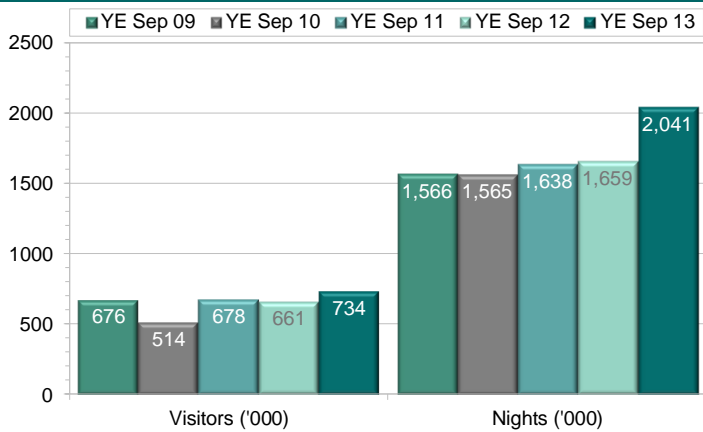


Domestic Overnight Travel ⁽¹⁾

Visitors and nights

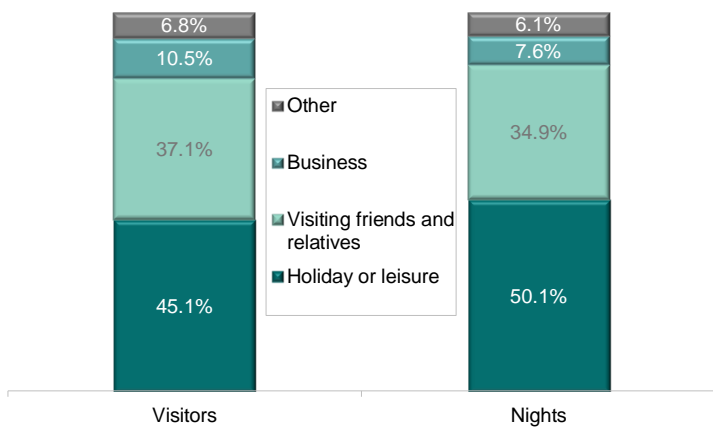


The Grampians received 734,000 domestic overnight visitors - up by 11.0% on YE Sep 12. Visitors spent over 2.0 million nights in the region - up by 23.0% on YE Sep 12.

Market share

The region received 6.4% of visitors and 5.9% of nights in regional Victoria. Compared to YE Sep 12, the share of visitors was up by 0.7% pts and the share of nights was up by 1.2% pts.

Purpose of visit



'Holiday or leisure' (45.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.1%) and 'business' (10.5%).

'Holiday or leisure' (50.1%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (34.9%) and 'business' (7.6%).

Accommodation

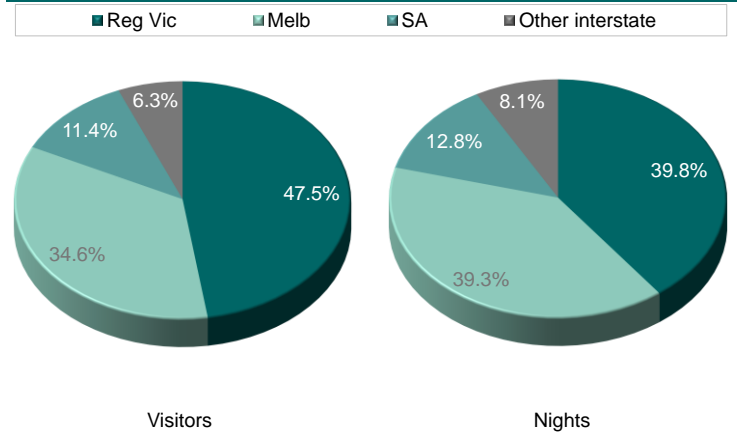
'Friends or relatives property' (35.0%) was the most popular accommodation type used for nights in the region. 'Caravan or camping near road or on private property' (17.1%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (13.6%).

All transport

'Private or company vehicle' (90.1%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (4.6%) and 'railway' (2.0%).

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 Sep 13, Tourism Research Australia (TRA)

Origin



The region received 82.2% of visitors and 79.1% of nights from **intrastate**. Compared to YE Sep 12, intrastate visitors were up by 20.8% and nights were up by 31.0%.

Interstate contributed 17.7% of visitors and 20.9% of nights in the region. Compared to YE Sep 12, interstate visitors were down by 19.8%.

Length of stay

Visitors stayed on average 2.8 nights in the region.

Age

'55 to 64 years' (21.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.7%) and '25 to 34 years' (17.4%).

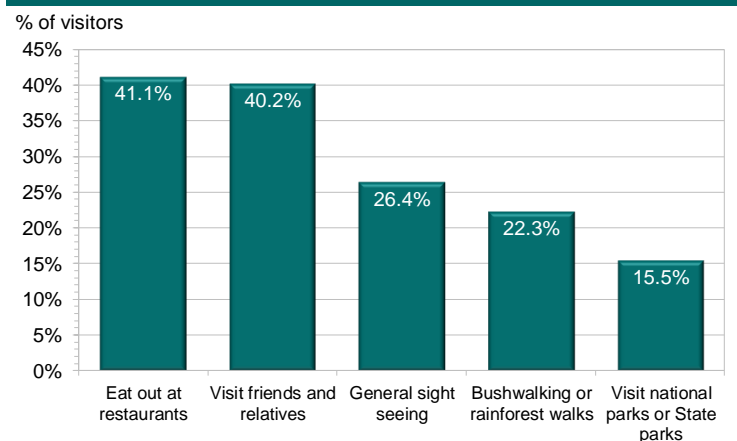
Gender

More visitors to the region were male (53.0%) than female (46.9%).

Travel party

'Adult couple' (36.2%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (21.1%) and 'family group' (20.7%).

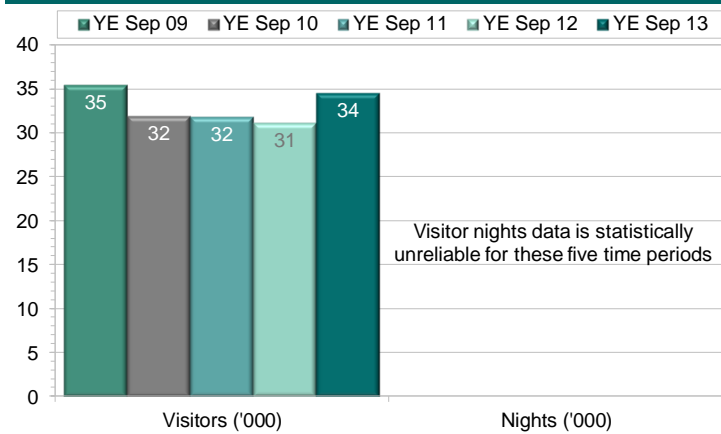
Activities



'Eat out at restaurants' (41.1%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.2%) and 'general sightseeing' (26.4%).

International Overnight Travel (2)

Visitors and nights



The Grampians received 34,400 international overnight visitors - up by 10.8% on YE Sep 12. Visitor nights data is statistically unreliable for these five time periods.

Market share

The region received 10.4% of visitors in regional Victoria. Compared to YE Sep 12, the share was up by 0.9% pts.

Purpose of visit

'Holiday / pleasure' (82.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (14.4%) and 'business' (3.0%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	17.5%	13	Korea	1.0%
2	New Zealand	16.6%	14	Taiwan	0.7%
3	Germany	13.6%	15	Thailand	0.7%
4	Switzerland	7.9%	16	Italy	0.2%
5	USA	5.8%	17	Japan	0.0%
6	France	5.5%	17	Hong Kong	0.0%
7	Netherlands	5.3%	17	Indonesia	0.0%
8	Scandinavia	4.0%	17	India	0.0%
9	Canada	3.1%			
10	China	2.5%		Other Asia	0.0%
11	Malaysia	1.3%		Other Europe	9.0%
12	Singapore	1.2%		Other Countries	3.8%

The United Kingdom (17.5%) was the largest source market of visitors to the region, followed by New Zealand (16.6%) and Germany (13.6%).

Accommodation

'Home of friend or relative' (21.2%) was the most popular accommodation type used for nights in the region. 'Rented house / apartment / unit / flat' (18.2%) was the 2nd most popular.

Age

'25 to 34 years' (21.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.1%) and '45 to 54 years' (17.6%).

Travel party

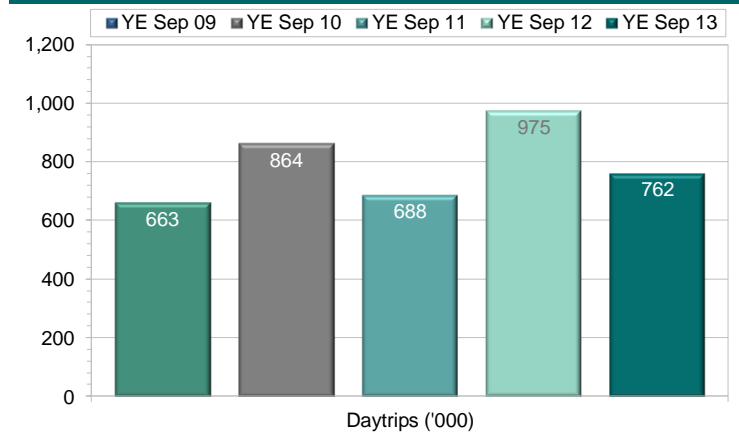
'Alone' (40.5%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (36.2%) and 'friends or relatives' (12.3%).

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

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

Domestic Daytrip Travel (3)

Trips



The Grampians received 762,000 domestic daytrip visitors - down by 21.8% on YE Sep 12.

Market share

The region received 2.8% of daytrips to regional Victoria. Compared to YE Sep 12, the share was down by 0.5% pts.

Main purpose of trip

'Holiday or leisure' (39.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.8%) and 'business' (17.8%).

Gender

More visitors to the region were female (50.6%) than male (49.4%).

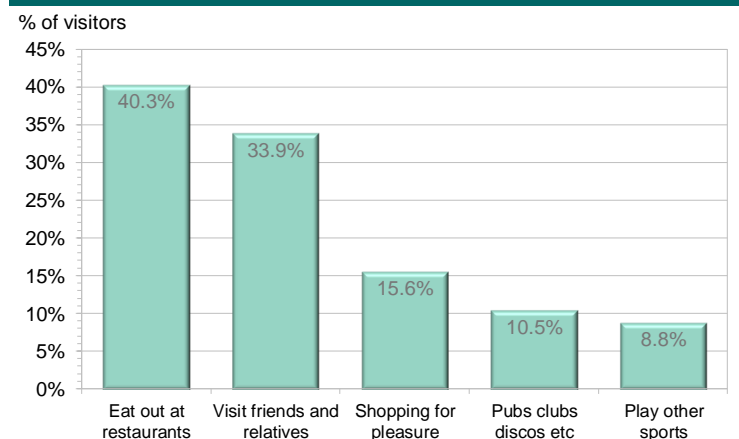
Age

'65 years and over' (24.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (22.6%) and '35 to 44 years' (18.4%).

Transport

'Private or company vehicle' (97.4%) was the most popular transport used by visitors to the region. 'Bus or coach' (2.2%) was the 2nd most popular.

Activities



'Eat out at restaurants' (40.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (33.9%) and 'shopping for pleasure' (15.6%).

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

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