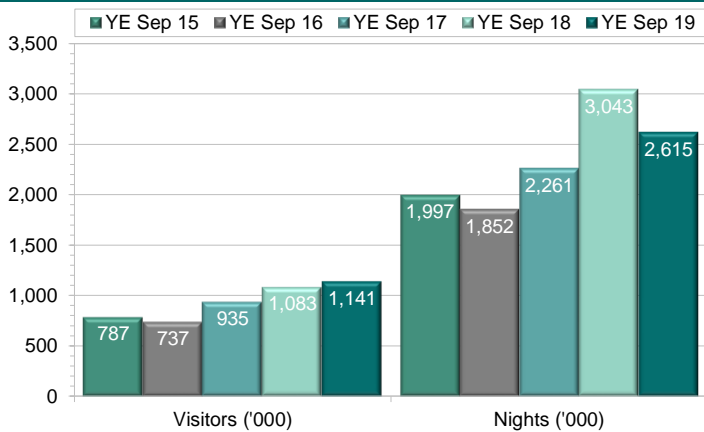


# Travel to the Grampians

## For the period October 2018 to September 2019

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

#### Visitors and nights



The Grampians received over 1.1 million domestic overnight visitors - up by 5.4% on YE Sep 18. Visitors spent over 2.6 million nights in the region - down by 14.1% on YE Sep 18.

#### Market share

The region received 6.0% of visitors and 5.1% of nights in regional Victoria. Compared to YE Sep 18, the share of visitors was down by 0.4% pts and the share of nights was down by 1.3% pts.

#### Purpose of visit to the Grampians



'Holiday' (45.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (26.5%) and 'business' (21.1%).

'Holiday' (45.3%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (27.3%) and 'business' (19.6%).

#### Accommodation

'Friends or relatives property' (26.2%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (20.5%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (15.2%) and 'caravan park or commercial camping ground' (14.3%).

#### All transport

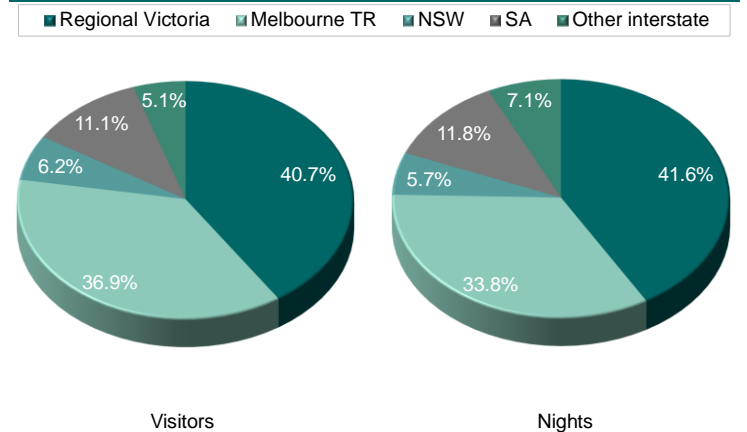
'Private vehicle or company car' (91.5%) was the most popular transport used by visitors to the region, followed by 'self-drive motor home or campervan' (1.8%) and 'aircraft' (1.7%).

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 Sep 19, Tourism Research Australia (TRA)

#### Origin



The region received 77.6% of visitors and 75.4% of nights from **intrastate**. Compared to YE Sep 18, intrastate visitors were up by 9.0% and nights were down by 6.0%.

**Interstate** contributed 22.4% of visitors and 24.6% of nights in the region. Compared to YE Sep 18, interstate visitors were up down 5.6% and nights were down by 32.0%.

#### Length of stay

Visitors stayed on average 2.3 nights in the region.

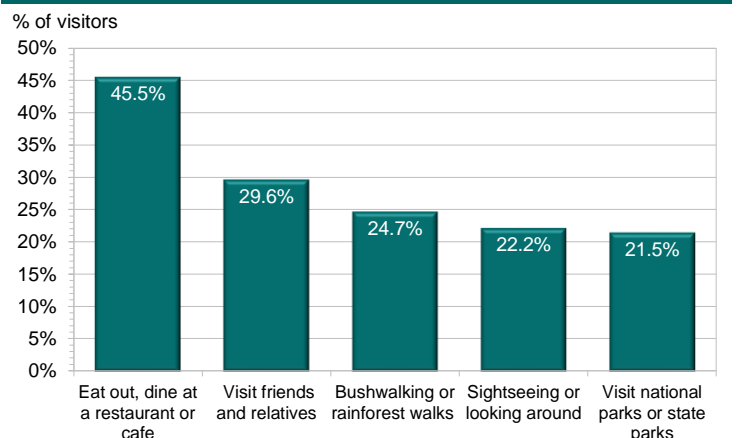
#### Age

'65 years and over' (21.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.0%) and '25 to 34 years' (18.5%).

#### Travel party

'Adult couple' (31.8%) was the most common travel party amongst visitors to the region, followed by 'alone' (28.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (45.5%) was the most popular activity undertaken by visitors to the region.

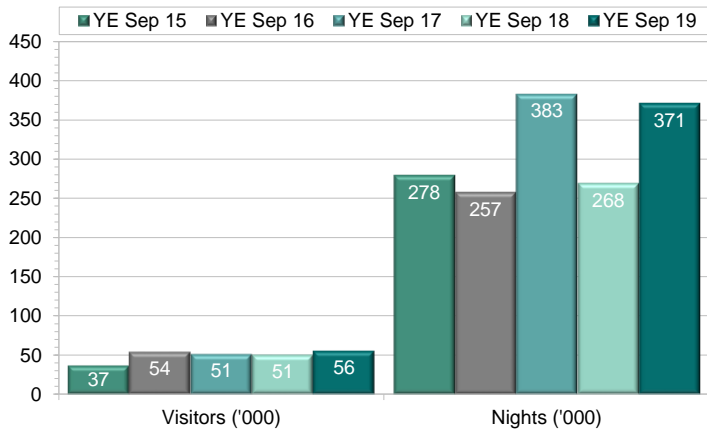
#### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$310 million in the Grampians - down by 14.2% on YE Sep 18. On average, visitors spent \$119 per night in the region - down by 0.2% on YE Sep 18.

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

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

#### Visitors and nights



The Grampians received 56,100 international overnight visitors - up by 10.7% on YE Sep 18. Visitors stayed for 371,000 nights in the region - up by 38.3% on YE Sep 18.

#### Market share

The region received 9.5% of visitors and 3.9% of nights in regional Victoria. Compared to YE Sep 18, the share of visitors was down by 0.1 pt and the share of nights was up by 0.5 pts.

#### Purpose of visit to the Grampians

'Holiday' (88.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (6.7%) and 'business' (2.9%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	20.9%	13	Hong Kong	1.9%
2	Germany	11.3%	14	Canada	1.4%
3	USA	8.3%	15	Korea	0.9%
4	Netherlands	7.7%	16	Japan	0.7%
5	France	6.8%	17	Indonesia	0.6%
6	New Zealand	5.2%	18	India	0.4%
7	Singapore	5.0%	19	Italy	0.2%
8	Malaysia	5.0%	20	Thailand	0.0%
9	Scandinavia	3.5%			
10	Mainland China	3.1%		Other Asia	2.6%
11	Switzerland	3.1%		Other Europe	5.4%
12	Taiwan	2.5%		Other Countries	3.6%

The United Kingdom (20.9%) was the largest source market of visitors to the region, followed by Germany (11.3%) and the USA (8.3%).

#### Accommodation

'Rented house, apartment, flat or unit' (35.3%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (18.8%).

#### Age

'25 to 34 years' (33.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (16.0%).

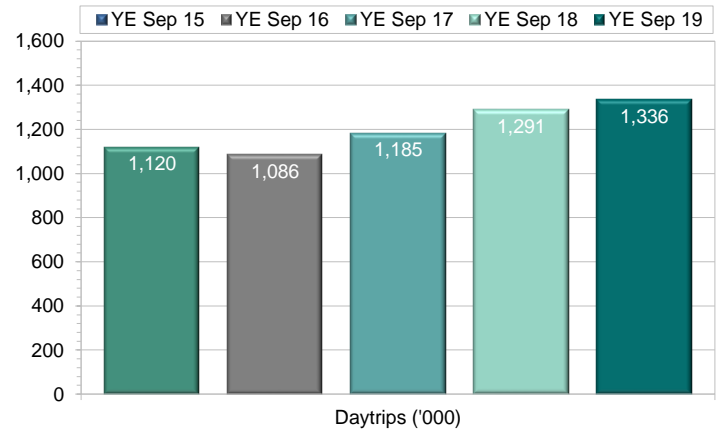
#### Expenditure (incl pre-paid package expenditure)<sup>(4)</sup>

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

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

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

#### Trips



The Grampians received over 1.3 million domestic daytrip visitors - up by 3.5% on YE Sep 18.

#### Market share

The region received 3.3% of daytrips to regional Victoria. Compared to YE Sep 18, the share was down by 0.3 pts.

#### Main purpose of trip

'Holiday' (47.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.2%) and 'business' (16.2%).

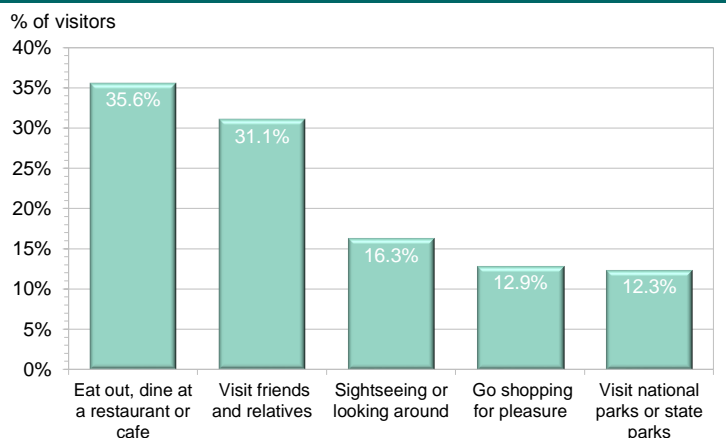
#### Age

'65 years and over' (26.5%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.9%).

#### Transport

'Private vehicle or company car' (97.4%) was the most popular transport used by visitors to the region.

#### Activities



'Eat out, dine at a restaurant or cafe' (35.6%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$128 million in the Grampians - down by 4.0% on YE Sep 18. On average, visitors spent \$96 per trip to the region - down by 7.2% on YE Sep 18.

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