

FOOD AND WINE TOURISM IN THE ACT

1. DEFINITION

Food and wine tourism in the ACT includes the following activities,

- Eat out at restaurants
- Visit wineries

2. VISTOR NUMBERS

In the year ending December 2004, the ACT welcomed 919,000 domestic overnight visitors who participated in food and wine tourism. This represents 49% of total domestic overnight visitors to the ACT for the year ending December 2004.

<i>Total domestic visitors undertaking food and wine tourism in the ACT ('000)</i>						
	1999	2000	2001	2002	2003	2004
Overnight visitors	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

<i>Total domestic visitors to the ACT ('000)</i>						
	1999	2000	2001	2002	2003	2004
Overnight visitors	1,988	2,128	2,107	1,981	1,958	1,887

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

3. DEMOGRAPHICS

3.1. State of Origin

In the year ending December 2004, the majority of domestic overnight visitors who participated in food and wine tourism in the ACT were from NSW (65%), followed by Victoria (14%) and Queensland (12%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by State/Territory of Origin ('000)</i>						
<i>State/Territory of Origin</i>	1999	2000	2001	2002	2003	2004
New South Wales	576	737	787	652	705	597
Victoria	133	186	203	251	257	126
Queensland	30	63	43	97	81	112
South Australia	21	42	29	32	45	40
Other States	39	44	45	35	38	45
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

3.2. Gender

In the year ending December 2004, the majority of domestic overnight visitors who participated in food and wine tourism in the ACT were male (63%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Gender ('000)</i>						
<i>Gender</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Male</i>	464	583	528	558	594	577
<i>Female</i>	334	487	580	510	532	343
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

3.3. Age

In the year ending December 2004, visitors aged 25-44 years accounted for 43% of all domestic overnight visitors who participated in food and wine tourism in the ACT, followed by visitors aged 45-64 years (37%), and visitors aged 15-24 years old (14%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Age Group ('000)</i>						
<i>Age</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>15-24 years</i>	121	196	141	178	163	127
<i>25-44 years</i>	300	455	458	413	437	394
<i>45-64 years</i>	264	336	322	365	400	339
<i>65 years or over</i>	112	81	186	112	127	60
Total	798	1,068	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

3.4. Lifecycle

In the year ending December 2004, the two most common lifecycle groups of domestic overnight visitors who participated in food and wine tourism in the ACT were parents with children (37%) and young/midlife singles (22%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Lifecycle Group ('000)</i>						
<i>Lifecycle group</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Young/midlife single</i>	196	293	241	272	220	202
<i>Young/midlife couple, no children</i>	95	129	170	152	145	144
<i>Parents with children</i>	242	368	291	305	389	339
<i>Older single</i>	52	61	110	82	69	44
<i>Older couple</i>	210	208	287	250	298	187
<i>Refused</i>	4	12	8	7	4	5
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

3.5. Household Income

In the year ending December 2004, 31% of all domestic overnight visitors who participated in food and wine tourism in the ACT had an annual household income over \$104,000 and 17% had an annual household income between \$78,000 and \$103,999. It should be noted that 15% of visitors refused or were unsure of their annual household income.

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Annual Household Income ('000)</i>						
<i>Household income</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Under \$25,999 pa</i>	96	74	87	91	64	28
<i>\$26,000 – \$36,399 pa</i>	55	55	58	85	48	54
<i>\$36,400 – \$51,999 pa</i>	64	111	135	93	95	102
<i>\$52,000 – \$77,999 pa</i>	163	157	183	188	157	155
<i>\$78,000 – \$103,999 pa</i>	111	162	198	163	195	160
<i>Over \$104,000 pa</i>	157	264	210	245	378	282
<i>Refused/Don't know</i>	151	248	238	204	188	139
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

4. TRAVEL BEHAVIOUR

4.1. Length of Stay

In the year ending December 2004, 76% of domestic overnight visitors who participated in food and wine tourism in the ACT stayed 1 to 3 nights. The average length of stay was 2.9 nights in the year ending December 2004.

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Length of Stay ('000)</i>						
<i>Length of stay</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>1 - 3 nights</i>	613	782	830	843	860	699
<i>4 - 7 nights</i>	139	228	231	192	231	171
<i>Over 8 nights</i>	46	61	47	33	35	49
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

<i>Total visitor nights of domestic visitors undertaking food and wine tourism in the ACT ('000)</i>						
	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
Visitor nights	2,612	3,201	3,075	2,960	3,185	2,704

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

4.2. Travel Party

In the year ending December 2004, 30% of domestic overnight visitors who participated in food and wine tourism were travelling alone, followed by adult couples (24%) and family groups – parents and children (19%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Travel Party ('000)</i>						
<i>Travel party</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Travelling alone</i>	201	288	262	312	340	273
<i>Adult couple</i>	227	308	325	269	350	218
<i>Family group – parents and children</i>	140	191	211	216	145	173
<i>Friends or relatives travelling together</i>	145	166	191	157	181	128
<i>Business associates travelling together</i>	69	81	88	74	83	102
<i>Other</i>	17	36	31	39	27	26
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

4.3. Transport

In the year ending December 2004, the majority of domestic overnight visitors who participated in food and wine tourism in the ACT travelled by private or company vehicle (63%).

<i>Total domestic overnight visitors undertaking food and wine tourism in the ACT by Transport Used ('000)</i>						
<i>Transport</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Air transport</i>	143	191	221	287	232	283
<i>Private or company vehicle</i>	598	753	777	695	782	582
<i>Other/ Not asked</i>	57	128	110	86	112	64
Total	798	1,070	1,108	1,068	1,126	919

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004

4.4. Accommodation (based on visitor nights)

In the year ending December 2004, 51% of visitor nights of domestic visitors who participated in food and wine tourism in the ACT were spent at friends or relatives property and 40% were spent in a hotel, resort, motel or motor inn.

<i>Total visitor nights of domestic visitors undertaking food and wine tourism in the ACT by Accommodation ('000)</i>						
<i>Accommodation</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
<i>Hotel, resort, motel or motor inn</i>	1,052	1,108	1,170	1,332	1,324	1,081
<i>Friends or relatives property</i>	970	1,532	1,274	1,275	1,380	1,374
<i>Other/ Not asked</i>	590	561	631	353	481	248
Total	2,612	3,201	3,075	2,960	3,185	2,704

Source: National Visitor Survey, Tourism Research Australia, Year ending December 1999-2004