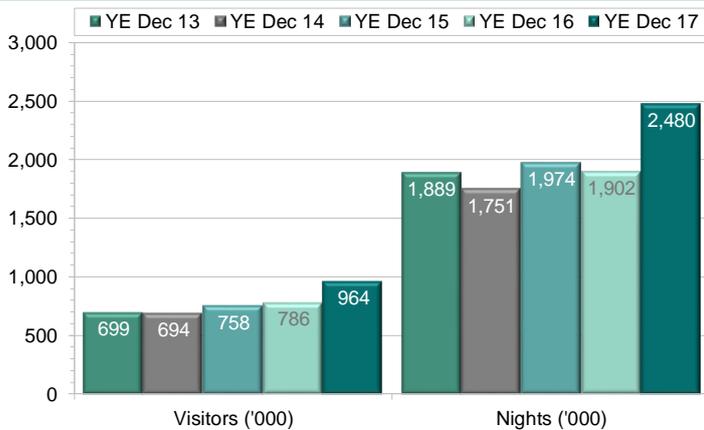


Domestic Overnight Travel (1)

Visitors and nights



The Grampians received 964,000 domestic overnight visitors - up by 22.7% on YE Dec 16. Visitors spent nearly 2.5 million nights in the region - up by 30.4% on YE Dec 16.

Market share

The region received 6.0% of visitors and 5.5% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was up by 0.4% pts and the share of nights was up by 0.7% pts.

Purpose of visit



'Holiday' (43.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.4%) and 'business' (16.2%).

'Holiday' (45.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (31.5%) and 'business' (16.3%).

Accommodation

'Friends or relatives property' (34.3%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (18.4%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (17.0%) and 'caravan or camping – non commercial' (12.3%).

All transport

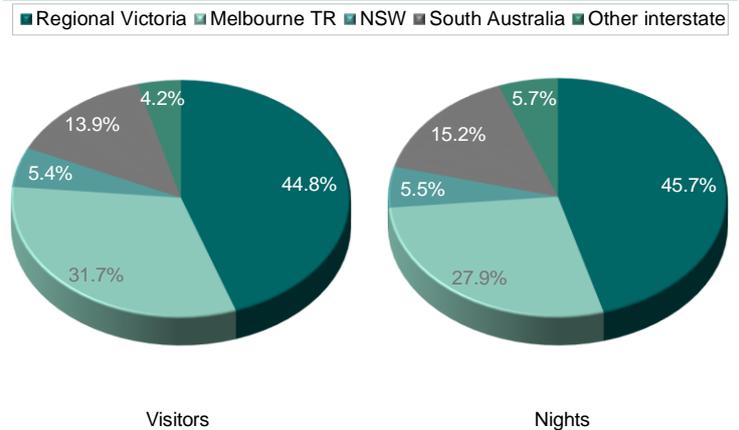
'Private vehicle or company car' (92.2%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.9%) and 'aircraft' (1.5%).

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 Dec 17, Tourism Research Australia (TRA)

Origin



The region received 76.5% of visitors and 73.5% of nights from **intrastate**. Compared to YE Dec 16, intrastate visitors were up by 18.8% and nights were up by 26.7%.

Interstate contributed 23.5% of visitors and 26.5% of nights in the region. Compared to YE Dec 16, interstate visitors were up by 37.3% and nights were up by 41.8%.

Length of stay

Visitors stayed on average 2.6 nights in the region.

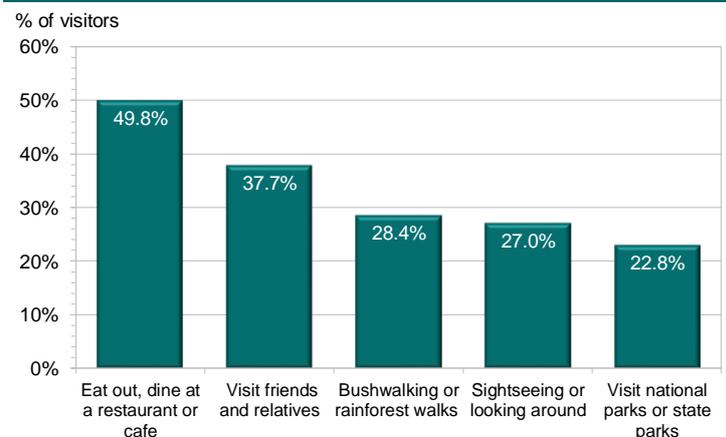
Age

'25 to 34 years' (21.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.8%) and '65 years and over' (16.2%).

Travel party

'Adult couple' (26.3%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (25.3%) and 'alone' (22.9%).

Activities



'Eat out, dine at a restaurant or cafe' (49.8%) was the most popular activity undertaken by visitors to the region.

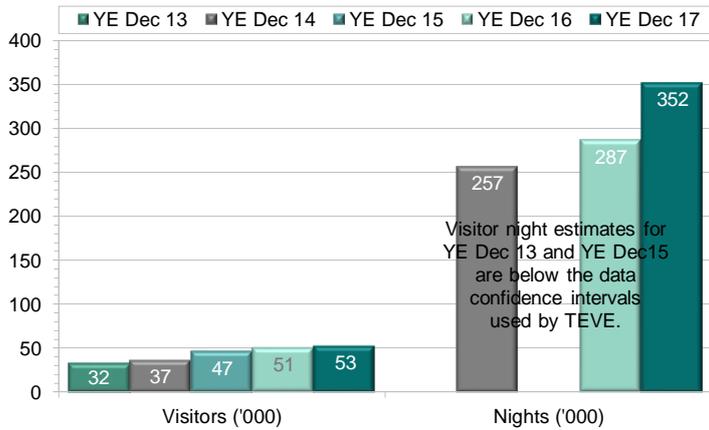
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$335 million in the Grampians. On average, visitors spent \$135 per night in the region.

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

International Overnight Travel (3)

Visitors and nights



The Grampians received 53,000 international overnight visitors - up by 3.5% on YE Dec 16. Visitors stayed for 352,200 nights in the region - up by 22.9% on YE Dec 16.

Market share

The region received 10.0% of visitors and 4.4% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was down by 0.3 pts and the share of nights was up by 0.4% pts.

Purpose of visit

'Holiday' (88.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (6.6%) and 'in transit' (2.6%).

Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	16.0%	13	Canada	2.3%
2	United Kingdom	10.5%	14	Malaysia	2.1%
3	Netherlands	8.2%	15	India	1.7%
4	USA	7.8%	16	Italy	1.7%
5	New Zealand	6.9%	17	Taiwan	1.4%
6	Singapore	5.8%	18	Japan	0.9%
7	Switzerland	5.2%	19	Thailand	0.6%
8	Scandinavia	3.8%	20	Indonesia	0.0%
9	South Korea	3.7%			
10	Hong Kong	2.8%		Other Asia	1.1%
11	France	2.7%		Other Europe	6.4%
12	Mainland China	2.4%		Other Countries	6.0%

Germany (16.0%) was the largest source market of visitors to the region, followed by the UK (10.5%) and Netherlands (8.2%).

Accommodation

'Rented house, apartment, flat or unit' (52.3%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (11.5%).

Age

'25 to 34 years' (31.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.8%) and '15 to 24 years' (16.5%).

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

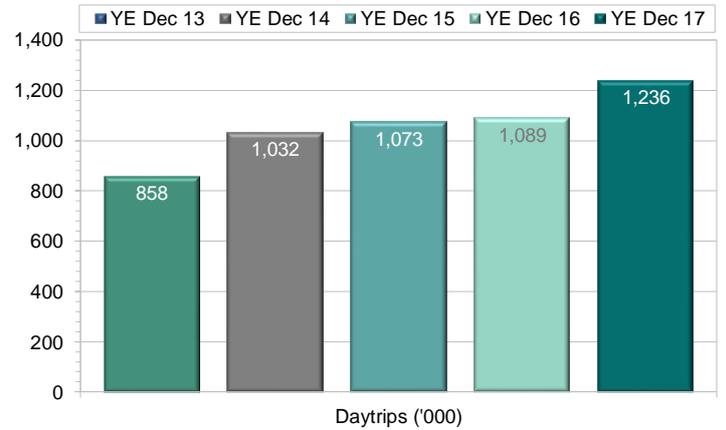
Expenditure by international overnight visitors in the Grampians is statistically unreliable.

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

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

Domestic Daytrip Travel (5)

Trips



The Grampians received over 1.2 million domestic daytrip visitors - up by 13.5% on YE Dec 16.

Market share

The region received 3.7% of daytrips to regional Victoria. Compared to YE Dec 16, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (47.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (17.8%) and 'business' (15.4%).

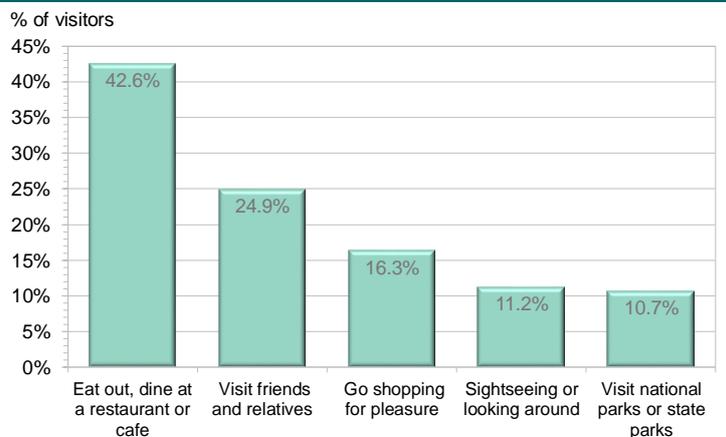
Age

'55 to 64 years' (19.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.1%) and '65 years and over' (16.7%).

Transport

'Private vehicle or company car' (97.6%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.7%) and 'railway' (0.8%).

Activities



'Eat out, dine at a restaurant or cafe' (42.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$124 million in the Grampians. On average, visitors spent \$100 per trip to the region.

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