

**Backpacker Operators
Alliance of Victoria**

▶ **BOAV
UPDATE**

September 2010

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WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER

WOW! The inaugural Victoria Tourism Week is now over and what a success it was. Thank you to all our BOAV members and tourism industry colleagues who made it such a triumph.

The BOAV hosted Amazing Race was just that, AMAZING! The 184 participants were exhausted at the end which was a great sign and you certainly deserved your drinks. Congratulations to the overall winners: All The Way YHA and close Runners Up: Eureka Skydeck, also to best costume winners: Safari Pete and the Supremes, Fed (Square) Bureau Of Intelligence (FBI) and IEP. There were terrific, specially designed t-shirts, crazy headwear and accessories and I wish we could have given you all prizes for your efforts.

The Sports Tourism Forum held at the MCG was our biggest ever with more than 130 attendees listening to the AFL's Andrew Demetriou, the VRC's Dale Monteith and Bicycle Victoria's Garry Brennan followed by wine tastings sponsored by VWIA. 28 Visitor Information Centres participated in the Week by running activities and all were a great success.

Thanks must go to our sponsors and supporters: Destination Melbourne, V/line, OAMPS Insurance Brokers and VECCI. To check out photos and event summaries please visit www.victoriatourismweek.com.au

Finally, this was the first and last Victoria Tourism Week delivered by your current BOAV team as Brendan has now moved on, I am leaving next week for a role as Marketing and Partnership Development Manager for The National Trust and Edwina will shortly be going on maternity leave. My colleagues have been wonderful and I have thoroughly enjoyed my, almost three years, with Tourism Alliance Victoria and the VECCI family of Tourism and Event Associations.

All the best for a stronger and bigger BOAV in the future.

Warm regards,

**Anita Donnelly
Executive Officer**

IT'S A WRAP - VICTORIA TOURISM WEEK EVENTS!

VTIC & VEIC Quarterly Forum: 'Sports Tourism – The importance and value to our City and State' – 8 September 2010



As part of the inaugural Victoria Tourism Week, VTIC and VEIC co-hosted the Sports Tourism Forum, on Wednesday 8 September. The event was held in the understated surrounds of the Jim Stynes Room at the MCG, with stunning views out over the ground.

Our three guest speakers presented differing views on the importance and value of Sports Tourism to our City and State, using examples from their various sporting codes.

As part of this unique experience, delegates had the opportunity to test their sporting knowledge prior to the Forum at the National Sports Museum. Afterwards they enjoyed scrumptious canapés and stimulated their palettes with wine tastings from some of Victoria's finest wineries, while networking with their industry colleagues.

A couple of delegates were lucky enough to win a 30 minute scenic flight with mild aerobatics in a Tiger Moth plane, thanks to Vintage Tigermoth Joyflights and the opportunity for two to swim with the dolphins and seals in Port Phillip Marine Park, courtesy of the Crew at Sea All Dolphin Swims.

We'd like to take this opportunity to thank our speakers:

- Andrew Demetriou – CEO of the AFL
- Dale Monteith – CEO of the VRC
- Garry Brennan – Public Relations for Bicycle Victoria

Thank you too to our sponsors and supporters of this event: Austins Wines, Buller Wines, City of Melbourne, Destination Melbourne, Mount Avoca Wines, Mount Moriac Wines, National Sports Museum, OAMPS, Sea All Dolphin Swims, Tigermoth Joyflights, Tourism Victoria and the Victorian Wines Industry Association.

To ensure you don't miss the next VTIC Forum, save the date, Monday 15 November, where we will have Parliamentary Representatives discussing their tourism and events election strategies.

The Tourism Industry Amazing Race – 10 September 2010

As part of the inaugural Victoria Tourism Week, the Backpacker Operators Alliance of Victoria (BOAV) together with the Hotel, Motel and Accommodation Association (HMAA) held the first ever *Tourism Industry Amazing Race!*

Over 180 competitors in 42 teams braved the ever changing Melbourne weather to battle it out in a three hour race throughout Melbourne's CBD. Teams completed a series of challenges and activities to try and score the most points to claim the grand prize.

Melbourne Central YHA, Radisson on Flagstaff Gardens and Urban Central all hosted various team challenges. The latter played host to Rap Jumping for 10 lucky contestants whose teams made it to the final pit stop first!

We'd like to thank everyone who participated in the race and congratulate the following successful teams:

Best Dressed Team: Safari Pete and the Supremes

Runners Up: Eureka Skydeck

Winners of the Amazing Race: All the Way YHA

We would also like to take the opportunity to thank all of our sponsors and supporters of this event, who helped make this event the great success that it was:

Sponsors: OAMPS, V/Line, Yarra Trams

Supporters: Colonial Tram Car Restaurant, Destination Melbourne, Eureka Skydeck, Melbourne and Olympic Parks, Rap Jumping & Urban Central



LATEST NEWS

TOURISM AUSTRALIA TO HOST “THE OPRAH WINFREY SHOW” IN AUSTRALIA

Popular US talk-show, “The Oprah Winfrey Show,” is set to travel to Australia this December to film at least two episodes that will air in early 2011.

The announcement includes a partnership between Tourism Australia and “The Oprah Winfrey Show,” which will enable Australia to be showcased to audiences worldwide as part of the shows, Tourism Australia Chairman, Geoff Dixon announced. [More...](#)



FEDERAL GOVERNMENT TOURISM PORTFOLIO CONFIRMED

Victoria's peak tourism industry policy council welcomes the announcement of Prime Minister Julia Gillard's Cabinet. VTIC CEO Todd Blake says Martin Ferguson's re-appointment as Tourism Minister is a welcome continuation of his engagement with the sector. “The re-appointment of Minister Ferguson should mean the objectives of the National Long-Term Tourism Strategy (NLTS) are achieved more quickly,” says Mr Blake. The Strategy was established under Minister Ferguson's leadership so it is fitting he will oversee its continuation.

It's vital that the NLTS provides an environment that fosters tourism investment, as well as properly resources tourism marketing. This will allow Australia to compete on the global stage for the hearts, minds and wallets of visitors from long and short haul markets” says Mr Blake. BOAV noted a number of new appointments in Prime Minister Gillard's Cabinet which will help shape the Government's engagement with the tourism Sector. These include:

- The appointment of Nick Sherry to assist Minister Ferguson in the tourism portfolio
- Simon Crean in his new Regional Development portfolio
- Craig Emerson's appointment as Minister for Trade
- Anthony Albanese's appointment to the Infrastructure and Transport portfolio
- Chris Bowen's appointment as Minister for Immigration and Citizenship
- Chris Evans' new role in the Jobs, Skills and Workplace Relations portfolio

“Tourism underpins over 500,000 jobs and generates \$92 billion per annum of the economy. The prosperity of the sector must be facilitated by an all-of-government approach and BOAV looks forward to engaging with each of the Ministers who will shape the Federal Government's policy delivery for the sector,” says Mr Blake.

VICTORIA'S TOURISM & EVENTS INDUSTRY STRATEGY 2020

[Victoria's Tourism and Events Industry Strategy 2020](#) has been developed by the Victoria Tourism Industry Council and the Victoria Events Industry Council, in collaboration with BOAV and the broader industry. It follows on from the Tourism and Events Strategy 2016, first developed by the industry in 2008, and incorporates an assessment of where we are coming from and outlines a vision for where we want to go.

Much work has occurred over the past four months to develop this Strategy, including stakeholder consultations, an industry workshop, and other stakeholder input. Significant input to the strategy has been provided by Professor Leo Jago and Professor Margaret Deery of Tourism and Business Events International, and Erin Joyce of Lightfoot Marketing Pty Ltd in the preparation of this Strategy.

The Strategy represents the commitment and drive of the industry to demonstrate leadership in setting and achieving its future goals. Much has happened since the previous industry strategy was first developed and the environment within which operators compete has changed markedly. This has reinforced the need for a reassessment.

The Strategy incorporates a review of the previous industry strategy and sets out a plan to accomplish future growth - in the four key focus areas of:

- Leadership
- Industry development
- Infrastructure
- Marketing

A key determinant to achieving industry goals will be the level of engagement and participation by industry operators and key stakeholders. Increased engagement, further collaboration and a commitment to ongoing industry and product development is vital to capturing the benefits of future growth markets. The Strategy also incorporates **Victoria's Events Industry Development Plan** - an industry development plan for the events industry. It is important to note that this is the first such plan developed and represents a significant step forward for the events industry. The real test of any strategy or plan is of course is in the implementation - and so the real works begins now.

NEW \$2 MILLION FUND FOR SIGNIFICANT SPORTING EVENTS

Victoria will continue to remain a world leader in hosting significant sporting events thanks to a \$2 million boost from the Brumby Labor Government, Sports Minister James Merlino has said.

Event organisers, state sporting associations, sporting venues and Local Government Authorities can now apply for grants of up to \$300,000 to host events in Melbourne and regional Victoria as part of the new Significant Sporting Events Program. [Read more...](#)

KINAWAY - VICTORIAN ABORIGINAL CHAMBER OF COMMERCE OPENS FOR BUSINESS



Kinaway
Victorian Aboriginal
Chamber of Commerce

Business advocacy in Victoria enters a new era with the State's Aboriginal Chamber of Commerce – Kinaway – opening for business last month.

Aboriginal businesses owners and entrepreneurs will now have a dedicated Chamber of Commerce providing them with policy advice, representation and business services.

Kinaway has the support of VECCI, giving the Chamber access to the resources of the State's largest and most influential business advocacy organisation.

Kinaway will have 100 per cent indigenous representation at board level currently chaired by Aboriginal businesswoman Ms Karen Milward and Deputy chairperson is Ms Jodie Sizer-winner of the Dardi Indigenous Business Leadership award 2009. Kinaway's important role in the future of Victorian Aboriginal business growth is reflected in its business plan including representation, training and development and networking opportunities for members.

Housed within VECCI, a partner with government and KBN in establishing Kinaway, the Aboriginal Chamber of Commerce has already established strong links to other Aboriginal Chambers and their members who provided invaluable advice during the establishment phase of Kinaway including the Canadian Aboriginal Chamber of Commerce

\$12.5 MILLION CALL FOR STUDENTS TO WORK IN REGIONS

Regional Victorian students studying at a tertiary level away from home will be given a big incentive to return under a new \$12.5 million work experience program launched today.

Regional and Rural Development Minister Jacinta Allan opened applications for the \$12.5 million Young Professionals Provincial Cadetships Program. [Read more...](#)

MEMBER NEWS



habitatHQ
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HABITAT HQ's REWARDING WEEK! - 'Best Hotel Operator Website Award 2010'

Habitat HQ achieves a new & exciting benchmark having been awarded TRAVELTech's Best Hotel Operator Website Award for 2010" winning over a credible line-up of finalists in the category. The TRAVELTech Web Awards, sponsored by Amadeus & Tourism Technology were announced at Tuesday's TRAVELTech conference & are based on the following criteria of Innovation, Design & Usability, Meeting the Brief, Speed, Build & Content.

Nicola Smith, Business Development & Marketing Manager stated "As an independent property on a resourceful budget we were proud to be announced as a finalist. Winning the category against established website properties such Oaks Hotel & Resorts, Vibe Hotels & the Mantra property group is just outstanding. This award recognises the importance of delivering on your target audiences online expectations. Our highest source of bookings is now direct via our website and this shift in the last six months proves its success."

Finalists – 'CitiPower Port Phillip Business Excellence Awards'

The City of Port Phillip announced Habitat HQ as a finalist in their 2010 CitiPower Port Phillip Business Excellence Awards. Habitat HQ aims to win the Tourism category for recognition in the areas of customer service excellence, local business development, innovative marketing & sustainable business initiatives.

BUSINESS INFORMATION AND OPPORTUNITIES

BACKPACKERS AND SUSTAINABILITY - a critical linkage?

Research suggests that backpackers are useful as an indicator group for global consumer attitudes towards sustainability. Understanding such attitudes would be invaluable to the travel industry in myriad ways. I am a social researcher with research experience in both backpacker tourism and sustainability, soon to commence a PhD. My geography Honours thesis focussed on backpackers and I have conducted sustainability based research in my three years as research assistant in Monash University's School of Geography and Environmental Science.

What critical linkages exist between backpackers and sustainability? I would be interested in speaking to anybody working in this area. Previous research on the sustainability issues of backpacking in Australia have generally been too theoretical. Thus I am seeking ideas from members of the industry for a research project with practical value. Any suggestions you could offer would be greatly appreciated, and my research results would be made available to you and the wider industry. To discuss further please contact Ben laquinto at bliaq1@gmail.com or 0407 601 481.

BACKPACKER OPERATOR E-MARKETING OPPORTUNITY DIRECT TO BACKPACKERS

Tourism Victoria are developing a trial initiative to enable backpacker operators further e-marketing opportunities direct to backpackers (via our website, www.backpackmelbourne.com), at no additional cost.

The page will be launched in October 2010 and will run as a 6 month trial with 'hot deals' rotating ever 2 months. Listings are limited. Requests will be treated on first service basis with rotation every two months.

Should you have a specific "deal" that you would like to have featured on www.backpackmelbourne.com please express your interest to [Sarah McPhee](mailto:Sarah.McPhee@tourism.vic.gov.au) by Monday 4 October and complete the attached form outlining the specifics of your 'hot deal'.

BOAV INDUSTRY BUSINESS FACTSHEETS

BOAV has developed a number of handy business resources, designed to help members stay up-to-date with safety regulations, legislation and laws that apply to the backpacker industry. All factsheets can be [downloaded here](#).

TAPPING INTO TOURISM GUIDE RELEASED

Destination Melbourne launched the 'Tapping into Tourism' guide as a part of Victoria Tourism Week celebrations. The guide has been designed to help Local Government and Trader Groups across Melbourne tap into the Visiting Friends and Relatives multi-billion dollar tourism industry. For more information visit www.destinationmelbourne.com.au.

ATO SMALL BUSINESS BENCHMARKING TOOLS



The ATO has produced a series of small business benchmarks that are designed to help business assess their own business' performance and assist in meeting their tax obligations. There are 'performance' and 'input' benchmarks available.

Current benchmarks of possible interest to the tourism and events industry include: [Liquor retailing](#), [pubs, taverns and bars](#), [restaurants, catering services](#), [coffee shops](#), [craft shops](#), [florists](#), [gift stores](#), [sports, camping and fishing retailing](#), [bakeries and hot bread shops](#), [cake shops and patisseries](#), [beauty services](#), and [taxi drivers and operators](#).

If you would like to recommend that the ATO creates a benchmark for an industry not already included please send your suggestion to VECCI Senior Policy Adviser, Jodie Wickham, on email jwickham@vecci.org.au. For more information on the benchmarks and to compare your own business, see www.ato.gov.au.

TOURISM E-KIT: NOW ON VIDEO

Australian Tourism Data Warehouse's (ATDW) popular tourism e-kit tutorials are now available online in video format, enabling operators to reduce their learning consumption time by 50 per cent.

The free e-kit is features 41 online marketing tutorials for tourism operators, covering everything from the basics of developing a good web site to advanced topics like search engine marketing and online product distribution.

The videos complement the existing tutorials and were created to assist the busy tourism operator and cater for different adult learning styles. Access the e-kit tutorial videos by visiting the [Tourism Online Marketing E-Kit](#) page on Tourism Victoria's corporate site.



NO LEAVE, NO LIFE EMPLOYER PROGRAM – INDUSTRY OPPORTUNITIES

Tourism Australia is seeking expressions of interest from industry who would like to work with *No Leave, No Life* employers to provide competition prizes to motivate their staff to take annual leave within Australia. Over the past 18 months over 800 organisations have signed up to the program with a potential reach of over one million employees. If you are interested in working with our employer organisations email [No Leave No Life](mailto:NoLeaveNoLife@tourism.gov.au) for more information. [Find out how to implement the program up in your workplace.](#)

LATEST BLOGS

To read more articles about tourism and other topics affecting the wider business community, visit The VECCI Blog at <http://blog.vecci.org.au>.

TESTING THE FLEXIBILITY OF MODERN AWARDS



VECCI's application to Fair Work Australia on behalf of their members addresses issues a number of industries are facing regarding the modern awards. The minimum number of employable hours set by the awards do not meet their stated objective of 'social inclusion' and are not flexible enough for either employers or employees.

The application by VECCI is across 80 awards; however the positive impact of flexible minimum engagement hours is likely to provide the greatest benefit to employees in service industries where flexible working hours are an important feature of employees' capacity to balance work with study, parenting commitments or recreation activities.

The current minimum engagement periods are 3 or 4 hours for most tourism and events related awards. A shortening of minimum engagement will help businesses in the tourism and events industry to secure staff during peak periods of demands. A shorter minimum engagement will also provide employers more flexibility to ensure skilled staff are able to work when they are available, i.e.: around other commitments such as child care or study.

VECCI's application is in no way intended to remove the safety net that exists within modern awards, but as a way to get more people employed, at the same time as helping employers improve productivity and improve diversity in the workforce.

FIRE SAFETY

New building fire safety regulations became enforceable on 1 July 2009 and owners and managers of every accommodation business (and in particular larger occupancy businesses) must have taken steps to ensure they are compliant. The regulations aim to ensure persons can evacuate from buildings in the event of a fire, something that would appear from the instances mentioned here are certainly working. [Read more...](#)

INDUSTRY NEWS

TOURISM VICTORIA RELEASES WORKFORCE DEVELOPMENT PLAN

Tourism Minister Tim Holding last night released Victoria's Tourism Workforce Development Plan. The plan has been developed to ensure the State's tourism industry achieves the target of employing 225,000 people by 2016. The plan addresses the key challenges in attracting and retaining individuals with the required skills and experiences. [Click here](#) to download the plan.

REGIONAL TOURISM ACTION PLAN FOR 2011

Australia's peak regional tourism body, the Australian Regional Tourism Network (ARTN), has developed a blueprint to demonstrate how tourism can further underpin regional economies. At the annual convention held 16 to 20 August in the Yarra Valley, this change of focus, which was once a sector driven by marketing, now sees marketing as only part of the solution. [Read more...](#)

YOUNG TOURISM NETWORK CELEBRATES FIFTH BIRTHDAY



Over 100 upcoming industry professionals celebrated the Young Tourism Network's fifth anniversary at Hilton Melbourne South Wharf on 26 August. Embracing a Spanish theme, the event celebrated the contribution of the volunteers and members of the Young Tourism Network. The Hon Tim Holding MP, Minister for Tourism and Major Events, was the keynote speaker.

The network was established 5 years ago with the aim of assisting young tourism professionals develop their skills and contacts. Since then, the membership base has grown significantly and now has over 400 members, ranging from students to industry professionals.

The Young Tourism Network is auspiced by Tourism Alliance Victoria and supported by industry partners including Tourism Victoria, City of Melbourne, Victoria University, William Angliss Institute, AAA Tourism and Destination Melbourne Limited. To find out more visit www.youngtourismnetwork.com



MURRINDINDI/MITCHELL BUSHFIRE TOURISM RECOVERY GROUP

Stay up to date with the latest developments as the Shires of Murrindindi and Mitchell recover from the 2009 Victorian bushfires. Log onto www.watchusgrow.com.au for news updates, upcoming events, a directory of businesses operating within the shires and more.

GREAT MINDS THINK ALIKE

Whilst our national leaders were in Canberra battling out the top job of running the country, the future leaders of the Melbourne tourism industry came together to reflect on their personal leadership journey at the Melbourne Tourism Industry Leadership Summit.

The Leadership Summit delivered by Destination Melbourne with the support of Melbourne Airport, City of Melbourne, Tourism Victoria and Tourism Alliance was aimed at providing a forum for the participants of the leadership program to come together and share their experiences on the road to leadership through the program, and also help to formulate strategies to help grow Melbourne as an outstanding global visitor experience.

The format for the day was delivered through thought provoking discussions around a conversational cafe style environment, and stimulated by conversations of leadership which transpired between notable leaders, external to the Tourism Industry in Stephen Mayne - Manningham City Council and shareholder activist, Sean Silvey CEO of Spotless, Denise O'Brien CEO of Centre of Adult Education, Kay Rundall CEO of City of Port Phillip, and Jason Eades CEO of Koori Heritage Trust.

Discussions and outcomes were captured by cartoonist, Simon Kneebone and also formally delivered to representatives of the Destination Melbourne board for consideration when reviewing the organisations strategic plan. The common highlight of the day as quoted by the participants was "the opportunity to network with their peers who are passionate about tourism and have a shared vision to grow Melbourne as an outstanding global visitor experience."

AUSTRALIA NAMED TOP TRAVEL DESTINATION

Australia has been voted as a top future holiday destination by more than 6,700 people who took part in the [Visa - Pacific Asia Travel Association \(PATA\) Asia Pacific Travel Intentions Survey 2010](#). Forty percent of the respondents said they would consider travelling to Australia or Japan in the next two years. When asked to name the most likely destination for their next Asia Pacific holiday, 17 percent named Australia as their top destination.

CHINESE TOURISTS IN VICTORIA THE BIGGEST SPENDERS

International visitors to Victoria spent \$3.9 billion in the state last year, figures reveal. Visitors from China were the top spenders, outlaying more than \$600 million on entertainment, accommodation and gambling. And there is more to come with Chinese visitor numbers expected to overtake New Zealand as the biggest in Victoria within five years as more direct flights come on line. The Great Ocean Rd, Daylesford and Mornington Peninsula have proved major drawcards: spending rose five per cent to almost \$300 million.

VIRGIN BLUE GROUP EXPANDS SERVICES IN MELBOURNE

Melbourne Airport welcomes the Virgin Blue Group's announcement that the airline will be expanding services on five of their successful routes out of Melbourne this year.

From tomorrow, Pacific Blue will increase services to Denpasar from five weekly to daily and from 31 October, will increase services to Christchurch from four weekly flights to daily



MELBOURNE AIRPORT PASSENGER ARRIVALS UP SIX PER CENT.

Melbourne Airport has reported a six per cent boom in international passenger arrivals during the past year, lifting the number of passengers landing in Victoria to 26 million. Overseas passenger numbers rose 13 per cent to 5.5 million arrivals, the airport's chief executive Chris Woodruff reported. Addressing key stakeholders Mr Woodruff said that domestic passenger numbers were up four per cent to 20 million.

VICTORIA, SA BENEFIT FROM SA SEAT BOOST

Victoria and South Australia would see an additional 21 Jetstar flights per week out of Adelaide and Melbourne as a result of Jetstar making over half of an additional 820,000 seats that will go onto domestic routes.

Jetstar announced this aggressive plan after Virgin Blue signed an agreement with Etihad last week to connect Virgin Blue's international arm, V Australia, to Etihad's Abu Dhabi hub with flights between Sydney and Brisbane and the Middle East from November. Virgin Blue last week announced a net profit for the year to June 30, 2010 of \$21.3 million, with Virgin Blue's domestic short haul business posting an underlying pre-tax profit of \$128 million. [Read more...](#)

NEW BOAV MEMBERS

Mt Baw Baw Alpine Resort

Mt Baw Baw is a unique, year round alpine adventure destination. In winter we offer Victoria's cheapest lift tickets, skiing, snowboard parks and all the snowball fights you can handle. In Green Season we're home to Gippsland food and wine, events, Big Air Bag, dry slope terrain park, hiking trails, breathtaking views and mountain biking. NEW this year is our Wellbeing Centre and Outdoor Rock Spa Pool- perfect for couples or groups to relax and toast to the arrival of evening. It's only 2.5 hours from Melbourne, and there's a range of places to sleep- starting from \$25 per night! Visit our website for more information www.mountbawbaw.com.au.

Great Ocean Road Surf Coast

Great Ocean Road Surf Tours offer a fantastic introduction into the world of surfing with our learn to surf lessons and camps from two hours to five full days along the Great Ocean Road. Offering a pick up service from Melbourne we really do offer 'the simplest most enjoyable way to experience surfing'. Visit our website for more information www.gorsurftours.com.au.

TravellersXpress

Travellersxpress is a Card & Reward Company that inspires people to travel, rewards them when they use our Travellersxpress Visa Prepaid Travel Card plus we offer a wide range of services so they can concentrate on having fun when travelling. Visit our website for more information www.travellersxpress.com.

GET TO KNOW YOUR BOAV BOARD

Name: Marjon Burgess

Title/Role: Manager Melbourne Metro YHA

Place of birth: Udenhout, The Netherlands

Zodiac sign: Sagittarius

Favourite holiday destination: Spain

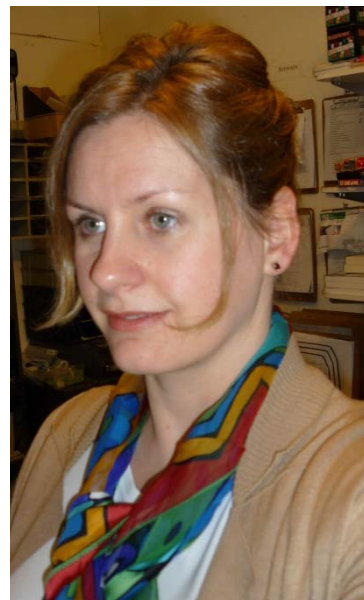
Dream holiday destination you've not yet travelled to: The Seychelles

A location you'd never go back to: Have not (yet) had any really bad experience me to not go back to my previous travel destinations

Favourite movie: The Notebook

Most prized personal possession: Jewellery from my mum.

When I was a child I wanted to be... a judge



for

If you could have 3 people to dinner who would they be and what would you cook?

Annie Lennox, Nelson Mandela and Dame Edna! I would serve some seafood canapés, and then we would have some Cheese Fondue, served by some fresh fruit dipped in chocolate. Every course accompanied by matching wines of course....

LATEST IN RESEARCH

VTIC Tourism Industry Survey: Difficult August quarter conditions; stronger November quarter expected

Thank you to those who participated in the August Quarter 2010 Survey of Business Performance and Outlook, produced by the Victoria Tourism Industry Council (VTIC).

A Summary of the Results:

Trading conditions within the tourism industry were difficult over the August quarter 2010.

Respondents reported a widespread decline in profitability, influenced by ongoing wage costs and a small net decline in sales and selling prices. Respondents also indicated a decline in employment and overtime levels over the past three months. The growth in investment reported in the previous quarter eased in the three months to August.

State Government regulation and wage costs were the most commonly identified factors constraining business growth. Concern over State Government regulation was reported equally across the State, while regional businesses reported the highest level of concern over wage costs. The majority of additional comments made by survey respondents this quarter related to regulation, taxes and government charges, as well as concern over rising costs and the impact of this on both business and consumers.

Over the coming quarter, respondents expect a widespread improvement in general business conditions, as the start of the peak tourism season approaches. Over this period, respondents expect an improvement in profitability, sales, selling prices and employment levels. While positive, any improvement in business investment is expected to be moderate.

The level of optimism within the tourism industry about trading prospects over the longer term declined for the third consecutive quarter. Overall, businesses located in the metropolitan area were more optimistic than those located in regional and rural Victoria. To download a copy of the survey results please visit www.vtic.com.au.

Strong results for Victoria: International & National Visitor Survey results - Y/E June 2010

International visitor expenditure in Victoria grew by 7.5 per cent to \$3.9 billion, outperforming growth by key competitors New South Wales (-1.2 per cent) and Queensland (-3.5 per cent) and the national average (+1.0 per cent), achieving the highest recorded expenditure for the State.

Growth in international overnight visitors and nights in Victoria also outperformed New South Wales, Queensland and the national average for year ending June 2010, also reaching the highest numbers for the State on record, despite a year heavily influenced by the global financial crisis.

International overnight visitors to Victoria increased by 4.5 per cent to 1.55 million visitors for the year ending June 2010, compared to 3.1 per cent for the national average. Leisure visitors (Holiday and VFR) to Victoria recorded a year-on-year increase of 2.4 per cent. Nights spent by total international visitors in Victoria grew by 14.1 per cent to 41.0 million (compared to national growth of 4.9 per cent).

For the year ending June 2010 *Melbourne had its highest recorded number of visitors, visitor nights and expenditure:*

- 1.45 million international overnight visitors, up 4.7 per cent year-on-year
- 36.1 million international nights, up 13.2 per cent year-on-year
- \$3.59 billion, up 7.7 per cent year-on-year

International overnight visitor expenditure in regional Victoria also increased year-on-year (+5.3 per cent) to reach \$299 million, outperforming the national regional average (-3.8 per cent). Visitor nights in regional Victoria increased by 20.5 per cent to 4.82 million - another record high. However, with visitor numbers to regional Victoria continuing to decline (-2.8 per cent), the results show that those who do travel to regional Victoria are staying longer and spending more, with the average length of stay reaching the highest ever recorded at 15.5 nights.

The contrasting results between Melbourne and regional Victoria are reflected to some extent in the findings from the recent August Quarter VTIC Tourism Industry Survey which indicates that, overall, businesses located in the metropolitan area were more optimistic than those located in regional and rural Victoria.

Victoria experienced growth across all the purpose of visit segments, with both the Education (+11.3 per cent) and Business (+11.3 per cent) segments showing strong increases, despite the impact of the global financial crisis and media associated with attacks on Indian students.

National Visitor Survey results

For the first time since March 2008, *Victoria experienced year-on-year growth for all intrastate indicators - overnight visitors, nights and spend.*

Victoria recorded an *increase in both domestic overnight visitors and visitor nights* for the year ending June 2010, outperforming the national average. Victoria regained its lead over Queensland in the number of domestic overnight visitors, to become the second-ranked State for year ending June 2010.

Travel trends for all of Australia indicate *an increased preference for domestic daytrips*, with Victoria increasing 6.8 per cent closely following the national trend of 6.7 per cent year-on-year increase. Melbourne was the key driver for the increase, up 11.0 per cent in daytrip visitors. *Daytrips to and within regional Victoria increased 4.5 per cent* for the year ending June 2010 compared to the previous year, to reach 24.6 million daytrips, with an average annual growth of 4.9 per cent from June 2006 to 2010.

Expenditure within Victoria declined slightly year-on-year, indicating that visitors are staying longer in Victoria but spending less per night on average. Nevertheless, domestic overnight visitors spent \$97 million more in Melbourne than in Sydney (\$4.53 billion compared to \$4.43 billion) for the year ending June 2010.

Domestic overnight visitor expenditure in regional Victoria increased by 2.7 per cent to \$3.95 billion.

Domestic visitors and visitor nights to regional Victoria increased by 1.6 per cent to 10.2 million visitors and 4.7 per cent to 32.0 million nights for the year ending June 2010. This was higher than growth for the national regional average for visitors (+0.2 per cent) and visitor nights (+1.8 per cent). This growth was influenced by both interstate visitor nights (+4.0 per cent to 7.8 million) and intrastate visitor nights to regional Victoria (+4.9 per cent to 24.2 million).

For the full reports on both surveys visit www.ret.gov.au/tra

New research on Regional Expenditure

Tourism Research Australia has released a new report: [Regional Expenditure 2009](#). The report is now available for free download.

New research on Victoria's Daylesford and the Macedon Ranges

New research on Victoria's Daylesford and the Macedon Ranges Tourism Research Australia has released a new report: [Daylesford and the Macedon Ranges Visitor Profile and Satisfaction Report](#).

The report is now available for free download.

Engaging Tourism Enterprises: How operators source information for business improvement

Research undertaken at Victoria University's Centre for Tourism & Services Research has found that small and medium sized tourism enterprises favour the internet as the primary source of information for managing their business, but are sometimes overwhelmed by the quantity of material and are frequently uncertain about the quality, accuracy and currency of the available information. The second most frequently used resource for information is from tourism and industry bodies.

The authors of the report recommended strengthening the connections between these two information sources so that tourism bodies and industry groups are positioned as "honest brokers" to filter and summarise relevant information and provide knowledge which will be meaningful for members. The full report is available at:

<http://www.crctourism.com.au/bookshop/>

New ABS Arrivals figures released

There were 5.7 million visitor arrivals during the year ended July 2010, an increase of 5 per cent relative to the previous year. There were 3.3 million visitor arrivals to Australia in the seven months to July 2010, an increase of 5 per cent relative to the same period of the previous year. [More...](#)

UPCOMING EVENTS

GLOBAL DESTINATIONS FORUM – EDINBURGH

Destination Melbourne's annual Global Destinations Forum will be held the evening of Tuesday 5 October. The keynote speaker this year will be Kenneth Wardrop, Chief Executive, Destination Edinburgh Marketing Alliance Ltd.

destination
melbourne

This event follows the successful forum last year which featured Clive Geddes, Mayor of Queenstown, New Zealand. [Click here](#) to register.



A conference exploring cultural
tourism in regional Victoria

Bendigo | Thursday 14 & Friday 15 October 2010

CTIG PARTNERSHIPS CONFERENCE - REGISTRATIONS NOW OPEN

The inaugural pARTnerships conference is to be held in Bendigo on Thursday 14 and Friday 15 October. pARTnerships will bring together leading thinkers and speakers on the subject of culture and tourism who will help put cultural tourism under the spotlight.

Thursday 14 October - 6pm Conference Opening

Join us for a great night of networking on the Thursday evening for the official launch of the pARTnerships conference. To be held at the Bendigo Art Gallery.

Friday 15 October - 9am - 4pm

To be held at Latrobe University Bendigo's Visual Arts Centre our keynote address will be from prominent social analyst and speaker **David Chalke**, *Back To Normal (Not)! How Australians view the world post-GFC*.

In this insightful talk, David discusses the growing importance of cultural experiences and communities in a world short of real meaning and substance. He provides some tips on tempting your target markets out of their warm cocoons of home that they have invested in so heavily in recent years.

To download the conference program and registration form [Click Here](#)

AUSTRALIAN YOUTH TOURISM EXCHANGE – 29 and 30 November 2010

The Australian Tourism Export Council, in partnership with **Qantas** and **Tourism Australia**, proudly invites you to attend the inaugural **Australian Youth Tourism Exchange** to be held on 29 and 30 November 2010 in Sydney.

During this time, you will have the exclusive opportunity to meet with a range of international buyers from across the world in the youth/backpacker and adventure market to showcase your product/experience.

The event will incorporate two one-day business-to-business workshop appointments, a social networking event and post-familiarisations (buyers only).

This unique opportunity is not to be missed if you operate within the inbound youth/backpacker/adventure industry and want a cost-effective platform to build international business relationships!

For further details regarding the event program and participation fees for the Australian Youth Tourism Exchange, please [click here for the full prospectus](#).

Other important dates:

- 15 November – [Victorian Tourism Awards Gala Dinner](#)
- 24 November – Tourism Industry Christmas Party

WE WELCOME YOUR CONTRIBUTIONS TO THE BOAV NEWSLETTER SO TO SHARE YOUR NEWS AND STORIES, EMAIL THEM TO TAMARA: tristevski@vecci.org.au