Glenelg Shire Tourism Research Report

GLENELG SHIRE COUNCIL

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Executive Summary

The data provided in this report relates to the tourism industry in Glenelg Shire for the 2010 calendar year. It provides a comprehensive overview and analysis of visitor markets, holiday home owners and the economic impact of tourism in the Shire. The data has been sourced primarily through a visitor survey, tourism business survey and holiday home survey conducted in Glenelg Shire in 2011. The holiday home research in this report has been supplemented with other data sources due to the low sample from the survey; this is described further in the Methodology. The holiday home sector has been included to provide indicative trends of the holiday home sector in Glenelg Shire.

Glenelg Shire Tourism Industry Overview

GLENELG SHIRE 2010	460,000 visitors annually	200,000 overnight visitors annually	260,000 day trip visitors annually	60,000 fishing trip visitors annually	$85 million in economic impact	1039 Jobs attributed to tourism

Day Trip Visitors

The Glenelg Shire has attracted an estimated 260,000 daytrip visitors in the 2010 calendar year. Natural attractions and outdoor activities available continue to attract young families and adult couples to the Shire, especially to Portland and Cape Bridgewater. The Shire's location in close proximity to the State border also enables the region to draw day trip visitors from South Australia.

The importance of the internet for motivation and word of mouth recommendation from friends, relatives and travel agents cannot be understated; together with local knowledge from Visitor Information Centres, these channels of information have greatly influenced the day trip visitation to the Shire.

ORIGIN

Country Victoria remains the primary market for daytrip visitors to Glenelg Shire. Interstate visitors also comprised a significant proportion of daytrip visitors to the Glenelg Shire and were predominantly from South Australia. Visitors from the USA, Germany and New Zealand were also an important segment of the market.

PURPOSE OF VISIT/ INFORMATION SOURCE / NAVIGATION

The majority of daytrip visitors state that their main purpose of visit was for “holiday / leisure“, while their motivation was word of mouth. The majority of day trippers utilised the internet as their main source of information for travel. Over two-thirds of day trip visitors had utilised a local Visitor Information Centre, mostly for the purposes of looking for maps/brochures and gaining information on local attractions.

TRAVEL CHARATERITICS

The following highlights the key findings in relation to travel groups to Glenelg Shire:

- The most common age group of day trip visitors was aged 18 and below, indicating a strong presence of young families visiting the Shire.
- The most common travel party was adult couples (38%) and family groups (33%).
- The average number of people per travel group was 3.7.
- The average expenditure per day trip visitor was $50.

ACTIVITIES

47% of day trip visitors indicated Portland was their primary destination of travel. The most popular activity undertaken by daytrip visitors was “sightseeing” (43%), followed by going to the “beach” (31%) and “eating out” at restaurant/cafes (22%).

The majority of day trip visitors associate the Glenelg Shire with the “the coast” and “Portland harbour”. A notable 23% associate the Shire with Cape Bridgewater, with 40% of day trip visitors visiting the sea-side town as well.

OVERNIGHT VISITORS

Glenelg Shire has attracted over 200,000 overnight visitors in the 2010 calendar year. Victoria remains the key market for overnight visitors to Glenelg Shire; however there was also a significant representation of interstate visitors also. Following the trends of the day trip visitors, the Shire has been an attractive destination for “family groups” seeking the natural surroundings and outdoor activities. Not surprisingly, the most popular accommodation type was the Caravan Park, suitable for young families seeking an outdoor experience.

Most overnight visitors used the internet and word of mouth as a key source of information and motivation for visiting the Shire. However, a significant proportion of overnight visitors had used a Visitor Information Centre to obtain directions and local insight into the Glenelg Shire’s attractions and activities.

ORIGIN

Visitors from Victoria comprised the most significant proportion of overnight visitors (57%), while interstate visitors (35% of overnight visitors) were predominantly from South Australia. Germany and the UK provided the greatest proportion of international overnight visitors.

PURPOSE OF VISIT/INFORMATION SOURCE/NAVIGATION

The majority of visitors were attracted to Glenelg Shire as a holiday/leisure destination. 39% of overnight visitors were motivated by word of mouth recommendations by family/friends/travel agents to visit the Shire. Over a third of overnight visitors utilised the internet in preparation of their trip. 67% of respondents indicated they had used a Visitor Information Centre, predominantly for obtaining maps and brochures and gaining local insight into the attractions within Glenelg Shire.

TRAVEL GROUP CHARACTERISTICS

The following highlights the key findings in relation to travel groups to Glenelg Shire:

- The most common age group of day trip visitors were aged 18 and below, indicating a strong presence of young families visiting the Shire.
- The most common travel party was family groups (41%) and adult couples (37%).
- The average number of people per travel group was 4.2.
- The average expenditure per day trip visitor to Glenelg Shire was $228.

ACCOMODATION AND LENGTH OF STAY

Accommodation in Caravan Parks remained the most popular type of accommodation used (at 32%); this was followed closely by standard hotels/motels and friends/relatives houses (each at 15%). Over 60% of overnight visitors had stayed in the Shire between one and three days, while the average length of stay was 3.5 nights. Many respondents booked their accommodation directly with the establishments, with the majority of overnight visitors staying in Portland (76%).

ACTIVITIES

Over two-thirds of respondents indicated Portland as their primary destination of travel (while also visiting nearby Cape Bridgewater and Nelson). Within the Shire, over 60% of overnight visitors went "sightseeing". This was followed by "going to the beach" and "eating out" at local restaurants and cafes.

FISHING TRIP VISITORS

Urban Enterprise has estimated that the Shire has attracted over 60,000 visitors to the Shire for fishing trips. In particular, the Shire continues to be an attractive destination for fishing enthusiasts from surrounding Victoria as well as South Australia, New South Wales and Queensland. Almost half of fishing visitors regularly visited the Shire.

Accommodation in caravan parks and in holiday homes remains the most popular accommodation type for fishing trip visitors. Fishing trip visitors have been found to stay longer compared to other visitors, lodging in the Shire between 3 and 5 days on average; popular periods of visitation include the summer season (December to January) and the "tuna" season (March to early August).

NUMBER OF VISITORS

Utilising the PAVE model, findings from the visitors surveys and phone call interviews with fishing tourism businesses, it is estimated that Glenelg Shire has attracted over 58,088 fishing trip visitors in the 2010 calendar year. Peak seasons of visitation have been found to be during the March and early August months (during the "tuna" season) and during the December to January holidays.

ORIGIN

Visitors from surrounding Victoria comprised the most significant proportion of overnight fishing visitors (74%), while interstate visitors (24% of overnight fishing visitors) were predominantly from South Australia, New South Wales and Queensland.

COMPARATIVE TREND TO GENERAL VISITORS

In comparison to general visitation to the Shire the following trends describe fishing visitors:

- Fishing visitors were aged between 35 and 44;
- Fishing visitors travelled in larger groups (over 4 persons);
- Fishing visitors spend comparatively higher ($253 per fishing trip visitor);
- There are a higher proportion of regular visitors amongst fishing trip visitors; and
- Fishing visitors tend to stay longer in Glenelg Shire (an average of 4.2 nights per travel group).

ACCOMODATION AND LENGTH OF STAY

Accommodation in caravan parks remained the most popular type of accommodation (at 35%); this was followed closely by holiday houses (17% including rented house/apartment/unit/holiday flat and own holiday home).Over 60% of overnight fishing visitors had stayed in the Shire between three and five days, while the average length of stay was 4.2 nights. Many respondents booked their accommodation directly with the establishment, with the majority of overnight fishing visitors in Portland (65%).

TOURISM BUSINESSES

> Tourism businesses have been attracted to the natural surroundings of the Shire that provide potential for tourism growth an ideal lifestyle. Businesses have seen an increase in their income (compared to 2009) and have positive prospects in maintaining current income levels. Tourism businesses prominently service Victorians and South Australians.

LOCATION AND BUSINESS TYPE

The vast majority of tourism businesses were located in Portland (54%). The sector was dominated by the accommodation services industry which made up over 53% of businesses; other significant businesses included restaurants (16%), tour & activities and attractions (16%).

MOTIVATIONS FOR ESTABLISHING BUSINESSES

A large number of respondents indicated they had established their business because they were residents within the Shire (56%). Another 26% were primarily attracted to the natural surroundings of the Shire, which provided tourism opportunities.

EMPLOYMENT AND BUSINESS INVESTMENT

The average number of persons employed per business were 10 (2 full time, 4 part time and 4 casual). Over two-thirds of business indicated they saw no change from the previous year and were expecting no change in the incoming year for employment.

Investments by business were predominantly directed to new buildings and purchases of vehicles/boats. However, the survey indicates that businesses plan to reduce their capital expenditure by 30% in the 2011 year.

CUSTOMER AND VISITOR MARKETS

A large majority of tourism businesses indicated Country Victoria (37%) as their key market, followed by Metropolitan Melbourne. Over half of the interstate customers were identified as visitors from South Australia, followed by New South Wales and Queensland (16% each). Tourism businesses also identified international visitors in their customer base, with approximately a third of business identifying Germany, UK and New Zealand as important to their business.

BUSINESS PROSPECTS

64% of businesses had an increase in their income from the previous year, while 28% had a decrease. The majority of businesses expected income levels to remain the same for the 2011 calendar year. Businesses were asked to identify barriers that were impeding growth. Over a third of businesses indicated underdevelopment of certain areas of the Shire and overdevelopment in areas close to natural surroundings as issues facing their business. Another third of business indicated restriction through town planning as a critical barrier to their business prospects.

HOLIDAY HOME OWNERS

There are an estimated 930 holiday homes in the Shire. Holiday homes attracted over 36,000 visitors to the region in 2010. A significant proportion of holiday homes were located within close proximity to Portland; this was followed by Nelson.

Over half of holiday home owners indicated their intention to permanently reside within Glenelg Shire. Of this group, the majority indicated their intention to semi-retire locally within 6 to 10 years.

LOCATION AND HOLIDAY HOME USE

Over half of holiday homes are located in the Portland Urban Centre, followed by 14% in Nelson. Over two-thirds of holiday home owners in Glenelg Shire use their properties as a family holiday destination (supplemented by some holiday rental activities).

VISITATION TO HOLIDAY HOME

Holiday homes have attracted over 36,000 visitors to the Shire in 2010. The summer and autumn seasons garnered the largest number of visitors (approximately 11,700 each). As expected, a large proportion of these visitors were from owners and direct families, followed by their friends and relatives. On average, holiday homes generate 128 visitor days per year.

INTENTIONS FOR FUTURE USE

The proportion of homeowners intending to live permanently in the Shire is evenly divided with those with no plans to reside there. Of the owners that intend to reside in the Shire, the majority (40%) of them indicated to do so within 6 and 10 years. Furthermore, the majority of these owners intended to use their properties to semi-retire whilst undertaking some work.

1. INTRODUCTION

1.1. BACKGROUND

Urban Enterprise was commissioned by Glenelg Shire Council to undertake a program of market research into tourism attitudes towards Glenelg Shire. The Glenelg Shire Tourism Research and Economic Impact Study will consist of three modules:

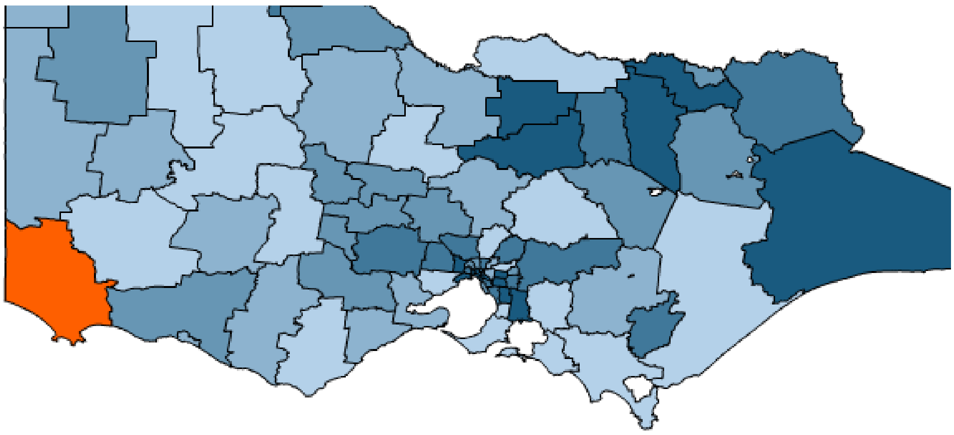
- Module 1: Visitor survey; a survey of visitors to Glenelg Shire with results collected through intercept, self-completion and internet surveys.
- Module 2: Holiday home survey; a survey of holiday home owners mailed directly to the owner's primary place of residence.
- Module 3: Tourism business survey: a survey of tourism business mailed directly to the business owner's premises.
- Module 4: Tourism impact and PAVE modelling; Modelling to calculate visitation, employment and expenditure in Glenelg Shire derived from tourism.

Urban Enterprise has also undertaken some supplementary research on fishing visitors to Glenelg Shire.

1.2. ABOUT GLENELG SHIRE

Glenelg Shire is located in the far south west corner of Victoria, bordering South Australia. It has a number of tourism assets including Lower Glenelg National Park, Cape Bridgwater, Portland and Nelson.

MAP OF GLENELG SHIRE



Source: Glenelg.vic.gov.au

2. METHODOLOGY

2.1. INTRODUCTION

The following section outlines the methodology employed when collecting data for the visitor survey, tourism business survey and the holiday home survey, as well as the method for calculating the economic impact of tourism in Glenelg Shire.

2.2. VISITOR SURVEY

2.2.1. APPROACH

The visitor survey was conducted in the Glenelg Shire between February and April 2011, and included:

- A questionnaire distributed to Visitor Information Centres for completion by visitors;
- An intercept survey that was conducted at a number of key tourist attractions in Glenelg Shire;
- Phone interviews with key fishing tourism operators (for the purposes of supporting the fishing trip visitor findings).

2.2.2. SAMPLE

INTERCEPT SURVEY

The locations for the intercept survey were chosen based on key tourist routes utilised and represent a broad cross section of visitors. Visitors to inland towns were picked up through the self administered surveys distributed through the Shire. The survey sites included:

- The Portland Visitor Information Centre;
- The Percy St. and Bentinck St. business strips (with strategic placements in key tourism businesses);
- The Portland Powerhouse Motor and Car Museum;
- The Portland Cable Tram station and office;
- The Nelson Visitor Information Centre;
- The Cape Bridgewater Café and surrounding beach front areas;

SELF ADMINISTERED SURVEY

A number of surveys were circulated to VIC's and businesses throughout the Shire for visitors to complete. The locations for self completion surveys include:

- The Portland Visitor Information Centre;
- Nelson Visitor Information Centre;
- Quest Portland Serviced Apartments;

- Casterton.

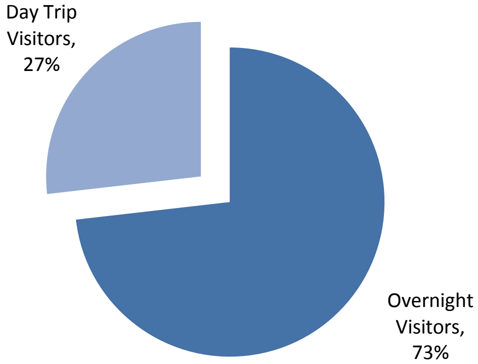
These sites were chosen as they have significant amount of exposure to different tourist groups, and could be expected to yield a variety of responses.

PHONE INTERVIEWS

A number of phone interviews were conducted with key fishing tourism operators. The findings of these interview directly supplemented the PAVE model (refer to Section 2.5 Economic Impact of Tourism Methodology) in order to gauge the size of the fishing trip visitor market.

OVERNIGHT VERSUS DAY VISITORS

73% of survey respondents were overnight visitors, compared to 27% of respondents who were daytrip visitors.



SAMPLE ERROR

The sample comprises a total of 485 completed questionnaires. Intercept surveys ensured that the responses were of high quality as this allowed for questions to be accurately interpreted by the visitors.

The sample error for the overall results is +/- 4.12% at a confidence of 95%, based on the assumption of a random sample and questions where all 485 responses were included in the analysis. This means that for the results sited in this report, there is a 95% probability that the survey result is within 4.12% of the entire population.

2.3. Holiday Home Research Methodology

Holiday homeowners were initially identified through the Glenelg Shire's rates database, using the following method:

- All residential properties were identified (non-improved or vacant land was excluded);
- Properties whose owners live outside the Glenelg Shire were identified;
- Public or private company/business owners were excluded.

The database prepared by Glenelg Shire included holiday homes occupied by their owners as well as homes available for short term holiday rental.

Holiday homeowners which received the questionnaire completed sent responses back to the Shire and forwarded to Urban Enterprise for collation. The survey contained questions relating to the economic impact of tourism and visitation.

Information requested related to the 2010 calendar year.

SAMPLE

The database for survey distribution developed by the Glenelg Shire had a limited number of holiday homes within it; this was the result of difficulties in identifying holiday homes within the rates database.

The small sample frame (only 50 holiday homes) has resulted in a low sample of responses: only 10 of which to draw analysis from.

In order to counter this, the holiday home section of the report has been adjusted with the following datasets:

- Data from 600 completed holiday homes surveys from Bass Coast Shire, Mornington Peninsula Shire and South Gippsland Shire to help estimate usage trends to supplement usage data;
- Data from the Glenelg Shire Visitor Survey for visitors staying in holiday homes or with friends and relatives (96 survey responses) to supplement expenditure and activities data;
- Data from the ABS, pertaining to unoccupied dwellings to estimate the number of holiday homes in the Shire.

The holiday home section therefore provides indicative trends on holiday home usage only.

2.4. Tourism Business Survey Methodology

Tourism business owners were identified using the Glenelg Shire's business register, and were sent a questionnaire; 51 responses received.

The survey responses contain information relating to the following topics for tourism business:

- Overview of the Glenelg Shire tourism business sector;
- Business development and Council service;
- Employment;
- Business Income;
- Capital Investment;
- Business product and services;
- Tourist and visitor markets.

SAMPLE

The survey was based on a sample frame of 100 businesses; this means that the survey had a 51% response rate. The sample is deemed effective for the purposes of this research.

2.5. ECONOMIC IMPACT OF TOURISM METHODOLOGY

This component of the study draws on primary and secondary research including:

- Population and Visitor Estimator (PAVE) model;
- Australian Bureau of Statistics (ABS) data; and,
- Tourism Satellite Accounts.

A summary of the methodology used to calculate the economic impact of tourism and the performance of the tourism sector in Glenelg Shire is outlined below.

NUMBER OF VISITORS

The number of visitors to Glenelg Shire has been calculated using Urban Enterprise's PAVE model. The model uses a number of algorithms which draw on number of local establishments and guest rooms, ABS Survey of Tourism Accommodation occupancy rates and National Visitor Survey visitor proportions.

The model was developed to estimate visitation at the local level, using data specific to the local area. Other tourism impact models apply regional or state wide level multipliers, which is less accurate than PAVE when assessing smaller areas.

VISITOR EXPENDITURE

Visitor expenditure is calculated by multiplying the number of daytrip and overnight visitors by the expenditure per visitor identified using the primary visitor research.

TOURISM EMPLOYMENT

The total number of employees by industry is identified through Census Data (2006), provided by the Australian Bureau of Statistics. A tourism multiplier is based on the data from the Tourism Satellite Accounts framework which links to existing industries identified in the Census data.

ECONOMIC IMPACT ASSESSMENT

The Tourism Economic Impact was calculated utilising an Input-Output analysis. An Input-Output (I-O) analysis is widely used technique for estimating economic impacts of an activity in a region. It examines how the industry affects an economic through its linkages between all other sectors in the industry. For a detailed economic impact assessment methodology, refer to Appendix A.

2.6. FISHING TOURISM INDUSTRY RESEARCH

Additional research was undertaken to determine the size and profile of the fishing tourism sector in Glenelg Shire. This included the following additional research:

- Analysis of fishing visitors from the visitor survey; and
- Interview with charter operators and other fishing tourism businesses in Portland.

Visitors undertaking fishing activities has been estimated by using data from the Glenelg Shire visitor survey and supplemented with occupancy and capacity data directly from fishing charter operators.

Fishing visitors include visitors who undertake any type of fishing activity from game fishing charters to pier and surf fishing.

3. Economic Impact of Tourism

3.1. Introduction

The following section outlines the economic impact of tourism on the Glenelg Shire economy through estimating the following:

- Number of visitors to Glenelg Shire;
- Expenditure by visitors to Glenelg Shire; and
- Employment generated by tourism in Glenelg Shire.

3.2. Estimated Tourist Visitation

3.2.1. Introduction

This section of the report provides an overview of visitation for 2010 to the Glenelg Shire, utilising Urban Enterprise's PAVE model, described in 2.5.

3.2.2. Visitation overview

The table following shows the estimated annual visitation to the Glenelg Shire as calculated by the PAVE model. An estimated 464,316 people visited the Glenelg Shire in 2010, including 204,299 overnight and 260,017 daytrip visitors. Glenelg Shire also attracted over 58,088 fishing trips visitors in the 2010 calendar year.

139,367 of overnight visitors stay in paid accommodation (such as motels and caravan parks). The remainder stayed in their second (holiday) home or with friends or relatives.

Daytrip visitors visitor include people visiting primarily for holiday leisure and visitors travelling more than 50 kilometres from their place of residence.

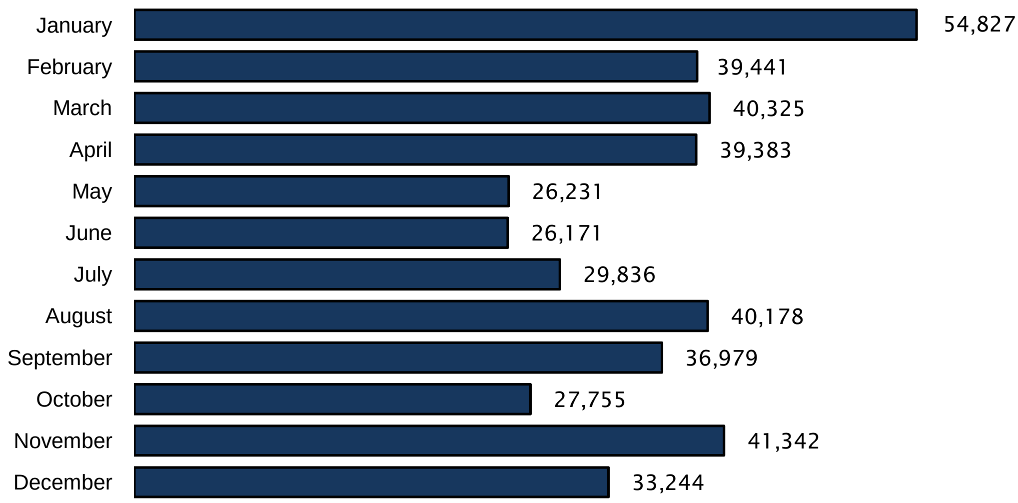
ANNUAL VISITATION SUMMARY, GLENELG SHIRE, 2010 (PAVE)

Visitor Groups	Visitor Days 2010	Total Visitors 2010
Number of Visitors Staying in Commercial Accommodation	447,296	127,799
Number of Visitors Staying in Caravan Parks	43,380	11,568
Number of Visitors Staying in Paid Accommodation	**490,676**	**139,367**
Number of Visitors Staying in their Holiday Home	132,864	36,330
Number of Visitors Staying with Friends and Relatives	100,106	28,602
Total Number of Overnight Visitors	723,646	204,299
Total Number of Daytrip Visitors	260,017	260,017
Total Number of Visitors	**983,663**	**464,316**

Source: PAVE, Urban Enterprise, 2011

3.2.3. TOTAL VISITATION BY MONTH

The figure below shows the total visitation by month for Glenelg Shire (excluding number of visitors staying with friends and relatives). The peak visitor population occurs in January. This highlights that Glenelg Shire is traditional destination with peaks and troughs aligned to school holidays and the summer period.



Source: PAVE, Urban Enterprise 2011

3.3. VISITOR EXPENDITURE

3.3.1. TOURISM'S CONTRIBUTION TO GLENELG SHIRE ECONOMY

Tourism contributed an estimated $84,832,053 to the Glenelg Shire economy in 2010.

3.3.2. DIRECT EXPENDITURE

Direct expenditure attributed to visitors to the Glenelg Shire in 2010 is estimated at approximately $62.7 million: $49.7 million is attributed to overnight visitors and $13.0 million is attributed to daytrip visitors.

Visitor Group	Total Expenditure
Visitors Staying in Commercial Accommodation	$35,025,943
Visitors Staying in Caravan Parks	$4,491,775
Staying in Paid Accommodation	**$39,517,718**
Visitors Staying in their Holiday Home	$5,705,444
Visitors Staying with Friends and Relatives	$4,491,775
Total Overnight Visitors	**$49,714,937**
Total Daytrip Visitors	**$13,059,973**
Total Visitors	**$62,774,910**

Source: Urban Enterprise 2011, PAVE and Glenelg Shire Visitor Survey

3.3.3. INDIRECT EXPENDITURE

Based on direct expenditure of $63 million, indirect expenditure is calculated at $22.05m[1].

3.4. EMPLOYMENT IN TOURISM

Tourism in Glenelg Shire supports an estimated 1,039 jobs, and includes direct and indirect impacts of tourism. These 1,039 jobs equates to 14% of total employment in the Shire, demonstrating that tourism is one of the key industry sectors in Glenelg.

The reason for this is that tourism provides not only direct impacts across industry sectors such as accommodation, restaurant, cafes and retail but also provides indirect employment impacts in the construction industry (new holiday homes or lifestyle properties) and services industries (real estate, cleaning services, linen services, service stations).

[1] Utlising a regionally constructed Input-Output Model for Glenelg Shire. The model utilizes Augmented Flegg Location Quotients.

4. DAYTRIP VISITORS

4.1. INTRODUCTION

The following section provides an overview of daytrip visitors to Glenelg Shire. The profiles include information relating to demographics, information sources, motivations, activities undertaken and expenditure. The data is sourced through an intercept survey of visitors to Glenelg Shire and has a sample of 126 responses.

4.2. KEY FINDINGS

ORIGIN

Country Victoria remains the primary market for daytrip visitors to Glenelg Shire. Interstate visitors also comprised a significant proportion of daytrip visitors to the Glenelg Shire and were generally day tripping from South Australia. Visitors from the USA, Germany and New Zealand were also an important segment of the visitor market, who visited while staying in accommodation outside the shire.

PURPOSE OF VISIT/ INFORMATION SOURCE / NAVIGATION

The majority of daytrip visitors state that their main purpose of visit was for "holiday / leisure", and were motivated to travel to the Shire by word of mouth recommendation. The majority of day trippers used the internet as their main source of information for travel. Over two-thirds of day trip visitors had used the local Visitor Information Centre, mostly for the purposes of looking for maps/brochures and gaining information on local attractions.

TRAVEL CHARATERITICS

The following highlights the key findings in relation to travel groups to Glenelg Shire:

- The most common age group of day trip visitors were aged 18 and below, indicating a strong presence of young families visiting the Shire.
- The most common travel party was adult couples (38%) and family groups (33%).
- The average number of people per travel group was 3.7.
- The average expenditure per day trip visitor was $50.

ACTIVITIES

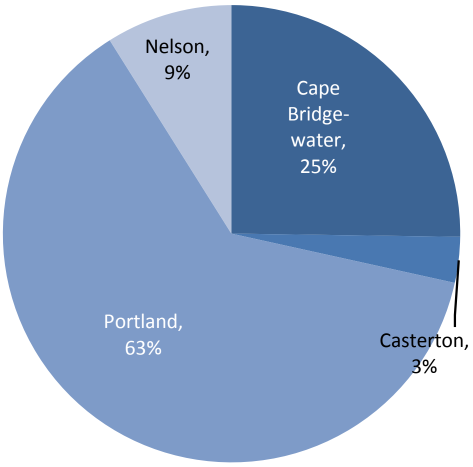
47% of day trip visitors indicated Portland was their primary destination of travel. The most popular activity undertaken by daytrip visitors was "sightseeing" (43%), followed by going to the "beach" (31%) and "eating out" at restaurant/cafes (22%).

The majority of day trip visitors associate the Glenelg Shire with the "the coast" and "Portland harbour". A notable 23% associate the Shire with Cape Bridgewater, with 40% of day trip visitors visiting the sea-side town as well.

4.3. SAMPLE

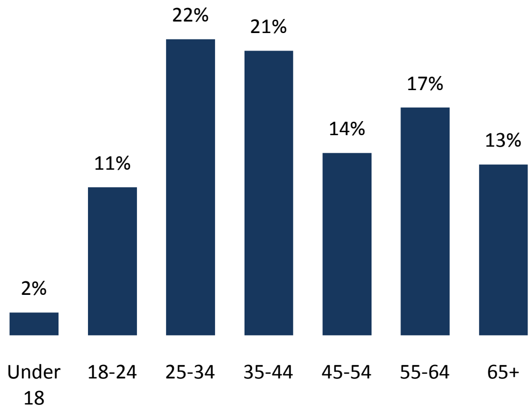
SURVEY COMPLETED LOCATION

The majority of daytrip surveys completed were collected from Portland (63%), followed by Cape Bridgewater (25%), Nelson (9%) and Casterton (3%).



AGE OF RESPONDENTS

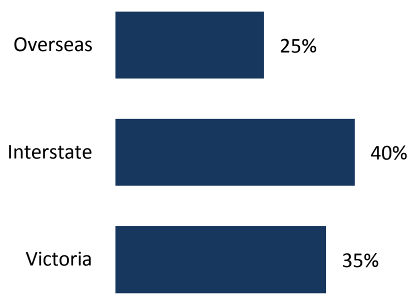
The majority of respondents were aged between 25 and 23 years (22% of respondents) and aged 35 to 44 years (21%). Over 30% of respondents were aged 55 and above.



4.4. ORIGIN OF VISITORS

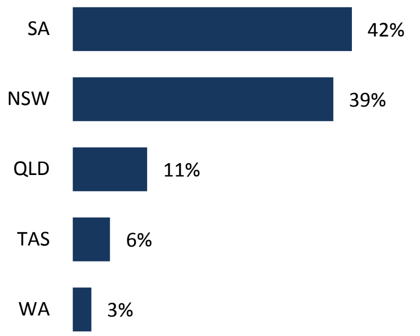
VISITOR ORIGIN OVERVIEW

Interstate visitors comprised the greatest proportion of day trip visitors to the Glenelg Shire (40%), followed closely by visitors from country Victoria (35%). Overseas visitors comprised 25% of the respondents.



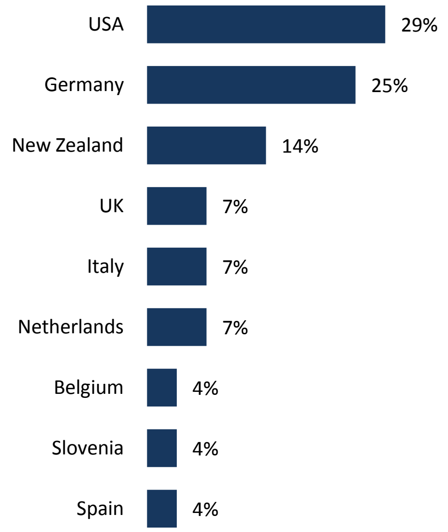
INTERSTATE VISITORS

The majority of interstate visitors were from South Australia (42%) and New South Wales (39%).



INTERNATIONAL VISITORS

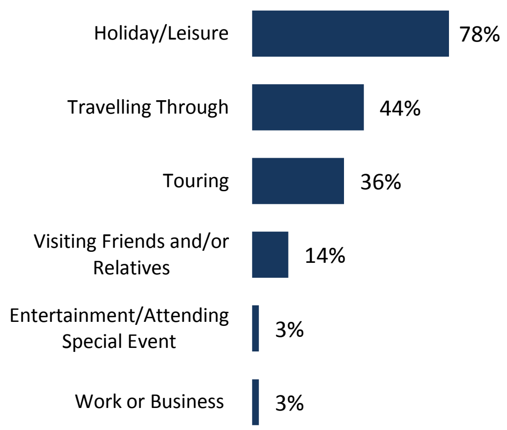
The greatest proportion of international daytrip visitors originated from the USA (29%), followed closely by Germany (25%). Visitors from New Zealand also made up a significant proportion of visitation (14%).



4.5. PURPOSE/MOTIVATION OF VISIT

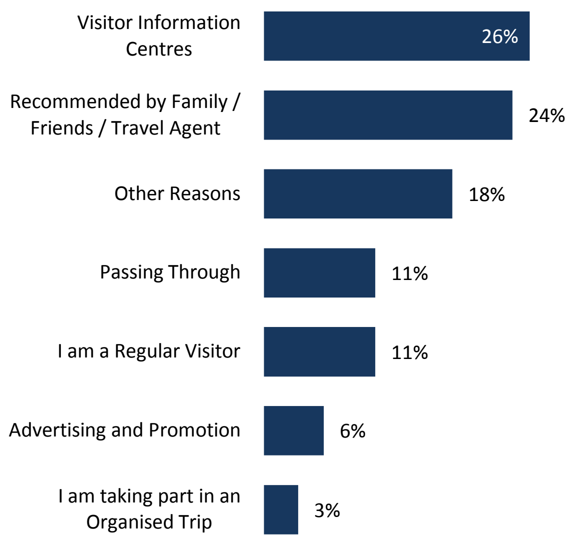
PURPOSE OF VISIT

The majority of daytrip visitors stated that their main purpose of visit was for "Holiday/leisure" (78%). Visitors who were travelling through accounted for 44% of day trip respondents, followed by visitors who were "Touring" (36%).



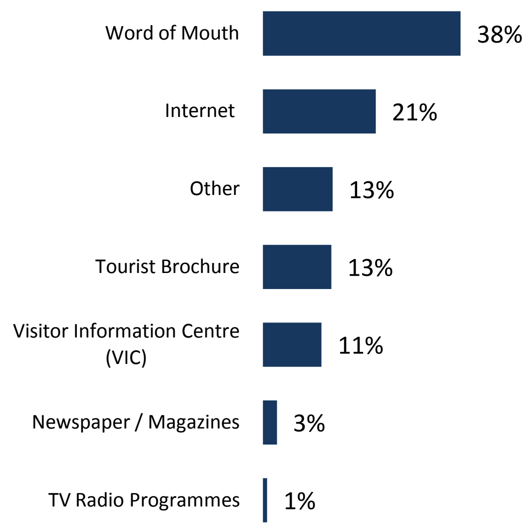
REASON FOR VISITING GLENELG SHIRE

The majority of day trip visitors indicated they visited Glenelg Shire because of information received through Visitor Information Centres (26%). 24% of respondents indicated they were recommended by family, friends or travel agents to travel to the Shire.



MOTIVATION

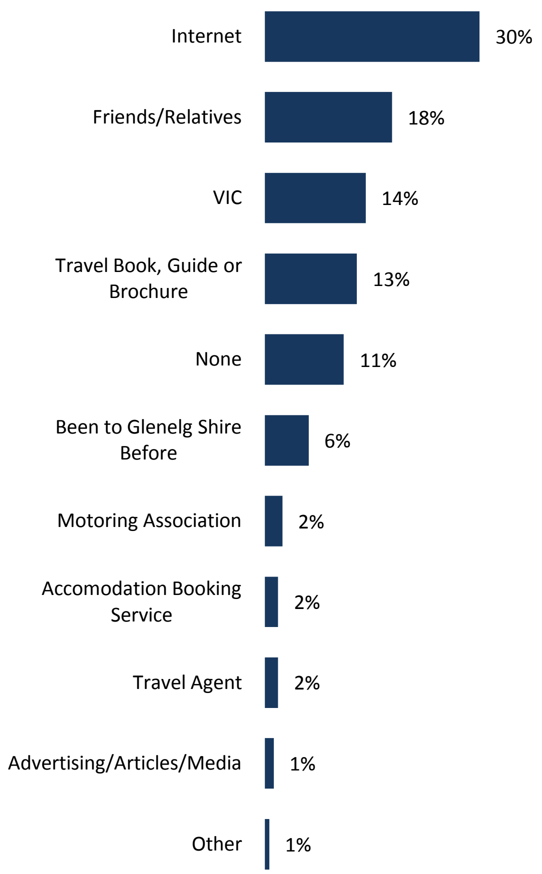
32% of daytrip visitors stated that they were motivated to visit the Glenelg Shire by Word of Mouth followed by a Tourist Brochure (23%). 18% indicated they visited the Shire through information received from Visitor Information Centres. Other uncategorized reasons included own past visitation experience.



4.6. INFORMATION SOURCES

SOURCES UTILISED

30% of respondents indicated they used the Internet as their main source of information. This is followed by information from friends and relatives (18%). 14% of respondents indicated they had attained information through Visitor Information Centres.

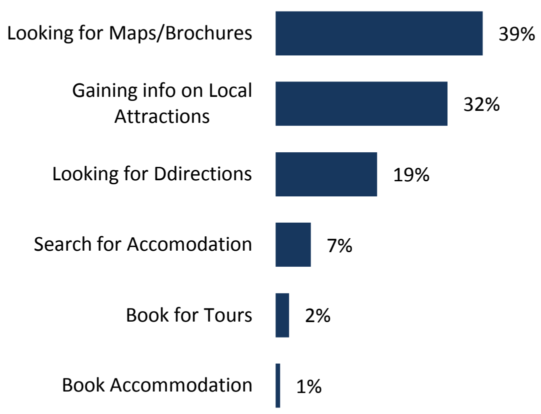


WAS A VISITOR INFORMATION CENTRE USED?

60% of day trip respondents stated that they had used a Visitor Information Centre whilst in Glenelg Shire.

WHAT WAS THE VIC USED FOR?

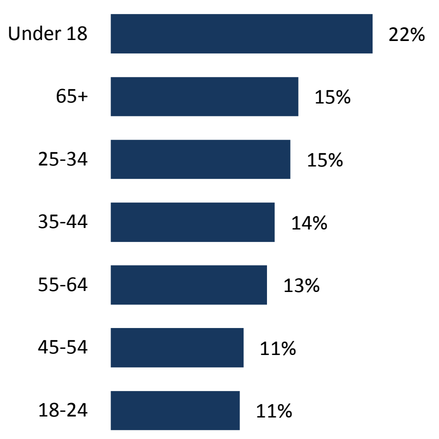
Of the visitors who visited the Visitor Information Centres, 39% indicated they were looking for maps and brochures in the Glenelg Shire. 32% purposed to gain local information on attractions, while 19% of these day trip visitors were looking for directions.



4.8. Travel Party

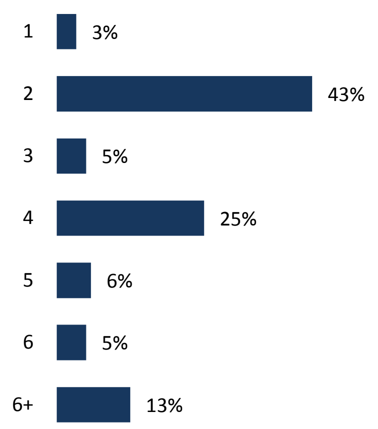
Age of all people in Travel Party

The greatest proportion of daytrip visitors were aged below 18 (22%). This was followed by those aged 65 and above. The data indicates that there are a large proportion of young families visiting the Glenelg Shire for daytrips, followed by more elderly aged day trip visitors.



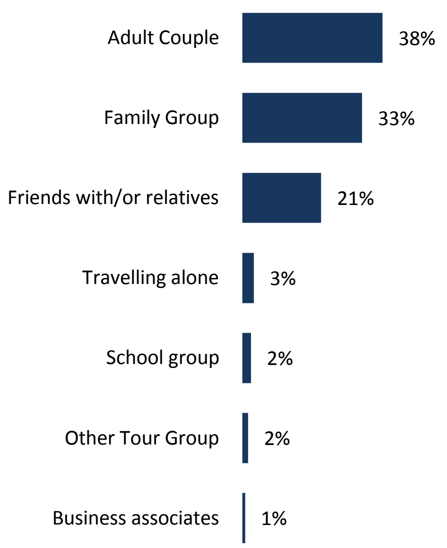
Number in Travel Group

The average number of people per travel group was 3.7 persons. The greatest proportion of travels groups contained two people (43%) followed by groups of four (25%). Large groups of 6 and above persons made up 13% of the day trip visitor groups.



Travel Party Type

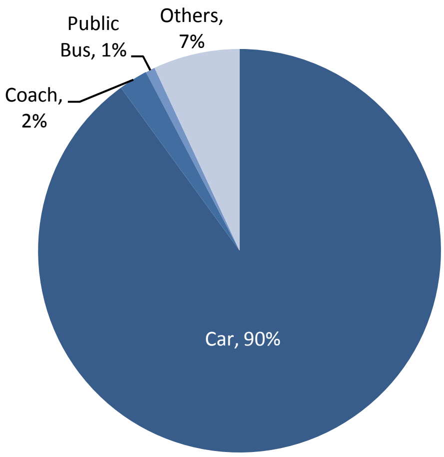
The most common travel party of daytrip visitors to Glenelg Shire was an "adult couple" (38%), followed by "family group" (33%).



4.9. Transportation / Navigation

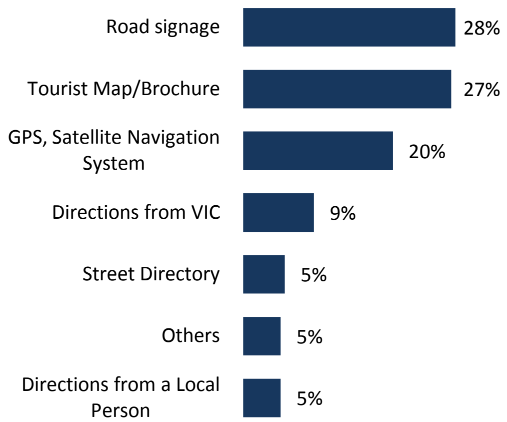
Type of Transport

The majority of daytrip visitors accessed the Shire by car (90%). Other type of transport consisted of campervans and caravans (which made up 7% of day trip visitors).



Navigation

28% of day trip visitors utilised road signage to navigate to Glenelg Shire. 27% of respondents also indicated they utilised tourist maps and brochure, followed by 20% who used GPS Navigating Systems.



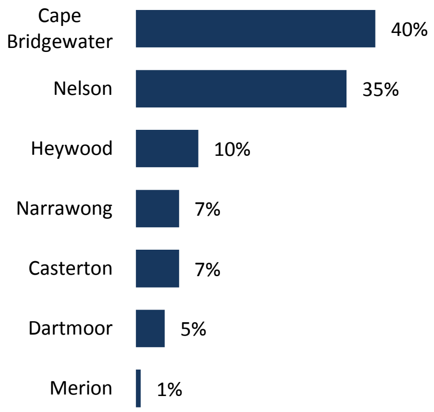
4.10. Characteristics

Primary Destination of Travel

47% of daytrip visitors indicated that Portland was their primary destination of travel.

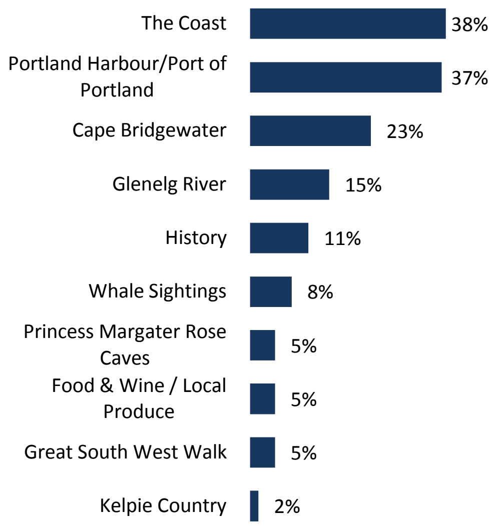
Other Towns of Travel

40% of day trip visitors had travelled to Cape Bridgewater, followed by 35% travelling to Nelson.



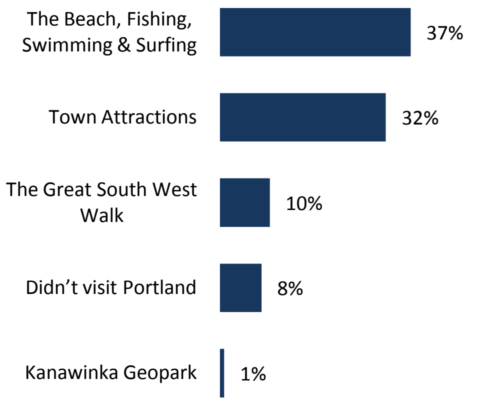
Associations with Glenelg Shire

38% of day trip visitors indicated that they associated Glenelg Shire with "the Coast", followed by the "Portland Harbour" (37%). 23% also indicated they associated Glenelg Shire with Cape Bridgewater.



Associations with Portland

37% of daytrip visitors indicated they associated Portland with the beach, fishing, swimming and surfing. 32% associated it with its town attractions.



4.11. Expenditure

Average Expenditure per Visitor

The average spend per day trip visitor to Glenelg Shire was $50.23. A major portion of expenditure was attributed to travel costs (petrol) and accommodation.

Item	Average Expenditure per Person
Travel/Transport (includes Petrol)	$20.26
Shopping (excluding Groceries and Alcohol)	$4.53
Food and Drink (Take Away)	$8.62
Food and Drink (Dining Out)	$8.73
Food and Drink purchased at Attractions	$1.25
Groceries (includes Alcohol)	$4.02
Entertainment/Attractions	$2.81
Total	**$50.23**

4.12. Activities

The most popular activity undertaken by daytrip visitors was "sightseeing" which was undertaken by 43% of respondents. This was followed by "beach activities" (31%). "Eating out" and "visit national parks" were undertaken by over 20% of day trip visitors to the Shire.

Activity	%
Sightseeing	43%
Beach	31%
Eat out	22%
Visit National Parks	21%
Touring	14%
Bushwalking	13%
Picnics	13%
Wildlife Watching	11%
Outdoor Activities	10%
Ride the Cable Tram	10%
Visit Historic Sites	10%
Walk the Great South West Walk	9%
Shopping	9%
Fishing	8%
Visit markets / local produce	6%

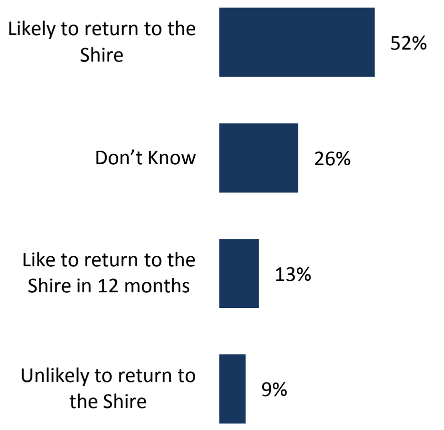
4.13. PREVIOUS / FUTURE VISITATION PROSPECTS

PREVIOUS VISITATION

34% of daytrip visitors had visited Glenelg Shire previously.

LIKELIHOOD OF RETURN

52% of daytrip visitors stated that they were likely to return to Glenelg Shire, but not within the next year. 26% indicated they did not know, while 13% indicated that they would revisit in the next 12 months. Only 9% of respondents indicated they were unlikely to return to the Shire.



5. Overnight Visitors

5.1. Introduction

The following section provides an overview of overnight visitors to Glenelg Shire. The profiles include information relating to demographics, information sources, motivations, activities undertaken and expenditure. The data is sourced through a survey of visitors to Glenelg Shire based on a sample of 359 responses.

5.2. Key Findings

ORIGIN

Visitors from surrounding Victoria comprised the most significant proportion of overnight visitors (57%), while interstate visitors (35% of overnight visitors) were predominantly from South Australia. Germany and the UK provided the greatest proportion of international overnight visitors.

PURPOSE OF VISIT/INFORMATION SOURCE/NAVIGATION

The majority of visitors were attracted to Glenelg Shire as a holiday/leisure destination. 39% of overnight visitors were motivated by word of mouth recommendations by family/friends/travel agents to visit the Shire. Over a third of overnight visitors utilised the internet in preparation of their trip. 67% of respondents indicated they had used the Visitor Information Centre, predominantly from looking for maps and brochures and gaining local insight into the attractions within Glenelg Shire.

TRAVEL GROUP CHARACTERISTICS

The following highlights the key findings in relation to travel groups to Glenelg Shire:

- The most common age group of day trip visitors were aged 18 and below, indicating a strong presence of young families visiting the Shire.
- The most common travel party was family groups (41%) and adult couples (37%).
- The average number of people per travel group was 4.2.
- The average expenditure per day trip visitor to Glenelg Shire was $228.

ACCOMODATION AND LENGTH OF STAY

Accommodation in Caravan Parks remained the most popular type of accommodation used (at 32%); this was followed closely by standard hotels/motels and friends/relatives houses (each at 15%). Over 60% of overnight visitors had stayed in the Shire between one and three days, while the average length of stay was 3.5 nights. Many respondents booked their accommodation directly with the establishments, with the majority of overnight visitors staying in Portland (76%).

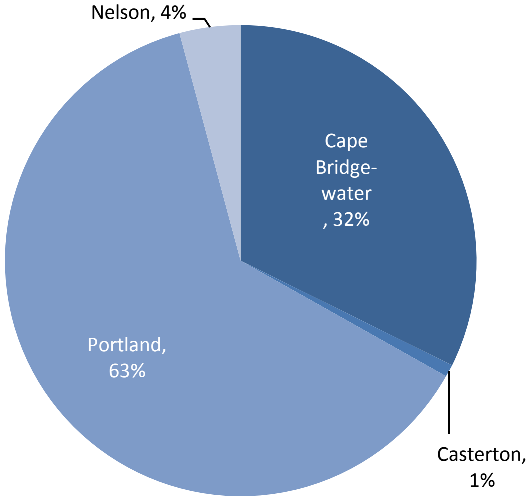
ACTIVITIES

Over two-thirds of respondents indicated Portland as their primary destination of travel (while also visiting nearby Cape Bridgewater and Nelson). Within the Shire, over 60% of overnight visitors went "sightseeing". This was followed by going to the "beach" and "eating out" at local restaurants and cafes.

5.3. Sample

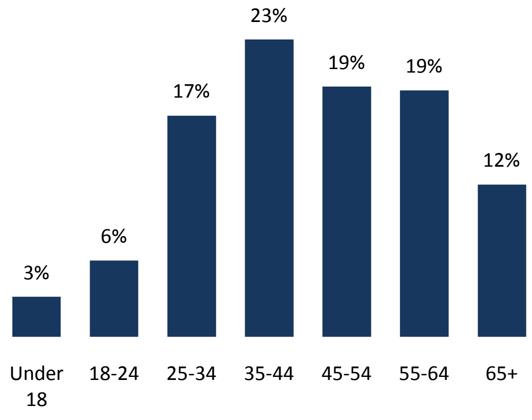
Surveys Completed Location

The majority of overnight surveys completed were collected from Portland (63%), followed by Cape Bridgewater (25%), Nelson (9%) and Casterton (3%).



Age of Respondents

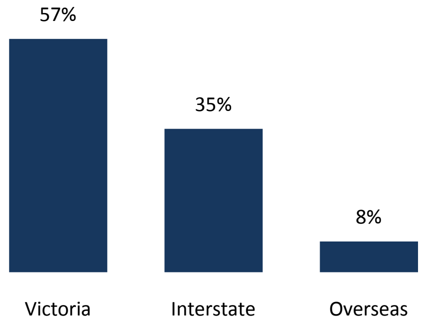
The majority of respondents were aged between 25-64 years, with 34-44 year olds being the largest individual age group.



5.4. Origin of Visitors

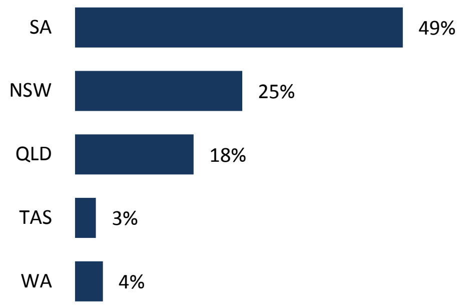
Visitor Origin Overview

Victorian visitors comprised the greatest proportion of overnight visitors to the Glenelg Shire (57%), followed closely by visitors from interstate (35%). Overseas visitors comprised of 8% of the respondents.



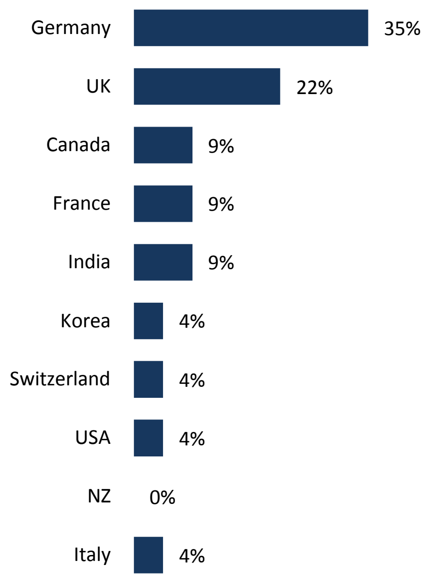
Interstate Visitors

The majority of interstate visitors were from South Australia (49%) and New South Wales (25%). Visitors from Queensland also made up a significant proportion of interstate visitors.



International Visitors

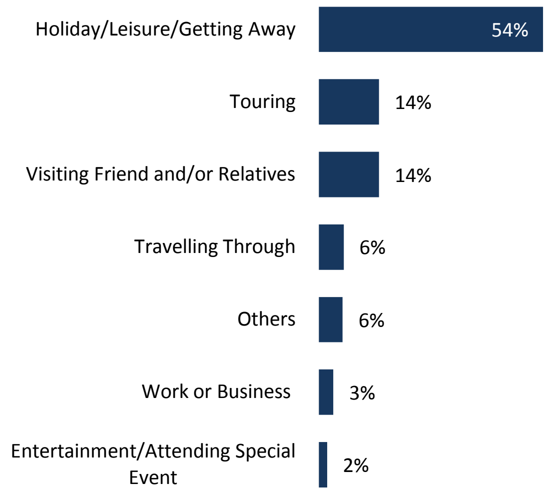
The greatest proportion of international overnight visitors originated from the Germany (35%), followed closely by UK (22%). Visitors from Canada, France and India also made up a significant proportion of overnight visitors (at 9% each).



5.5. Purpose/Motivation of Visit

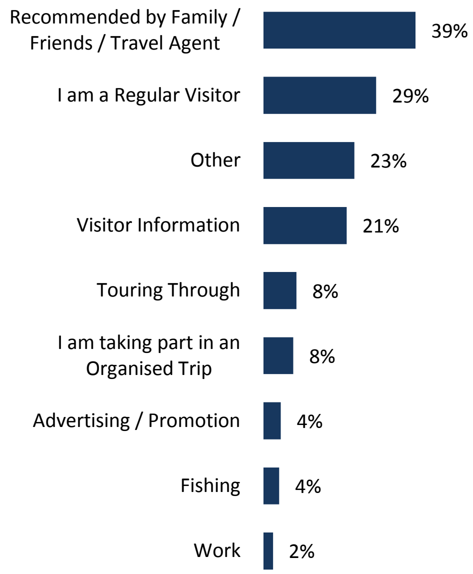
Purpose of Visit

The majority of overnight visitors stated that their main purpose of visit was for "Holiday/Leisure" (54%). Visitors who were "Touring" and "Visiting friends and/or relatives" accounted for 14% of overnight respondents.



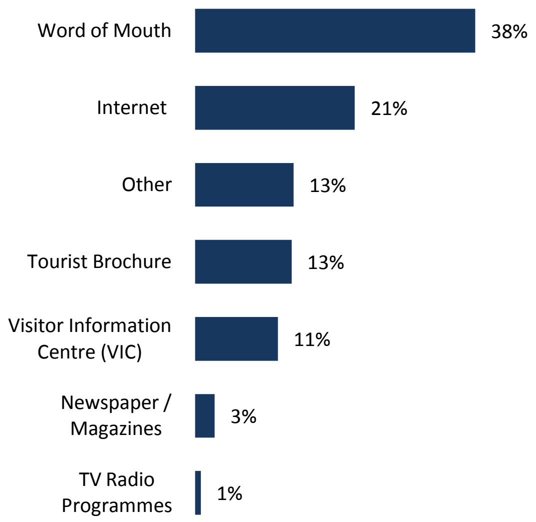
Reason for Visiting Glenelg Shire

The majority of overnight visitors indicated they visited Glenelg Shire because it was recommended by family, friends or travel agent (39%). 29% of respondents indicated they were a regular visitor to the Shire.



5.6. MOTIVATION

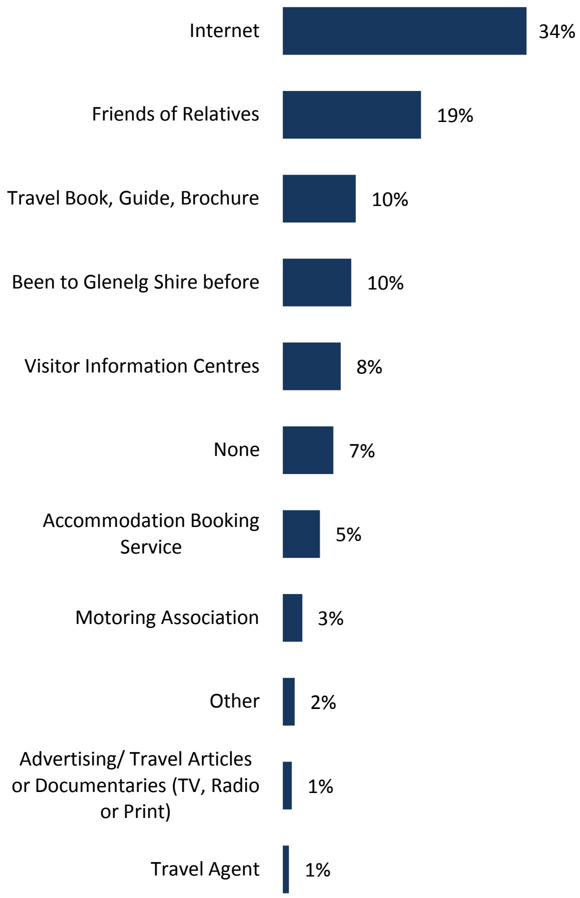
38% of overnight visitors stated that they were motivated to visit the Glenelg Shire by "Word of Mouth" followed by the "Internet" (21%). Other (unspecified) motivations included work and travelling through (signage).



5.7. INFORMATION SOURCES

SOURCES UTILISED

34% of respondents indicated they used the Internet as their main source of information. This is followed by information from friends and relatives (19%). 10% of respondents indicated they had attained information through Visitor Information Centres.

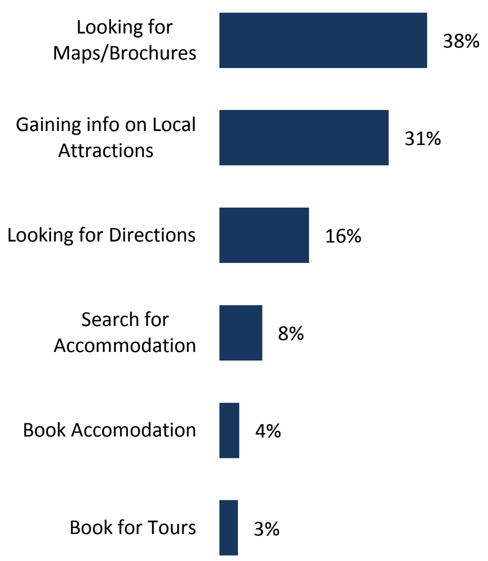


Was a Visitor Information Centre Used?

67% of overnight visitors stated that they had used a Visitor Information Centre whilst in Glenelg Shire.

What was the VIC used For?

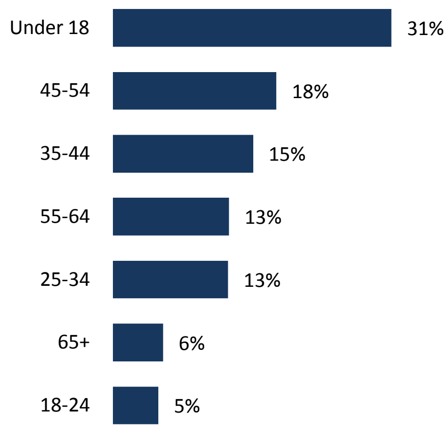
Of the visitors who used the information centre, 38% indicated they were looking for maps and brochures of the Glenelg Shire region. 31% purposed to gain local information on attractions, while 16% of these day trip visitors were looking for directions.



5.8. Travel Party

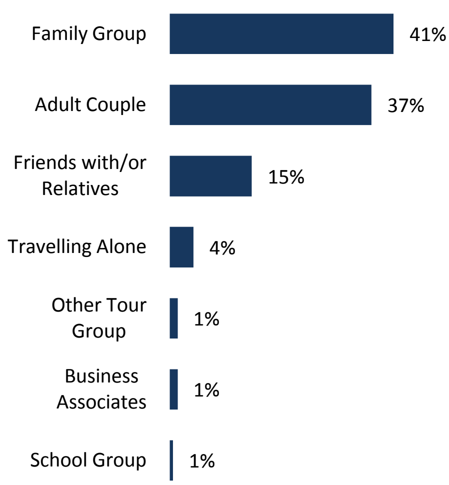
Age of Persons in Travel Party

The greatest proportion of overnight visitors was aged below 18 (31%). This was followed by those aged between 45 and 54. The data indicates that there are a large proportion of young families visiting the Glenelg Shire.



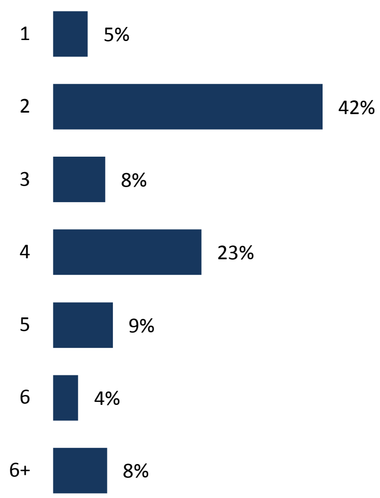
Travel Party Type

The most common travel party of overnight visitors to Glenelg Shire was a "Family Group" (41%), followed by "Adult Couple" (37%). This correlates with the findings of the age of persons in travel party, which indicated the largest proportion of overnight trip visitors were made up of families.



Number in Travel Group

The average number of people per travel group was 4.2 persons. The greatest proportion of travels groups contained two people (42%) followed by groups of four (23%). Large groups of 6 and above persons made up 8% of the day trip visitor groups.

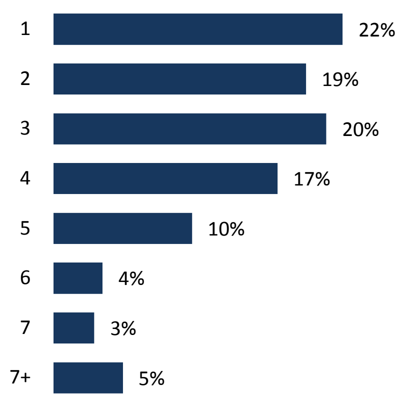


5.9. Accommodation

Length of Stay

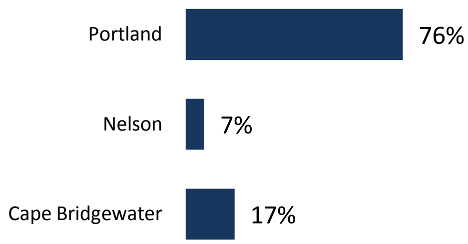
22% of overnight visitors to Glenelg Shire stayed for 1 night, followed closely by those who stayed for 2 nights (19%) and 3 nights (20%). Only 5% of respondents have stayed for 7 nights and above.

The average length of stay for overnight visitors to Glenelg Shire was 3.5 nights.



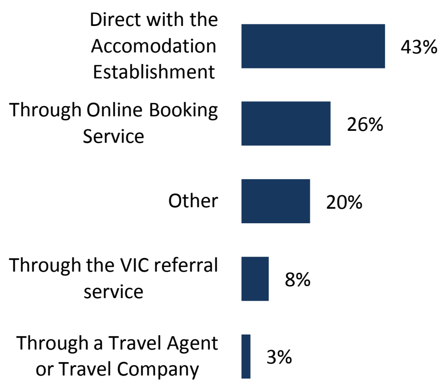
Location Stayed

76% of overnight visitors staying in Glenelg Shire accommodated in Portland. 17% of overnight visitors stayed in Cape Bridgewater while 7% remaining stayed in Nelson.



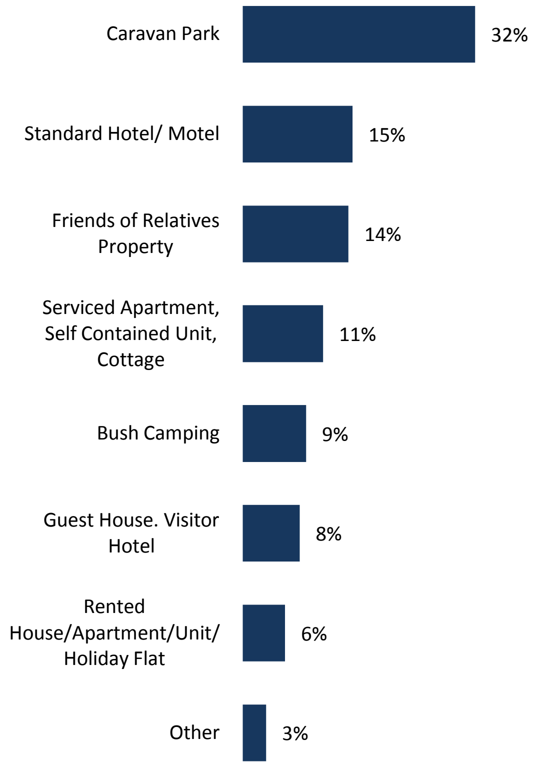
Accommodation Booked

Most respondents booked their accommodation directly with the accommodation establishment (43%). 26% booked through online booking services, while only 8% utilised the VIC referral services.



Type of Accommodation

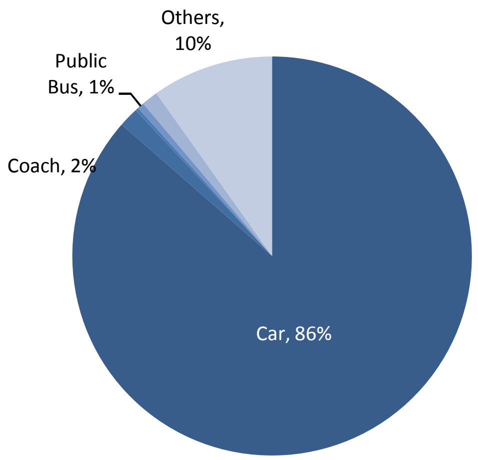
The majority of respondents indicated that they had stayed in a Caravan Park (32%), while approximately 15% of respondents stayed at a Standard Hotel/Motel. 14% of overnight visitors had stayed in a friends' of relatives property.



5.10. Transportation / Navigation

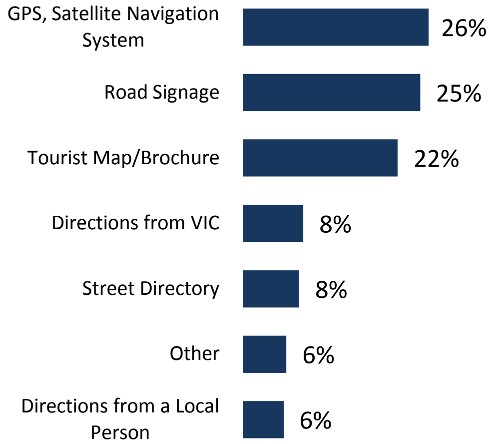
Type of Transport

The majority of overnight visitors accessed the Shire by car (86%). Other type of transport consisted of campervans and caravans (which made up 10% of day trip visitors).



Navigation

26% of overnight trip visitors utilised GPS and other Satellite Navigation Systems to navigate to Glenelg Shire. 25% of respondents also indicated they utilised tourist maps and brochures, followed by another 25% who used road signage.



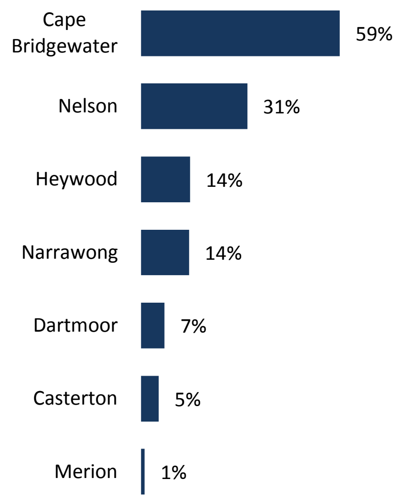
5.11. Characteristics

Primary destination of Travel

70% of overnight trip visitors indicated that Portland was their primary destination of travel. The remaining 30% indicated it was not.

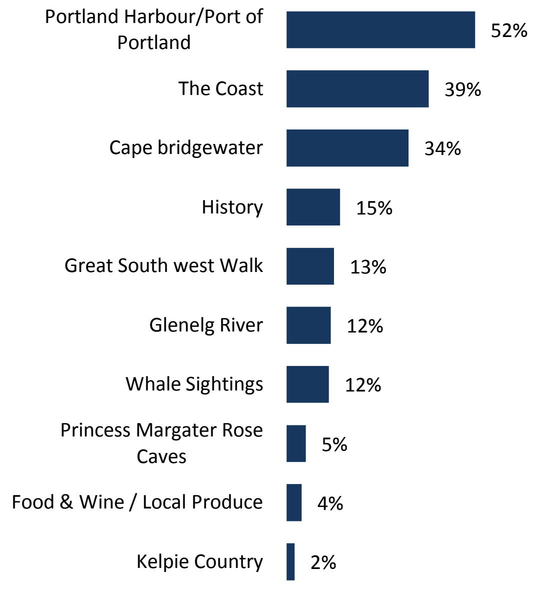
Other towns of Travel

59% of overnight visitors had travelled to Cape Bridgewater, followed by 31% travelling to Nelson.



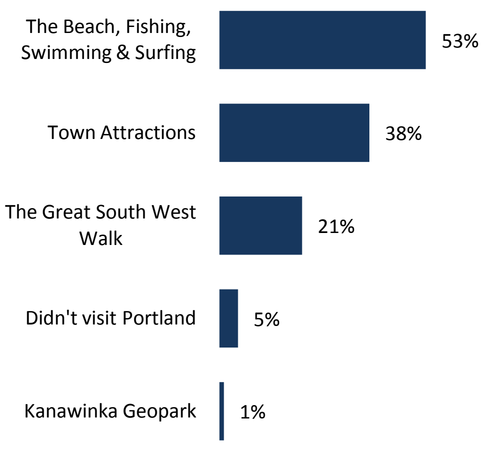
Associations with Glenelg Shire

52% of overnight visitors indicated that associated Glenelg Shire with "Portland Harbour", followed by the "The Coast" (39%). 34% also indicated they associated Glenelg Shire with Cape Bridgewater.



Associations with Portland

53% of overnight visitors indicated they associated Portland with the beach, fishing, swimming and surfing. 38% associated it with its town attractions. Only 5% of overnight trip visitors did not visit Portland.



5.12. Activities

The most popular activity undertaken by overnight visitors were "sightseeing" (60%), "beach" activities (31%), "eating out" (41%) and "visiting national parks" (31%).

Activity	%
Sightseeing	60%
Beach	47%
Eat Out	41%
Visit National Parks	31%
Visit Historic Sites	25%
Bushwalking	24%
Fishing	24%
Touring	23%
Ride the Cable Tram	21%
Shopping	21%
Outdoor Activities	21%
Walk the Great South West Walk	17%
Visit Friends & Relatives	16%
Picnics	15%
Wildlife Watching	13%
Visit Markets / Local Produce	11%
Manmade Attractions	8%
Surfing	7%
Boating	5%

5.13. Expenditure

Average Expenditure per Overnight Visitor

The average spend per overnight visitor to Glenelg Shire was $228. A major portion of expenditure was attributed to travel costs (petrol) and accommodation.

Item	Average Expenditure per Person
Travel/Transport (includes Petrol)	$48
Shopping (excluding Groceries and Alcohol)	$17
Food and Drink (Take Away)	$19
Food and Drink (Dining Out)	$30
Food and Drink purchased at Attractions	$5
Groceries (includes Alcohol)	$23
Entertainment/Attractions	$8
Accommodation	$78
Total	$228

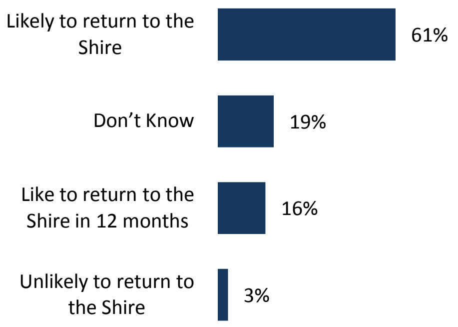
5.14. Previous / Future Visitation Prospects

Previous visitation

34% of overnight visitors had visited Glenelg Shire previously. The remaining 64% have not.

Likelihood of Return

61% of overnight visitors stated that they were likely to return to Glenelg Shire, but not within the next year. 19% indicated they did not know, while 16% indicated that they would revisit in the next 12 months. Only 3% of respondents indicated they were unlikely to return to the Shire.



6. Fishing Trip Visitors

The following section provides an overview of overnight visitors who undertook fishing activities in Glenelg Shire. The profile includes information relating to visitation demographics, information sources, motivations, activities undertaken and expenditure. The data is sourced through a survey of visitors to Glenelg Shire based on a sample of 87 responses and phone interviews with local fishing tourism operators. For the purposes of this section, overnight visitors who undertook fishing activities will be categorized as “fishing” visitors, while the average overnight visitors surveyed will be classified as “general” visitors.

6.1. Key Findings

NUMBER OF VISITORS

Utilising the PAVE model, findings from the visitor survey and phone call interviews with fishing tourism businesses, it is estimated that Glenelg Shire has attracted over 58,088 fishing trip visitors in the 2010 calendar year. Peak seasons of visitation have been found to be during March and early August (during the “tuna” season) and during the December to January holidays.

ORIGIN

Visitors from surrounding Victoria comprised the most significant proportion of overnight fishing visitors (74%), while interstate visitors (24% of overnight fishing visitors) were predominantly from South Australia, New South Wales and Queensland.

COMPARATIVE TREND TO GENERAL VISITORS

In comparison to general visitation the following trends describe fishing visitors:

- Fishing visitors were aged between 35 and 44;
- Fishing visitors travelled in larger groups (over 4 persons);
- Fishing visitors spend comparatively higher ($253 per fishing trip visitor);
- There are a higher proportion of regular visitors amongst fishing trip visitors; and
- Fishing visitors tend to stay longer in Glenelg Shire (an average of 4.2 nights per travel group).

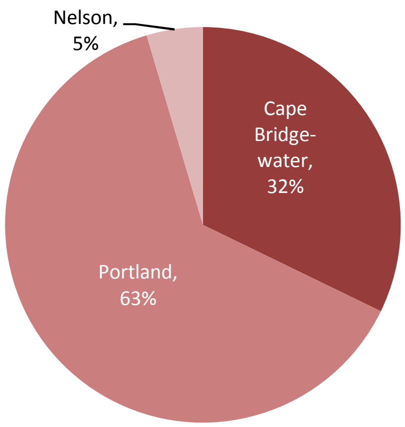
ACCOMODATION AND LENGTH OF STAY

Accommodation in caravan parks remained the most popular type of accommodation (at 35%); this was followed closely by holiday houses (17% including rented house/apartment/unit/holiday flat and own holiday home). Over 60% of overnight fishing visitors had stayed in the Shire between three and five days, while the average length of stay was 4.2 nights. Many respondents booked their accommodation directly with the establishments, with the majority of overnight fishing visitors in Portland (65%).

6.2. SAMPLE

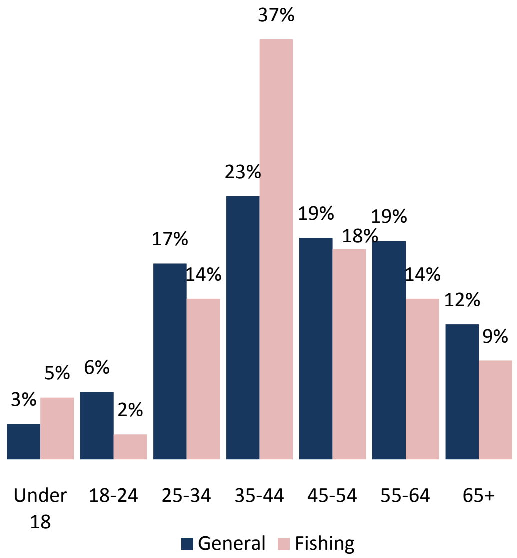
SURVEYS COMPLETED LOCATION

The majority of overnight surveys completed were collected from Portland (63%), followed by Cape Bridgewater (32%) and Nelson (5%).



AGE OF RESPONDENTS

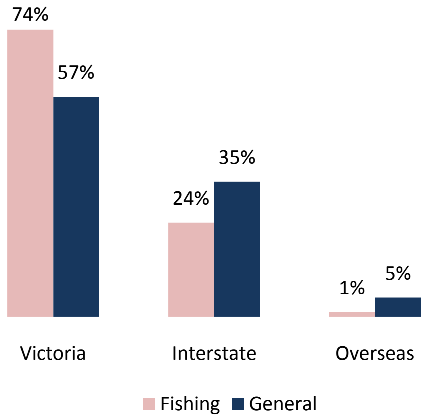
The majority of respondents who undertook fishing were aged between 35-44 years. The data shows that the age of these fishing trip respondents are relatively older compared to the general Glenelg Shire overnight visitors.



6.3. ORIGIN OF VISITORS

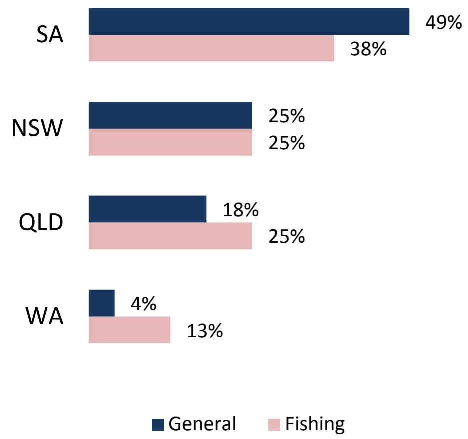
VISITOR ORIGIN OVERVIEW

Victorian visitors comprised the greatest proportion of overnight fishing visitors to the Glenelg Shire (74%), followed by fishing visitors from interstate (24%). Overseas fishing visitors comprised a marginal 1% of the respondents.



INTERSTATE VISITORS

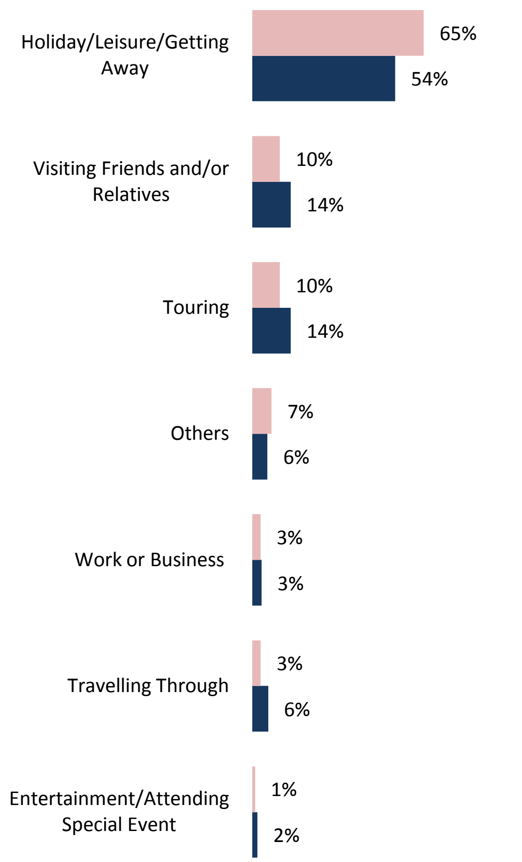
The majority of interstate fishing visitors were from South Australia (38%) and New South Wales (25%). Visitors from Queensland also made up a significant proportion of 25% of interstate visitors. The data showed similar trends to the general interstate overnight visitor market.



6.4. PURPOSE/MOTIVATION OF VISIT

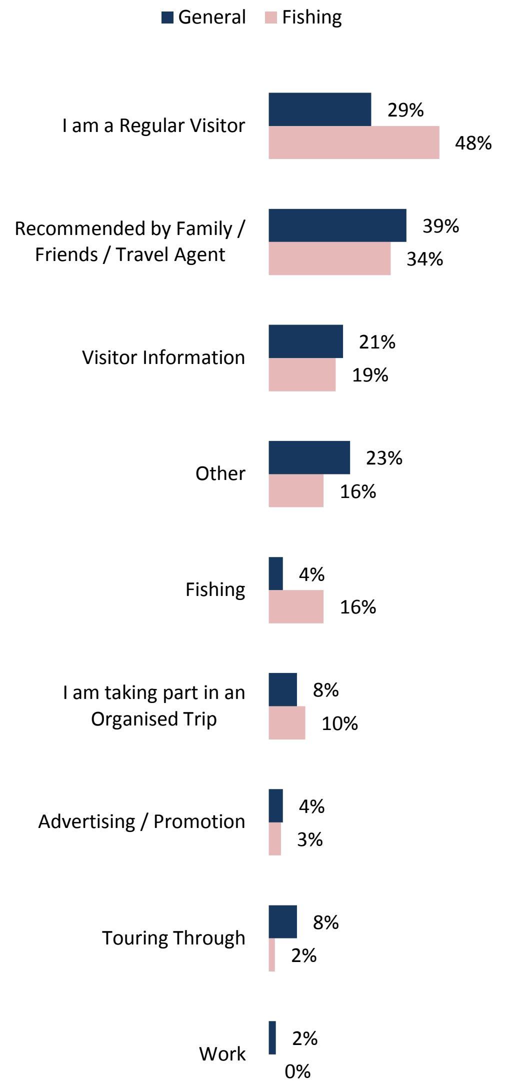
PURPOSE OF VISIT

The majority of overnight fishing visitors stated that their main purpose of visit was for "Holiday/Leisure" (65%). Visitors who were "Touring" and "Visiting friends and/or relatives" accounted for 10% of overnight fishing respondents. The data showed similar trends to the general Glenelg Shire overnight visitor market.



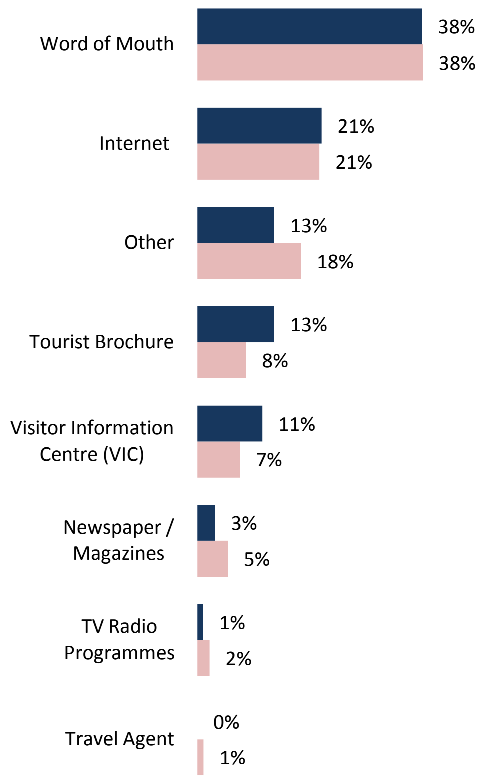
REASON FOR VISITING GLENELG SHIRE

The data shows that unlike the general overnight visitors market, almost half of the visitors who undertook fishing were regular visitors to the Shire. 34% of respondents indicated they were recommended by family/friends or travel agent. To note, 19% of fishing visitors were attracted through information sought through VICs.



6.5. Motivation

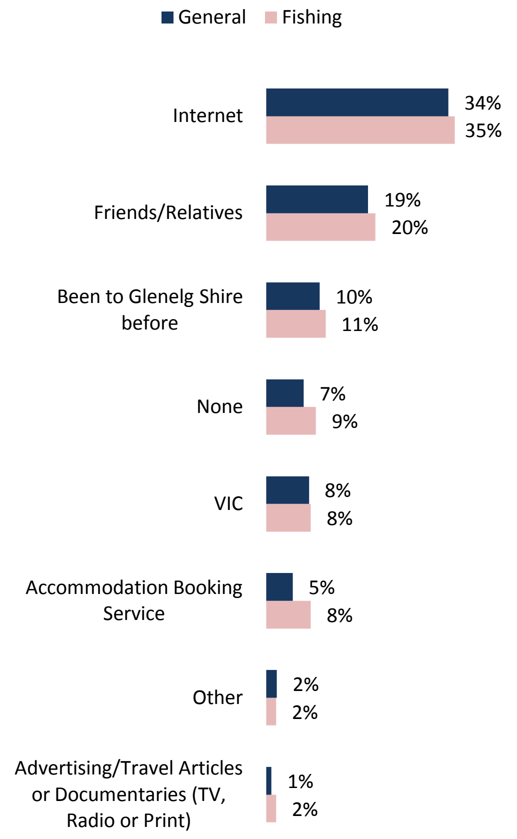
The motivation of visitors who undertook fishing showed similar trends to the general Shire visitor market. 38% of overnight fishing visitors stated that they were motivated to visit the Glenelg Shire by "Word of Mouth" followed by the "Internet" (21%). Other (uncategorized) motivations included work and travelling through (signage).



6.6. Information Sources

Sources Utilised

34% of respondents indicated they used the Internet as their main source of information. This is followed by information from friends and relatives (19%). 10% of respondents indicated they had attained information through Visitor Information Centres.

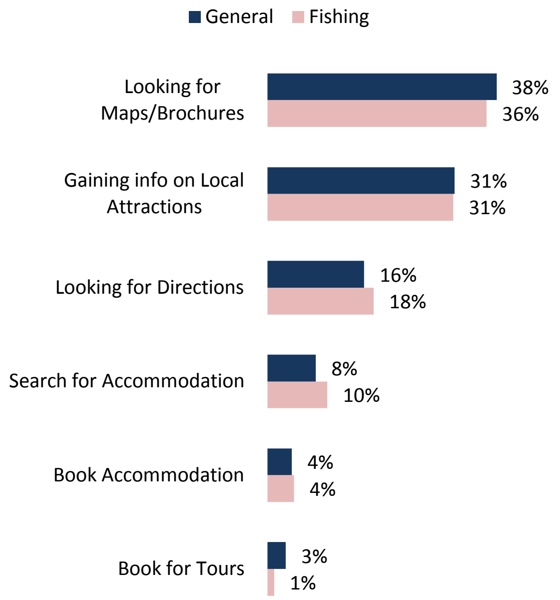


Was a Visitor Information Centre Used?

62% of overnight fishing visitors stated that they had used a Visitor Information Centre whilst in Glenelg Shire. This showed similar trends to general visitors of the Shire, of whom 67% had used the Visitor Information Centre.

What was the VIC used For?

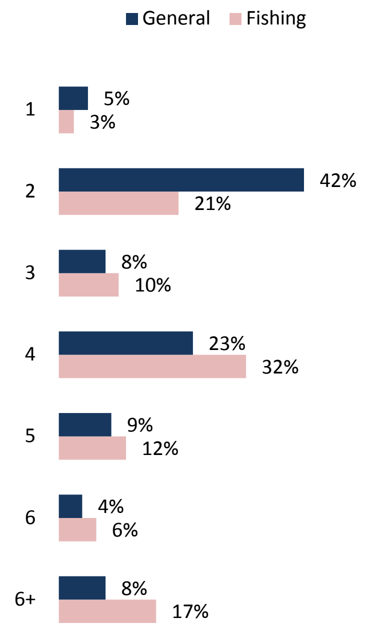
The data showed similar trends to general visitors who used the VIC. 36% indicated they were looking for maps and brochures of the Glenelg Shire region. 31% purposed to gain local information on attractions, while 18% of these day trip visitors were looking for directions.



6.7. Travel Party

Number in Travel Group

The average number of people per fishing travel group was 4.6 persons (the average number of people per general visiting group was 4.2). The greatest proportion of travels groups contained four people (32%) followed by groups of 2 (21%). Large groups of 6 and above persons made up 17% of the fishing visitor groups. The data indicates that fishing travel groups have larger number of persons compared to general visiting groups.

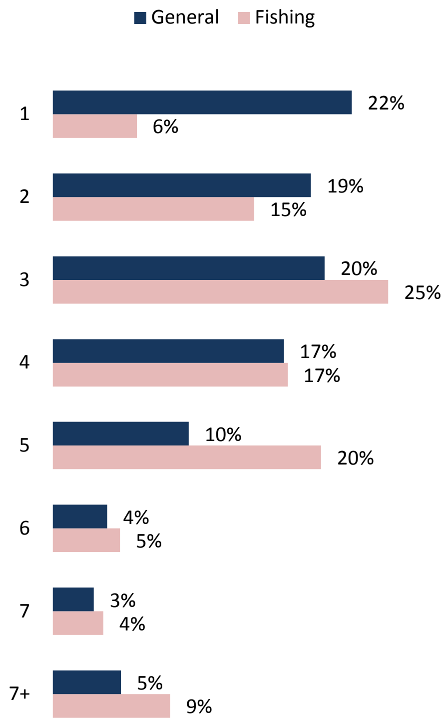


6.8. ACCOMMODATION

LENGTH OF STAY

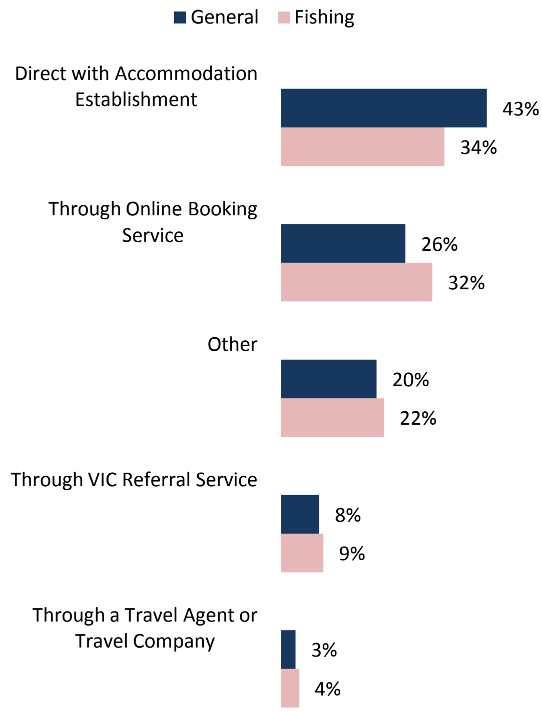
The average length of stay for overnight fishing visitors to Glenelg Shire was 4.2 nights. The data indicates that the fishing visitors stay longer in the Shire compared to the general visitor market.

The largest proportion of fishing visitors stayed for 3 nights (25%) followed by 5 nights (20%). This compares to the general visitor market which saw its largest proportion of stay in 1 night.



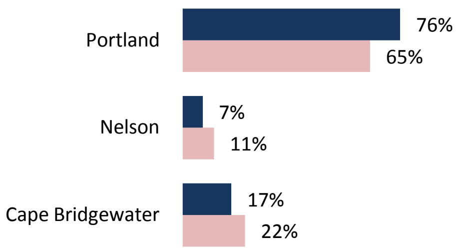
ACCOMMODATION BOOKED

Most respondents booked their accommodation directly with the accommodation establishment (34%). 32% booked through online booking services, while only 9% utilised the VIC referral services.



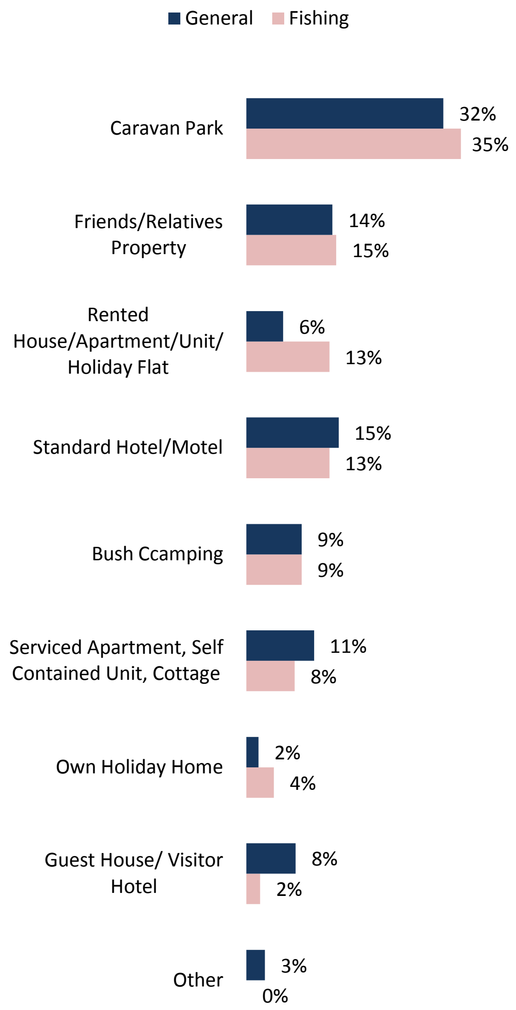
LOCATION STAYED

76% of overnight fishing visitors staying in Glenelg Shire accommodated in Portland. 17% of overnight visitors stayed in Cape Bridgewater while 7% remaining stayed in Nelson.



Type of Accommodation

The majority of respondents indicated that they had stayed in a Caravan Park (35%), while approximately 15% of respondents stayed at friends/relatives property. The data showed similar trends to the general Glenelg Shire visitor market.



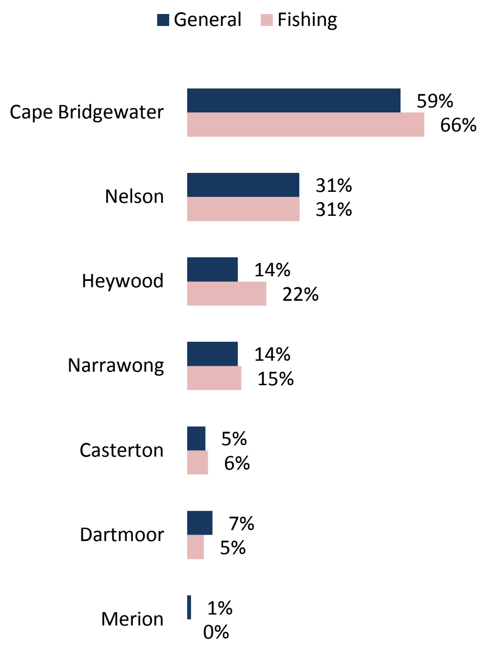
6.9. Characteristics

Primary Destination of Travel

80% of overnight trip fishing visitors indicated that Portland was their primary destination of travel. The remaining 20% indicated it was not.

Other Towns of Travel

66% of overnight fishing visitors had travelled to Cape Bridgewater, followed by 31% travelling to Nelson. The data showed similar trends in Cape Bridgewater and Nelson as popular destination of travel for fishing visitors.



6.10. Expenditure

Average Expenditure per Overnight Visitor

The average spend per overnight fishing visitor to Glenelg Shire was $253. A major portion of expenditure was attributed to travel costs (petrol) and accommodation. The data indicates that fishing trip visitors spend relatively more compared to general visitors of the Shire.

Item	Average Expenditure per Fishing Visitors	Average Expenditure per General Visitors
Travel/Transport (includes Petrol)	$46	$48
Shopping (excluding Groceries and Alcohol)	$28	$17
Food and Drink (Take Away)	$24	$19
Food and Drink (Dining Out)	$34	$30
Food and Drink purchased at Attractions	$5	$5
Groceries (includes Alcohol)	$27	$23
Entertainment/Attractions	$11	$8
Accommodation	$78	$78
Total	$252	$228

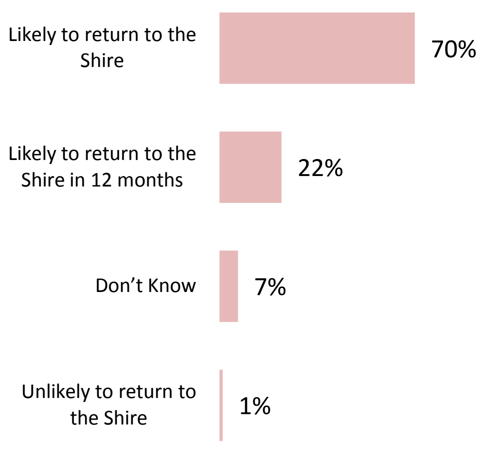
6.11. Previous / Future Visitation Prospects

Previous visitation

60% of overnight fishing visitors had visited Glenelg Shire previously. The remaining 40% have not.

Likelihood of Return

70% of fishing visitors stated that they were likely to return to Glenelg Shire, but not within the next year. 22% indicated they would return to the Shire in the next 12 months. Only 1% of fishing visitors revealed they were unlikely to return to the Shire.



7. Tourism Businesses

7.1. Introduction

The following section provides an overview of tourism businesses in Glenelg Shire. This section has been prepared, drawing on information collected from a survey of tourism businesses.

7.2. Key Findings

LOCATION AND BUSINESS TYPE

The vast majority of tourism businesses were located in Portland (54%). The sector was dominated by the accommodation services industry which made up over 53% of businesses; other significant businesses included restaurants (16%), tour & activities and attractions (16%).

MOTIVATIONS FOR ESTABLISHING BUSINESS

A large number of respondents indicated they had established their business because they were residents within the Shire (56%). Another 26% were primarily attracted to the natural surroundings of the Shire, which provided tourism opportunities.

EMPLOYMENT

The average number of persons employed per business were 10 (2 full time, 4 part time and 4 casual). Over two-thirds of business indicated they saw no change from the previous year and were expecting no change in the incoming year for employment.

BUSINESS INVESTMENT

Investments by business were predominantly directed to new buildings and purchases of vehicles/boats. However, the survey indicates that businesses plan to reduce their capital expenditure by 30% in the 2011 year.

CUSTOMER AND VISITOR MARKETS

A large majority of tourism businesses indicated their major customers come from Regional Victoria (37%), followed by a third from Metropolitan Melbourne. Over half of the interstate customers were identified as visitors from South Australia, followed by New South Wales and Queensland (16% each). Tourism business also identified international visitors in their customer base, with approximately a third of business identifying Germany, UK and New Zealand as important to their business.

BUSINESS PROSPECTS

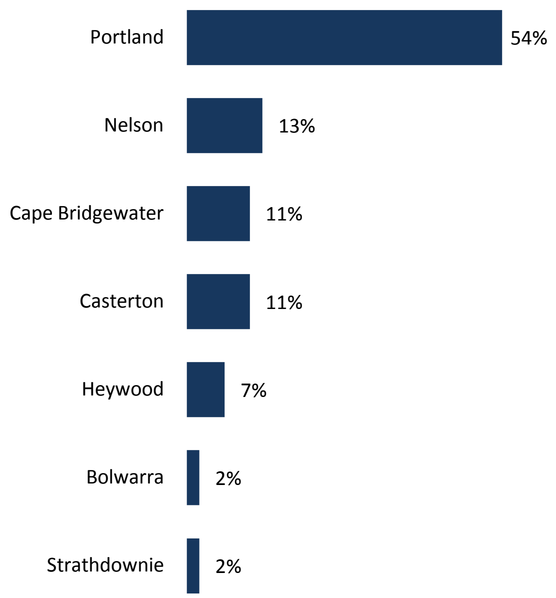
64% of business had an increase in their income from the previous year, while 28% had a decrease. The majority of business expected income to remain the same for the 2011 calendar year. Businesses were asked to identify barriers that were impeding growth. Over a third of business indicated underdevelopment of certain portions of the Shire and overdeveloped in areas close to natural surroundings as an issue facing their business. Another third of business indicated restriction through town planning as a critical barrier to their business prospects.

7.3. Location and Business Types of Tourism Businesses

Location of Business

Businesses were asked to identify the location of their business premises.

54% of businesses were located in Portland, 13% were located in Nelson and 11% were located in Cape Bridgewater and Casterton.

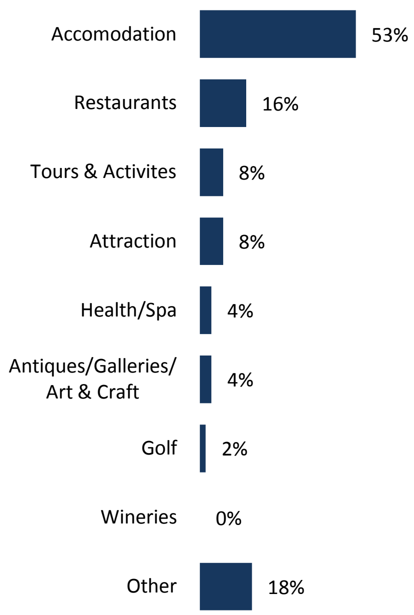


Business Types

Businesses were asked which category best describes their tourism business.

53% identified themselves as accommodation providers. 16% described themselves as restaurants. 8% of businesses identified themselves as tours and activities providers, while another 8% described their operations as part of the Shire's attractions.

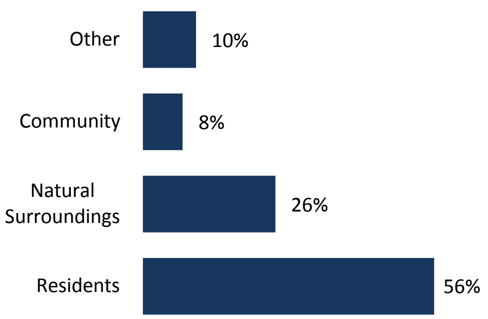
Others include retail businesses, general stores and books stores.



Reason for Business Establishment

Glenelg Shire tourism businesses have been operating for an average of 16 years. Businesses were asked to identify their reasons for operating in the Shire.

56% identified themselves as permanent residents of Glenelg Shire, while 26% were drawn to the natural surroundings. Other reasons include opportunity to buy the business at low prices and outdoor activities.



7.4. Employment

Employment in 2010

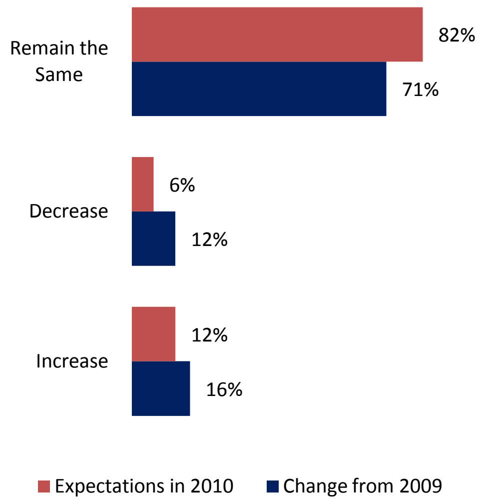
Businesses were asked to identify the number of persons employed in their business on 1st January 2010 and 31st December 2010. The average number of full time staff remained constant at 2 per business. Similar trends were seen in the average number of part time and casual staff, where there remained an average of 4 (respectively) per business.

	1st January 2010	31st December 2010	% Change
Full Time	2	2	0%
Part Time	4	4	0%
Casual	4	4	0%

Employment Changes and Outlook

Businesses were asked to identify the change in employment compared to the previous year (2009), and their expectation of employment change in the following year.

The majority of businesses (71%) saw no change to employment compared to the previous year. 16% saw an increase in employment. The majority of businesses (82%) expected employment to remain the same in the following year. 12% expect to see an increase in employment, while 6% expects to see a decrease in employment.



7.5. Business Investments

Capital Expenditure

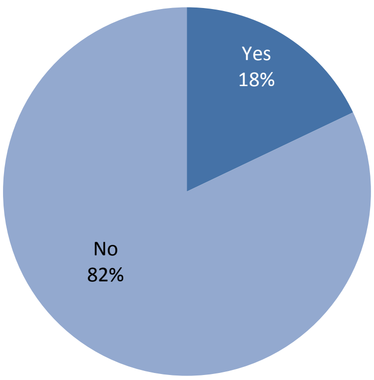
Tourism businesses were asked to identify the capital expenditure made in the 2010 year and expected capital expenditure to be made in 2011.

The survey identified that capital expenditure will decrease by 37% in 2010. The primary driver behind this decrease is the expected decrease in expenditure of new buildings (-32%) and purchases of vehicles/boats (-47%). Capital expenditure in all other categories is expected to fall in the following 2011 year.

	2010	2011	% Change
New buildings	740,000	503,000	-32%
Renovations/Extensions	103,350	103,000	0%
Fittings/Furnishings	104,700	58,000	-45%
Landscaping/Gardening	80,147	23,700	-70%
Equipment/Office Supplies	40,970	18,700	-54%
Machinery/Plant	88,000	36,000	-59%
Vehicles/Boats	140,000	74,000	-47%
Total	**1,297,167**	**816,400**	**-37%**

Building Approvals

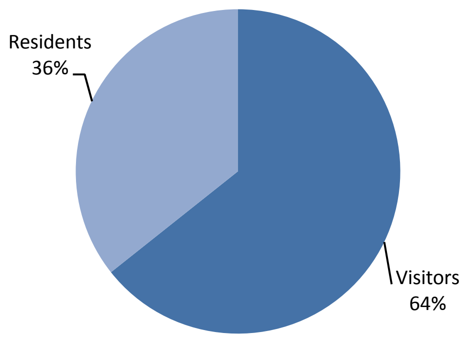
Tourism businesses were further queried whether they sought after building approvals in the 2010 year. 82% did not seek building approvals; the remaining 18% that sought building approvals had an average cost of work of $62,177.



7.6. Customer Markets

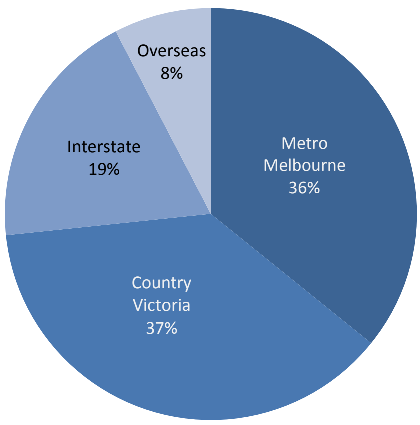
Primary Customer Base

Glenelg Shire tourism businesses were asked to identify their primary base of customers. The industry average indicates that 64% of customers of the local tourism business industry are outside visitors. The remaining 36% are local residents.



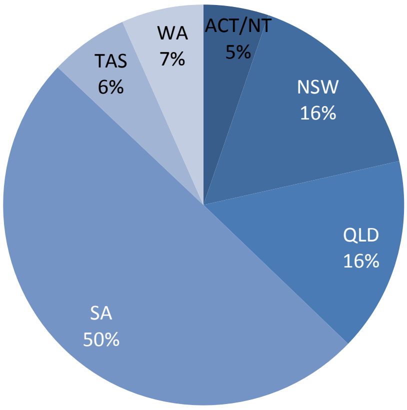
Visitor Markets

Businesses were also asked to further clarify the geographical source of the visitors. Visitors from country Victoria make up the largest proportion of visiting customers (37%), followed closely by visitors from Metropolitan Melbourne (36%). Visitors from outside Victoria made up 19% of their visitor market base, followed by overseas visitors (8%).



INTERSTATE VISITOR MARKETS

Glenelg Shire tourism businesses were asked to further identify interstate visitors. South Australia makes up the largest proportion (50% of interstate visitors). Visitors from Queensland and New South Wales make up 16% each.



INTERNATIONAL VISITOR MARKETS

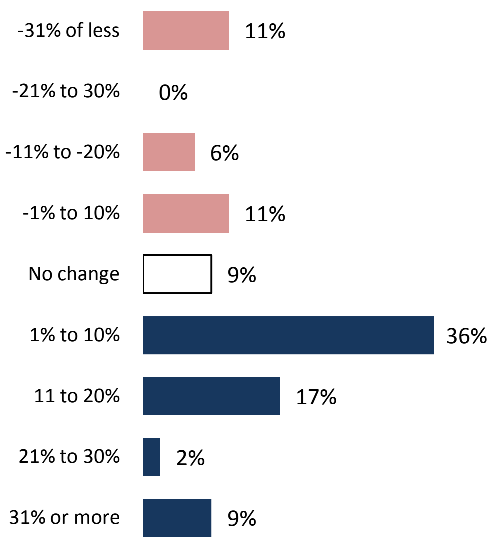
Tourism businesses were asked identified international visitor markets (by country) which are important to their businesses. 33% of business identified Germany as an important market to their business, followed by United Kingdom (29%) and New Zealand (25%). USA and France also remain significant to 22% of local businesses.

Location	% of Overseas Visitors
Germany	33%
United Kingdom	29%
New Zealand	25%
USA	22%
France	22%
Netherlands	16%
Other Europe	14%
China	8%
India	6%
Malaysia	4%
Japan	4%
Other Asia	4%
Hong Kong	2%
Other	2%

7.7. Business Prospects

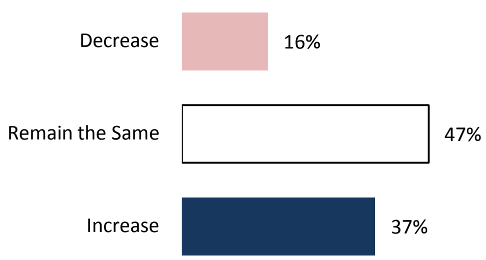
Change in Business Income

Businesses were asked to identify changes to the gross business income of their business between the calendar years of 2009 and 2010. 64% of business saw an increase in income, 28% saw a decrease in income while 9% saw no change to their income. The table below further depicts the degree of change in business income between the 2009 and 2010 calendar years.



Expectations of Business Income

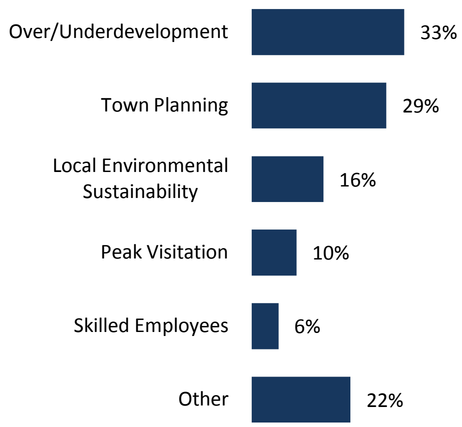
Tourism businesses were asked to identify their expectations of business income in the following year. 16% expected to see a decrease, 47% expected to see business income remain the same while the remaining 37% expected to see increases in business income.



7.8. Barriers and Issues

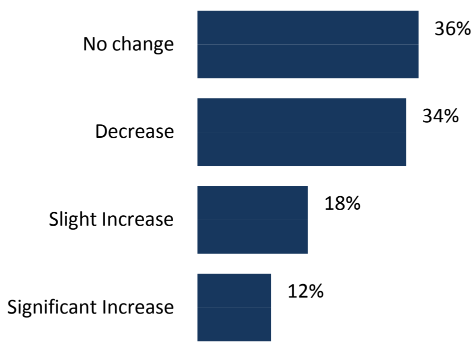
Current Issues Facing the Business

Businesses were asked to identify major constraints to growth. Over 33% targeted overdevelopment of the Glenelg Shire; another 29% identified restrictions through the town planning process as a constraint. Other uncategorized issues include the distance from metropolitan areas and the lack of connection and recognition as part of the Great Ocean Rd.



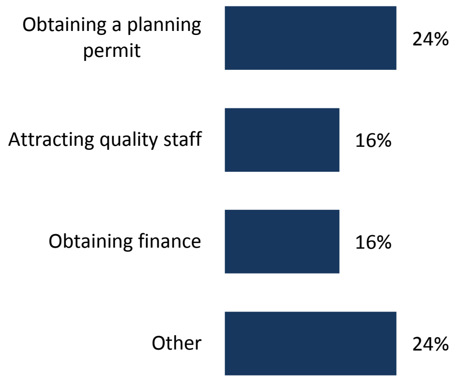
Peak Visitation in 2011

Businesses were asked to identify whether trends in peak visitation for the 2011 calendar year. The majority of business (36%) saw no change to peak visitation, while 34% indicated a decrease in trends. Only 18% felt a slight increase, while the remaining 12% experienced a significant increase in peak visitation.



BARRIERS TO INVESTMENT

24% tourism businesses identified difficulty in obtaining a planning permit as a significant barrier to investment in their operations. Over 16% of businesses indicated difficulties in obtaining finance and quality staff as restrictions as well. Other uncategorized issues include uncertainty in the economic climate, distance from metropolitan areas and lack of year-round tourist attractions as barriers to further investment in their businesses.



8. Holiday Homes

8.1. Introduction

This section provides an overview of the holiday home sector. Due to the limitations in the survey conducted for the holiday homes (specifically the number of responses received from holiday home owners) this section has been supplemented with data from other sources. The limitations to this section and data sources used are described in the methodology in Section 2.

8.2. Key Findings

LOCATION AND HOLIDAY HOME USE

Over half of holiday homes are estimated to be in Portland Urban Centre, followed by 14% in Nelson. Over two-thirds of holiday home owners in Glenelg Shire use their properties as a family holiday destination (supplemented by some holiday rental activities).

VISITATION TO HOLIDAY HOME

Holiday homes have attracted over 36,000 visitors to the Shire in 2010. The summer and autumn seasons garnered the largest number of visitors (approximately 11,700 each). As expected, a large proportion of these visitors were from owners and direct families, followed by their friends and relatives. Overall, holiday home owners have allowed these visitors a total of 128 visiting days a year per holiday home in the Shire.

INTENTIONS FOR FUTURE USE

The proportion of homeowners intending to live permanently in the Shire is evenly divided with those with no plans to reside there. Of the owners that intend to reside in the Shire, 40% of them indicated to do so within 6 and 10 years. Furthermore, the majority of these owners intended to use their properties to semi-retire whilst undertaking some work.

8.3. CHARACTERISTICS OF HOLIDAY HOME OWNERSHIP

LOCATION OF HOLIDAY HOMES

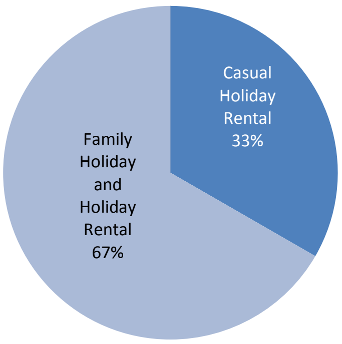
Urban Enterprise has estimated the number of holiday homes in the Shire at 930 properties. The Portland Urban Centre is estimated to house approximately 62% of these holiday homes, followed by Nelson (15%). Portland West, including Cape Bridgewater, is estimated to house 7% of the Shire's holiday homes.

Location by State Suburb	Estimated Number of Holiday Homes	% of Shire
Nelson	141	15%
Portland West	69	7%
Portland Urban Centre	576	62%
Portland North	58	7%
Bolwarra	37	4%
Tyrendarra	11	1%
Allestree	38	4%
Total	**930**	**100%**

Source: ABS 2006, Count of Private Dwellings Unoccupied.

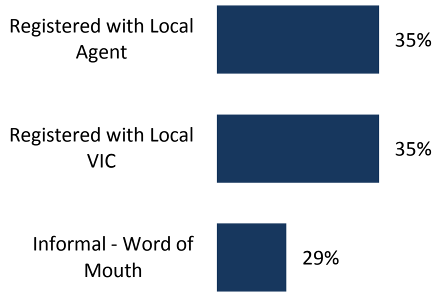
HOLIDAY RENTALS

Of 67% of holiday home owners indicated the use of the property for family holidays and holiday rentals; the remaining 33% utilised their holiday home properties for casual holiday rentals.



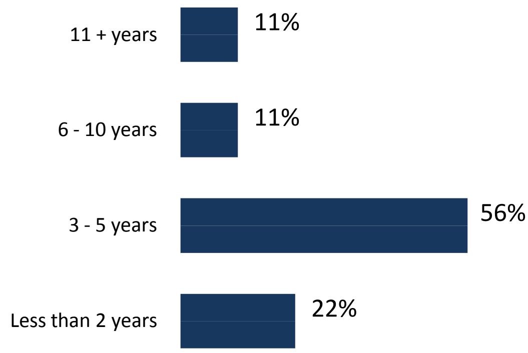
METHOD OF ADVERTISING

35% of holiday home owners were registered with a local agent (primarily through Dundas Seaview Real Estate). Another 35% of owners utilised the Visitor Information Centre to advertise accommodation and the remaining 29% use word of mouth.



DURATION OF HOLIDAY HOME OWNERSHIP

56% of holiday home owners have owner their home between 3 and 5 years. 22% have owner their properties for 6 years and above. Only 22% have recently purchased their holiday home (less than 2 years).

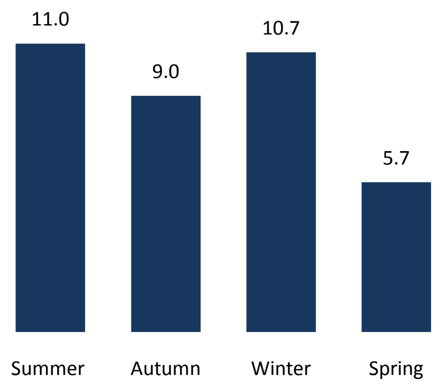


8.4. Visitation Generated By Holiday Homes

Days spend at holiday home by season (2010)

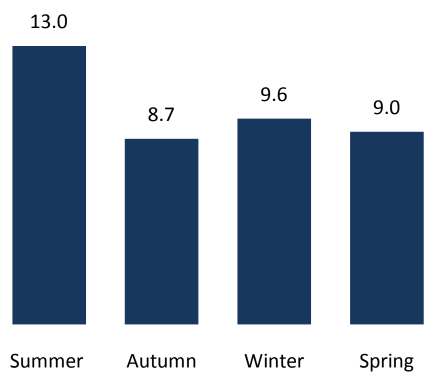
OWNER AND FAMILY

Owners and their immediate families spent an average of 26 days per year per in their holiday home. The summer and winter seasons generated longer stays (an average of 11 days for each of the respective seasons).



FRIENDS AND RELATIVES

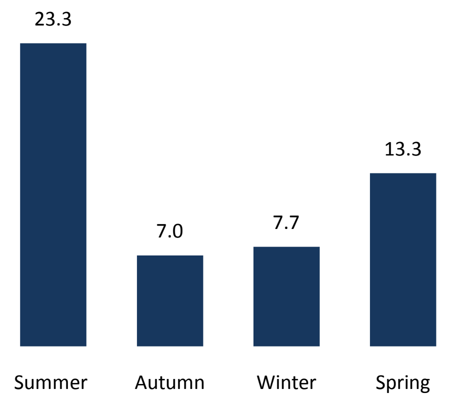
Friends and relatives of the owner spent an average of 21 days per holiday home. The summer season generated the longest stay (13 days) throughout the year.



#Data above has been supplemented by trends from other holiday home research conducted by Urban Enterprise in Victoria due to low sample size.

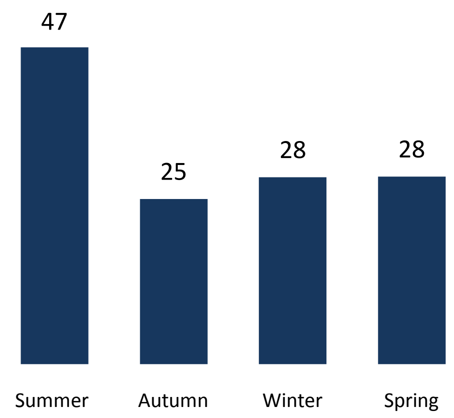
OTHER VISITORS

Other visitors spent an average of 51.3 days in a year per holiday home, where as expected, the summer season facilitated the longest stay (an average of 23 days for the Other Visitor group). The spring seasons facilitated a considerable length of stay as well, allowing for an average of 13 days of stay per holiday home.



TOTAL VISITORS

In total, an average of 128 visiting days was spent annually in each holiday home. The summer season generated the longest stay of over 47 days, followed by spring.

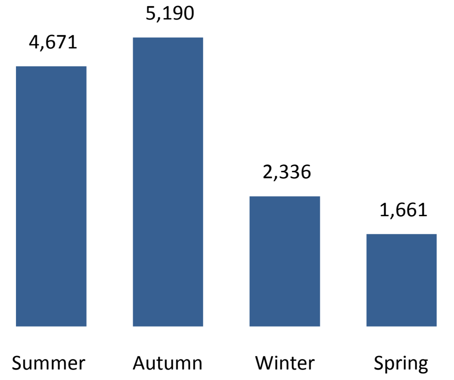


Total Number of Visits by Season (2010)

OWNER AND FAMILY

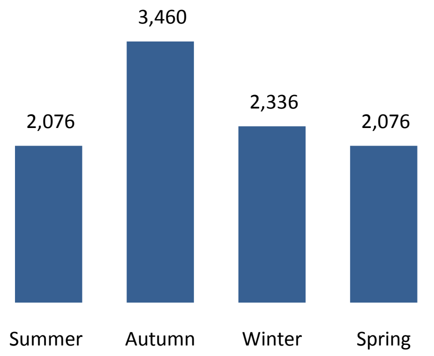
Owners and their immediate families made a total of 13,857 visits in the 2009/10 year.

Autumn and summer garnered the largest number of visits with 5,190 visits for the autumn season and 4,671 for the summer season.



FRIENDS AND RELATIVES

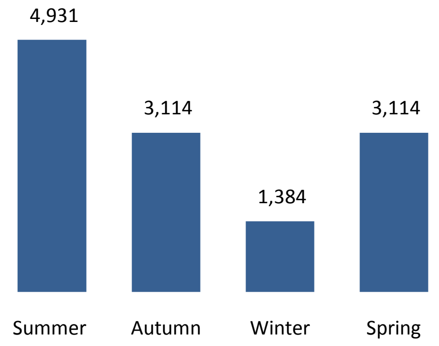
The total number of visits made by friends and relatives in 2010 to the Glenelg Shire accumulated to 9,948 visits. The Autumn season garnered the largest number of visits (with 3,460 in total).



#Data above has been supplemented by trends from other holiday home research conducted by Urban Enterprise in Victoria due to low sample size.

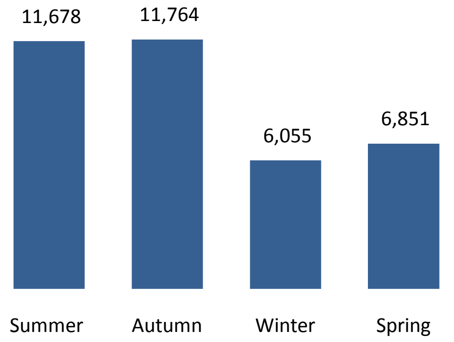
OTHER VISITORS

The total number of visits made by other visitors in 2010 accumulated to 12,543. The summer season yielded the largest number of visits totalling at 4,931.



TOTAL VISITORS

The estimated total number of visits to the Glenelg Shire region in 2009/10 was 36,347. Summer and autumn garnered the largest number of visits (approximately 11,700 each).



8.5. Activities Undertaken by Visitors staying in Holiday Homes

In 2010, the most popular activity by visitors staying in holiday homes was to “go to the beach” where over 42% of visitors undertook the activity. “General sightseeing”, “boating” and to “eat out in restaurants” were undertaken by a third of visitors to holiday homes. Of note, a quarter of visitors undertook “fishing”.

Activities Undertaken	% of Total Visitors
Sightseeing	59%
Beach	55%
Eat Out	48%
Visit Friends & Relatives	39%
Fishing	35%
Shopping	31%
Outdoor Activities	23%
Visit National Parks	20%
Bushwalking	20%
Walk the Great South West Walk	17%
Picnics	17%
Visit Markets / Local Produce	17%
Boating	17%
Ride the Cable Tram	14%
Visit Historic Sites	14%
Wildlife Watching	13%
Touring	10%
Surfing	9%

Source: Urban Enterprise 2011. Holiday Home Business Survey, supplemented by the Glenelg Shire Visitor Survey (of visitors staying in homes of friends/relatives and holiday homes).

8.6. EXPENDITURE

AVERAGE SPEND ON HOLIDAY HOME (2010)

Holiday home owners spent an average of $9.524. The bulk of expenditure was focussed on "house maintenance and repairs" (at an average of $4,892 per holiday home).

Expenditure Items	Average Spend per Holiday Home
Furniture and fittings	$1,800
Bedding, yowles and linen	$567
House maintenance and repairs	$4,892
Cleaning services	$1,488
Garden maintenance	$508
Total	$9,254

Expenditure findings from the holiday home survey have been supplemented by research undertaken into the holiday home sector by Victorian Averaged prepared by Urban Enterprise from past research.

AVERAGE SPEND BY HOLIDAY HOME TRAVEL PARTY (2010)

An average of $1,205 was spent per holiday home travel party in 2010. Shopping accounted for the largest proportion of expenditure by visitors (accounting for $467 of total average expenditure).

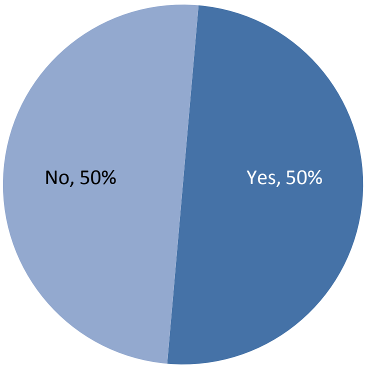
Expenditure Items	Average Spend per Holiday Home
Travel/Transport (includes Petrol)	$152
Shopping (excluding Groceries and Alcohol)	$111
Food and Drink (Take Away)	$64
Food and Drink (Dining Out)	$103
Food and Drink purchased at Attractions	$8
Groceries (includes Alcohol)	$97
Entertainment/Attractions	$22
Accommodation	$264
Other	$19
Total	$839

Expenditure findings from the holiday home survey have been be supplemented by Glenelg Shire visitor research.

8.7. INTENTIONS FOR FUTURE USE

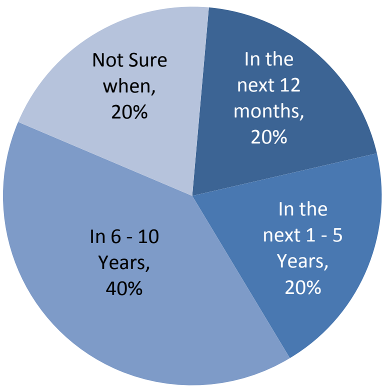
PERMANENT USE OF HOLIDAY HOMES

The proportion of holiday homeowners intending to live permanently in their holiday home is evenly divided with owners who do not intend to use their properties for permanent use.



TIMING OF PERMANENT USE

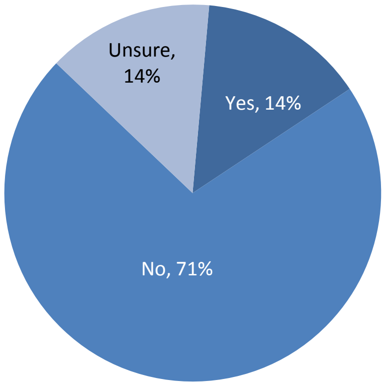
Holiday home owners were asked to identify when they most likely would utilise their properties for permanent use. The majority of respondents indicated within 6 and 10 years (40%).



#Data above has been supplemented by trends from other holiday home research conducted by Urban Enterprise in Victoria.

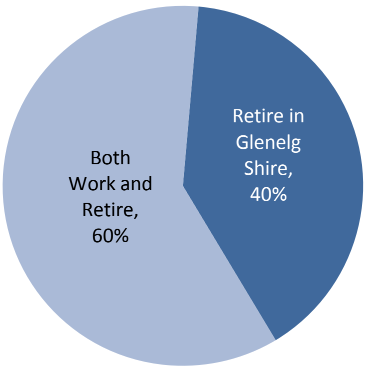
TIMING OF SALE

Holiday home owners were asked to identify whether they intended to sell their property in the following 12 months. 14% indicated a positive response, while the majority of owners (71%) identified that they would not release their property in the next year.



INTENTION TO RETIRE OR WORK (2010)

Of those who intend to live permanently in their holiday home, 40% plan to retire to Glenelg Shire and 60% intend to semi-retire whilst undertaking some work.



APPENDICES

APPENDIX A INPUT–OUTPUT MODEL

INTRODUCTION

The following section provides the description of use and methodology of the economic impact assessment through a regional input-output table.

WHAT IS AN INPUT–OUTPUT TABLE?

An Input-Output (I-O) table fulfils two key functions; it is firstly a descriptive framework for showing the relationship between industries and sectors and between inputs and outputs in an economy. Secondly, it is an analytical tool for measuring the impact of autonomous disturbances on an economy's output, employment and income. Utilising the Leontief Inverse and several other augmentation methods, the economic impact of expenditure in Glenelg Shire can be depicted through the I-O model.

INPUT–OUTPUT MODEL METHODOLOGY

As regional input-output models are not readily available, top-down techniques drawing and modifying direct import coefficients from the most recent 2006-2007 Australian National I-O tables are necessary to study the economic affects within small regional areas.

The report will further utilise input-output model technique from Flegg and Webber (2000), the Augmented Flegg Location Quotient (AFLQ) adjustment technique[2] to construct a Glenelg Input-Output Table. The AFLQ adjustment technique will allow for accounting the regional industry mix of the Shire, the relative size of the Shire's economy and cross industry relationships.

The report will utilise the ABS 2007 Input-Output Industry Groups (IOIG) consisting of 111 industry sectors for the economic impact analysis (refer to Appendix B Summary of Expenditure). The Total Economic Impact of the equine sector is constructed through three categories:

- **Initial Output Effects** – the estimated initial expenditure of the tourism sector on the general Glenelg Shire economy. This will be sourced through the findings of the visitor surveys;
- **Production Induced Effects** - this is the estimated impact of the Initial Output Effects on the general economy. The Production Induced Effects are made up of two components:
    - The First Round Effects – is the amount of output required from all industries of the economy to product the Initial Output Effect; and
    - Industrial Support Effects – the effects of the second and subsequent rounds of induced production;
- **Consumption Induced Effects** – the induced production of extra goods and services as a result of private final consumption expenditure of households affected by the tourism sector.

[2] Flegg. A.T., Webber, C.D., and Elliot, M.V., 1995, On The Appropriate Use of Location-Quotients In Generating Regional Input-Output Tables, Regional Studies, Vol. 29, No. 6,