

Tourism

Visitor Economy

MORNINGTON PENINSULA
REGIONAL TOURISM



Total Visitors



Daytrippers

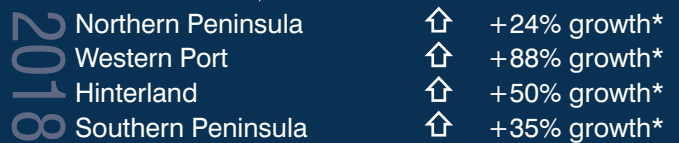
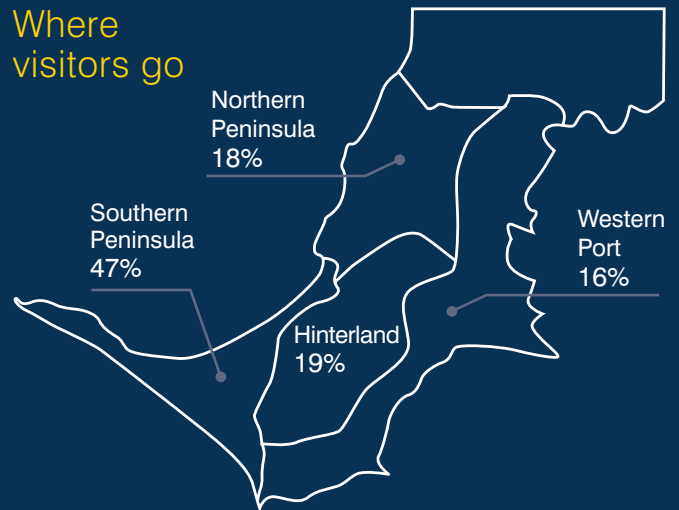


Overnight



Figures include visitors to Frankston and Mornington Peninsula region.
Mornington Peninsula Shire received a total of 6.3M visitors in 2018

Where visitors go



*Growth in visitor numbers is since 2012

Direct Expenditure



Direct tourism jobs



Visitor economy generated **\$1.07b** in direct expenditure and **7,386** direct tourism jobs in the Shire

Figures for Direct Expenditure and Direct tourism jobs are Frankston and Mornington Peninsula combined

Queries? Contact us

Mornington Peninsula Shire Tourism Team

☎ 5950 1579

✉ info@tourism.mornpen.vic.gov.au

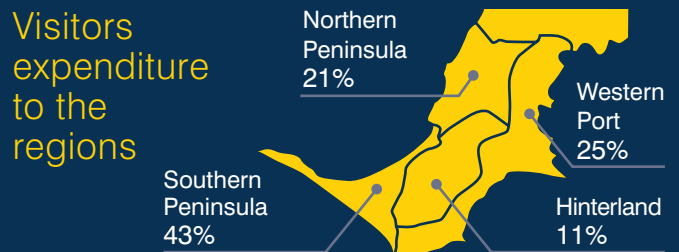
or

Mornington Peninsula Regional Tourism

☎ 5950 1054

✉ administration@mprtb.com

Visitors expenditure to the regions

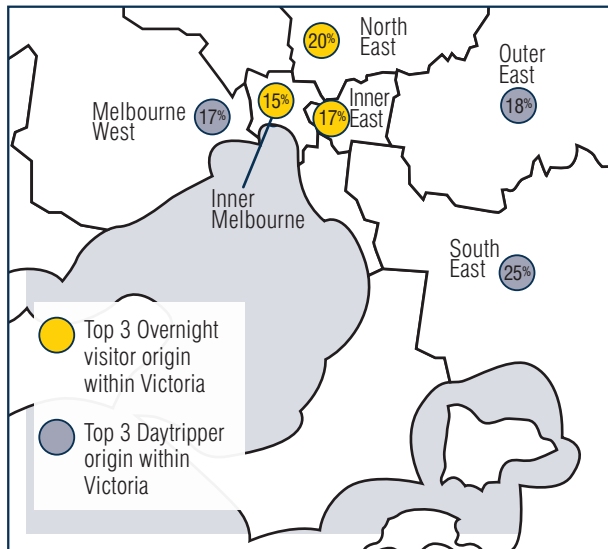


*Growth in visitor spend since 2012

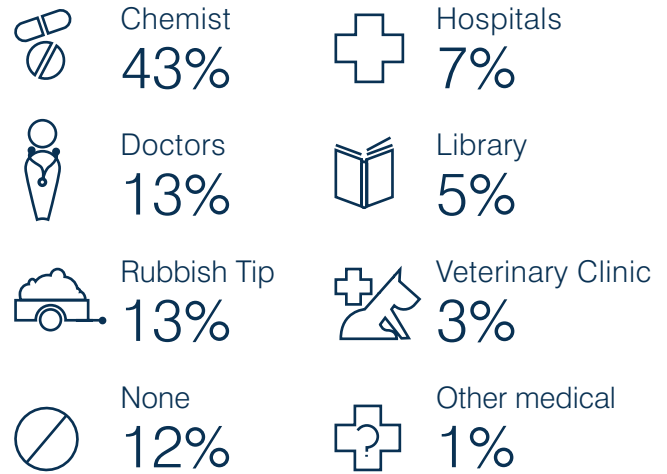
2019 Summer Visitor Survey

Visitor profile excerpts taken from an intercept survey conducted during January 2019

Where do our visitors come from?



Services used by survey respondents



TOP 4 accommodation visitors stay in



Overnight visitor TOP 3 activities



Daytrip visitor TOP 3 activities



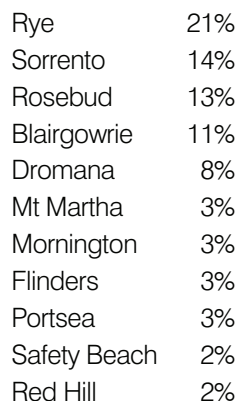
Overnight TOP 3 travel groups



Daytrippers TOP 3 Travel Groups



Where visitors stayed



Destinations visited

