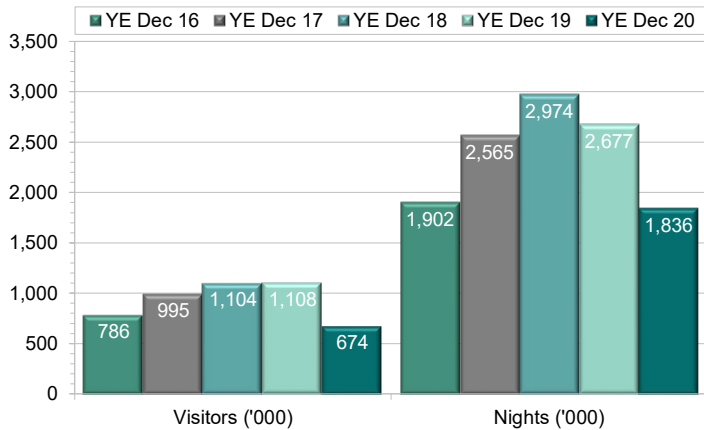


Domestic travel to the Grampians (1)

For the period January 2020 to December 2020

Overnight travel

Visitors and nights



The Grampians received 674,000 overnight visitors - down by 39.2% on YE Dec 19. Visitors spent over 1.8 million nights in the region - down by 31.4% on YE Dec 19.

Expenditure (2)

Overnight visitors spent \$282 million in the Grampians - down by 24.7% on YE Dec 19. On average, visitors spent \$154 per night in the region - up by 9.8% on YE Dec 19.

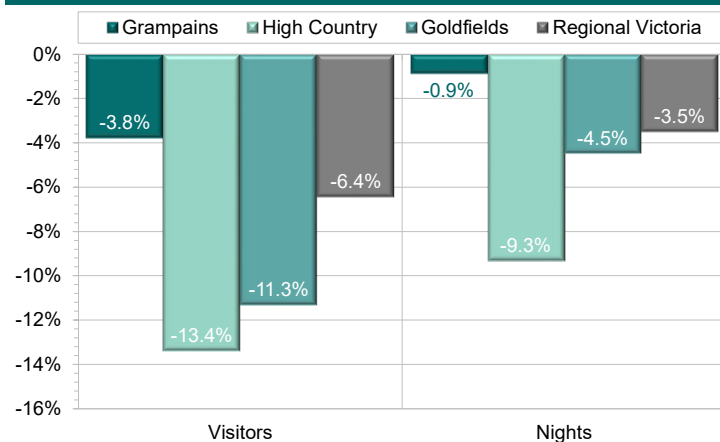
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Market share

The overnight sector represented 43.7% all domestic visitors to the Grampians - down by 0.9% pts on YE Dec 19. The overnight sector contributed 72.2% of total domestic spend in the region - up by 0.7% pts on YE Dec 19.

The Grampians received 6.3% of visitors and 5.3% of nights in regional Victoria. Compared to YE Dec 19, the share of visitors was up by 0.5% pts and the share of nights was up by 0.2% pts.

Average annual growth – YE Dec 16 to YE Dec 20



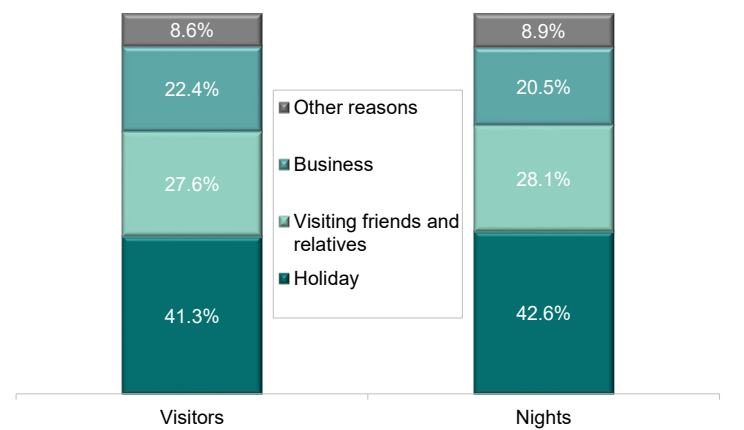
Over the period YE Dec 16 to YE Dec 20, the Grampians had an average annual decline of -3.8% in **visitors**. The region had a lower decline than High Country, Goldfields and regional Victoria.

The Grampians had an average annual decline of -0.9% in **nights** over the period. The region had a lower decline than High Country, Goldfields and regional Victoria.

The Grampians is comprised of: Central Highlands, Western Grampians, and Wimmera tourism regions.

(1) Source: National Visitor Survey (NVS), YE Dec 20, Tourism Research Australia (TRA) – unless otherwise specified

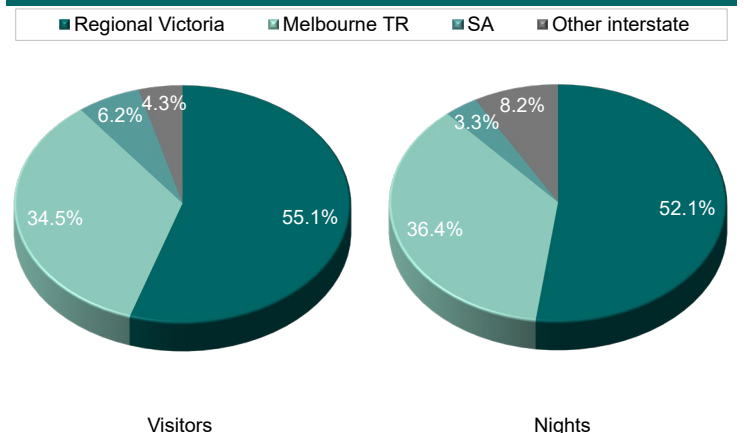
Purpose of visit



'Holiday' (41.3%) was the largest purpose for **visitors** to the Grampians. 'Visiting friends and relatives (VFR)' (27.6%) was the 2nd largest purpose, followed by 'business' (22.4%). Compared to YE Dec 19, 'VFR' and 'business' were both up by 1.8% pts whilst 'holiday' was down by 5.4% pts.

'Holiday' (42.6%) was the largest purpose in terms of **nights** in the Grampians. 'VFR' (28.1%) was the 2nd largest purpose, followed by 'business' (20.5%). Compared to YE Dec 19, 'other reasons' was up by 3.8% pts whilst 'holiday' was down by 4.0% pts.

Origin



Regional Victoria was the Grampians' largest source market. Regional Victoria contributed 55.1% of visitors and 52.1% of nights in the region. Compared to YE Dec 19, visitors from regional Victoria were down by 13.1% and nights were down by 3.2%.

Melbourne tourism region contributed 34.5% of visitors and 36.4% of nights in the Grampians. Compared to YE Dec 19, visitors from Melbourne tourism region were down by 41.3% and nights were down by 26.3%.

Interstate contributed 10.4% of visitors and 11.5% of nights in the Grampians. Compared to YE Dec 19, interstate visitors were down by 75.3%.

Month returned from trip

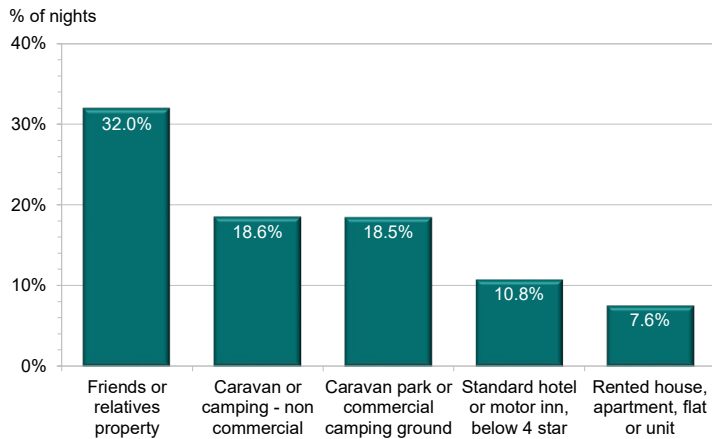
January (15.0%) was the most popular month for visitors to return from their trip to the Grampians. March (14.5%) was the 2nd most popular month to return from the trip, followed by December (12.4%).

Domestic travel to the Grampians (1)

For the period January 2020 to December 2020

Overnight travel (cont)

Accommodation



'Friends or relatives property' (32.0%) was the most popular accommodation type used for **nights** in the Grampians. 'Caravan or camping – non commercial' (18.6%) was the 2nd most popular accommodation used.

Length of stay

Visitors stayed on average 2.7 nights in the Grampians – up by 0.3 nights on YE Dec 19.

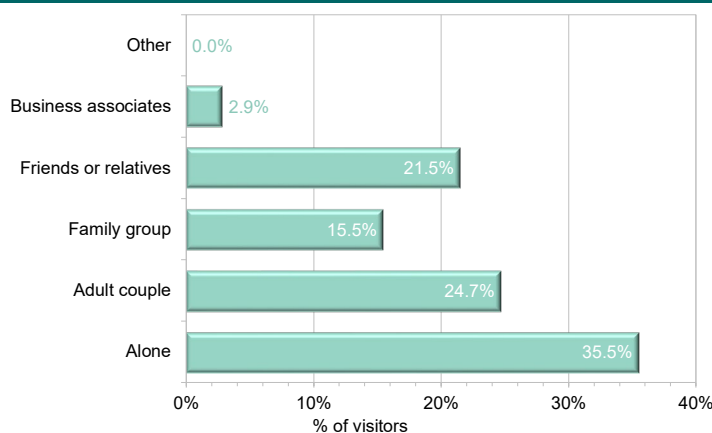
Activities

'Eat out, dine at a restaurant or cafe' (42.8%) was the most popular activity undertaken by visitors to the Grampians. 'Visit friends and relatives' (30.6%) was the 2nd most popular activity undertaken, followed by 'bushwalking or rainforest walks' (28.6%).

All transport

'Private vehicle or company car' (95.5%) was the most popular transport used by visitors to the Grampians. 'Self-drive motorhome or campervan' (1.6%) was the 2nd most popular transport used, followed by 'aircraft' (0.7%).

Travel party



'Alone' (35.5%) was the most common travel party description of visitors to the Grampians. 'Adult couple' (24.7%) was the 2nd most common travel party.

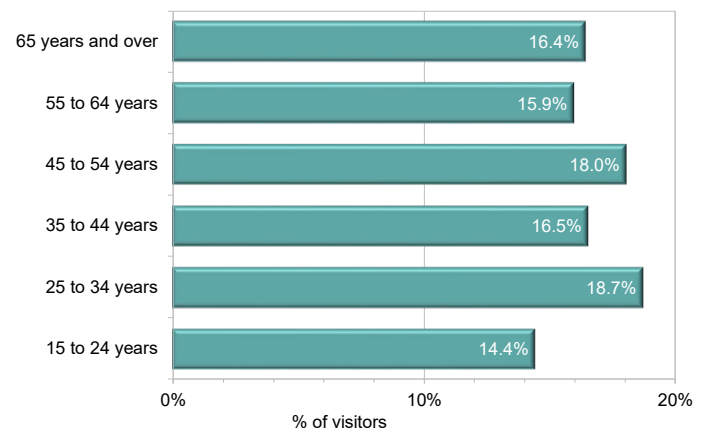
No of stopovers on trip

Nearly 4/5 (78.8%) visitors to the Grampians had one stopover only on the trip. Nearly 1/10 (8.8%) had 2 stopovers on the trip.

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

(1) Source: NVS, YE Dec 20, TRA – unless otherwise specified

Age



'25 to 34 years' (18.7%) was the biggest age group of visitors to the Grampians. '45 to 54 years' (18.0%) was the 2nd biggest age group, followed by '35 to 44 years' (16.5%).

Gender

More visitors to the Grampians were male (60.3%) than female (39.7%).

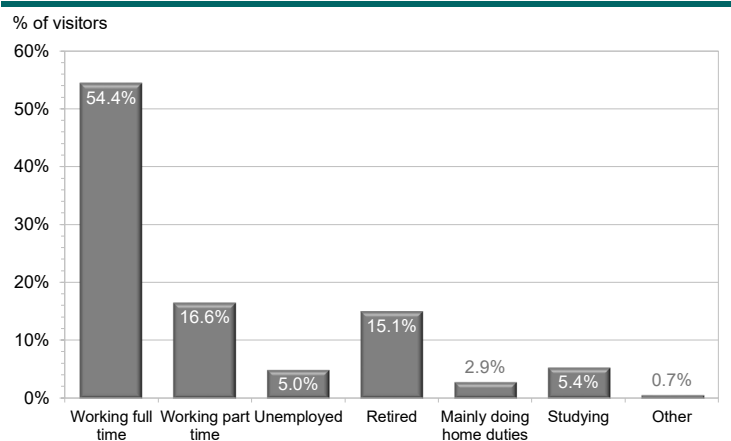
Lifecycle

'Parent with youngest child aged under 15' (23.2%) was the largest lifecycle group of visitors to the Grampians. 'Older working' (18.5%) was the 2nd largest lifecycle group, followed by 'young or midlife couple, no kids' (16.4%).

Marital status

More visitors to the Grampians were married or part of a couple (70.1%) than single (29.6%).

Employment



'Working full time' (54.4%) was the most common employment status of visitors to the Grampians. 'Working part time' (16.6%) was the 2nd most common employment status, followed by 'retired' (15.1%).

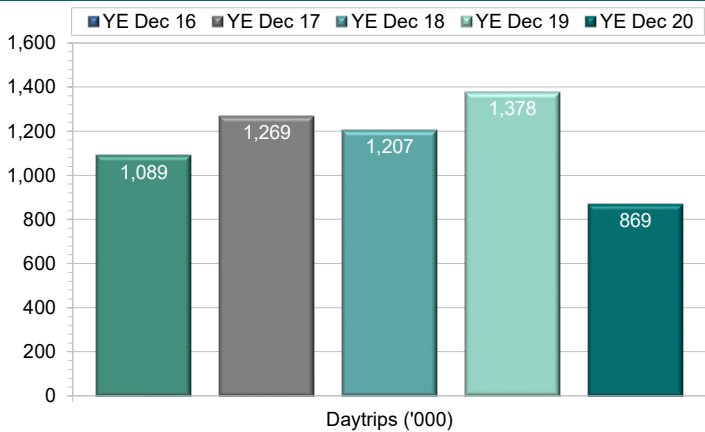
Annual household income

The average annual household income was \$122,845 amongst visitors to the Grampians. Over ¼ (25.8%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (17.6%) did not provide an income.

Domestic travel to the Grampians (1) For the period January 2020 to December 2020

Daytrip travel

Trips



The Grampians received 869,000 daytrip visitors - down by 36.9% on YE Dec 19.

Expenditure (2)

Daytrip visitors spent \$108 million in the Grampians - down by 27.3% on YE Dec 19. On average, visitors spent \$125 per trip to the region - up by 15.3% on YE Dec 19.

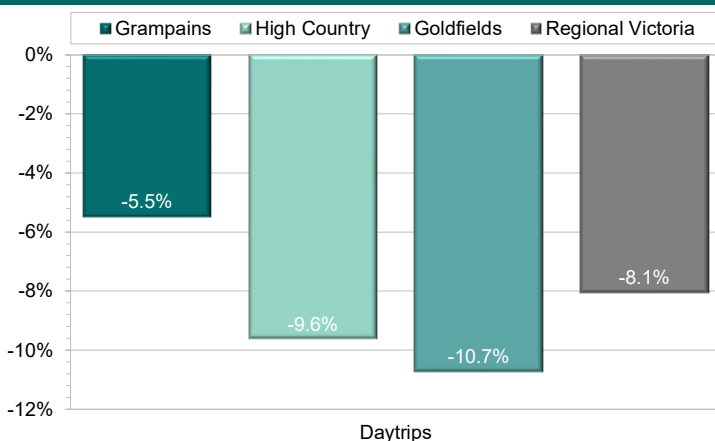
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Market share

The daytrip sector represented 56.3% all domestic visitors to the Grampians - up by 0.9% pts on YE Dec 19. The daytrip sector contributed 27.8% of total domestic spend in the region - down by 0.7% pts on YE Dec 19.

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

Average annual growth - YE Dec 16 to YE Dec 20



Over the period YE Dec 16 to YE Dec 20, the Grampians had an average annual decline of -5.5% in daytrips. The region had a lower decline than High Country, Goldfields and regional Victoria.

Main purpose of trip

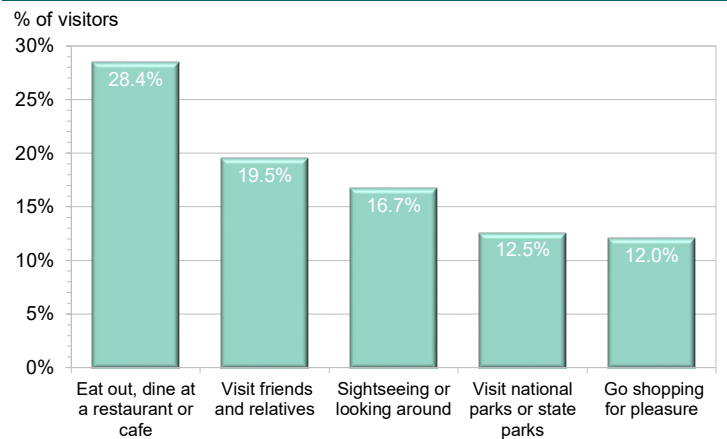
'Holiday' (44.9%) was the largest purpose for visitors to the Grampians. 'Business' (19.0%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (18.5%).

Compared to YE Dec 19, 'medical reasons' was up by 9.8% pts whilst 'personal appointment' was down by 5.6% pts.

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

(1) Source: NVS, YE Dec 20, TRA - unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (28.4%) was the most popular activity undertaken by visitors to the Grampians.

Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to the Grampians. No other form of transport was reported by survey respondents.

Age

'35 to 44 years' (21.8%) was the biggest age group of visitors to the Grampians. '65 years and over' (19.7%) was the 2nd biggest age group, followed by '45 to 54 years' (18.8%).

Gender

More visitors to the Grampians were male (57.8%) than female (42.2%).

Month travelled

February (23.1%) was the most popular month for a daytrip to the Grampians. January (14.8%) was the 2nd most popular month to travel, followed by March (13.1%). Note: these three months were unaffected by Covid-19.

Total domestic travel

Visitors, nights and spend

	YE Dec 16	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	Change on last year
Domestic visitors (million)	1.6	1.7	1.8	1.9	1.5	
Overnight visitors	0.8	1.0	1.1	1.1	0.7	-39.2%
Daytrip visitors	1.1	1.3	1.2	1.4	0.9	-36.9%
Total domestic visitors	1.9	2.3	2.3	2.5	1.5	-37.9%
Domestic nights (million)						
Total domestic nights	1.9	2.6	3.0	2.7	1.8	-31.4%
Domestic spend (\$ million)						
Overnight spend (2)	\$175	\$342	\$332	\$374	\$282	-24.7%
Daytrip spend (2)	\$119	\$126	\$119	\$149	\$108	-27.3%
Total domestic spend (2)	\$294	\$469	\$450	\$523	\$390	-25.4%

The Grampians received over 1.5 million domestic visitors - down by 37.9% on YE Dec 19. Visitors spent over 1.8 million nights in the region - down by 31.4% on YE Dec 19. In total, domestic visitors spent \$390 million on travel to the Grampians - down by 25.4% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.