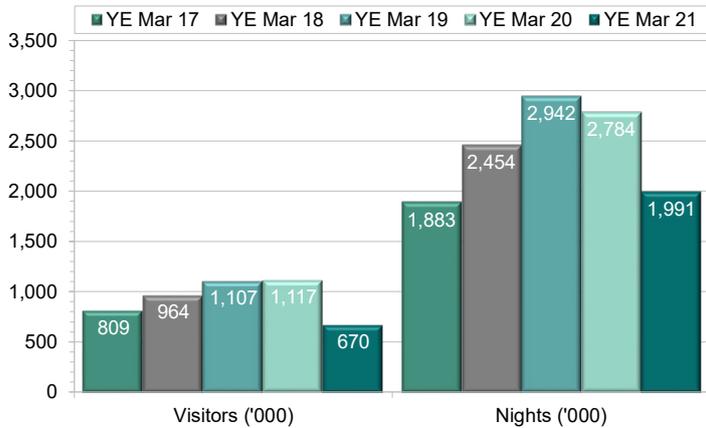


# Domestic travel to the Grampians (1) For the period April 2020 to March 2021

## 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.

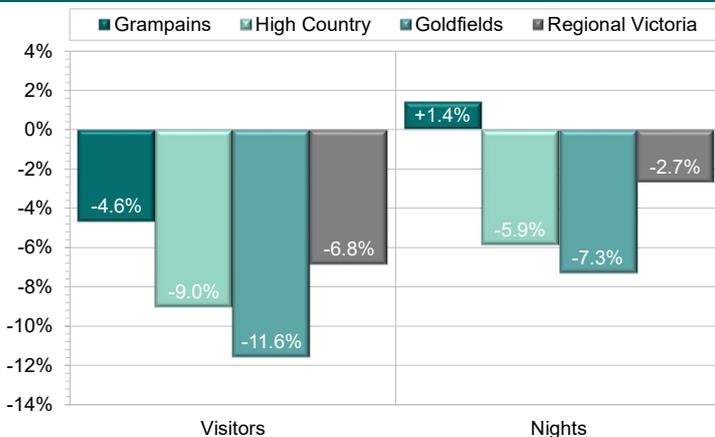
(2) Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

### 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

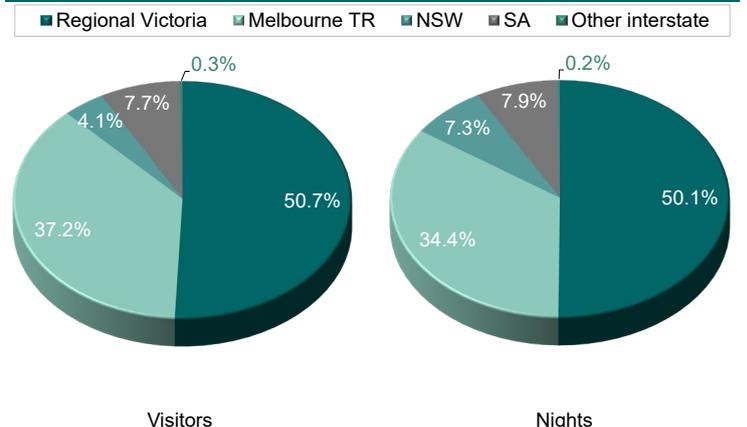
### Purpose of visit



'Holiday' (48.4%) was the largest purpose for **visitors** to the Grampians. 'Business' (23.6%) was the 2<sup>nd</sup> 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 2<sup>nd</sup> 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%.

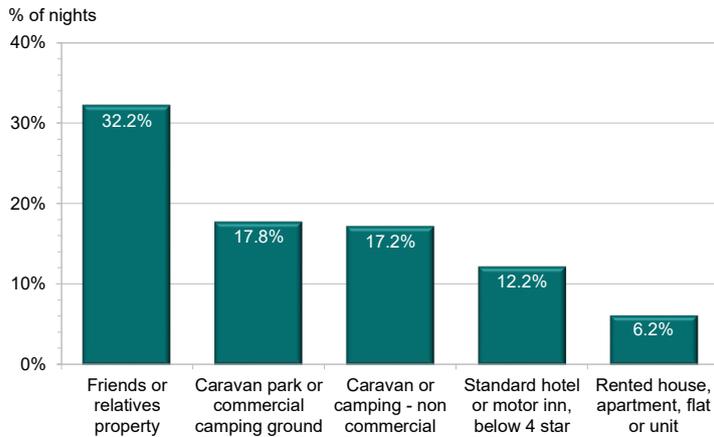
### Month returned from trip

March (12.5%) was the most popular month for visitors to return from their trip to the Grampians. December (12.5%) was the 2<sup>nd</sup> 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 2<sup>nd</sup> 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.

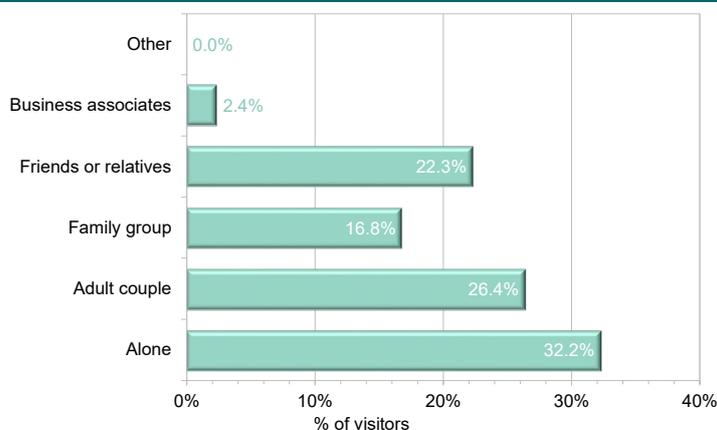
### Activities

'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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> most common travel party.

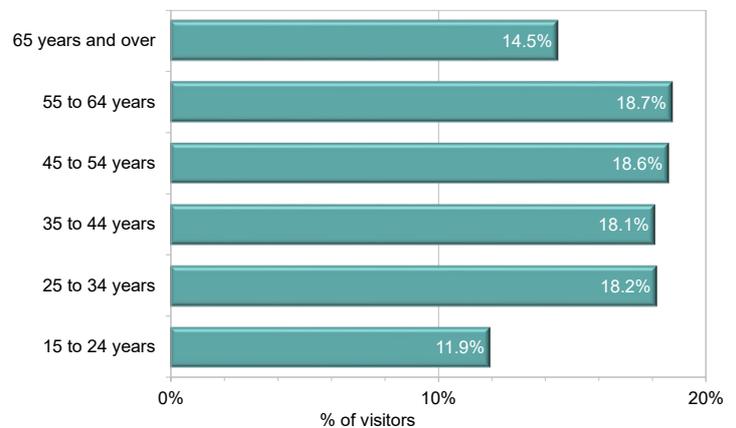
### No of stopovers on trip

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 2<sup>nd</sup> 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%).

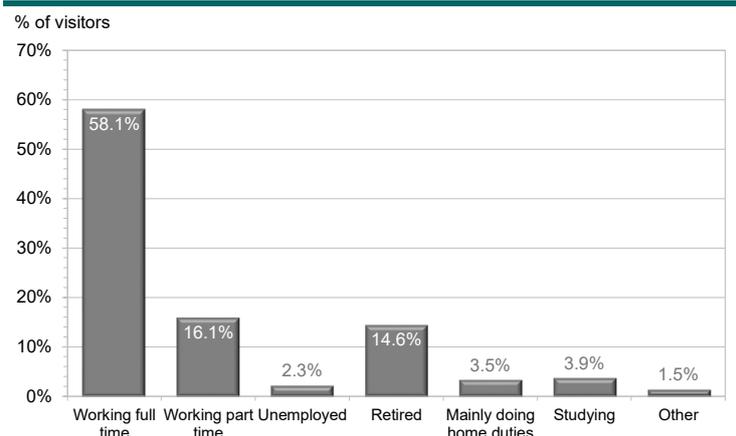
### Lifecycle

'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 2<sup>nd</sup> 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 2<sup>nd</sup> most common employment status, followed by 'retired' (14.6%).

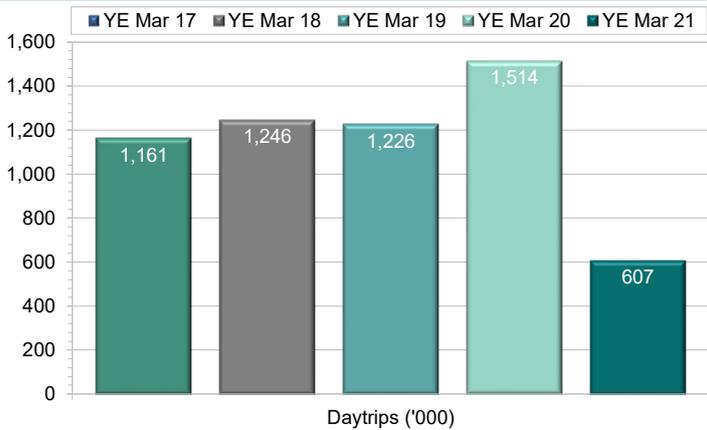
### Annual household income

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.

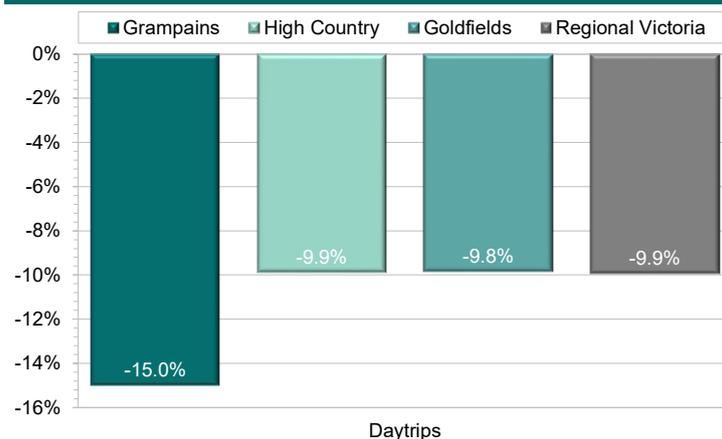
(2) Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

### 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

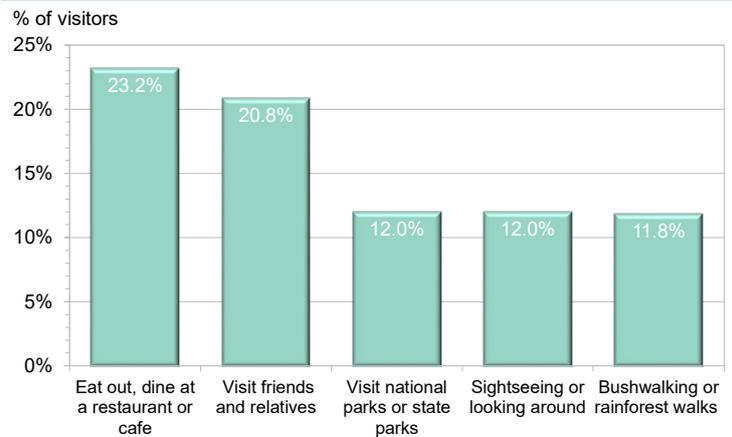
'Holiday' (41.0%) was the largest purpose for visitors to the Grampians. 'Business' (19.6%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (16.3%).

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 2<sup>nd</sup> 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 2<sup>nd</sup> 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
<b>Domestic visitors (million)</b>						
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%
<b>Total domestic visitors</b>	<b>2.0</b>	<b>2.2</b>	<b>2.3</b>	<b>2.6</b>	<b>1.3</b>	<b>-51.5%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>1.9</b>	<b>2.5</b>	<b>2.9</b>	<b>2.8</b>	<b>2.0</b>	<b>-28.5%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$223	\$325	\$327	\$405	\$297	-26.6%
Daytrip spend (2)	\$112	\$133	\$113	\$166	\$90	-45.9%
<b>Total domestic spend (2)</b>	<b>\$335</b>	<b>\$459</b>	<b>\$440</b>	<b>\$571</b>	<b>\$387</b>	<b>-32.2%</b>

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.