

Sunday, 23 July 2006

MELBOURNE NATION'S TOP TOURIST DESTINATION

Victoria has dominated a recent survey of top tourist Australian destinations, defeating all other states in eight out of 13 key areas.

Minister for Tourism, John Pandazopoulos, said the results confirmed what locals already knew but showed other Australians had become excited about the range of Victorian tourist attractions.

“Melbourne has long been recognised as our nation’s sporting capital but we now lead the nation in culture, food, romance and nightlife,” Mr Pandazopoulos said.

“Previously Sydney held the lead in most key categories but under the Bracks Government we have hit the front.

“Regional Victoria also rated prominently, with Victoria holding its title of the best State to tour by car, and the leading State or Territory for quality regional food and wine experiences, ahead of South Australia.

“Victoria is now the best state for Australians to visit.”

The survey was conducted by Roy Morgan Research for Tourism Victoria and involved interviews with 1300 Australians in June this year. Respondents were asked to select the best city in seven categories and the best State or Territory in six other categories.

“The recent influx of people from other Australian cities for the Commonwealth Games has led to more people discovering our unique blend of attractions,” Mr Pandazopoulos said.

“Our success can also be attributed to the fantastic season of *The Lion King* and the current success of the *Melbourne Winter Masterpieces* series with *Picasso: Love and War 1935-1945*.”

A whopping 53 per cent of survey respondents picked Melbourne as Australian’s best shopping destination with Sydney coming a distant second with only 27 per cent of responses.

“Shopping in cosmopolitan Melbourne provides something for everyone from the eclectic to the traditional,” Mr Pandazopoulos said.

The survey showed Melbourne is known as the city most associated with style and romance and was able to maintain its lead over Sydney for quality food experiences and world class restaurants.

“To build on our strengths, the Bracks Government will soon launch a new \$12 million advertising campaign to promote Melbourne and Victoria across Australia and New Zealand,” he said.

STYLE AND ROMANCE

Melbourne 30%, Sydney 28%, Brisbane 10%, Adelaide 9%, Perth 8%, Can't Say/None 15%

SHOPPING

Melbourne 53 %, Sydney 27 %, Brisbane 7%, Adelaide 2%, Perth 2%, Can't Say/None 9%

INTERNATIONAL SPORTING AND CULTURAL EVENTS

Melbourne 51%, Sydney 37%, Brisbane 4%, Adelaide 3%, Perth 1%, Can't Say/None 4%

THEATRE

Melbourne 46%, Sydney 34%, Brisbane 3%, Adelaide 8%, Perth 0%, Can't Say/None 9%

QUALITY FOOD EXPERIENCES AND WORLD CLASS RESTAURANTS

Melbourne 42%, Sydney 33%, Brisbane 5%, Adelaide 6%, Perth 4%, Can't Say/None 10%

INTERESTING CAFES, BARS AND NIGHTCLUBS

Melbourne 39%, Sydney 34%, Brisbane 8%, Adelaide 4%, Perth 4%, Can't Say/None 13%

QUALITY REGIONAL FOOD AND WINE

Victoria 25%, New South Wales 21%, South Australia 22%, Tasmania 5%, Western Australia 8%, Can't Say/None 19%

GREAT PLACE TO TOUR BY CAR

Victoria 23%, Queensland 18%, New South Wales 15%, Tasmania 14%, Western Australia 11%, South Australia 7%, Northern Territory 5 %, Can't Say/None 7%

BOUTIQUE WINERIES

South Australia 40%, Victoria 21%, New South Wales 17%, Western Australia 11%, Tasmania 2%, Can't Say/None 9%

WORLD CLASS NATURAL ATTRACTIONS

Queensland 29%, Northern Territory 26%, New South Wales 13%, Western Australia 11%, Victoria 8%, Tasmania 6%, Can't Say/None 7%

INTERESTING AND DIVERSE REGIONAL EXPERIENCES WITHIN 1.5 HOURS FROM THE CITY

Sydney 25%, Melbourne 22%, Brisbane 20%, Adelaide 11%, Perth 11%, Can't Say/None 11%

UNIQUE HISTORY AND HERITAGE

New South Wales 25%, Northern Territory 18%, Tasmania 17%, Victoria 14%, Western Australia 8%, Queensland 6%, South Australia 5%, Can't Say/None 7%

SPA AND WELLNESS EXPERIENCES

Victoria 20%, New South Wales 20%, Queensland 20%, Can't say 26%

Media contact: Rebecca Spiteri 0407 837 272 www.vic.gov.au