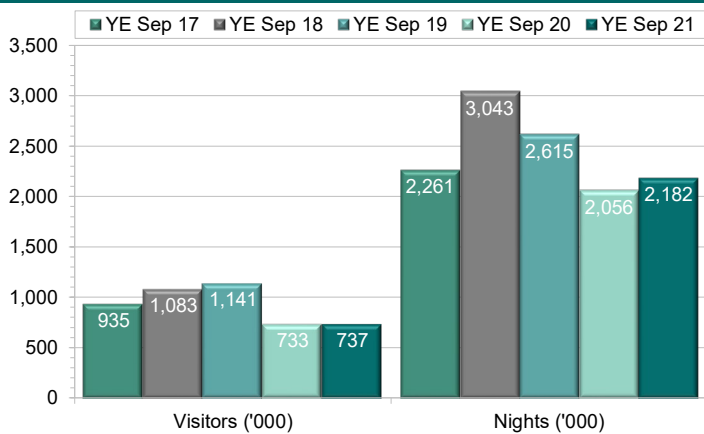


# Domestic travel to the Grampians (1)

## For the period October 2020 to September 2021

### Overnight travel

#### Visitors and nights

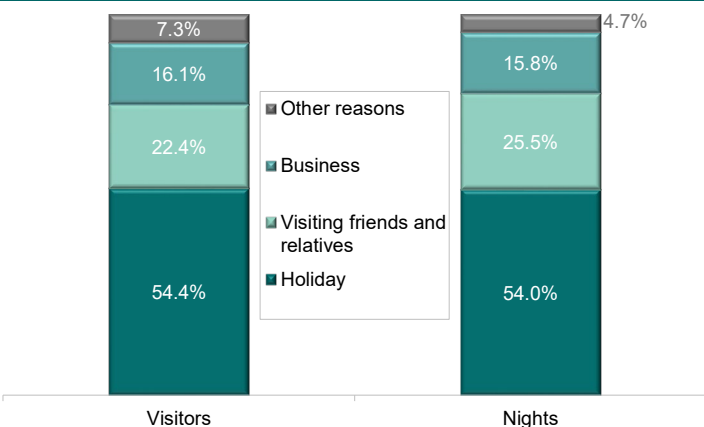


The Grampians received 737,000 overnight visitors – up by 0.5% on YE Sep 20. Visitors spent nearly 2.2 million nights in the region – up by 6.1% on YE Sep 20.

#### Market share

The Grampians received 5.4% of visitors and 5.1% of nights in regional Victoria. Compared to YE Sep 20, the share of visitors was down by 0.8% pts and the share of nights was down by 0.3% pts.

#### Purpose of visit



'Holiday' (54.4%) was the largest purpose for **visitors** to the Grampians, followed by 'visiting friends and relatives (VFR)' (22.4%) and 'business' (16.1%). Compared to YE Sep 20, 'holiday' was up by 14.1% pts while 'business' was down by 7.5% pts.

'Holiday' (54.0%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (25.5%) and 'business' (15.8%). Compared to YE Sep 20, 'holiday' was up by 13.3% pts while 'business' was down by 7.3% pts.

#### Accommodation

'Friends or relatives property' (29.9%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'caravan park or commercial camping ground' (17.9%) and 'caravan or camping – non commercial' (17.6%).

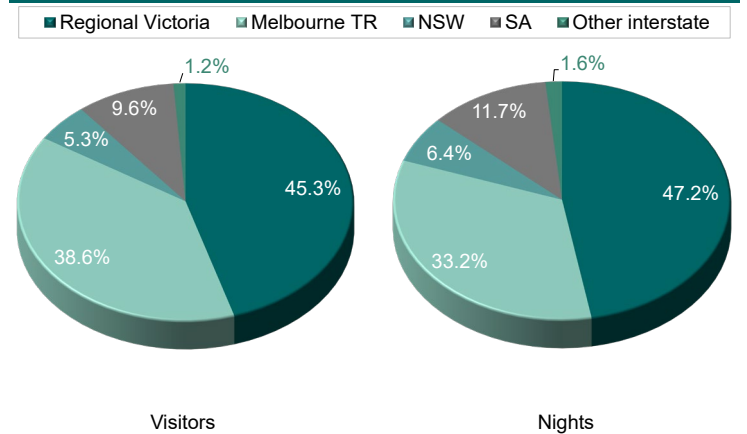
#### All transport

'Private vehicle or company car' (93.5%) was the most popular transport used by visitors to the Grampians, followed by 'railway' (2.1%) and 'self-drive motorhome or campervan' (1.9%).

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

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

#### Origin



The Grampians received 84.0% of visitors and 80.4% of nights from **intrastate**. Compared to YE Sep 20, visitors from intrastate were up by 3.4% and nights were up by 9.9%.

**Interstate** contributed 16.0% of visitors and 19.6% of nights in the Grampians. Compared to YE Sep 20, interstate visitors were down by 12.0%.

#### Length of stay

Visitors stayed on average 3 nights in the Grampians – up by 0.2 nights on YE Sep 20.

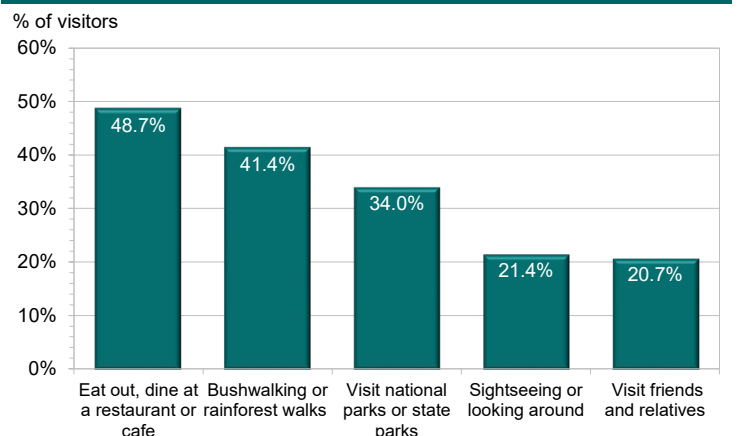
#### Age

'35 to 44 years' (20.2%) was the biggest age group of visitors to the Grampians, followed by '55 to 64 years' (18.8%) and '65 years and over' (17.4%).

#### Travel party

'Adult couple' (33.4%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (27.2%) and 'friends or relatives' (20.5%).

#### Activities



'Eat out, dine at a restaurant or cafe' (48.7%) was the most popular activity undertaken by visitors to the Grampians.

#### Expenditure (2)

Overnight visitors spent \$358 million in the Grampians – up by 14.0% on YE Sep 20. On average, visitors spent \$164 per night in the region – up by 7.4% on YE Sep 20.

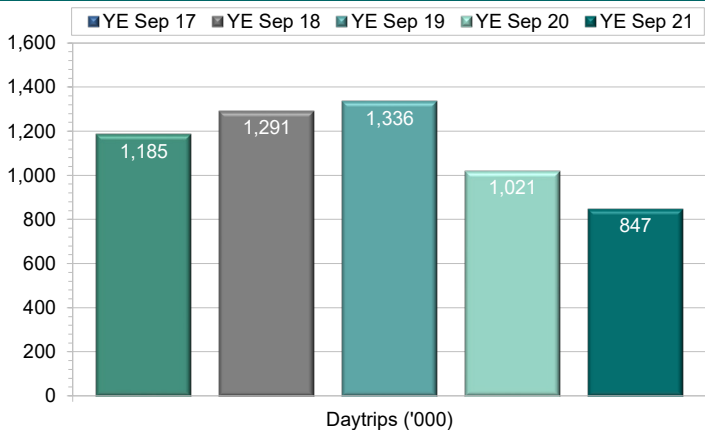
(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA

# Domestic travel to the Grampians (1)

## For the period October 2020 to September 2021

### Daytrip travel

#### Trips

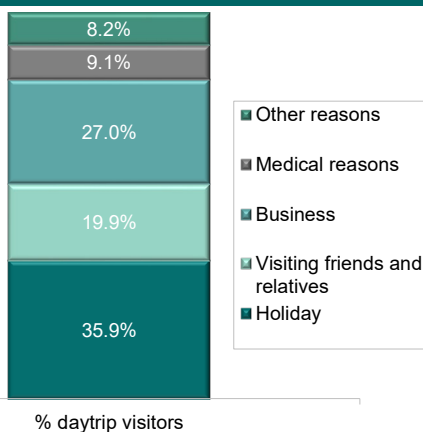


The Grampians received 847,000 daytrip visitors - down by 17.0% on YE Sep 20.

#### Market share

The Grampians received 3.3% of daytrips to regional Victoria. Compared to YE Sep 20, the share was down by 0.5% pts.

#### Main purpose of trip



'Holiday' (35.9%) was the largest purpose for visitors to the Grampians, followed by 'business' (27.0%) and 'visiting friends and relatives (VFR)' (19.9%).

Compared to YE Sep 20, 'business' was up by 13.7% pts while 'holiday' was down by 14.4% pts.

#### Activities

'Eat out, dine at a restaurant or cafe' (25.9%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visiting friends and relatives' (17.2%) and 'bushwalking or rainforest walks' (13.5%).

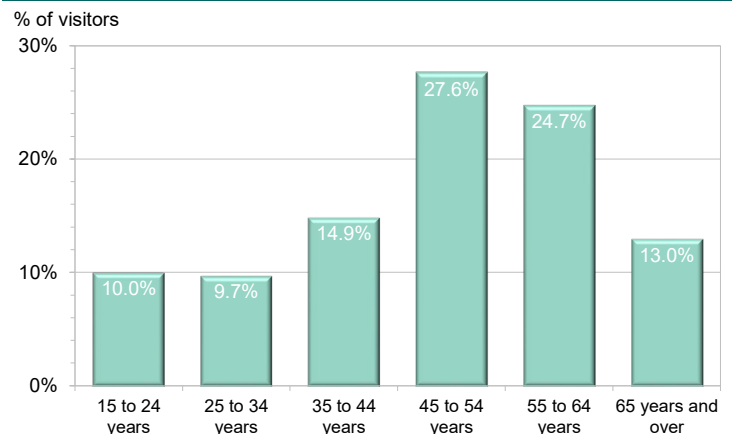
#### Transport

'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 (15.1%) was the most popular month for a daytrip to the Grampians. January (11.6%) was the 2<sup>nd</sup> most popular month, followed by July (11.0%).

#### Age



'45 to 54 years' (27.6%) was the biggest age group of visitors to the Grampians.

#### Gender

More visitors to the Grampians were male (52.0%) than female (48.0%).

#### Lifecycle

'Parent with youngest child aged under 15' (29.4%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (23.6%) and 'older non-working' (15.9%).

#### Origin

Wimmera tourism region (25.6%) was the Grampian's largest source market, followed by Western Grampians tourism region (22.9%) and Central Highlands tourism region (10.3%). Regional Victoria contributed (89.8%) of all daytrip visitors to the region.

#### Expenditure (2)

Daytrip visitors spent \$85 million in the Grampians - down by 33.9% on YE Sep 20. On average, visitors spent \$100 per trip to the region - down by 20.3% on YE Sep 20.

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

## Total domestic travel

#### Visitors, nights and spend

	YE Sep 17	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	Change on last year
<b>Domestic visitors (million)</b>						
Overnight visitors	0.9	1.1	1.1	0.7	0.7	+0.5%
Daytrip visitors	1.2	1.3	1.3	1.0	0.8	-17.0%
<b>Total domestic visitors</b>	<b>2.1</b>	<b>2.4</b>	<b>2.5</b>	<b>1.8</b>	<b>1.6</b>	<b>-9.7%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>2.3</b>	<b>3.0</b>	<b>2.6</b>	<b>2.1</b>	<b>2.2</b>	<b>+6.1%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$276	\$361	\$310	\$314	\$358	+14.0%
Daytrip spend (2)	\$126	\$133	\$128	\$128	\$85	-33.9%
<b>Total domestic spend (2)</b>	<b>\$402</b>	<b>\$495</b>	<b>\$438</b>	<b>\$442</b>	<b>\$443</b>	<b>+0.1%</b>

The Grampians received nearly 1.6 million domestic visitors - down by 9.7% on YE Sep 20. Visitors spent nearly 2.2 million nights in the region - up by 6.1% on YE Sep 20. In total, domestic visitors spent \$443 million on travel to the Grampians - up by 0.1% on YE Sep 20.

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

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