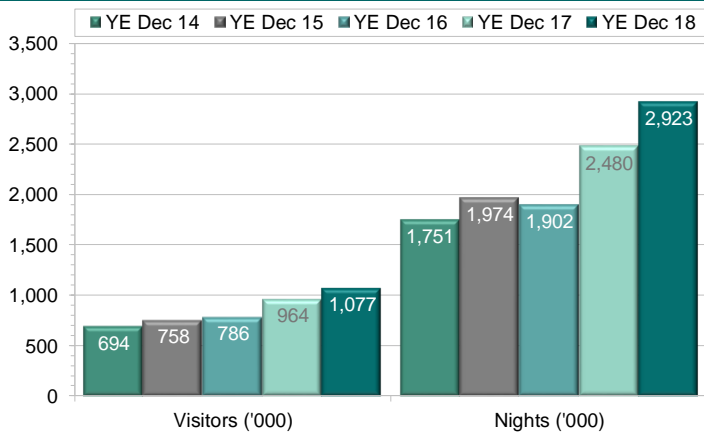


Domestic Overnight Travel (1)

Visitors and nights

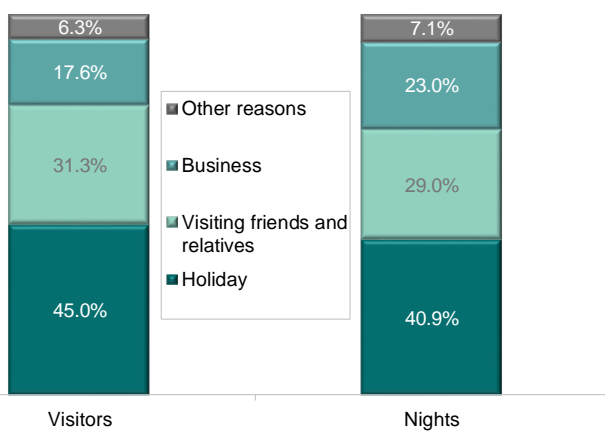


The Grampians received nearly 1.1 million domestic overnight visitors - up by 11.7% on YE Dec 17. Visitors spent over 2.9 million nights in the region - up by 17.9% on YE Dec 17.

Market share

The region received 6.6% of visitors and 6.4% of nights in regional Victoria. Compared to YE Dec 17, the share of visitors was up by 0.5 pts and the share of nights was up by 0.8 pts.

Purpose of visit to the Grampians



'Holiday' (45.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.3%) and 'business' (17.6%).

'Holiday' (40.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (29.0%) and 'business' (23.0%).

Accommodation

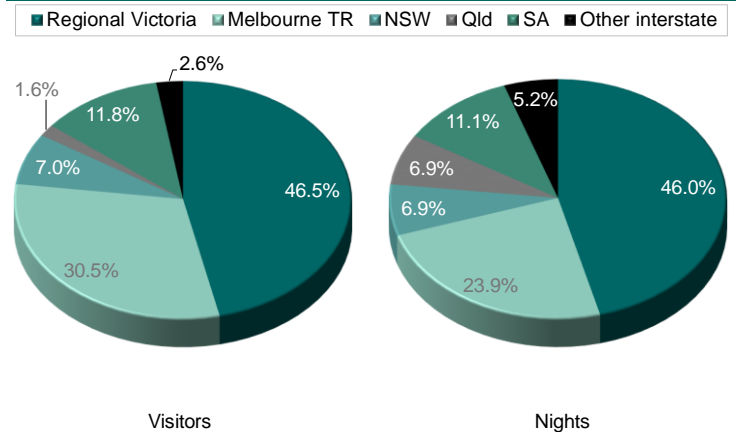
'Friends or relatives property' (27.2%) was the most popular accommodation type used for nights in the region. 'Caravan or camping - non commercial' (16.9%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (16.8%) and 'standard hotel or motor inn, below 4 star' (15.8%).

All transport

'Private vehicle or company car' (91.0%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.8%) and 'railway' (2.5%).

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 Dec 18, Tourism Research Australia (TRA)

Origin



The region received 77.0% of visitors and 69.9% of nights from **intrastate**. Compared to YE Dec 17, intrastate visitors were up by 12.5% and nights were up by 12.2%.

Interstate contributed 23.0% of visitors and 30.1% of nights in the region. Compared to YE Dec 17, interstate visitors were up by 9.0% and nights were up by 33.9%.

Length of stay

Visitors stayed on average 2.7 nights in the region.

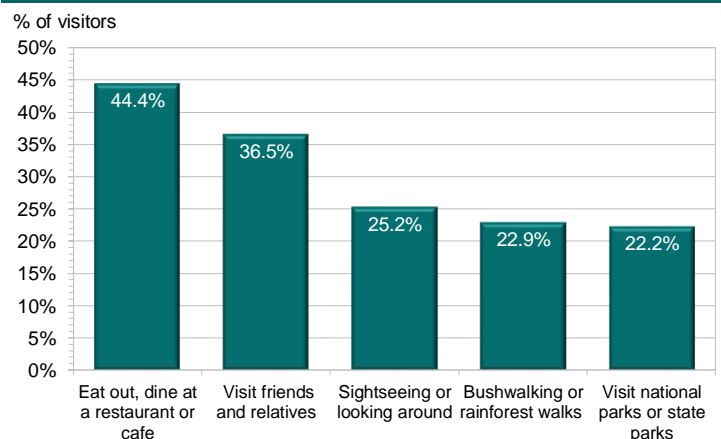
Age

'55 to 64 years' (19.8%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (17.1%) and '45 to 54 years' (17.1%).

Travel party

'Adult couple' (28.5%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (26.7%) and 'alone' (24.7%).

Activities



'Eat out, dine at a restaurant or cafe' (44.4%) was the most popular activity undertaken by visitors to the region.

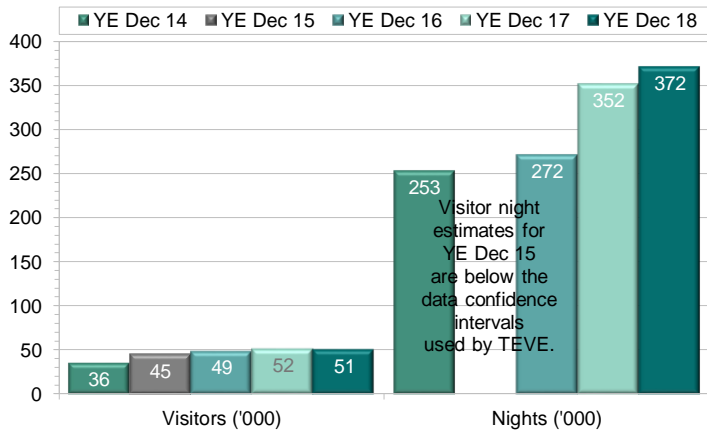
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$325 million in the Grampians. On average, visitors spent \$111 per night in the region.

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

International Overnight Travel⁽³⁾

Visitors and nights



The Grampians received 51,300 international overnight visitors - down by 1.3% on YE Dec 17. Visitors stayed for 371,700 nights in the region - up by 5.7% on YE Dec 17.

Market share

The region received 9.1% of visitors and 4.6% of nights in regional Victoria. Compared to YE Dec 17, the share of visitors was down by 0.7% pts and the share of nights was up by 0.2% pts.

Purpose of visit to the Grampians

'Holiday' (92.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (4.5%) and 'employment' (1.3%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	21.2%	13	Canada	2.0%
2	Germany	8.9%	14	Hong Kong	1.6%
3	Netherlands	8.7%	15	India	1.6%
4	USA	7.2%	16	Italy	0.5%
5	Mainland China	6.1%	17	South Korea	0.2%
6	France	5.6%	18	Japan	0.2%
7	Switzerland	4.4%	19	Thailand	0.2%
8	Singapore	4.3%	20	Indonesia	0.0%
9	Malaysia	4.2%			
10	Taiwan	3.7%		Other Asia	1.7%
11	New Zealand	3.7%		Other Europe	6.9%
12	Scandinavia	2.4%		Other Countries	4.5%

The United Kingdom (21.2%) was the largest source market of visitors to the region, followed by Germany (8.9%) and Netherlands (8.7%).

Accommodation

'Rented house, apartment, flat or unit' (34.2%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (20.8%).

Age

'25 to 34 years' (36.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.5%).

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

Expenditure by international overnight visitors in the Grampians is statistically unreliable for the YE Dec 18.

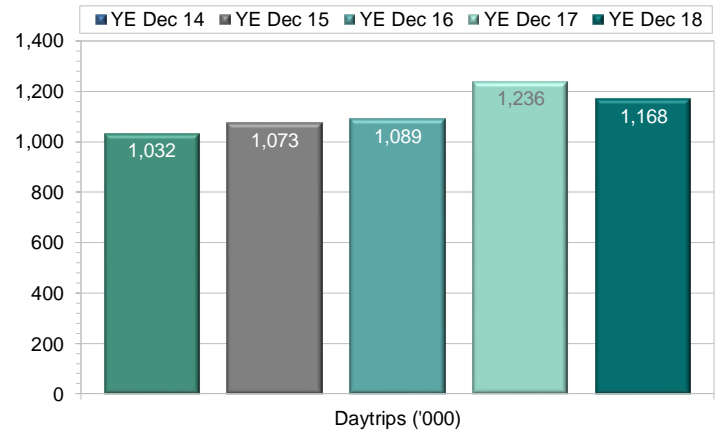
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Grampians received nearly 1.2 million domestic daytrip visitors - down by 5.5% on YE Dec 17.

Market share

The region received 3.3% of daytrips to regional Victoria. Compared to YE Dec 17, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (50.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.3%) and 'business' (9.1%).

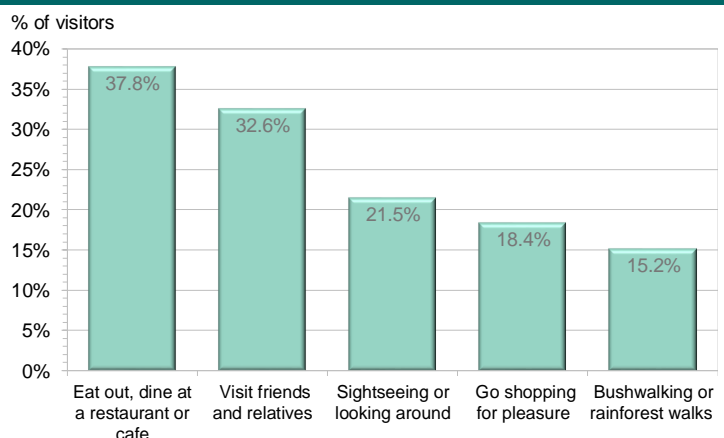
Age

'15 to 24 years' (25.4%) was the biggest age group of visitors to the region, followed by '65 years and over' (22.3%) and '45 to 54 years' (18.1%).

Transport

'Private vehicle or company car' (97.8%) was the most popular transport used by visitors to the region.

Activities



'Eat out, dine at a restaurant or cafe' (37.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$115 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 Dec 18.

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