First Peoples tourism visitor profile

Results for the year ending December 2023

Report prepared by the Tourism and Events Research team. Released January 2025.

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# 1.0 Summary for Victoria

* In 2023, overnight visitors experiencing a First Peoples activity spent $1.3 billion in total tourism expenditure in Victoria (note international overnight visitors may have done their activity in another state or territory). This was from 511,000 visitors to Victoria who included First Peoples activities on their overnight trip, with domestic overnight visitors including the activity in Victoria, and international overnight visitors on their trip to Australia. This equates to 2% of visitors which aligns with the national average. Notably, almost two-thirds (65%) of these visitors to Victoria were international overnight visitors.
* International and domestic visitors to Victoria tend to engage only superficially with First Peoples and culture while travelling in Australia, choosing to view displays, performances and galleries rather than participating in more immersive experiences like visiting First People communities and sites or going on guided tours.
* A significant opportunity exists to encourage more international visitors to engage in First People experiences in Victoria. In 2023, there were an estimated 51,500 who cited Indigenous experiences as a reason for choosing Australia for a holiday, and they visited Victoria, however 42% (21,800) did not end up including any First Peoples activities on their trip.

# 2.0 Headline results for Victoria

* There were 511,200 visitors to Victoria who included at least one First Peoples activity on their overnight trip in 2023. Almost two thirds (65% or 330,700) were international overnight visitors, who did the activity on their trip to/within Australia. The remainder, 180,500 or 35% were domestic overnight visitors and experienced the activity in Victoria.
* These overnight visitors spent $1.3 billion in 2023, with $1.1 billion or 87% spent by international overnight visitors and the remaining $169 million or 13% spent by domestic overnight visitors.
* Of the 9.1 million nights spent in Victoria by visitors who included a First Peoples activity on their trip in 2023, 8.6 million or 94% of them were by international overnight visitors while the remaining 512,000 nights or 6% were by domestic overnight visitors.
* Note that the remainder of this report refers to First Peoples tourism visitors, which are defined as visitor who reported including one or more First Peoples activity on their overnight trip. Refer to the notes and sources section on page 17 for a list of included activities.

## 2.1 Headline results for international overnight visitors to Victoria who included a First Peoples activity on their trip to/within Australia

* In 2023, 330,700 or 16% of international overnight visitors to Victoria included a First Peoples activity on their trip to/within Australia. This is down 21% on the 2019 level.
* Over this time, 18% of all international overnight visitor spend in Victoria, or $1.1 billion, was by those who included a First Peoples activity on their trip to/within Australia. This represents an increase of 6% on the 2019 spend.
* 8.6 million international nights spent in Victoria (17%) were by visitors who included a First Peoples activity on their trip. This represents a decrease of 1% on the 2019 level.

## 2.2 Headline results for domestic overnight visitors to or within Victoria who included a First Peoples activity in the state

* In 2023, 180,500 or 0.6% of domestic overnight visitors to or within Victoria included a First Peoples activity. This is up 16% compared to 2019, and up 27% compared to 2022.
* Over this time, 0.8% of all domestic overnight visitor spend in Victoria, or $169 million, was by those who included a First Peoples activity. This is up 67% compared to 2019, and up 26% year-on-year.
* 512,000 domestic nights spent in Victoria (0.6%) were by visitors who included a First Peoples activity in the state. This is similar to the volume of nights in 2019 (-0.1%), and up 7% year-on-year.
* Results for domestic daytrip visitors are not available as they are below publishable thresholds.

# First Peoples tourism in Victoria

* In 2023, 2.2 million visitors included First Peoples activities on their overnight trip in Australia. This included 1.2 million domestic overnight visitors (1.1% of total domestic overnight visitors within Australia) and 970,000 international overnight visitors (15% of total international overnight visitors to Australia).
* There were 30.5 million overnight visitors to or within Victoria in 2023.
  + 180k domestic overnight visitors experienced a First Peoples activity in Victoria (0.6% of total domestic overnight visitors to or within Victoria).
  + 154k international overnight visitors experienced a First Peoples activity in Victoria (8% of total international overnight visitors to Victoria).

# 4.0 National overview of First Peoples tourism

## 4.1 Share of First Peoples activity visitors

* International First Peoples activity visitors are greatly underrepresented in Victoria. In the 2023, Victoria received 31% of all international overnight visitors to Australia, however only 14% of those who included a First Peoples experience on their trip. Conversely, the Northern Territory received only 3% of all international overnight visitors to Australia, however 11% of international First Peoples activity visitors.
* Domestic overnight First Peoples activity visitors are underrepresented in Victoria. In 2023, Victoria received 25% of all domestic overnight visitors in Australia, however only 16% of those who included a First Peoples experience on their trip. Conversely, the Northern Territory received only 1% of all domestic overnight visitors in Australia however 21% of domestic overnight First Peoples activity visitors.

## 4.2 Data table: State and territory shares of international overnight First Peoples activity visitors to Australia

The table below provides the figures for each jurisdiction’s share of international overnight First Peoples activity visitors in 2023. The first data column provides the share of international overnight visitors who participated in a First Peoples activity on their trip while the second data column provides the share of international overnight visitors overall.

| **State or Territory** | **Share of international overnight First Peoples activity visitors to Australia** | **Share of total international overnight visitors to Australia** |
| --- | --- | --- |
| **New South Wales** | 35% | 52% |
| **Victoria** | 14% | 31% |
| **Queensland** | 25% | 30% |
| **South Australia** | 8% | 7% |
| **Western Australia** | 9% | 12% |
| **Tasmania** | 2% | 3% |
| **Northern Territory** | 11% | 3% |
| **Australian Capital Territory** | 2% | 3% |

To note: Percentages may add to more than 100% as visitors may visit more than one state or territory on their trip to Australia.

## 4.3 Data table: State and territory shares of domestic overnight First Peoples activity visitors in Australia

The table below provides the figures for each jurisdiction’s share of domestic overnight First Peoples activity visitors in 2023. The first data column provides the share of domestic overnight visitors who participated in a First Peoples activity on their trip while the second data column provides the share of domestic overnight visitors overall.

| **State or Territory** | **Share of domestic overnight First Peoples activity visitors in Australia** | **Share of total domestic overnight visitors in Australia** |
| --- | --- | --- |
| **New South Wales** | 26% | 33% |
| **Victoria** | 16% | 25% |
| **Queensland** | 16% | 22% |
| **South Australia** | Non publishable | 7% |
| **Western Australia** | Non publishable | 10% |
| **Tasmania** | Non publishable | 3% |
| **Northern Territory** | 21% | 1% |
| **Australian Capital Territory** | Non publishable | 3% |

To note: ‘Non publishable’ is because the percentage is based on survey results below reliable and publishable thresholds. Percentages may add to more than 100% as visitors may visit more than one state or territory on their trip within Australia.

## 4.4 First Peoples activities around Australia

* In 2023, 15% of all international overnight visitors to Australia included a First Peoples experience on their trip. Victoria had the lowest rate of participation in First Peoples activities in the state or territory, which was 6% of international overnight visitors to the state. Northern Territory had the highest rate, 54% of international overnight visitors to the territory.
* In 2023, only 1.0% of domestic overnight visitors around Australia included a First Peoples activity on their trip. Northern Territory had the highest rate, with 17% of domestic overnight visitors to/within the territory. All other states and territories had approximately a 1% rate of participation.

## 4.5 Data table: Participation in First Peoples activities by international overnight visitors to each state and territory

The table below provides the rates of participation in First Peoples activities among international overnight visitors to each state and territory in 2023. States and territories are ranked in order from highest participation rate to lowest participation rate.

| **State or Territory** | **Participation rates among international overnight visitors to Australia** |
| --- | --- |
| **Northern Territory** | 54% |
| **South Australia** | 18% |
| **Queensland** | 12% |
| **Western Australia** | 11% |
| **Australian Capital Territory** | 11% |
| **New South Wales** | 10% |
| **Tasmania** | 9% |
| **Victoria** | 6% |
| **Australia** | 15% |

## 4.6 Data table: Participation in First Peoples activities by domestic overnight visitors to and within each state and territory

The table below provides the rates of participation in First Peoples activities among domestic overnight visitors to or Northern Territory and Victoria in 2023. All other states and territories had approximately a 1% rate of participation.

| **State or Territory** | **Participation rates among domestic overnight visitors in Australia** |
| --- | --- |
| **Northern Territory** | 17% |
| **Victoria** | 0.6% |
| **Australia** | 1.0% |

* Regional Victoria received an 81% share of all domestic overnight First People activity visitors to/within Victoria.
* Less than 1% of both interstate and intrastate visitors to Victoria included a First Peoples activity during their visit. This estimate is based on a 4-year average, using the years 2018, 2019, 2022 and 2023.

# 5.0 Drivers of international holidays

## 5.1 First Peoples experiences as a driver of international holidays

* 17% of international overnight visitors who included a First Peoples activity on their trip to Victoria, gave “Native or Indigenous experiences” as one of the reasons they chose to visit Australia.
* “Native or Indigenous experiences” was the 11th most common reason for visiting Australia among international overnight holiday visitors.
* However, only 6% of all international overnight visitors to Victoria cited “Native or Indigenous experiences” as one of the reasons they chose to visit Australia.
* “Native or Indigenous experiences” was the 16th most common (second to last) reason for visiting Australia among international overnight visitors.
* In 2023, there were an estimated 51,500 visitors who cited “Native or Indigenous experiences” as a reason for choosing Australia for a holiday, and they visited Victoria, however 21,800, or 42%, did not end up including in any First Peoples activities on their trip.

## 5.2 Data table: Drivers for international visitation to Australia

The table below provides a list of drivers for international holiday visitation to Australia and the proportions of international overnight holiday visitors to Victoria who cited each driver during 2023. The first data column provides the proportions for international overnight holiday visitors to Victoria who participated in a First Peoples activity on their trip while the second data column provides the proportions for international overnight holiday visitors to Victoria overall. Drivers are ranked from highest to lowest based on the proportions for international overnight holiday visitors to Victoria who participated in a First Peoples activity on their trip.

| **Measure** | **International overnight holiday visitors who participated in a First Peoples activity in Victoria** | **All international overnight holiday visitors to Victoria** |
| --- | --- | --- |
| **World class beauty and natural environments** | 49% | 43% |
| **The local wildlife** | 45% | 33% |
| **Friendly and open citizens** | 44% | 31% |
| **Interesting attractions** | 38% | 23% |
| **A safe and secure destination** | 38% | 28% |
| **Vibrant cities** | 34% | 19% |
| **Clean cities, good roads and signposts** | 33% | 24% |
| **Good food and wine** | 26% | 19% |
| **Rich history and heritage** | 23% | 12% |
| **A family friendly destination** | 18% | 16% |
| **Native or Indigenous experiences** | 17% | 6% |

To note: Measures that are based on survey results below reliable and publishable thresholds are not included in this table. This estimate is based on 2019 and 2023 data. The drivers question is only asked of visitors whose main reason visit to Australia was for a holiday.

# 6.0 First Peoples activities in Victoria

## 6.1 First Peoples activities by international overnight visitors

* 2.1 million international overnight visitors to Victoria in 2023.
* 16%, or 330,700, of all international overnight visitors to Victoria included a First Peoples experience on their trip to Australia in 2023. 53%, or 176,700, of these visitors experienced the activity outside of Victoria only. The remainder, 47%, or 154,000, of these visitors experienced the activity in Victoria.

## 6.2 Data table: Types of First Peoples activities included by international visitors to Victoria

The table below provides a list of First Peoples activities participated in by international overnight visitors to Victoria in 2023, ranked in order from highest participation rate to lowest participation rate. For each activity, data is provided on the volume of visitors who participated in that type of activity and the proportion of international overnight visitors to Victoria who participated in that type of activity.

| **Activity** | **Number of international overnight visitors to Victoria** | **Proportion of international overnight visitors to Victoria** |
| --- | --- | --- |
| **See any Aboriginal art, craft or cultural display** | 115,800 | 6% |
| **Visit an Aboriginal gallery** | 42,300 | 2% |
| **See an Aboriginal site or Aboriginal community** | 23,500 | 1% |
| **Visit an Aboriginal cultural centre** | 19,800 | 1% |
| **Purchase Aboriginal art / craft or souvenirs** | 17,900 | 0.9% |
| **Attend an Aboriginal dance or theatre performance** | 13,500 | 0.7% |

To note: Activities that are based on survey results below reliable and publishable thresholds are not included in this table. Growth rates are unavailable because previous years’ figures are below publishable thresholds. The term Aboriginal is used in the Tourism Research Australia (TRA) visitor survey.

## 6.3 First Peoples activities by domestic overnight visitors

* 28.5 million domestic overnight visitors to or within Victoria in 2023.
* 180,500 of all domestic overnight visitors who included a First Peoples experience on their trip to or within Victoria in 2023.
* The most common type of Aboriginal activity participated in by domestic overnight visitors to or within Victoria was experiencing Aboriginal art, craft or cultural displays, with 85,300 visitors or 0.3% of domestic overnight visitors to or within Victoria engaging in this type of activity. The other activity was visiting an Aboriginal site or community, with 54,900 visitors or 0.2% of domestic overnight visitors to or within Victoria engaging in this type of activity. These figures are three-year averages based on 2019, 2022 and 2023. All other activities are below publishable threshold.

# 7.0 Other activities by First Peoples visitors

* Overnight visitors to and within Australia who included at least one First Peoples activity on their trip also undertook other activities. First Peoples visitors were more than twice as likely to visit museums or art galleries, visit history/heritage buildings, sites or monuments and go on bushwalks/rainforest walks than overnight visitors overall.

## 7.1 Domestic overnight First Peoples visitors within Australia

* Domestic overnight visitors within Australia who included at least one First Peoples activity on their trip were at least twice as likely to visit museums or art galleries, visit national/state parks, go bushwalking/on rainforest walks and/or go sightseeing than domestic overnight visitors overall, and 9 times as likely to visit history/heritage buildings, sites or monuments.

## 7.2 Data table: Types of other activities by domestic overnight First Peoples tourism visitors within Australia

The table below provides a list of other activities participated in by domestic overnight First Peoples visitors within Australia in 2023, ranked in order from highest participation rate to lowest participation rate. For each activity, data is provided on the proportion of domestic overnight First Peoples visitors within Australia who participated in that type of activity.

| **Other activities** | **Share of domestic overnight First Peoples visitors within Australia** |
| --- | --- |
| Ate out | 77% |
| Visited national/state parks | 53% |
| Went sightseeing | 52% |
| Went bushwalking/on rainforest walks | 52% |
| Visited museums or art galleries | 38% |
| Went to pubs, clubs, discos | 34% |
| Visited history/heritage buildings, sites or monuments | 33% |

To note: Activities that are based on survey results below reliable and publishable thresholds are not included in this table.

## 7.3 International overnight First Peoples visitors to Australia

* International overnight visitors to Australia who included at least one First Peoples activity on their trip were at least twice as likely to visit museums or art galleries, visit history/heritage buildings, sites or monuments and go on bushwalks/rainforest walks than international overnight visitors overall. Eating out and shopping were more in line with total visitors.

## 7.4 Data table: Types of other activities by international overnight First Peoples visitors to Victoria

The table below provides a list of other activities participated in by international overnight First Peoples visitors to Australia in 2023, ranked in order from highest participation rate to lowest participation rate. For each activity, data is provided on the proportion of international overnight First Peoples visitors to Australia who participated in that type of activity.

| **Other activities** | **Share of international overnight First Peoples visitors to Australia** |
| --- | --- |
| Ate out | 94% |
| Went sightseeing | 91% |
| Went shopping | 86% |
| Went to the beach | 83% |
| Visited national/state parks | 77% |
| Visited museums or art galleries | 76% |
| Visited botanical/other public gardens | 72% |
| Went to markets | 68% |
| Visited wildlife parks/zoos/aquarium | 56% |
| Went to pubs, clubs, discos | 54% |
| Went bushwalking/on rainforest walks | 53% |
| Visited history/heritage buildings, sites or monuments | 51% |

To note: Activities that are based on survey results below reliable and publishable thresholds are not included in this table.

# 8.0 Profile of international overnight First Peoples tourism visitors in Victoria

## 8.1 Profile overview of international overnight First Peoples tourism visitors in Victoria

* Compared with international overnight visitors to Victoria overall, international overnight visitors who participated in a First Peoples activity in Victoria were more likely to be:
  + from the UK and the USA
  + visiting on holiday or for education purposes
  + visitors who had a longer length of stay
  + backpackers
  + visitors to regional Victoria
  + in a younger age group (15-34 years old)
  + young/midlife singles and couples (no kids)
  + travelling with friends and/or relatives

## 8.2 Data table: Top 5 markets for international overnight visitors to Victoria

The table below provides the top 5 markets international overnight First Peoples visitors to Victoria in 2023 ranked by share. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from these markets to Victoria.

| **Origin markets** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **New Zealand** | 13% | 16% |
| **United Kingdom** | 12% | 9% |
| **United States of America** | 12% | 9% |
| **Germany** | Non publishable | 3% |
| **China** | 6% | 9% |

To note: ‘Non publishable’ is because the percentage is based on survey results below reliable and publishable thresholds.

## 8.3 Data table: Purpose of visit to Victoria for international overnight visitors

The table below provides the international overnight First Peoples visitors to Victoria by purpose of visit in 2023, ranked by share. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from these purpose of visit types to Victoria.

| **Purpose of Visit** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **Holiday** | 54% | 46% |
| **Visiting Friends and Relatives** | 34% | 38% |
| **Education** | 13% | 6% |
| **Business** | 9% | 10% |

## 8.4 Data table: Length of stay by international overnight visitors to Victoria

The table below provides categories for the length of stay by international First Peoples visitors to Victoria in 2023, in order of length of nights. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from the length of stay categories in Victoria.

| **Length of Stay** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **1-7 nights** | 39% | 54% |
| **8-14 nights** | 23% | 18% |
| **15-30 nights** | 13% | 12% |
| **31 or more nights** | 24% | 16% |
| **Average length of stay** | 25.9 nights | 24.6 nights |

## 8.5 Data table: Age groups of international overnight visitors to Victoria

The table below provides the age groups of international overnight First Peoples visitors to Victoria in 2023, in order of age. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from these age groups to Victoria.

| **Age group** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **15-24 years** | 20% | 15% |
| **25-34 years** | 34% | 26% |
| **35-44 years** | 11% | 16% |
| **45-54 years** | 13% | 15% |
| **55-64 years** | 15% | 16% |
| **65+ years** | 7% | 12% |

## 8.6 Data table: Life stage of international overnight visitors to Victoria

The table below provides the life stage categories of international overnight First Peoples visitors to Victoria in 2023, in order of life stage. Refer to notes and sources section on page 17 for definitions of life stage categories. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from these life stage categories to Victoria.

| **Life stage** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **Young or midlife single** | 48% | 37% |
| **Young or midlife couple, no kids** | 14% | 12% |
| **Parents** | 14% | 22% |
| **Older working** | 14% | 15% |
| **Older non-working** | 11% | 14% |

## 8.7 Data table: Travel party of international overnight visitors to Victoria

The table below provides the travel party types of international overnight First Peoples visitors to Victoria in 2023. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors from these travel party categories to Victoria.

| **Travel party** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **Unaccompanied traveller** | 59% | 59% |
| **Adult couple** | 20% | 20% |
| **Family group – parent(s) and children** | 7% | 11% |
| **Friends and/or relatives travelling together** | 11% | 7% |

## 8.8 Data table: Other travel behaviours of international overnight visitors to Victoria

The table below provides other travel behaviours of international overnight First Peoples visitors to Victoria in 2023, specifically those who stayed in backpack accommodation and those who visited regional Victoria. The first data column provides the proportions for international overnight visitors who participated in a First Peoples activity in Victoria while the second data column provides the proportions of all international overnight visitors for these characteristics to Victoria.

| **Travel behaviours** | **International overnight First Peoples activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| **Stayed in backpacker accommodation** | 11% | 8% |
| **Visited regional Victoria** | 28% | 18% |

# 9.0 Profile of domestic overnight First Peoples tourism visitors within Australia

## 9.1 Profile overview of domestic overnight First Peoples tourism visitors within Australia

* Compared with domestic overnight visitors around Australia overall, domestic overnight visitors who included a First Peoples activity on their trip were more likely to be:
  + from New South Wales
  + interstate travellers
  + on holiday
  + visitors who had a longer length of stay (of at least 4 nights) and a more complex itinerary with multiple stopovers
  + users of Visitor Information Centres (VICs)
  + in an older age group (45 years or over)
  + older working or older non-working travellers
  + travelling with others (friends or relatives travelling together or in a family group (parents and children))

## 9.2 Data table: Top domestic source markets ranked by including a First Peoples activity on their trip

The table below provides the top domestic source markets for domestic First Peoples visitors within Australia in 2023 ranked by share. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **State or Territory** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **New South Wales** | 36% | 32% |
| **Victoria** | 23% | 26% |
| **Queensland** | 17% | 21% |

To note: Percentages for other states and territories are not included in the table as they are based on survey results below reliable and publishable thresholds.

## 9.3 Data table: Origin of domestic overnight visitors within Australia

The table below provides the origin of domestic overnight First Peoples visitors within Australia in 2023. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Origin** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **Interstate** | 48% | 31% |
| **Intrastate** | 52% | 69% |

## 9.4 Data table: Purpose of visit to stopover for domestic overnight visitors

The table below provides the domestic overnight First Peoples visitors within Australia by purpose of visit in 2023, ranked by share. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Purpose of Visit** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **Holiday** | 69% | 42% |
| **Visiting Friends and Relatives** | 17% | 33% |
| **Business** | 16% | 21% |

## 9.5 Data table: Number of stopovers by domestic overnight visitors within Australia

The table below provides the number of stopovers on their trip by domestic overnight First Peoples visitors within Australia in 2023, in category order from the least to the most. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Stopovers on trip** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **1 stopover** | 63% | 90% |
| **2-3 stopovers** | 18% | 8% |
| **4-7 stopovers** | 13% | 2% |
| **8-20 stopovers** | 6% | 0% |

## 9.6 Data table: Length of stay by domestic overnight visitors within Australia

The table below provides categories for the length of stay by domestic overnight First Peoples visitors within Australia in 2023, in order of length of nights. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Length of Stay** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **1-2 nights** | 23% | 54% |
| **3 nights** | Non publishable | 16% |
| **4-7 nights** | 33% | 12% |
| **8-14 nights** | 19% | 16% |
| **Average length of stay** | 7.2 nights | 3.6 nights |

To note: ‘Non publishable’ is because the percentage is based on survey results below reliable and publishable thresholds. Note: 15 nights or more not included in this table.

## 9.7 Data table: Age groups of domestic overnight visitors within Australia

The table below provides the age groups of domestic overnight First Peoples visitors within Australia in 2023, in order of age from youngest to oldest. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Age group** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **15-24 years** | Non publishable | 15% |
| **25-34 years** | 14% | 18% |
| **35-44 years** | 15% | 18% |
| **45-54 years** | 21% | 17% |
| **55-64 years** | 21% | 16% |
| **65+ years** | 19% | 17% |

To note: ‘Non publishable’ is because the percentage is based on survey results below reliable and publishable thresholds.

## 9.8 Data table: Life stage of domestic overnight visitors within Australia

The table below provides the life stage categories of domestic overnight First Peoples visitors within Australia in 2023, in order of life stage. Refer to notes and sources section on page 19 for definitions of life stage categories. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Life stage** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **Young or midlife single** | 15% | 20% |
| **Young or midlife couple, no kids** | Non publishable | 14% |
| **Parents** | 31% | 31% |
| **Older working** | 25% | 18% |
| **Older non-working** | 19% | 16% |

To note: ‘Non publishable’ is because the percentage is based on survey results below reliable and publishable thresholds.

## 9.9 Data table: Travel party of domestic overnight visitors within Australia

The table below provides the travel parties of domestic overnight First Peoples visitors within Australia in 2023. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Travel party** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **Travelling alone** | 22% | 32% |
| **Adult couple** | 25% | 24% |
| **Family group - parents and children** | 18% | 15% |
| **Friends or relatives travelling together** | 28% | 21% |

## 9.10 Data table: Other travel behaviours of domestic overnight visitors within Australia

The table below provides other travel behaviours of domestic overnight First Peoples visitors within Australia in 2023, specifically those who went to a Visitor Information Centre and those who visited regional Australia. The first data column provides the proportions for domestic overnight visitors who participated in a First Peoples activity within Australia while the second data column provides the proportions of all domestic overnight visitors within Australia.

| **Travel behaviours** | **Domestic overnight First Peoples activity visitors within Australia** | **All domestic overnight visitors within Australia** |
| --- | --- | --- |
| **Went to a Visitor Information Centre** | 37% | 6% |
| **Visited regional Australia** | 85% | 65% |

# 10.0 Activities asked in survey

## 10.1 Data table: First Peoples activities included in the national survey

The table below provides the First Peoples activities at the stopover included for domestic overnight visitors. The second column indicates whether the question was included in 2019. The third column indicates whether the question was included in 2020. The fourth column indicates whether the question was included in 2021. The fifth column indicates whether the question was included in 2022. The sixth column indicates whether the question was included in 2023.

| **First Peoples activity** | **2019** | **2020** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- | --- | --- |
| **Attend Aboriginal performance** | Not asked | Asked | Asked | Asked | Asked |
| **Experience Aboriginal art/craft and cultural** | Asked | Asked | Asked | Asked | Asked |
| **Go on a tour with an Aboriginal guide** | Not asked | Not asked | Not asked | Asked | Asked |
| **Have a camping experience on Aboriginal land** | Not asked | Not asked | Not asked | Asked | Asked |
| **Have an Aboriginal food experience** | Not asked | Not asked | Not asked | Asked | Asked |
| **Participate in traditional activities** | Not asked | Not asked | Not asked | Asked | Asked |
| **Visit an Aboriginal site/community** | Asked | Asked | Asked | Asked | Asked |

## 10.2 Data table: First Peoples activities included in the international survey

The table below provides the First Peoples activities on the trip (and therefore not known if in Victoria) included for international overnight visitors. The second column indicates whether the question was included in 2019. The third column indicates whether the question was included in 2020. The fourth column indicates whether the question was included in 2021. The fifth column indicates whether the question was included in 2022. The sixth column indicates whether the question was included in 2023.

| **First Peoples activity** | **2019** | **2020** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- | --- | --- |
| **Attend Aboriginal performance** | Asked | Not available | Not available | Not available | Asked |
| **Experience Aboriginal art/craft and cultural** | Asked | Not available | Not available | Not available | Asked |
| **Go on a tour with an Aboriginal guide** | Not asked | Not available | Not available | Not available | Asked |
| **Have a camping experience on Aboriginal land** | Not asked | Not available | Not available | Not available | Asked |
| **Have an Aboriginal food experience** | Not asked | Not available | Not available | Not available | Asked |
| **Participate in traditional activities** | Not asked | Not available | Not available | Not available | Asked |
| **Visit an Aboriginal site/community** | Asked | Not available | Not available | Not available | Asked |

* These activities are included in the surveys and responses are based on the interpretation of the activity by the respondents. For international overnight visitors, the activity is included on their trip to Australia (so although they visited Victoria the activity might have been in another state). The activities by domestic visitors are linked to location.
* There were two supplementary questions in the IVS in 2019 and 2023 that captured the state or territory of the Aboriginal activity for those asked this question. This enabled additional analysis of the IVS data. These included:

1. which states and territories international overnight visitors undertook Aboriginal activities in.
2. the types of activities that international overnight visitors included on their trip to Australia (NB. individual activities are not linked to location). The activities included in the survey are:
   * Go on tour with an Aboriginal guide
   * Stay in Aboriginal accommodation
   * Visit an Aboriginal cultural centre
   * Visit an Aboriginal gallery
   * Purchase Aboriginal art/craft or souvenirs
   * 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
   * Some other interaction with Aboriginal people

# 11.0 Notes and sources

## 11.1 Data table: Life stage categories definitions

The table below provides the definitions for the Life stage categories.

| **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 | Parents (any age), children (any age) still living at home |
| Older working | 45+ years, working, married or single |
| Older non-working | 45+ years, non- working, married or single |

## 11.2 Notes

* Survey results that are below reliable thresholds and unable to be published are represented by ‘np‘ or ‘non publishable’.
* Figures might not add up due to rounding.

## 11.3 Sources

* All estimates are derived from the following sources:
  + International Visitor Survey (IVS), year ending December 2019 and 2023, Tourism Research Australia
  + National Visitor Survey (NVS), year ending December 2019 and 2023, Tourism Research Australia
* The base for the IVS data is only those trips where international visitors aged 15 years or over who have stayed in Australia for less than 12 months.
* The base for NVS data is Australian domestic travellers aged 15 years or over.

Factsheet produced by the Tourism and Events Research Unit, in the Victorian Government Department of Jobs, Skills Industry and Regions (DJSIR). Due care is taken in the production of this factsheet, however, DJSIR accepts no responsibility for use of this information. Data correct at time of publishing, in January 2025.