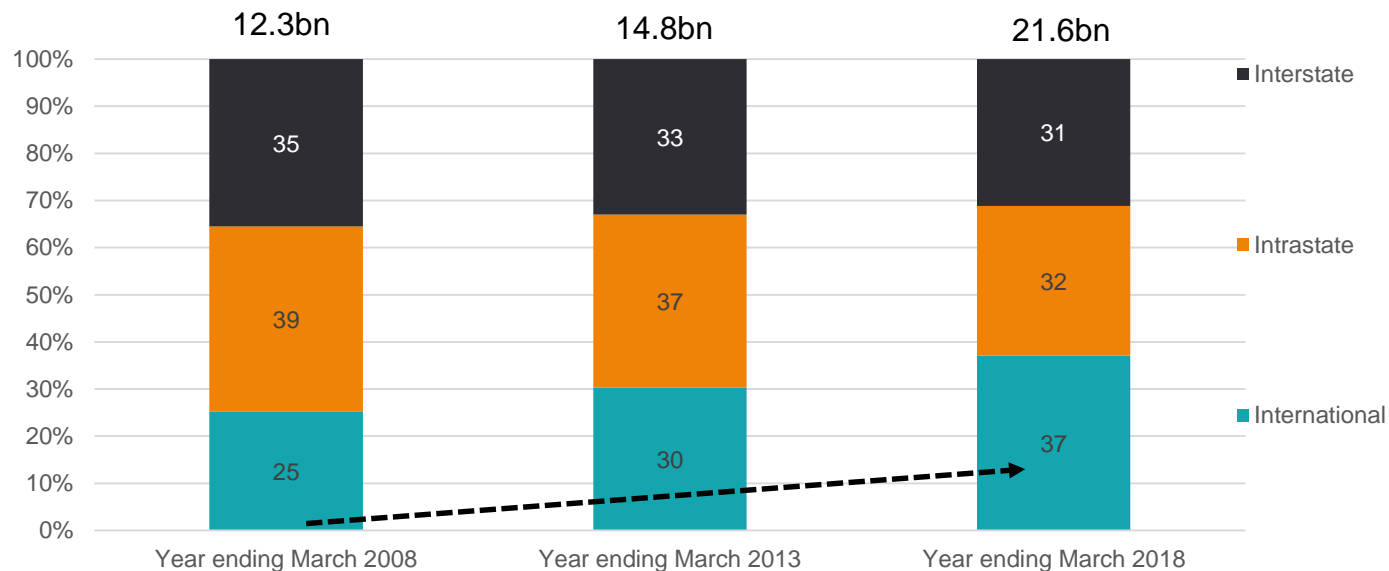


Strong growth is also seen from Philippines and Vietnam

Source: Australian Bureau of Statistics, Census Data

THE CHANGING MIX OF TOURISM TO VICTORIA

% of Victorian Overnight Expenditure by Type of Traveller



Source: International and National Visitor Surveys, Regional Expenditure Model, Tourism Research Australia, Expenditure to Victoria (Overnight Only)



THE VISITOR ECONOMY IS VITAL TO OUR REGIONS AND GROWING

Total tourism contribution	GRP	Employment
Phillip Island	39.1%	39.5%
Victoria's High Country	18.7%	21.0%
Great Ocean Road	15.2%	17.8%
Daylesford and MR	10.5%	14.3%
Mornington Peninsula	8.1%	8.6%
Murray	6.9%	8.4%
Grampians	6.8%	10.0%
Gippsland	6.6%	8.6%
Goldfields	6.6%	7.3%
Yarra Valley and DR	6.6%	7.3%
Geelong and the Bellarine	6.3%	7.1%
Melbourne	4.9%	5.3%
Victoria	6.1%	6.9%

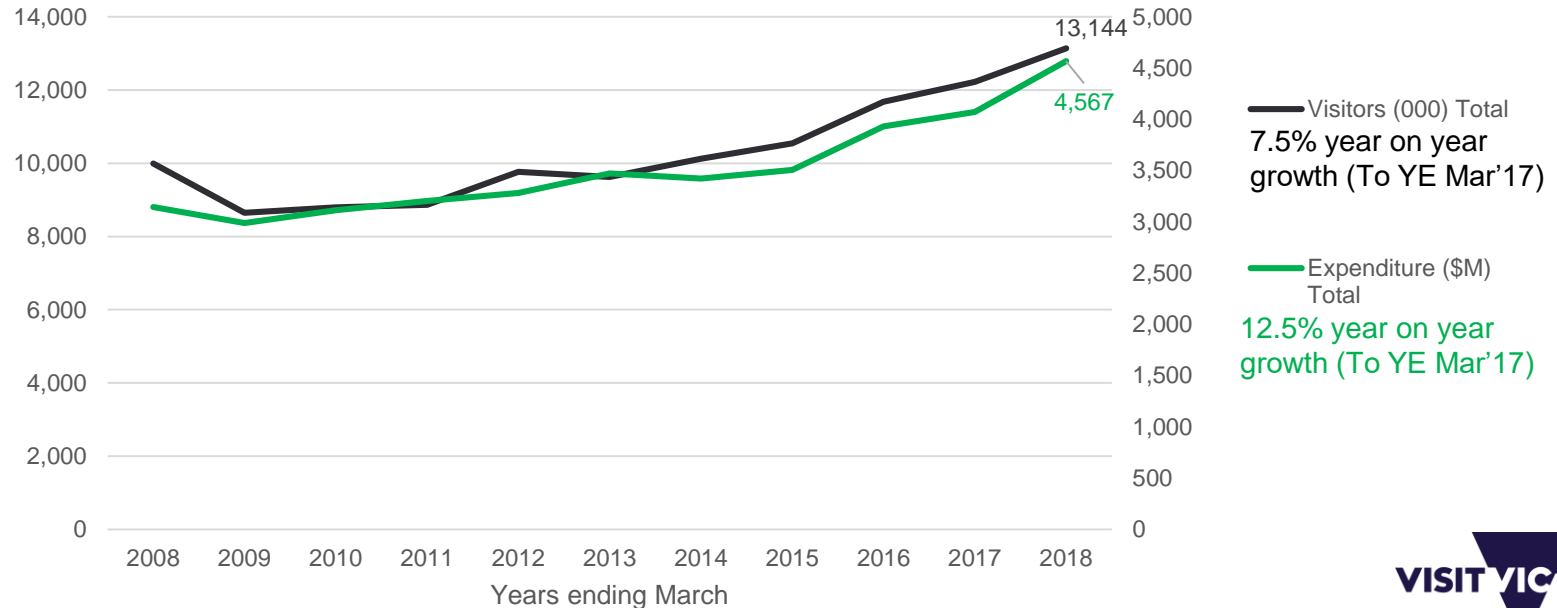
Regional Vic has seen 10.3% in growth in Gross Regional Product (GRP) and 8.9% growth in employment

Source: Tourism Australia, Regional Tourism Satellite Accounts (2016/17)

INTRASTATE TRAVEL TO REGIONAL VICTORIA

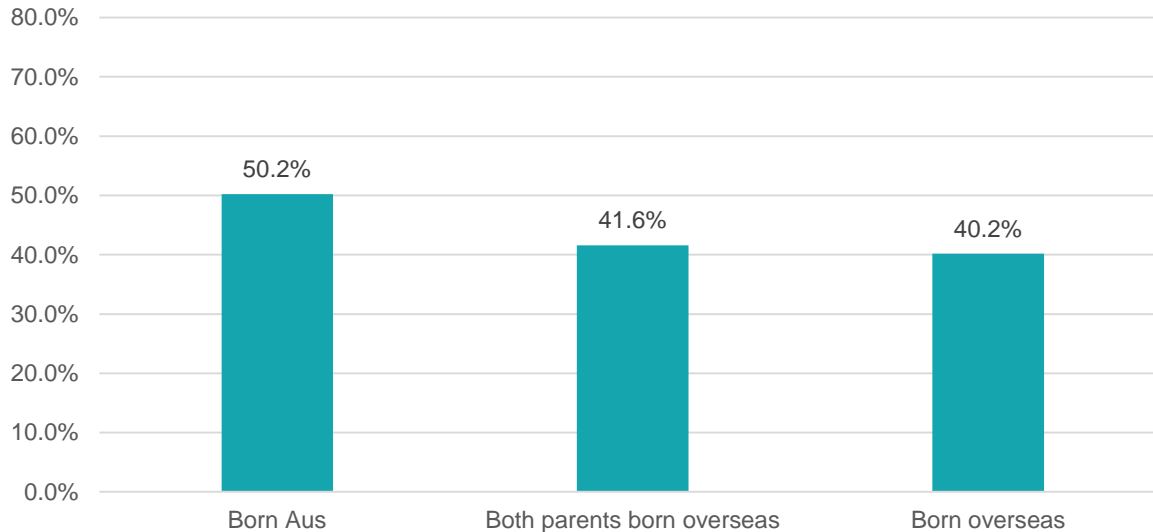
INTRASTATE TRAVEL TO REGIONAL VICTORIA IS AT ALL TIME HIGHS WITH DOUBLE DIGIT GROWTH IN EXPENDITURE

Overnight Intrastate Visitation and Expenditure to Regional Victoria



THOSE WHO ARE BORN OVERSEAS HAVE DIFFERENT TRAVEL BEHAVIOURS

% of Melbournians who have travelled to Regional Victoria in L12M



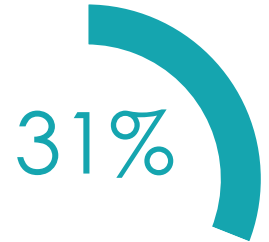
A SEGMENTED APPROACH TO GROWTH OPPORTUNITIES - INTRASTATE

VICTORIA CURRENTLY TARGETS LIFESTYLE LEADERS

THESE SEGMENTS ARE MORE LIKELY TO VISIT / SPEND MONEY ON TRIPS

Lifestyle Leaders cut across all lifestage & socioeconomic segments

- Lifestyle Leaders are **educated, professional, and progressive** individuals (incl. non-religious)
- They enjoy **seeking out information** and be the **first** to try and buy new products
- **Higher in affluence** and **discretionary expenditure** they can afford to indulge more often than the average Australian. This includes travel
- They have a **busy social life** and **extensive social networks** and as trusted advisors can and do **influence others**
- As this segment is based on a mindset they cut across all regions, age and lifecycle groups however **do skew younger**



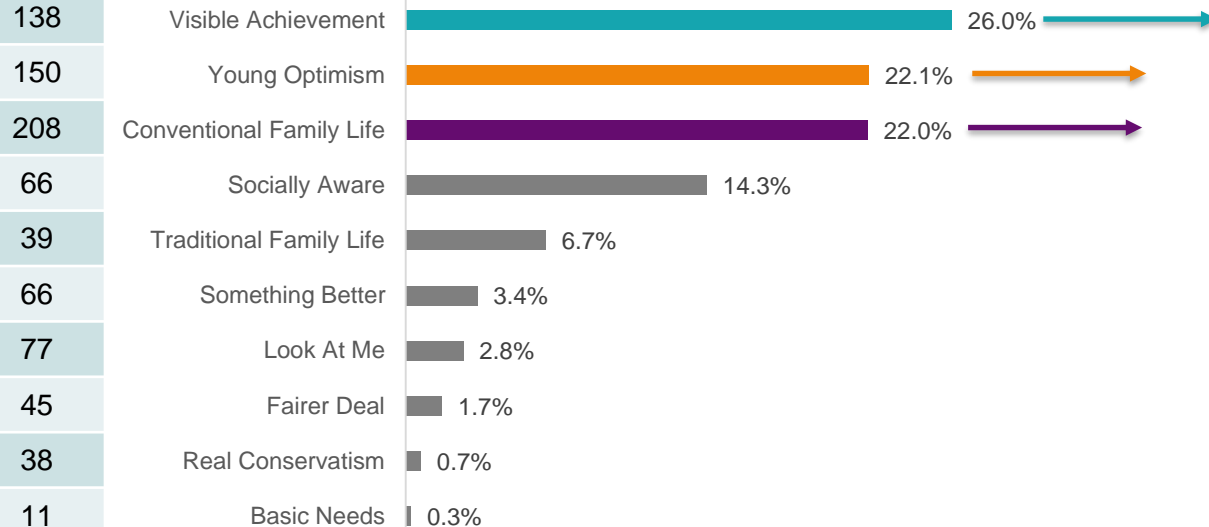
Lifestyle leaders make up 31% of the population or 5.9m Australians



CULTURALLY DIVERSE MELBOURNIANS HAVE DIFFERENT ATTITUDES AND VALUES

Top values segments for Melbournians born in Asia (12% of population from survey)

Index



To express love and affection to all family members

To satisfy household needs and have good food

To help their kids be safe, smart and successful



MAPPING LIFESTYLE LEADER SEGMENTATION TO HELIX PERSONAS

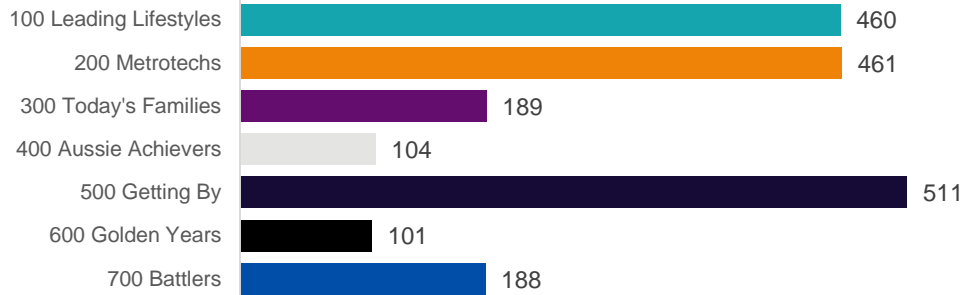
- Based off Roy Morgan single source data in the same way as Lifestyle Leaders
- Helix Personas is a geo-psychographic segmentation encapsulating **56** unique mindsets across the Australian population, grouped into **7** communities
- These personas can be mapped to every SA1 in Australia and their specific media consumption

HELIX PERSONAS WILL FACILITATE

- Enhanced geo targeting
- In the digital environment - better attribution of marketing spend as website traffic can be identified by specific Helix Personas
- Evaluation of 2nd party data from Partners that match the core Helix Persona targets and buy and scale these audiences

NEW HELIX PERSONAS SEGMENTATION

Helix Communities by Population ('000) -
Australians born in Asia



Helix Personas - Australians Born in Asia
('000)



Those born in Asia do
spread across
Communities / Personas
but two Personas stand out
in size and potential value

HELIX PERSONAS SEGMENTATION WILL PROVIDE A NEW GRANULAR WAY TO TARGET THESE INDIVIDUALS

110 Savvy Self-starters

KNOW ME

83%

Live in Victoria or NSW



33%

Work more than 35 hours per week



Socio Economic Quintile

48%

Have a tablet in the household

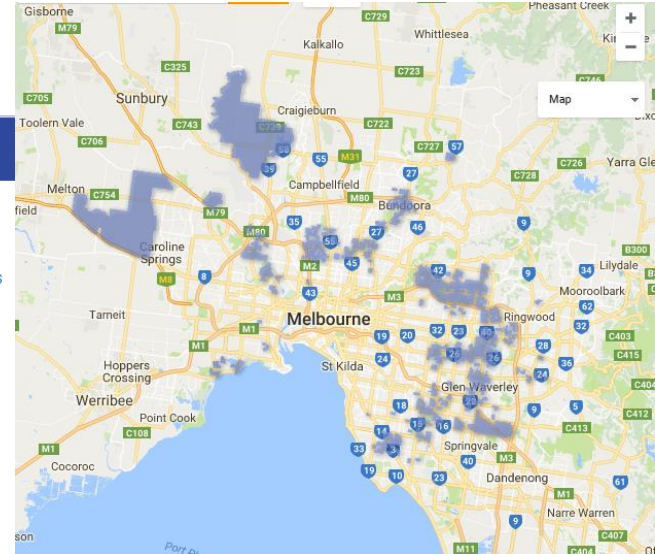


21%

5+ people in household



A considerably multicultural group, Savvy self-starters often come from non-English-speaking backgrounds and live in large, multiple income households comprising parents and their secondary and tertiary students. They value education, and work in business, scientific and manufacturing industries with a high level of aspiration and confidence.



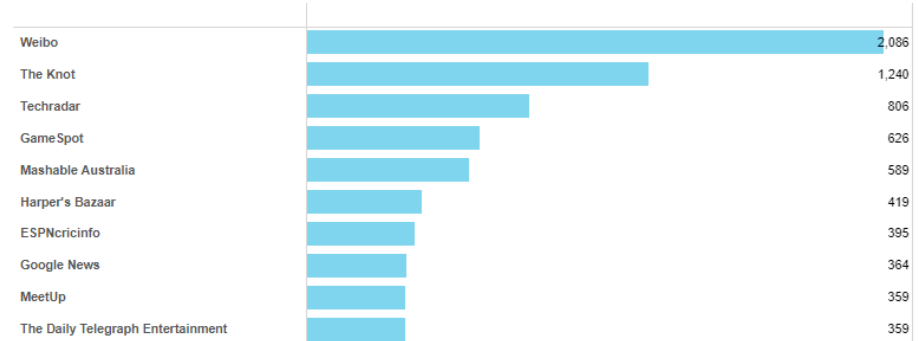
HELIX PERSONAS SEGMENTATION WILL PROVIDE A NEW GRANULAR WAY TO TARGET THESE INDIVIDUALS

110 Savvy Self-starters	209 Social Academics	210 Quiet Achievers
Inner-suburb home owners, older families, middle income.	Young students renting in the city with housemates. Interested in socialising, technology and their health.	Inner city flat/unit/apartment renters, tech-savvy, fashionable young families.
Population: 585k	Population: 121k	Population: 189k
% of Population: 2.9%	% of Population: 0.6%	% of Population: 0.9%
Household Income: \$119k	Household Income: \$105k	Household Income: \$101k



Market sizing

Top 10 Websites Visited by 209 Social Academics - National Ranked by Index

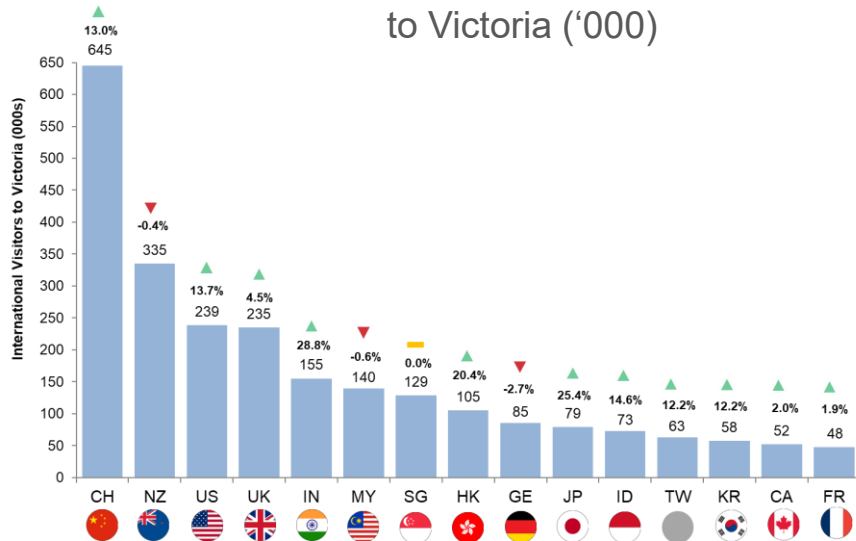


Detailed media targeting information (Social academic example shown)

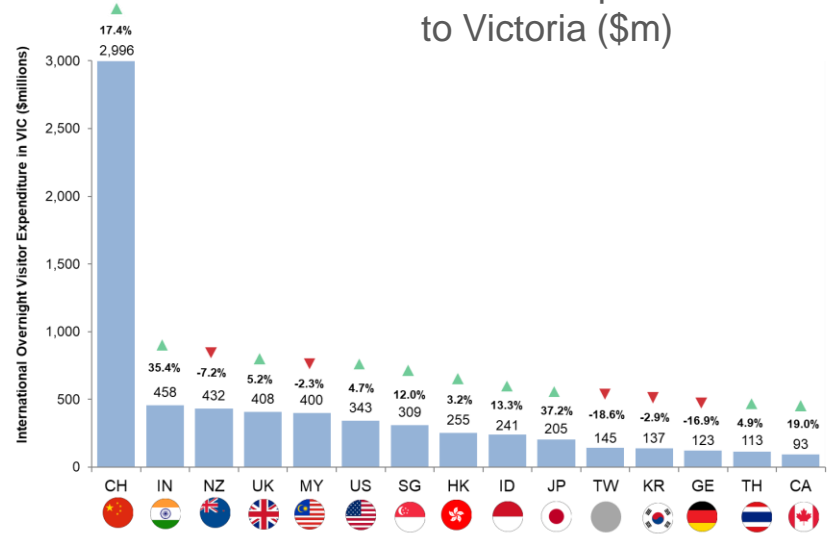
THE GROWTH OPPORTUNITY- INTERNATIONAL

VICTORIA'S INTERNATIONAL MIX

International Visitation to Victoria ('000s)



International Expenditure to Victoria (\$m)



VISITING FRIENDS AND RELATIVES IS A LARGE PART OF THE TOURISM MIX, PARTICULARLY FOR CHINA AND INDIA



20% of visitors from China and 50% from India are here for VFR



Source: Tourism Research Australia, International Visitor Survey. Year Ending December 2017. Visitors to Victoria by Stopover Reason. Countries with over 100k visitors shown

THE DEMOGRAPHICS OF THE CHINA AND INDIA MARKETS – MANY COMMONALITIES



Younger hosts with older guests



45% hosts under 30
78% guests over 30



61% hosts under 35
57% guests over 35



Working full time as permanent residents or citizens

62% working FT
35% citizens, 43% PR

56% working FT
64% citizens, 25% PR



Are largely settled in Australia

61% been in Australia for 6+ years

74% been in Australia for 6+ years

CHINESE & INDIAN VISITOR PLANNING

- Detailed planning when visitors arrive/ Visitors and hosts discuss together/ the host in most cases makes logistical arrangements
- Digital information – vital planning tool (and in Mandarin for the Chinese market). Official Government sites as well as industry sites (airlines, hotels) are trusted and used
- Hosts want to and feel pressured to deliver on a good time/ for this reason many take their visitors back to familiar places that they know can deliver the goods



VISITATION PATTERNS

- Melbourne attractions that feature include Melbourne Zoo, Melbourne Museum, Sea Life Melbourne Aquarium and in the case of Indians, MCG. Shopping high on the agenda
- Approx 60% of Chinese and Indian visitors travel in hosts' vehicles
- Day trips for both VFR source markets include GOR, YV, Goldfields, PI Daylesford and Gippsland
- Likelihood of overnight visitation is strong for the Indian market in Phillip Island and High Country and for the Chinese market in DMR and YV
- Indian market predisposed to visiting Snowfields and Wilsons Prom in particular

THE POWER OF INFLUENCE BY NEW MELBOURNIANS

LEVERAGING NEW MELBURNIANS FOR VFR FROM CHINA & INDIA

- New Visit Victoria campaign in development
- Objective – to increase economic contribution from VFR - especially in regional Victoria
- Potential source markets: China and India
- Targeting both hosts and guests
- **Key insights:** Hosts will only visit/recommend places they have experienced themselves – including what lies beyond the CBD

LIKELY CAMPAIGN ELEMENTS

- User Generated Content to issue invitations to friends/relatives overseas
- Leverage of Ambassadors/Advocates
- Competition element based on creative story telling and most effective destination pitch
- Tech platform will allow us to target this audience at a granular level, and find similar audiences at scale
- Supporting marketing activity with airline partner and KDPs

USEFUL LINKS – CULTURAL AWARENESS

- **India cultural awareness:**

https://asialinkbusiness.com.au/uploads/content/Westpac_Cultural_Awareness_Guide_India.pdf

- **Chinese cultural awareness:**

https://asialinkbusiness.com.au/uploads/content/AsialinkBusiness_Westpac_Cultural_Awareness_Guide_China.pdf

KEY VISIT VICTORIA CONTACTS

Intrastate

- **Charles Deuchrass** – Regional Brand Campaign Lead – Domestic Markets

International

- **Sissi Wang** – Market Development Manager Greater China
- **Sarah Breheny** – Market Development Manager South & South East Asia, Japan & Korea



WRAP UP

Intrastate

- With intrastate visitation at all time highs, new segments need to be examined for future growth potential
- New Melbournians from China and India represent an opportunity to be explored – they have unique attitudinal profiles and can be specifically targeted

International

- The opportunity to leverage resident Chinese and Indian residents for VFR

QUESTIONS?

