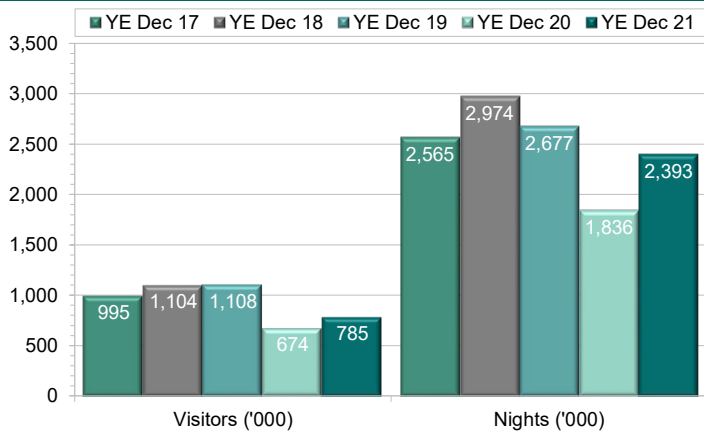


# Domestic travel to the Grampians (1)

## For the period January 2021 to December 2021

### Overnight travel

#### Visitors and nights

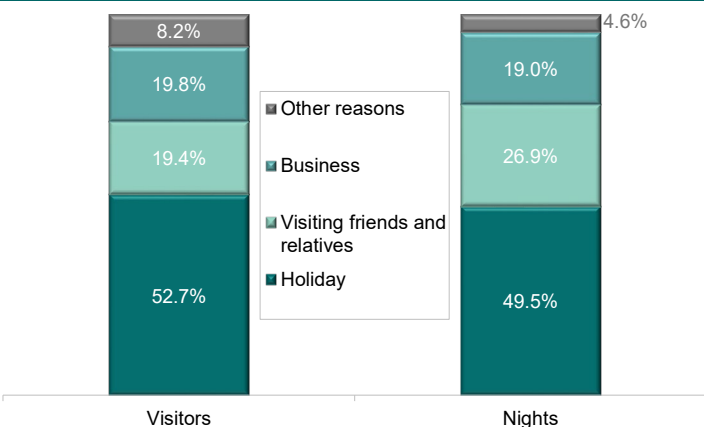


The Grampians received 785,000 overnight visitors – up by 16.5% on YE Dec 20. Visitors spent nearly 2.4 million nights in the region – up by 30.4% on YE Dec 20.

#### Market share

The Grampians received 5.6% of visitors and 5.5% of nights in regional Victoria. Compared to YE Dec 20, the share of visitors was down by 0.7% pts and the share of nights was up by 0.2% pts.

#### Purpose of visit



'Holiday' (52.7%) was the largest purpose for **visitors** to the Grampians, followed by 'business' (19.8%) and 'visiting friends and relatives (VFR)' (19.4%). Compared to YE Dec 20, 'holiday' was up by 11.4% pts whilst 'VFR' was down by 8.2% pts.

'Holiday' (49.5%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (26.9%) and 'business' (19.0%). Compared to YE Dec 20, 'holiday' was up by 6.9% pts whilst 'education' was down by 2.0% pts.

#### Accommodation

'Friends or relatives property' (32.2%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'caravan park or commercial camping ground' (16.7%) and 'standard hotel or motor inn, below 4 star' (15.4%).

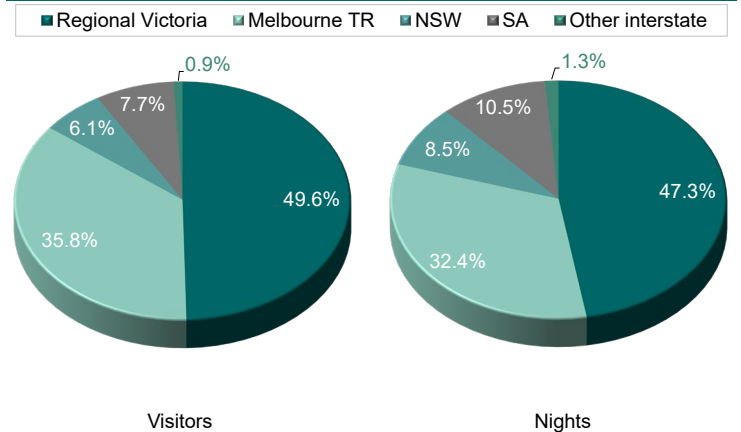
#### All transport

'Private vehicle or company car' (94.4%) was the most popular transport used by visitors to the Grampians, followed by 'railway' (1.7%) and 'self-drive motorhome or campervan' (1.4%).

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

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

#### Origin



The Grampians received 85.4% of visitors and 79.7% of nights from **intrastate**. Compared to YE Dec 20, visitors from intrastate were up by 11.1% and nights were up by 17.4%.

**Interstate** contributed 14.6% of visitors and 20.3% of nights in the Grampians. Compared to YE Dec 20, interstate visitors were up by 63.0%.

#### Length of stay

Visitors stayed on average 3 nights in the Grampians – up by 0.3 nights on YE Dec 20.

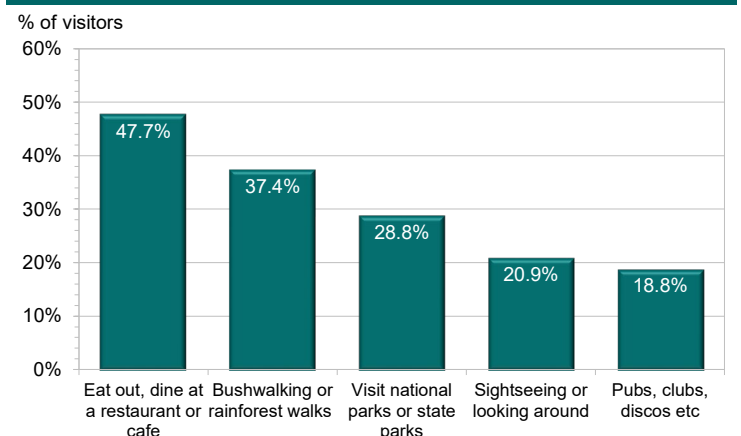
#### Age

'45 to 54 years' (21.1%) was the biggest age group of visitors to the Grampians, followed by '65 years and over' (18.5%) and '35 to 44 years' (18.2%).

#### Travel party

'Adult couple' (34.2%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (29.8%) and 'friends or relatives' (18.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (47.7%) was the most popular activity undertaken by visitors to the Grampians.

#### Expenditure (2)

Overnight visitors spent \$354 million in the Grampians – up by 25.8% on YE Dec 20. On average, visitors spent \$148 per night in the region – down by 3.5% on YE Dec 20.

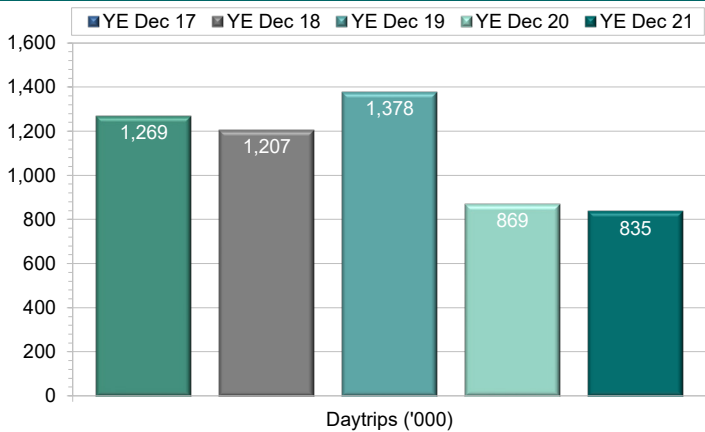
(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA

# Domestic travel to the Grampians (1)

## For the period January 2021 to December 2021

### Daytrip travel

#### Trips

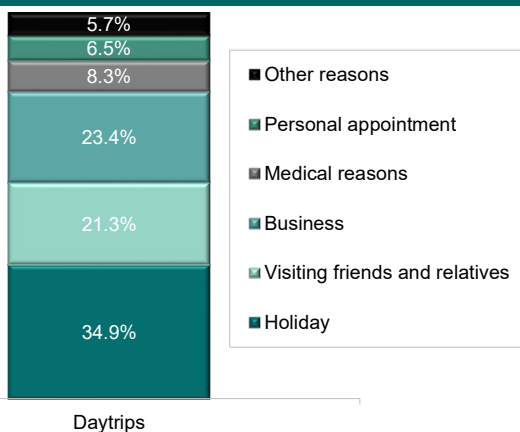


The Grampians received 835,000 daytrip visitors - down by 3.9% on YE Dec 20.

#### Market share

The Grampians received 3.2% of daytrips to regional Victoria. Compared to YE Dec 20, the share was down by 0.6% pts.

#### Main purpose of trip



'Holiday' (34.9%) was the largest purpose for visitors to the Grampians, followed by 'business' (23.4%) and 'visiting friends and relatives (VFR)' (21.3%).

Compared to YE Dec 20, 'business' was up by 4.4% pts whilst 'holiday' was down by 10.0% pts.

#### Activities

'Eat out, dine at a restaurant or cafe' (30.6%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visiting friends and relatives' (18.9%) and 'go shopping for pleasure' (10.7%).

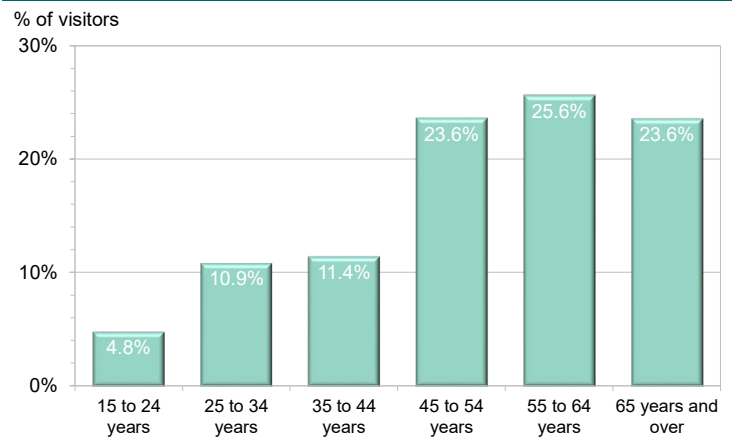
#### Transport

'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 (15.3%) was the most popular month for a daytrip to the Grampians. January (11.8%) was the 2<sup>nd</sup> most popular month, followed by July (11.2%).

#### Age



'55 to 64 years' (25.6%) was the biggest age group of visitors to the Grampians.

#### Gender

More visitors to the Grampians were female (56.2%) than male (43.8%).

#### Lifecycle

'Parent with youngest child aged under 15' (28.6%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (24.2%) and 'older non-working' (22.9%).

#### Origin

Wimmera tourism region (22.4%) was the Grampian's largest source market, followed by Western Grampians tourism region (18.9%) and Great Ocean Road tourism region (12.5%). Regional Victoria contributed (90.2%) of all daytrip visitors to the region.

#### Expenditure (2)

Daytrip visitors spent \$87 million in the Grampians - down by 19.7% on YE Dec 20. On average, visitors spent \$104 per trip to the region - down by 16.4% on YE Dec 20.

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

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
<b>Domestic visitors (million)</b>						
Overnight visitors	1.0	1.1	1.1	0.7	0.8	+16.5%
Daytrip visitors	1.3	1.2	1.4	0.9	0.8	-3.9%
<b>Total domestic visitors</b>	<b>2.3</b>	<b>2.3</b>	<b>2.5</b>	<b>1.5</b>	<b>1.6</b>	<b>+5.0%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>2.6</b>	<b>3.0</b>	<b>2.7</b>	<b>1.8</b>	<b>2.4</b>	<b>+30.4%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$342	\$331	\$374	\$282	\$354	+25.8%
Daytrip spend (2)	\$126	\$119	\$149	\$108	\$87	-19.7%
<b>Total domestic spend (2)</b>	<b>\$469</b>	<b>\$450</b>	<b>\$523</b>	<b>\$390</b>	<b>\$441</b>	<b>+13.1%</b>

The Grampians received over 1.6 million domestic visitors – up by 5.0% on YE Dec 20. Visitors spent nearly 2.4 million nights in the region - up by 30.4% on YE Dec 20. In total, domestic visitors spent \$441 million on travel to the Grampians - up by 13.1% on YE Dec 20.

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

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