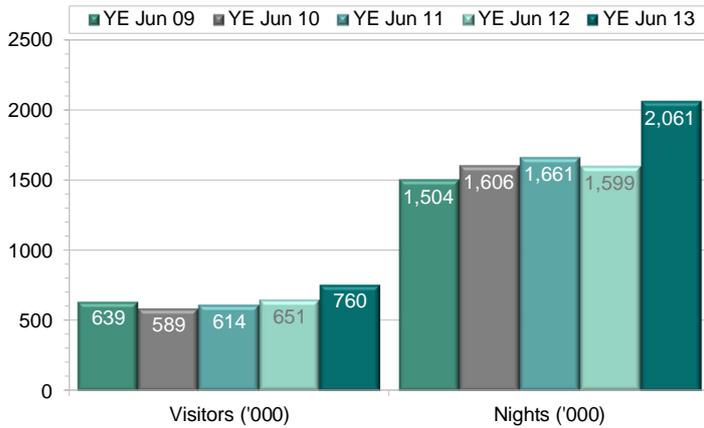


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights

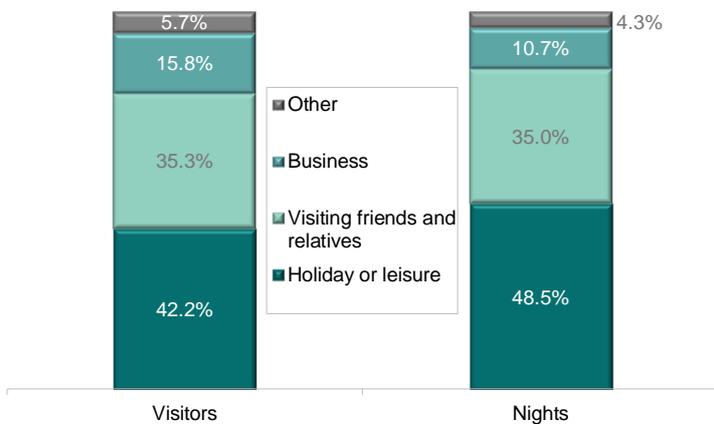


The Grampians received 760,000 domestic overnight visitors - up by 16.7% on YE Jun 12. Visitors spent nearly 2.1 million nights in the region - up by 28.9% on YE Jun 12.

#### Market share

The region received 6.7% of visitors and 5.8% of nights in regional Victoria. Compared to YE Jun 12, the share of visitors was up by 1.1 pts and the share of nights was up by 1.3% pts.

#### Purpose of visit



'Holiday or leisure' (42.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.3%) and 'business' (15.8%).

'Holiday or leisure' (48.5%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.0%) and 'business' (10.7%).

#### Accommodation

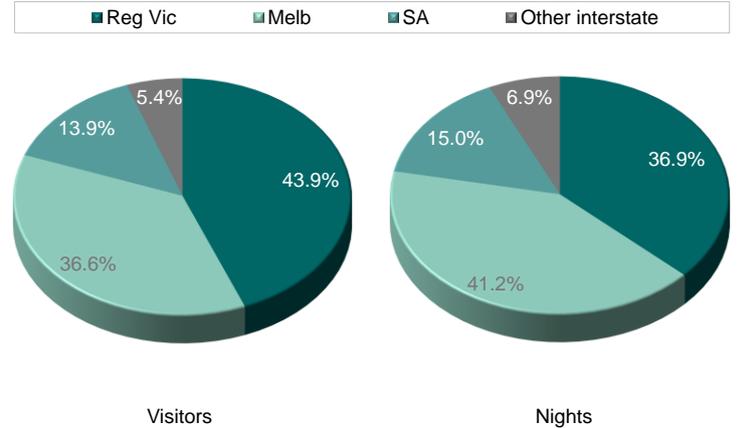
'Friends or relatives property' (34.1%) was the most popular accommodation type used for nights in the region. 'Caravan or camping near road or on private property' (17.4%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel, motor inn, below 4 star' (13.6%).

#### All transport

'Private or company vehicle' (90.7%) was the most popular transport used by visitors to the region. 'Bus or coach' (4.1%) was the 2<sup>nd</sup> most popular.

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 13, Tourism Research Australia (TRA)

#### Origin



The region received 80.7% of visitors and 78.1% of nights from **intrastate**. Compared to YE Jun 12, intrastate visitors were up by 22.1% and nights were up by 34.4%.

**Interstate** contributed 19.3% of visitors and 21.9% of nights in the region. Compared to YE Jun 12, interstate visitors were down by 1.3%.

#### Length of stay

Visitors stayed on average 2.7 nights in the region.

#### Age

'55 to 64 years' (23.0%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.4%) and '35 to 44 years' (17.2%).

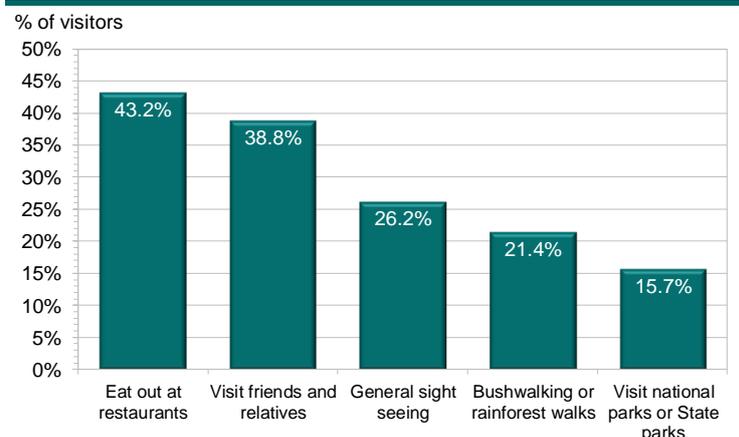
#### Gender

More visitors to the region were male (54.3%) than female (45.7%).

#### Travel party

'Adult couple' (35.8%) was the most common travel party amongst visitors to the region, followed by 'family group' (20.1%) and 'friends or relatives' (19.9%).

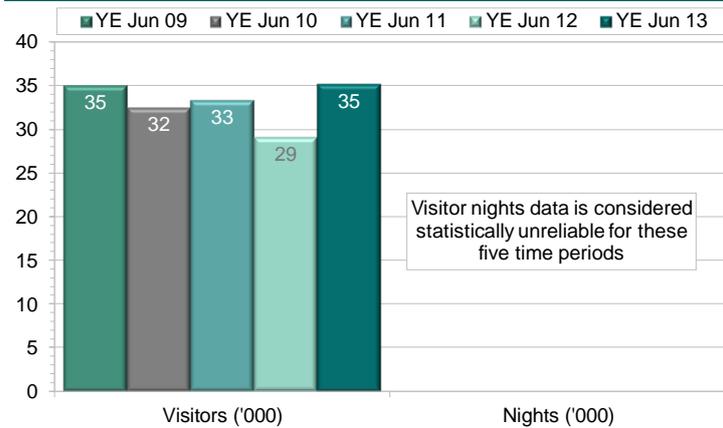
#### Activities



'Eat out at restaurants' (43.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.8%) and 'general sightseeing' (26.2%).

### International Overnight Travel (2)

#### Visitors and nights



The Grampians received 35,100 international overnight visitors - up by 20.9% on YE Jun 12. Visitor nights data is considered statistically unreliable for these five time periods.

#### Market share

The region received 11.0% of visitors in regional Victoria. Compared to YE Jun 12, the share was up by 2.1% pts.

#### Purpose of visit

'Holiday / pleasure' (79.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.8%) and 'business' (4.0%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	20.4%	13	Korea	1.0%
2	New Zealand	14.4%	14	Malaysia	0.9%
3	Germany	13.1%	15	Thailand	0.7%
4	Switzerland	8.5%	16	Taiwan	0.3%
5	USA	6.7%	16	Italy	0.3%
6	France	6.2%	18	Japan	0.0%
7	Netherlands	4.8%	18	Hong Kong	0.0%
8	Scandinavia	3.8%	18	Indonesia	0.0%
9	Canada	3.0%			
10	China	2.7%		Other Asia	0.0%
11	India	1.2%		Other Europe	7.4%
12	Singapore	1.2%		Other Countries	3.3%

The United Kingdom (20.4%) was the largest source market of visitors to the region, followed by New Zealand (14.4%) and Germany (13.1%).

#### Accommodation

'Home of friend or relative' (29.6%) was the most popular accommodation type used for nights in the region. 'Rented house / apartment / unit / flat' (17.0%) was the 2<sup>nd</sup> most popular.

#### Age

'45 to 54 years' (21.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.8%) and '55 to 64 years' (18.0%).

#### Travel party

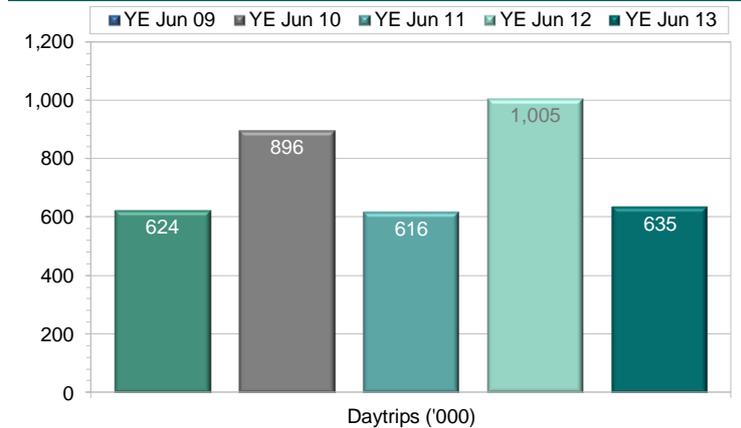
'Unaccompanied' (42.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (33.1%) and 'friends or relatives' (12.5%).

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

(2) Source: International Visitor Survey, YE Jun 13, TRA

### Domestic Daytrip Travel (3)

#### Trips



The Grampians received 635,000 domestic daytrip visitors - down by 36.8% on YE Jun 12.

#### Market share

The region received 2.4% of daytrips to regional Victoria. Compared to YE Jun 12, the share was down by 1.1% pts.

#### Main purpose of trip

'Holiday or leisure' (46.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.6%) and 'business' (15.9%).

#### Gender

More visitors to the region were female (51.8%) than male (48.2%).

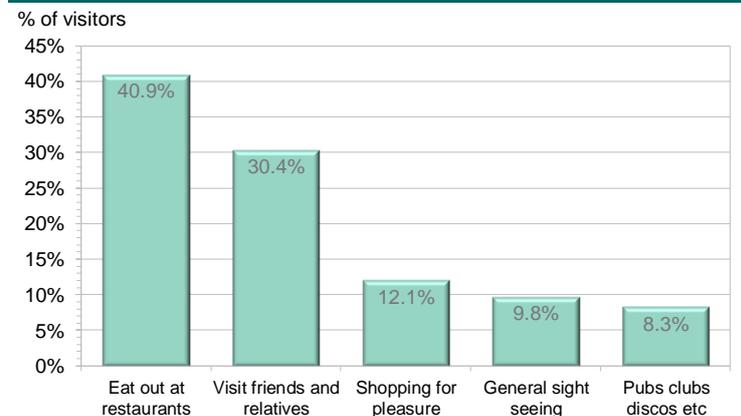
#### Age

'65 years and over' (28.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (23.1%) and '55 to 64 years' (16.4%).

#### Transport

'Private or company vehicle' (97.5%) was the most popular transport used by visitors to the region. 'Bus or coach' (2.7%) was the 2<sup>nd</sup> most popular.

#### Activities



'Eat out at restaurants' (40.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (30.4%) and 'shopping for pleasure' (12.1%).

(3) Source: National Visitor Survey, YE Jun 13, TRA