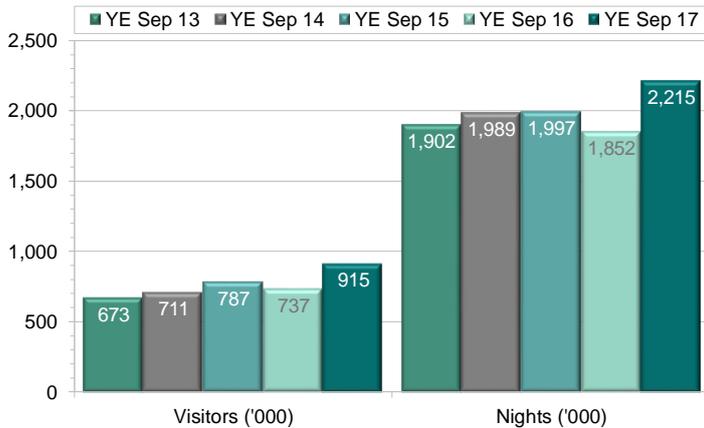


### Domestic Overnight Travel (1)

#### Visitors and nights



The Grampians received 915,000 domestic overnight visitors - up by 24.2% on YE Sep 16. Visitors spent over 2.2 million nights in the region - up by 19.6% on YE Sep 16.

#### Market share

The region received 5.9% of visitors and 5.0% of nights in regional Victoria. Compared to YE Sep 16, the share of visitors was up by 0.4% pts and the share of nights was up by 0.3% pts.

#### Purpose of visit



'Holiday' (40.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.9%) and 'business' (17.0%).

'Holiday' (43.7%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (33.9%) and 'business' (14.8%).

#### Accommodation

'Friends or relatives property' (35.4%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (19.4%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (14.0%) and 'caravan or camping – non commercial' (12.9%).

#### All transport

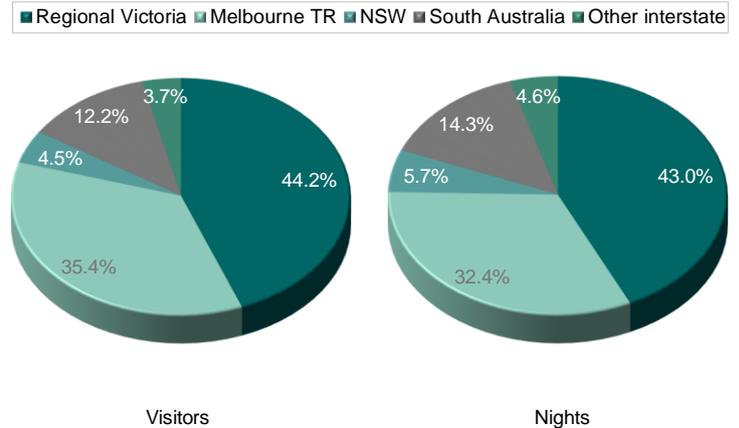
'Private vehicle or company car' (91.5%) was the most popular transport used by visitors to the region, followed by 'railway' (2.1%) and 'bus or coach' (1.5%).

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 Sep 17, Tourism Research Australia (TRA)

#### Origin



The region received 79.6% of visitors and 75.4% of nights from **intrastate**. Compared to YE Sep 16, intrastate visitors were up by 27.7% and nights were up by 26.6%.

**Interstate** contributed 20.4% of visitors and 24.6% of nights in the region. Compared to YE Sep 16, interstate visitors were up by 12.2% and nights were up by 2.3%.

#### Length of stay

Visitors stayed on average 2.4 nights in the region.

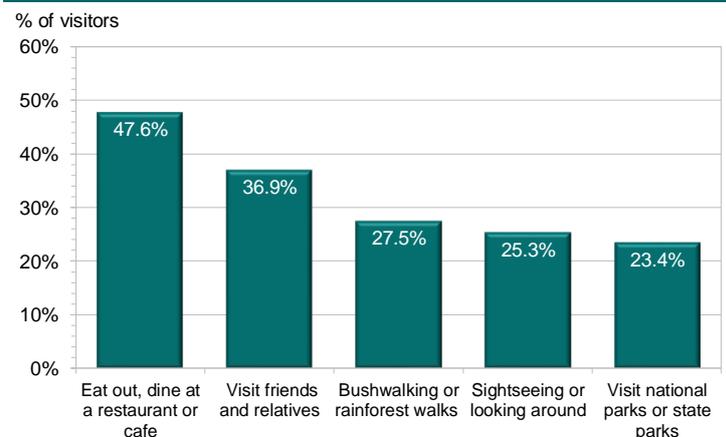
#### Age

'25 to 34 years' (22.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.1%) and '65 years and over' (17.1%).

#### Travel party

'Adult couple' (26.9%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.5%) and 'friends or relatives' (24.0%).

#### Activities



'Eat out, dine at a restaurant or cafe' (47.6%) was the most popular activity undertaken by visitors to the region.

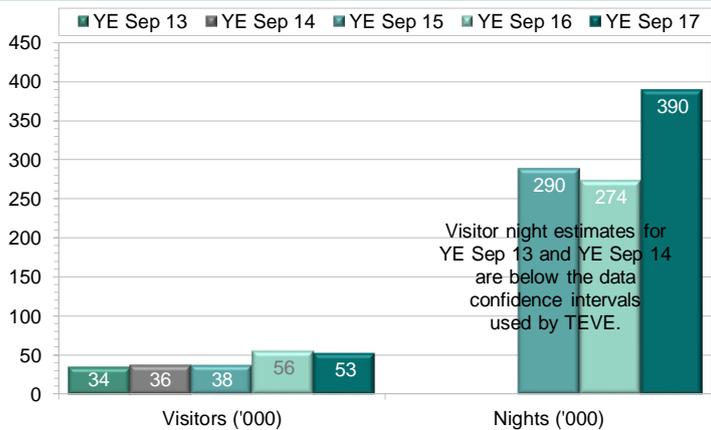
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$270 million in the Grampians. On average, visitors spent \$122 per night in the region.

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

### International Overnight Travel (3)

#### Visitors and nights



The Grampians received 53,100 international overnight visitors - down by 5.1% on YE Sep 16. Visitors stayed for 389,700 nights in the region - up by 42.4% on YE Sep 16.

#### Market share

The region received 9.9% of visitors and 4.8% of nights in regional Victoria. Compared to YE Sep 16, the share of visitors was down by 1.1 pts and the share of nights was up by 0.9% pts.

#### Purpose of visit

'Holiday' (92.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (6.0%) and 'business' (1.9%).

#### Origin

| Rank | Market         | Share | Rank | Market          | Share |
|------|----------------|-------|------|-----------------|-------|
| 1    | Germany        | 18.3% | 13   | Italy           | 1.7%  |
| 2    | USA            | 12.7% | 14   | South Korea     | 1.5%  |
| 3    | United Kingdom | 11.4% | 15   | India           | 1.2%  |
| 4    | Singapore      | 7.5%  | 16   | Japan           | 1.1%  |
| 5    | New Zealand    | 5.8%  | 17   | Malaysia        | 0.9%  |
| 6    | Netherlands    | 5.7%  | 18   | Taiwan          | 0.8%  |
| 7    | Switzerland    | 4.4%  | 19   | Thailand        | 0.1%  |
| 8    | Canada         | 3.0%  | 20   | Indonesia       | 0.0%  |
| 9    | Mainland China | 2.9%  |      |                 |       |
| 10   | Hong Kong      | 2.8%  |      | Other Asia      | 0.8%  |
| 11   | France         | 2.5%  |      | Other Europe    | 7.3%  |
| 12   | Scandinavia    | 1.9%  |      | Other Countries | 5.5%  |

Germany (18.3%) was the largest source market of visitors to the region, followed by the USA (12.7%) and the UK (11.4%).

#### Accommodation

'Rented house, apartment, flat or unit' (48.1%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (23.2%).

#### Age

'25 to 34 years' (33.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.8%) and '55 to 64 years' (14.5%).

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

International overnight visitors spent \$18 million in the Grampians. On average, visitors spent \$47 per night in the region.

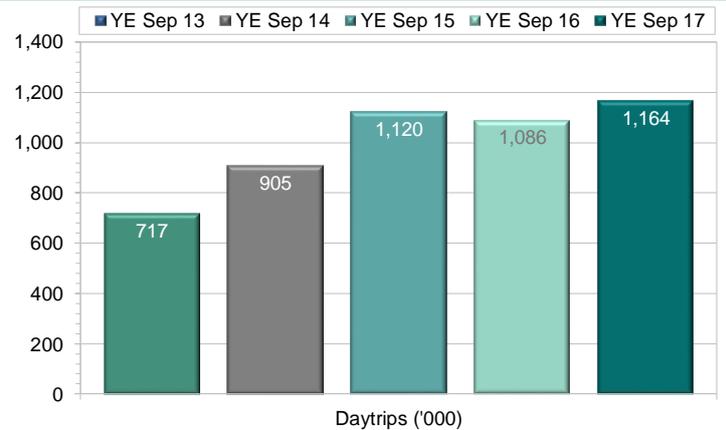
(4) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

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

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

### Domestic Daytrip Travel (5)

#### Trips



The Grampians received nearly 1.2 million domestic daytrip visitors - up by 7.2% on YE Sep 16.

#### Market share

The region received 3.6% of daytrips to regional Victoria. Compared to YE Sep 16, the share was up by 0.1% pt.

#### Main purpose of trip

'Holiday' (46.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.3%) and 'business' (13.8%).

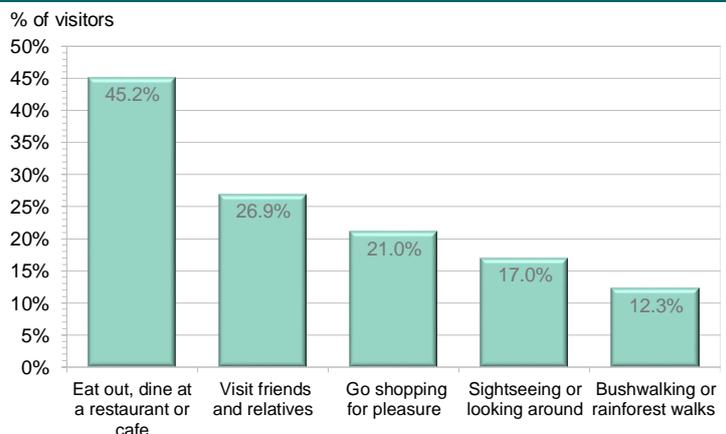
#### Age

'65 years and over' (24.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.3%) and '25 to 34 years' (15.3%).

#### Transport

'Private vehicle or company car' (98.1%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.1%) and 'railway' (0.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (45.2%) 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 \$107 per trip to the region.

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

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