# Tourism Visitor Economy

# MORNINGTON PENINSULA REGIONAL TOURISM



#### **Total Visitors**



#### **Daytrippers**

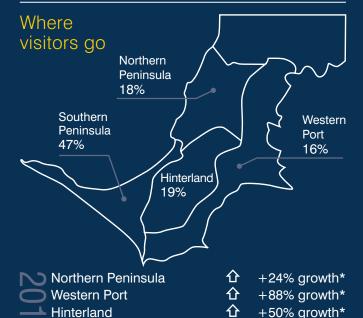


#### Overnight



Figures include visitors to Frankston and Mornington Peninsula region.

Mornington Peninsula Shire received a total of 6.3M visitors in 2018



\*Growth in visitor numbers is since 2012

#### Direct Expenditure

25\$1.2 BILLION 67% growth since 2012

Direct tourism jobs 8,625 JOBS

66% growth since 2012

O Southern Peninsula

Visitor economy generated **\$1.07b** in direct expenditure and **7,386** direct tourism jobs in the Shire

+35% growth\*

Figures for Direct Expenditure and Direct tourism jobs are Frankston and Mornington Peninsula combined

#### Queries? Contact us

Mornington Peninsula Shire Tourism Team

- **9** 5950 1579
- info@tourism.mornpen.vic.gov.au

Mornington Peninsula Regional Tourism

- **9** 5950 1054
- administration@mprtb.com

Visitors expenditure to the regions

Northern
Peninsula
21%

Western
Port
25%

Southern
Peninsula
43%

Hinterland
11%

Northern Peninsula

Western Port
Hinterland

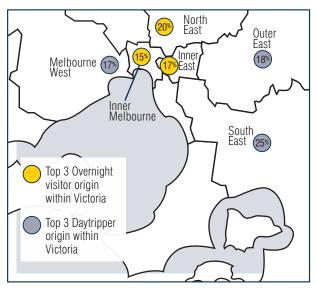
Southern Peninsula

+23% growth\*
\*Growth in visitor spend since 2012

# 2019 Summer Visitor Survey

Visitor profile excerpts taken from an intercept survey conducted during January 2019

#### Where do our visitors come from?



#### Services used by survey respondents

Chemist 43%

Hospitals

**Doctors** 13%

Library

Rubbish Tip 13%

Veterinary Clinic 3%

None 12%

Other medical

#### TOP 4 accommodation visitors stay in



34% own property ie: holiday house



23% friend/ relative property



20% rented house/ apartment/ holiday flat



8% caravan park/ commercial camping ground

## Overnight visitor TOP 3 activities



Beach 82%



Eating out 74%



Shopping 47%

## Daytrip visitor TOP 3 activities



Eating out 59%



Beach 59%



Picnic/BBQ 31%

### Overnight TOP 3 travel groups



Family Group 50%



Friends and Family



Adult couple

#### 32% 14%



41%

Friends and Family 35%

Adult couple

13%

#### Where visitors stayed

Rye 21% Sorrento 14% Rosebud 13% Blairgowrie 11% Dromana 8% Mt Martha 3% Mornington 3% **Flinders** 3% Portsea 3% Safety Beach 2% Red Hill 2%

#### Destinations visited

