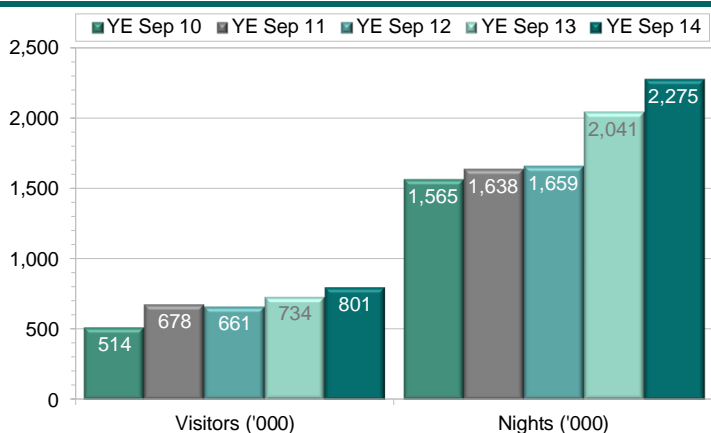


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights

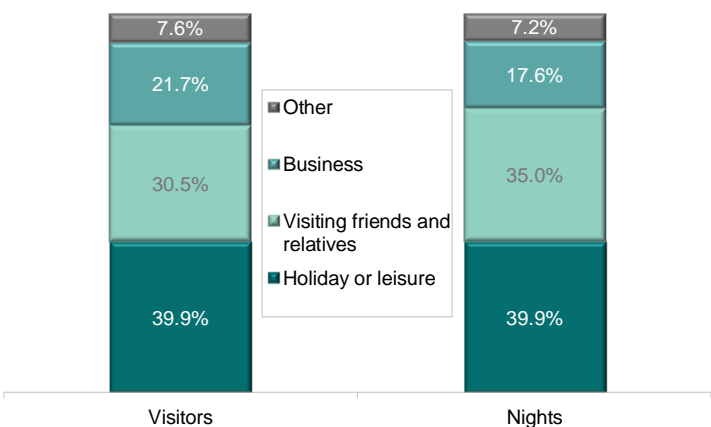


The Grampians received 801,000 domestic overnight visitors - up by 9.2% on YE Sep 13. Visitors spent nearly 2.3 million nights in the region - up by 11.5% on YE Sep 13.

#### Market share

The region received 6.1% of visitors and 5.7% of nights in regional Victoria. Compared to YE Sep 13, the share of visitors and the share of nights were down by 0.3% pts each.

#### Purpose of visit



'Holiday or leisure' (39.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (30.5%) and 'business' (21.7%).

'Holiday or leisure' (39.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.0%) and 'business' (17.6%).

#### Accommodation

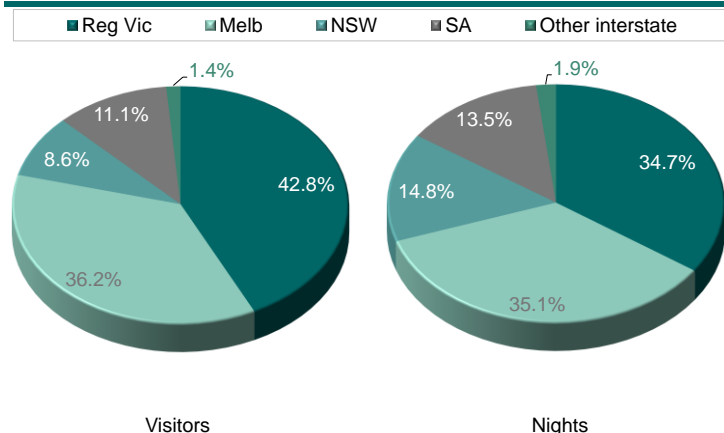
'Friends or relatives property' (38.8%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (15.0%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (14.5%).

#### All transport

'Private or company vehicle' (86.7%) was the most popular transport used by visitors to the region, followed by 'railway' (3.7%) and 'bus or coach' (3.6%).

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 Sep 14, Tourism Research Australia (TRA)

#### Origin



The region received 79.0% of visitors and 69.8% of nights from **intrastate**. Compared to YE Sep 13, intrastate visitors were up by 4.8% and nights were down by 1.7%.

**Interstate** contributed 21.0% of visitors and 30.2% of nights in the region. Compared to YE Sep 13, interstate visitors were up by 29.5%.

#### Length of stay

Visitors stayed on average 2.8 nights in the region.

#### Age

'25 to 34 years' (20.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.4%) and '65 years and over' (19.3%).

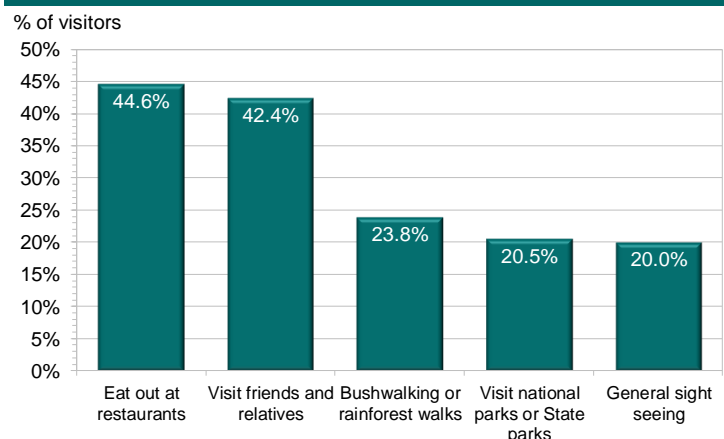
#### Gender

More visitors to the region were male (57.4%) than female (42.6%).

#### Travel party

'Alone' (28.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (22.1%) and 'friends or relatives' (21.2%).

#### Activities



'Eat out at restaurants' (44.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.4%).

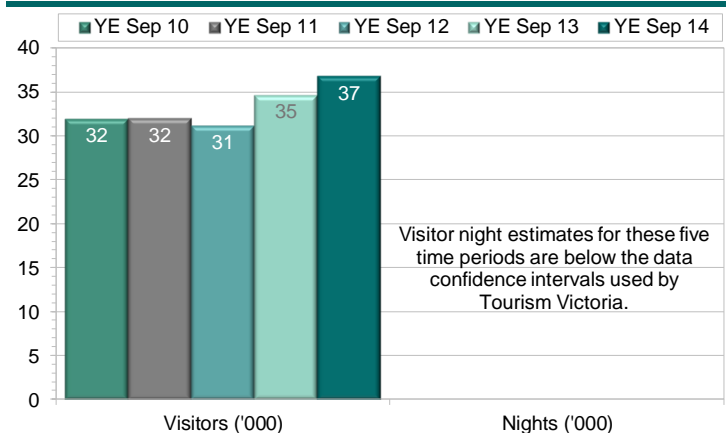
# Travel to the Grampians Year ended September 2014

Due to changes to the methodology, care should be taken when comparing year ending September 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

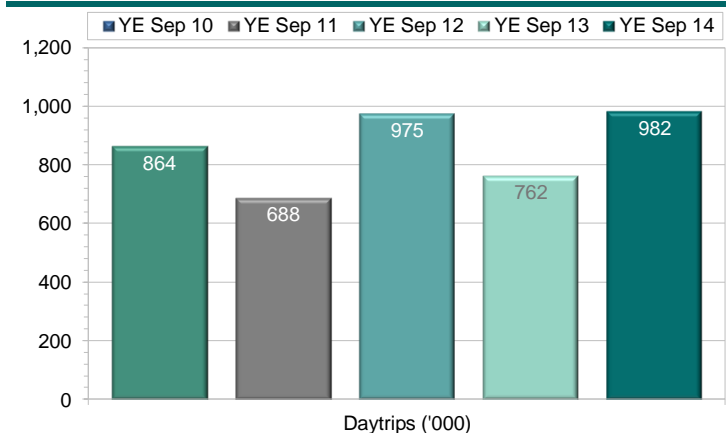
'25 to 34 years' (22.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.1%) and '55 to 64 years' (16.1%).

### 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 982,000 domestic daytrip visitors - up by 28.9% on YE Sep 13.

### Market share

The region received 3.7% of daytrips to regional Victoria. Compared to YE Sep 13, the share was up by 0.8% pts.

### Main purpose of trip

'Holiday or leisure' (41.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.8%) and 'business' (17.6%).

### Gender

More visitors to the region were male (54.5%) than female (45.5%).

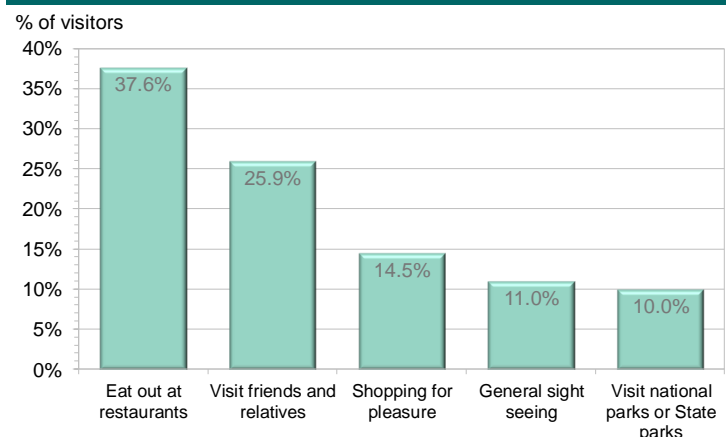
### Age

'35 to 44 years' (23.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (22.9%) and '55 to 64 years' (19.7%).

### Transport

'Private or company vehicle' (97.2%) was the most popular transport used by visitors to the region, followed by 'railway' (1.5%) and 'bus or coach' (1.4%).

### Activities



'Eat out at restaurants' (37.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (25.9%) and 'shopping for pleasure' (14.5%).

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