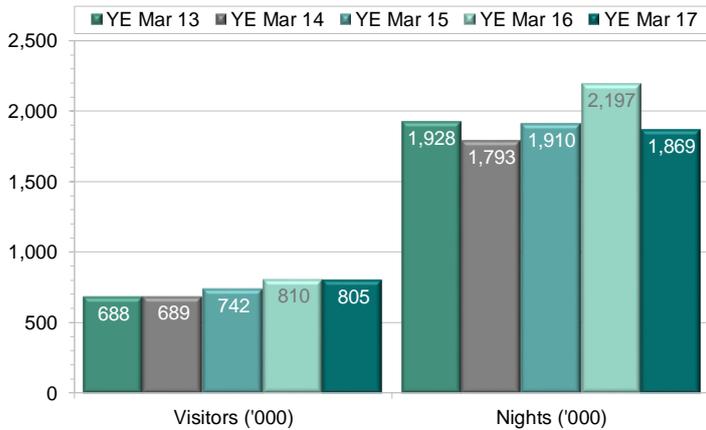


Domestic Overnight Travel (1)

Visitors and nights



The Grampians received 805,000 domestic overnight visitors - down by 0.6% on YE Mar 16. Visitors spent nearly 1.9 million nights in the region - down by 14.9% on YE Mar 16.

Market share

The region received 5.6% of visitors and 4.6% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was down by 0.3% pts and the share of nights was down by 1.0% pt.

Purpose of visit



'Holiday' (41.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.4%) and 'business' (17.8%).

'Holiday' (44.7%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (33.6%) and 'business' (14.7%).

Accommodation

'Friends or relatives property' (34.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (19.4%) was the 2nd most popular, followed by 'caravan or camping – non commercial' (13.5%) and 'caravan park or commercial camping ground' (11.8%).

All transport

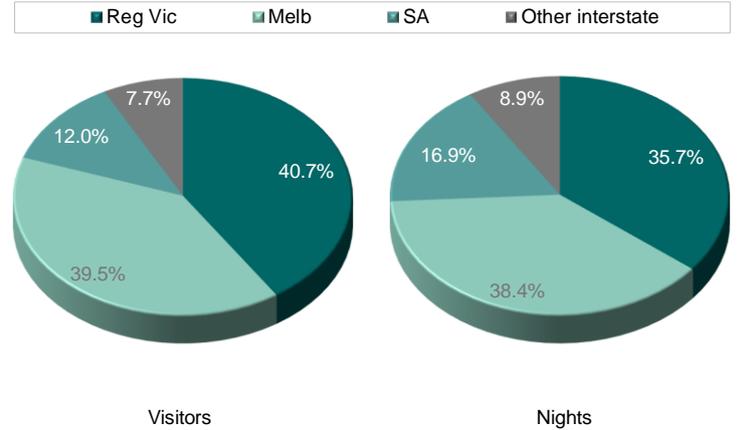
'Private vehicle or company car' (88.2%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.7%) and 'railway' (1.9%).

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 Mar 17, Tourism Research Australia (TRA)

Origin



The region received 80.3% of visitors and 74.1% of nights from **intrastate**. Compared to YE Mar 16, intrastate visitors were up by 7.9% and nights were down by 8.5%.

Interstate contributed 19.7% of visitors and 25.9% of nights in the region. Compared to YE Mar 16, interstate visitors were down by 24.8%.

Length of stay

Visitors stayed on average 2.3 nights in the region.

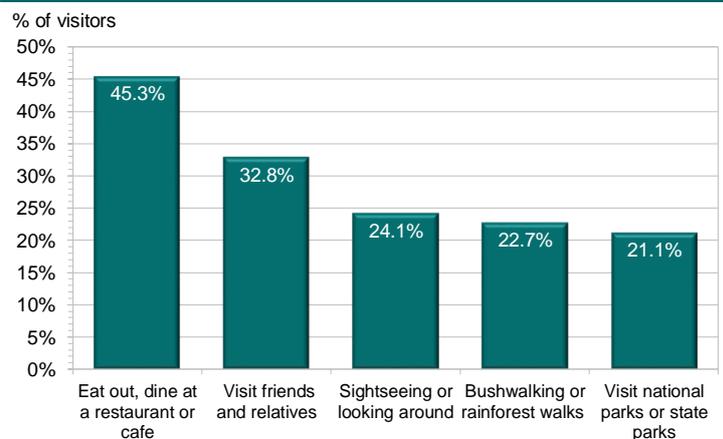
Age

'25 to 34 years' (21.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.4%) and '55 to 64 years' (18.1%).

Travel party

'Adult couple' (30.2%) was the most common travel party amongst visitors to the region, followed by 'alone' (28.2%) and 'friends or relatives' (22.3%).

Activities



'Eat out, dine at a restaurant or cafe' (45.3%) was the most popular activity undertaken by visitors to the region.

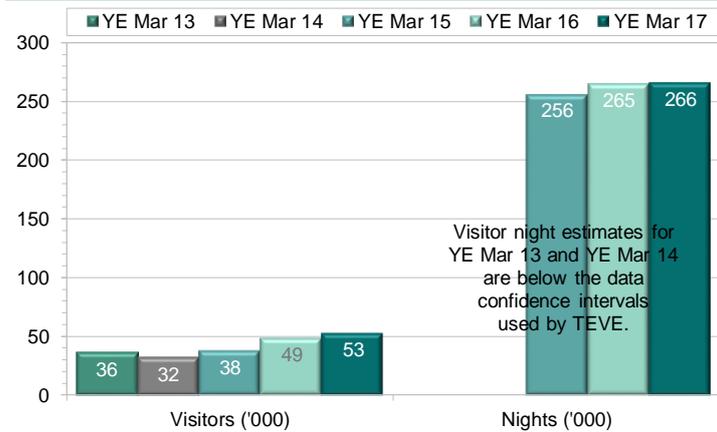
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$222 million in the Grampians. On average, visitors spent \$119 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

International Overnight Travel (3)

Visitors and nights



The Grampians received 53,300 international overnight visitors - up by 8.3% on YE Mar 16. Visitors stayed for 265,700 nights in the region - up by 0.2% on YE Mar 16.

Market share

The region received 10.3% of visitors and 3.3% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was down by 0.1 pt and the share of nights was down by 0.7 pts.

Purpose of visit

'Holiday' (91.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (5.6%) and 'business' (2.4%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	13.4%	13	Japan	1.7%
2	Germany	12.8%	14	Taiwan	1.2%
3	USA	11.1%	15	Malaysia	1.2%
4	New Zealand	8.2%	16	India	0.9%
5	France	5.8%	17	South Korea	0.4%
6	Netherlands	4.8%	18	Indonesia	0.3%
7	Mainland China	4.7%	19	Thailand	0.2%
8	Singapore	4.5%	20	Hong Kong	0.1%
9	Switzerland	4.5%			
10	Scandinavia	3.3%		Other Asia	1.6%
11	Italy	2.6%		Other Europe	8.9%
12	Canada	2.5%		Other Countries	5.1%

The UK (13.4%) was the largest source market of visitors to the region, followed by Germany (12.8%) and the USA (11.1%).

Accommodation

'Friends or relatives property' (35.7%) was the most popular accommodation type used for nights in the region, followed by 'backpacker or hostel' (30.3%).

Age

'25 to 34 years' (30.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.8%) and '65 years and over' (15.7%).

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

International overnight visitors spent \$14 million in the Grampians. On average, visitors spent \$53 per night in the region.

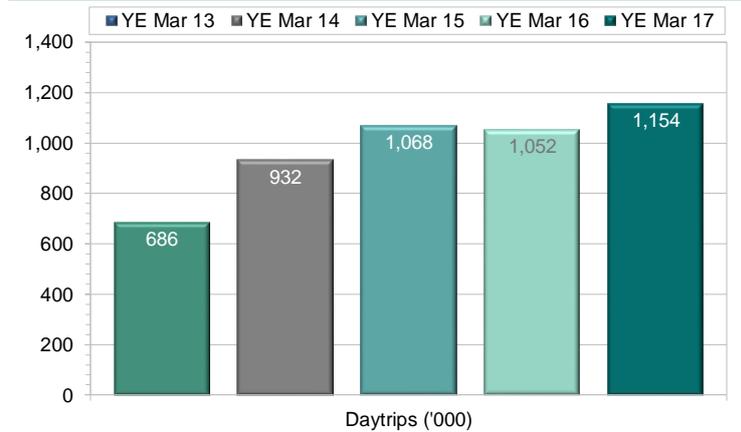
(4) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

Domestic Daytrip Travel (5)

Trips



The Grampians received nearly 1.2 million domestic daytrip visitors - up by 9.7% on YE Mar 16.

Market share

The region received 3.5% of daytrips to regional Victoria. Compared to YE Mar 16, the share was up by 0.1 pt.

Main purpose of trip

'Holiday' (45.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.1%) and 'business' (16.7%).

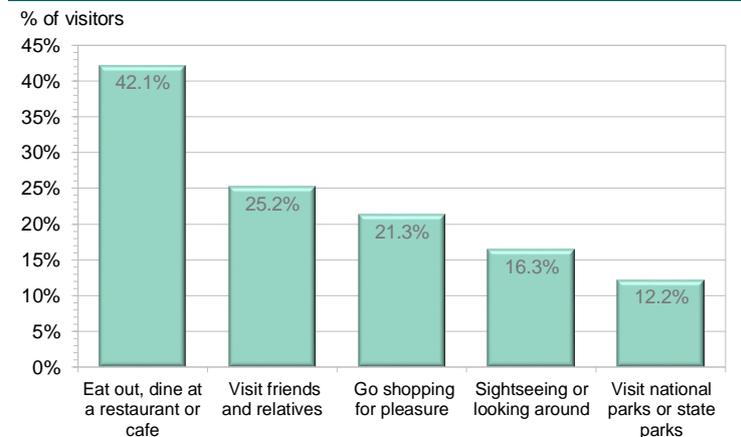
Age

'65 years and over' (25.6%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.5%) and '45 to 54 years' (18.2%).

Transport

'Private vehicle or company car' (98.4%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.0%) and 'aircraft' (0.6%).

Activities



'Eat out, dine at a restaurant or cafe' (42.1%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$111 million in the Grampians. On average, visitors spent \$96 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

(5) Source: National Visitor Survey, YE Mar 17, TRA