

Fact Sheet



Victorian Accredited Visitor Information Centres- *Fast Facts*



Figure 1, Accredited VIC Trademark.

Visitor Information Centres (VICs) play an important role within the tourism industry. They aim to enrich the visitors experience by informing the visitor of what to do and see and where to stay, ultimately increasing the amount of money visitors spend in a region and contributing to the regional dispersal of visitors.

They are an important contact point for the tourism industry, for operators, local tourism associations and regional tourism associations. In addition, they are an important contact point for the dissemination of community information and a significant distribution point for information in emergency situations.

The network of accredited VICs across the state is far reaching, with a VIC located across the main tourism routes in the state. Below are a few facts about this system of accredited centres.

How many accredited centres are there in Victoria?

74

Across how many local government areas in Victoria?

55

Number of paid employees

300

Total paid staff hours per annum (full-time, part-time & casual)

310,000

Number of volunteers

1,950

Total volunteer Hours per annum

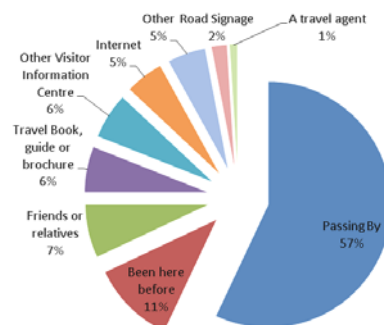
275,000

Total number of walk-in visitors during 2008/2009 financial year

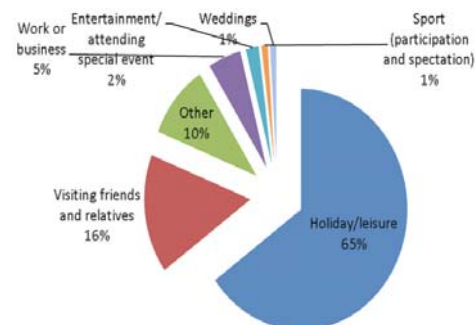
5,713,469

Research was carried out over a two month period in 2010 across 45 accredited VICs. Approximately 3000 visitors across these centres completed surveys, which aimed at profiling these visitors, examining the types of information they were seeking and whether or not their visit to the centre influenced plans whilst in the area. These are the aggregate results from across the state.

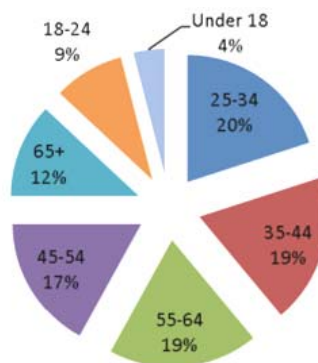
How did they find out about the VIC?



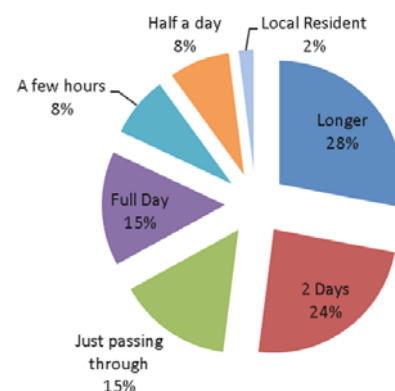
What is their main purpose of visit?



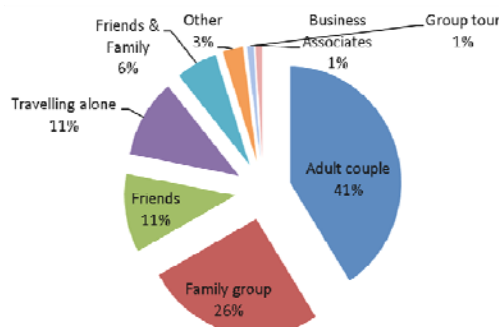
What is the age of those visiting a VIC?



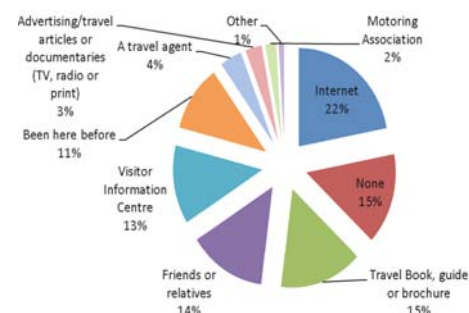
How long are they staying in the location?



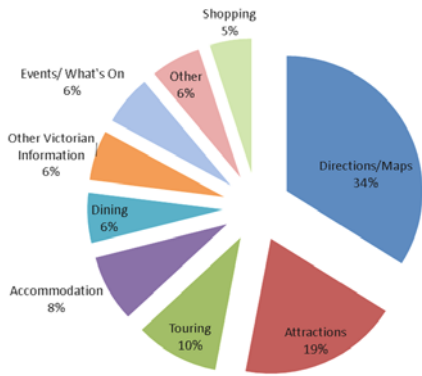
What best describes the people visiting a VIC?



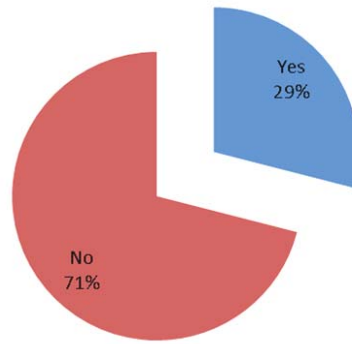
Before leaving home, what sources of information did they utilise?



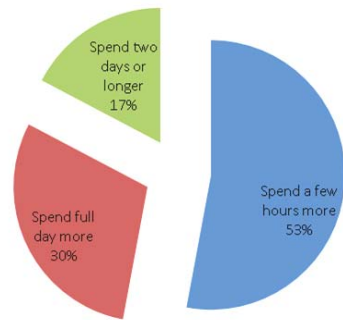
What type of information were they seeking at the VIC?



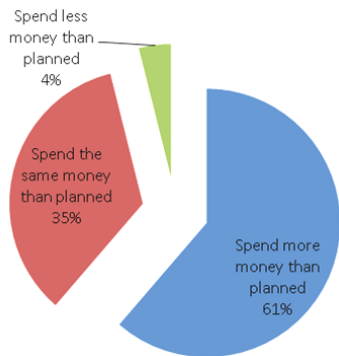
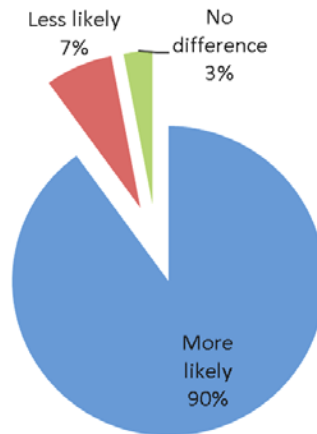
Had these visitors visited the VIC before?



As a result of their visit to the VIC, visitors said they would...



How likely are they to return to the region as a result of the visit to the VIC?



Had the visit to the VIC influenced plans for the visit?

