



SOURCE MARKET: MELBOURNE

First ever analysis of the Melbourne Region's
 'Overnight Holiday Market'. YE Sept 2018

Significance to the Byron Shire

Melbourne Overnight Holiday Visitors to Byron Shire - Average p.a. YE Sept 2014 YE Sept 2018

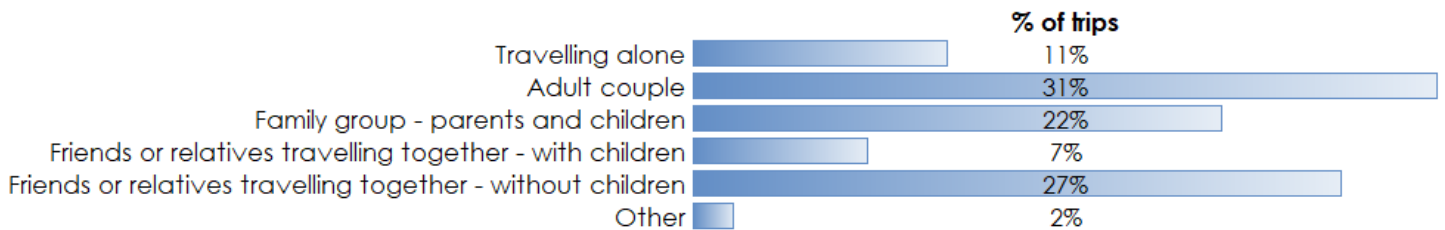
400,000 Visitor Nights p.a.
 13% of all Byron Shire domestic holiday visitor nights
 Holiday source market nights rank: 3

74,000 Holiday Visitors p.a.
 9% of all Byron Shire domestic overnight visitor holiday visitors
 Holiday visitor source market rank: 4

Estimated spend in the Byron Shire
 \$87 million p.a.

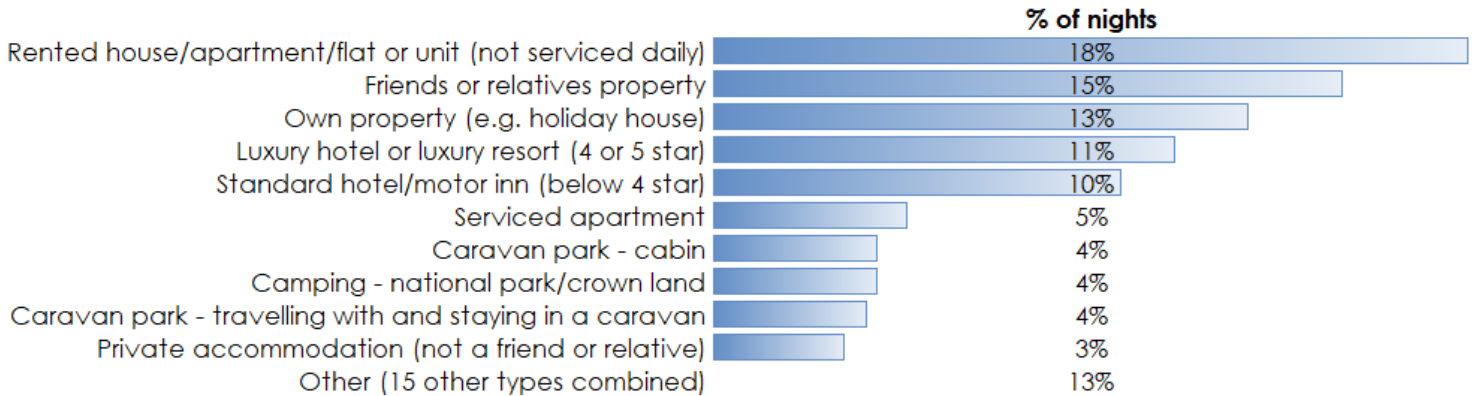
Travel Party Types

For all destinations visited by the Melbourne holiday market year ending March 2018



Top 10 Accommodation Types

For all destinations visited by the Melbourne holiday market year ending September 2018



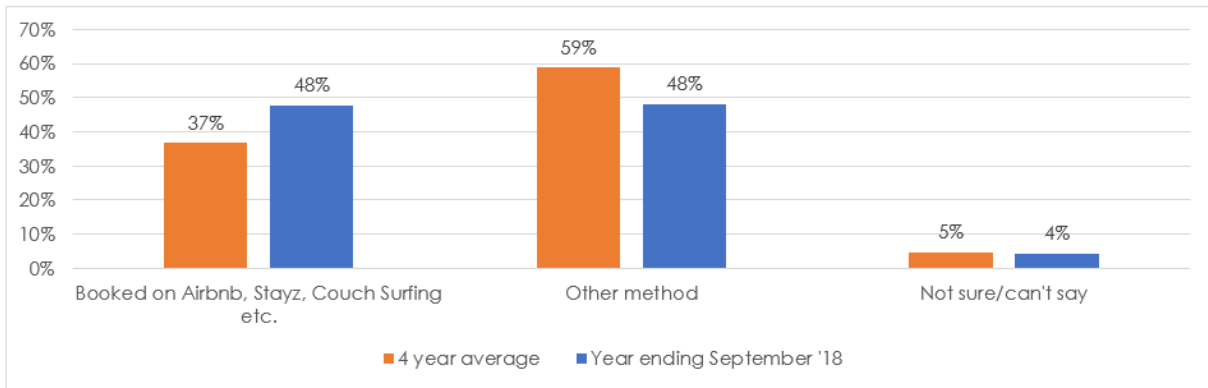
This report was commissioned by Destination Byron on behalf of its members to support their approach to a 'sustainable & responsible' visitor economy in the Byron Shire

more information email: info@destinationbyron.com.au

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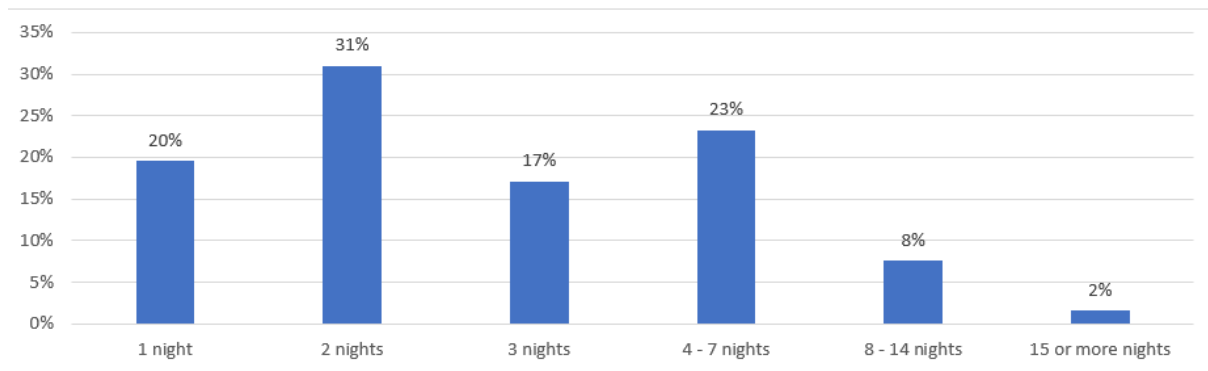
Accommodation Booking Method

For all nights booked by the Melbourne holiday market year ending September 2018 vs four year average



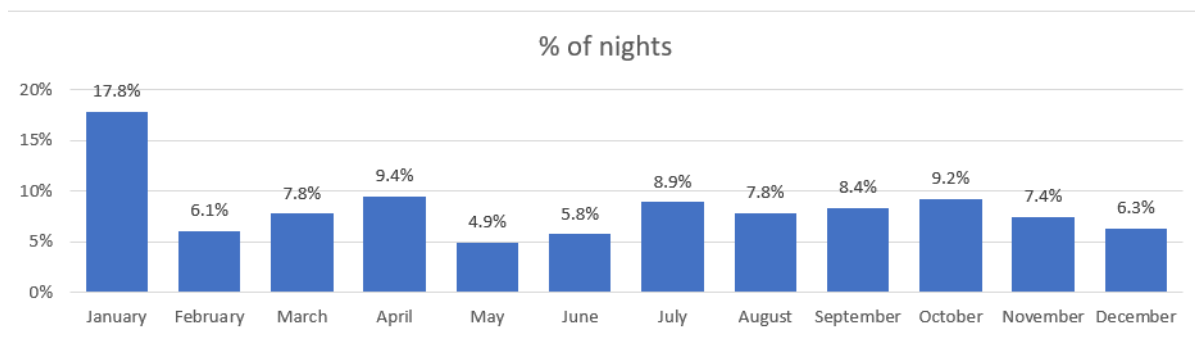
Length of Trip

For all destinations visited by the Melbourne holiday market year ending September 2018



Seasonality

For all destinations visited by the Melbourne holiday market year ending September 2018 (% of nights)



Age Profile

For all trips made by the Melbourne holiday market year ending March 2018

