VICTORIAN ACCREDITED VISITOR INFORMATION SERVICING SURVEY

Half Yearly Results 2018-19

The roll-out of the Accredited Visitor Information Servicing (VIS) Survey State-wide has been extremely successful, with 3713 responses to the in-centre survey.

The follow-up survey, which is emailed out five days after a visitor provides their email address, has received 187 responses.

INFLUENCE OF A VIS ON YIELD AND STAY

91 PERCENT

Of visitors visited attractions or places that they otherwise wouldn’t have

$185

DOLLARS

Average additional amount spent per respondent as a result of visiting the accredited VIS

17 PERCENT

Of visitors stayed longer in the region as a result of the VIS

85% predicted they would do extra activities or go to new places as a result of their visit to the accredited VIS

52% want to stay longer in the region

93% said they will recommend the region to friends and family

83% definitely or probably would spend more money in the region as a result of entering the VIC

Victoria Tourism Industry Council June 2019