

VISITING FRIENDS AND RELATIVES MARKET

1. DEFINITION

Domestic overnight visitors whose purpose of visit to the ACT is to visit friends and relatives.

For the purposes of this fact sheet, these visitors will be referred to as the VFR market.

2. VISITOR NUMBERS

In the year ending December 2006, the size of the VFR market to the ACT was 727,000. VFR nights spent in the ACT totalled 2,343,000 - with the average length of stay being 3.2 nights.

VFR market to the ACT	
Number of visitors	727,000
Visitor nights	2,343,000
Average length of stay	3.2 nights

Compared to domestic overnight visitors nationally, visitors to the ACT were more likely to be VFR (38% vs. 35%).

3. DEMOGRAPHICS

3.1. Origin

In the year ending December 2006, the largest proportion of the VFR market to the ACT were from Sydney (33%), followed by Regional NSW (31%), Victoria (17%), Other states (10%) and Queensland (8%).

Origin	VFR market ('000)
Sydney	241
Regional NSW	227
Victoria	120
Queensland	64
Other states	76
Total	727

3.2. Gender

In the year ending December 2006, the majority of the VFR market to the ACT were female (56%).

Compared to total domestic overnight visitors to the ACT, the VFR market were more likely to be female (56% vs. 46%).

3.3. Age

In the year ending December 2006, the largest proportion of the VFR market to the ACT were aged 45-64 years (34%), followed by visitors aged 25-44 years (31%), 65 years or over (18%) and 15-24 years (17%).

Age group	VFR market ('000)
15-24 years	127
25-44 years	225
45-64 years	245
65 years or over	131
Total	727

3.4. Lifecycle

In the year ending December 2006, the two most common lifecycle groups of the VFR market to the ACT were parents with children (32%) and older couples (27%).

Lifecycle group	VFR market ('000)
Young/midlife singles	167
Young/midlife couples	62
Parents with children	234
Older singles	69
Older couples	196
Refused	-
Total	727

3.5. Household Income

In the year ending December 2006, 25% of the VFR market to the ACT had an annual household income between \$26,000 and \$51,999. It should be noted that almost one-fifth (18%) of visitors refused or were unsure of their annual household income.

Annual household income	VFR market ('000)
Under \$25,999	63
\$26,000-\$51,999	179
\$52,000-\$77,999	80
\$78,000-\$103,999	135
\$104,000 or over	137
Refused/don't know	134
Total	727

4. TRAVEL BEHAVIOUR

4.1. Travel Party

In the year ending December 2006, the largest proportion of the VFR market to the ACT travelled as adult couples (30%), followed by 27% who travelled alone, 22% who travelled with friends or relatives and 21% who travelled as a family group.

Travel party	VFR market ('000)
Travelling alone	195
Adult couple	217
Family group (parents and children)	153
Friends or relatives	158
Business associates or other	5
Total	727

4.2. Transport

In the year ending December 2006, the majority of the VFR market to the ACT travelled by private or company vehicle (75%), followed by 18% who travelled by air transport.

Transport used	VFR market ('000)
Air transport	133
Private or company vehicle	546
Other transport	49
Total	727

4.3. Top Five Activities

In the year ending December 2006, the top five activities that the VFR market to the ACT participated in (not including visiting friends and relatives) were as below:

1. Eat out at restaurants (53%)
2. Go shopping (34%)
3. General sight seeing (27%)
4. Pubs, clubs, discos etc. (22%)
5. Visit museums or art galleries (17%)

4.4. Seasonality

In the year ending December 2006, visitation by the VFR market to the ACT was highest in the June quarter (28%) and lowest in the September quarter (22%).

Seasonality	VFR market ('000)
March quarter (Jan-Mar)	183
June quarter (Apr-June)	202
September quarter (Jul-Sep)	162
December quarter (Oct-Dec)	180
Total	727

4.5. Accommodation (based on visitor nights)

In the year ending December 2006, the majority of VFR nights in the ACT were spent at the property of a friend or relative (82%).

Accommodation used	VFR nights ('000)
Friends or relatives property	1,915
Other/not asked	428
Total	2,343

Percentages may not sum to 100 due to rounding.

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