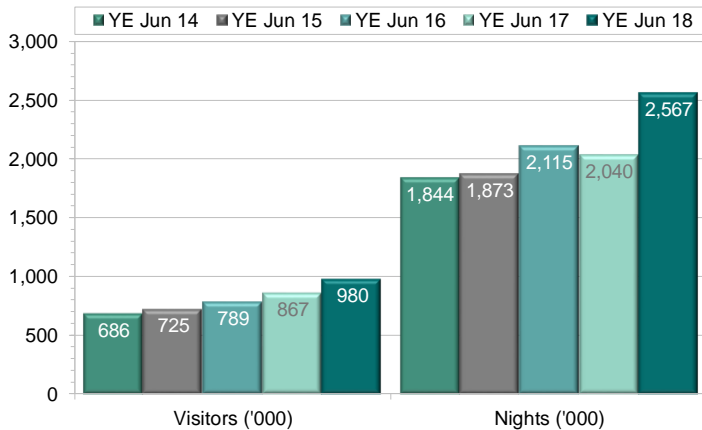


Domestic Overnight Travel (1)

Visitors and nights

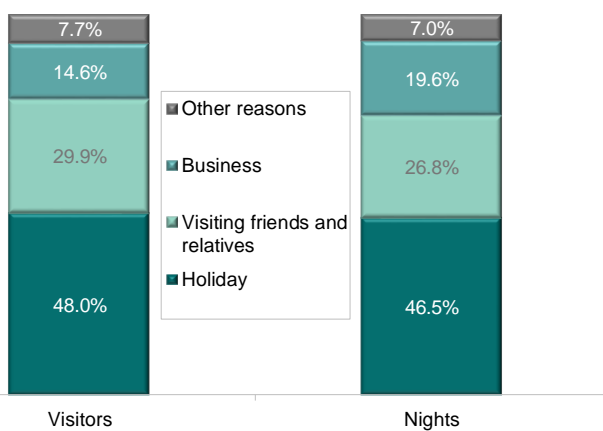


The Grampians received 980,000 domestic overnight visitors - up by 12.9% on YE Jun 17. Visitors spent nearly 2.6 million nights in the region - up by 25.8% on YE Jun 17.

Market share

The region received 6.2% of visitors and 5.8% of nights in regional Victoria. Compared to YE Jun 17, the share of visitors was up by 0.5 pts and the share of nights was up by 1.0% pt.

Purpose of visit



'Holiday' (48.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (29.9%) and 'business' (14.6%).

'Holiday' (46.5%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (26.8%) and 'business' (19.6%).

Accommodation

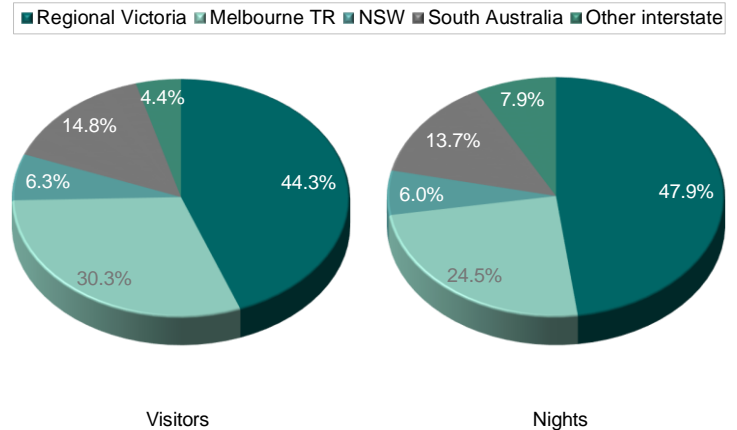
'Friends or relatives property' (30.2%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.7%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (18.9%) and 'caravan or camping – non commercial' (14.2%).

All transport

'Private vehicle or company car' (92.3%) was the most popular transport used by visitors to the region, followed by 'railway' (2.5%) and 'aircraft' (2.1%).

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 Jun 18, Tourism Research Australia (TRA)

Origin



The region received 74.6% of visitors and 72.4% of nights from **intrastate**. Compared to YE Jun 17, intrastate visitors were up by 4.3% and nights were up by 20.8%.

Interstate contributed 25.4% of visitors and 27.6% of nights in the region. Compared to YE Jun 17, interstate visitors were up by 49.5% and nights were up by 41.1%.

Length of stay

Visitors stayed on average 2.6 nights in the region.

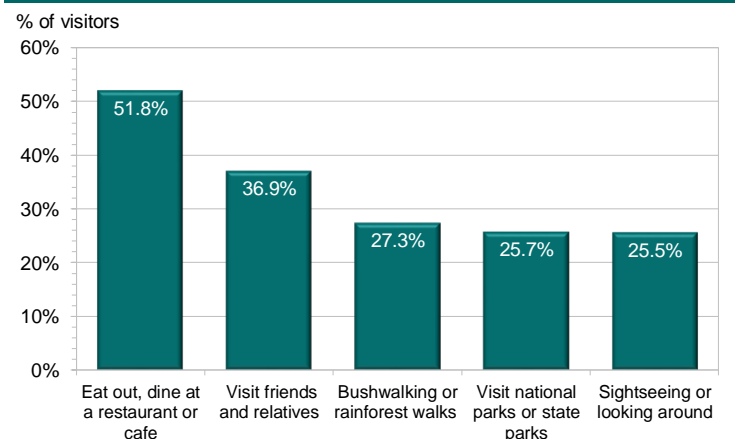
Age

'25 to 34 years' (18.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.4%) and '65 years and over' (16.8%).

Travel party

'Friends or relatives' (28.5%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.4%) and 'alone' (21.3%).

Activities



'Eat out, dine at a restaurant or cafe' (51.8%) was the most popular activity undertaken by visitors to the region.

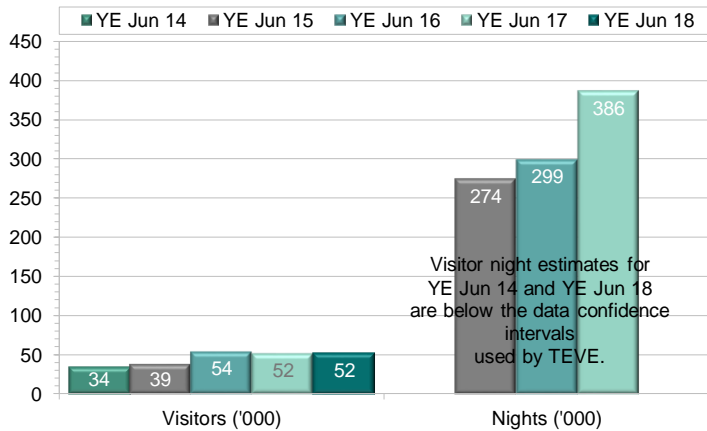
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$326 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 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Grampians received 52,200 international overnight visitors - up by 0.1% on YE Jun 17. Night estimates for two of these five time periods, incl YE Jun 18, are below the data confidence intervals used by TEVE.

Market share

The region received 9.8% of visitors to regional Victoria. Compared to YE Jun 17, the share of visitors was down by 0.1% pt.

Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	13.6%	13	South Korea	2.6%
2	United Kingdom	12.8%	14	Canada	2.4%
3	Netherlands	10.2%	15	India	2.2%
4	USA	6.2%	16	Italy	1.5%
5	Singapore	5.6%	17	Hong Kong	0.7%
6	Switzerland	5.1%	18	Thailand	0.7%
7	Scandinavia	4.8%	19	Japan	0.5%
8	New Zealand	4.4%	20	Indonesia	0.0%
9	France	4.3%			
10	Malaysia	3.6%		Other Asia	0.2%
11	Taiwan	3.2%		Other Europe	7.0%
12	Mainland China	3.1%		Other Countries	5.0%

Germany (13.6%) was the largest source market of visitors to the region, followed by the UK (12.8%) and Netherlands (10.2%).

Accommodation

'Friends or relatives property' (39.4%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (15.4%).

Age

'25 to 34 years' (31.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.1%).

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

International overnight visitors spent \$13 million in the Grampians. On average, visitors spent \$58 per night in the region.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

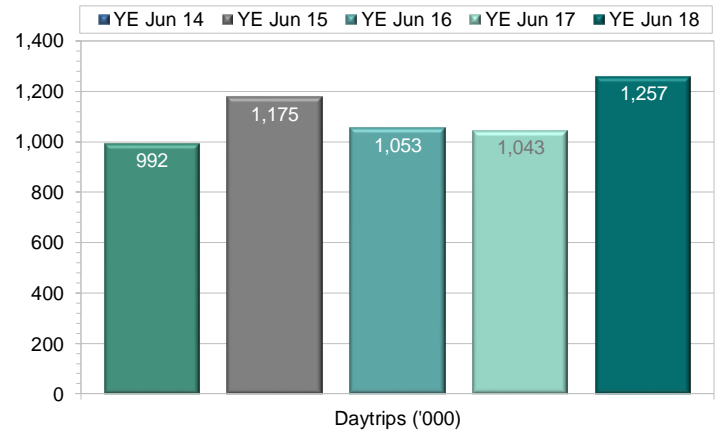
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel ⁽⁵⁾

Trips



The Grampians received nearly 1.3 million domestic daytrip visitors - up by 20.6% on YE Jun 17.

Market share

The region received 3.6% of daytrips to regional Victoria. Compared to YE Jun 17, the share was up by 0.5% pts.

Main purpose of trip

'Holiday' (47.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.0%) and 'business' (12.5%).

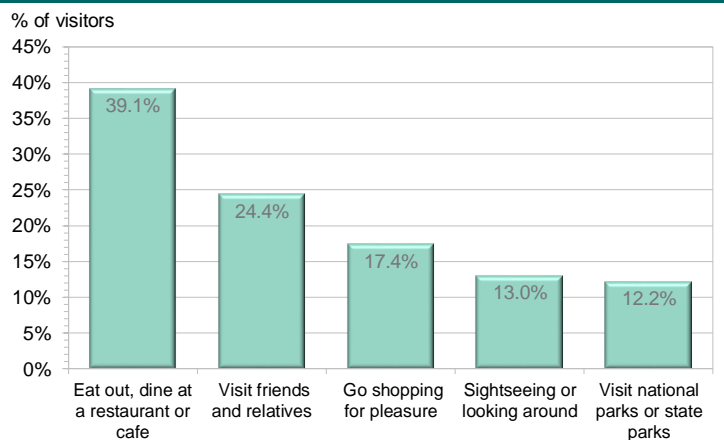
Age

'45 to 54 years' (22.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.0%) and '15 to 24 years' (17.7%).

Transport

'Private vehicle or company car' (98.1%) was the most popular transport used by visitors to the region.

Activities



'Eat out, dine at a restaurant or cafe' (39.1%) 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 \$99 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA