

## EVENTS TOURISM

### 1. DEFINITION

An events tourism visitor is defined as a domestic overnight traveller aged 15 years or above who participates in the following activities in the ACT:

- Attends festivals/fairs or cultural event, or
- Attends an organised sporting event

### 2. VISITOR NUMBERS

In the year ending December 2006, the ACT welcomed 116,000 events tourism visitors who stayed a total of 331,000 nights.

This represents 6% of total domestic overnight visitors to the ACT for the year ending December 2006.

<i>Total events tourism visitors and visitor nights to the ACT ('000)</i>						
	2001	2002	2003	2004	2005	2006
<b>Events tourism visitors</b>	151	159	154	135	119	116
<b>Events tourism visitor nights</b>	463	618	413	364	250	331

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

<i>Total domestic visitors to the ACT ('000)</i>						
	2001	2002	2003	2004	2005	2006
<b>Overnight visitors</b>	2,107	1,981	1,958	1,887	2,004	1,908

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 3. DEMOGRAPHICS

#### 3.1. State of Origin

In the year ending December 2006, almost three quarters of events tourism visitors to the ACT were from NSW (74%).

<i>Total events tourism visitors to the ACT by State/Territory of Origin ('000)</i>						
State/Territory of Origin	2001	2002	2003	2004	2005	2006
<b>New South Wales</b>	104	106	117	98	91	86
<b>Other States</b>	47	52	38	37	28	30
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 3.2. Gender

In the year ending December 2006, there were slightly more female (53%) than male (47%) events tourism visitors to the ACT.

<i>Total events tourism visitors to the ACT by Gender ('000)</i>						
<i>Gender</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Male</i>	74	68	75	65	47	55
<i>Female</i>	76	91	79	71	72	61
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 3.3. Age

In the year ending December 2006, visitors aged 45-64 years accounted for 35% of all events tourism visitors to the ACT, followed by visitors aged 25-44 years (29%).

<i>Total events tourism visitors to the ACT by Age Group ('000)</i>						
<i>Age</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>15-24 years</i>	27	23	21	16	22	13
<i>25-44 years</i>	59	49	37	45	51	34
<i>45-64 years</i>	47	59	64	50	29	41
<i>65 years or over</i>	18	28	33	24	17	28
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 3.4. Lifecycle

In the year ending December 2006, the two most common lifecycle groups of events tourism visitors to the ACT were parents with children (31%) and older couples (24%).

<i>Total events tourism visitors to the ACT by Lifecycle Group ('000)</i>						
<i>Lifecycle group</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Young/midlife single</i>	24	27	17	22	20	15
<i>Young/midlife couple, no children</i>	26	13	7	11	18	11
<i>Parents with children</i>	55	53	63	43	47	36
<i>Older single</i>	9	8	4	8	11	26
<i>Older couple</i>	36	58	60	52	21	28
<i>Refused</i>	-	-	3	-	1	-
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

## 4. TRAVEL BEHAVIOUR

### 4.1. Purpose of Visit

In the year ending December 2006, the majority of events tourism visitors came to the ACT for holiday or leisure purposes (69%).

<i>Total events tourism visitors to the ACT by Purpose of Visit ('000)</i>						
<i>Purpose of visit</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Holiday or leisure</i>	109	104	119	85	64	80
<i>Visiting friends and relatives</i>	35	48	32	31	48	34
<i>Other</i>	6	6	3	19	8	2
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 4.2. Length of Stay

In the year ending December 2006, 27% of events tourism visitors to the ACT stayed 2 nights, 25% stayed 3 nights, 24% stayed 1 night and 24% stayed 4 nights or more. The average length of stay was 2.9 nights in the year ending December 2006.

<i>Total events tourism visitors to the ACT by Length of Stay ('000)</i>						
<i>Length of stay</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>1 night</i>	33	29	66	41	44	28
<i>2 nights</i>	55	46	32	38	44	31
<i>3 nights</i>	20	26	20	23	18	29
<i>4 nights or more</i>	43	58	36	33	13	28
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

### 4.3. Travel Party

In the year ending December 2006, 30% of events tourism visitors to the ACT were travelling alone, followed by those travelling as an adult couple (24%) and as a family group (24%).

<i>Total events tourism visitors to the ACT by Travel Party ('000)</i>						
<i>Travel party</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Travelling alone</i>	20	12	20	7	14	35
<i>Adult couple</i>	44	21	51	39	33	28
<i>Family group – parents &amp; children</i>	39	67	29	44	38	28
<i>Friends or relatives travelling together</i>	32	44	49	40	23	15
<i>Other</i>	16	14	6	4	12	9
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

#### 4.4. Transport

In the year ending December 2006, the majority of events tourism visitors to the ACT travelled by private or company vehicle (76%).

<i>Total events tourism visitors to the ACT by Transport Used ('000)</i>						
<i>Transport</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Air transport</i>	25	27	17	16	14	12
<i>Private or company vehicle</i>	109	119	128	115	91	88
<i>Other / Not asked</i>	16	12	9	4	15	16
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

#### 4.5. Seasonality

In the year ending December 2006, 32% of events tourism visitors came to the ACT in the September quarter (July-September), followed by 31% in the December quarter (October-December).

<i>Total events tourism visitors to the ACT by Seasonality ('000)</i>						
<i>Quarter</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>March quarter (Jan-Mar)</i>	21	34	10	39	28	9
<i>June quarter (Apr-Jun)</i>	41	50	62	49	26	34
<i>September quarter (Jul-Sep)</i>	48	43	17	23	36	37
<i>December quarter (Oct-Dec)</i>	41	31	64	25	30	36
<b>Total</b>	<b>151</b>	<b>159</b>	<b>154</b>	<b>135</b>	<b>119</b>	<b>116</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

#### 4.6. Accommodation (based on visitor nights)

In the year ending December 2006, 44% of all events tourism visitor nights in the ACT were spent at the property of a friend or relative, while 34% were spent in a hotel, resort, motel or motor inn.

<i>Total visitor nights of events tourism visitors to the ACT by Accommodation ('000)</i>						
<i>Accommodation</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Hotel, resort, motel or motor inn</i>	146	134	174	179	109	113
<i>Friends or relatives property</i>	174	331	169	145	114	146
<i>Other</i>	143	153	71	40	27	72
<b>Total</b>	<b>463</b>	<b>618</b>	<b>413</b>	<b>364</b>	<b>250</b>	<b>331</b>

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

Percentages may not sum to 100 due to rounding.