

Intrastate Recovery Research

Consideration to take a trip

Now that restrictions have eased and the division between Metro and Regional has been lifted, we can expect Victorians to start exploring their state once more.

98.9%

Of Victorians surveyed* are considering a trip to a **regional destination in the next 3 months** (Dec 2020 – Mar 2021)



80.4%

Of Victorians surveyed are considering a trip to a **Melbourne destination** in the next 3 months (Dec 2020 – Mar 2021)



Motivation

After months of deprivations there was an overarching need for Victorians to *Escape their day-to-day routine* at home regardless of location and destination in mind.



Trigger

The main trigger for Victorians to travel was split between *Government restrictions easing and deeming it safe to travel* and *Once restrictions ease and they feel safe to travel*.



Barriers

One-third of Victorians are concerned about COVID-19 which may inhibit their intention to travel.

Communications should tap into the key motivation for travel – getting away from one’s day-to-day routine at home. Both Melbourne and regional Victoria have unique experiences that are highly appealing underneath this.

And dial up messaging around connection and spending time with loved ones.

Trip to Regional Victoria

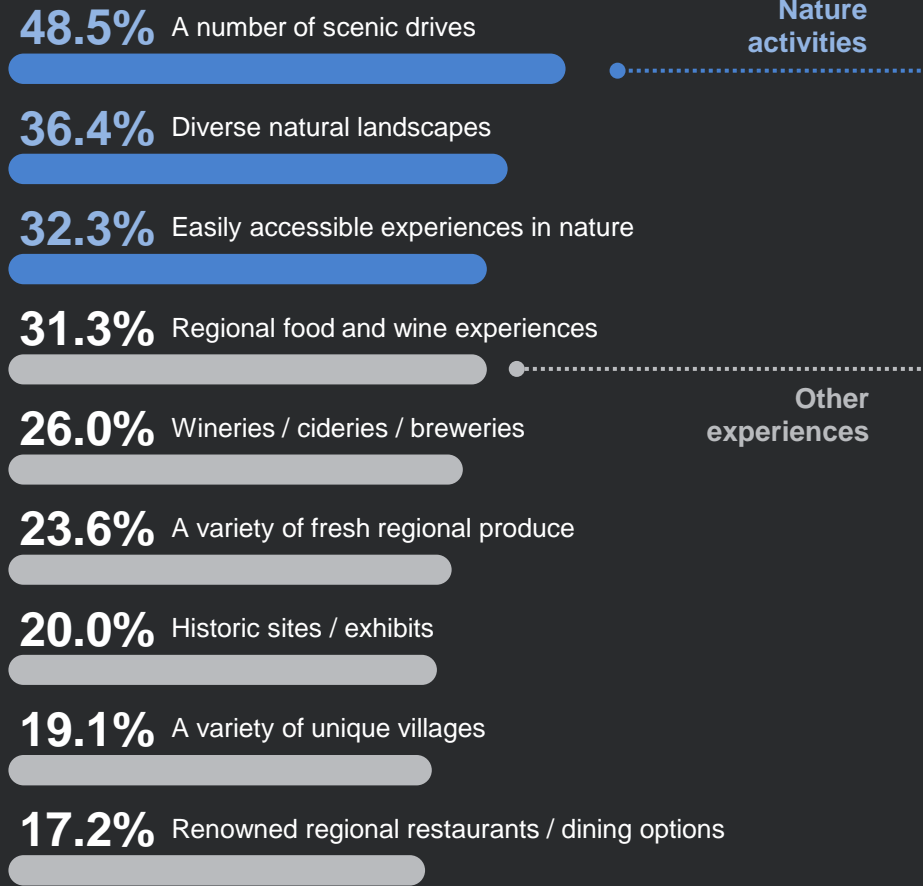
54.8% There was interest for all areas, but the most considered destination among Melbourne residents was Mornington Peninsula



45.2% Goldfields Region was the most considered destination among regional residents



Experiences sought for in a regional trip



Immersing in nature continued to be a key experience sought from a regional trip

Opportunity to encourage visitation to regional Victoria by promoting natural scenery and other indulging experiences.

However, immersing in nature was not the only experience sought after. In fact, very few people say they are *only* interested in nature (11.4%).

People travel for multiple experiences. Food and drink experiences are complementary to nature-based tourism. Promoting both is key e.g. dining experience in a country pub or a farm in a natural setting.



Nature alone
11.4%



Other experiences alone
32.3%



Nature + Other experiences
56.3%

Trip to Regional Victoria

Tactics to encourage longer length of stay



Regardless of location, the majority of those interested in Regional travel would consider an overnight trip.

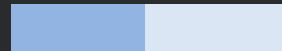
However, the most desired duration was 2-4 days, with limited appeal for a trip greater than 5+ nights. This is typical of pre-COVID19 travel behaviour.



There was large appetite for the concept of 'working anywhere' amongst Victorians. Therefore, there is an opportunity to partner with regional accommodation businesses and highlight features that are required to work from home (i.e. Wi-Fi, quiet space, desk) to promote the proposition.

However, if this strategy was undertaken, there needs to be consideration for where the messaging is promoted, as the main barrier for this concept was remote work not being possible for certain occupations.

42%



About 4 in 10 are very likely take a longer trip to regional Victoria than they usually would, if their employer allowed to "work from home" in a regional location.

31%



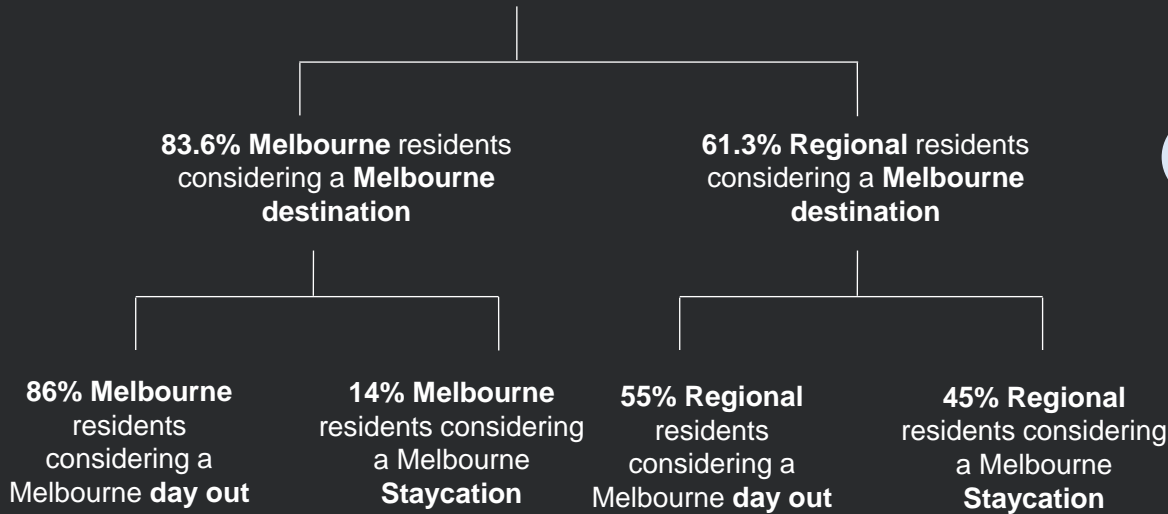
31% say that deals on accommodation would encourage them to extend the length of stay for a Regional trip.



Deals on accommodation were the top-rated factor

Given the demand for travel to Regional locations was high, there should be consideration for deals on accommodation for longer stays, to avoid cannibalising margin on demand that is already present.

Trip to Melbourne



Overall there was less demand for a staycation in Melbourne than a regional destination.

And those who were interested in a Melbourne staycation, only planned to stay two nights.

Promoting deals on accommodation would encourage Victorians to increase their stay in Melbourne.

Which is the most appealing about a trip to Melbourne? – Top 8

- 1 Range of interesting places to eat and drink (e.g. quirky cafes, trendy bars, atmospheric restaurants, etc.)
- 2 Haven't been able to visit the city for a while
- 3 Enjoy the atmosphere of a vibrant city
- 4 Attractions to visit (e.g. museums, galleries, the zoo, Crown Casino)
- 5 Standard of places to eat and drink (e.g. fine dining)
- 6 Central location to meet with friends and family
- 7 Having shops, bars and restaurants open late at night
- 8 Opportunities to shop at a range of stores (e.g. high end to discount stores)

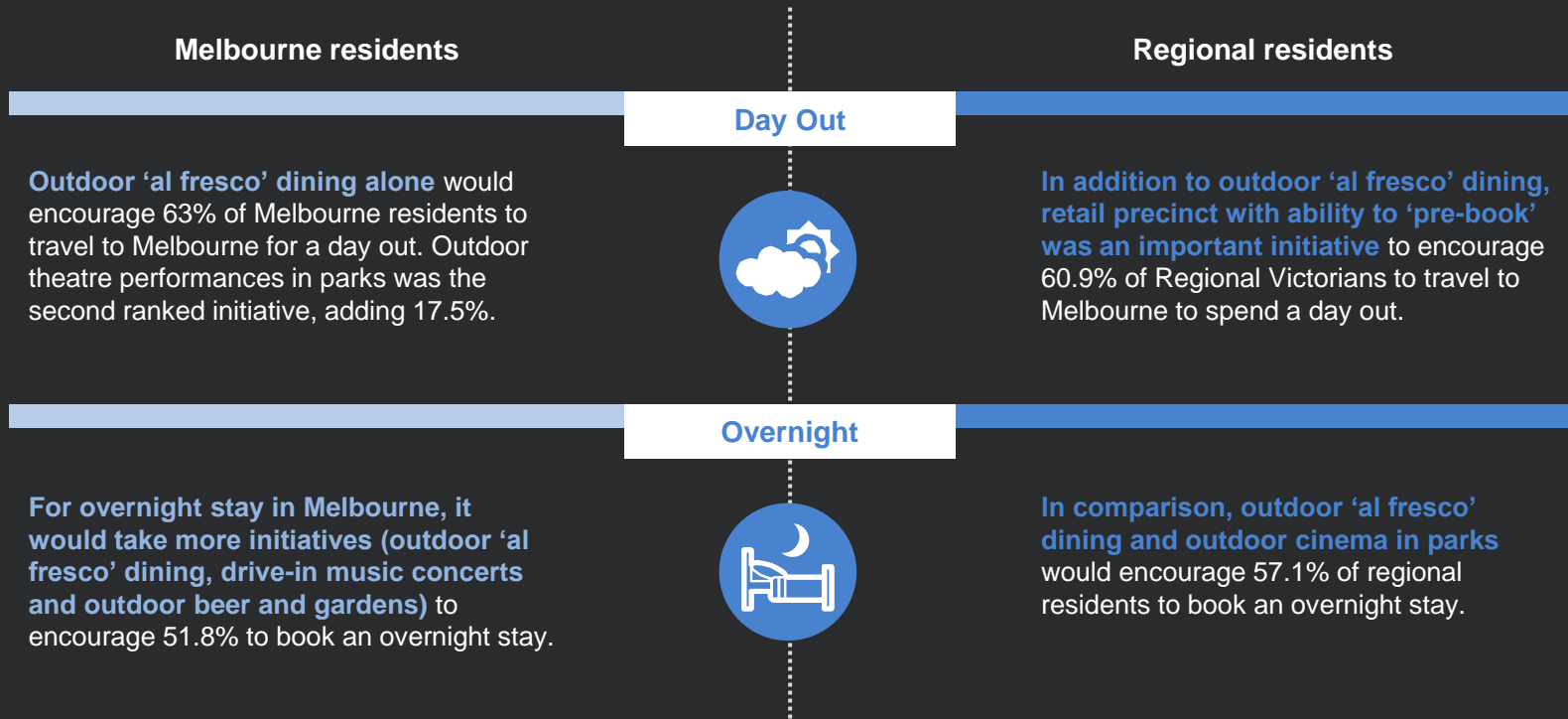


The unique dining experiences of Melbourne was a key opportunity to drive visitation around the city

Communications should focus on promoting a range of dining / drinking businesses that suit a range of budgets and tastes.

Trip to Melbourne

We tested the appeal of 14 hypothetical initiatives to see how they would increase consideration to visit the city



Promote outdoor dining and uniquely quirky experiences



As outdoor ‘al fresco’ dining is already an existing offering in Melbourne under the Governments laneway dining initiative, Melbourne's outdoor dining experiences should continue to be promoted for both Metro and Regional residents to encourage Melbourne travel.

In addition, the other initiatives that would encourage travel to Melbourne differed between Metro and Regional residents and type of stay. Regardless, there should be a focus on **different, quirky initiatives** that offer a unique experience.

