

11

Tourism and culture

Overview

This chapter includes information relating to Victoria's tourism and cultural activities, featuring the arts and recreation. Victoria is one of Australia's most diverse States with a variety of natural features, cultural activities and historic sites.

As a tourist attraction, for both international and domestic visitors, Victoria continues to make an important contribution to the growth of tourism within Australia. Metropolitan Melbourne attracts most of the State's international and domestic tourists but regional Victoria is also experiencing growth. The emerging and sustained tourism growth surrounding hallmark events (these include major sporting and cultural events) within the State has promoted Victoria to a national and international audience, and has contributed to the development of major infrastructure.

Melbourne is viewed as a culturally diverse, vibrant and green city where there is always plenty to do and lots to see. Lifestyle features prominently in Melbourne promotions, with shopping, dining, café culture and sport topping the list of things Melburnians do. Cultural activities such as performing arts, film, literature, sports, recreation, language, religious practice and activities based around conservation and enjoying the natural environment provide a basis for community expression; and all share an interrelationship with tourism.

Tourism and the economy

Tourism is one of Australia's largest income earning industries. In 1996–97, international tourism to Australia generated export earnings of \$15.5 billion (up 5.1% on 1995–96). This accounted for 13.3% of Australia's total export earnings and 63.7% of service exports.

International tourism

Short-term overseas visitors to Australia who specified Victoria as their main destination increased from 480,205 in 1995 to 606,868 in 1997 (table 11.1). Victoria's share of overseas arrivals to Australia increased from 12.9% in 1995 to 14.1% in 1997.

11.1 INTERNATIONAL VISITORS(a), Victoria as Main State of Intended Stay

	1995	1996	1997	1997
	no.	no.	no.	%
Victoria	480 205	543 094	606 868	14.1
Australia(b)	3 725 825	4 164 826	4 317 869	100.0

(a) Short-term arrivals who stayed less than 12 months in Australia. (b) Includes 'not stated'.

Source: Unpublished data, Overseas Arrivals and Departures Survey.

In 1997, the major source of international visitors to Australia who specified their main State of intended stay as Victoria was New Zealand, with 21.9% of the State visitor total. This was followed by the United Kingdom and Ireland with 10.8%, the United States of America with 9.2% and Japan 7.6%.

From 1995 to 1997, the most significant growth in visitor numbers to Victoria came from Indonesia, with a 61.8% increase, followed by New Zealand (54.1%) and Singapore (52.1%) (table 11.2). For Victoria, the growth in visitor arrivals over this period was 26.4%, compared with 15.9% for Australia.

11.2 COUNTRY OF RESIDENCE OF INTERNATIONAL VISITORS, Victoria Main State of Intended Stay(a)

Country of residence	1995	1996	1997	Percent of 1997 total	Percent change 1995 to 1997
	no.	no.	no.	%	%
New Zealand	86 089	105 057	132 703	21.9	54.1
UK and Ireland	55 470	58 199	65 289	10.8	17.7
USA	51 449	53 934	55 839	9.2	8.5
Japan	38 769	46 039	45 945	7.6	18.5
Singapore	23 974	28 474	36 469	6.0	52.1
Indonesia	20 078	26 902	32 489	5.4	61.8
Malaysia	19 466	22 951	24 804	4.1	27.4
Hong Kong (SAR of China)(b)	19 650	22 504	23 954	3.9	21.9
Germany	18 324	18 113	21 140	3.5	15.4
Thailand	14 780	16 980	14 011	2.3	-5.2
Taiwan (Province of China)	18 044	16 201	13 694	2.3	-24.1
Other countries	114 022	127 740	140 531	23.2	23.2
All countries	480 205	543 094	606 868	100.0	26.4

(a) Short-term arrivals who stayed less than 12 months in Australia. (b) Special Administrative Region of China.

Source: Unpublished data, Overseas Arrivals and Departures Survey.

Holidaying was the most common reason for 41.1% of overseas visitors arriving in Australia with Victoria as the main destination in 1997 (table 11.3). The proportion of visitors who nominated visiting friends/relatives decreased from 29.7% in 1995 to 27.0% in 1997, with the proportion for business increasing from 15.6% to 16.6%.

11.3 INTERNATIONAL VISITORS(a), Victoria as Main State of Intended Stay—Reason for Journey

Reason for journey	1995		1996		1997	
	no.	%	no.	%	no.	%
Holiday	196 210	40.9	223 503	41.2	249 389	41.1
Visiting friends	142 435	29.7	156 012	28.7	163 696	27.0
Business	74 776	15.6	83 516	15.4	100 539	16.6
Other	66 784	13.9	80 063	14.7	93 244	15.4
Total	480 205	100.0	543 094	100.0	606 868	100.0

(a) Short-term arrivals who stayed less than 12 months in Australia.

Source: Unpublished data, Overseas Arrivals and Departures Survey.

Places visited by tourists

During 1997, over one million tourists visited Victoria (table 11.4). The most popular places visited included Phillip Island and the Penguin Parade (282,318 visits) and the Great Ocean Road and Twelve Apostles (240,965 visits).

11.4 VISITORS TO VICTORIA, By Selected Places Visited—1997

Selected places visited	no.	%
Phillip Island, Penguin Parade	282 318	32.4
Sovereign Hill, Ballarat, Goldfields	111 102	12.8
Dandenong Ranges, Puffing Billy, Healesville Sanctuary	162 988	18.7
Great Ocean Road, Twelve Apostles	240 965	27.7
Grampians National Park	73 173	8.4
Total visits(a)	870 546	100.0
Total visitors to Victoria	1 057 651	100.0

(a) Visits to one or more of the selected places shown were made by 570,703 visitors.

Source: Bureau of Tourism Research, International Visitor Survey.

Visitor expenditure

Average expenditure per person on items purchased in Australia or pre-paid (excluding package tours and pre-paid international airlines) by overseas visitors was \$1,952 in 1997, up from \$1,934 in 1996. Average expenditure ranged from \$1,200 for New Zealanders to \$3,231 for visitors from Hong Kong. (Source: Bureau of Tourism Research, International Visitor Survey, 1997.)

Victorian residents as overseas visitors

During 1997, there were 699,691 short-term departures of Victorian residents, an increase of 9% over 1996 (table 11.5). The five main destinations for Victorian travellers were the United States of America (13.1%), New Zealand (12.2%), United Kingdom and Ireland (11.1%), Indonesia (9.7%) and Hong Kong (4.7%).

11.5 SHORT-TERM DEPARTURES, By Victorian Residents(a)

Country of stay	1995	1996	1997	1997
	no.	no.	no.	%
USA	79 164	81 578	91 322	13.1
New Zealand	74 451	86 568	85 453	12.2
UK and Ireland	63 491	67 117	77 641	11.1
Indonesia	46 369	53 526	67 850	9.7
Hong Kong (SAR of China)(b)	35 934	37 163	33 116	4.7
Malaysia	23 470	25 978	26 268	3.8
Thailand	17 320	19 476	23 184	3.3
Italy	15 492	20 347	21 107	3.0
China(c)	15 300	16 013	19 795	2.8
Singapore	19 547	20 706	18 775	2.7
Other	202 642	213 174	235 180	33.6
Total	593 180	641 646	699 691	100.0

(a) Short-term departures who intended to stay overseas less than 12 months. (b) Special Administrative Region of China. (c) Excludes Hong Kong SAR of China and Taiwan Province.

Source: Unpublished data Overseas Arrivals and Departures Survey.

International and domestic tourism

During 1996–97, interstate and intrastate visitors accounted for 72.7% of total visitor nights compared with 27.3% for international tourists (table 11.6). Domestic tourism is defined as travel by Australian residents involving a stay away from home for one or more nights and requiring a journey of at least 40 kilometres from home, undertaken for any reason. (See references for note on data comparability at the end of this chapter.)

11.6 INTERNATIONAL AND DOMESTIC TOURISM, A Comparison of Visitor Nights(a)—1996–97

Source of visitor	'000 nights	% of total nights
International(b)	18 045	27.3
Domestic(c)	—	—
Interstate	15 171	22.9
Intrastate	32 995	49.8
Total	66 212	100.0

(a) The international figures relate to visitors 15 years and over, and domestic figures relate to the Australian population aged 14 years and over. Two data sources utilise differing periods (see footnotes: (b) and (c)). (b) International Visitor Survey, 1997. (c) Domestic Tourism Monitor, 1996–97.

Source: Bureau of Tourism Research, Canberra: Domestic Tourism Monitor 1996–97, and International Visitor Survey, 1997.

Domestic visitor nights spent in Victoria by Australian residents decreased marginally by 0.5% from 48,430 in 1995–96 to 48,166 in 1996–97.

During 1996–97, the most common reasons for domestic travel within Victoria were pleasure and holiday, and visiting friends and relatives, which accounted for 46% and 31% respectively of all visitor nights (table 11.7). For interstate travellers the main purpose of visiting Victoria was visiting friends and relatives (36% of visitor nights).

11.7 DOMESTIC VISITOR NIGHTS, By Primary Purpose of Trip—1996–97

	Pleasure holiday	Visiting friends relatives	Business	Total(a)
	'000	'000	'000	'000
Interstate	4 488	5 390	2 651	15 171
Intrastate	15 285	9 482	2 438	32 995
Total nights	19 773	14 872	5 089	48 167

(a) Includes 'not stated' and 'other purposes', not separately recorded.

Source: Bureau of Tourism Research, Domestic Tourism Monitor, 1996–97.

Tourist accommodation

At 31 December 1997, Victoria had 661 licensed hotels, motels, guest houses and serviced apartments (table 11.8). Motels and guest houses accounted for 76% of all accommodation establishments in Victoria. Takings from accommodation were \$635 million for the 1997 calendar year.

11.8 TOURIST ACCOMMODATION(a)—1997

Particulars	Unit	
LICENSED HOTELS WITH FACILITIES		
Establishments (qtr ended December)	no.	114
Guest rooms (qtr ended December)	no.	9 225
Room nights occupied	'000	2 233.3
Room occupancy rate	%	67.8
Persons employed	no.	14 584
Takings from accommodation	\$'000	323 134
MOTELS AND GUEST HOUSES WITH FACILITIES		
Establishments (qtr ended December)	no.	505
Guest rooms (qtr ended December)	no.	16 505
Room nights occupied	'000	3 040.0
Room occupancy rate	%	51.2
Persons employed	no.	5 965
Takings from accommodation	\$'000	249 556
SERVICED APARTMENTS		
Establishments (qtr ended December)	no.	42
Guest rooms (qtr ended December)	no.	1 886
Room nights occupied	'000	481.0
Room occupancy rate	%	n.a.
Persons employed	no.	929
Takings from accommodation	\$'000	62 191
TOTAL ESTABLISHMENTS		
Establishments (qtr ended December)	no.	661
Guest rooms (qtr ended December)	no.	27 616
Room nights occupied	'000	5 754.3
Room occupancy rate	%	n.a.
Persons employed	no.	21 478
Takings from accommodation	\$'000	634 880

(a) Comprising establishments with 15 or more rooms or units.

Source: *Tourist Accommodation, Australia* (Cat. no. 8635.0).

Culture

National Estate

The preservation and use of historic sites are important aspects of cultural expression within the community. Many places in Australia have aesthetic, historic, scientific, economic or social significance for the present community and future generations. These include natural environments, historic buildings and sites of significance to Aboriginal people, and are collectively known as the National Estate (table 11.9).

The Australian Heritage Commission is the peak advisory body to the Commonwealth Government regarding identification and conservation of the National Estate. The Commission is responsible for maintaining the Register of the National Estate. The register lists places identified as being of cultural and natural importance which should be conserved for present and future generations.

11.9 PLACES ON THE REGISTER OF THE NATIONAL ESTATE—30 June 1998

	Indigenous	Historic	Natural	Total	% of Australia
Victoria	106	2 255	208	2 569	21.5

Source: Australian Heritage Commission, Annual Report.

Perceptions of what is of heritage value change over time. In the past, architecture and buildings were given pre-eminence as cultural icons. Now, Australian heritage is increasingly perceived as a record of our past, in all its facets, which assists us as a nation to understand our identity: where we have come from and where our future lies. The register reflects this transition in perception. At 30 June 1998, 21.5% of places on the National Register were in Victoria.

Cultural funding

Governments in Australia provide considerable financial support to organisations in the culture industry, across a diverse range of art and cultural activities.

Of the \$1,368.5 million cultural funding by States and Territories in 1996–97, Victoria accounted for \$282 million (20.6%) (table 11.10). In Victoria, \$176 million (62.4%) was for cultural facilities and services, \$86.4 million (30.6%) for recreational facilities and services, \$10 million (3.5%) for broadcasting and film and \$9.6 million (3.4%) for other recreation and culture.

11.10 CULTURAL FUNDING BY VICTORIAN STATE GOVERNMENT—1996–97

Particulars	\$m
Recreational facilities & services	86.4
Cultural facilities & services	176.0
Broadcasting & film	10.0
Other recreation & culture	9.6
Total	282.0

Source: Unpublished data, Cultural Funding Survey, 1996–97 (Cat. no. 4183.0).

Total cultural funding by local government in Victoria in 1996–97 was \$180.5 million. Of this, 48.8% was for libraries and archives and 30.4% for public halls and civic centres.

Attendance at festivals

Festivals have become an important part of Victoria's cultural life and cover themes such as art, craft, music and theatre. During November 1995 to September 1996, 924,000 Victorians aged 18 years and over attended at least one art and cultural festival, accounting for 1.3 million attendances, and an average of 1.5 festivals per person attending (table 11.11). Some 30% of Victorian females and 26% of males aged 18 years and over attended festivals. The most popular festivals in Victoria are Moomba with 492,000 attendees and the Melbourne International Festival of Arts with 197,000 attendees (table 11.12).

11.11 ATTENDANCES AT FESTIVALS—November 1995 to September 1996(a)

	Attendances	Number of persons attending	Participation rate
	'000	'000	%
Males	628.0	417.0	26.0
Females	718.0	507.0	30.4
Persons	1 346.0	924.0	28.2

(a) Based on results collated from quarterly surveys conducted between November 1995 and September 1996 using the Australian Bureau of Statistics Population Survey Monitor. The data refer to persons who attended an art or cultural festival in the 12 months prior to interview.

Source: *Cultural Trends in Australia No 6, Attendance at Festivals, Australia, unpublished data. Department of Communications and the Arts (with ABS assistance).*

11.12 ATTENDANCES AT SELECTED MAIN FESTIVAL—November 1995 to September 1996(a)

Main festival	Males	Female	Persons
	'000	'000	'000
Antipodes Festival	*7	28	34
Ballarat Begonia Festival	42	65	107
Melbourne International Comedy Festival	85	75	160
Melbourne International Festival of Arts	91	106	197
Melbourne Music Festival	31	46	78
Moomba Festival	220	273	492

(a) Based on results collated from quarterly surveys conducted between November 1995 and September 1996 using the Australian Bureau of Statistics Population Survey Monitor. The data refer to persons who attended an art or cultural festival in the 12 months prior to interview.

Source: *Cultural Trends in Australia No 6, Attendance at Festivals, Australia. Department of Communications and the Arts (with ABS assistance).*

Cultural venues

Cultural venues are highly valued by Victorian residents. In November 1997, libraries were perceived by 95% of Victorian residents as highly valued venues, followed by performing arts venues (78%), museums (75%) and art galleries (73%) (table 11.13).

11.13 PERCEIVED IMPORTANCE OF CULTURAL VENUES(a)—November 1997

	Libraries	Museums	Performing arts	Art galleries
	%	%	%	%
Very important	69.5	31.9	26.9	21.7
Important	25.8	43.1	51.0	51.4
Not important	4.7	25.0	22.1	26.9

Source: *Public Attitudes to the Arts, Australia, November 1997 (Cat. no. 4157.0).*

In 1996–97, there were 21.2 million visits to Victoria's 238 public library locations (table 11.14). These visits resulted in public library loans of 35.7 million books and other materials, representing a ratio of 1.7 loans per visit. Public library membership was 2.3 million at the end of June 1997.

11.14 LIBRARIES—1996–97

	Locations(a) no.	Membership(a) '000	Visits(b) '000	Loans(b) '000
Victoria	238	2 308.8	21 213.4	35 708.5
Australia	1 427	9 126.3	89 564.6	153 893.9

(a) At end June 1997. (b) 1996–97.

Source: *Libraries and Museums, Australia, 1996–97 (Cat. no. 8649.0)*.

In Victoria at end of June 1997, 49 organisations provided museum services at 75 locations (table 11.15). Victorian museum admissions during 1996–97 totalled 3.9 million, representing 23.5% of all admissions to Australian museums.

11.15 MUSEUMS—1996–97

	Organisations(a) no.	Locations(a) no.	Admissions(b) '000
Victoria	49	75	3 940.0
Australia	224	352	16 786.8

(a) At end June 1997. (b) 1996–97.

Source: *Libraries and Museums, Australia, 1996–97 (Cat. no. 8649.0)*.

There were 138 art gallery businesses in Victoria at the end of June 1997 (table 11.16). These businesses accounted for \$40.8 million of artwork sales.

11.16 COMMERCIAL ART GALLERIES—30 June 1997

	Businesses no.	Sales of artworks \$m
Victoria	138	40.8
Australia	457	130.9

Source: *Commercial Art Galleries, Australia, 1996–97 (Cat. no. 8651.0)*.**Performing arts industries**

There were 357 employing businesses who employed 2,935 persons in the performing arts industry in Victoria at the end of June 1997 (table 11.17). Approximately 60% of these businesses were engaged in music and theatre production.

11.17 PERFORMING ARTS INDUSTRIES(a)—30 June 1997

	Businesses no.	Employment no.
Music and theatre production	217	1 370
Performing arts venues	42	1 198
Services to the arts	98	367
Total	357	2 935

(a) Comprise public and private sector businesses engaged in music and theatre productions, performing arts venues and services to the arts n.e.c.

Source: *Performing Arts Industries, Australia, 1996–97. (Cat. no. 8697.0)*.

National parks and recreational parks and gardens

At the end of June 1997, there were 92 organisations operating national parks, recreational parks and gardens at 10,769 locations throughout Victoria (table 11.18). This represented 20% of all Australian locations. The operations of these organisations covered an area of 2.6 million hectares.

11.18 NATIONAL PARKS AND RECREATIONAL PARKS AND GARDENS—30 June 1997

	Organisations no.	Locations(a) no.	Hectares '000
Victoria	92	10 769	2 596
Australia	684	52 963	72 047

(a) Includes national parks, recreational parks and gardens, wildlife sanctuaries, tourist caves and marine parks.

Source: Zoos, Parks and Gardens Industry, Australia, 1996–97 (Cat. no. 8699.0).

Sports involvement

In 1997, 32% of persons aged 15 and over (40% of males and 25% of females) had either paid or unpaid involvement with sport (table 11.19). Victoria had slightly higher sports participation than New South Wales (31.5%) and Queensland (31.4%), but lower than all other States and Territories.

11.19 PERSONS WITH PAID AND UNPAID INVOLVEMENT IN SPORT(a)—1997

	Paid involvement \$'000	Unpaid involvement only \$'000	Paid and unpaid involvement \$'000	All sport involvement \$'000	No involvement \$'000	Total \$'000	Participation rate %
Males	27.0	662.8	22.5	712.2	1 060.6	1 772.9	40.2
Females	16.2	425.5	17.3	459.0	1 392.2	1 851.1	24.8
Persons	43.1	1 088.3	39.8	1 171.2	2 452.8	3 624.0	32.3

(a) 12 months ended March 1997.

Source: *Involvement in Sport, Australia, 1997* (Cat. no. 6285.0).

During the 12 months prior to interview in 1997–98, 1,584,100 (47.5%) Victorians aged 18 years and over participated in sport and physical activities (table 11.20). Males had a higher participation rate (50.9%) than females (44.3%).

11.20 PARTICIPATION IN SPORT(a)—1997–98

	Persons participating '000	Participation rate %
Males	831.6	50.9
Females	752.6	44.3
Persons	1 584.1	47.5

(a) Relates to persons aged 18 years and over who participated in sport or physical activity over a 12-month period prior to interview during 1997–98.

Source: *Participation in Sport and Physical Activities, Australia, 1997–98* (Cat. no. 4177.0).

References

Data sources

The tourism statistics contained in this chapter are based on information from the Australian Bureau of Statistics and the Bureau of Tourism Research (BTR). Care should be taken in comparing data from these sources because of differing survey methodologies, such as differences in population age groups. For example, BTR international visitor data relates to people aged 15 years and over, while BTR domestic tourism data relates to the people aged 14 years and over.

The BTR International Visitor Survey (IVS) is the major source of information on travel patterns of international visitors to Australia. It provides a profile of the characteristics, travel behaviour and expenditure of international visitors. The IVS was first conducted in 1969 and then intermittently throughout the 1970s. A survey has been conducted annually since 1981, with the exception of 1982 and 1987.

The BTR Domestic Tourism Monitor (DTM) has been conducted since 1978–79. The DTM is designed to provide estimates of the volume of domestic travel within each State and Territory, and information about the characteristics and behaviour of domestic travellers to enable monitoring of change over time.

ABS sources

Australian National Accounts: State Accounts, Main Tables
(Cat. no. 5220.0.40.001)

Overseas Arrivals and Departures, Australia (Cat. no. 3401.0)

Tourist Accommodation, Australia (Cat. no. 8635.0)

Tourist Accommodation, Small Area Data, Victoria
(Cat. no. 8635.2.40.001)

Cultural Funding, Australia, 1996–97 (Cat. no. 4183.0)

Public Attitudes to the Arts, Australia, November 1997 (Cat. no. 4157.0)

Libraries and Museums, Australia, 1996–97 (Cat. no. 8649.0)

Commercial Art Galleries, Australia, 1996–97 (Cat. no. 8651.0)

Performing Arts Industries, Australia, 1996–97 (Cat. no. 8697.0)

Zoos, Parks and Gardens Industry, Australia, 1996–97 (Cat. no. 8699.0)

Involvement in Sport, Australia, 1997 (Cat. no. 6285.0)

Participation in Sport and Physical Activities, Australia, 1997–98
(Cat. no. 4177.0)

Non-ABS sources

Australian Heritage Commission, 'Annual Report'.

Bureau of Tourism Research, *Domestic Tourism Monitor, 1996–97*.

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Department of Communications and the Arts, *Cultural trends in Australia No 6, Attendance at Festivals, Australia*.