

Aboriginal Tourism Activities in Victoria

Year ending December 2019



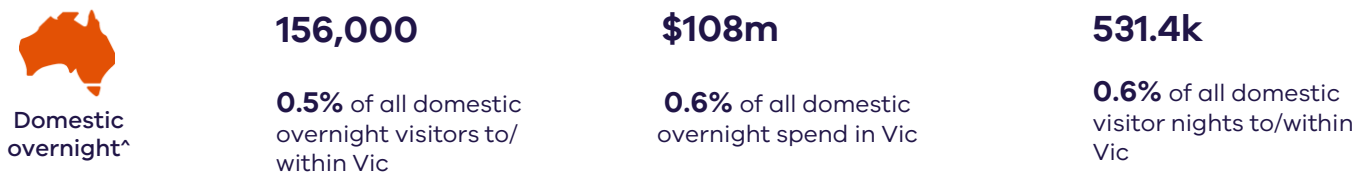
Prepared by Tourism and Events Victoria
Released December 2020



Aboriginal Tourism Activities in Victoria – Year ending December 2019

459,400 international and domestic visitors participated in an Aboriginal activity in Victoria, spending \$1.1 billion and 7.6 million nights in the year ending December 2019*.

- International and domestic visitors to Victoria tend to engage only superficially with Aboriginal people and culture while travelling in Australia, preferring to view displays, performances and galleries rather than participating in more immersive experiences like visiting Aboriginal communities and sites or going on guided tours.
- A significant opportunity exists to encourage more international visitors to participate in Aboriginal activities in Victoria. In the year ending December 2019, an estimated 438,000 international visitors to the state displayed a strong interest in engaging in Aboriginal activities but did not do so during their time in Victoria.



^ All domestic growth rates unavailable as previous years' figures are below publishable thresholds.



* Visitors, nights and spend figures are for visitors who participated in an Aboriginal activity in Victoria. Total expenditure figure is for overnight visitor spend, excludes daytrip visitor spend. Note: "Aboriginal activity visitor" = any visitor who reported participating in an Aboriginal activity on their trip – refer to the Notes section on p.8 for a list of included activities.

Aboriginal Tourism Activities in Victoria

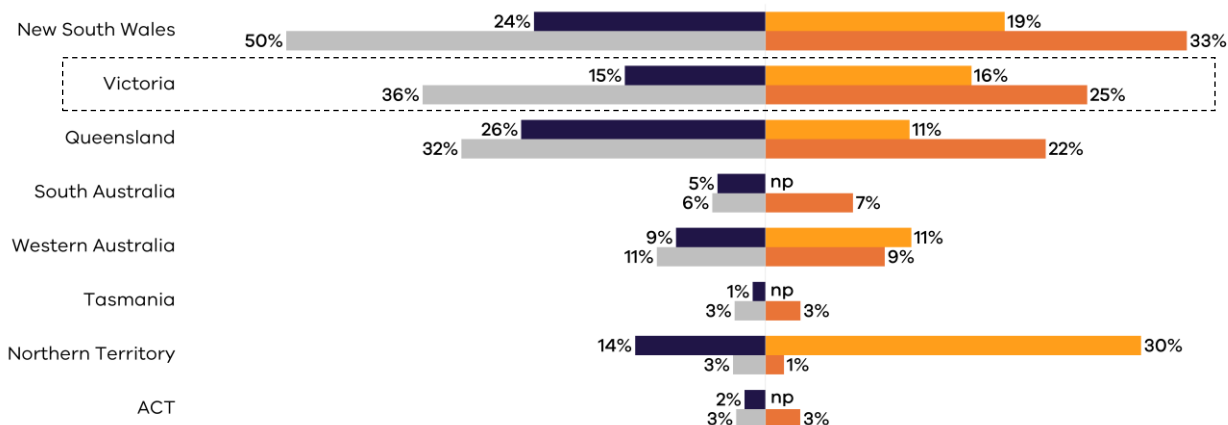
Share of Aboriginal activity visitors

International overnight visitors to Australia

International Aboriginal activity visitors are greatly underrepresented in Victoria. In the year ending December 2019, Victoria received 36 per cent of all international overnight visitors to Australia, but only 15 per cent of those who participated in an Aboriginal activity on their trip. Conversely, the Northern Territory received only three per cent of all international overnight visitors to Australia, but 14 per cent of international Aboriginal activity visitors.

Domestic overnight visitors in Australia

Domestic overnight Aboriginal activity visitors are underrepresented in Victoria. In the year ending December 2019, Victoria received 25 per cent of all domestic overnight visitors in Australia, but only 16 per cent of those who participated in an Aboriginal activity on their trip. Conversely, the Northern Territory received only one per cent of all domestic overnight visitors in Australia but 30 per cent of domestic overnight Aboriginal activity visitors.

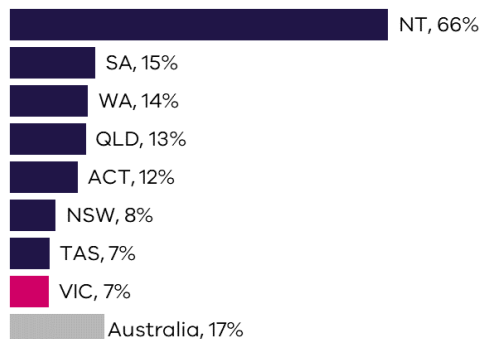


■ Share of international overnight Aboriginal activity visitors
■ Share of all international overnight visitors to Australia
■ Share of domestic overnight Aboriginal activity visitors
■ Share of all domestic overnight visitors in Australia

Participation in Aboriginal activities around Australia

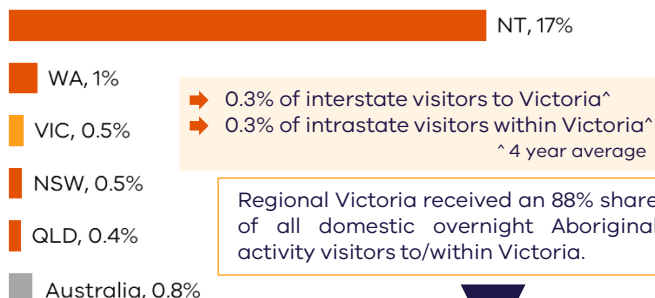
International overnight visitors to Australia

In the year ending December 2019, 17 per cent of all international overnight visitors to Australia participated in an Aboriginal activity on their trip. Victoria had the lowest rate of participation in Aboriginal activities (7 per cent of international overnight visitors to the state), while Northern Territory had the highest rate (66 per cent of international overnight visitors to the territory).



Domestic overnight visitors in Australia

In the year ending December 2019, only 0.8 per cent of domestic overnight visitors around Australia participated in an Aboriginal activity on their trip. Queensland had the lowest rate of participation in Aboriginal activities (0.4 per cent of domestic overnight visitors to/within the state), while Northern Territory had the highest rate (17 per cent of domestic overnight visitors to/within the territory). Victoria's participation rate was 0.5 per cent during the same period.



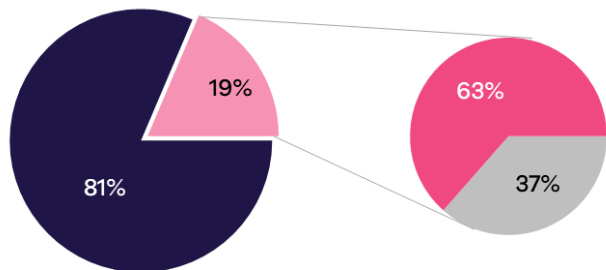
Figures for SA, TAS and ACT are below publishable thresholds

International Aboriginal activity visitors to Victoria

19% (582,900) of all international overnight visitors to Victoria participated in an Aboriginal activity on their trip to Australia in the year ending December 2019.

37% (212,800) of these international visitors participated in an Aboriginal activity **in** Victoria.

The remaining 63 per cent (370,100) participated in an Aboriginal activity **outside** of Victoria **only**. These visitors may represent an opportunity for Victoria.



- International overnight visitors to Victoria who did **not** participate in an Aboriginal activity on their trip to Australia
- International overnight visitors to Victoria who participated in an Aboriginal activity on their trip to Australia
- International overnight visitors to Victoria who participated in an Aboriginal activity **in** Victoria
- International overnight visitors to Victoria who participated in an Aboriginal activity **outside** of Victoria **only**

Aboriginal experiences as a driver of international visitation

International visitors who participated in an Aboriginal activity in Victoria

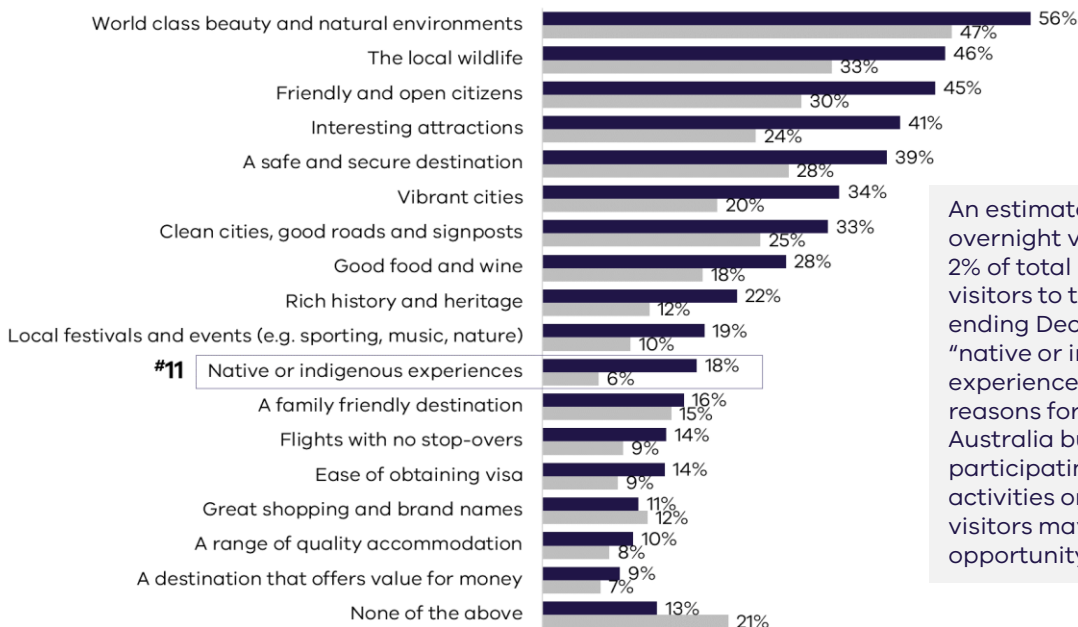
18% of international overnight visitors who participated in an Aboriginal activity in Victoria in the year ending December 2019, gave "native or indigenous experiences" as one of the reasons they chose to visit Australia.

#11 "Native or indigenous experiences" was the 11th most common reason for visiting Australia among these international overnight visitors.

All international overnight visitors to Victoria

6% of all international overnight visitors to Victoria cited "native or indigenous experiences" as one of the reasons they chose to visit Australia in the year ending December 2019.

#18 "Native or indigenous experiences" was the 18th most common (second to last) reason for visiting Australia among these international overnight visitors.




An estimated 67,700 international overnight visitors to Victoria (or 2% of total international overnight visitors to the state in the year ending December 2019) cited "native or indigenous experiences" as one of their reasons for choosing to come to Australia but did not end up participating in any Aboriginal activities on their trip. These visitors may represent a further opportunity for Victoria.

Aboriginal Tourism Activities in Victoria

Types of Aboriginal activities engaged in by visitors to Victoria

	International overnight visitors to Victoria		582,900 Aboriginal activity visitors*	▲ 8% p.a. (2014-19)
#1	See any Aboriginal art/craft or cultural display		13% 409,600	▲ 10% p.a. (2014-19) of international overnight visitors to Victoria
#2	See an Aboriginal site or Aboriginal community		6% 188,300	▲ 6% p.a. (2014-19) of international overnight visitors to Victoria
#3	Visit an Aboriginal gallery		5% 142,700	▲ 4% p.a. (2014-19) of international overnight visitors to Victoria
#4	Attend an Aboriginal dance or theatre performance		4% 136,200	▲ 4% p.a. (2014-19) of international overnight visitors to Victoria
#5	Visit an Aboriginal cultural centre		4% 127,100	▲ 3% p.a. (2014-19) of international overnight visitors to Victoria
#6	Purchase Aboriginal art/craft or souvenirs		3% 96,700	▲ 5% p.a. (2014-19) of international overnight visitors to Victoria
#7	Some other interaction with Aboriginal people		2% 52,500	▲ 8% p.a. (2014-19) of international overnight visitors to Victoria
#8	Go on a tour with an Aboriginal guide		1% 36,800	▼ -1% p.a. (2014-19) of international overnight visitors to Victoria

	Domestic overnight visitors to/within Victoria		156,000 Aboriginal activity visitors**	
#1	Experience Aboriginal art/craft and cultural displays		0.2% 64,200^	^ 3 year average of domestic overnight visitors to/within Victoria
#2	Visit an Aboriginal site/community		0.2% 49,500^	^ 3 year average of domestic overnight visitors to/within Victoria

* International overnight visitors to Victoria who participated in an Aboriginal activity *anywhere* on their trip to Australia. No information is available on which state/territory each activity was undertaken in.

** Domestic overnight visitors to/within Victoria who participated in an Aboriginal activity in Victoria.

Growth rates are unavailable because previous years' figures are below publishable thresholds.

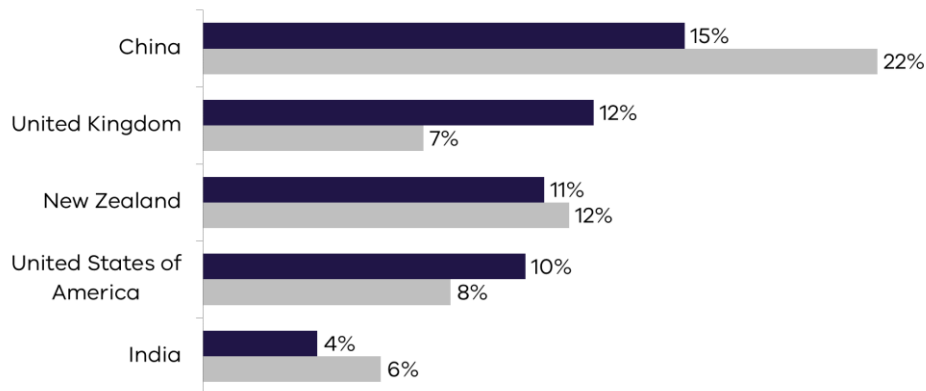
Aboriginal Tourism Activities in Victoria

Profile - International overnight Aboriginal activity visitors to Victoria

Compared with international overnight visitors to Victoria overall, international overnight visitors who participated in an Aboriginal activity in Victoria were more likely to be:

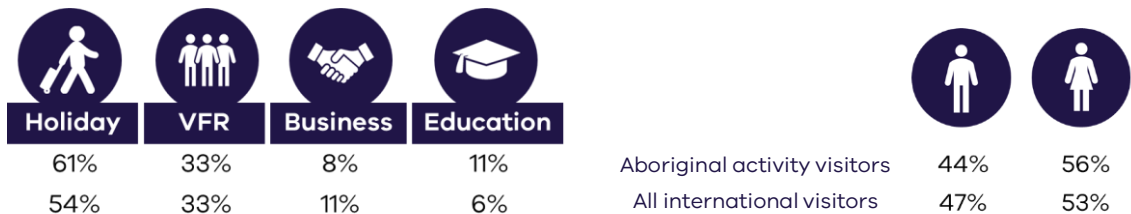
- from the UK or the USA
- visiting on holiday or for education purposes
- female
- visitors who had a longer length of stay
- backpackers
- not part of a group tour
- visitors to regional Victoria (almost two thirds more likely)
- in a younger age group (15-34 years old)
- young/midlife singles and couples (no kids)
- travelling as part of an adult couple

Source Market



■ International Aboriginal activity visitors to Victoria ■ All international overnight visitors to Victoria

Purpose



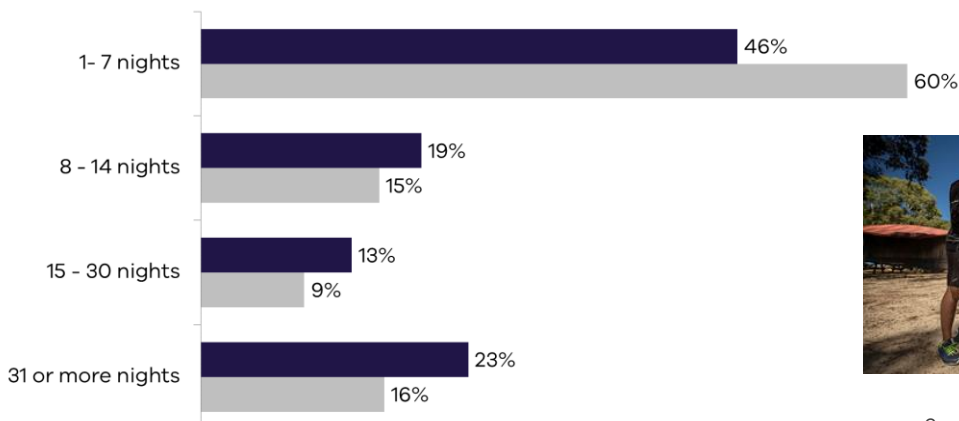
Sex

Average Nights



■ International Aboriginal activity visitors to Victoria ■ All international overnight visitors to Victoria

Length of Stay



Aboriginal Tourism Activities in Victoria

Profile - International overnight Aboriginal activity visitors to Victoria (continued)

Backpackers



14% Aboriginal activity visitors
9% All international visitors

Group Tour



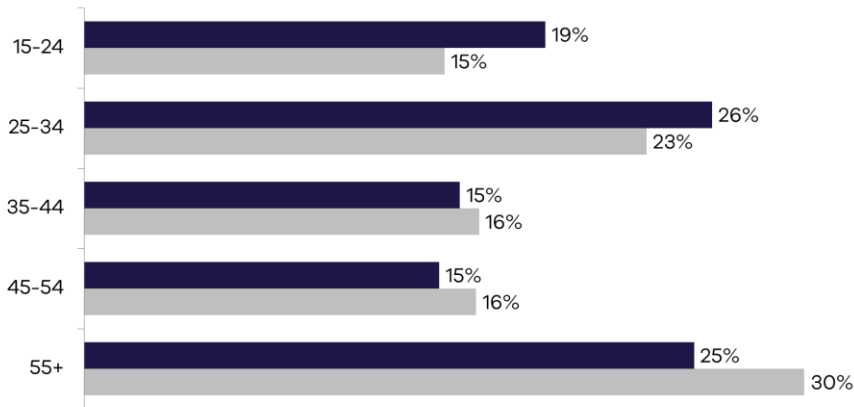
7% Aboriginal activity visitors
10% All international visitors

Visit regional Victoria



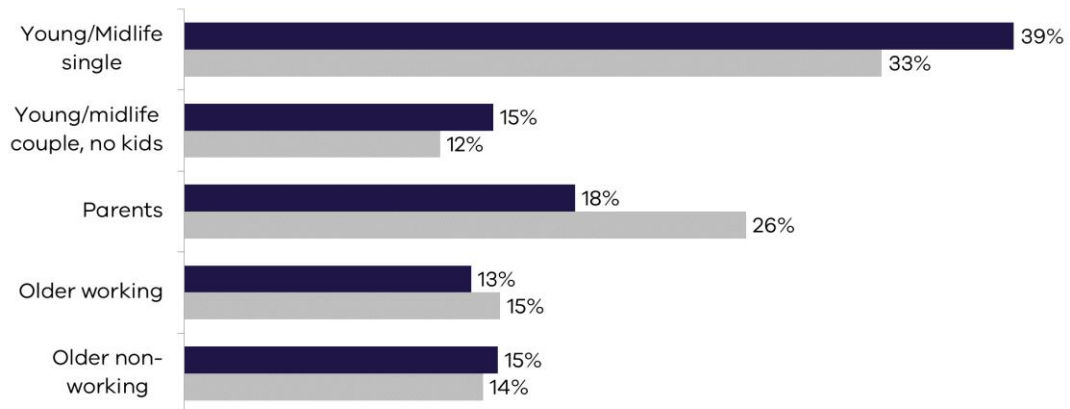
29% Aboriginal activity visitors
19% All international visitors

Age Group



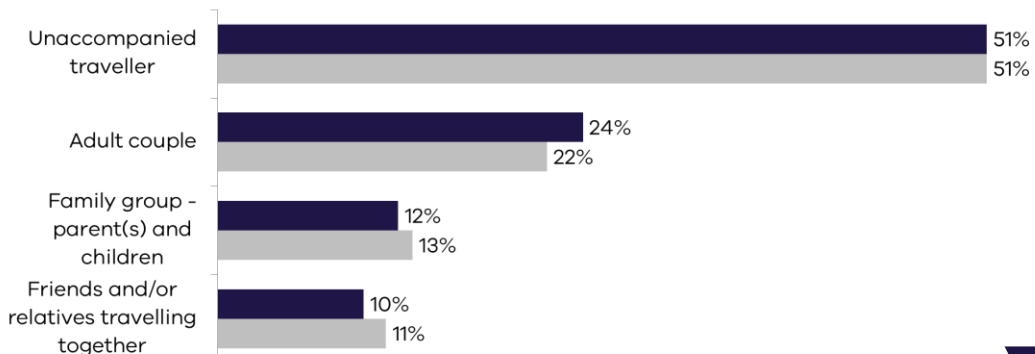
■ International Aboriginal activity visitors to Victoria ■ All international overnight visitors to Victoria

Lifecycle



■ International Aboriginal activity visitors to Victoria ■ All international overnight visitors to Victoria

Travel Party

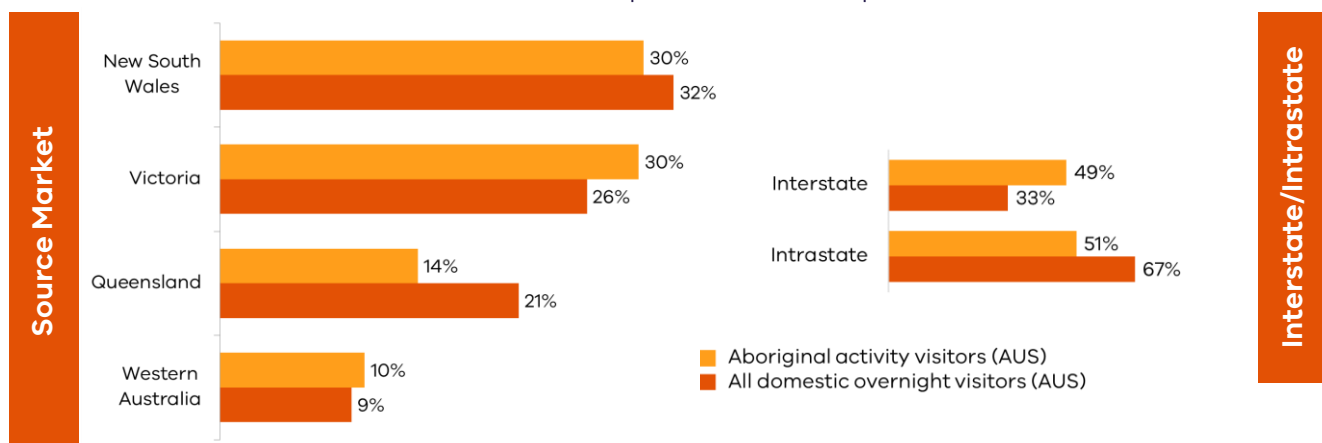


Aboriginal Tourism Activities in Victoria

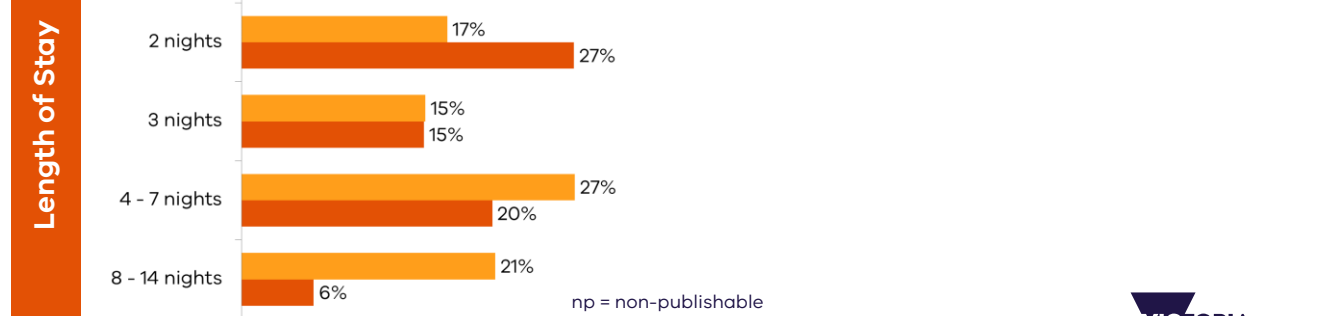
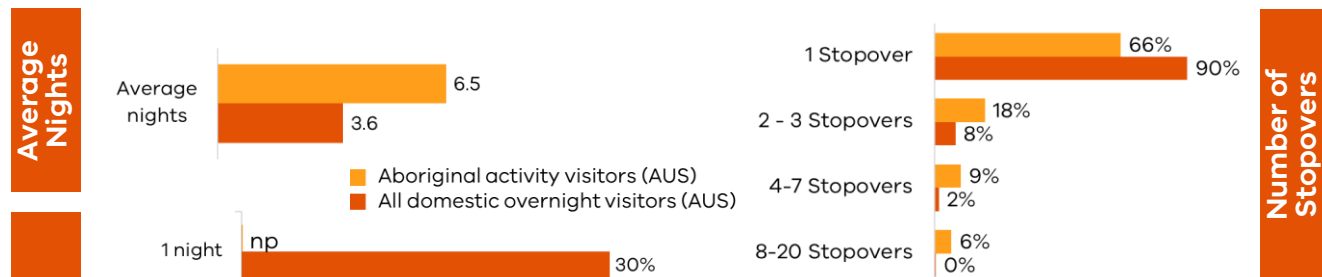
Profile - Domestic Overnight Aboriginal Activity Visitors in Australia*

Compared with domestic overnight visitors around Australia overall, domestic overnight visitors who participated in an Aboriginal activity on their trip were more likely to be:

- from Victoria or Western Australia
- interstate travellers
- on holiday
- female
- visitors who had a longer length of stay (4-7 or 8-14 nights) and a more complex itinerary (2-3, 4-7 or 8-20 stopovers)
- users of Visitor Information Centres (VICs)
- first-time visitors to their main destination state or territory
- visitors to regional Australia
- in an older age group (35-44, 45-54 or 55+ years)
- older working or older non-working travellers
- travelling with others (friends or relatives travelling together, in a family group (parents and children) or as part of an adult couple)



NB: Figures for SA, TAS and ACT source markets are below publishable thresholds



* Profile data is unavailable for domestic overnight Aboriginal activity visitors to/within Victoria only because figures are below publishable thresholds.

Aboriginal Tourism Activities in Victoria

Profile - Domestic Overnight Aboriginal Activity Visitors in Australia* (continued)

Went to a VIC



33%
6%

Aboriginal activity visitors
All domestic overnight visitors

First visit to main destination state/territory



31%
10%

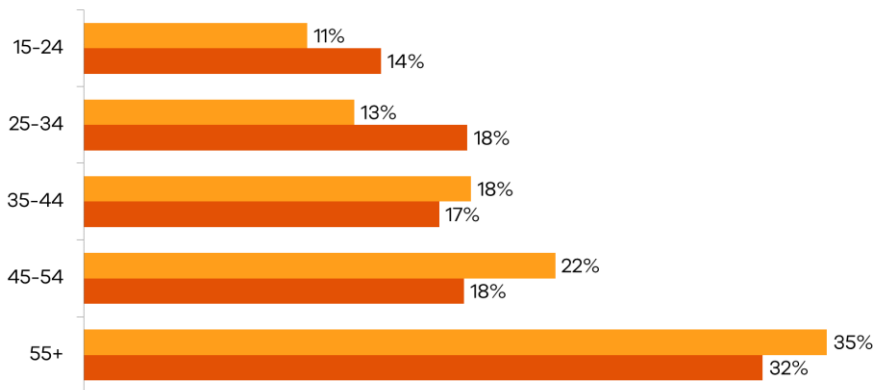
Aboriginal activity visitors
All domestic overnight visitors

Visit regional Australia



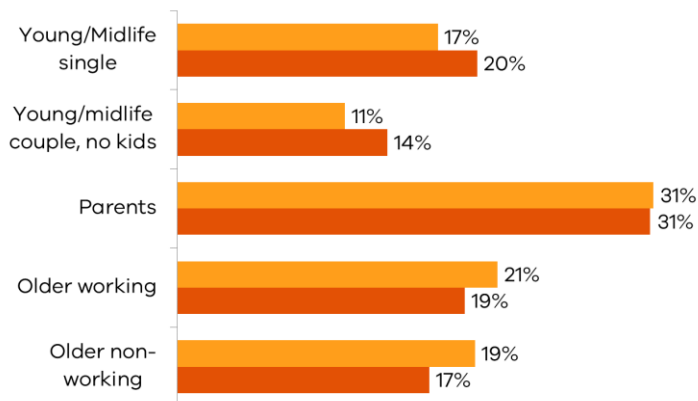
84%
63%

Age Group



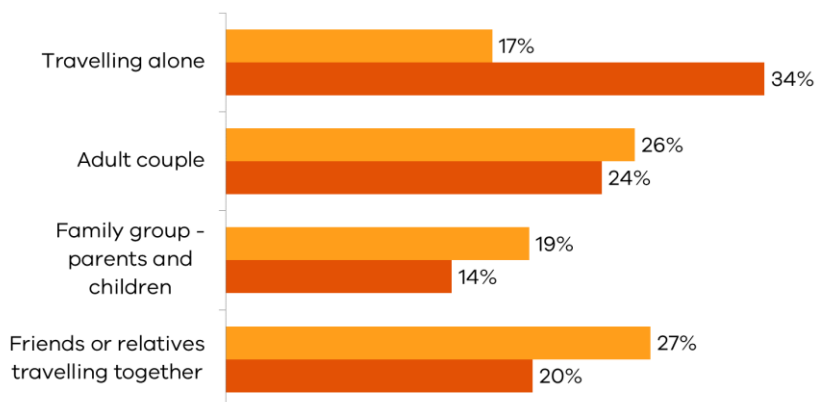
Aboriginal activity visitors (AUS) All domestic overnight visitors (AUS)

Lifecycle



Aboriginal activity visitors (AUS) All domestic overnight visitors (AUS)

Travel Party



Aboriginal Tourism Activities in Victoria

Notes:

All estimates are derived from the following sources:

- International Visitor Survey (IVS), year ending December 2019, Tourism Research Australia
- National Visitor Survey (NVS), year ending December 2019, Tourism Research Australia

Base for IVS data: Only those trips where International visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope.

Base for NVS data: Domestic visitors aged 15 years or over.

The **International Visitor Survey (IVS)** contains two supplementary questions on international overnight visitors' participation in Aboriginal activities around Australia. These provide data on:

1. which states and territories international overnight visitors undertook Aboriginal activities in
2. the types of activities that international overnight visitors participated in during their trip to Australia (NB. individual activities are not linked to location). The activities included in the survey are:
 - Go on a tour with an aboriginal guide
 - Stay in aboriginal accommodation
 - Visit an aboriginal cultural centre
 - Visit an aboriginal gallery
 - Attend an aboriginal festival
 - Attend an aboriginal dance or theatre performance
 - See any aboriginal art craft or cultural display
 - See an aboriginal site or aboriginal community
 - Purchase Aboriginal art / craft or souvenirs
 - Some other interaction with Aboriginal people

The **National Visitor Survey (NVS)** activity grid includes two categories of Aboriginal activities, both of which are linked to location:

1. Experience aboriginal art/craft and cultural displays
2. Visit an aboriginal site/community

Life stage categories definitions

Life Stage	Definition
Young or Midlife single	15-44 years, young single living at home, midlife single
Young or midlife couple, no kids	15-44 years
Parents	Any age, children still living at home
Older working	45+ years, working, married or single
Older non-working	45+ years, non- working, married or single

Figures that are below threshold and unable to be published are represented by 'np'.

Figures might not add up due to rounding.

Further information on [international](#) and [domestic](#) visitor statistics can be found at Tourism Research Australia

Photo credits (Visit Victoria Content Hub):

- Royal Botanic Gardens: Aboriginal Heritage Walk
- First Peoples - Bunjilaka Aboriginal Cultural Centre at Melbourne Museum, Lynton Crabb
- Indigenous tour of volcanic rock formations at Tower Hill, Robert Blackburn
- Ian Potter Centre, Robert Blackburn
- Djirri Djirri Dance Group, Lynton Crabb
- Brambuk the National Park and Cultural Centre, Ewen Bell
- Shopping at Narana Aboriginal Cultural Centre, Robert Blackburn
- Indigenous tour of volcanic rock formations at Tower Hill, Robert Blackburn
- Aboriginal Guided Hike on Mount William, Robert Blackburn
- Guided tour at Brambuk – The National Park and Cultural Centre, Artra Sartracom

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