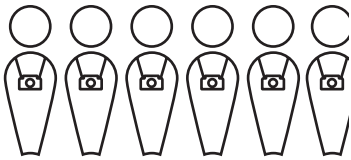
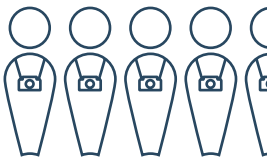


# Tourism Visitor Economy



**5,939,393**  
TOTAL VISITORS 2022

GROWTH COMPARED TO  
2012 **↑ 10%**  
2019 **↓ 46%**



**4,381,759**  
DAYTRIPPERS 2022

GROWTH COMPARED TO  
2012 **↑ 5%**  
2019 **↓ 31%**

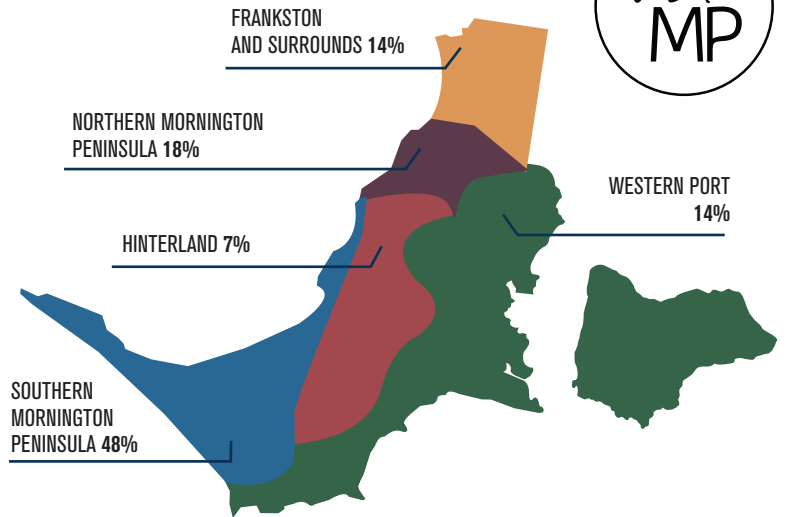


**1,557,634**  
OVERNIGHT 2022

GROWTH COMPARED TO  
2012 **↑ 26%**  
2019 **↓ 25%**

Sources National Visitor Surveys and  
Regional Expenditure Model June 2022

## WHERE VISITORS GO



FRANKSTON AND SURROUNDS  
NORTHERN MORNINGTON PENINSULA  
HINTERLAND  
WESTERN PORT  
SOUTHERN MORNINGTON PENINSULA

-3% DECLINE  
1% GROWTH  
-8% DECLINE  
4% GROWTH  
7% GROWTH

## VISITORS EXPENDITURE TO THE REGIONS

FRANKSTON AND SURROUNDS  
NORTHERN MORNINGTON PENINSULA  
HINTERLAND  
WESTERN PORT  
SOUTHERN MORNINGTON PENINSULA

10%  
15%  
5%  
12%  
57%

2022

**VISITOR ECONOMY  
GENERATED**  
**\$1.143B**

IN DIRECT AND INDIRECT  
EXPENDITURE

2021

**VISITOR ECONOMY  
GENERATED**  
**\$888M**

IN DIRECT AND INDIRECT  
EXPENDITURE

**10,900 JOBS**

**8,400**

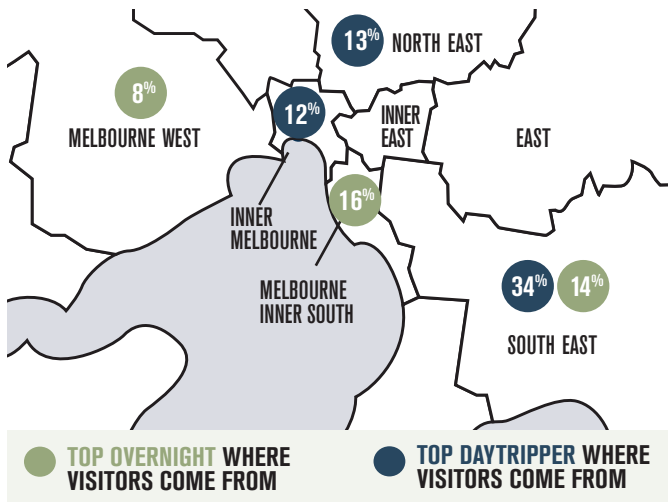
**DIRECT JOBS**

↓ 225 SINCE COVID

**61% GROWTH**  
SINCE 2012

# Visitor Survey

VISITOR JOURNEY REPORT  
CONDUCTED IN 2022



## TOP 5 PLACES WHERE THEY SOURCE THEIR INFORMATION FROM

- 34% FRIEND OR RELATIVE
- 32% SOCIAL MEDIA ACCOUNTS
- 24% ONLINE BOOKING WEBSITE
- 57% DESTINATION WEBSITE
- 19% NONE - THEY KNOW THE AREA

## TOP 4 ACCOMMODATION VISITORS STAY IN



**26%**  
RENTED HOUSE/  
APARTMENT



**39%**  
FRIEND/RELATIVE  
PROPERTY



**15%**  
OWN  
PROPERTY



**15%**  
LUXURY HOTEL/  
RESORT

## TOP 3 OVERNIGHT VISITOR ACTIVITIES



**86%**  
BEACH



**83%**  
EATING OUT



**48%**  
SHOPPING

## TOP 3 DAYTRIP VISITOR ACTIVITIES



**65%**  
EATING OUT



**59%**  
BEACH



**31%**  
GENERAL  
SIGHT SEEING

## TOP 3 OVERNIGHT TRAVEL GROUPS



**36%**  
FAMILY  
GROUPS



**36%**  
ADULT  
COUPLE



**24%**  
FRIENDS  
AND FAMILY

## TOP 3 DAYTRIP TRAVEL GROUPS



**44%**  
FAMILY  
GROUPS



**27%**  
ADULT  
COUPLE



**25%**  
FRIENDS  
AND FAMILY

## WHERE VISITORS STAYED

RYE 28%  
ROSEBUD 16%  
SORRENTO 10%  
BLAIRGOWRIE 9%  
MT MARTHA 6%

DROMANA 6%  
MORNINGTON 6%  
SAFETY BEACH 3%  
RED HILL 3%  
CAPE SCHANCK 3%

## DESTINATIONS VISITED

