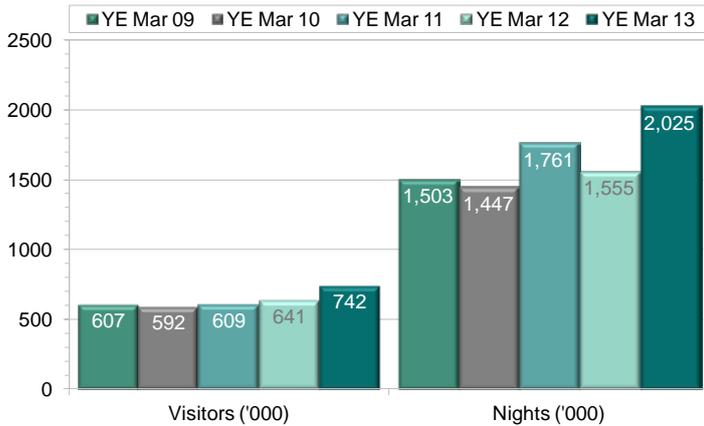


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights

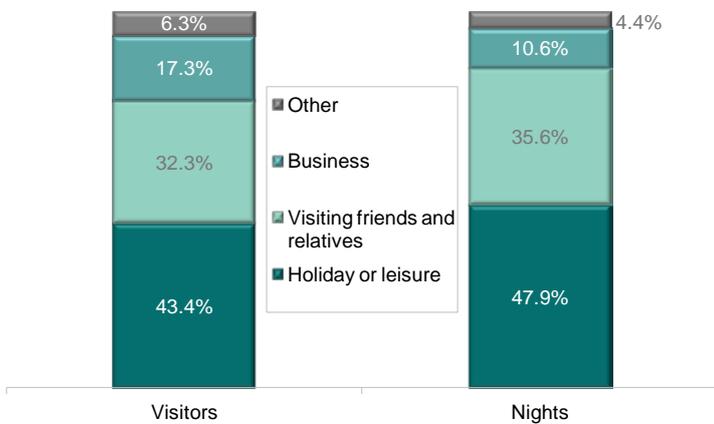


The Grampians received 742,000 domestic overnight visitors - up by 15.8% on YE Mar 12. Visitors spent over 2.0 million nights in the region - up by 30.2% on YE Mar 12.

#### Market share

The region received 6.6% of visitors and 5.8% of nights in regional Victoria. Compared to YE Mar 12, the share of visitors was up by 1.0% pt and the share of nights was up by 1.4% pts.

#### Purpose of visit



'Holiday or leisure' (43.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.3%) and 'business' (17.3%).

'Holiday or leisure' (47.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.6%) and 'business' (10.6%).

#### Accommodation

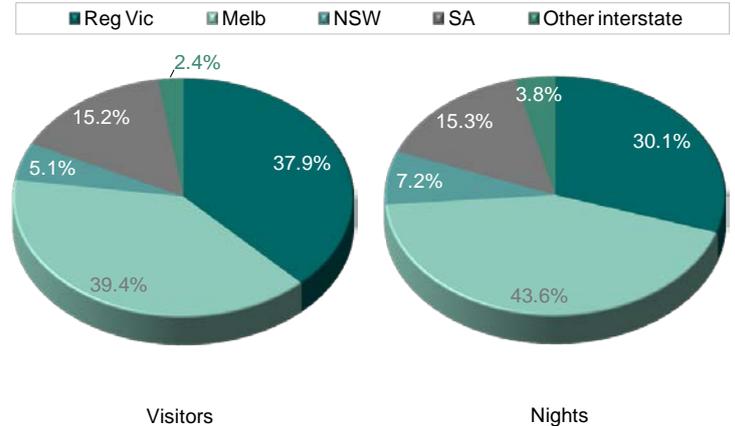
'Friends or relatives property' (36.3%) was the most popular accommodation type used for nights in the region. 'Caravan or camping near road or on private property' (16.5%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (15.4%).

#### All transport

'Private or company vehicle' (91.1%) was the most popular transport used by visitors to the region. 'Bus or coach' (4.4%) 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 Mar 13, Tourism Research Australia (TRA)

#### Origin



The region received 77.4% of visitors and 73.7% of nights from **intrastate**. Compared to YE Mar 12, intrastate visitors were up by 14.6% and nights were up by 20.7%.

**Interstate** contributed 22.8% of visitors and 26.3% of nights in the region. Compared to YE Mar 12, interstate visitors were up by 19.9%.

#### Length of stay

Visitors stayed on average 2.7 nights in the region.

#### Age

'25 to 34 years' and '55 to 64 years' (21.3% each) were the biggest age groups of visitors to the region, followed by '65 years and over' (18.6%).

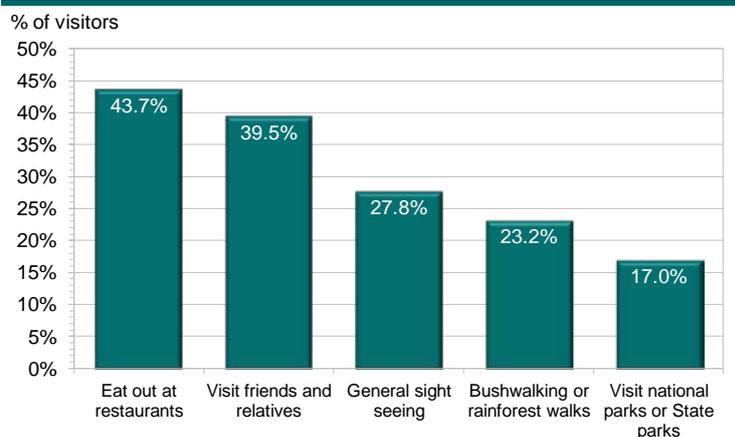
#### Gender

More visitors to the region were male (54.4%) than female (45.7%).

#### Travel party

'Adult couple' (35.3%) was the most common travel party amongst visitors to the region, followed by 'family group' (22.1%) and 'alone' (20.5%).

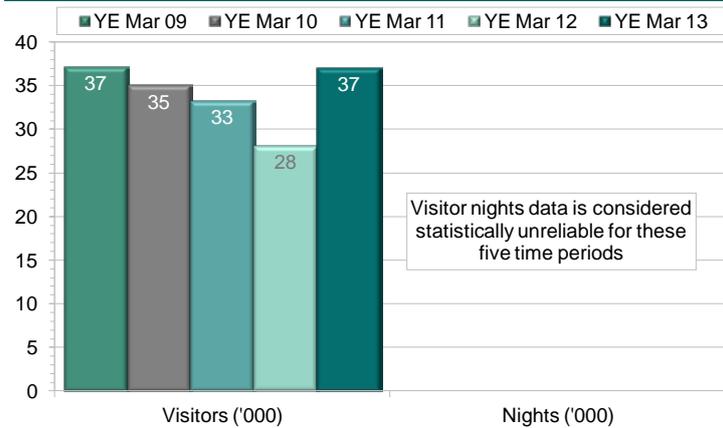
#### Activities



'Eat out at restaurants' (43.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.5%) and 'general sightseeing' (27.8%).

### International Overnight Travel (2)

#### Visitors and nights



The Grampians received 37,100 international overnight visitors - up by 31.9% on YE Mar 12. Visitor nights data is considered statistically unreliable for these five time periods.

#### Market share

The region received 11.6% of visitors in regional Victoria. Compared to YE Mar 12, the share was up by 3.2% pts.

#### Purpose of visit

'Holiday / pleasure' (80.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.3%) and 'business' (3.5%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	19.2%	13	Korea	0.9%
2	Germany	13.6%	14	Malaysia	0.9%
3	New Zealand	12.4%	15	Singapore	0.4%
4	France	8.3%	16	Italy	0.3%
5	Switzerland	8.3%	17	Hong Kong	0.2%
6	USA	6.8%	18	Japan	0.0%
7	Netherlands	5.5%	18	Indonesia	0.0%
8	Canada	3.9%	18	Thailand	0.0%
9	Scandinavia	2.9%			
10	China	2.6%		Other Asia	0.0%
11	India	1.1%		Other Europe	8.2%
12	Taiwan	1.0%		Other Countries	3.4%

The United Kingdom (19.2%) was the largest source market of visitors to the region, followed by Germany (13.6%) and New Zealand (12.4%).

#### Accommodation

'Home of friend or relative' (33.6%) was the most popular accommodation type used for nights in the region. 'Rented house / apartment / unit / flat' (20.2%) was the 2<sup>nd</sup> most popular.

#### Age

'45 to 54 years' (23.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.8%) and '55 to 64 years' (16.1%).

#### Travel party

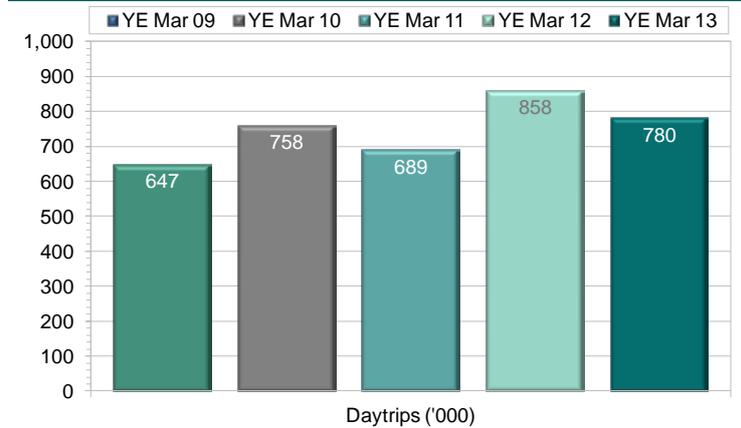
'Unaccompanied' (42.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (33.9%) and 'friends or relatives' (13.6%).

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

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

### Domestic Daytrip Travel (3)

#### Trips



The Grampians received 780,000 domestic daytrip visitors - down by 9.1% on YE Mar 12.

#### Market share

The region received 2.8% of daytrips to regional Victoria. Compared to YE Mar 12, the share was down by 0.2% pts.

#### Main purpose of trip

'Holiday or leisure' (49.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.0%) and 'business' (17.3%).

#### Gender

More visitors to the region were male (56.3%) than female (43.8%).

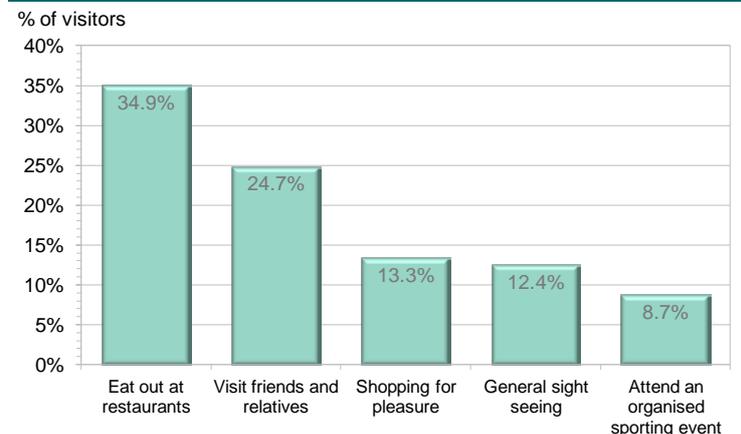
#### Age

'65 years and over' (27.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (26.0%) and '35 to 44 years' (16.0%).

#### Transport

'Private or company vehicle' (95.9%) was the most popular transport used by visitors to the region. 'Bus or coach' (4.2%) was the 2<sup>nd</sup> most popular.

#### Activities



'Eat out at restaurants' (34.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (24.7%) and 'shopping for pleasure' (13.3%).

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