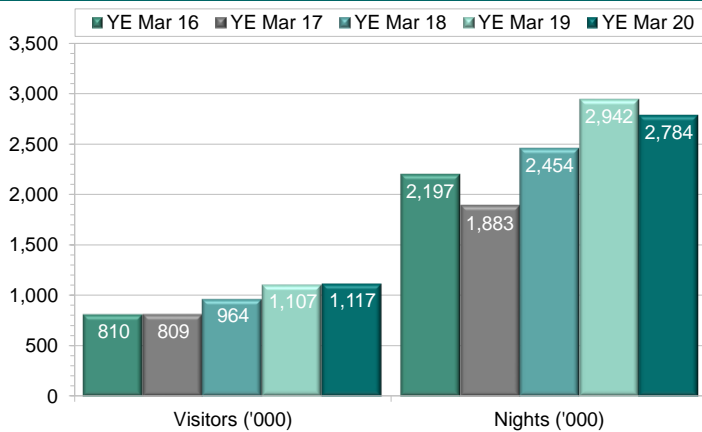


### Domestic Overnight Travel (1)

#### Visitors and nights

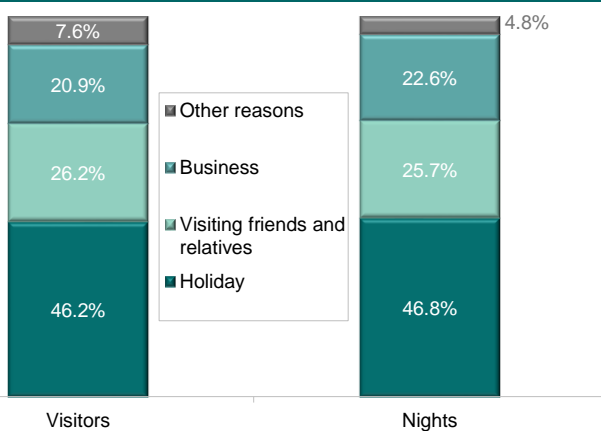


The Grampians received over 1.1 million domestic overnight visitors - up by 0.9% on YE Mar 19. Visitors spent nearly 2.8 million nights in the region - down by 5.4% on YE Mar 19.

#### Market share

The region received 6.1% of visitors and 5.4% of nights in regional Victoria. Compared to YE Mar 19, the share of visitors was down by 0.1 pt and the share of nights was down by 0.6 pts.

#### Purpose of visit to the Grampians



'Holiday' (46.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (26.2%) and 'business' (20.9%).

'Holiday' (46.8%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (25.7%) and 'business' (22.6%).

#### Accommodation

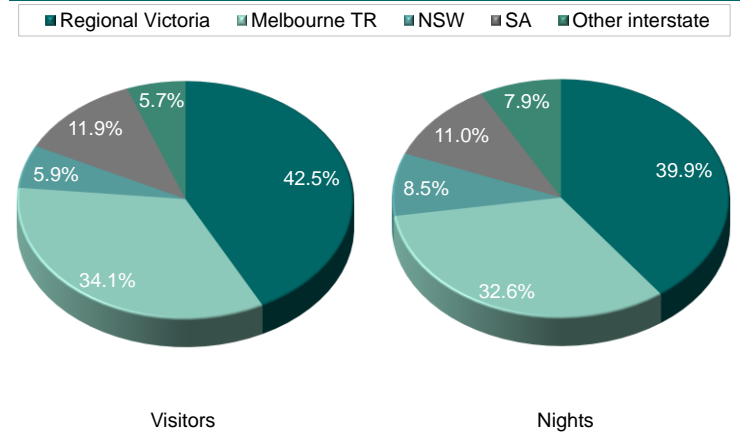
'Friends or relatives property' (26.9%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (20.8%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (17.7%) and 'standard hotel or motor inn, below 4 star' (12.9%).

#### All transport

'Private vehicle or company car' (90.2%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.9%) and 'self-drive motor home or campervan' (2.4%).

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 20, Tourism Research Australia (TRA)

#### Origin



The region received 76.5% of visitors and 72.5% of nights from **intrastate**. Compared to YE Mar 19, intrastate visitors were up by 2.0% and nights were down by 0.9%.

**Interstate** contributed 23.5% of visitors and 27.5% of nights in the region. Compared to YE Mar 19, interstate visitors were down 2.5% and nights were down by 15.5%.

#### Length of stay

Visitors stayed on average 2.5 nights in the region.

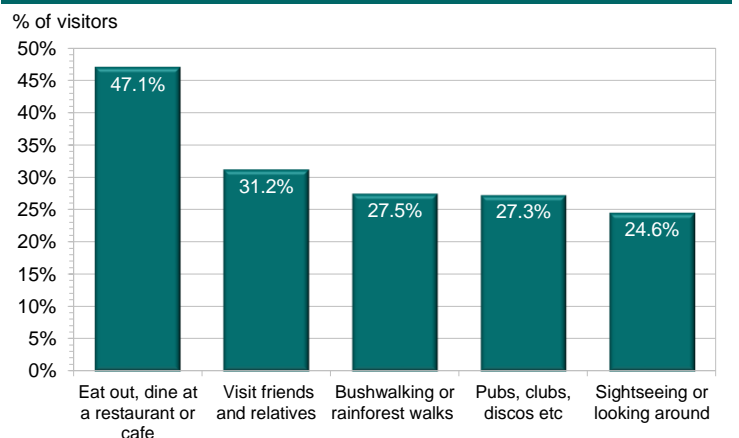
#### Age

'65 years and over' (22.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.5%) and '25 to 34 years' (18.5%).

#### Travel party

'Adult couple' (31.6%) was the most common travel party amongst visitors to the region, followed by 'alone' (31.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (47.1%) was the most popular activity undertaken by visitors to the region.

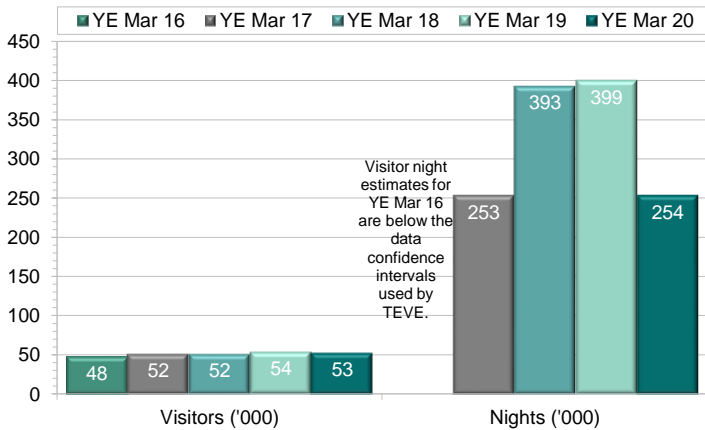
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$405 million in the Grampians - up by 23.8% on YE Mar 19. On average, visitors spent \$145 per night in the region - up by 30.8% on YE Mar 19.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 20.

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

#### Visitors and nights



The Grampians received 52,900 international overnight visitors - down by 2.6% on YE Mar 19. Visitors stayed for 253,500 nights in the region - down by 36.5% on YE Mar 19.

#### Market share

The region received 10.0% of visitors and 2.9% of nights in regional Victoria. Compared to YE Mar 19, the share of visitors was up by 0.8% pts and the share of nights was down by 2.0% pts.

#### Purpose of visit to the Grampians

'Holiday' (87.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (8.8%) and 'business' (1.9%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	17.8%	13	Mainland China	1.6%
2	United Kingdom	15.0%	14	Japan	0.8%
3	USA	11.1%	15	Italy	0.7%
4	Netherlands	7.8%	16	Indonesia	0.7%
5	Singapore	7.6%	17	Thailand	0.6%
6	Switzerland	5.1%	18	India	0.5%
7	France	3.9%	19	Hong Kong	0.3%
8	New Zealand	3.8%	20	Korea	0.3%
9	Taiwan	3.3%			
10	Malaysia	2.5%		Other Asia	3.3%
11	Canada	2.4%		Other Europe	5.8%
12	Scandinavia	2.4%		Other Countries	2.6%

Germany (17.8%) was the largest source market of visitors to the region, followed by the United Kingdom (15.0%) and the USA (11.1%).

#### Accommodation

'Friends or relatives property' (26.9%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan or camping - non commercial' (15.3%).

#### Age

'25 to 34 years' (28.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.8%).

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

International overnight visitors spent \$22 million in the Grampians. On average, visitors spent \$86 per night in the region.

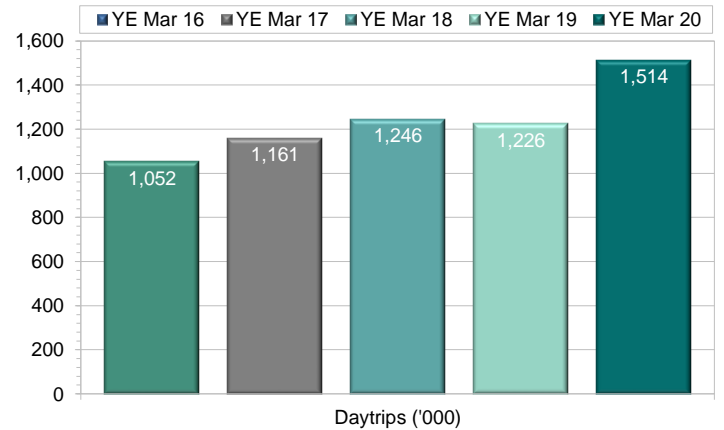
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

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

#### Trips



The Grampians received over 1.5 million domestic daytrip visitors - up by 23.5% on YE Mar 19.

#### Market share

The region received 3.8% of daytrips to regional Victoria. Compared to YE Mar 19, the share was up by 0.6% pts.

#### Main purpose of trip

'Holiday' (47.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.7%) and 'business' (18.1%).

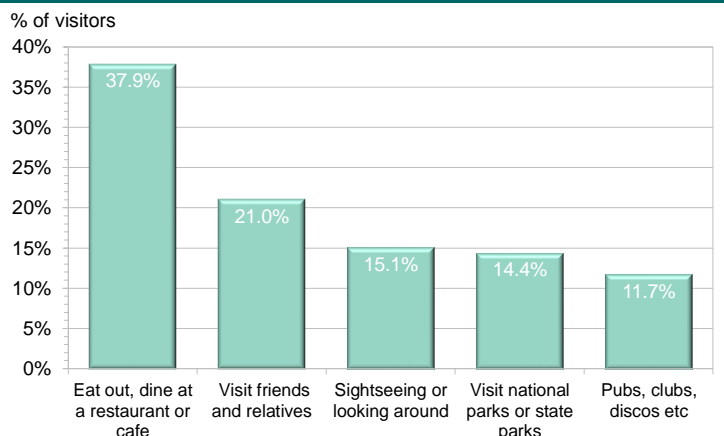
#### Age

'65 years and over' (28.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.6%).

#### Transport

'Private vehicle or company car' (99.3%) was the most popular transport used by visitors to the region.

#### Activities



'Eat out, dine at a restaurant or cafe' (37.9%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$166 million in the Grampians - up by 46.5% on YE Mar 19. On average, visitors spent \$110 per trip to the region - up by 18.7% on YE Mar 19.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 20.

(5) Source: National Visitor Survey, YE Mar 20, TRA