

01

Visiting Friends and Relatives

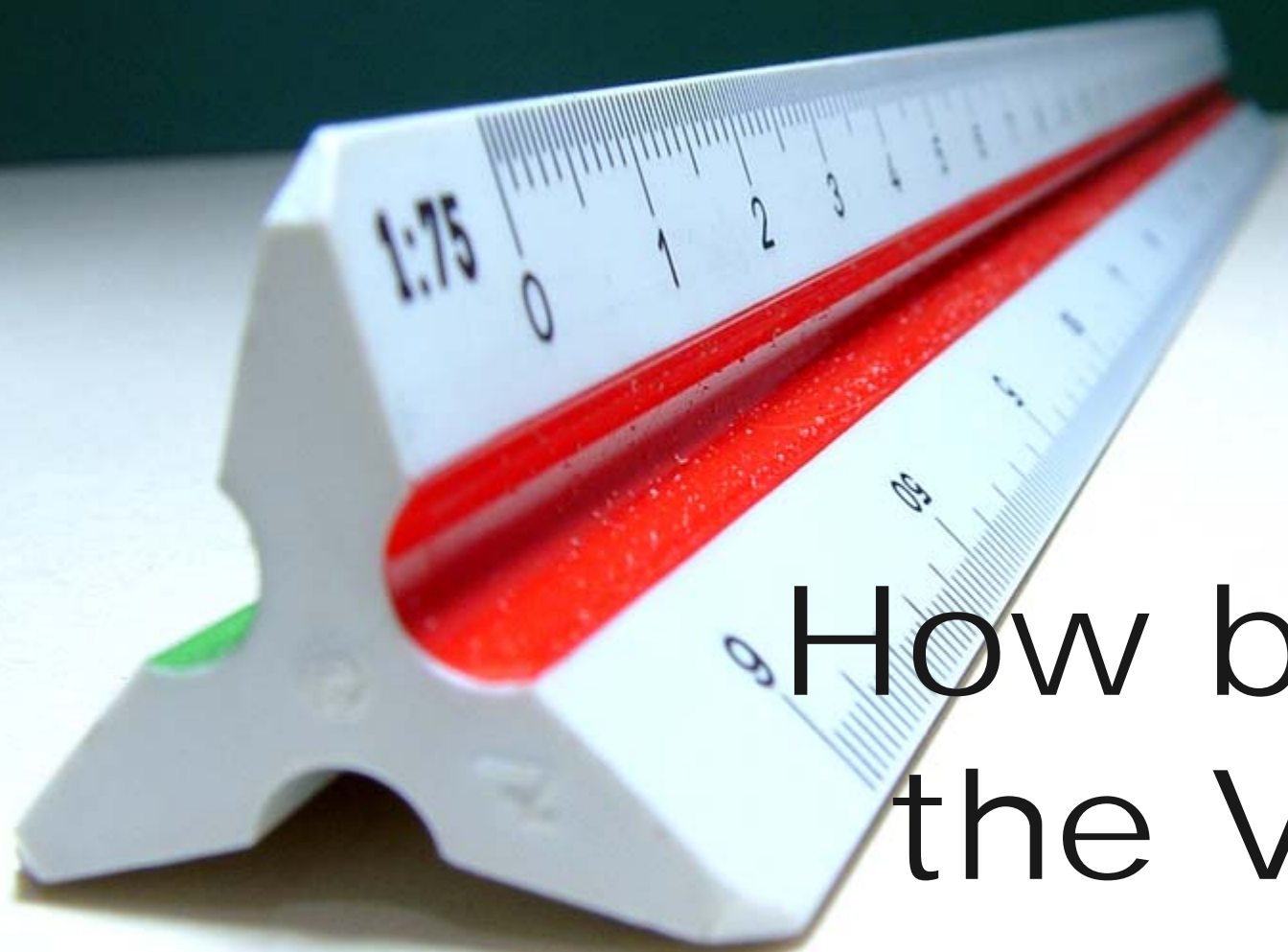


VFR Tourism

Visiting the destination or
visiting us?

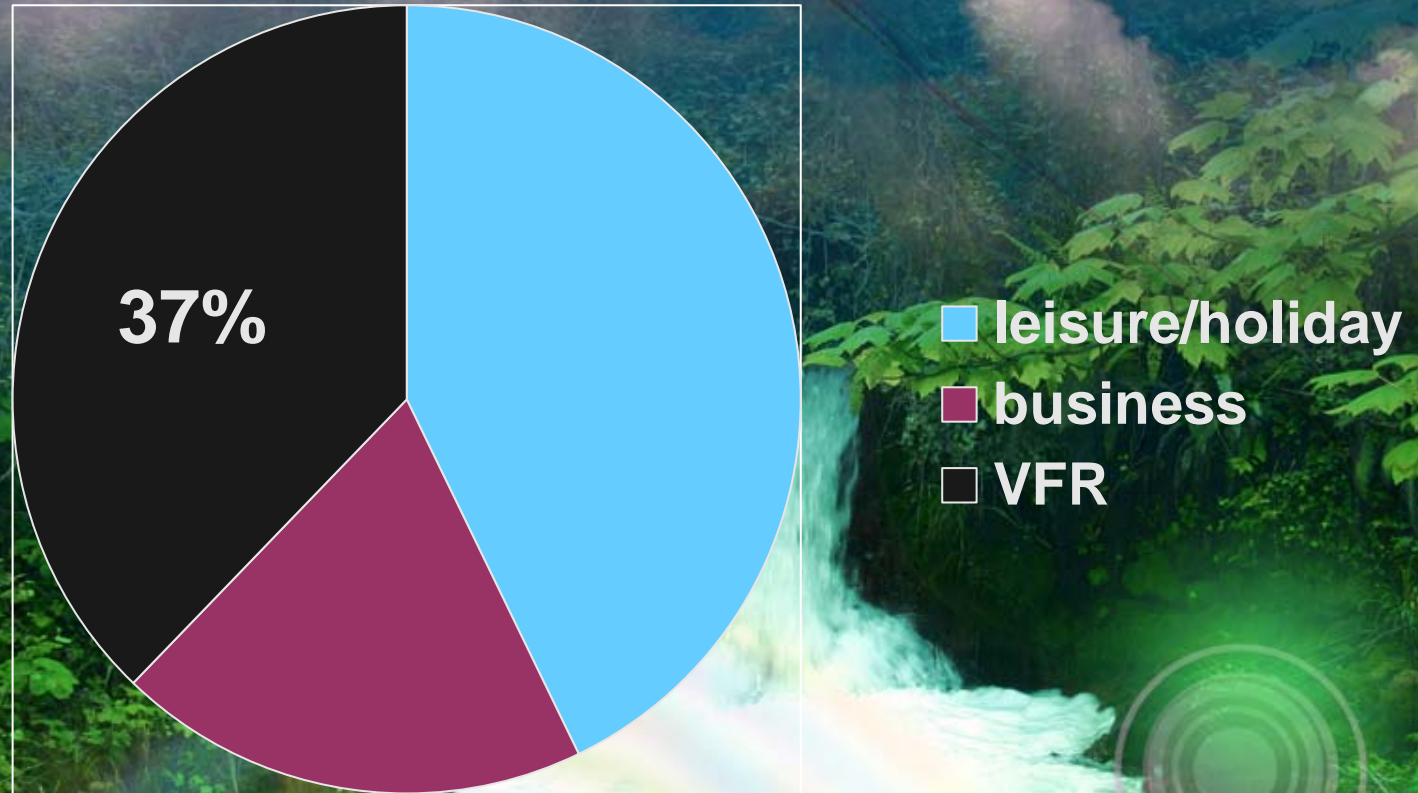
Elisa Backer

Lecturer, University of Ballarat



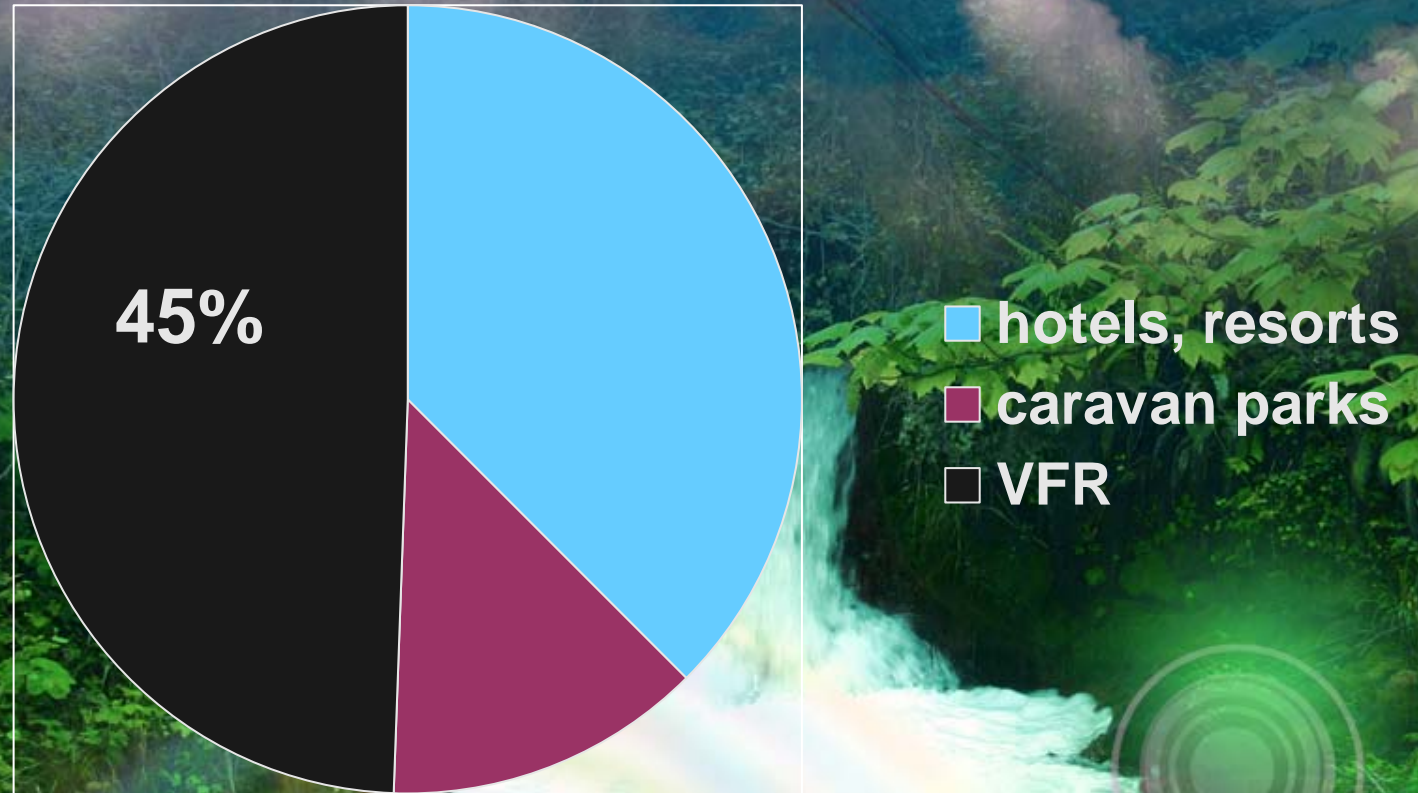
How big is
the VFR
market?

Travel by Australians by purpose of visit



Source: Tourism Research Australia, 2004

Travel by Australians by accommodation



Source: Tourism Research Australia, 2004

So, who are
VFRs?



How do we
define VFR
Tourism?

06 VFR Research



1. **Absence of a definition**
2. **Discrepancy with existing data**
3. **Difficulties with measurement**
4. **Lack of lobbying**
5. **Perceived minor economic impact**
6. **Tourism text books**
7. **Difficult to influence**

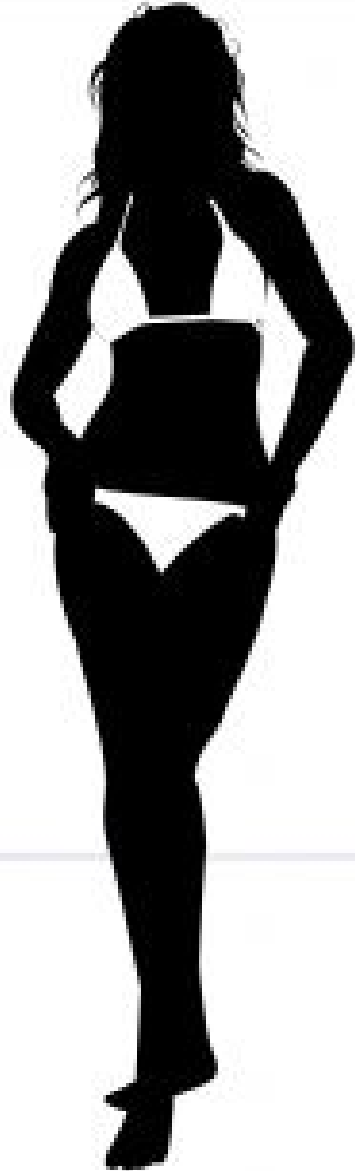




VFR Statistics

Statistics

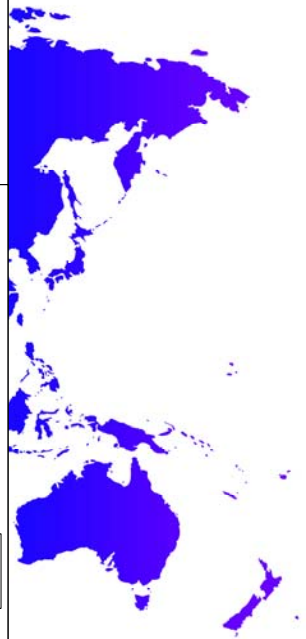
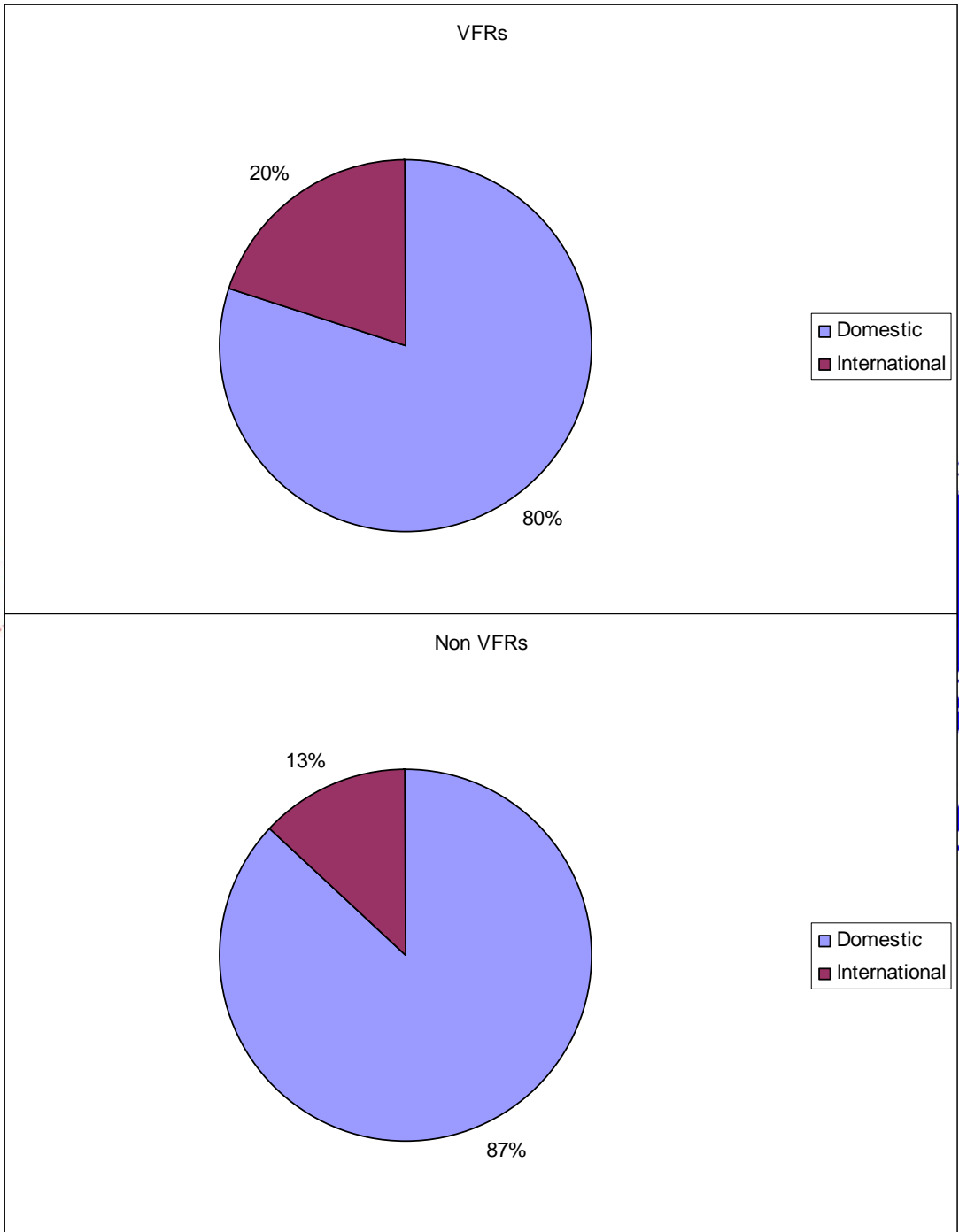
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What was
revealed?

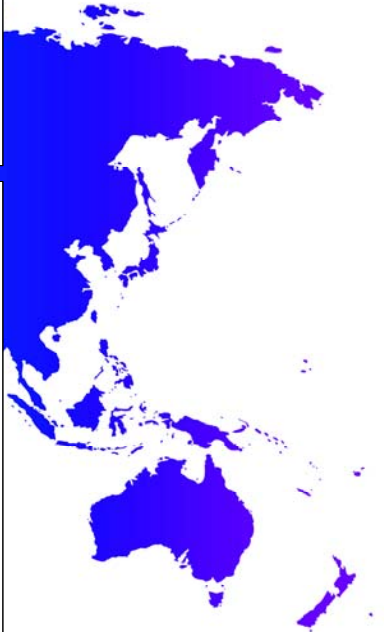
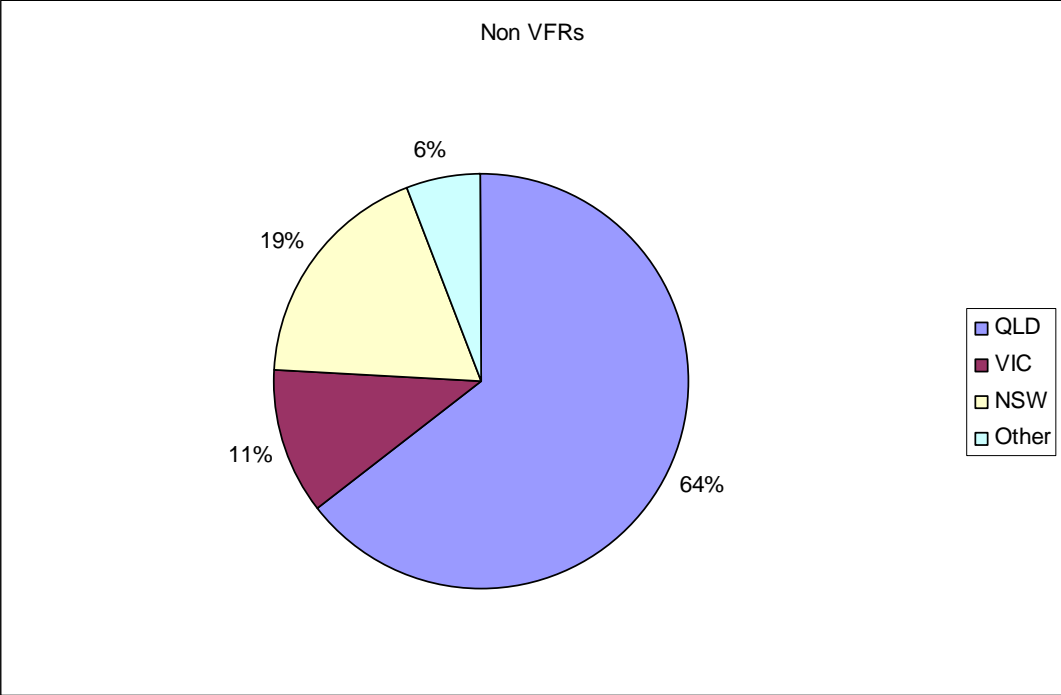
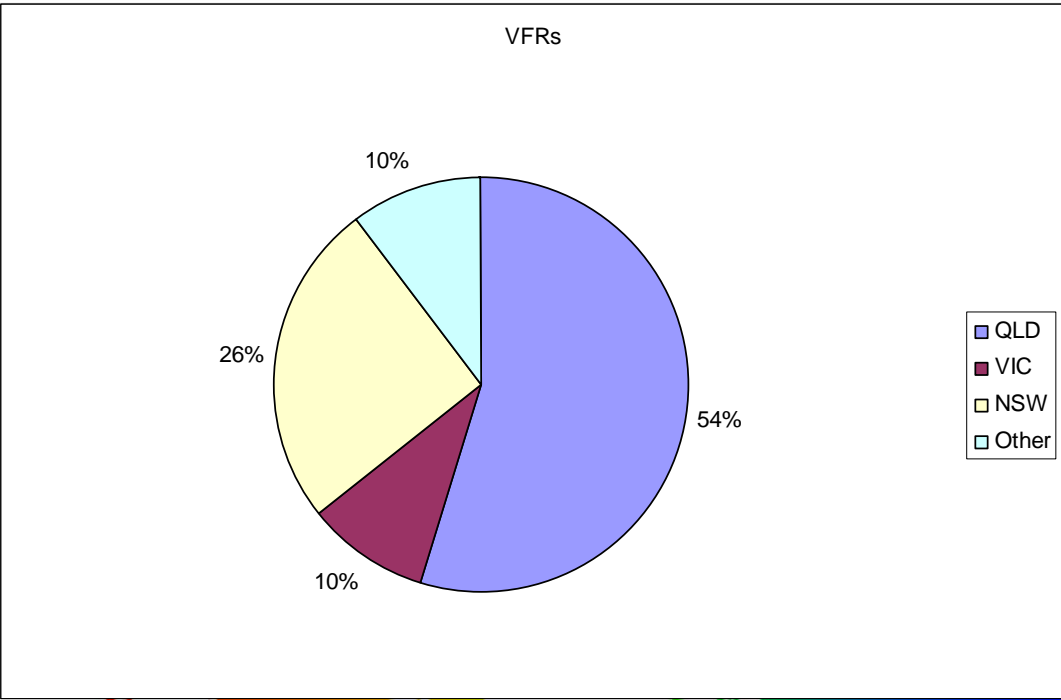
Origin of visitors

10

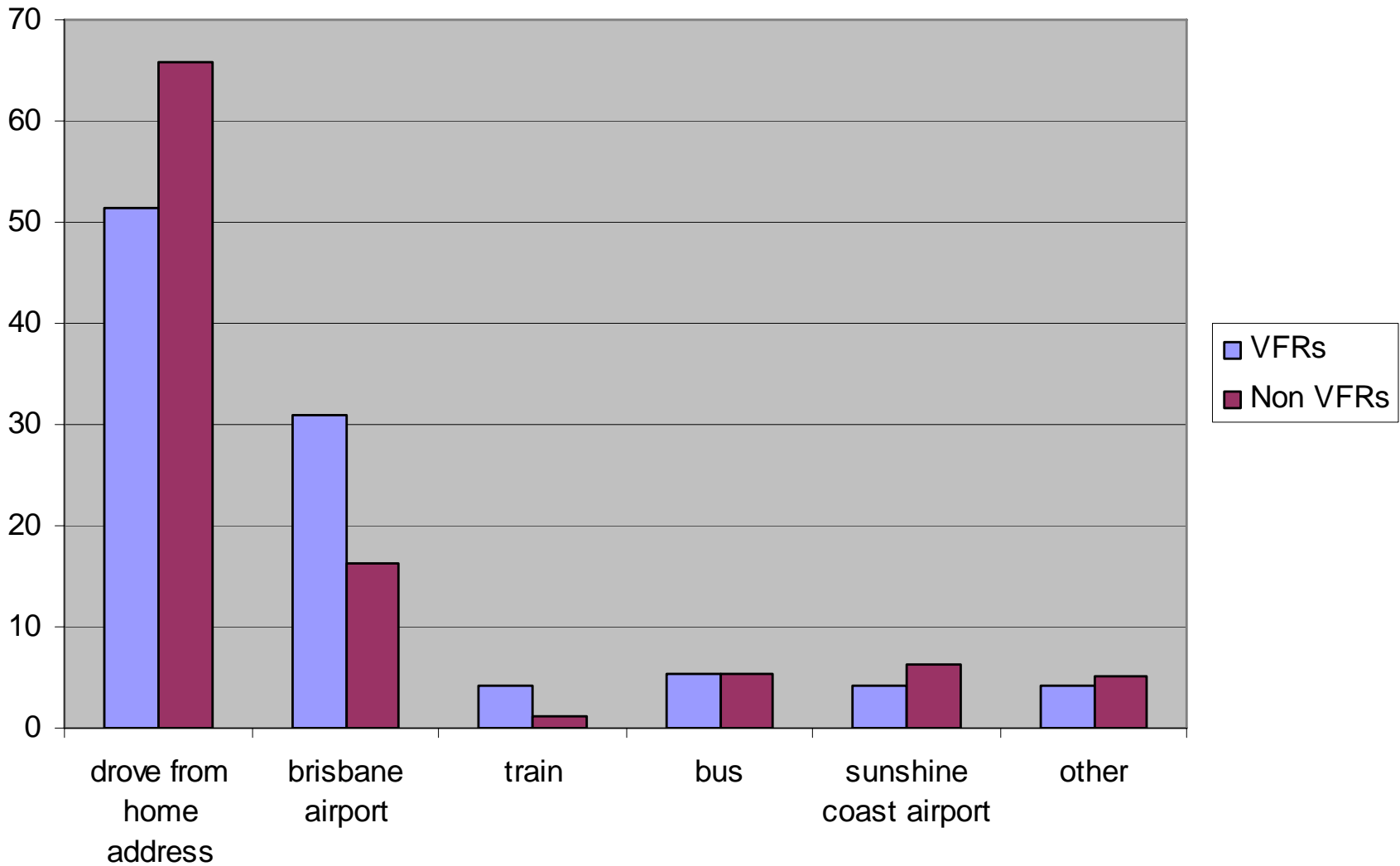


Origin of visitors

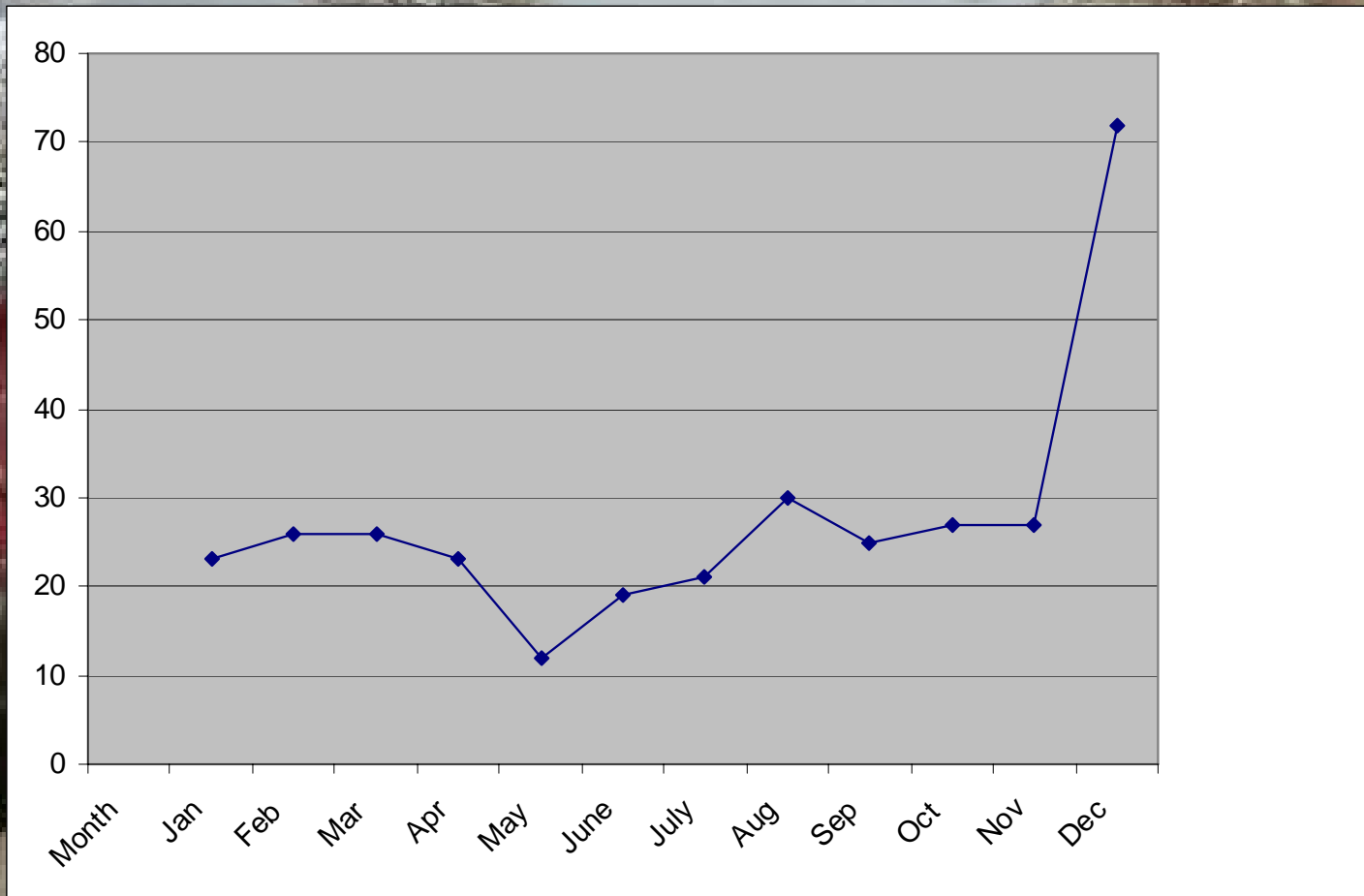
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Mode of Transport

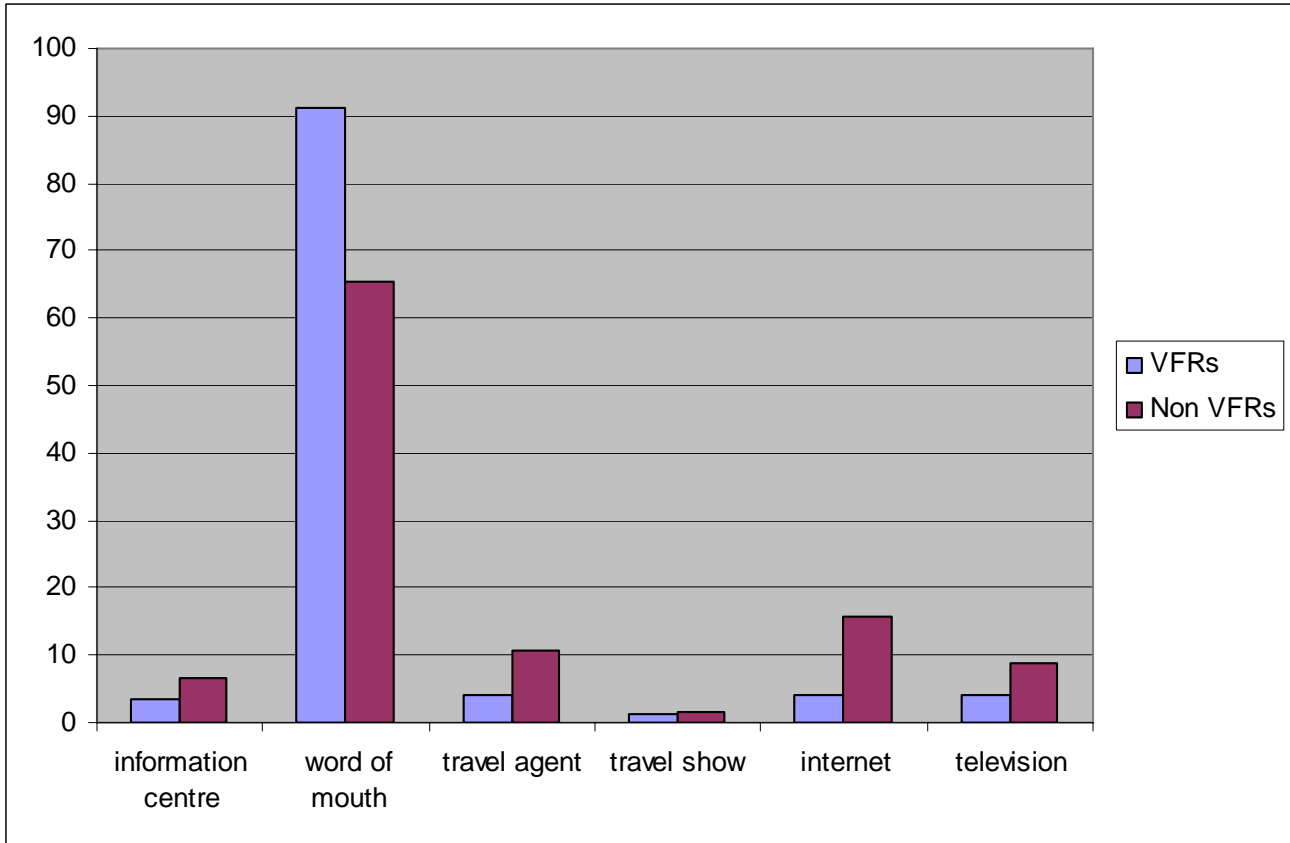


Seasonality



Source of Information

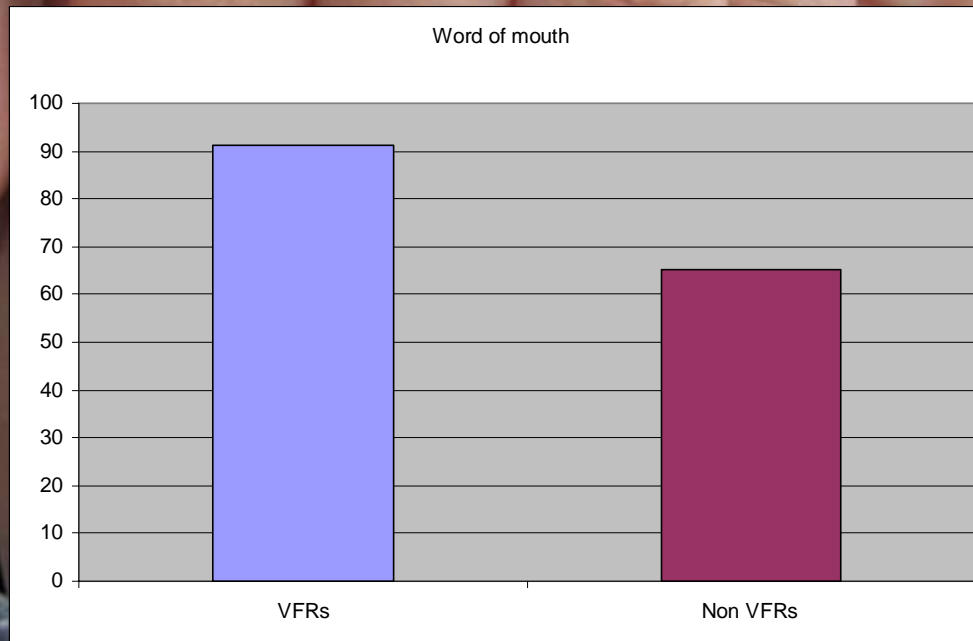
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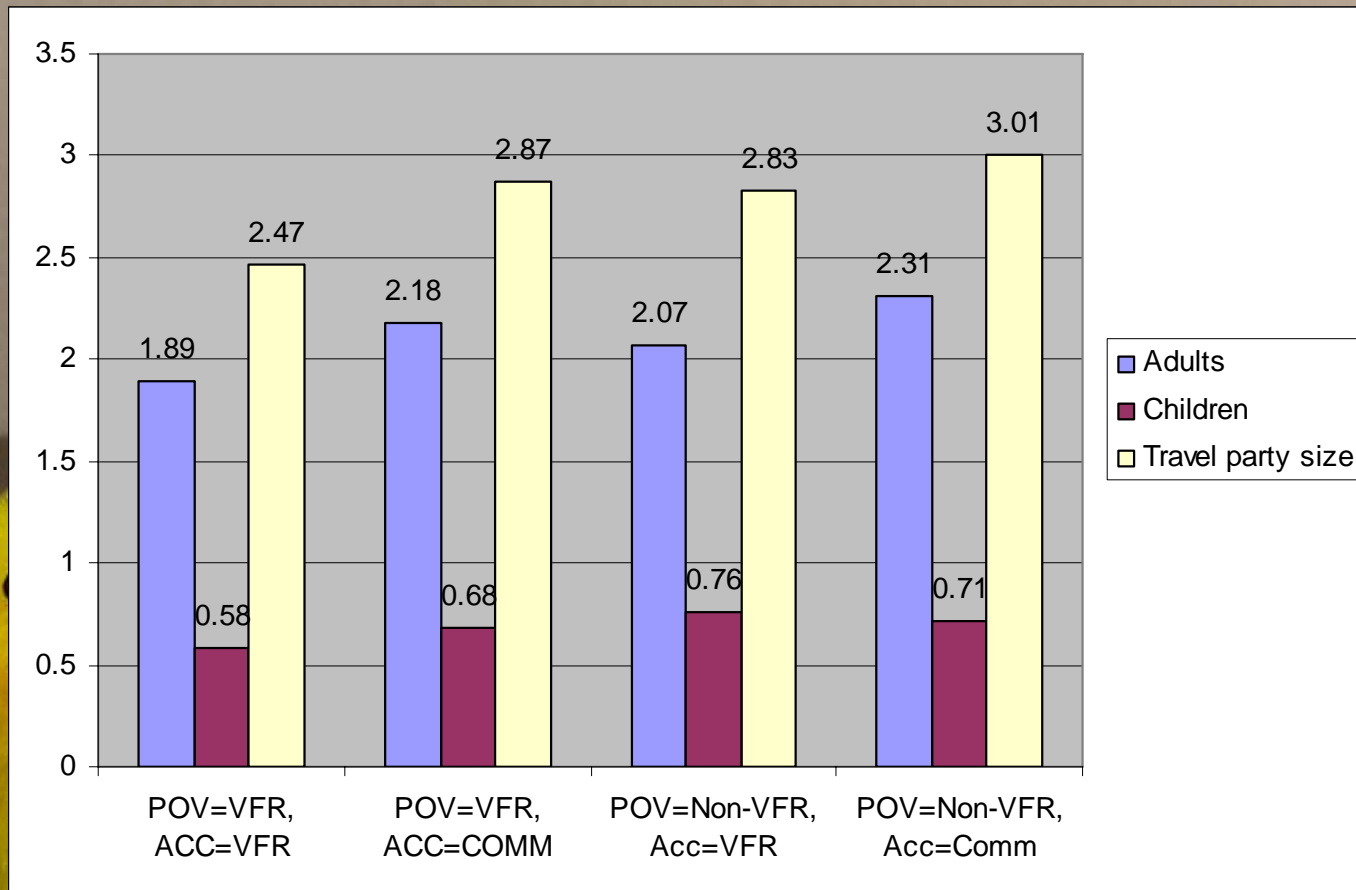
Are local attractions well known or known well?

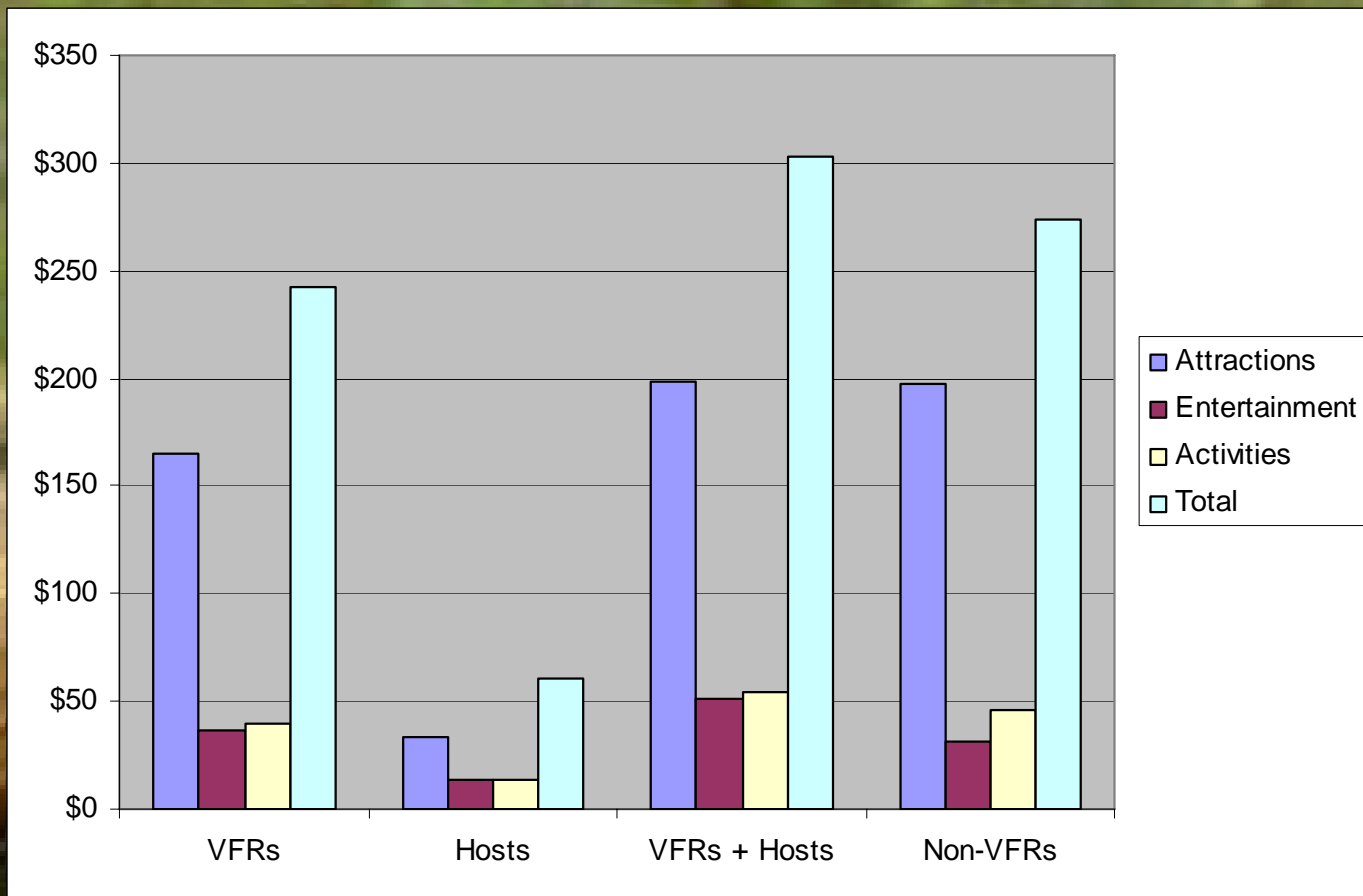
Word of Mouth

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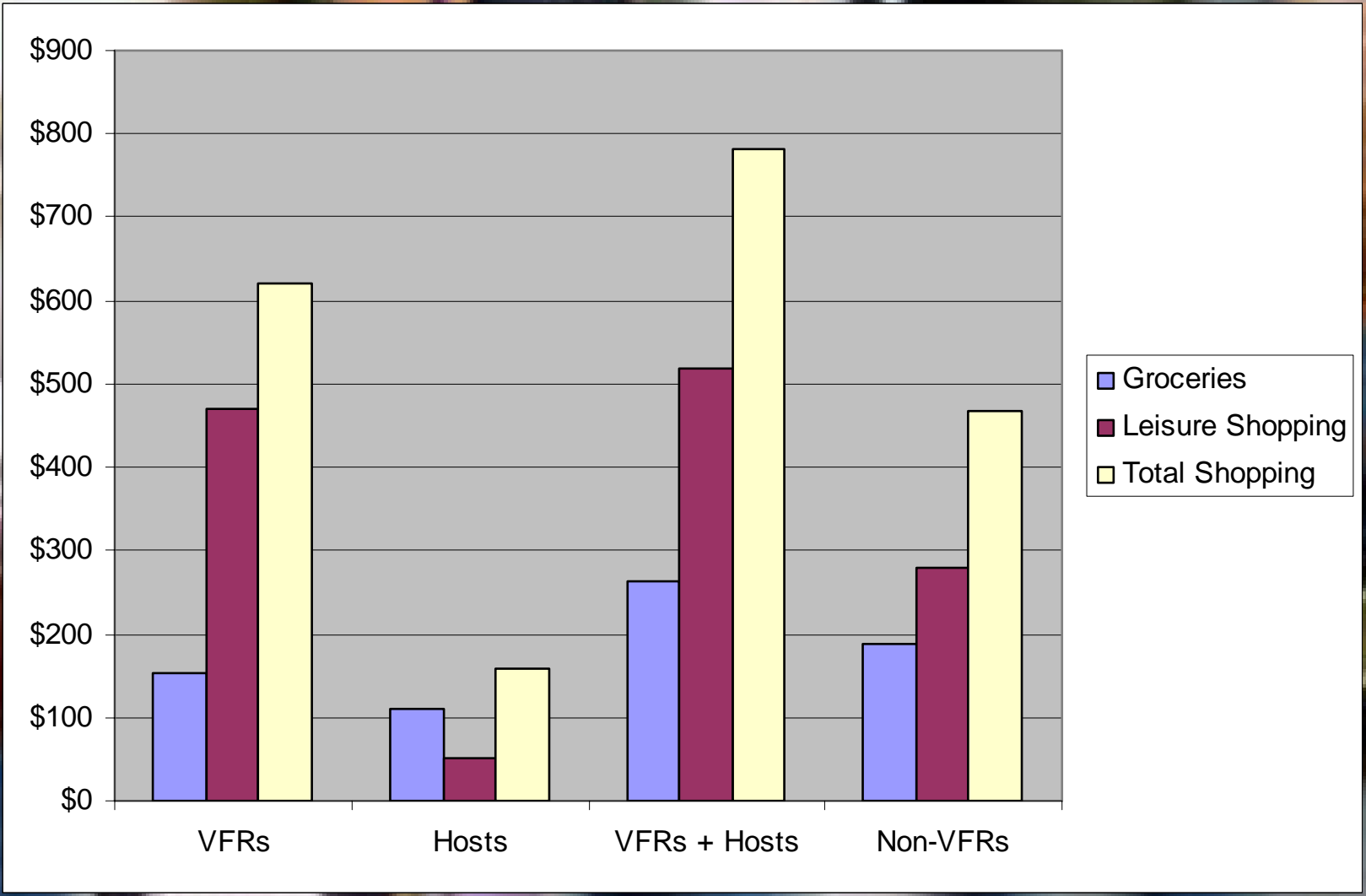


Travel party Size





VFR
activities



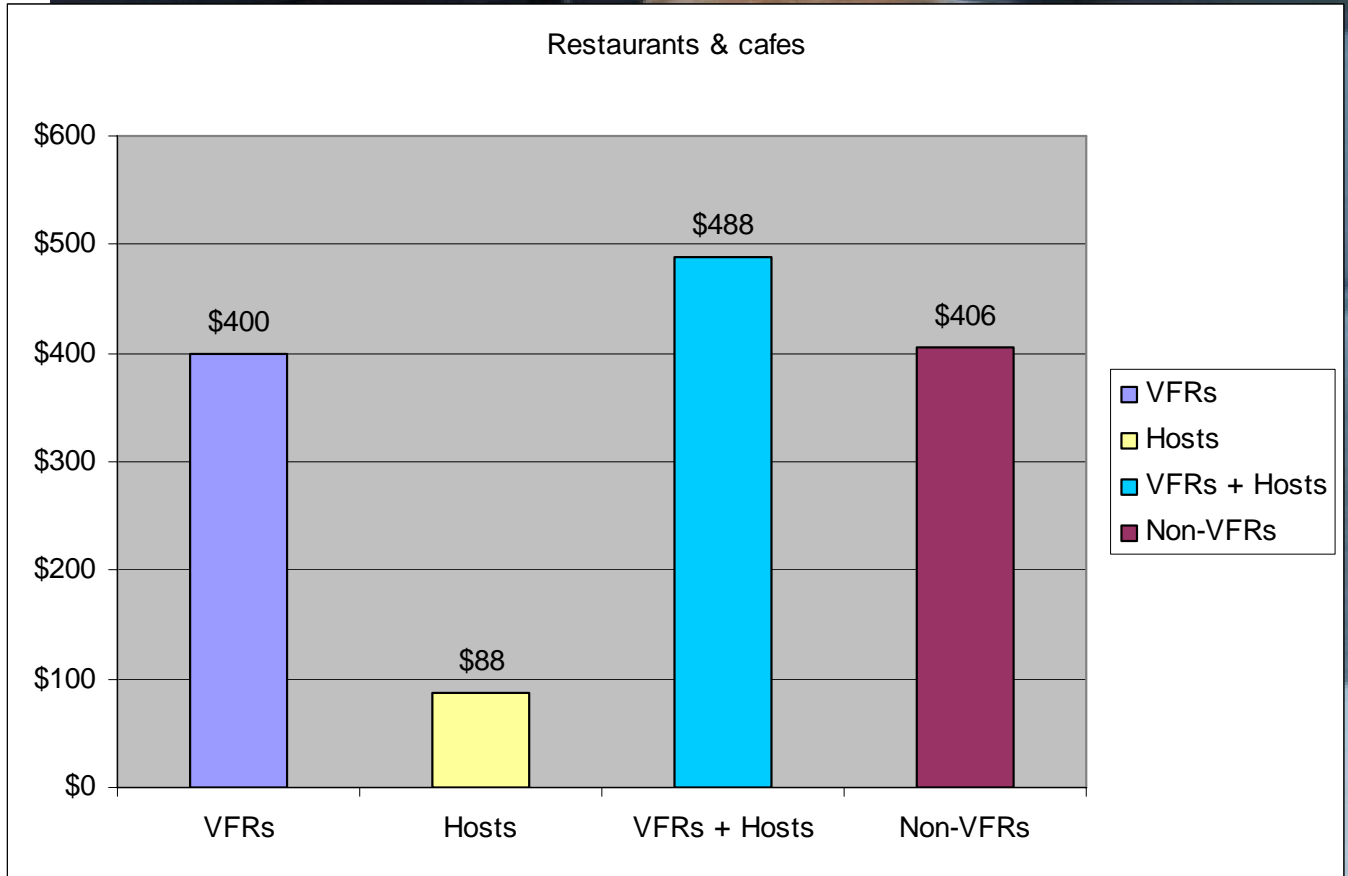


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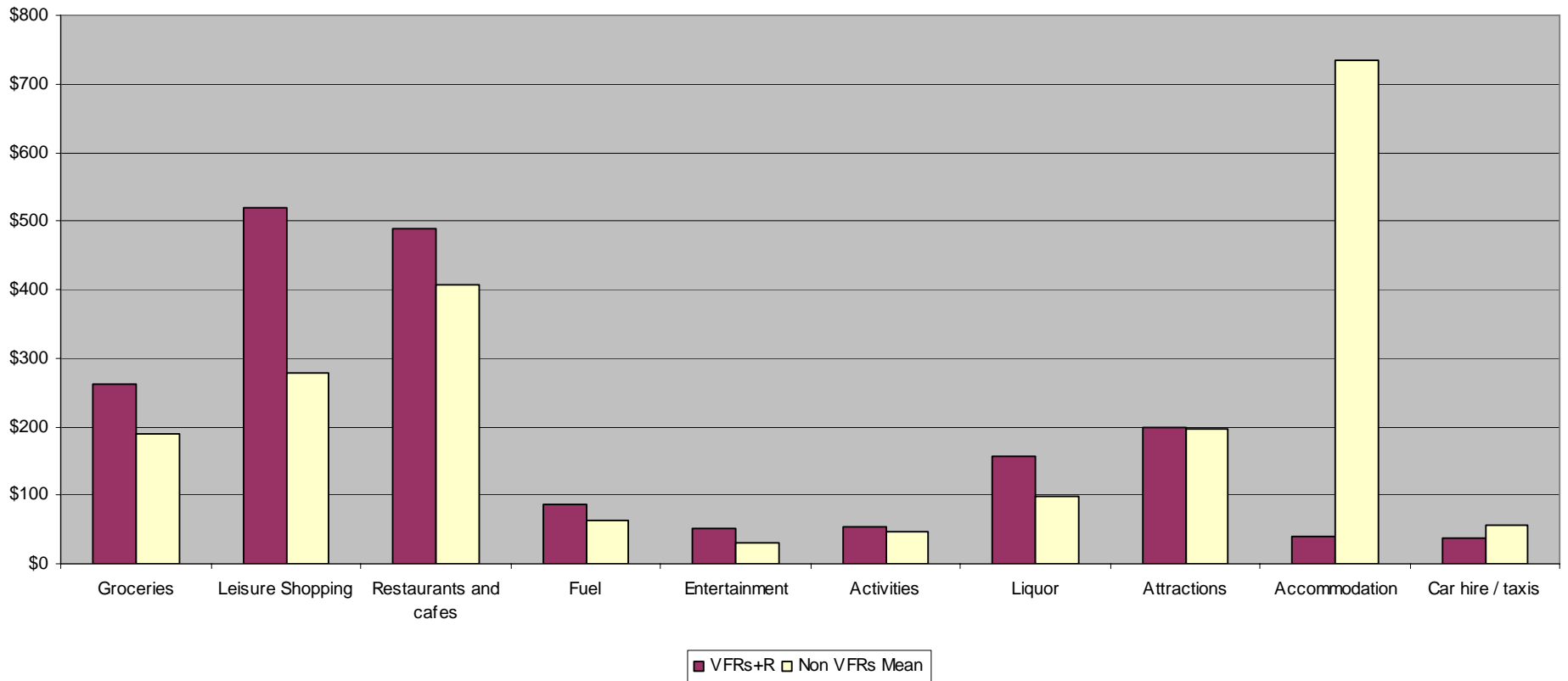
Gifts for hosts

Dining Out

20

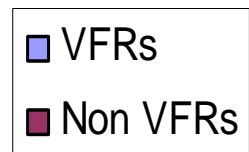
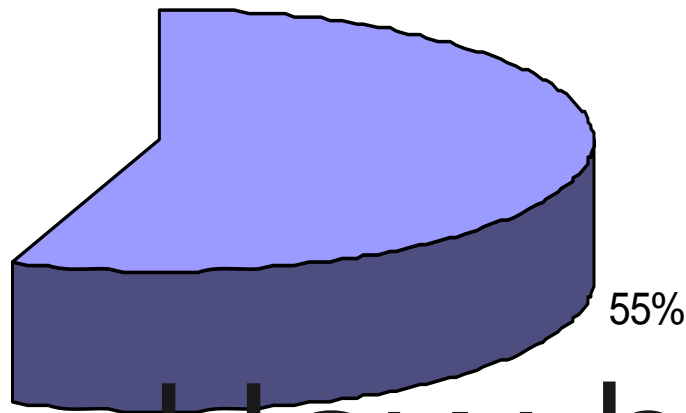
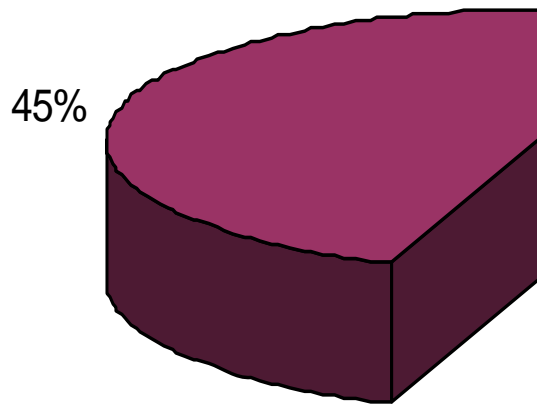


VFR Expenditures



VFR Tourism: Opportunities

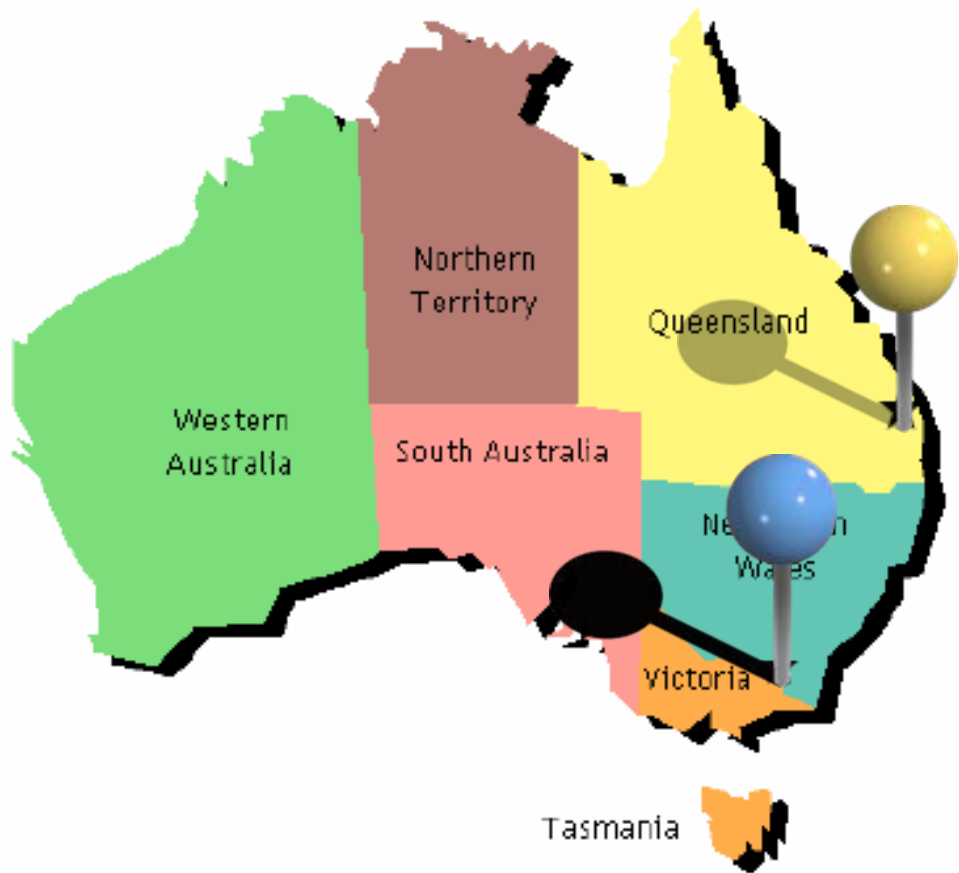




How big is
the VFR
market?

Motivation





The comparing regions



| Length of stay | Albury-Wodonga | Sunshine Coast |
|----------------|----------------|----------------|
| | % | % |
| 1 night | 22.7 | 8.4 |
| 2-3 nights | 45.9 | 24.4 |
| 4-6 nights | 11.9 | 22.9 |
| 7 nights | 11.3 | 9.9 |
| 8-14 nights | 6.7 | 20.4 |
| 15+ nights | 1.5 | 14 |

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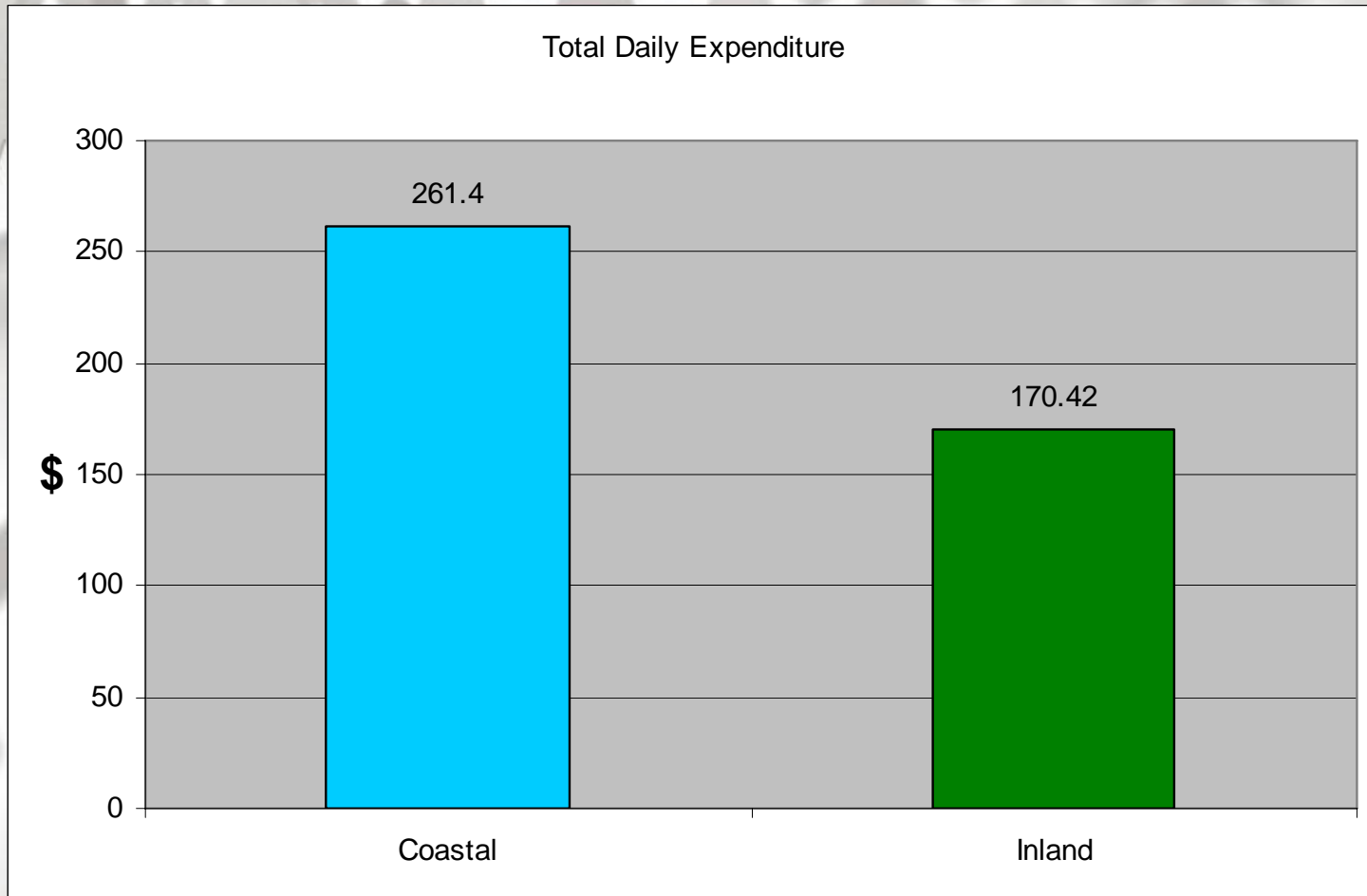
8.2%



34.4%



Tourists: Are they all the same?





VFR is huge ...



But...

So what?