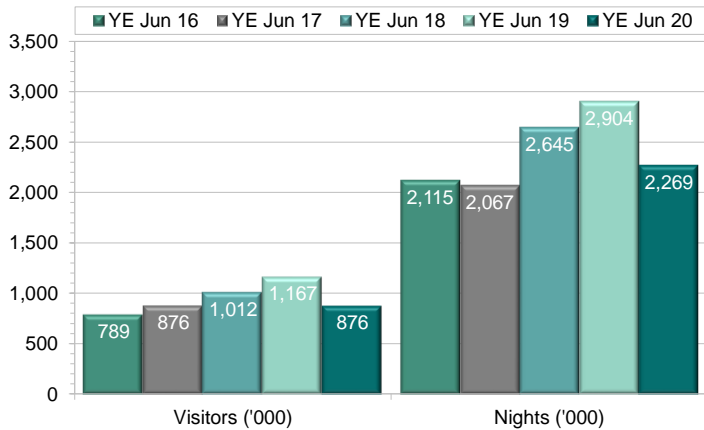


Domestic Overnight Travel (1)

Visitors and nights

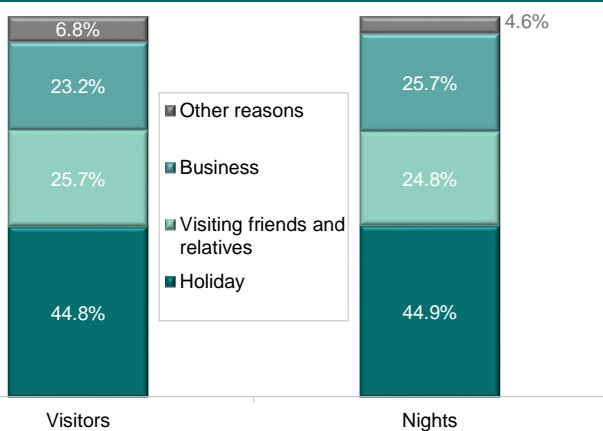


The Grampians received 876,000 domestic overnight visitors - down by 24.9% on YE Jun 19. Visitors spent nearly 2.3 million nights in the region - down by 21.9% on YE Jun 19.

Market share

The region received 5.9% of visitors and 5.1% of nights in regional Victoria. Compared to YE Jun 19, the share of visitors was down by 0.3% pts and the share of nights was down by 0.5% pts.

Purpose of visit to the Grampians



'Holiday' (44.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (25.7%) and 'business' (23.2%).

'Holiday' (44.9%) was the largest purpose in terms of **nights** in the region, followed by 'business' (25.7%) and 'visiting friends and relatives' (24.8%).

Accommodation

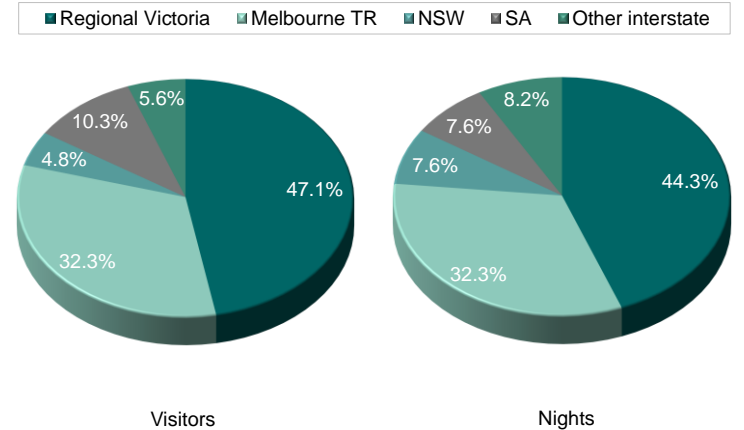
'Friends or relatives property' (27.1%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (22.2%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (18.3%) and 'standard hotel or motor inn, below 4 star' (12.9%).

All transport

'Private vehicle or company car' (90.0%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.2%) and 'self-drive motor home or campervan' (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 20, Tourism Research Australia (TRA)

Origin



The region received 79.4% of visitors and 76.6% of nights from **intrastate**. Compared to YE Jun 19, intrastate visitors were down by 21.4% and nights were down by 13.6%.

Interstate contributed 20.6% of visitors and 23.4% of nights in the region. Compared to YE Jun 19, interstate visitors were down 36.0% and nights were down by 40.4%.

Length of stay

Visitors stayed on average 2.6 nights in the region.

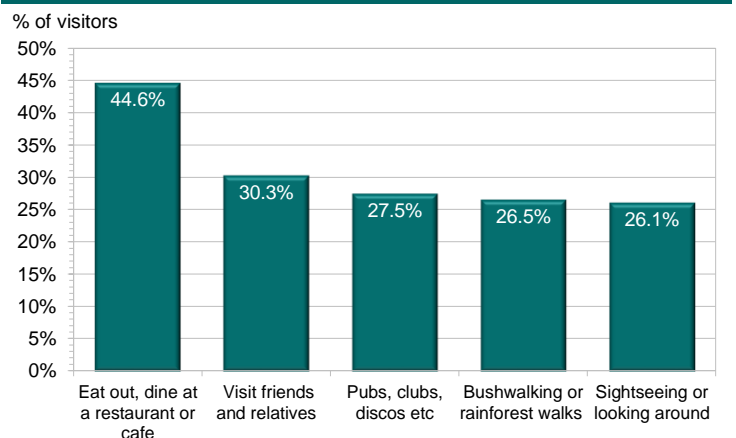
Age

'65 years and over' (21.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.0%) and '25 to 34 years' (18.6%).

Travel party

'Alone' (35.9%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (29.2%).

Activities



'Eat out, dine at a restaurant or cafe' (44.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$348 million in the Grampians - up by 6.6% on YE Jun 19. On average, visitors spent \$153 per night in the region - up by 36.4% on YE Jun 19.

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

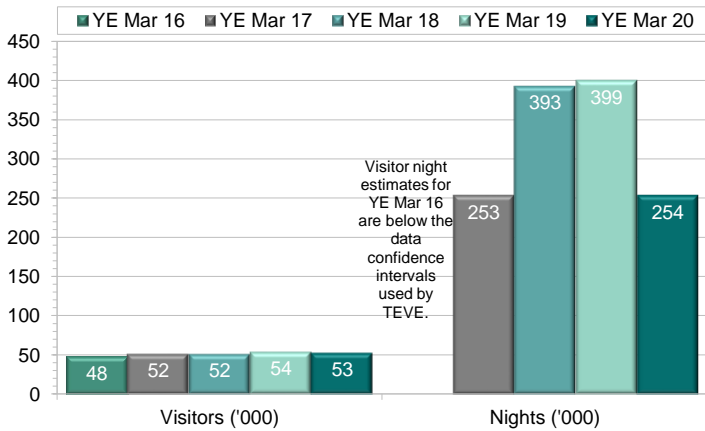
Travel to the Grampians

For the period July 2019 to June 2020

Please note: the International Visitor Survey (IVS) regional results for the year ended June 2020 have been delayed. The IVS results in this report are for the year ended March 2020.

International Overnight Travel⁽³⁾ - YE Mar 20

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%).

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) ⁽⁴⁾

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

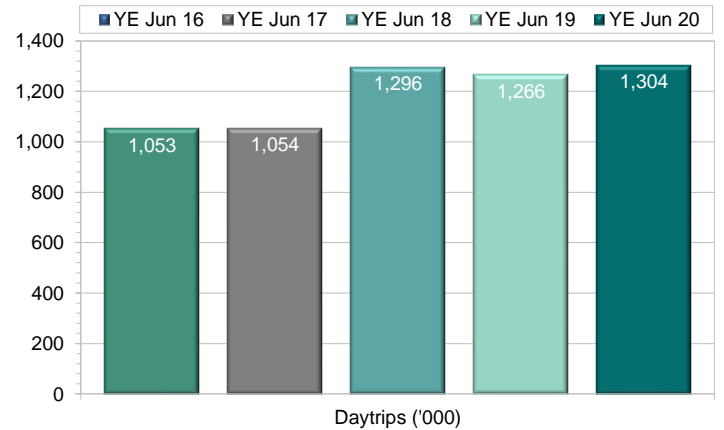
⁽⁴⁾ Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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 ⁽⁵⁾

Trips



The Grampians received over 1.3 million domestic daytrip visitors - up by 3.0% on YE Jun 19.

Market share

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

Main purpose of trip

'Holiday' (45.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.7%) and 'business' (16.3%).

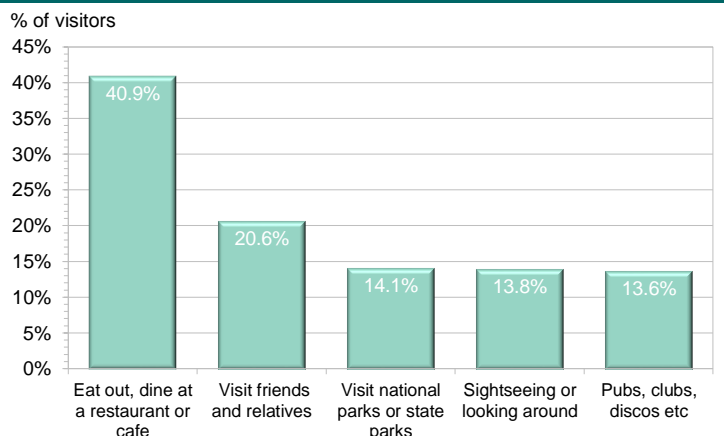
Age

'65 years and over' (23.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (21.3%).

Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to the region.

Activities



'Eat out, dine at a restaurant or cafe' (40.9%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$148 million in the Grampians - up by 20.0% on YE Jun 19. On average, visitors spent \$113 per trip to the region - up by 16.6% on YE Jun 19.

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

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

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