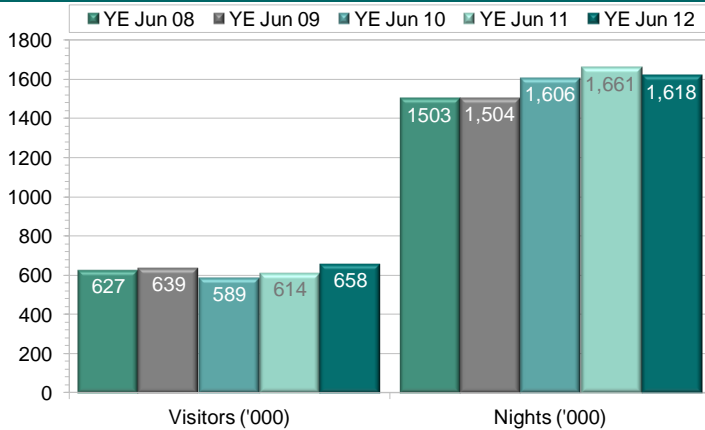


Domestic Overnight Travel ⁽¹⁾

Visitors and nights

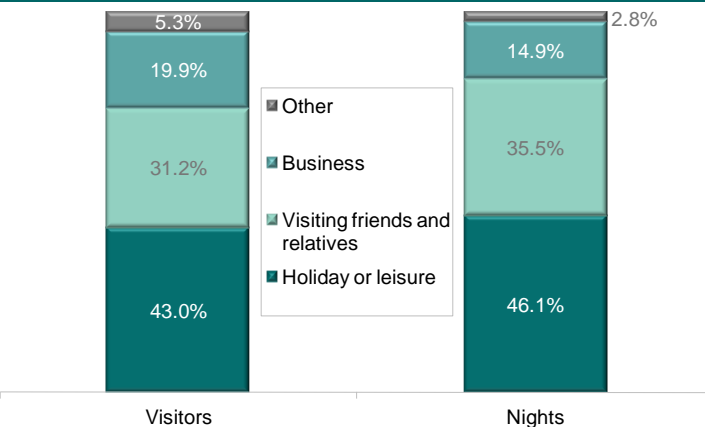


The Grampians received 658,000 domestic overnight visitors - up by 7.2% on YE Jun 11. Visitors spent over 1.6 million nights in the region - down by 2.6% on YE Jun 11.

Market share

The region received 5.6% of visitors and 4.6% of nights in regional Victoria. Compared to YE Jun 11, the share of visitors was down by 0.1 pt and the share of nights was down by 0.5 pts.

Purpose of visit



'Holiday or leisure' (43.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.2%) and 'business' (19.9%).

'Holiday or leisure' (46.1%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.5%) and 'business' (14.9%).

Accommodation

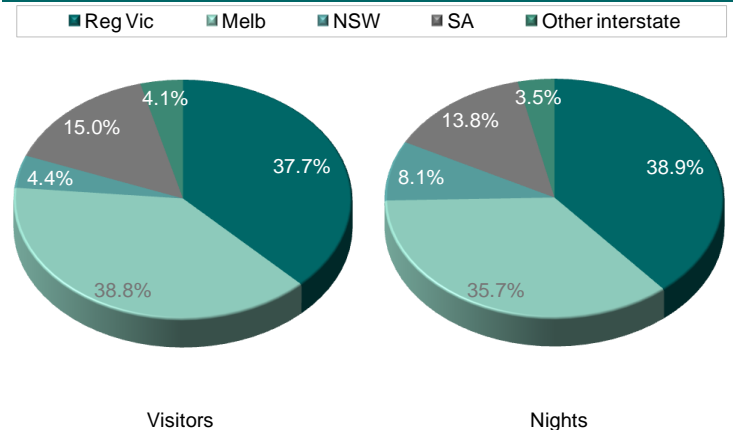
'Friends or relatives property' (39.2%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (15.4%) was the 2nd most popular, followed by 'standard hotel, motor inn, below 4 star' (14.4%) and 'caravan or camping near road or on private property' (12.5%).

All transport

'Private or company vehicle' (93.7%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.2%) and 'air transport' (1.4%).

The Grampians is comprised of: Central Highlands, Western Grampians, and Wimmera tourism regions.
 Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.
 (1) Source: National Visitor Survey, YE Jun 12, Tourism Research Australia (TRA)

Origin



The region received 76.4% of visitors and 74.6% of nights from **intrastate**. Compared to YE Jun 11, intrastate visitors were up by 3.3% and nights were down by 3.1%.

Interstate contributed 23.6% of visitors and 25.4% of nights in the region. Compared to YE Jun 11, interstate visitors were up by 22.0% and nights were down by 0.7%.

Length of stay

Visitors stayed on average 2.5 nights in the region.

Age

'65 years and over' (22.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.8%) and '35 to 44 years' (18.7%).

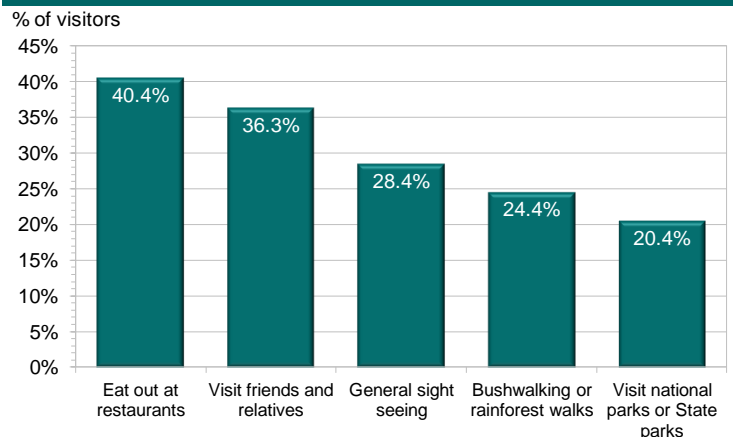
Lifecycle

'Older couple' (36.0%) was the largest lifecycle grouping for visitors to the region, followed by 'parent with youngest child aged 14 or less' (25.4%) and 'young / midlife single' (12.2%).

Travel party

'Adult couple' (35.9%) was the most common travel party amongst visitors to the region, followed by 'family group' (23.3%) and 'alone' (20.5%).

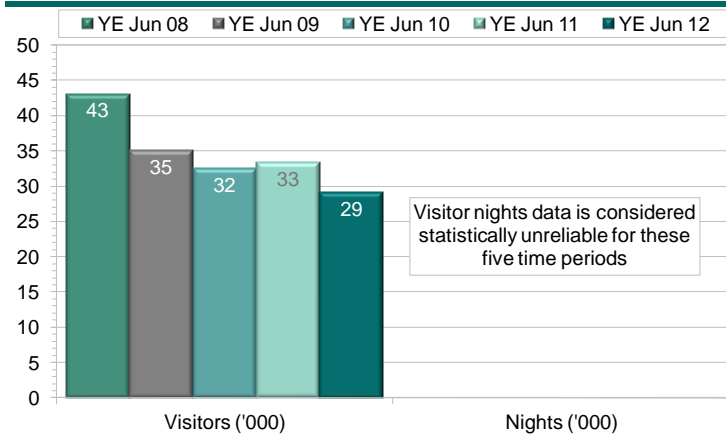
Activities



'Eat out at restaurants' (40.4%) was the most popular activity undertaken by visitors to the region.

International Overnight Travel (2)

Visitors and nights



The Grampians received 29,100 international overnight visitors - down by 12.7% on YE Jun 11. Visitor nights data is considered statistically unreliable for these five time periods.

Market share

The region received 8.9% of visitors in regional Victoria. Compared to YE Jun 11, the share was down by 0.9% pts.

Purpose of visit

'Holiday / pleasure' (82.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (12.3%) and 'business' (2.9%).

Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	21.5%	13	Taiwan	1.4%
2	United Kingdom	12.9%	14	China	1.2%
3	New Zealand	10.4%	15	Hong Kong	0.8%
4	USA	7.8%	15	Japan	0.7%
5	France	7.5%	17	Thailand	0.1%
6	Netherlands	7.2%	18	Malaysia	0.0%
7	Canada	5.3%	19	Indonesia	0.0%
8	Scandinavia	4.3%	19	Korea	0.0%
9	Switzerland	3.2%			
10	India	2.9%		Other Asia	1.3%
11	Singapore	2.4%		Other Europe	6.5%
12	Italy	1.8%		Other Countries	0.7%

Germany (21.5%) was the largest source market of visitors to the region, followed by the United Kingdom (12.9%) and New Zealand (10.4%).

Accommodation

'Rented house / apartment / unit / flat' (34.8%) was the most popular accommodation type used for nights in the region. 'Home of friend or relative' was the 2nd most popular (22.8%).

Age

'25 to 34 years' (27.0%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.3%) and '15 to 24 years' (17.3%).

Travel party

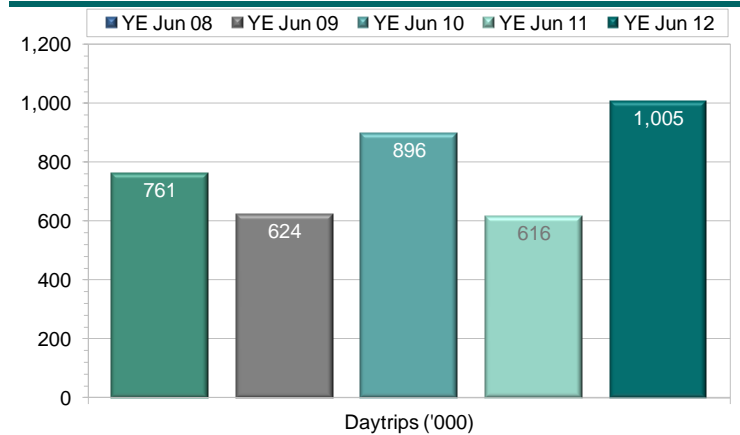
'Unaccompanied' (42.5%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (34.8%) and 'friends or relatives' (15.1%).

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(2) Source: International Visitor Survey, YE Jun 12, TRA

Domestic Daytrip Travel (3)

Trips



The Grampians received over 1.0 million domestic daytrip visitors - up by 63.1% on YE Jun 11.

Market share

The region received 3.5% of daytrips to regional Victoria. Compared to YE Jun 11, the share was up by 1.1% pts.

Main purpose of trip

'Holiday or leisure' (44.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.5%) and 'business' (19.7%).

Gender

More Grampians visitors were male (55.7%) than female (44.3%).

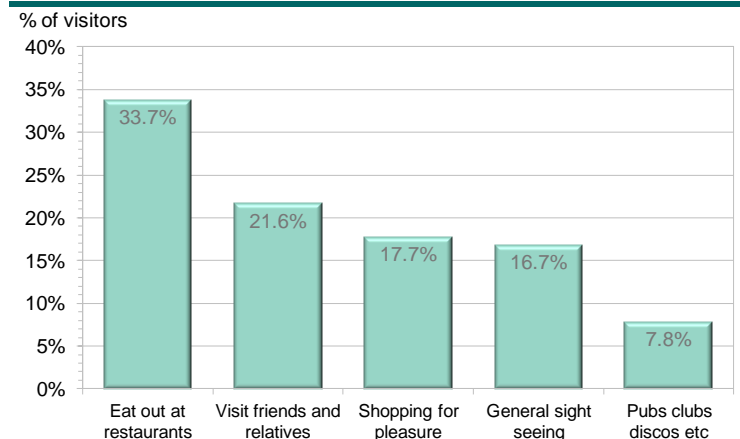
Age

'65 years and over' (25.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (22.4%) and '55 to 64 years' (20.6%).

Lifecycle

'Older couple' (40.2%) was the biggest lifecycle grouping of visitors to the region. 'Parent with youngest child aged 14 or less' (28.2%) was the 2nd biggest, followed by 'young / midlife single' (9.2%).

Activities



'Eat out at restaurants' (33.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (21.6%) and 'shopping for pleasure' (17.7%).

(3) Source: National Visitor Survey, YE Jun 12, TRA

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