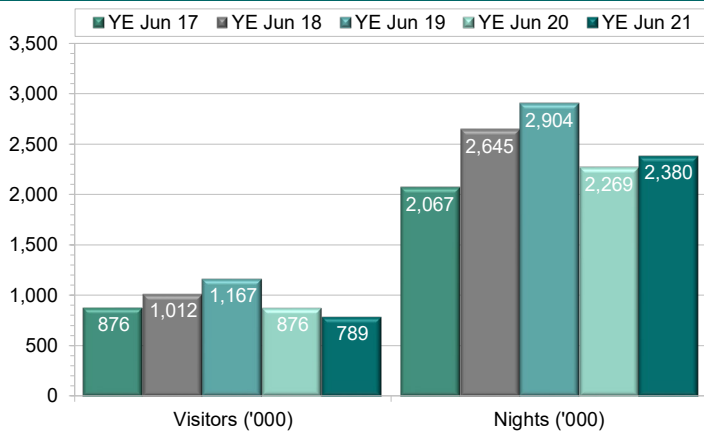


Domestic travel to the Grampians (1)

For the period July 2020 to June 2021

Overnight travel

Visitors and nights

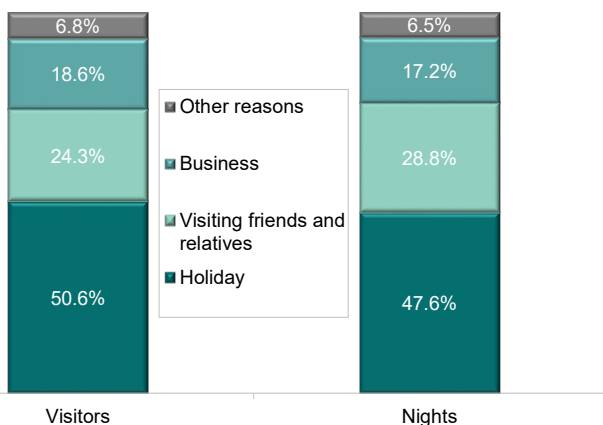


The Grampians received 789,000 overnight visitors - down by 9.9% on YE Jun 20. Visitors spent nearly 2.4 million nights in the region - up by 4.9% on YE Jun 20.

Market share

The Grampians received 6.0% of visitors and 5.7% of nights in regional Victoria. Compared to YE Jun 20, the share of visitors was up by 0.1% pt and the share of nights was up by 0.6% pts.

Purpose of visit



'Holiday' (50.6%) was the largest purpose for **visitors** to the Grampians, followed by 'visiting friends and relatives (VFR)' (24.3%) and 'business' (18.6%). Compared to YE Jun 20, 'holiday' was up by 5.8% pts while 'business' was down by 4.6% pts.

'Holiday' (47.6%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (28.8%) and 'business' (17.2%). Compared to YE Jun 20, 'VFR' was up by 4.0% pts while 'business' was down by 8.5% pts.

Accommodation

'Friends or relatives property' (33.0%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'caravan or camping - non commercial' (17.3%) and 'caravan park or commercial camping ground' (15.7%).

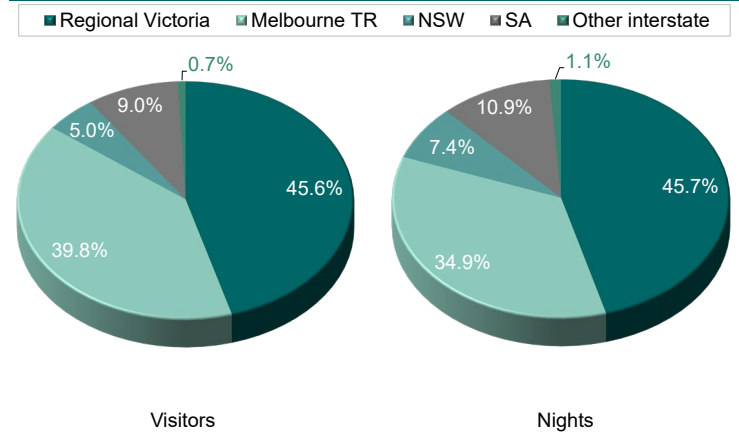
All transport

'Private vehicle or company car' (94.5%) was the most popular transport used by visitors to the Grampians, followed by 'self-drive motorhome or campervan' (1.8%) and 'railway' (1.7%).

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

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

Origin



The Grampians received 85.3% of visitors and 80.6% of nights from **intrastate**. Compared to YE Jun 20, visitors from intrastate were down by 3.1% and nights were up by 10.3%.

Interstate contributed 14.7% of visitors and 19.4% of nights in the Grampians. Compared to YE Jun 20, interstate visitors were down by 36.1%.

Length of stay

Visitors stayed on average 3 nights in the Grampians - up by 0.4 nights on YE Jun 20.

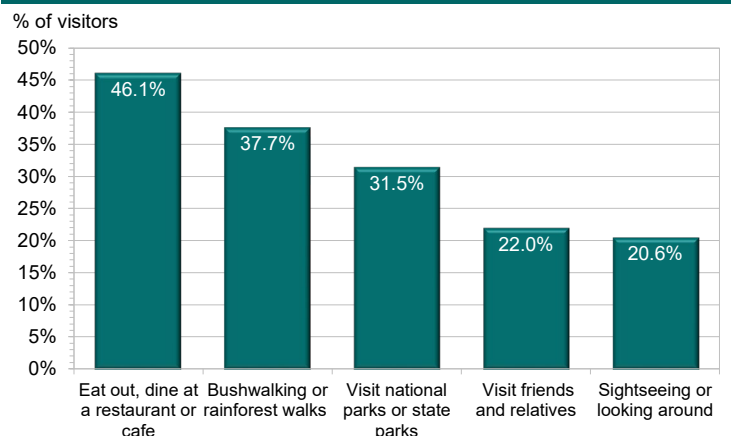
Age

'55 to 64 years' (19.0%) was the biggest age group of visitors to the Grampians, followed by '35 to 44 years' (18.2%) and '65 years and over' (17.6%).

Travel party

'Adult couple' (30.0%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (29.2%) and 'friends or relatives' (20.4%).

Activities



'Eat out, dine at a restaurant or cafe' (46.1%) was the most popular activity undertaken by visitors to the Grampians.

Expenditure (2)

Overnight visitors spent \$362 million in the Grampians - up by 4.1% on YE Jun 20. On average, visitors spent \$152 per night in the region - down by 0.7% on YE Jun 20.

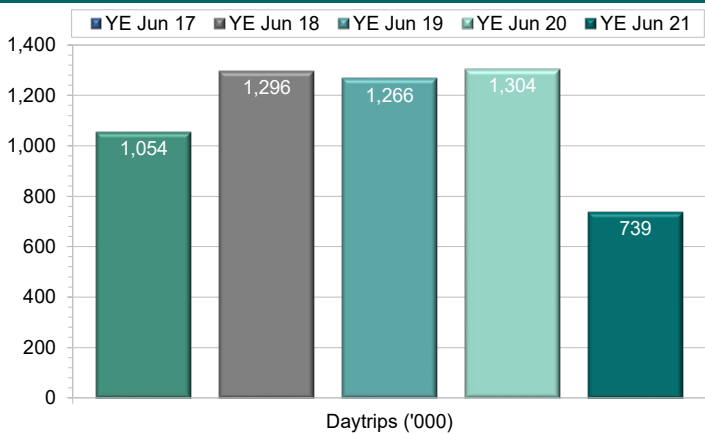
(2) Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA

Domestic travel to the Grampians (1)

For the period July 2020 to June 2021

Daytrip travel

Trips

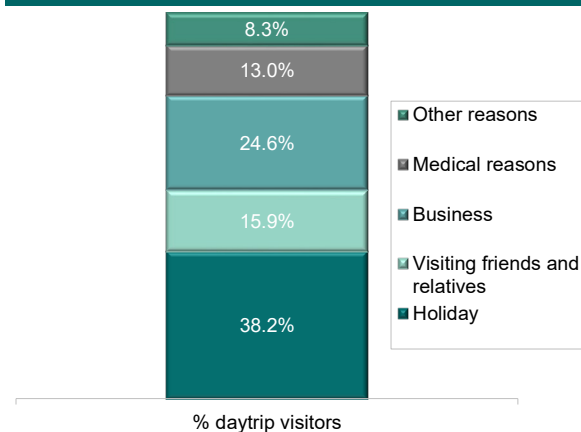


The Grampians received 739,000 daytrip visitors - down by 43.4% on YE Jun 20.

Market share

The Grampians received 3.1% of daytrips to regional Victoria. Compared to YE Jun 20, the share was down by 0.7% pts.

Main purpose of trip



'Holiday' (38.2%) was the largest purpose for visitors to the Grampians, followed by 'business' (24.6%) and 'visiting friends and relatives (VFR)' (15.9%).

Compared to YE Jun 20, 'business' was up by 8.3% pts while 'holiday' was down by 7.5% pts.

Activities

'Eat out, dine at a restaurant or cafe' (21.2%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visiting friends and relatives' (18.7%) and 'visit national parks or state parks' (14.4%).

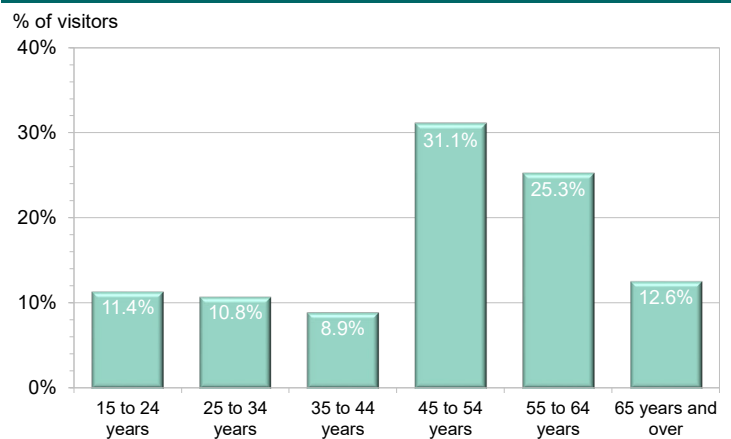
Transport

'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.

Month travelled

April (17.4%) was the most popular month for a daytrip to the Grampians. January (13.3%) was the 2nd most popular month, followed by December (12.6%).

Age



'45 to 54 years' (31.1%) was the biggest age group of visitors to the Grampians.

Gender

More visitors to the Grampians were male (58.0%) than female (42.0%).

Lifecycle

'Parent with youngest child aged under 15' (29.2%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (23.7%) and 'older non-working' (19.4%).

Origin

Wimmera tourism region (27.5%) was the Grampian's largest source market, followed by Western Grampians tourism region (27.2%) and Central Highlands tourism region (9.8%). Regional Victoria contributed (90.4%) of all daytrip visitors to the region.

Expenditure (2)

Daytrip visitors spent \$97 million in the Grampians - down by 34.3% on YE Jun 20. On average, visitors spent \$131 per trip to the region - up by 16.0% on YE Jun 20.

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

Total domestic travel

Visitors, nights and spend

	YE Jun 17	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	Change on last year
Domestic visitors (million)	1.7	1.8	1.9	2.0	2.1	
Overnight visitors	0.9	1.0	1.2	0.9	0.8	-9.9%
Daytrip visitors	1.1	1.3	1.3	1.3	0.7	-43.4%
Total domestic visitors	1.9	2.3	2.4	2.2	1.5	-29.9%
Domestic nights (million)						
Total domestic nights	2.1	2.6	2.9	2.3	2.4	+4.9%
Domestic spend (\$ million)						
Overnight spend (2)	\$262	\$333	\$327	\$348	\$362	+4.1%
Daytrip spend (2)	\$104	\$128	\$123	\$148	\$97	-34.3%
Total domestic spend (2)	\$366	\$461	\$450	\$496	\$459	-7.4%

The Grampians received over 1.5 million domestic visitors - down by 29.9% on YE Jun 20. Visitors spent nearly 2.4 million nights in the region - up by 4.9% on YE Jun 20. In total, domestic visitors spent \$459 million on travel to the Grampians - down by 7.4% on YE Jun 20.

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

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