CITY OF WYNDHAM TOURISM RESEARCH 2020 | SUMMARY

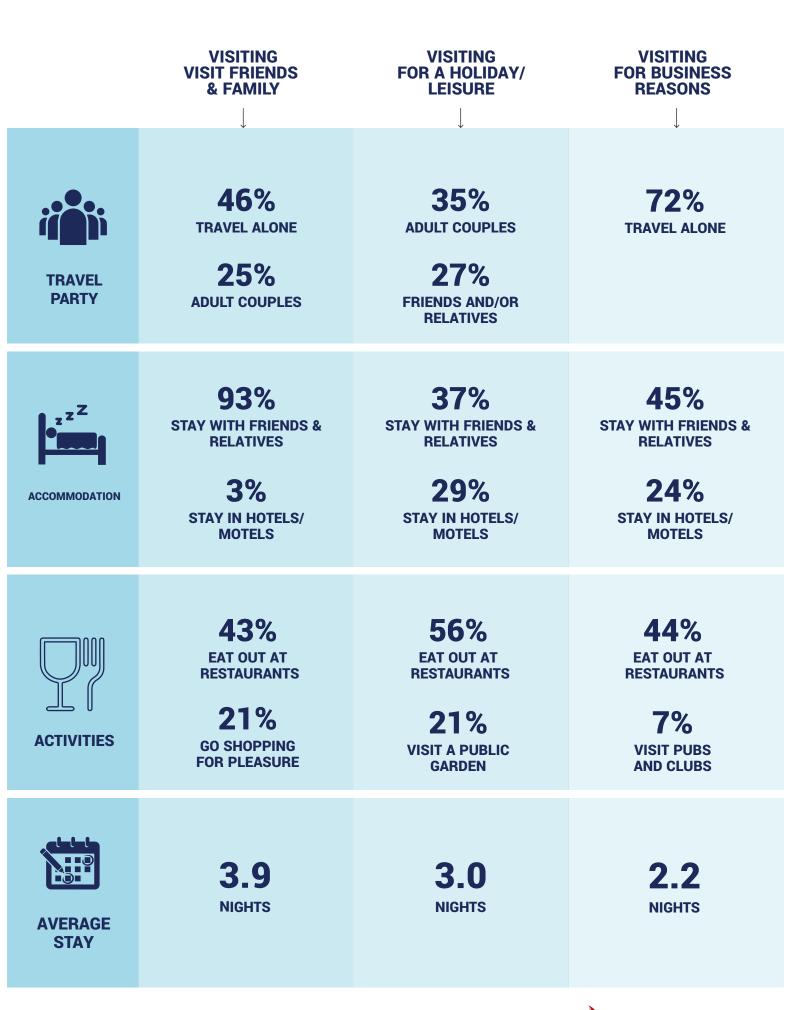
VISITATION OVERVIEW

1.4 MILLION TOTAL VISITORS	200K DOMESTIC OVERNIGHT VISITORS	1.1 MILLION DOMESTIC DAYTRIP VISITORS		70K INTERNATIONAL OVERNIGHT VISITORS
DOMESTIC OVERNIGHT V	ISITORS	47%	2.5	\$302
VISITING FRIENDS & RELATIVES	STAY WITH FRIENDS OR RELATIVES	TRAVEL ALONE	AVERAGE LENGTH OF STAY	AVERAGE SPEND PER NIGHT
40% city of wyndham 71% metro melbourne % WHO EAT OUT AT CAFES/ RESTAURANTS 6% city of wyndham 3% metro melbourne % WHO VISIT WILDLIFE PARKS/ZOOS				
DOMESTIC DAYTRIP VISI				
41%	41%	Å 16%	54%	\$112
VISITING FRIENDS & RELATIVES	VISITING FOR A HOLIDAY	AGED 25-29 YEARS OF AGE	MALE VISITORS	AVERAGE SPEND PER TRIP
43% city of wyndham 48% metro melbourne % WHO EAT OUT AT CAFES/ RESTAURANTS % WHO GO SHOPPING FOR PLEASURE				
INTERNATIONAL OVERNIGHT VISITORS				
VISITING FRIENDS & RELATIVES	86% STAY WITH FRIENDS AND RELATIVES	56% TRAVEL ALONE	AGED 55-59 YEARS OF AGE	\$119 AVERAGE SPEND PER NIGHT

Source: Tourism Research Australia, NVS and IVS, 2020 Visitor surveys results for the 2018 and 2019 calendar year (average). Compiled by Urban Enterprise, 2020









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