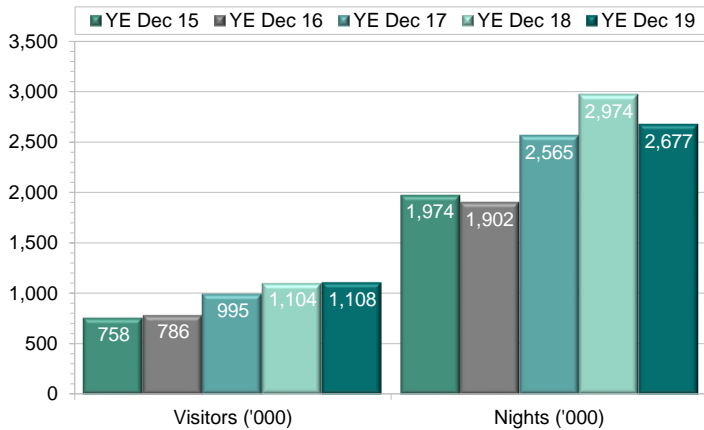


### Domestic Overnight Travel (1)

#### Visitors and nights

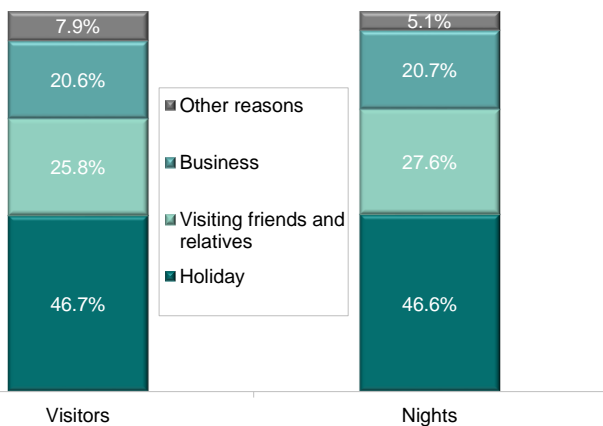


The Grampians received over 1.1 million domestic overnight visitors - up by 0.4% on YE Dec 18. Visitors spent nearly 2.7 million nights in the region - down by 10.0% on YE Dec 18.

#### Market share

The region received 5.8% of visitors and 5.1% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 0.7% pts and the share of nights was down by 1.3% pts.

#### Purpose of visit to the Grampians



'Holiday' (46.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (25.8%) and 'business' (20.6%).

'Holiday' (46.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (27.6%) and 'business' (20.7%).

#### Accommodation

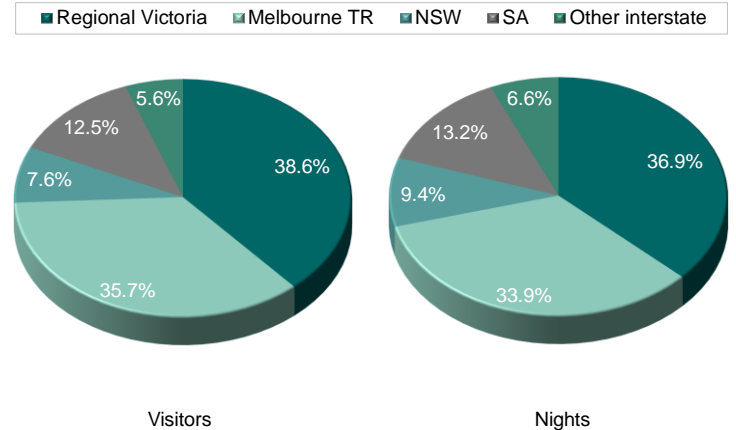
'Friends or relatives property' (28.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (19.9%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (14.8%) and 'standard hotel or motor inn, below 4 star' (13.2%).

#### All transport

'Private vehicle or company car' (89.1%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.5%) and 'self-drive motor home or campervan' (2.2%).

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 19, Tourism Research Australia (TRA)

#### Origin



The region received 74.3% of visitors and 70.8% of nights from **intrastate**. Compared to YE Dec 18, intrastate visitors were down by 4.5% and nights were down by 10.6%.

**Interstate** contributed 25.7% of visitors and 29.2% of nights in the region. Compared to YE Dec 18, interstate visitors were up 17.5% and nights were down by 8.4%.

#### Length of stay

Visitors stayed on average 2.4 nights in the region.

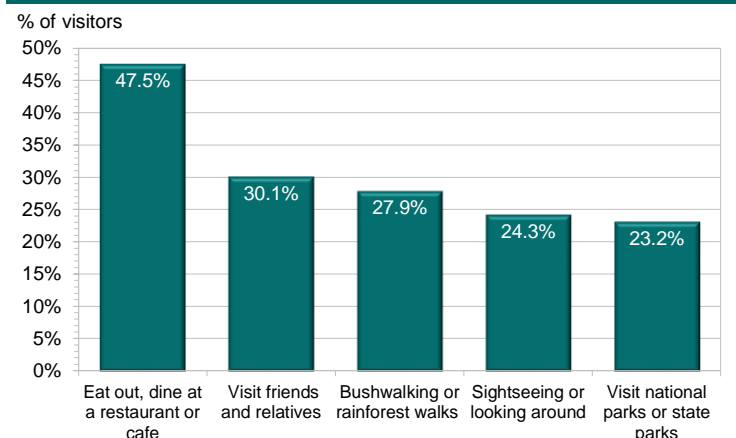
#### Age

'65 years and over' (21.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.3%) and '25 to 34 years' (18.1%).

#### Travel party

'Adult couple' (31.9%) was the most common travel party amongst visitors to the region, followed by 'alone' (30.0%).

#### Activities



'Eat out, dine at a restaurant or cafe' (47.5%) was the most popular activity undertaken by visitors to the region.

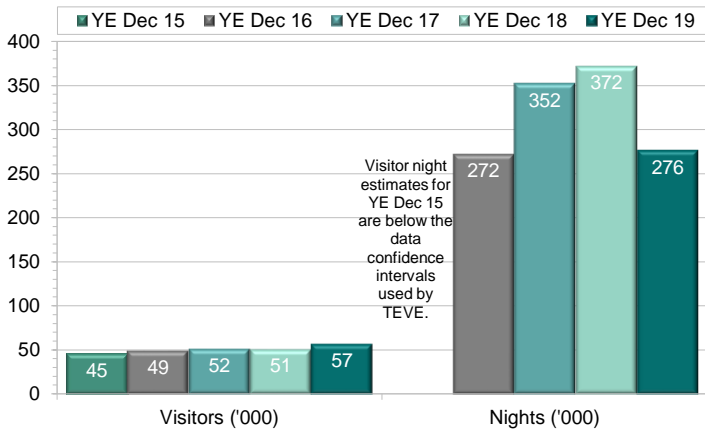
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$374 million in the Grampians - up by 12.9% on YE Dec 18. On average, visitors spent \$140 per night in the region - up by 25.4% on YE Dec 18.

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

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

#### Visitors and nights



The Grampians received 57,200 international overnight visitors - up by 11.5% on YE Dec 18. Visitors stayed for 275,900 nights in the region - down by 25.8% on YE Dec 18.

#### Market share

The region received 9.6% of visitors and 2.8% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was up by 0.5 pts and the share of nights was down by 1.8% pts.

#### Purpose of visit to the Grampians

'Holiday' (88.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (6.5%) and 'business' (2.8%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	17.2%	13	Taiwan	1.7%
2	Germany	16.7%	14	Korea	0.9%
3	USA	8.6%	15	India	0.7%
4	Netherlands	8.3%	16	Japan	0.7%
5	Singapore	6.2%	17	Indonesia	0.6%
6	Switzerland	5.1%	18	Thailand	0.6%
7	New Zealand	5.1%	19	Hong Kong	0.3%
8	France	4.9%	20	Italy	0.3%
9	Scandinavia	2.8%			
10	Malaysia	2.8%		Other Asia	3.0%
11	Canada	2.1%		Other Europe	6.4%
12	Mainland China	2.1%		Other Countries	3.0%

The United Kingdom (17.2%) was the largest source market of visitors to the region, followed by Germany (16.7%) and the USA (8.6%).

#### Accommodation

'Friends or relatives property' (15.2%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan or camping - non commercial' (14.5%).

#### Age

'25 to 34 years' (32.0%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.2%).

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

International overnight visitors spent \$20 million in the Grampians. On average, visitors spent \$72 per night in the region.

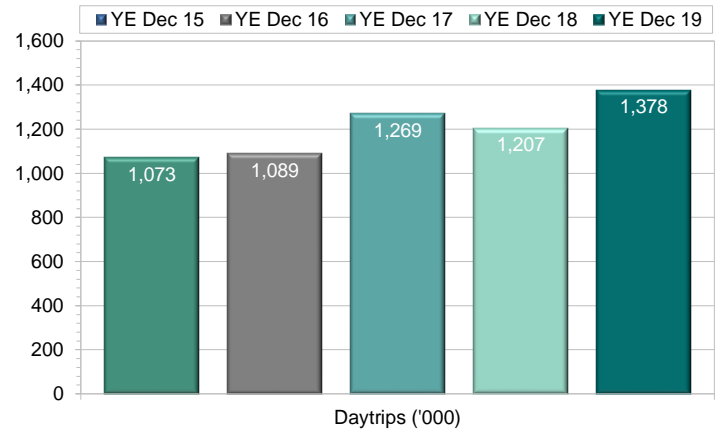
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

(3) Source: International Visitor Survey, YE Dec 19, TRA

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

#### Trips



The Grampians received nearly 1.4 million domestic daytrip visitors - up by 14.2% on YE Dec 18.

#### Market share

The region received 3.2% of daytrips to regional Victoria. Compared to YE Dec 18, the share was unchanged.

#### Main purpose of trip

'Holiday' (49.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.6%) and 'business' (16.1%).

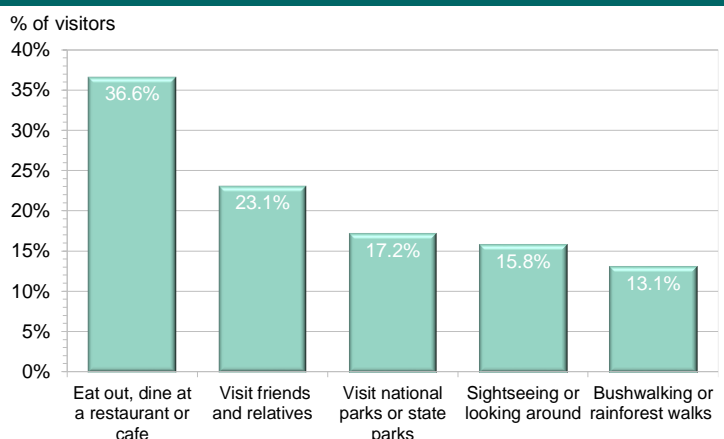
#### Age

'65 years and over' (27.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.1%).

#### Transport

'Private vehicle or company car' (99.2%) was the most popular transport used by visitors to the region.

#### Activities



'Eat out, dine at a restaurant or cafe' (36.6%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$149 million in the Grampians - up by 25.6% on YE Dec 18. On average, visitors spent \$108 per trip to the region - up by 10.0% on YE Dec 18.

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

(5) Source: National Visitor Survey, YE Dec 19, TRA