

Australian Tourism Report

Market View for
Reg Vic

Market: Interstate Holiday Visitors

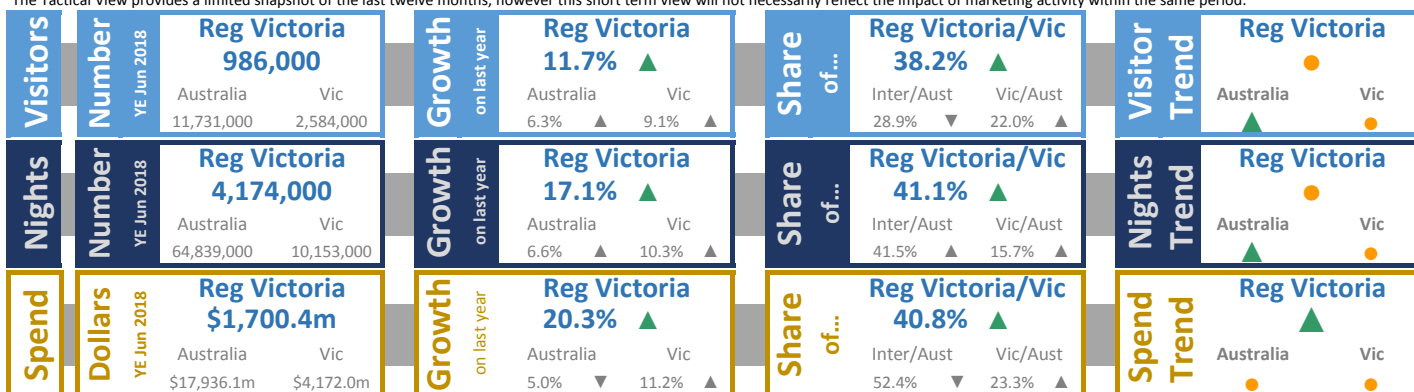
Issue: October 2018

Data:

Year ending June 2018

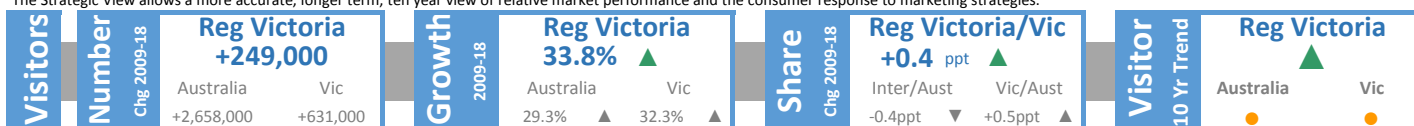
Tactical View of Reg Victoria Results

The Tactical View provides a limited snapshot of the last twelve months, however this short term view will not necessarily reflect the impact of marketing activity within the same period.



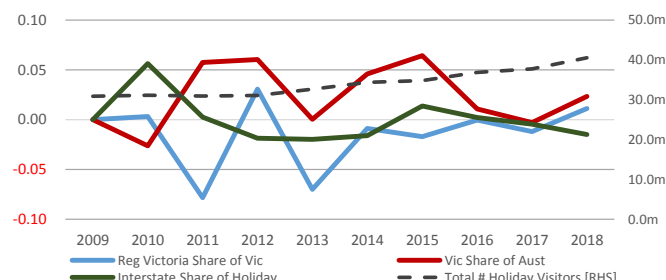
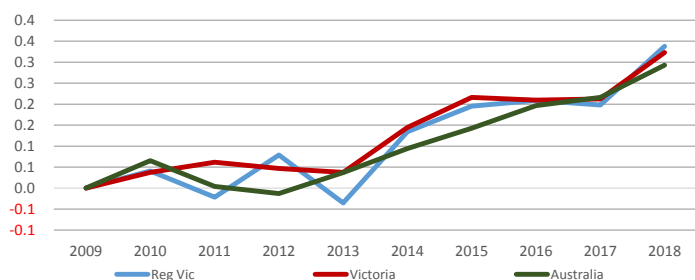
Strategic View of Reg Victoria Results

The Strategic View allows a more accurate, longer term, ten year view of relative market performance and the consumer response to marketing strategies.



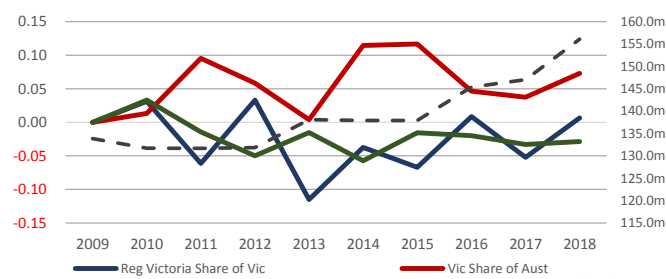
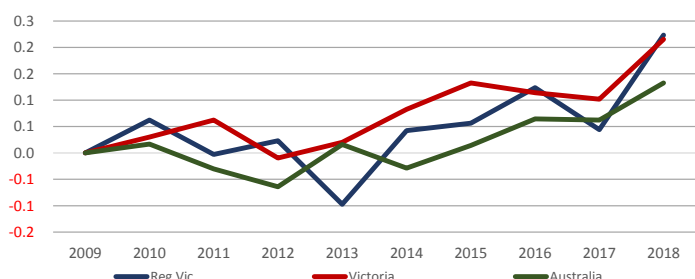
Relative GROWTH RATE of Interstate Holiday Visitors (Indexed)

Relative SHARE of Interstate Holiday Visitors (Indexed)



Relative GROWTH RATE of Interstate Holiday Nights (Indexed)

Relative SHARE of Interstate Holiday Nights (Indexed)



Relative GROWTH RATE of Interstate Holiday Spend (Indexed)

Relative SHARE of Interstate Holiday Spend (Indexed)

