

# EXPERIENCE MELBOURNE 2028

INDUSTRY TOOLKIT





## Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.

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Front Cover Image. Jacotene Candlelight concert, Fed Square. Photo by Mitch Lowe, courtesy of MAPCo.



# INTRODUCTION

A thriving visitor economy is at the heart of Melbourne's economy.

The visitor economy is more than tourism. It encompasses the web of interactions between visitors and a destination, along with the direct and indirect impacts arising from their activities.

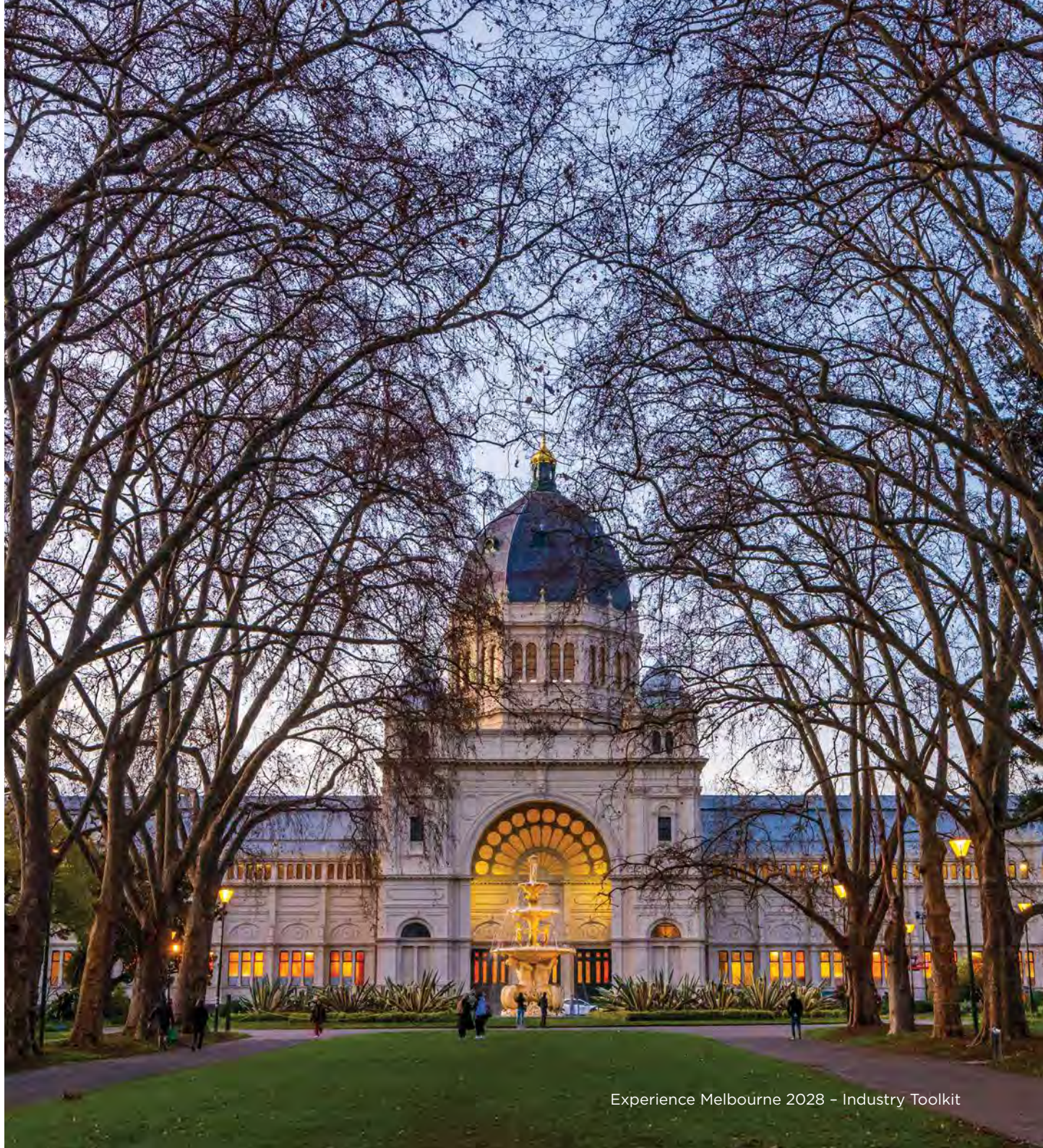
The visitor economy is a significant driver of growth, prosperity and wellbeing for Melbourne. By 2028, it is anticipated that Melbourne will welcome more than 18 million visitors who will contribute \$16.8 billion to the city's economy.<sup>1</sup>

Experience Melbourne 2028 is a framework that enables City of Melbourne and the broader visitor economy to work together to respond to immediate challenges and work together through a shared vision to create the Melbourne experience.

It is a catalyst for innovation and collaboration, urging us to evolve and enhance the city's offerings to meet the ever-changing needs of travellers. In a global tourism landscape marked by fierce competition, continuous innovation is essential to maintain a competitive edge.

This toolkit provides industry with a concise and actionable summary the essential insights and strategies needed to effectively contribute to and benefit from Experience Melbourne 2028.

<sup>1</sup>Tourism forecasts for Australia 2023-2028, Tourism Research Australia



# EXPERIENCE MELBOURNE 2028 ON A PAGE

## **Vision** - a shared aspiration for the Melbourne experience

Melbourne is a city that captivates and welcomes the kind of visitors who are looking to connect deeply with the psyche of a place. We invite spirited adventurers in to discover eclectic experiences just beneath the surface.

Our status as the cultural, events and sporting capital of the southern hemisphere is firmly established. Now we can turn our attention to other uniquely Melbourne experiences such as culinary delights, urban nature, Aboriginal culture, and knowledge and innovation. We will seamlessly integrate these pillars into the overall visitor experience.

## **Melbourne's experience pillars** - what makes Melbourne unique

### **Sports and events capital**

From the tent poles of the sporting calendar to the tapestry of community events throughout the year, sports and events play a major role in Melbourne's visitor economy.

### **Ground-breaking creativity**

Melbourne's creative scene is renowned for its originality, independent spirit and commitment to pushing boundaries.

### **Vibrant people and places**

Melbourne's welcoming people and vibrant public realm are fundamental parts of the city's identity.

### **Culinary kaleidoscope**

In Melbourne, food is not just eaten: it is celebrated, discussed and savoured.

### **Eclectic shopping haven**

The experience of shopping in Melbourne is much like the city's unique style - diverse and eclectic.

### **Aboriginal culture in the city**

Melbourne presents a unique opportunity to experience Aboriginal heritage and culture in an urban environment.

### **World-class knowledge hub**

Melbourne's reputation as a knowledge capital attracts business events and international students.

### **Green urban oasis**

Melbourne is a city where nature is an integral part of the urban landscape.

## **Experience essentials** - the cornerstone of a successful visitor economy

**Transport and connectivity**

**Safety and cleanliness**

**Accessibility**

## **Strategic priorities** - focus areas for investment

**Stimulate visitation to the city**

**Enhance visitor servicing**

**Build industry capacity**

**Facilitate tourism development**

## **Guiding principles** - a framework for decision making

We are Aboriginal focused

We take an experience centric approach

We foster an inclusive and welcoming destination

We are committed to being sustainable and regenerative

We are a collaborative and connected sector

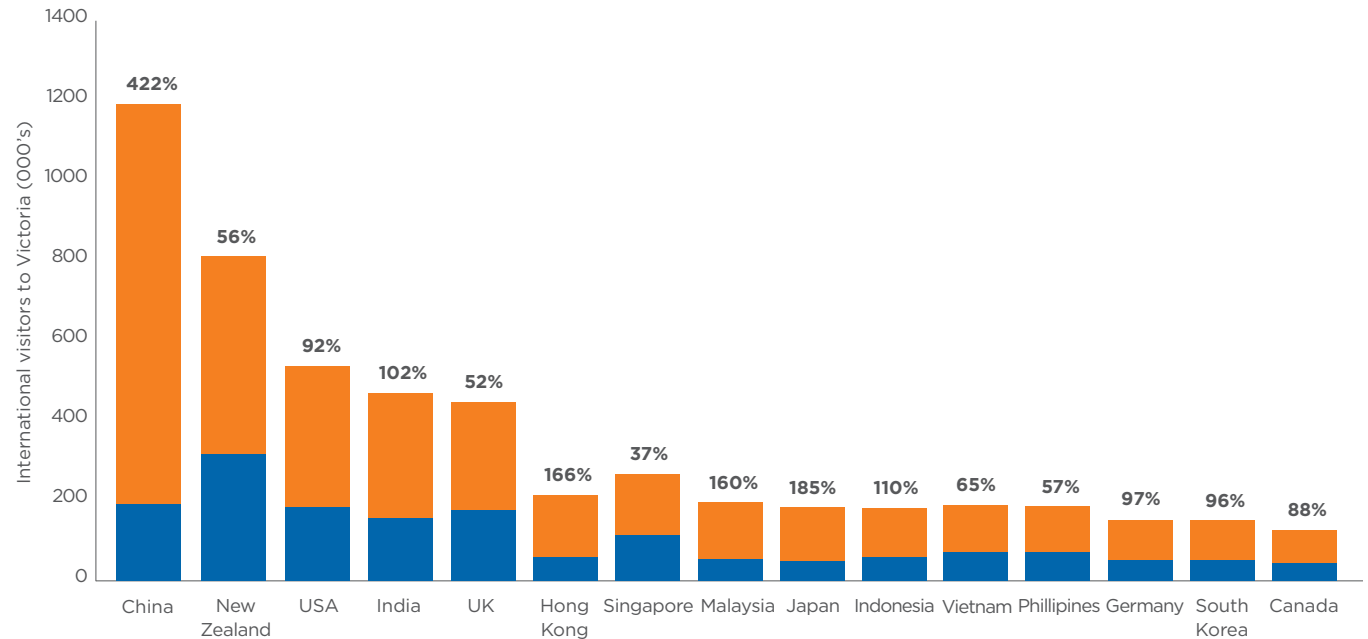
# VISITOR MARKETS

Experience Melbourne 2028 takes a market-led approach to destination management. We welcome all visitors to Melbourne, but it is important to understand and respond to the needs of our key visitor markets and segments.

Domestic overnight spend is expected to be the largest generator of visitor spend in Melbourne by 2028 at \$8 billion. However, growth in this sector is projected to be moderate after a period of strong recovery due to pent up demand as Australians embraced travel post COVID-19 restrictions. International overnight spend is expected to generate \$7.21 billion by 2028, up from \$3.54 billion in 2023, reflecting the importance of international visitors in driving the sector's growth.<sup>2</sup>

Internationally, high growth is expected in key markets such as China, India and South-East Asia. The top five international markets in 2028 are expected to be China, New Zealand, the United States, India and the United Kingdom.

International visitors to Victoria to 2028 (000s) – top 15 market

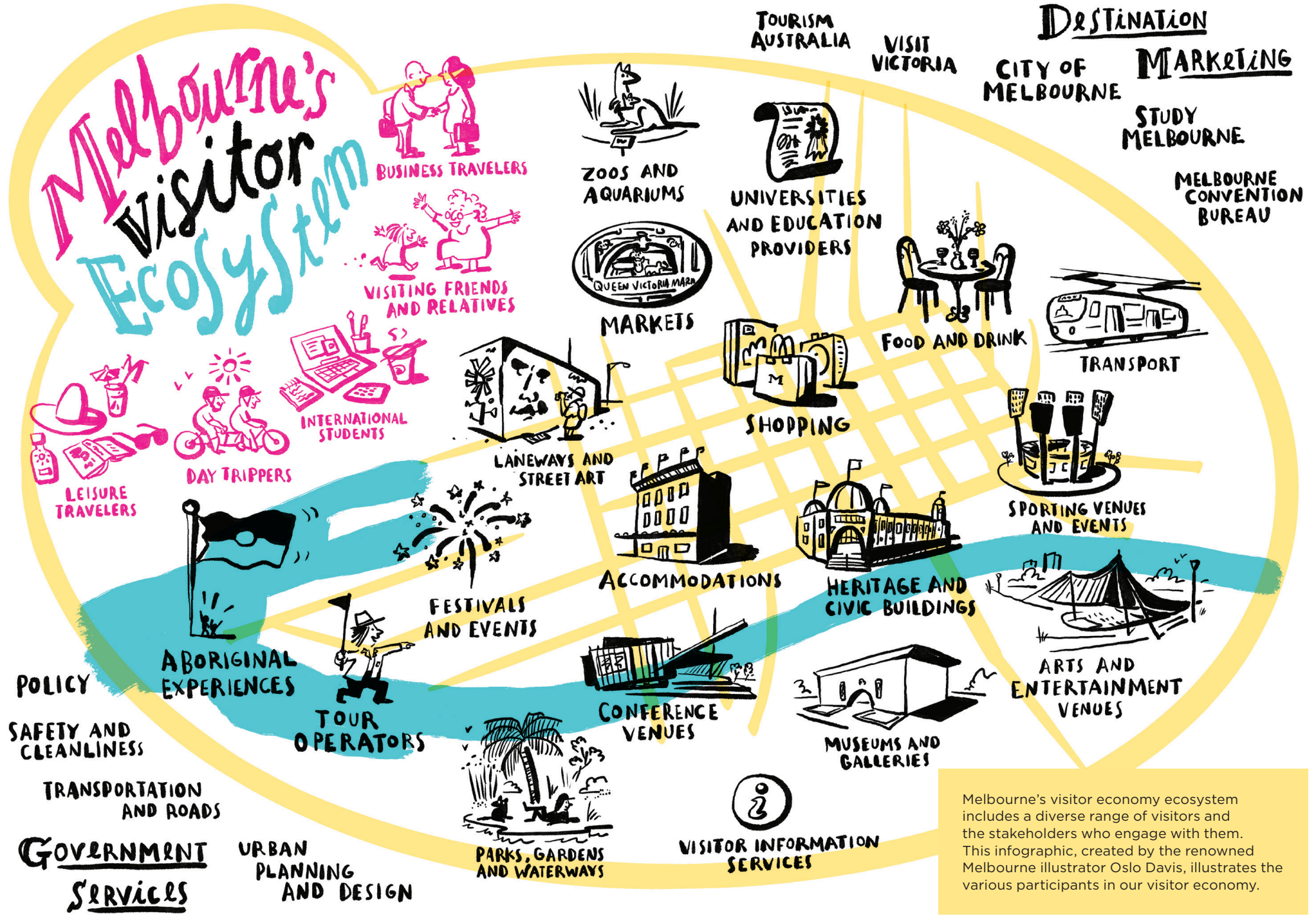


**Key**

Estimated 2028 Visitors    2023 Visitors    % change 2023 to 2028

<sup>2</sup> Tourism forecasts for Australia 2023-2028, Tourism Research Australia

# Melbourne's Visitor Ecosystem



Melbourne's visitor economy ecosystem includes a diverse range of visitors and the stakeholders who engage with them. This infographic, created by the renowned Melbourne illustrator Oslo Davis, illustrates the various participants in our visitor economy.



# GUIDING PRINCIPLES

Experience Melbourne 2028 is underpinned by five guiding principles.

The guiding principles provide a framework for decision-making, ensuring our actions align with the core values and priorities of the plan. They provide a common language among the many stakeholders of the visitor economy, preventing fragmentation and fostering a unified approach.

**Our guiding principles are:**

Aboriginal focused

Experience centric

Inclusive and welcoming

Sustainable and regenerative

Collaborative and connected

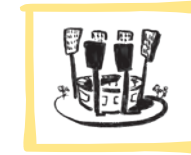


# MELBOURNE'S EXPERIENCE PILLARS

Experience Melbourne 2028 plays a key role in shaping Melbourne's identity and reputation. At the centre of the plan are eight experience pillars: thematic areas that serve as the foundation for the visitor experience in Melbourne. The eight pillars assist in creating and affirming a distinct identity for Melbourne's visitor economy, guiding strategic efforts and aligning messaging by stakeholders.

The experience pillars do not exist in isolation. A visitor can explore Melbourne's iconic laneways filled with street art while discovering a local boutique selling one-of-a-kind pieces. A family can spend the day exploring the Royal Botanic Gardens while learning about traditional uses of plants for food, medicine and tools on the Aboriginal Heritage Walk. One of Melbourne's key drawcards is that many of its best experiences are clustered conveniently in the central city, allowing visitors to explore with ease.

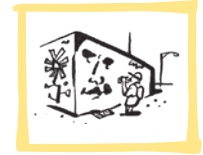
## Iconic experiences



Sports and events capital



Ground-breaking creativity

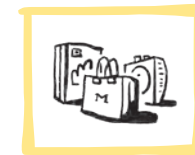


Vibrant people and places

## Renowned experiences

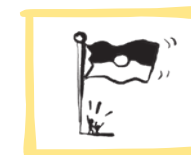


Culinary kaleidoscope



Eclectic shopping haven

## Emerging experiences



Aboriginal culture in the city



World-class knowledge hub



Green urban oasis

## Experience Essentials

Transport and connectivity

Safety and cleanliness

Accessibility



## SPORTS AND EVENTS CAPITAL

### Iconic experience

Melbourne is a city of sports and events. From the tentpoles of the sporting calendar to an abundance of iconic events and community gatherings, there's always a spectacle to be shared.

Our sporting culture is deeply ingrained in the city's identity, and festivals of all flavours take place almost every week of the year. Our major sporting and event venues are located in the heart of the city, meaning the economic benefits of events spread far beyond the court or the field.

### Key directions

Together we will...

- ▶ **Priority direction:** Improve the approvals process for organisers delivering events in Melbourne.
- Maximise opportunities to raise the visibility of sporting and cultural events across Melbourne.
- Invest in an effective portfolio of events that drive visitation and spend that contribute to Melbourne's status as an events capital.
- Support event organisers to activate public spaces throughout the city.



## GROUND-BREAKING CREATIVITY

### Iconic experience

Melbourne's creative scene is distinctive and celebrated, renowned for its originality, independent spirit and commitment to pushing boundaries.

The city's dynamic artistic landscape is manifested in our galleries, theatres, studios and street art, making it a haven for art and culture enthusiasts.

The city's advantage lies in its original, edgy and risk-taking work. We have an opportunity to highlight these qualities to set ourselves apart as other cities increasingly turn to creative tourism.

### Key directions

Together we will...

- ▶ **Priority direction:** Facilitate collaboration between the creative sector and the visitor economy.
- Invest in art and artists that build on our reputation as a leader in original, ground-breaking work.
- Enhance the visibility of the city's creative experiences and precincts for visitors.





## VIBRANT PEOPLE AND PLACES

### Iconic experience

Melbourne's welcoming people and vibrant public realm are fundamental parts of the city's identity.

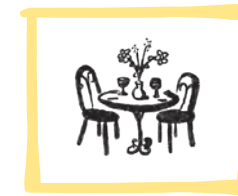
Melbourne boasts established neighbourhoods with distinct cultural identities. The city blends well-preserved Victorian architecture and cutting-edge modern landmarks, and our iconic laneways encourage exploration.

What truly sets Melbourne apart is our people. We are progressive and inclusive, embodying a collective spirit that fosters creativity and acceptance.

### Key directions

Together we will...

- ▶ **Priority direction:** Create and affirm distinct stories and narratives for our diverse neighbourhoods, celebrating their unique sense of place and culture.
- Celebrate and preserve the city's diverse cultural heritage.
- Ensure Melbourne's diversity is a key feature when promoting the city.
- Create a welcoming environment for visitors from diverse backgrounds and communities.



## CULINARY KALEIDOSCOPE

### Renowned experience

In Melbourne, food is not just eaten: it is celebrated, discussed and savoured. The city's culinary offering extends beyond the plate. It is also about the experience, an adventure that stretches from the first sip of morning coffee to the call for last drinks.

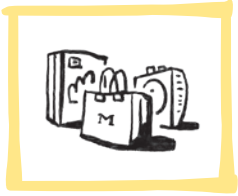
Melbourne is a city where culinary artistry meets cultural diversity. Influences from across the globe converge here, inspired by a gloriously multicultural population.

Melbourne's culinary scene isn't just about the food; it's also renowned for its unique drink offerings. As the sun sets the city transforms, revealing a different kind of vibrancy. Down a laneway, on a rooftop or behind an unmarked door - Melbourne's bar scene rewards the intrepid.

### Key directions

Together we will...

- ▶ **Priority direction:** Foster innovation in the culinary sector and support new and innovative culinary businesses to prosper.
- Promote the diversity of the city's food culture to position Melbourne as a global leader in food and drink.
- Support the development of new culinary tourism experiences.
- Promote Melbourne as a vibrant and stimulating night-time city.



## ECLECTIC SHOPPING HAVEN

### Renowned experience

Melbourne's retail and fashion offerings are as eclectic as the city itself, with an alluring mix of high-end boutiques, international brands, independent designers and unique specialty stores.

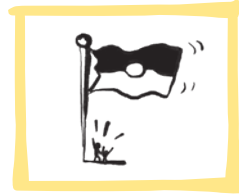
The shopping experience in the city reaches beyond each transaction, inviting visitors to explore our laneways and enjoy diverse food and drink offerings while they shop. Activations and events extend the retail experience.

Melbourne has earned its reputation as Australia's most stylish city. Beyond the uniform of Melbourne black, our fashion scene embraces influences that reflect the city's diverse culture.

### Key directions

Together we will...

- ▶ **Priority direction:** Encourage visitation to the city's shopping districts through innovative incentives, activations and events.
- Revitalise the city's independent fashion and boutique culture by strengthening support for local designers, artists and businesses.
- Enhance key shopping districts in the city through improved infrastructure and trading conditions.
- Position the city as an exciting and must-visit shopping and fashion destination.



## ABORIGINAL CULTURE IN THE CITY

### Emerging experience

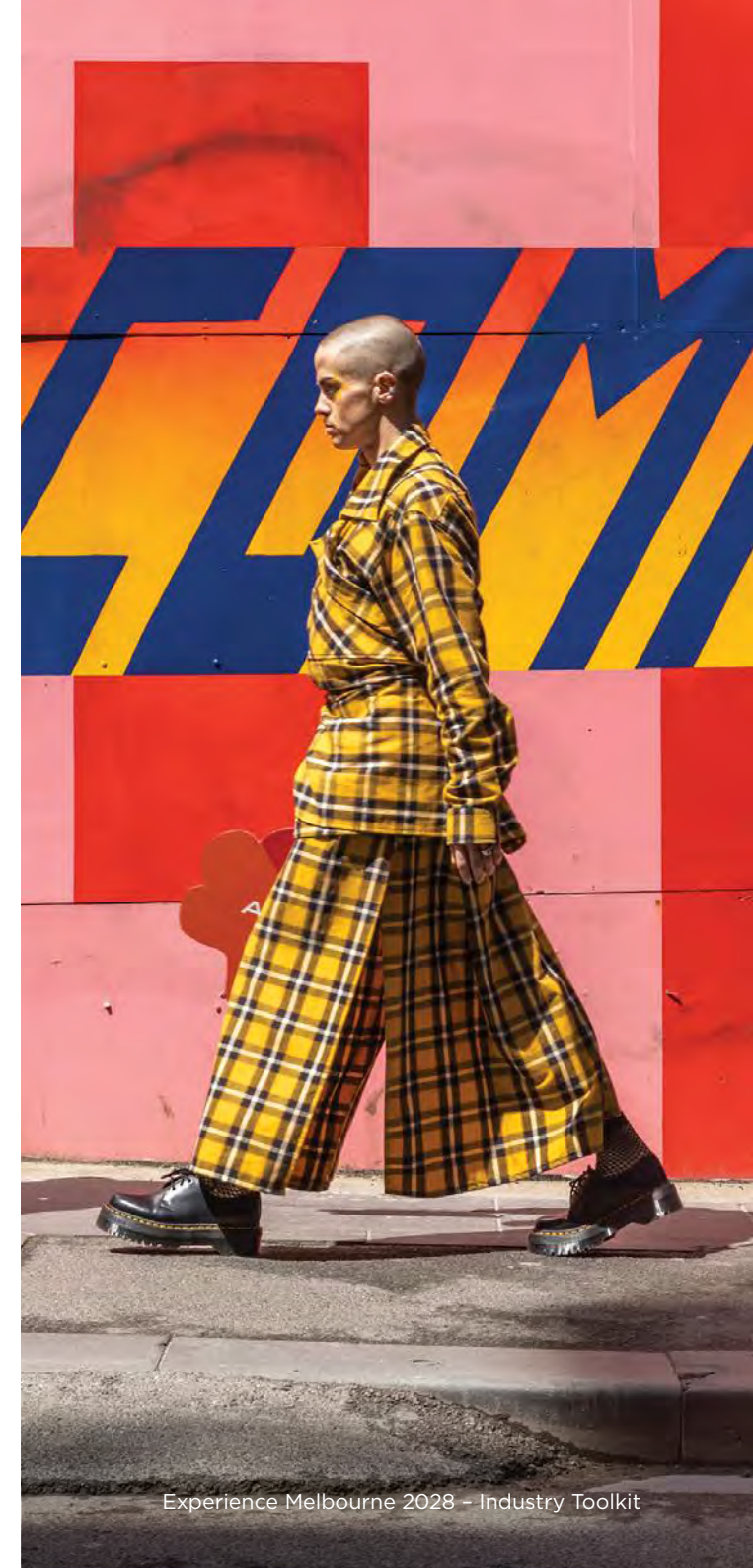
Melbourne presents a unique opportunity to experience Aboriginal heritage and culture in an urban environment, challenging visitor perceptions that they need to look to rural and remote locations for Aboriginal experiences.

Victorian participation in Aboriginal experiences remains below national levels. A long-term, sustained commitment from all stakeholders is required to develop a diverse, thriving Aboriginal tourism sector, positioning Melbourne as a leader in Aboriginal tourism.

### Key directions

Together we will...

- ▶ **Priority direction:** Support the development of Aboriginal products and experiences, as well as experiences that align with caring for Country.
- Grow Melbourne's position as an enticing destination for Aboriginal experiences in an urban environment.
- Protect, recognise and embed Aboriginal culture and heritage across the city.
- Ensure the protection of Aboriginal intellectual property and prioritise authentic, locally-made souvenirs and products for sale in the city.





## WORLD-CLASS KNOWLEDGE HUB

### Emerging experience

Melbourne is a vibrant hub where creativity intersects with innovation, fostering a rich environment where ideas flourish and shape the future.

At the core of Melbourne's growth as a knowledge capital is its exceptional university sector. International students play a crucial role in Melbourne's visitor economy, as their presence attracts a significant number of friends and relatives who come to visit.

Melbourne is a premier destination for conferences and business events. The city features the largest conference and exhibition centre in Australia and the highest concentration of conference facilities.

### Key directions

Together we will...

- ▶ **Priority direction:** Strengthen Melbourne's standing as a premier business events destination and enhance awareness of the value of business events.
- Capitalise on the international student market to increase the impact of visiting friends and relatives.
- Connect business events with the visitor economy to encourage business travellers to experience all Melbourne has to offer.
- Position Melbourne as a knowledge capital and innovation hub.



## GREEN URBAN OASIS

### Emerging experience

Melbourne is a city where nature is an integral part of the urban landscape. This blend of the built and natural environments enhances quality of life for residents and presents an immersive experience for visitors.

By thoughtfully showcasing the city's array of urban nature and proximity to natural wonders, Melbourne can establish itself as an attractive destination for visitors looking to immerse in nature, providing a distinctive mix of urban vibrancy and serene natural landscapes.

### Key directions

Together we will...

- ▶ **Priority direction:** Create compelling opportunities to connect with and experience a revitalised Yarra River - Birrarung.
- Position Melbourne as a city filled with urban nature, home to a world-renowned network of parks, gardens and streetscapes.
- Improve connection between the city and Docklands waterfront with appropriate planning and development.



# EXPERIENCE ESSENTIALS

Three experience essentials form the cornerstone of a successful visitor economy: transport and connectivity, safety and cleanliness, and accessibility. Visitors expect these fundamentals so they are free to enjoy the city’s attractions and experiences.

| Transport and connectivity  | Safety and cleanliness   | Accessibility   |
|---|--|---|
| <p>As Melbourne’s visitor economy grows, how visitors move around must be enhanced to support a vibrant, safe and inclusive visitor experience.</p> <p>Transport and connectivity play a pivotal role in fostering the growth of the visitor economy in Melbourne, creating a seamless and accessible environment for visitors to get to, and get around, the city.</p>   | <p>Safety and cleanliness are crucial to sustaining and enhancing Melbourne’s visitor economy. They are at the foundation of the city’s appeal.</p> <p>A clean city creates a pleasant and healthy environment for visitors, and also reflects the city’s pride and commitment to high standards. Clean public spaces, well-maintained facilities and litter-free streets enhance the overall experience for tourists.</p> | <p>Accessibility in Melbourne’s visitor economy is about ensuring that people of all abilities can fully experience and enjoy everything the city has to offer.</p> <p>Providing accessible visitor experiences presents a significant business opportunity for businesses to welcome all visitors and increase their revenues.</p>   |
| <p><b>▶ Key directions</b><br/> <b>Together we will:</b></p> <ul style="list-style-type: none"> <li>• Connect Melbourne’s precincts, neighbourhoods and businesses through continued wayfinding expansion, and explore digital technologies that improve the visitor experience.</li> <li>• Foster collaboration between transport providers and the visitor economy to improve the experience for visitors.</li> <li>• Support initiatives that create high-quality, amenable streets for efficient short-distance travel.</li> <li>• Advocate for improved infrastructure development to support the arrival and dispersal of visitors in the city, including airport rail and Station Pier.</li> </ul> | <p><b>▶ Key directions</b><br/> <b>Together we will:</b></p> <ul style="list-style-type: none"> <li>• Invest in initiatives that build a cleaner, safer and more caring community.</li> <li>• Use placemaking, design and activation strategies to improve safety across the city.</li> <li>• Support initiatives that promote the safety of women and people from marginalised communities.</li> </ul>                    | <p><b>▶ Key directions</b><br/> <b>Together we will:</b></p> <ul style="list-style-type: none"> <li>• Prioritise accessibility in the development of new product and experiences.</li> <li>• Upskill the sector to enhance their awareness and benefits of accessibility in the visitor economy.</li> <li>• Ensure marketing materials demonstrate Melbourne’s credentials as an accessible destination.</li> </ul> |

# STRATEGIC PRIORITIES

In advancing Melbourne’s visitor economy, our strategic priorities are the roadmap guiding us towards the realisation of our vision. These priorities show how we get there – essential steps between our present efforts and the future we envision.

## Stimulate visitation to the city

Building a resilient visitor economy means ensuring diversity in our visitor markets, attracting local, domestic and international visitors. This can be done through destination marketing strategies and events that drive visitation. To ensure consistent and compelling communication to visitors, all players in Melbourne’s visitor economy who promote the city must unite under a unified brand narrative. As an action of this plan City of Melbourne has developed a storytelling framework. This framework forms the second half of this toolkit and can be viewed on page 17.

| STIMULATE VISITATION TO THE CITY – ACTION   | TIMEFRAME | CITY OF MELBOURNE’S ROLE |
|---|-----------|--------------------------|
| <b>▶ Priority action:</b> Embed a brand framework for Melbourne that complements the Visit Victoria brand framework, ensuring consistency across both entities.   | Immediate | Deliver and partner      |
| Work with government agencies including Visit Victoria, Study Melbourne, Invest Victoria and Melbourne Convention Bureau to align positioning of Melbourne as a desirable place to visit, study and invest. | Ongoing   | Deliver and partner      |
| Target new audience segments within Victoria to increase reach and visitation to the city.  | Immediate | Deliver                  |
| Deliver and support events that drive visitation to the city, particularly during periods that traditionally have low visitation.   | Ongoing   | Deliver and partner      |

## Enhance visitor servicing

Melbourne is a city of discovery, and with the right information at the right time, visitors can unlock a surprising array of experiences. High-quality visitor servicing is integral to Melbourne’s success as a premier destination, enhancing the overall visitor experience and contributing to the city’s allure.

| ENHANCE VISITOR SERVICING – ACTION  | TIMEFRAME | CITY OF MELBOURNE’S ROLE |
|---|-----------|--------------------------|
| <b>▶ Priority action:</b> Enhance our visitor services to ensure they are dynamic, customer-centric, accessible and reflect the diversity of the city, including our Aboriginal heritage. | Immediate | Deliver and partner      |
| Provide visitors with real-time information and personalised recommendations through a hybrid model of face-to-face and enhanced digital touchpoints.                                     | Medium    | Deliver                  |
| Facilitate collaboration across frontline services in the visitor economy to ensure an integrated and comprehensive visitor experience.   | Medium    | Deliver                  |
| Use data and analytics to make informed decisions that meet the evolving needs of visitors.   | Medium    | Deliver and partner      |



## Build industry capacity

Tourism is a dynamic industry, with emerging global trends increasingly shaped by shifts in consumer interests. By providing businesses with skills, connections and insights, we can sustain our status as a top tourism destination while adapting to the changing needs of the global travel market.

## Facilitate tourism development

Melbourne is poised for substantial growth in both international and domestic visitation. Key to this expansion is the development of innovative and complimentary tourism products and experiences.

| BUILD INDUSTRY CAPACITY - ACTION  | TIMEFRAME | CITY OF MELBOURNE'S ROLE |
|---|-----------|--------------------------|
| ▶ <b>Priority action:</b> Improve the sharing of data and insights among industry stakeholders.                                   | Immediate | Deliver                  |
| Improve the cultural competency of the industry to welcome visitors from diverse and emerging markets.                            | Medium    | Deliver and partner      |
| Deliver education and training on key industry topics such as sustainability, accessibility and artificial intelligence.          | Immediate | Deliver and partner      |
| Advocate and partner with government and peak bodies to ensure the attraction and capacity of industry workers is a key priority. | Immediate | Advocate and partner     |

| FACILITATE TOURISM DEVELOPMENT - ACTION  | TIMEFRAME | CITY OF MELBOURNE'S ROLE |
|--|-----------|--------------------------|
| ▶ <b>Priority action:</b> Develop guidelines to assist businesses in understanding the changing needs and expectations of travellers, enabling them to design and deliver exceptional visitor experiences. | Immediate | Deliver                  |
| Advocate to state and federal governments on behalf of Melbourne operators for funding to foster new and innovative tourism experiences.   | Immediate | Advocate                 |
| Conduct and share research to enhance understanding of visitor preferences and emerging trends.  | Medium    | Deliver and partner      |

# CITY OF MELBOURNE

## DESTINATION STORYTELLING FRAMEWORK



CITY OF MELBOURNE

# INTRODUCTION

This framework aligns all stakeholders under a single destination brand for City of Melbourne. It outlines how to communicate the city experience to build a strong reputation for the local visitor economy and support the long-term prosperity of our city.

Through the adoption of a consistent storytelling framework across key agencies responsible for contributing to 'brand Melbourne', we aim to ensure maximum impact of our collective efforts through all communication.

## Background and context

In 2021, the Victorian Government released the Visitor Economy Recovery and Reform Plan. The plan outlined the need for a new brand framework to differentiate Victoria against its competitors and unify the industry behind a single positioning. This provided an opportunity for Visit Victoria to articulate the differentiated unique selling propositions of Victoria and each region including Melbourne.

The statewide-brand framework was developed based on a reflection of past performance, external and internal consultation, domestic consumer research and international consumer research.

Further research was conducted to develop an aligned framework specifically for City of Melbourne's destination brand. This included a monthly consumer brand tracker that monitors the drivers, challenges and sentiment of local visitors to the city.





# AUDIENCE FOCUS

There are many stakeholders at each level of government that contribute to driving visitation to Melbourne.

At the federal level, Tourism Australia is the government agency responsible for nationwide strategies that market the country as a prime destination globally for leisure travel and business events.

Visit Victoria is the government agency at the state level responsible for driving visitation and expenditure to Victoria through destination marketing and the acquisition and support of major events. Visit Victoria's campaign Every Bit Different is the master brand framework for Melbourne and Victoria; a creative marketing platform that is leveraged by City of Melbourne and industry.

At the local level, City of Melbourne brings people to the city from greater Melbourne and regional Victoria. We showcase the unique and varied experiences the city offers through targeted campaigns, while the What's On Melbourne digital platforms connect visitors with local events and businesses.

TOURISM AUSTRALIA



Driving visitation to **Australia** from international markets

VISIT VICTORIA



Driving visitation to **Melbourne and Victoria** from interstate, international and local markets

CITY OF MELBOURNE



Driving visitation to **Melbourne** from local markets

# KEY INGREDIENTS



Visit Victoria created sub-brand frameworks with a key promise for each region in the state, including Melbourne. When promoting the city nationally and internationally, its promise is that **Melbourne is Australia's cultural heart.**

This framework articulates the unique point of difference for City of Melbourne in this context, as the number one, locally loved and globally recognised destination.

It consists of the following key ingredients to ensure a comprehensive approach to defining and communicating Melbourne's unique brand identity:

## VISITATION DRIVERS

The underlying universal motivations that drive leisure visitation to the city

## OUR PROMISE

The answer to the question, 'why visit the city?'

## STORYTELLING PILLARS

Telling the story of what we are famous for

## PROOF POINTS

Products, services and experiences that substantiate our promise and bring our pillars to life

## PERSONALITY TRAITS

The style traits that define how our brand expresses itself

# THE STORYTELLING FRAMEWORK



|   |  |  |  |  |  |
|---|--|--|--|--|--|
| <p><b>VISITATION DRIVERS</b></p> <p>The underlying universal motivations that drive leisure visitation to the city.</p> | <p><b>SURPRISE AND DELIGHT</b></p>   |  | <p><b>INSPIRATION</b></p>  | <p><b>EXPERIENCE THE BEST</b></p>  | <p><b>FEEL THE VIBE</b></p>  |
| <p><b>OUR PROMISE</b></p> <p>The answer to the question, 'why visit the city?'</p>                                      | <p>Melbourne is Australia's cultural heart.</p> <p><b>The city is its soul, with experiences that energise your spirit.</b></p>  |  |  |  |  |
| <p><b>STORYTELLING PILLARS</b></p> <p>The unique selling points that deliver on our brand promise.</p>                  | <p><b>RETAIL THERAPY</b></p> <p>Shopping to meet every need, with an inimitable sense of discovery and adventure.</p>  | <p><b>CULINARY DELIGHTS</b></p> <p>A diverse, innovative and multicultural food and drink scene to tantalise taste buds day or night.</p>  | <p><b>UNIQUE CULTURE</b></p> <p>A city that's crafted by its diverse and creative passions and people, who always strive for best in class.</p>  | <p><b>ENDLESS CREATIVITY</b></p> <p>A back catalogue that never gets old while the city creates a canvas for new ideas and innovation.</p>   | <p><b>SHARED SPECTACLES</b></p> <p>Special events and spectacles for all cultures make this city truly unique.</p>   |
| <p><b>PROOF POINTS</b></p> <p>Specific experiences that fall into each pillar.</p>                                      | <ul style="list-style-type: none"> <li>• Precincts</li> <li>• Centres</li> <li>• Arcades</li> <li>• Independent boutiques</li> <li>• Flagship stores</li> <li>• Markets</li> </ul> | <ul style="list-style-type: none"> <li>• New openings</li> <li>• Old favourites</li> <li>• Collabs and pop-ups</li> <li>• Diverse food culture</li> <li>• Coffee</li> <li>• Famous chefs</li> <li>• Late night dining</li> </ul> | <ul style="list-style-type: none"> <li>• Laneways, rooftops and hidden gems</li> <li>• Iconic architecture</li> <li>• Knowledge capital</li> <li>• Multiculturalism</li> <li>• Aboriginal Melbourne</li> <li>• Sustainability</li> </ul> | <ul style="list-style-type: none"> <li>• Public spaces</li> <li>• Galleries</li> <li>• Museums</li> <li>• Libraries</li> <li>• Street art</li> <li>• The Arts Precinct</li> <li>• Pop up venues</li> </ul> | <ul style="list-style-type: none"> <li>• World-class events</li> <li>• Sport</li> <li>• Community events</li> <li>• Festivals</li> <li>• Theatre</li> <li>• Live music</li> <li>• Stand-up comedy</li> </ul> |
| <p><b>PERSONALITY TRAITS</b></p> <p>Guide clear and consistent expression of brand communication.</p>                   | <p><b>CREATIVE</b></p>   |  | <p><b>PROUD</b></p>  | <p><b>CURIOUS</b></p>  | <p><b>PROGRESSIVE</b></p>  |

# VISITATION DRIVERS

The underlying universal motivations that drive leisure visitation to the city.



## SURPRISE & DELIGHT

The feeling of excitement that something new brings me. To be more spontaneous, be surprised by what could be found around the corner.



## INSPIRATION

For a much needed break from routine to open my mind, feel creative and energised from the mundane state the day to day keeps me in.



## EXPERIENCE THE BEST

Accessing something I can't get locally. Experiences that are bigger, better, world-class versions of the things that I'm passionate about.



## FEEL THE VIBE

To embrace the vibrancy only the city projects. Experience the beating heart of Melbourne. The hustle and bustle, energy and feel of the world's greatest city.



# OUR PROMISE

The answer to the question, 'why visit the city'?

Melbourne is Australia's cultural heart.

The city is its soul, with experiences  
that energise your spirit.

# STORYTELLING PILLARS

The storytelling framework is built on five storytelling pillars that highlight our unique selling points to deliver on our brand promise.

| RETAIL THERAPY   | CULINARY DELIGHTS   | UNIQUE CULTURE   | ENDLESS CREATIVITY  | SHARED SPECTACLES   |
|--|---|--|---|---|
|   |    |    |    |    |
| <p>Only in the city does shopping provide a true sense of adventure and discovery. Be surprised and delighted as you walk amongst iconic architecture, open-air precincts, multi-level centres and flagship stores.</p> <p>Then seek out unique treasures from independent boutiques as you hop between urban laneways and historic arcades. Plus, a shopping itinerary isn't complete without the diverse food and exciting events right next door.</p> | <p>Indulge your taste buds with world-class restaurants and bars, or surprise them with the endless diversity of food options available. Food in the city is not just sustenance, but a gateway to new experiences, connections, and memories shared over communal tables. The city boasts a melting pot of food and drink to tantalise taste buds from day to night.</p> | <p>Awe-inspiring, heritage architectural wonders. Spaces used one day for live music, that transform into a pop-up exhibition the next. A soundscape of trams, buskers and the feeling of being at the centre of the soul of Melbourne. Laneways, hidden holes in the wall, and bustling boulevards filled with the energy of the diverse people going about their day contribute to the fabric of the city. A proud connection to its Aboriginal history and a commitment to sustainable and innovative spaces.</p> | <p>Whether you're an art enthusiast, a history buff, or just woke up feeling a little curious, the city is full of inspiration and innovation at every turn. Where laneways are enveloped in art, galleries host renowned exhibitions and acclaimed productions take centre stage at grand theatres. Open your eyes, widen your ears and broaden your horizons in Australia's cultural hub. Connect with community, past and present, or seek to question the status quo.</p> | <p>Melbourne is home to a vibrant and diverse calendar of celebrations all year round. These shared spectacles are cultural moments for you to connect with strangers, celebrate, commiserate, reflect and learn together. Feel the power of collective applause, gasp or laugh. Where major events have a magnetic draw, taking over the city, and community events gather people from far and wide.</p> |
| <p><b>Example Experiences:</b></p> <ul style="list-style-type: none"> <li>• Precincts</li> <li>• Centres</li> <li>• Arcades</li> <li>• Independent boutiques</li> <li>• Flagship stores</li> <li>• Markets</li> </ul>  | <p><b>Example Experiences:</b></p> <ul style="list-style-type: none"> <li>• New openings</li> <li>• Old favourites</li> <li>• Collabs and pop-ups</li> <li>• Diverse food culture</li> <li>• Coffee</li> <li>• Famous chefs</li> <li>• Late night dining</li> <li>• Bars and clubs</li> </ul>   | <p><b>Example Experiences:</b></p> <ul style="list-style-type: none"> <li>• Laneways, rooftops and hidden gems</li> <li>• Holes in the wall and pop-ups</li> <li>• Iconic, historic architecture</li> <li>• Buskers and busy boulevards</li> <li>• Innovation and knowledge capital</li> <li>• Multiculturalism</li> <li>• Aboriginal Melbourne</li> <li>• Sustainability and social enterprise</li> </ul>   | <p><b>Example Experiences:</b></p> <ul style="list-style-type: none"> <li>• Public spaces</li> <li>• Galleries</li> <li>• Museums</li> <li>• Libraries</li> <li>• Street art</li> <li>• The Arts Precinct</li> <li>• Pop up venues</li> </ul>   | <p><b>Example Experiences:</b></p> <ul style="list-style-type: none"> <li>• World-class events</li> <li>• Sport</li> <li>• Community events</li> <li>• Festivals</li> <li>• Theatre</li> <li>• Live music</li> <li>• Stand-up comedy</li> </ul>   |



# PERSONALITY TRAITS

The way we communicate is a reflection of our brand. These four tonal themes are the measuring stick for all communications.

## CREATIVE

We do things differently in Melbourne. Our creative spirit results in unconventional and innovative experiences in everything we do.

## PROUD

Melburnians know their city is the best in Australia. We're never over-confident, but not shy about shouting it from the rooftops.

## CURIOUS

Twists and turns reveal a maze of new and old that awaken the senses. We bring to life the sense of adventure of a visit to the city.

## PROGRESSIVE

We embrace a sense of optimism for the future, inclusive attitudes, and the never-ending sense of possibility that the city offers.



# BRINGING THE BRAND TO LIFE

The storytelling framework is expressed to consumers through the campaign platform Only in the City. Only in the City delivers a consistent set of brand colours, typography, language, photography, tone and more across all marketing activity.

It conveys what the city promises and authentically connects people to the value they can expect to receive. This platform showcases all the experiences available in the City of Melbourne that just can't be replicated anywhere else.



**The beating heart of Melbourne is the city. And only in the city.**

**Only in the city** can you find endless creativity, world-class theatre, shopping, and dining.

**Only in the city** can you wander down a laneway and stumble into an unsigned speakeasy bar flaunting live jazz into the early hours.

**Only in the city** can you cut the tension in the air with a knife at the footy or tennis final.

**Only in the city** can you experience a melting pot of cultures from every corner of the globe.

**Only in the city** can you feel exactly what makes Melbourne, Melbourne.

# MARKET SEGMENTS

City of Melbourne has undertaken a refresh of its leisure target audiences to ensure destination marketing activity reflects changes in visitor behaviour since the pandemic. The updated segmentation supports the new storytelling

framework and identifies nine audience groups that consider the city a destination for leisure. This includes three core audiences, two high growth opportunities and four low growth markets.

The classifications have been based on segment size, attitudes, behaviours, spend and potential to increase spend, with core and high growth markets prioritised as the focus of our efforts.

## Core segments



### CULTURED ADVOCATES

They love everything the city has to offer and know the city better than any other segment. They feel Melbourne aligns with their personal values.



### EAGER EXPLORERS

Young and passionate, they embrace the city's vibe and atmosphere. They love exploring the city – coming in without a plan and seeing where they end up.



### FAMILY FOCUSED

They have children living at home, so their choice to visit the city often revolves around catering to their children's needs and interests.

## High growth segments



### CASUAL CONVENIENCE

The 'tag-alongs' – rarely the social instigators but will happily accompany those who are. The city is a convenient place to spend leisure time.



### SPECIAL OCCASIONERS

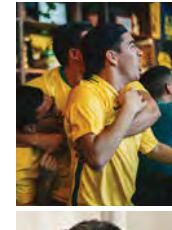
They live much further away from the city but do enjoy coming in for a special treat and spend big, usually staying in a hotel with a jam-packed itinerary.

## Low growth segments



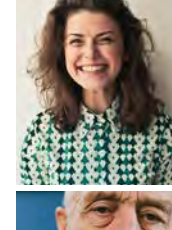
### LOCALLY BOUND

They have a strong preference for spending time in their neighbourhood or places other than the city. They do not love the hustle and bustle and find the city unsafe.



### SPORTS FANATICS

The city isn't their favourite place but their passion for sport (usually the footy) keeps them near and connected.



### DISTANT DREAMERS

Living far away, they make each visit to the city into an event to remember. Their love for the city fuels their frequent visits.


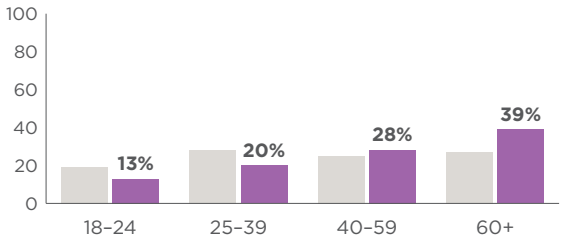
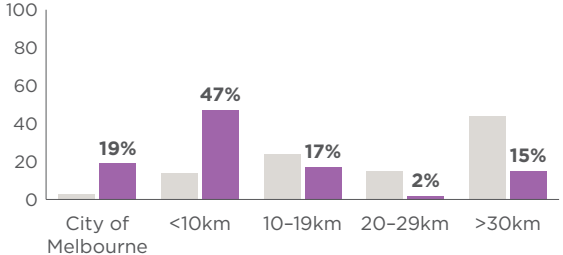


### CITY CYNICS

They dislike the hustle and bustle of the city, finding it dangerous, dirty, and crowded. They only come into the city when they absolutely must.

# MARKET SEGMENTS – CORE AUDIENCE

Three core audiences, who already love and frequently visit the city for leisure, are **Cultured Advocates**, **Eager Explorers** and **Family Focused**.

|  | Demographics   | Behaviours  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
|--|--|---|-------------------|--------------------------|--|-------|----|----|-------|----|----|-------|----|----|-----|----|----|----------|--------------------------|------------------------|-------------------|---|----|-------|----|----|---------|----|----|---------|----|---|-------|----|----|
| <p><b>CULTURED ADVOCATES</b></p>  | <p>Cultured Advocates are a <b>core segment</b>, and the <b>city is their playground</b>.</p> <p>They love everything the city has to offer, <b>immersing themselves</b> in a mosaic of arts, culture and culinary delights.</p> <p>They <b>know the city</b> better than any other segment, and their <b>affinity runs deep</b> – they have a strong sense of <b>belonging</b>, and feel Melbourne aligns with their <b>personal values</b>.</p> <hr/> <p><b>Information sources</b><br/>Find out what’s happening in the city via <b>word of mouth (64%), walking around the city (54%), What’s On (51%)</b> and <b>social media (51%)</b>.</p> <p><b>Instagram</b> is their preferred social media platform.</p> <p><b>Attitudes</b><br/><b>Very high love</b> for and <b>sense of belonging</b> to the city.</p> <p>Drivers include the city’s <b>atmosphere, events, culture, entertainment and culinary choices</b>.</p> <p>Consider the city...</p> <table style="width: 100%; text-align: center;"> <tr> <td><b>Exciting</b><br/>82%</td> <td><b>Fun</b><br/>81%</td> <td><b>Diverse</b><br/>75%</td> </tr> </table> | <b>Exciting</b><br>82%  | <b>Fun</b><br>81% | <b>Diverse</b><br>75%    | <p>Cultured Advocates are a <b>higher value segment</b>.</p> <p>Though they spend a similar amount to other visitors (\$306), <b>they visit far more often</b>.</p> <p>58% visit the city for fun a few times a month</p> <p>They are more likely to get the <b>tram (66%)</b> or <b>walk (38%)</b> into the city than other segments.</p> |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| <b>Exciting</b><br>82%   | <b>Fun</b><br>81%  | <b>Diverse</b><br>75%   |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
|  | <p><b>54%</b> Female<br/><b>45%</b> Male<br/><b>20%</b> CALD*<br/><b>29%</b> City workers<br/><b>21%</b> Children at home</p> <hr/> <p><b>Higher income</b> – 54% earn <b>more than \$100k</b> annually (household)</p> <hr/> <p><b>Slightly older</b> and live in <b>inner city</b></p>   | <p><b>Age distribution</b></p>  <table border="1"> <caption>Age distribution data</caption> <thead> <tr> <th>Age Group</th> <th>All leisure visitors (%)</th> <th>Cultured Advocates (%)</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>18</td> <td>13</td> </tr> <tr> <td>25-39</td> <td>28</td> <td>20</td> </tr> <tr> <td>40-59</td> <td>25</td> <td>28</td> </tr> <tr> <td>60+</td> <td>28</td> <td>39</td> </tr> </tbody> </table> <p><b>Distance from city</b></p>  <table border="1"> <caption>Distance from city data</caption> <thead> <tr> <th>Distance</th> <th>All leisure visitors (%)</th> <th>Cultured Advocates (%)</th> </tr> </thead> <tbody> <tr> <td>City of Melbourne</td> <td>2</td> <td>19</td> </tr> <tr> <td>&lt;10km</td> <td>15</td> <td>47</td> </tr> <tr> <td>10-19km</td> <td>25</td> <td>17</td> </tr> <tr> <td>20-29km</td> <td>15</td> <td>2</td> </tr> <tr> <td>&gt;30km</td> <td>45</td> <td>15</td> </tr> </tbody> </table> <p><b>Key</b><br/> <span style="color: grey;">■</span> All leisure visitors<br/> <span style="color: purple;">■</span> Cultured Advocates</p> | Age Group         | All leisure visitors (%) | Cultured Advocates (%)   | 18-24 | 18 | 13 | 25-39 | 28 | 20 | 40-59 | 25 | 28 | 60+ | 28 | 39 | Distance | All leisure visitors (%) | Cultured Advocates (%) | City of Melbourne | 2 | 19 | <10km | 15 | 47 | 10-19km | 25 | 17 | 20-29km | 15 | 2 | >30km | 45 | 15 |
| Age Group  | All leisure visitors (%)   | Cultured Advocates (%)  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 18-24  | 18   | 13  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 25-39  | 28   | 20  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 40-59  | 25   | 28  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 60+  | 28   | 39  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| Distance   | All leisure visitors (%)   | Cultured Advocates (%)  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| City of Melbourne  | 2  | 19  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| <10km  | 15   | 47  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 10-19km  | 25   | 17  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| 20-29km  | 15   | 2   |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |
| >30km  | 45   | 15  |                   |                          |  |       |    |    |       |    |    |       |    |    |     |    |    |          |                          |                        |                   |   |    |       |    |    |         |    |    |         |    |   |       |    |    |

\*CALD (culturally and linguistically diverse): speak a language other than English at home

Demographics

Behaviours

**EAGER EXPLORERS**



Eager Explorers are a **younger cohort** who are **passionate about the city**.

They aren't as plugged into the city's sophisticated cultural offerings as Cultural Advocates, but they do **embrace the city's vibe and atmosphere**.

They love **exploring the city** - coming in without a plan and seeing where they end up.

**Information sources**

Find out what's happening in the city via **social media (68%), word of mouth (62%), What's On (52%) and Visit Melbourne (42%)**.

**Instagram** and **Facebook** are their preferred social media platform, but they use a range.

**Attitudes**

**Very high love** for and **high sense of belonging** to the city.

Drivers include the city's **atmosphere, events, entertainment** and **culinary choices**.

Consider the city...

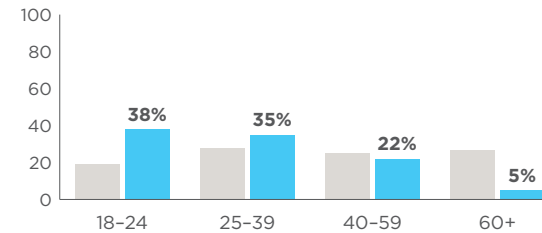
|                   |                        |                       |
|-------------------|------------------------|-----------------------|
| <b>Fun</b><br>81% | <b>Exciting</b><br>78% | <b>Diverse</b><br>75% |
|-------------------|------------------------|-----------------------|

- 60%** Female
- 40%** Male
- 29%** CALD\*
- 24%** City workers
- 30%** Children at home

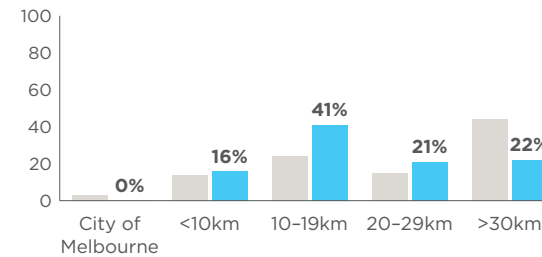
**Lower income** - 47% earn **less than \$100k** annually (household)

**Youngest** segment, live **10km+ from the city**

**Age distribution**



**Distance from city**



**Key**

- All leisure visitors
- Eager Explorers

Eager Explorers are a **higher value segment**.

They spend the second highest of all the segments (\$362) and **visit very often**.

50% visit the city for fun a few times a month.

They are most likely to use **trains (72%) or rideshares (32%)** among all segments.

\*CALD (culturally and linguistically diverse): speak a language other than English at home

Demographics

Behaviours

**FAMILY FOCUSED**



Family Focused have **children living at home**, primarily young kids.

Their choice to visit the city often **revolves around catering to their children's needs and interests**, and many view the city through their children's eyes.

While they do hold affection for the city, their children make it **less convenient** for them to visit as often as before.

**Information sources**

Find out what's happening in the city via **social media (64%), word of mouth (57%), What's On (49%)** and **Visit Melbourne (35%)**.

**Facebook** is their preferred social media platform.

**Attitudes**

**High love** for but **moderate connection** with the city.

Drivers include **hospitality, retail**, as well as **spectacles** and **creative experiences for their children**.

Consider the city...

|                        |                   |                       |
|------------------------|-------------------|-----------------------|
| <b>Exciting</b><br>77% | <b>Fun</b><br>76% | <b>Diverse</b><br>71% |
|------------------------|-------------------|-----------------------|

**55%** Female

**44%** Male

**24%** CALD\*

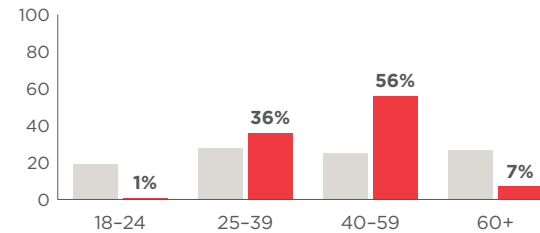
**16%** City workers

**100%** Children at home

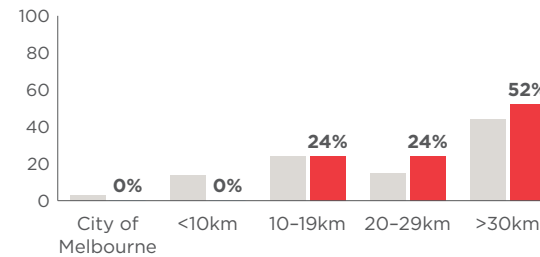
**Moderate income** - 60% earn **more than \$100k** annually (household)

**Slightly older** and live **beyond 10km from the city**

**Age distribution**



**Distance from city**



**Key**

- All leisure visitors (grey bar)
- Family Focused (red bar)

Family Focused are a **lower value segment**.

They spend more than most other visitors (\$341) but they **visit the least frequently**.


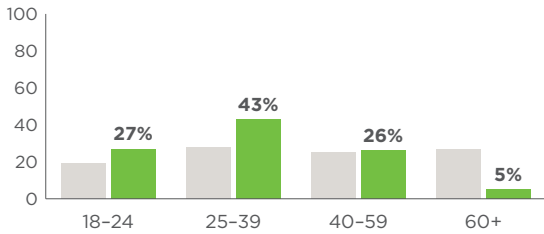
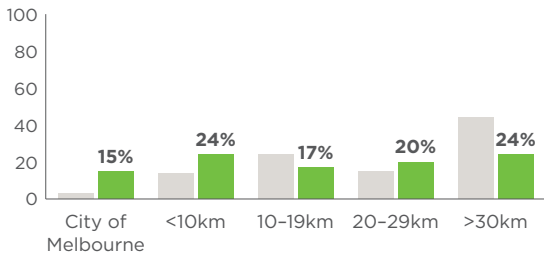
13% visit the city on a monthly basis and none visit more frequently than this.

They are significantly more likely to drive their **private cars (75%)** than any other segment.

\*CALD (culturally and linguistically diverse): speak a language other than English at home

# MARKET SEGMENTS – HIGH GROWTH OPPORTUNITY

Two high growth opportunities have been identified, with potential to increase visitation among **Casual Convenience** and **Special Occasioner** segments.

|  | Demographics  |                        | Behaviours     |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
|--|---|------------------------|----------------|------------|-----|-----|-----|--|--|-----------|--------------------------|------------------------|-------|-----|-----|-------|-----|-----|-------|-----|-----|-----|-----|----|--------------------|--------------------------|------------------------|-------------------|----|-----|-------|-----|-----|---------|-----|-----|---------|-----|-----|-------|-----|-----|--|
| <b>CASUAL CONVENIENCE</b><br> | <p>Casual Convenience are <b>'tag-alongs'</b>. Rarely the social instigators that are in the know about the latest things happening in town but will <b>happily accompany</b> those who are.</p> <p>They don't love the city, instead they have a <b>more functional relationship</b> - for many it's where they work, which makes the city a convenient place to spend leisure time.</p> <hr/> <p><b>Information sources</b><br/>Find out what's happening in the city via <b>social media (40%), word of mouth (38%), What's On (30%)</b> and <b>walking around the city (28%)</b>.</p> <p><b>Facebook</b> is their preferred social media platform, but they use a range.</p> <p><b>Attitudes</b><br/><b>Lower love</b> for and <b>connection</b> to the city.</p> <p>Drivers include <b>retail, hospitality</b>, and (for some) <b>niche creative hobbies</b>.</p> <p>Consider the city...</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;"><b>Crowded</b></td> <td style="text-align: center;"><b>Diverse</b></td> <td style="text-align: center;"><b>Fun</b></td> </tr> <tr> <td style="text-align: center;">55%</td> <td style="text-align: center;">53%</td> <td style="text-align: center;">50%</td> </tr> </table> | <b>Crowded</b>         | <b>Diverse</b> | <b>Fun</b> | 55% | 53% | 50% | <p><b>34% Female</b><br/><b>65% Male</b><br/><b>21% CALD*</b><br/><b>40% City workers</b><br/><b>47% Children at home</b></p> <hr/> <p><b>Moderate income</b> - 53% earn <b>more than \$100k annually</b> (household)</p> <hr/> <p><b>Slightly younger</b> and live in <b>inner city</b></p> | <p><b>Age distribution</b></p>  <table style="width: 100%; border: none;"> <tr> <th>Age Group</th> <th>All leisure visitors (%)</th> <th>Casual Convenience (%)</th> </tr> <tr> <td>18-24</td> <td>~20</td> <td>27%</td> </tr> <tr> <td>25-39</td> <td>~28</td> <td>43%</td> </tr> <tr> <td>40-59</td> <td>~25</td> <td>26%</td> </tr> <tr> <td>60+</td> <td>~28</td> <td>5%</td> </tr> </table> <p><b>Distance from city</b></p>  <table style="width: 100%; border: none;"> <tr> <th>Distance from city</th> <th>All leisure visitors (%)</th> <th>Casual Convenience (%)</th> </tr> <tr> <td>City of Melbourne</td> <td>~2</td> <td>15%</td> </tr> <tr> <td>&lt;10km</td> <td>~15</td> <td>24%</td> </tr> <tr> <td>10-19km</td> <td>~25</td> <td>17%</td> </tr> <tr> <td>20-29km</td> <td>~15</td> <td>20%</td> </tr> <tr> <td>&gt;30km</td> <td>~45</td> <td>24%</td> </tr> </table> <p><b>Key</b><br/> <span style="display: inline-block; width: 10px; height: 10px; background-color: #ccc; border: 1px solid #000;"></span> All leisure visitors<br/> <span style="display: inline-block; width: 10px; height: 10px; background-color: #4CAF50; border: 1px solid #000;"></span> Casual Convenience</p> | Age Group | All leisure visitors (%) | Casual Convenience (%) | 18-24 | ~20 | 27% | 25-39 | ~28 | 43% | 40-59 | ~25 | 26% | 60+ | ~28 | 5% | Distance from city | All leisure visitors (%) | Casual Convenience (%) | City of Melbourne | ~2 | 15% | <10km | ~15 | 24% | 10-19km | ~25 | 17% | 20-29km | ~15 | 20% | >30km | ~45 | 24% | <p>Casual Convenience are a <b>moderate value segment</b>. They spend a similar amount to other visitors (\$314) but <b>visit more often</b>.</p> <p>48% visit the city for fun a few times a month or more.</p> <p>Over half use the <b>train (59%)</b> or a <b>private vehicle (51%)</b> to get into the city.</p> |
| <b>Crowded</b>   | <b>Diverse</b>  | <b>Fun</b>             |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 55%  | 53%   | 50%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| Age Group  | All leisure visitors (%)  | Casual Convenience (%) |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 18-24  | ~20   | 27%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 25-39  | ~28   | 43%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 40-59  | ~25   | 26%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 60+  | ~28   | 5%                     |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| Distance from city   | All leisure visitors (%)  | Casual Convenience (%) |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| City of Melbourne  | ~2  | 15%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| <10km  | ~15   | 24%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 10-19km  | ~25   | 17%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| 20-29km  | ~15   | 20%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |
| >30km  | ~45   | 24%                    |                |            |     |     |     |  |  |           |                          |                        |       |     |     |       |     |     |       |     |     |     |     |    |                    |                          |                        |                   |    |     |       |     |     |         |     |     |         |     |     |       |     |     |  |

\*CALD (culturally and linguistically diverse): speak a language other than English at home

## Demographics

## Behaviours

### SPECIAL OCCASIONERS



Special Occasioners live **much further away from the city**, almost all hailing 30km or more from the CBD.

They don't feel a strong sense of connection to the city but do **enjoy coming in for a special treat** - either for a particular show / event, or a personal milestone, like a birthday or anniversary.

When they come in, **they spend big**, usually staying in a hotel with a jam-packed itinerary.

#### Information sources

Find out what's happening in the city via **word of mouth (57%), social media (51%), advertising (36%)** and **What's On (33%)**.

**Facebook** is by far their preferred social media platform.

#### Attitudes

**Medium love** for and low **sense of belonging** to the city.

Drivers include the **shared spectacles** like special events, but they will enjoy all aspects of the city when they are here.

Consider the city...

|                       |                       |                   |
|-----------------------|-----------------------|-------------------|
| <b>Crowded</b><br>74% | <b>Diverse</b><br>66% | <b>Fun</b><br>64% |
|-----------------------|-----------------------|-------------------|

**57%** Female

**43%** Male

**6%** CALD\*

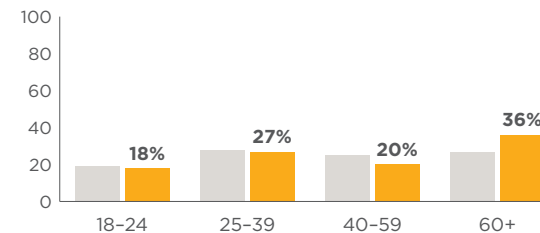
**2%** City workers

**34%** Children at home

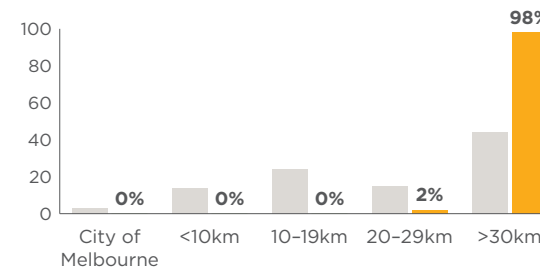
**Lower income** - 58% earn **less than \$100k** annually (household)

**Slightly older** and live a **significant distance from the city**

#### Age distribution



#### Distance from city



#### Key

- All leisure visitors
- Special Occasioners

Special Occasioners are a **moderate value segment**.

They spend the highest amount compared to other segments (\$380) but **visit far less often than other segments**.

3% visit the city for fun a few times a month.

Most people in this segment use a **car (60%)** or **train (49%)** to get into the city.

\*CALD (culturally and linguistically diverse): speak a language other than English at home

## How to contact us

### Online:

[melbourne.vic.gov.au](http://melbourne.vic.gov.au)

### In person:

Melbourne Town Hall - Administration Building  
120 Swanston Street, Melbourne  
Business hours, Monday to Friday  
(Public holidays excluded)

### Telephone:

03 9658 9658

Business hours, Monday to Friday  
(Public holidays excluded)

### Fax:

03 9654 4854

### In writing:

City of Melbourne  
GPO Box 1603  
Melbourne VIC 3001  
Australia



### Interpreter services

We cater for people of all backgrounds  
Please call 03 9280 0726

- 03 9280 0717 廣東話
- 03 9280 0719 Bahasa Indonesia
- 03 9280 0720 Italiano
- 03 9280 0721 普通话
- 03 9280 0722 Soomaali
- 03 9280 0723 Español
- 03 9280 0725 Việt Ngữ
- 03 9280 0726 عربي
- 03 9280 0726 한국어
- 03 9280 0726 हिंदी
- 03 9280 0726 All other languages

### National Relay Service:

If you are deaf, hearing impaired or speech-impaired,  
call us via the National Relay Service: Teletypewriter (TTY)  
users phone 1300 555 727 then ask for 03 9658 9658  
9am to 5pm, Monday to Friday (Public holidays excluded)

[melbourne.vic.gov.au](http://melbourne.vic.gov.au)



CITY OF MELBOURNE