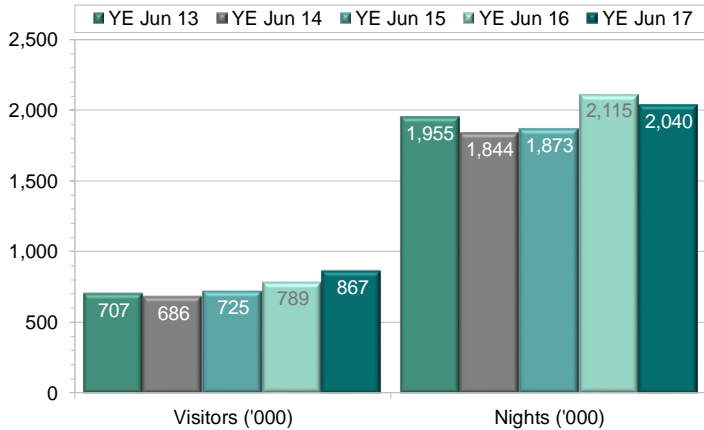


### Domestic Overnight Travel (1)

#### Visitors and nights

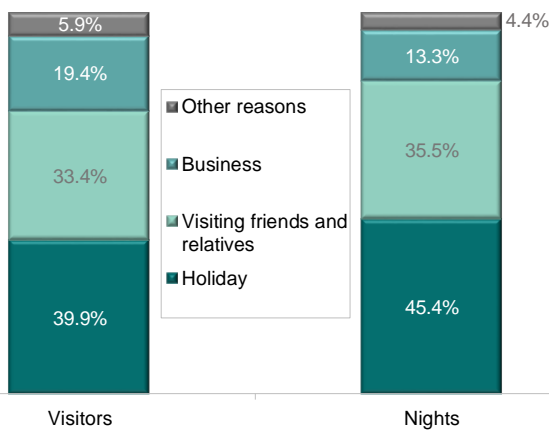


The Grampians received 867,000 domestic overnight visitors - up by 9.9% on YE Jun 16. Visitors spent over 2.0 million nights in the region - down by 3.5% on YE Jun 16.

#### Market share

The region received 5.7% of visitors and 4.8% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was down by 0.1% pt and the share of nights was down by 0.6% pts.

#### Purpose of visit



'Holiday' (39.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.4%) and 'business' (19.4%).

'Holiday' (45.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.5%) and 'business' (13.3%).

#### Accommodation

'Friends or relatives property' (37.0%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (17.3%) was the 2<sup>nd</sup> most popular, followed by 'caravan or camping - non commercial' (13.7%) and 'caravan park or commercial camping ground' (13.4%).

#### All transport

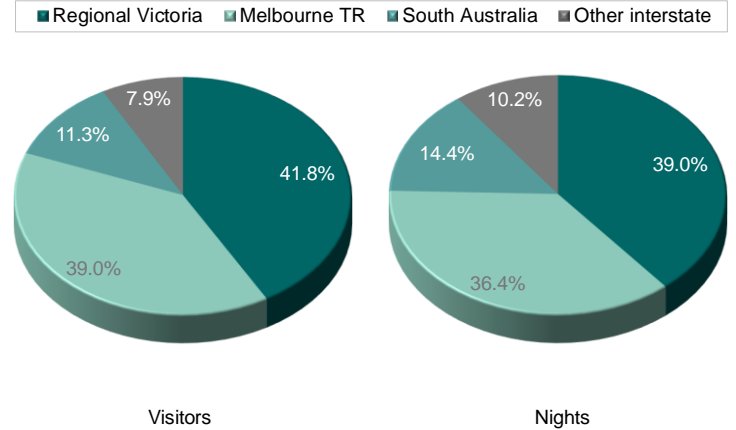
'Private vehicle or company car' (90.1%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.8%) and 'railway' (1.8%).

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 Jun 17, Tourism Research Australia (TRA)

#### Origin



The region received 80.8% of visitors and 75.4% of nights from **intrastate**. Compared to YE Jun 16, intrastate visitors were up by 18.2% and nights were up by 4.4%.

**Interstate** contributed 19.2% of visitors and 24.6% of nights in the region. Compared to YE Jun 16, interstate visitors were down by 15.2% and nights were down by 21.8%.

#### Length of stay

Visitors stayed on average 2.4 nights in the region.

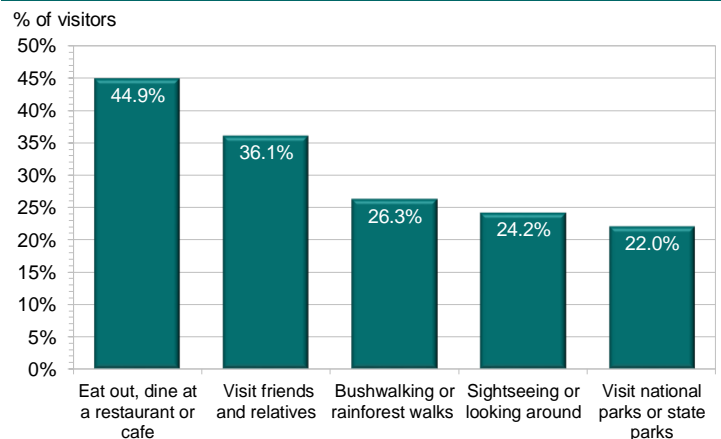
#### Age

'25 to 34 years' (23.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.4%) and '55 to 64 years' (16.7%).

#### Travel party

'Adult couple' (29.7%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.5%) and 'friends or relatives' (21.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (44.9%) was the most popular activity undertaken by visitors to the region.

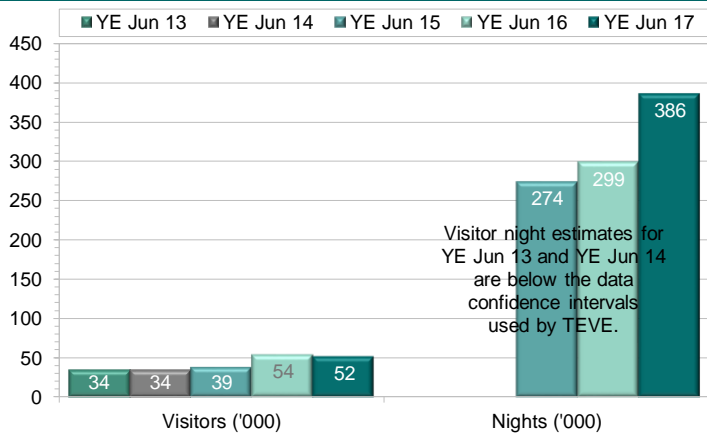
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$259 million in the Grampians. On average, visitors spent \$127 per night in the region.

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

### International Overnight Travel (3)

#### Visitors and nights



The Grampians received 52,200 international overnight visitors - down by 4.1% on YE Jun 16. Visitors stayed for 386,200 nights in the region - up by 29.2% on YE Jun 16.

#### Market share

The region received 9.9% of visitors and 4.7% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was down by 1.2% pts and the share of nights was up by 0.4% pts.

#### Purpose of visit

'Holiday' (93.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (5.7%) and 'business' (1.3%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	16.7%	13	Hong Kong	2.1%
2	United Kingdom	12.5%	14	South Korea	1.5%
3	USA	11.3%	15	India	1.5%
4	New Zealand	7.2%	16	Malaysia	1.3%
5	Singapore	5.3%	17	Japan	1.1%
6	Netherlands	4.7%	18	Taiwan	0.4%
7	Switzerland	4.5%	19	Indonesia	0.3%
8	Scandinavia	3.3%	20	Thailand	0.1%
9	France	3.2%			
10	Canada	2.8%		Other Asia	0.9%
11	Mainland China	2.7%		Other Europe	8.4%
12	Italy	2.1%		Other Countries	6.2%

Germany (16.7%) was the largest source market of visitors to the region, followed by the UK (12.5%) and the USA (11.3%).

#### Accommodation

'Rented house, apartment, flat or unit' (48.6%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (24.7%).

#### Age

'25 to 34 years' (32.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.5%) and '65 years and over' (15.5%).

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

International overnight visitors spent \$21 million in the Grampians. On average, visitors spent \$53 per night in the region.

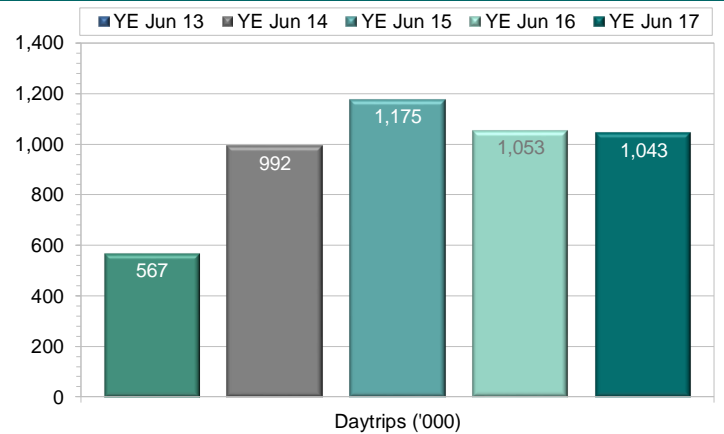
(4) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

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

### Domestic Daytrip Travel (5)

#### Trips



The Grampians received over 1.0 million domestic daytrip visitors - down by 0.9% on YE Jun 16.

#### Market share

The region received 3.2% of daytrips to regional Victoria. Compared to YE Jun 16, the share was down by 0.3% pts.

#### Main purpose of trip

'Holiday' (44.7%) was the largest purpose for visitors to the region, followed by 'business' (20.3%) and 'visiting friends and relatives' (13.8%).

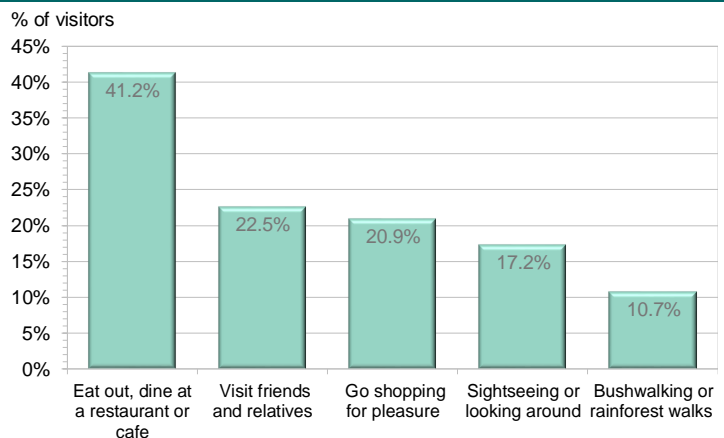
#### Age

'65 years and over' (26.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.8%) and '55 to 64 years' (18.5%).

#### Transport

'Private vehicle or company car' (98.8%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (41.2%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (6)

Domestic daytrip visitors spent \$104 million in the Grampians. On average, visitors spent \$99 per trip to the region.

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

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