

TRAVEL TO THE GRAMPIANS

YE Sep 20



VISITORS TO THE GRAMPIANS

| Visitors ('000) | YE Sep 16 | YE Sep 17 | YE Sep 18 | YE Sep 19 | YE Sep 20 | Change on last year | Overall change | Ave annual growth |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|---------------------|----------------|-------------------|
| Domestic overnight visitors | 737 | 935 | 1,083 | 1,141 | 733 | -35.8% | -0.6% | -0.2% |
| International overnight visitors | 54 | 51 | 51 | 56 | 34 | -39.8% | -37.9% | -11.2% |
| Domestic daytrip visitors | 1,086 | 1,185 | 1,291 | 1,336 | 1,021 | -23.5% | -6.0% | -1.5% |
| Total visitors | 1,878 | 2,171 | 2,424 | 2,533 | 1,788 | -29.4% | -4.8% | -1.2% |

Sources: National Visitor Survey & International Visitor Survey, YE Sep 20, Tourism Research Australia

The IVS results for the YE Sep 20 for individual destinations outside the capital cities are calculated using the six months from Oct 19 to Mar 20. For more information, please see TRA's website.



VISITOR NIGHTS IN THE GRAMPIANS

| Visitor nights ('000) | YE Sep 16 | YE Sep 17 | YE Sep 18 | YE Sep 19 | YE Sep 20 | Change on last year | Overall change | Ave annual growth |
|-----------------------|--------------|--------------|--------------|--------------|--------------|---------------------|----------------|-------------------|
| Domestic nights | 1,852 | 2,261 | 3,043 | 2,615 | 2,056 | -21.4% | +11.0% | +2.6% |
| International nights | 257 | 383 | 268 | 371 | 169 | na | na | na |
| Total nights | 2,110 | 2,644 | 3,311 | 2,986 | 2,225 | -25.5% | +5.5% | +1.3% |

Sources: National Visitor Survey & International Visitor Survey, YE Sep 20, Tourism Research Australia

Figures in dark red are below the data confidence intervals used by TEVE or based on a too small sample. These figures are for INTERNAL USE ONLY.

The IVS results for the YE Sep 20 for individual destinations outside the capital cities are calculated using the six months from Oct 19 to Mar 20. For more information, please see TRA's website.



VISITOR SPEND IN THE GRAMPIANS

| Spend (\$ million) | YE Sep 16 | YE Sep 17 | YE Sep 18 | YE Sep 19 | YE Sep 20 | Change on last year | Overall change | Ave annual growth |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|---------------------|----------------|-------------------|
| Domestic overnight travel | \$170 | \$275 | \$361 | \$310 | \$314 | +1.4% | +85.0% | +16.6% |
| International overnight travel | np | \$19 | \$13 | np | \$13 | na | na | na |
| Domestic daytrip travel | \$111 | \$126 | \$133 | \$128 | \$128 | +0.1% | +15.9% | +3.8% |
| Total spend | \$296 | \$420 | \$507 | \$463 | \$456 | -1.5% | +54.0% | +11.4% |

Sources: Tourism Research Australia's expenditure allocation method applied to NVS and IVS data, YE Sep 20

np = expenditure estimate cannot be published as the sample is too small. Change and AAG na.

The IVS results for the YE Sep 20 for individual destinations outside the capital cities are calculated using the six months from Oct 19 to Mar 20. For more information, please see TRA's website.

