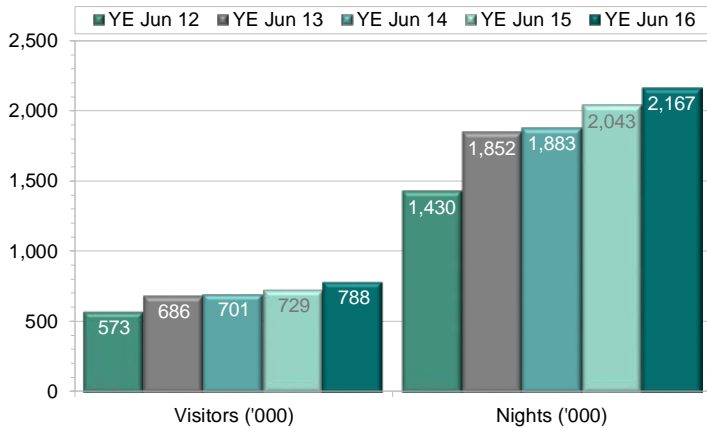


### Domestic Overnight Travel (1)

#### Visitors and nights

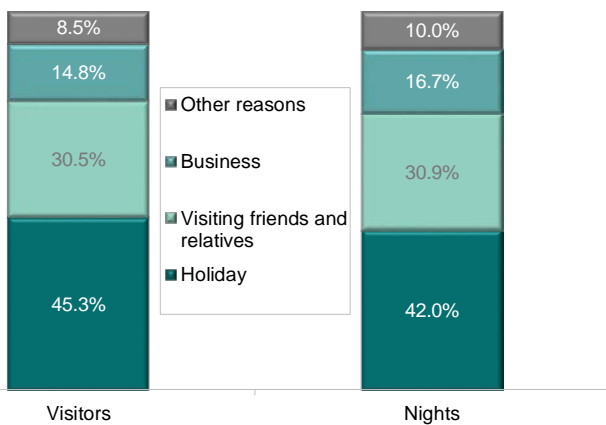


The Grampians received 788,000 domestic overnight visitors - up by 8.1% on YE Jun 15. Visitors spent nearly 2.2 million nights in the region - up by 6.1% on YE Jun 15.

#### Market share

The region received 5.7% of visitors and 5.4% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors and the share of nights were up by 0.1 pt each.

#### Purpose of visit



'Holiday' (45.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (30.5%) and 'business' (14.8%).

'Holiday' (42.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (30.9%) and 'business' (16.7%).

#### Accommodation

'Friends or relatives property' (33.6%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (18.2%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (17.1%) and 'caravan or camping - non commercial' (11.5%).

#### All transport

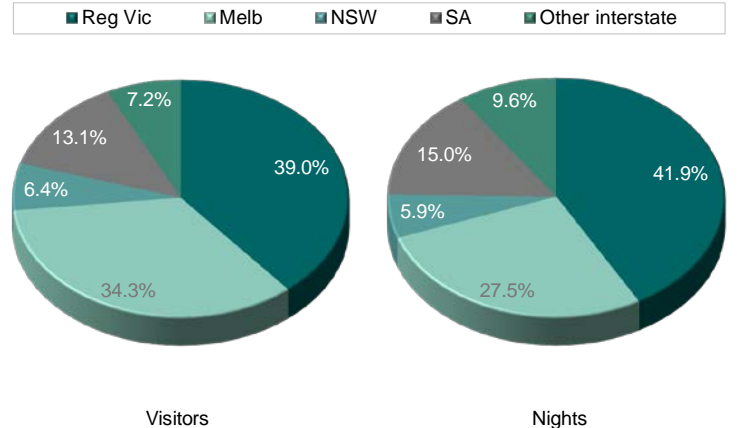
'Private vehicle or company car' (90.4%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.0%) and 'bus or coach' (1.9%).

The Grampians is comprised of: Central Highlands (excl Pyrenees Shire), 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 16, Tourism Research Australia (TRA)

#### Origin



The region received 73.3% of visitors and 69.4% of nights from **intrastate**. Compared to YE Jun 15, intrastate visitors were up by 4.7% and nights were up by 5.1%.

**Interstate** contributed 26.7% of visitors and 30.6% of nights in the region. Compared to YE Jun 15, interstate visitors were up by 18.8% and nights were up by 8.4%.

#### Length of stay

Visitors stayed on average 2.7 nights in the region.

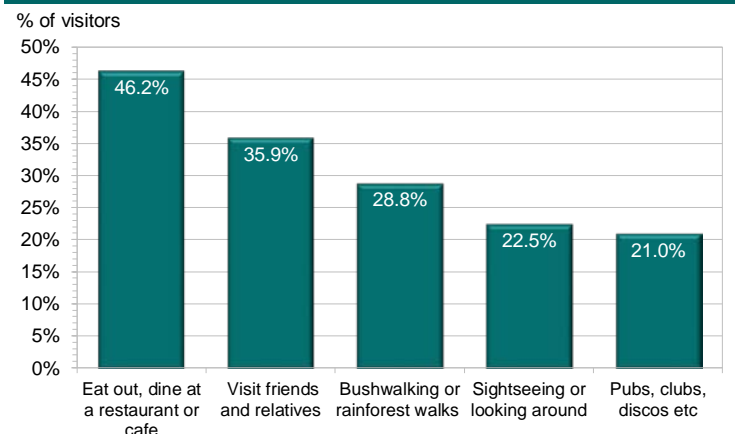
#### Age

'25 to 34 years' (18.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.9%) and '55 to 64 years' (17.7%).

#### Travel party

'Alone' (28.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.0%) and 'family group' (20.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (46.2%) was the most popular activity undertaken by visitors to the region.

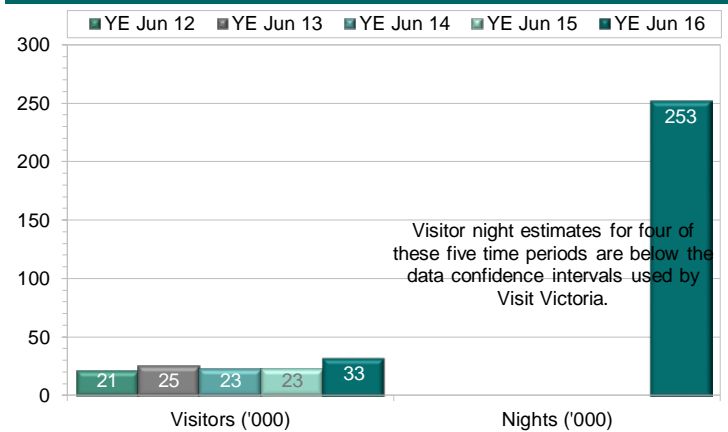
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$204 million in the Grampians. On average, visitors spent \$94 per night in the region.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

### International Overnight Travel (3)

#### Visitors and nights



The Grampians received 32,700 international overnight visitors - up by 45.0% on YE Jun 15. Visitors spent 252,500 nights in the region.

#### Market share

The region received 6.7% of visitors and 3.7% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors was up by 1.1% pts.

#### Purpose of visit

'Holiday' (79.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.4%) and 'business' (3.4%).

#### Origin

| Rank | Market         | Share | Rank | Market          | Share |
|------|----------------|-------|------|-----------------|-------|
| 1    | United Kingdom | 20.5% | 13   | Malaysia        | 1.9%  |
| 2    | Mainland China | 10.2% | 14   | Hong Kong       | 1.2%  |
| 3    | USA            | 9.9%  | 15   | Japan           | 1.1%  |
| 4    | Germany        | 8.7%  | 16   | Italy           | 0.3%  |
| 5    | New Zealand    | 8.0%  | 17   | Thailand        | 0.3%  |
| 6    | Canada         | 5.5%  | 18   | Singapore       | 0.2%  |
| 7    | Scandinavia    | 5.2%  | 19   | Indonesia       | 0.0%  |
| 8    | Switzerland    | 5.1%  | 19   | South Korea     | 0.0%  |
| 9    | France         | 4.9%  |      |                 |       |
| 10   | Netherlands    | 3.2%  |      | Other Asia      | 1.9%  |
| 11   | India          | 2.7%  |      | Other Europe    | 5.2%  |
| 12   | Taiwan         | 2.4%  |      | Other Countries | 1.7%  |

The United Kingdom (20.5%) was the largest source market of visitors to the region, followed by Mainland China (10.2%) and the USA (9.9%).

#### Accommodation

'Backpacker or hostel' (28.8%) was the most popular accommodation type used for nights in the region, followed by 'caravan or camping - non commercial' (22.8%).

#### Age

'55 to 64 years' (22.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.2%).

#### Expenditure (incl pre-paid package expenditure) (4)

Expenditure by international overnight visitors in the Grampians is statistically unreliable.

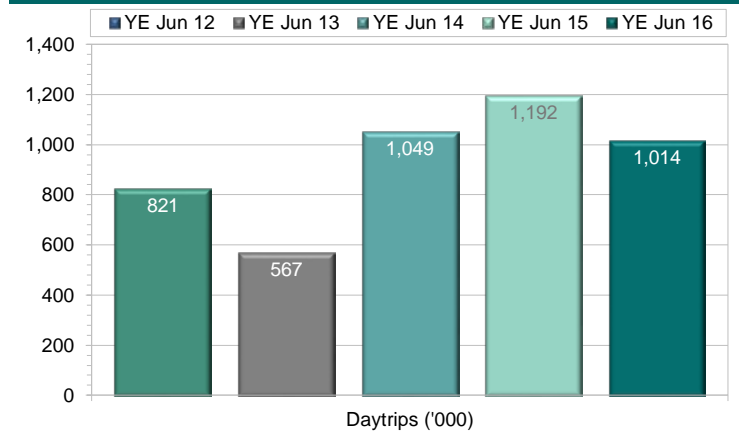
(4) Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Jun 16

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

(3) Source: International Visitor Survey, YE Jun 16, TRA

### Domestic Daytrip Travel (5)

#### Trips



The Grampians received over 1.0 million domestic daytrip visitors - down by 14.9% on YE Jun 15.

#### Market share

The region received 3.3% of daytrips to regional Victoria. Compared to YE Jun 15, the share was down by 0.8% pts.

#### Main purpose of trip

'Holiday' (45.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.8%) and 'business' (10.3%).

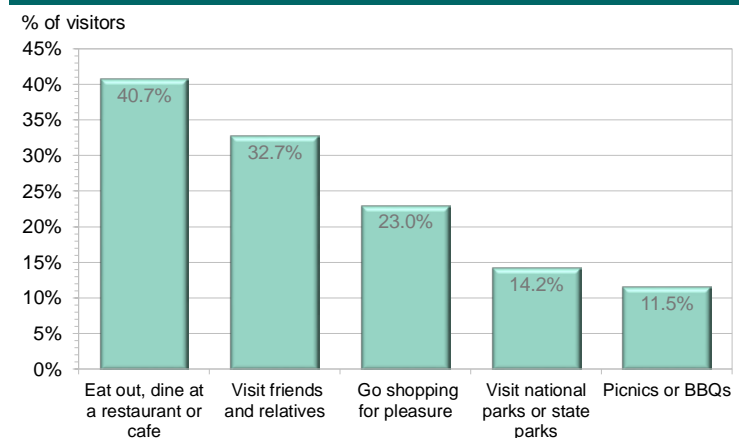
#### Age

'45 to 54 years' (23.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.9%) and '65 years and over' (20.2%).

#### Transport

'Private vehicle or company car' (98.0%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (0.7%) and 'aircraft' (0.7%).

#### Activities



'Eat out, dine at a restaurant or cafe' (40.7%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (6)

Domestic daytrip visitors spent \$109 million in the Grampians. On average, visitors spent \$108 per trip to the region.

(6) Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Jun 16

(5) Source: National Visitor Survey, YE Jun 16, TRA