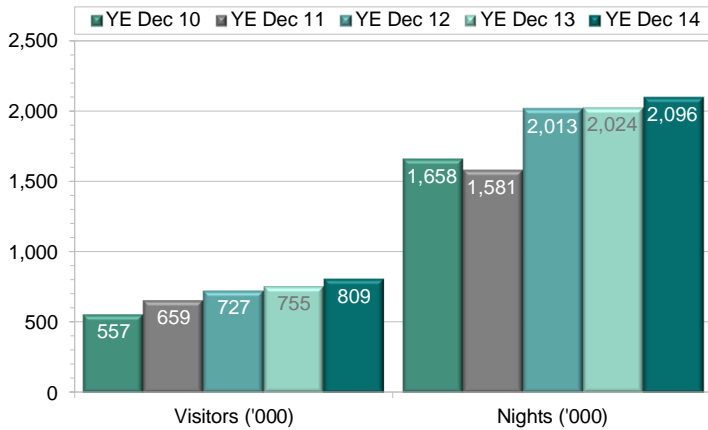


Domestic Overnight Travel ⁽¹⁾

Visitors and nights

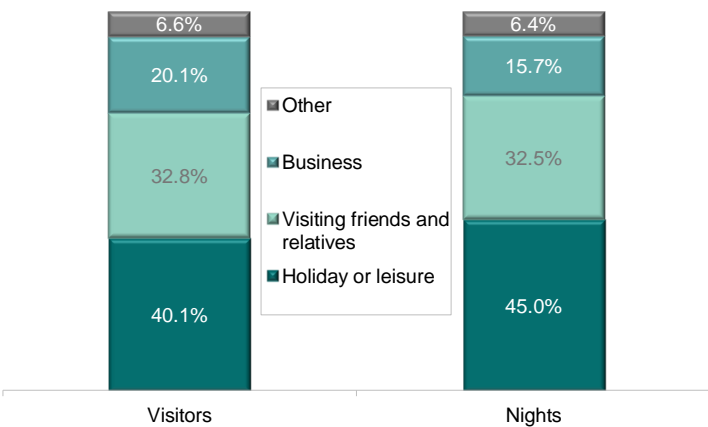


The Grampians received 809,000 domestic overnight visitors - up by 7.1% on YE Dec 13. Visitors spent almost 2.1 million nights in the region - up by 3.6% on YE Dec 13.

Market share

The region received 6.2% of visitors and 5.2% of nights in regional Victoria. Compared to YE Dec 13, the share of visitors was down by 0.2% pts and the share of nights was down by 0.5% pts.

Purpose of visit



'Holiday or leisure' (40.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.8%) and 'business' (20.1%).

'Holiday or leisure' (45.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (32.5%) and 'business' (15.7%).

Accommodation

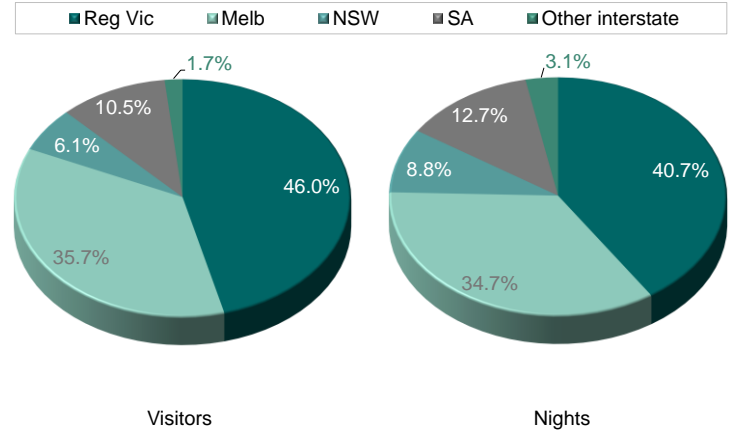
'Friends or relatives property' (35.0%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (16.4%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (15.2%).

All transport

'Private or company vehicle' (88.1%) was the most popular transport used by visitors to the region, followed by 'railway' (4.2%) and 'bus or coach' (3.4%).

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 Dec 14, Tourism Research Australia (TRA)

Origin



The region received 81.7% of visitors and 75.4% of nights from **intrastate**. Compared to YE Dec 13, intrastate visitors were up by 11.0% and nights were up by 11.3%.

Interstate contributed 18.3% of visitors and 24.6% of nights in the region. Compared to YE Dec 13, interstate visitors were down by 7.4% and nights were down by 14.7%.

Length of stay

Visitors stayed on average 2.6 nights in the region.

Age

'65 years and over' (21.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.3%) and '25 to 34 years' (18.0%).

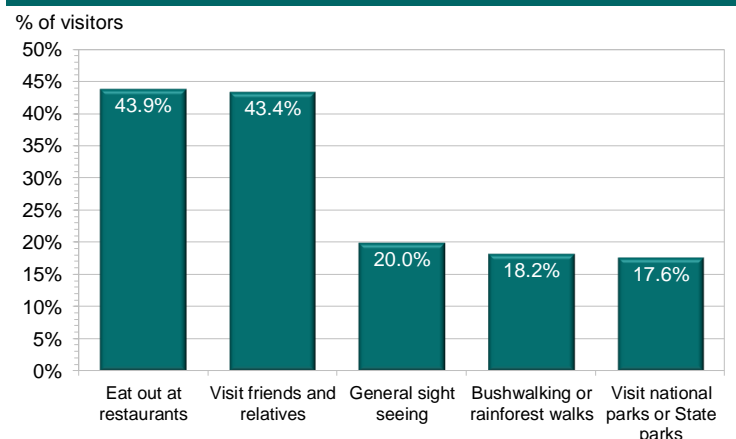
Gender

More visitors to the region were male (51.5%) than female (48.5%).

Travel party

'Alone' (29.0%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.9%) and 'friends or relatives' (21.0%).

Activities



'Eat out at restaurants' (43.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (43.4%).

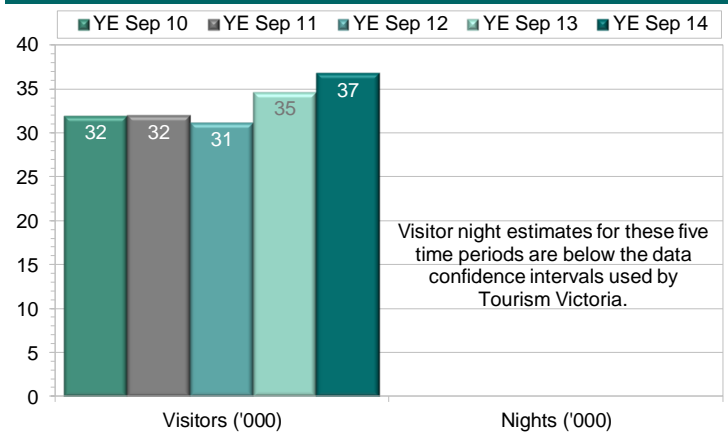
Travel to the Grampians Year ended December 2014

Due to changes to the methodology, care should be taken when comparing year ending December 2014 NVS results with those from previous years. These changes represent a break in the time series. For more information on the methodology changes please see <http://www.tra.gov.au/Fact-sheet-2014-Updates-to-the-IVS%20-NVS.html>.



International Overnight Travel (2)

Visitors and nights



The Grampians received 36,800 international overnight visitors - up by 6.1% on YE Sep 13. Visitor night estimates for these five time periods are below the data confidence intervals used by Tourism Victoria.

Market share

The region received 9.7% of visitors in regional Victoria. Compared to YE Sep 13, the share was down by 0.8% pts.

Purpose of visit

'Holiday / pleasure' (86.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (10.7%) and 'business' (1.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	19.9%	13	China	0.8%
2	United Kingdom	16.9%	14	Italy	0.8%
3	New Zealand	8.8%	15	Thailand	0.4%
4	USA	7.4%	16	Japan	0.3%
5	France	6.7%	17	India	0.3%
6	Netherlands	6.3%	18	Hong Kong	0.0%
7	Switzerland	6.0%	18	Indonesia	0.0%
8	Scandinavia	4.9%	18	Korea	0.0%
9	Canada	3.0%			
10	Malaysia	1.7%		Other Asia	1.8%
11	Singapore	1.7%		Other Europe	7.9%
12	Taiwan	0.8%		Other Countries	3.7%

Germany (19.9%) was the largest source market of visitors to the region, followed by the UK (16.9%) and New Zealand (8.8%).

Accommodation

'Home of friend or relative' (33.8%) was the most popular accommodation type used for nights in the region, followed by 'other non-commercial property' (15.7%).

Age

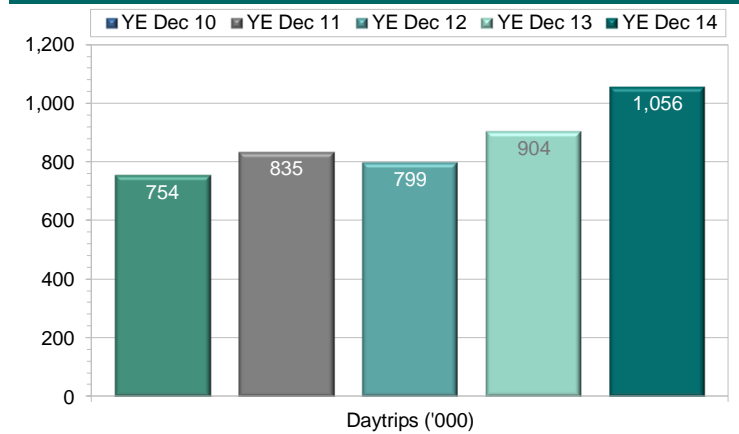
'25 to 34 years' (22.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.1%) and '55 to 64 years' (16.1%).

Travel party

'Alone' (52.1%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.4%) and 'friends or relatives' (11.1%).

Domestic Daytrip Travel (3)

Trips



The Grampians received nearly 1.1 million domestic daytrip visitors - up by 16.8% on YE Dec 13.

Market share

The region received 3.8% of daytrips to regional Victoria. Compared to YE Dec 13, the share was up by 0.4% pts.

Main purpose of trip

'Holiday or leisure' (404%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.5%) and 'business' (16.1%).

Gender

More visitors to the region were male (50.7%) than female (49.3%).

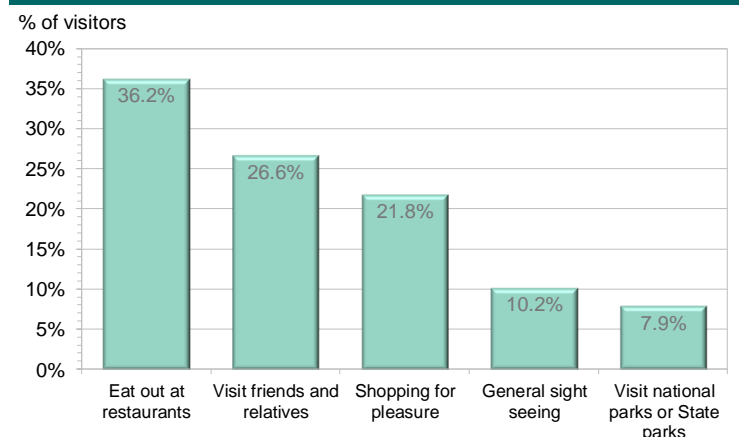
Age

'65 years and over' (27.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.3%) and '35 to 44 years' (20.4%).

Transport

'Private or company vehicle' (97.6%) was the most popular transport used by visitors to the region, followed by 'railway' (1.6%) and 'bus or coach' (0.8%).

Activities



'Eat out at restaurants' (36.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (26.6%) and 'shopping for pleasure' (21.8%).

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