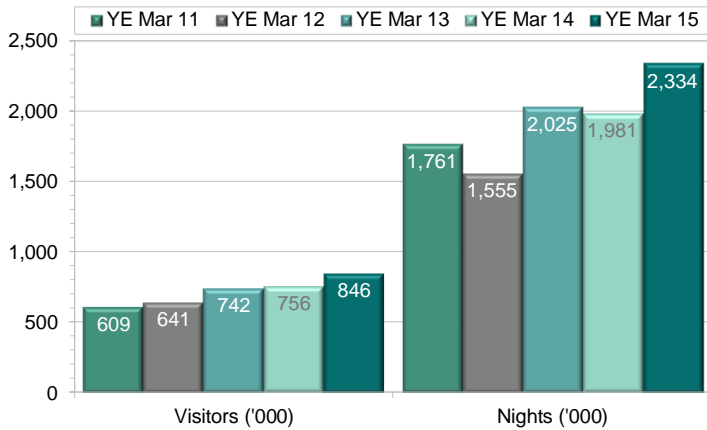


Domestic Overnight Travel ⁽¹⁾

Visitors and nights

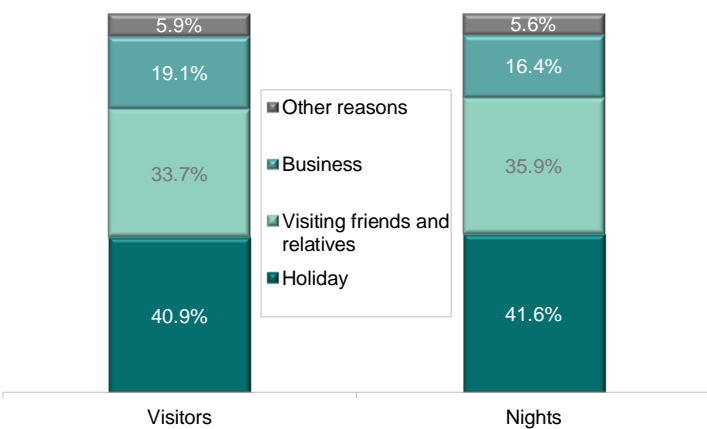


The Grampians received 846,000 domestic overnight visitors - up by 11.8% on YE Mar 14. Visitors spent over 2.3 million nights in the region - up by 17.9% on YE Mar 14.

Market share

The region received 6.5% of visitors and 5.9% of nights in regional Victoria. Compared to YE Mar 14, the share of visitors was up by 0.4% pts and the share of nights was up by 0.6% pts.

Purpose of visit



'Holiday' (40.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.7%) and 'business' (19.1%).

'Holiday' (41.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.9%) and 'business' (16.4%).

Accommodation

'Friends or relatives property' (37.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (15.8%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (14.2%).

All transport

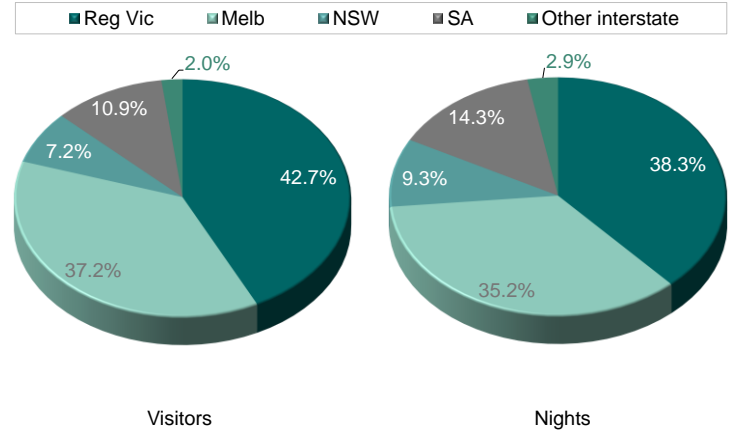
'Private vehicle or company car' (90.3%) was the most popular transport used by visitors to the region, followed by 'railway' (2.9%) and 'bus or coach' (2.6%).

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 15, Tourism Research Australia (TRA)

Origin



The region received 79.9% of visitors and 73.5% of nights from **intrastate**. Compared to YE Mar 14, intrastate visitors were up by 11.9% and nights were up by 23.1%.

Interstate contributed 20.1% of visitors and 26.5% of nights in the region. Compared to YE Mar 14, interstate visitors were up by 11.2% and nights were up by 5.3%.

Length of stay

Visitors stayed on average 2.8 nights in the region.

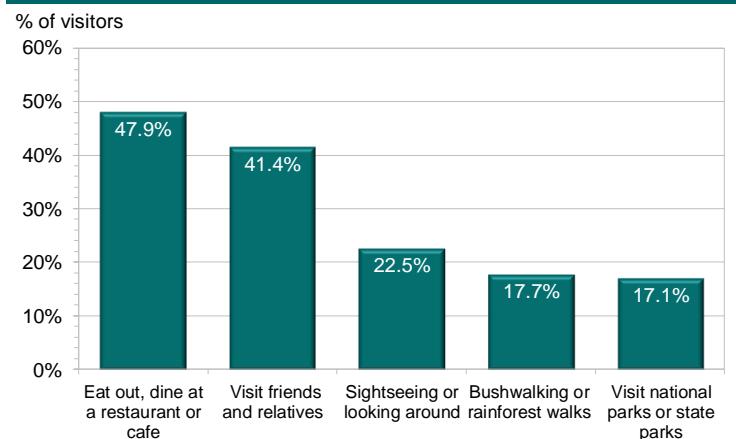
Age

'65 years and over' (21.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.6%) and '15 to 24 years' (16.8%).

Travel party

'Alone' (29.5%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (28.3%) and 'friends or relatives' (21.4%).

Activities



'Eat out, dine at a restaurant or cafe' (47.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$270 million in the Grampians. On average, visitors spent \$116 per night in the region.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 15

Travel to the Grampians

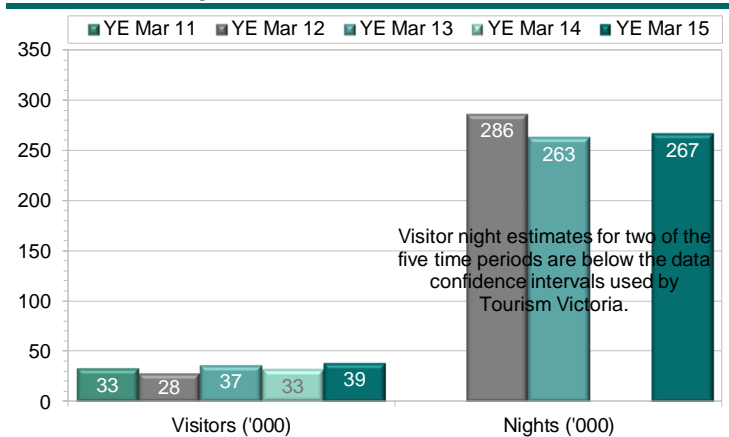
Year ended March 2015

Due to changes to the methodology, care should be taken when comparing year ending March 2015 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 ⁽³⁾

Visitors and nights



The Grampians received 39,200 international overnight visitors - up by 19.9% on YE Mar 14. Visitors spent 267,000 nights in the region.

Market share

The region received 9.7% of visitors and 3.9% of nights in regional Victoria. Compared to YE Mar 14, the share of visitors was up by 0.5% pts.

Purpose of visit

'Holiday' (85.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (13.2%) and 'business' (1.1%).

Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	20.9%	13	Singapore	1.8%
2	United Kingdom	11.7%	14	Japan	1.6%
3	New Zealand	7.8%	15	Italy	1.0%
4	Switzerland	6.4%	16	Hong Kong	0.7%
5	Netherlands	6.1%	17	India	0.6%
6	USA	5.6%	18	South Korea	0.5%
7	France	4.7%	19	Thailand	0.3%
8	Scandinavia	4.5%	20	Taiwan	0.2%
9	Canada	3.3%			
10	Indonesia	2.7%		Other Asia	2.0%
11	Malaysia	2.3%		Other Europe	11.2%
12	Mainland China	2.1%		Other Countries	2.3%

Germany (20.9%) was the largest source market of visitors to the region, followed by the UK (11.7%) and New Zealand (7.8%).

Accommodation

'Friends or relatives property' (51.8%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (13.2%).

Age

'25 to 34 years' (24.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.6%).

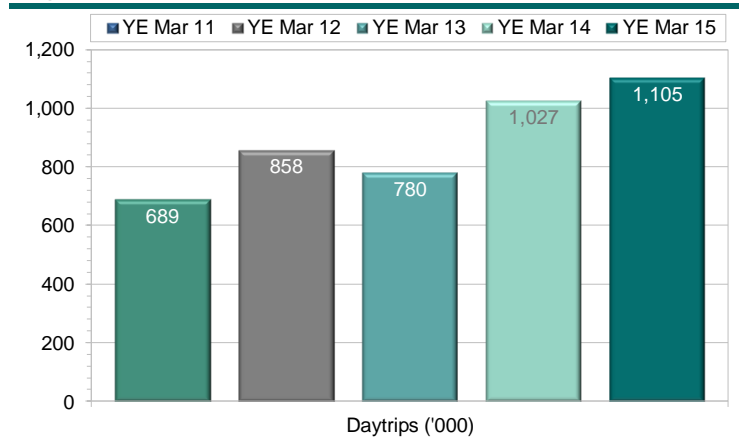
Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

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 Mar 15

Domestic Daytrip Travel ⁽⁵⁾

Trips



The Grampians received over 1.1 million domestic daytrip visitors - up by 7.6% on YE Mar 14.

Market share

The region received 4.0% of daytrips to regional Victoria. Compared to YE Mar 14, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (37.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.0%) and 'business' (17.4%).

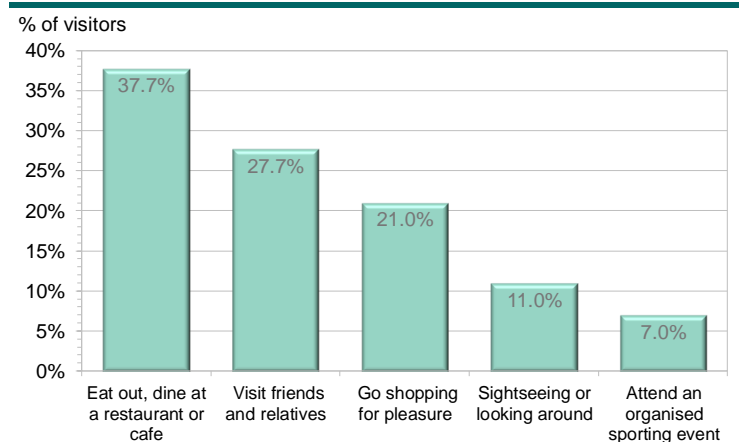
Age

'65 years and over' (30.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.2%) and '45 to 54 years' (15.9%).

Transport

'Private vehicle or company car' (96.5%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.1%) and 'railway' (0.7%).

Activities



'Eat out, dine at a restaurant or cafe' (37.7%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$171 million in the Grampians. On average, visitors spent \$154 per trip to the region.

⁽⁶⁾ Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 15

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