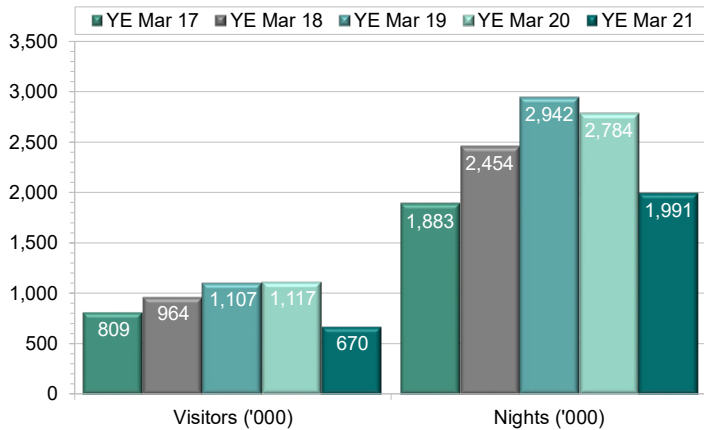


Domestic travel to the Grampians (1)

For the period April 2020 to March 2021

Overnight travel

Visitors and nights



The Grampians received 670,000 overnight visitors - down by 40.0% on YE Mar 20. Visitors spent almost 2.0 million nights in the region - down by 28.5% on YE Mar 20.

Expenditure (2)

Overnight visitors spent \$297 million in the Grampians - down by 26.6% on YE Mar 20. On average, visitors spent \$149 per night in the region - up by 2.7% on YE Mar 20.

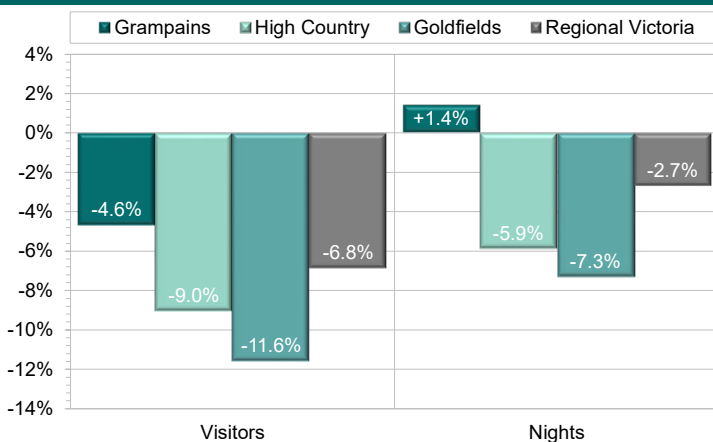
(2) Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

Market share

The overnight sector represented 52.4% all domestic visitors to the Grampians - up by 9.9% pts on YE Mar 20. The overnight sector contributed 76.8% of total domestic spend in the region - up by 5.9% pts on YE Mar 20.

The Grampians received 6.1% of visitors and 5.4% of nights in regional Victoria. Compared to YE Mar 20, the share of visitors and the share of nights were both unchanged.

Average annual growth – YE Mar 17 to YE Mar 21



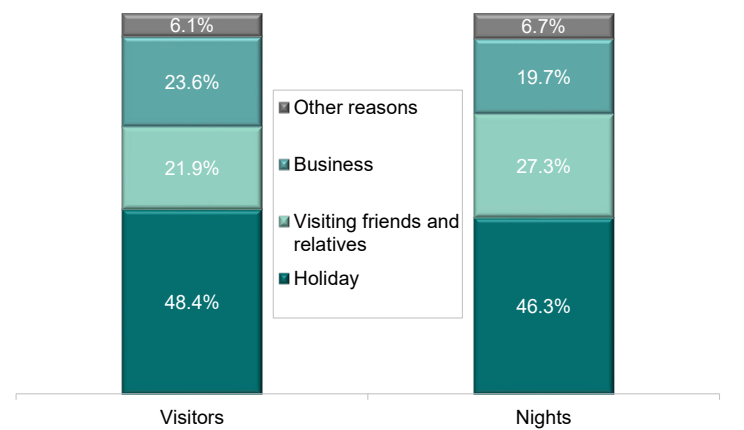
Over the period YE Mar 17 to YE Mar 21, the Grampians had an average annual decline of -4.6% in **visitors**. The region had a lower decline than High Country, Goldfields and regional Victoria.

The Grampians had an average annual growth of +1.4% in **nights** over the period. Whilst the region had growth, High Country, Goldfields and regional Victoria experienced a decline.

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

(1) Source: National Visitor Survey (NVS), YE Mar 21, Tourism Research Australia (TRA) – unless otherwise specified

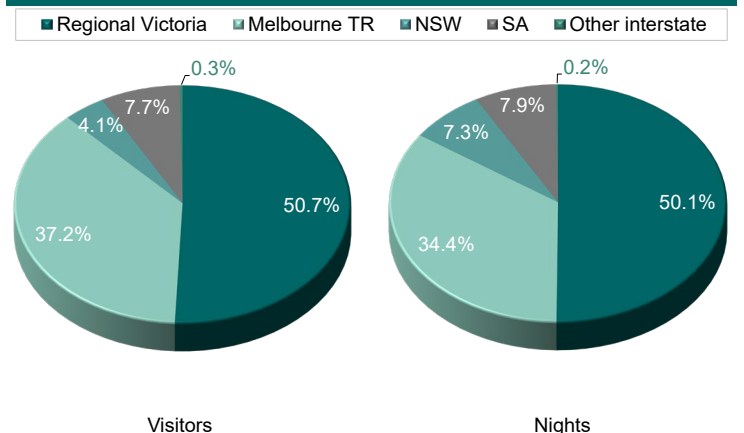
Purpose of visit



'Holiday' (48.4%) was the largest purpose for **visitors** to the Grampians. 'Business' (23.6%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (21.9%). Compared to YE Mar 20, 'business' was up by 2.7% pts whilst 'VFR' was down by 4.3% pts.

'Holiday' (46.3%) was the largest purpose in terms of **nights** in the Grampians. 'VFR' (27.3%) was the 2nd largest purpose, followed by 'business' (19.7%). Compared to YE Mar 20, 'education' was up by 2.3% pts whilst 'business' was down by 2.9% pts.

Origin



Regional Victoria was the Grampians' largest source market. Regional Victoria contributed 50.7% of visitors and 50.1% of nights in the region. Compared to YE Mar 20, visitors from regional Victoria were down by 28.3% and nights were down by 10.2%.

Melbourne tourism region contributed 37.2% of visitors and 34.4% of nights in the Grampians. Compared to YE Mar 20, visitors from Melbourne tourism region were down by 34.6% and nights were down by 24.4%.

Interstate contributed 12.1% of visitors and 15.4% of nights in the Grampians. Compared to YE Mar 20, interstate visitors were down by 69.1%.

Month returned from trip

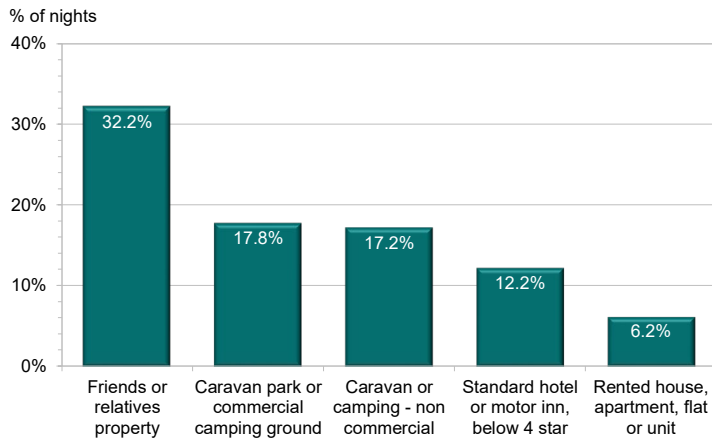
March (12.5%) was the most popular month for visitors to return from their trip to the Grampians. December (12.5%) was the 2nd most popular month to return from the trip, followed by November (12.4%).

Domestic travel to the Grampians (1)

For the period April 2020 to March 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (32.2%) was the most popular accommodation type used for **nights** in the Grampians. 'Caravan park or commercial camping ground' (17.8%) was the 2nd most popular accommodation used.

Length of stay

Visitors stayed on average 3 nights in the Grampians – up by 0.5 nights on YE Mar 20.

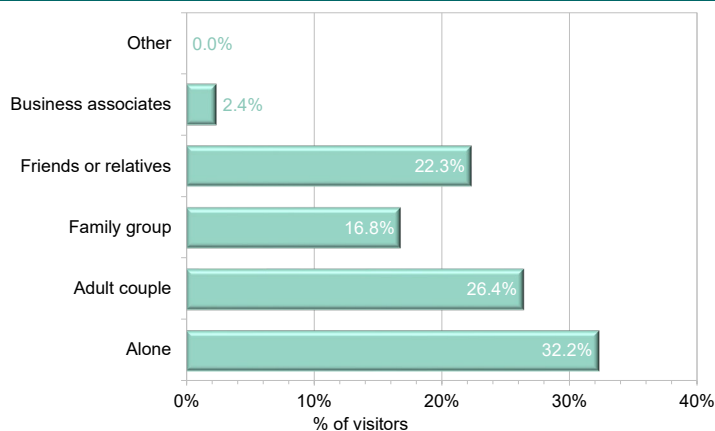
Activities

'Eat out, dine at a restaurant or cafe' (42.5%) was the most popular activity undertaken by visitors to the Grampians. 'Bushwalking or rainforest walks' (36.6%) was the 2nd most popular activity undertaken, followed by 'visit national parks or state parks' (31.5%).

All transport

'Private vehicle or company car' (95.3%) was the most popular transport used by visitors to the Grampians. 'Railway' (1.7%) was the 2nd most popular transport used, followed by 'self-drive motorhome or campervan' (1.5%).

Travel party



'Alone' (32.2%) was the most common travel party description of visitors to the Grampians. 'Adult couple' (26.4%) was the 2nd most common travel party.

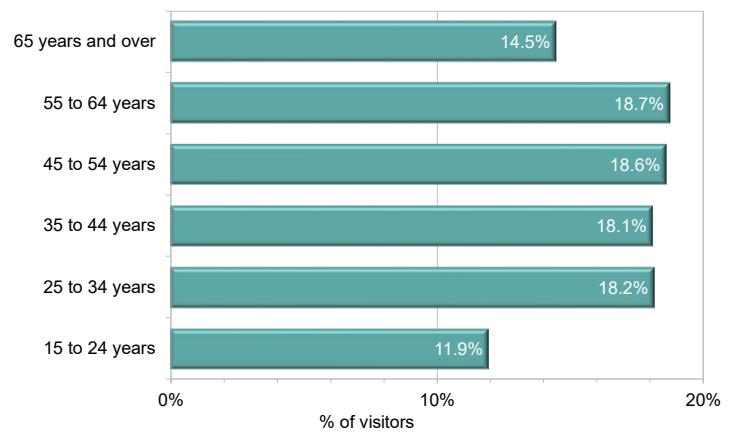
No of stopovers on trip

Almost ¾ (74.8%) visitors to the Grampians had one stopover only on the trip. Nearly 1/10 (8.9%) 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 Mar 21, TRA– unless otherwise specified

Age



'55 to 64 years' (18.7%) was the biggest age group of visitors to the Grampians. '45 to 54 years' (18.6%) was the 2nd biggest age group, followed by '25 to 34 years' (18.2%).

Gender

More visitors to the Grampians were male (58.5%) than female (41.5%).

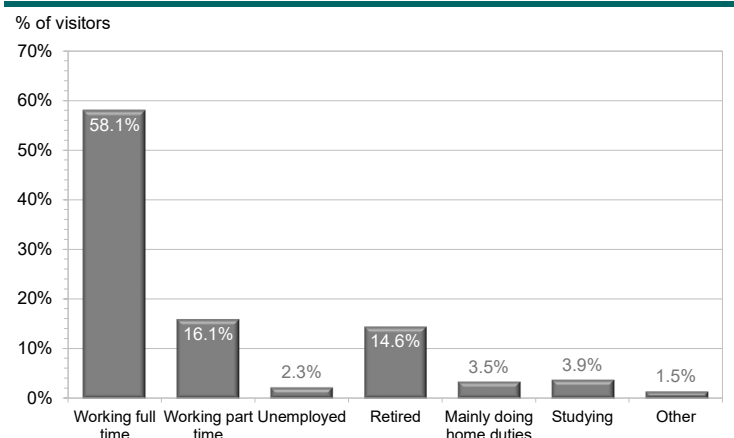
Lifecycle

'Parent with youngest child aged under 15' (22.7%) was the largest lifecycle group of visitors to the Grampians. 'Older working' (20.5%) was the 2nd largest lifecycle group, followed by 'young or midlife single' (17.1%).

Marital status

More visitors to the Grampians were married or part of a couple (70.0%) than single (29.7%).

Employment



'Working full time' (58.1%) was the most common employment status of visitors to the Grampians. 'Working part time' (16.1%) was the 2nd most common employment status, followed by 'retired' (14.6%).

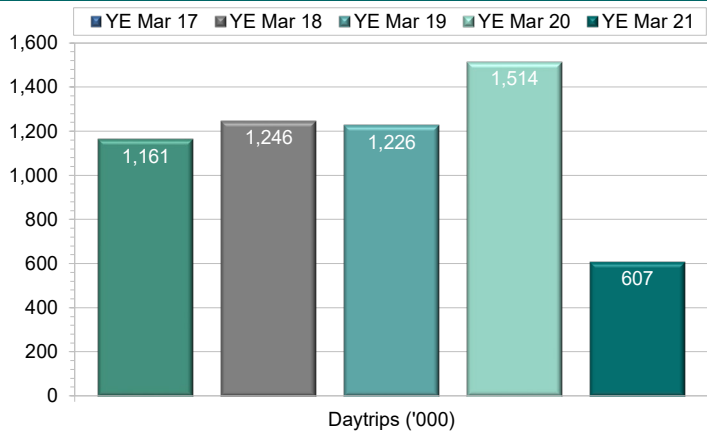
Annual household income

The average annual household income was \$122,230 amongst visitors to the Grampians. One quarter (25.0%) of visitors had an annual household income of '\$150,000+'. Note: over 1/5 (21.0%) did not provide an income.

Domestic travel to the Grampians (1) For the period April 2020 to March 2021

Daytrip travel

Trips



The Grampians received 607,000 daytrip visitors - down by 59.9% on YE Mar 20.

Expenditure (2)

Daytrip visitors spent \$90 million in the Grampians - down by 45.9% on YE Mar 20. On average, visitors spent \$148 per trip to the region - up by 34.8% on YE Mar 20.

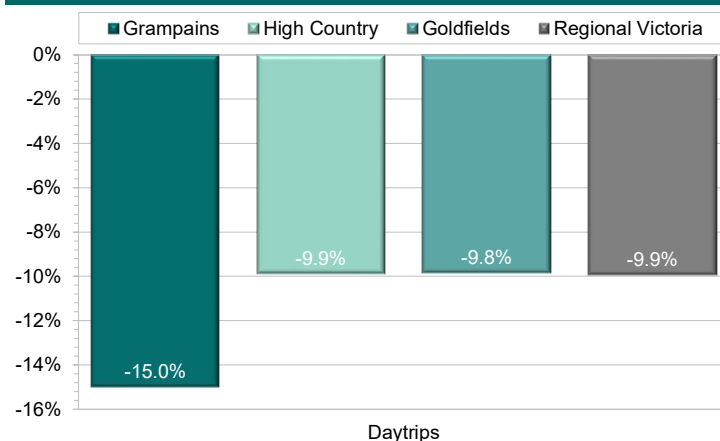
(2) Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

Market share

The daytrip sector represented 47.6% all domestic visitors to the Grampians - down by 9.9% pts on YE Mar 20. The daytrip sector contributed 23.2% of total domestic spend in the region - down by 5.9% pts on YE Mar 20.

The Grampians received 2.8% of daytrips to regional Victoria. Compared to YE Mar 20, the share was down by 1.0% pt.

Average annual growth - YE Mar 17 to YE Mar 21



Over the period YE Mar 17 to YE Mar 21, the Grampians had an average annual decline of -15.0% in daytrips. The region had a higher decline than High Country, Goldfields and regional Victoria.

Main purpose of trip

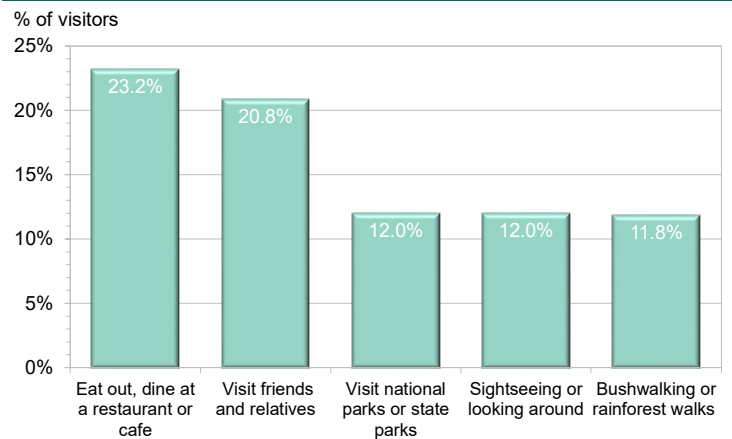
'Holiday' (41.0%) was the largest purpose for visitors to the Grampians. 'Business' (19.6%) was the 2nd largest purpose, followed by 'medical reasons' (16.3%).

Compared to YE Mar 20, 'medical reasons' was up by 12.5% pts whilst 'holiday' was down by 6.4% pts.

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

(1) Source: NVS, YE Mar 21, TRA - unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (23.2%) 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

'45 to 54 years' (29.2%) was the biggest age group of visitors to the Grampians. '55 to 64 years' (27.9%) was the 2nd biggest age group, followed by '65 years and over' (17.2%).

Gender

More visitors to the Grampians were male (63.8%) than female (36.2%).

Month travelled

January (16.2%) was the most popular month for a daytrip to the Grampians. December (15.3%) was the 2nd most popular month to travel, followed by July (11.6%).

Total domestic travel

Visitors, nights and spend

	YE Mar 17	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	Change on last year
Domestic visitors (million)						
Overnight visitors	0.8	1.0	1.1	1.1	0.7	-40.0%
Daytrip visitors	1.2	1.2	1.2	1.5	0.6	-59.9%
Total domestic visitors	2.0	2.2	2.3	2.6	1.3	-51.5%
Domestic nights (million)						
Total domestic nights	1.9	2.5	2.9	2.8	2.0	-28.5%
Domestic spend (\$ million)						
Overnight spend (2)	\$223	\$325	\$327	\$405	\$297	-26.6%
Daytrip spend (2)	\$112	\$133	\$113	\$166	\$90	-45.9%
Total domestic spend (2)	\$335	\$459	\$440	\$571	\$387	-32.2%

The Grampians received nearly 1.3 million domestic visitors - down by 51.5% on YE Mar 20. Visitors spent almost 2.0 million nights in the region - down by 28.5% on YE Mar 20.

In total, domestic visitors spent \$387 million on travel to the Grampians - down by 32.2% on YE Mar 20.

(2) Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.