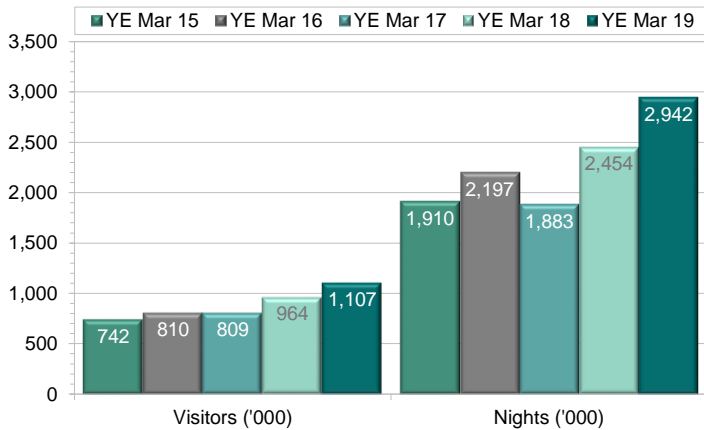


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights

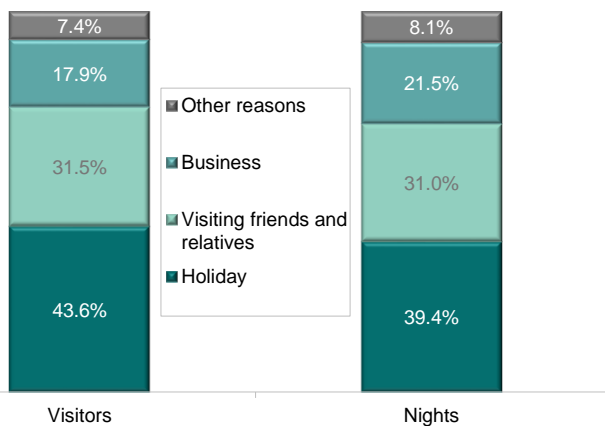


The Grampians received over 1.1 million domestic overnight visitors - up by 14.9% on YE Mar 18. Visitors spent over 2.9 million nights in the region - up by 19.9% on YE Mar 18.

#### Market share

The region received 6.2% of visitors and 6.0% of nights in regional Victoria. Compared to YE Mar 18, the share of visitors was up by 0.3 pts and the share of nights was up by 0.4 pts.

#### Purpose of visit to the Grampians



'Holiday' (43.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.5%) and 'business' (17.9%).

'Holiday' (39.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (31.0%) and 'business' (21.5%).

#### Accommodation

'Friends or relatives property' (29.9%) was the most popular accommodation type used for nights in the region. 'Caravan or camping - non commercial' (17.7%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (15.9%) and 'caravan park or commercial camping ground' (13.9%).

#### All transport

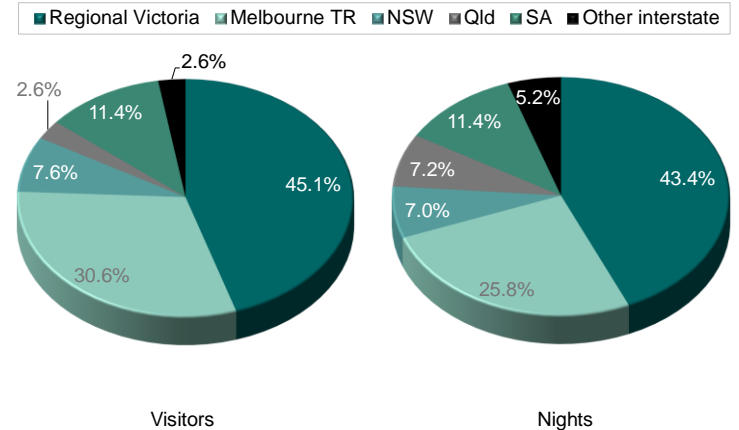
'Private vehicle or company car' (89.5%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.6%) and 'railway' (2.7%).

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 Mar 19, Tourism Research Australia (TRA)

#### Origin



The region received 75.7% of visitors and 69.2% of nights from **intrastate**. Compared to YE Mar 18, intrastate visitors were up by 12.0% and nights were up by 8.2%.

**Interstate** contributed 24.3% of visitors and 30.8% of nights in the region. Compared to YE Mar 18, interstate visitors were up by 25.0% and nights were up by 58.4%.

#### Length of stay

Visitors stayed on average 2.7 nights in the region.

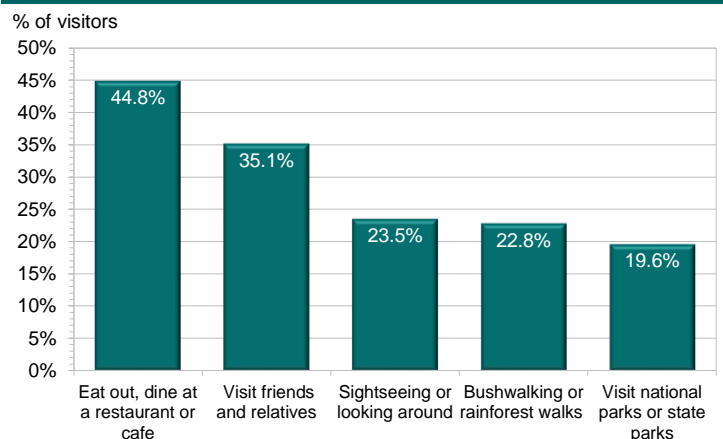
#### Age

'55 to 64 years' (20.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (16.9%) and '45 to 54 years' (16.8%).

#### Travel party

'Adult couple' (28.4%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.4%) and 'friends or relatives' (24.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (44.8%) was the most popular activity undertaken by visitors to the region.

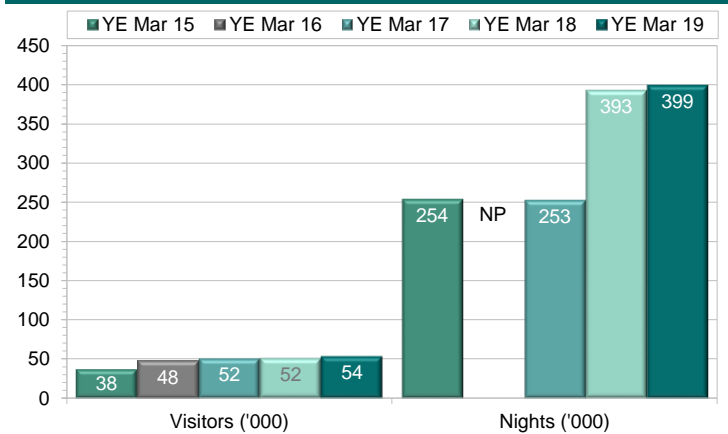
#### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$327 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 Mar 19.

### International Overnight Travel<sup>(3)</sup>

#### Visitors and nights



The Grampians received 54,400 international overnight visitors - up by 5.1% on YE Mar 18. Visitors stayed for 399,500 nights in the region - up by 1.7% on YE Mar 18.

#### Market share

The region received 9.2% of visitors and 4.8% of nights in regional Victoria. Compared to YE Mar 18, the share of visitors was down by 0.6% pts and the share of nights was down by 0.2% pts.

#### Purpose of visit to the Grampians

'Holiday' (90.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (5.6%) and 'business' (2.1%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	21.3%	13	Canada	2.3%
2	Germany	9.4%	14	Hong Kong	1.9%
3	Netherlands	7.4%	15	India	1.2%
4	France	6.3%	16	South Korea	0.7%
5	USA	6.1%	17	Japan	0.7%
6	New Zealand	5.8%	18	Italy	0.5%
7	Switzerland	5.2%	19	Indonesia	0.0%
8	Mainland China	4.8%	20	Thailand	0.0%
9	Malaysia	3.7%			
10	Scandinavia	3.2%		Other Asia	1.8%
11	Singapore	3.1%		Other Europe	7.8%
12	Taiwan	2.9%		Other Countries	3.9%

The United Kingdom (21.3%) was the largest source market of visitors to the region, followed by Germany (9.4%) and Netherlands (7.4%).

#### Accommodation

'Rented house, apartment, flat or unit' (40.8%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (17.8%).

#### Age

'25 to 34 years' (33.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (16.5%).

#### Expenditure (incl pre-paid package expenditure)<sup>(4)</sup>

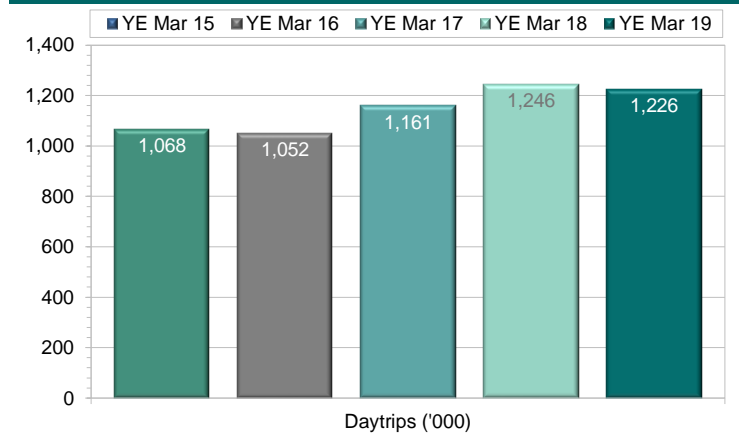
Expenditure by international overnight visitors in the Grampians is statistically unreliable for the YE Mar 19.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 19.

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

### Domestic Daytrip Travel<sup>(5)</sup>

#### Trips



The Grampians received over 1.2 million domestic daytrip visitors - down by 1.6% on YE Mar 18.

#### Market share

The region received 3.2% of daytrips to regional Victoria. Compared to YE Mar 18, the share was down by 0.3% pts.

#### Main purpose of trip

'Holiday' (50.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.5%) and 'business' (10.1%).

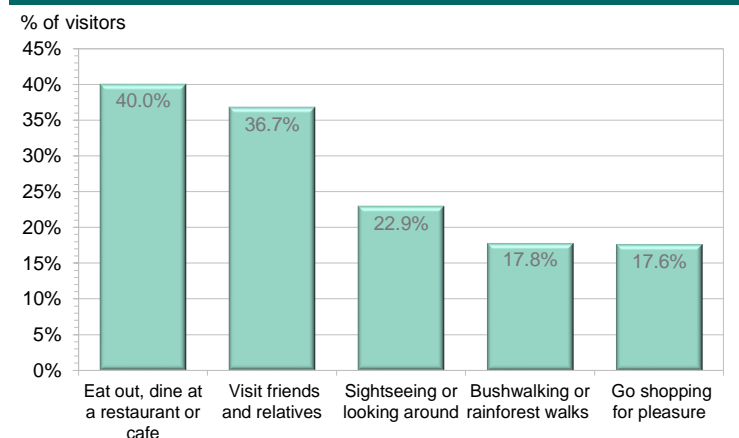
#### Age

'15 to 24 years' (27.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.5%) and '45 to 54 years' (16.1%).

#### 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' (40.0%) was the most popular activity undertaken by visitors to the region.

#### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$113 million in the Grampians. On average, visitors spent \$92 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 19.