



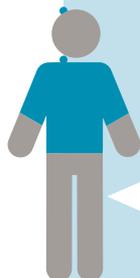
VISITING FRIENDS & RELATIVES IN VICTORIA: THE INDIA MARKET

The visiting friends and relatives (VFR) market represents almost one-quarter (23% or 613,800) of total international overnight visitors to Victoria. Approximately 52% of Indian visitors to Victoria are VFR (60,700 visitors)¹.

The *Visiting Friends and Relatives in Victoria: The China and India Markets* study² found:

- before moving to Australia, Indian hosts expected it was good for job opportunities, a work-life balance and raising children
- Indian hosts and visitors recognised a connection between Indians and Australians over a shared passion for cricket, and this made them curious to meet Australians and experience the culture
- the most common regional Victoria destinations for day or overnight trips taken together were Phillip Island, and the Yarra Valley and Dandenong Ranges

HOST



- Initially came to Victoria for business/work (33%), study (32%) or to visit family (19%)
- Are now citizens (64%) or permanent residents (25%)
- 74% have been in Australia for six years or more
- 82% were planning to stay in Australia indefinitely or permanently
- 38% aged 30–34 years
- Most likely to be in a family with the youngest child aged 10 years or younger (56%)
- 56% working full time

MOTIVATIONS

- There is a strong tradition of hospitality
- Expectation that those who have made a life in Australia will extend this opportunity to others wanting to come to Australia, either for migration or holiday

TRIP AND ITINERARY PLANNING

- 78% influenced the trip of a friend/relative initially
- Indian hosts play a big part in planning and organising the trip
- 93% would like information in English for planning the trip, and 27% would like information in Hindi*

EXPERIENCE

- Indian hosts took a trip within/to Melbourne and its suburbs:
 - 85% on day trips
 - 57% on overnight trips

PERCEPTIONS AND ATTITUDES

- 93% were likely or very likely to recommend Victoria

VISITOR



- Older than their hosts (40% were 40 years or more)
- Have older children living at home (44% with one child aged over 10)
- Working full time (86%)
- Well-travelled internationally, having previously been to Europe (75%), elsewhere in Asia (56%), and North America (50%)

MOTIVATIONS

- Having a holiday (74%), seeing friends (69%) and family (51%)*
- Indian parents often visit their children to check on their well-being
- Significant events in the life of the host such as moving into own home or birth of first child

TRIP AND ITINERARY PLANNING

- Defer to host's local knowledge and expertise
- Provide ideas for the itinerary in the pre-arrival stage
- More involved in planning and generating ideas after arrival
- 99% would like information in English for developing the itinerary, and 16% would like information in Hindi*

EXPERIENCE

- Less likely to go on additional trips without their hosts
- Greater variety in destinations when travelling overnight without host (such as High Country, Great Ocean Road and Geelong and the Bellarine)

PERCEPTIONS AND ATTITUDES

- 100% were likely or very likely to recommend Victoria

¹Tourism Research Australia, *International Visitor Survey: Year Ending December 2016*

²Destination Visitor Survey, *Visiting Friends and Relatives in Victoria: The China and India Market*, June 2017

*Numbers do not sum to 100 as respondents were not limited to a single option