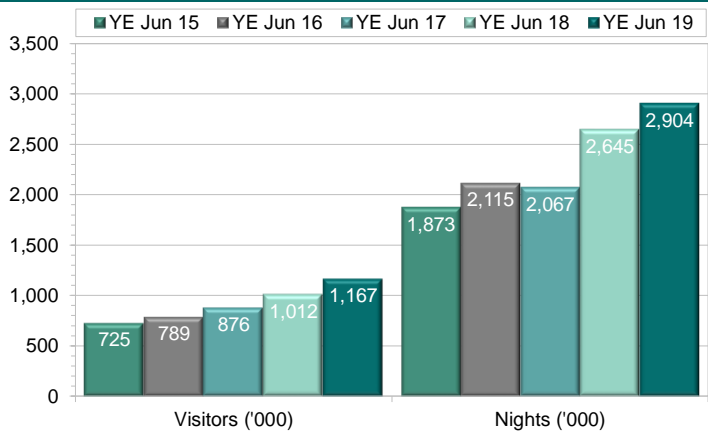


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



The Grampians received nearly 1.2 million domestic overnight visitors - up by 15.3% on YE Jun 18. Visitors spent over 2.9 million nights in the region - up by 9.8% on YE Jun 18.

Market share

The region received 6.2% of visitors and 5.7% of nights in regional Victoria. Compared to YE Jun 18, the share of visitors was up by 0.1 pt and the share of nights was down by 0.1 pt.

Purpose of visit to the Grampians



'Holiday' (43.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (29.5%) and 'business' (19.7%).

'Holiday' (40.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (29.7%) and 'business' (21.6%).

Accommodation

'Friends or relatives property' (28.5%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (16.2%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (15.3%) and 'caravan park or commercial camping ground' (14.1%).

All transport

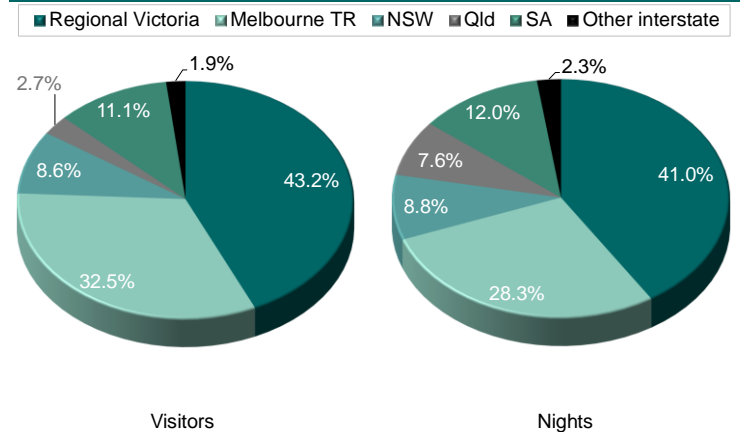
'Private vehicle or company car' (90.6%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.9%) and 'railway' (2.1%).

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 19, Tourism Research Australia (TRA)

Origin



The region received 75.8% of visitors and 69.3% of nights from **intrastate**. Compared to YE Jun 18, intrastate visitors were up by 15.5% and nights were up by 3.3%.

Interstate contributed 24.2% of visitors and 30.7% of nights in the region. Compared to YE Jun 18, interstate visitors were up by 14.6% and nights were up by 28.0%.

Length of stay

Visitors stayed on average 2.5 nights in the region.

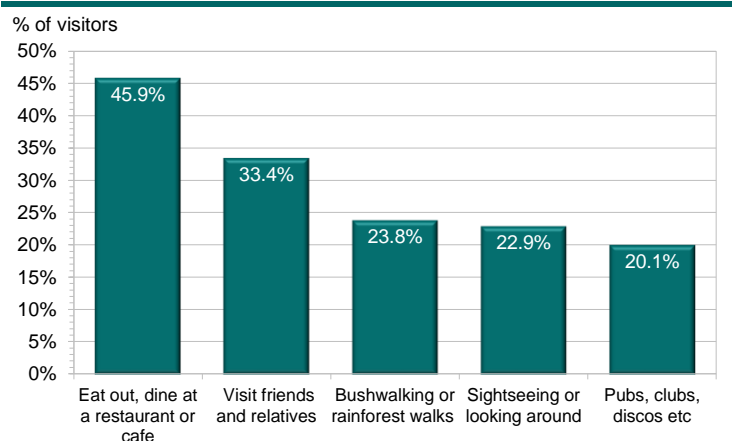
Age

'55 to 64 years' (18.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (17.8%) and '45 to 54 years' (17.0%).

Travel party

'Adult couple' (30.3%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.3%).

Activities



'Eat out, dine at a restaurant or cafe' (45.9%) was the most popular activity undertaken by visitors to the region.

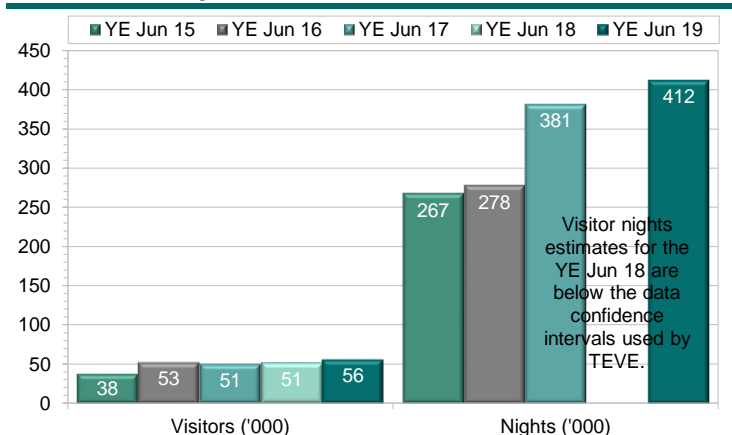
Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$327 million in the Grampians - down by 2.1% on YE Jun 18. On average, visitors spent \$112 per night in the region - down by 10.8% on YE Jun 18.

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

International Overnight Travel⁽³⁾

Visitors and nights



The Grampians received 56,400 international overnight visitors - up by 9.7% on YE Jun 18. Visitors stayed for 412,500 nights in the region.

Market share

The region received 9.5% of visitors and 4.5% of nights in regional Victoria. Compared to YE Jun 18, the share of visitors was down by 0.2% pts and the share of nights was up by 1.8% pts.

Purpose of visit to the Grampians

'Holiday' (90.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (5.2%) and 'business' (2.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	19.2%	13	Hong Kong	1.9%
2	Germany	11.4%	14	Canada	1.4%
3	Netherlands	7.2%	15	Korea	0.9%
4	France	6.8%	16	Japan	0.8%
5	USA	6.5%	17	Indonesia	0.6%
6	New Zealand	5.8%	18	India	0.4%
7	Mainland China	4.7%	19	Italy	0.4%
8	Singapore	4.3%	20	Thailand	0.0%
9	Malaysia	4.1%			
10	Switzerland	3.7%		Other Asia	3.1%
11	Scandinavia	3.4%		Other Europe	6.7%
12	Taiwan	3.1%		Other Countries	3.8%

The United Kingdom (19.2%) was the largest source market of visitors to the region, followed by Germany (11.4%) and the Netherlands (7.2%).

Accommodation

'Rented house, apartment, flat or unit' (39.4%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (17.5%).

Age

'25 to 34 years' (31.2%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (16.4%).

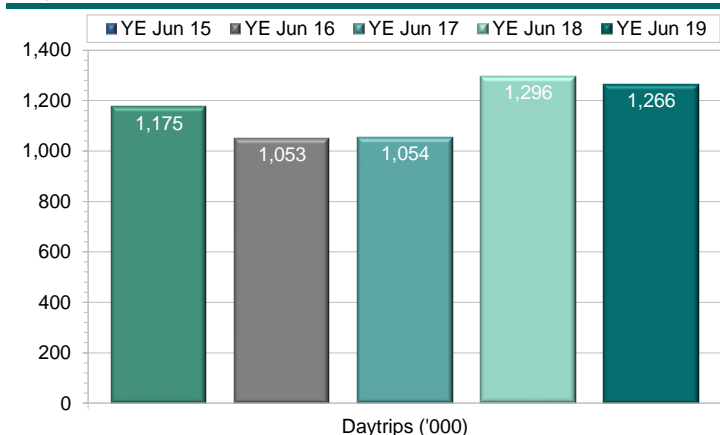
Expenditure (incl pre-paid package expenditure)⁽⁴⁾

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Grampians received nearly 1.3 million domestic daytrip visitors - down by 2.3% on YE Jun 18.

Market share

The region received 3.2% of daytrips to regional Victoria. Compared to YE Jun 18, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (54.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.3%) and 'business' (12.3%).

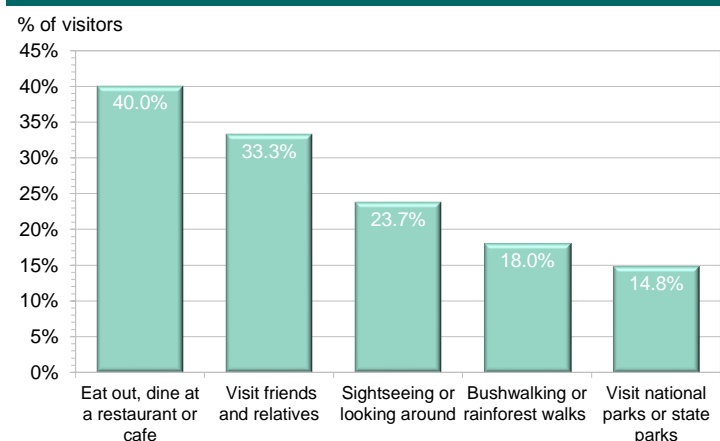
Age

'15 to 24 years' (26.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (25.1%).

Transport

'Private vehicle or company car' (97.3%) 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⁽⁶⁾

Domestic daytrip visitors spent \$123 million in the Grampians - down by 3.5% on YE Jun 18. On average, visitors spent \$97 per trip to the region - down by 1.2% on YE Jun 18.

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