



Destination Visitor Survey

Strategic Regional Research - Victoria

Mornington Peninsula home owners' and visitors' study: Summary of results

Introduction

The Mornington Peninsula is one of Victoria's key tourism destinations, offering attractions from beaches to vineyards, restaurants to sporting activities, as well as a diverse range of townships.

The holiday home market is known to account for approximately three quarters of all overnight visitors to the Peninsula area, including both home owners as well as people visiting (staying in holiday homes). For this reason, the holiday home market has been identified as an extremely important component in driving the future growth of the region.

This research project was conducted throughout the Summer 2005/2006 season, in order to better understand the characteristics of this market.

Profile of the holiday home market

An estimated 22,372 homes on the Mornington Peninsula have capacity to sleep an average of eight people, providing accommodation for around 179,000 people on a typical night. A proportion of this capacity is made available to renters through real estate and other booking agents.

Of holiday home owners on the Mornington Peninsula:

- Most were from Victoria (97%).
- More than half were aged over 55 years.
- Less than a quarter (21%) had young families.
- They were keen to entertain friends and family at their holiday home.
- They liked engaging with local activities, attractions and the resident community.
- Approximately half of home owners would prefer to avoid the busy summer season, yet this was when they were most likely to use their holiday home.
- Nearly one third (31%) had owned their holiday home for less than five years.
- Over a quarter (26%) had owned their holiday home for more than 20 years.
- Over half (53%) of holiday homes were occupied by friends or family of the home owner, or left vacant (38%) when not being used by the home owner themselves.
- Home owners had commitments such as work, business and study (45%), personal or other commitments (41%), and time constraints (10%) or commitments in the city (10%) as barriers to increasing their visits to the Mornington Peninsula.
- A small proportion (2%) of holiday home owners stated that increasing petrol prices loomed as a potential threat to spending more time at their holiday home.

Of visitors renting holiday homes on the Mornington Peninsula:

- The majority (93%) were from Victoria.
- Over half (58%) had young children.
- Nearly two thirds (63%) were aged 30-49 years.
- Most worked either full time (46%), or part-time (33%).
- They would like to take holidays more often, enjoying the opportunity to slow down and relax.
- They enjoyed the beach.
- Approximately one third of visitors did not want to be active while on holidays.
- They would prefer to avoid the summer season, yet this is when most holiday homes in the Mornington Peninsula are rented by these visitors.
- They prefer being outdoors and engaging with the local area when holidaying.

Why did visitors choose the region as a destination?

- convenience and easy access from Melbourne (41%)
- beaches and the bay (33%)
- friendliness of the people or friends/family live there (24%)
- the area is well known or familiar (22%).

What were home owners experiencing on the Mornington Peninsula?

- eating out at restaurants (82%)
- swimming at the beach (79%)
- going to a local market (65%)
- shopping for pleasure (61%).

When staying on the Mornington Peninsula home owners were also more likely than visitors to go to pubs, wineries, play golf, visit museums or galleries, go fishing and attend festivals.

What were visitors experiencing on the Mornington Peninsula?

- swimming at the beach (95%)
- eat out at restaurants (67%)
- shop for pleasure (50%)
- visit winery, restaurant/café (45%).

Were home owners satisfied with their experience?

- Overall, 61% were very satisfied with the Peninsula as a place to visit, and 34% were quite satisfied.
- Home owners were very satisfied or quite satisfied with: customer service (85%); activities (74%); attractions and retail (73%); signage (68%); and visitor information centre (58%).

Were visitors satisfied with their experience?

- Overall, 68% were very satisfied with their visit to the Peninsula, and 29% were quite satisfied.
- Visitors were very satisfied or quite satisfied with: attractions and retail (81%); activities (80%); customer service (79%); signage (78%); and visitor information centre (69%).
- Of the visitors to the Mornington Peninsula, 12% were dissatisfied with their rented accommodation.

What were home owners and visitors most likely to spend money on?

- grocery/delicatessen items (94% and 97% respectively)
- eating out (80% and 84% respectively)

- bakery purchases (72% and 77% respectively)
- alcohol (49% and 72% respectively).

Both home owners and visitors indicated:

- They could not be influenced to spend more on a typical trip to the Mornington Peninsula.
- Price competitiveness (relative to Melbourne prices), variety in retail experiences and offers, and better quality options for eating out were areas they may be encouraged to spend more in.

How did the home owners decide to visit?

For home owners, the key sources of information used when planning and undertaking holidays on the Mornington Peninsula were:

- local newspapers and publications (18%)
- local retailers and notice boards (10%)
- visitor information centre (9%)
- that they had been before or knew the area (31%).

Home owners had a preference for hearing news on the Mornington Peninsula through:

- the local paper (48%)
- through the mail at their residential home (46%)
- the 'Peninsula Wide' newsletter (which focuses on keeping property owners informed), with two thirds (66%) always reading it and 25% sometimes reading it.

How did the visitors decide to visit?

For visitors, the key sources of information were:

- friends/family/word-of-mouth/locals (31%)
- the internet (18%)
- travel/booking agents (12%)
- that they had been before or knew the area (22%).

Visitors had a preference for obtaining information:

- via the internet (42%)
- from tourist brochures at their accommodation (39%).

For a copy of the full Strategic Regional Research report, please email tra@tourism.australia.com

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