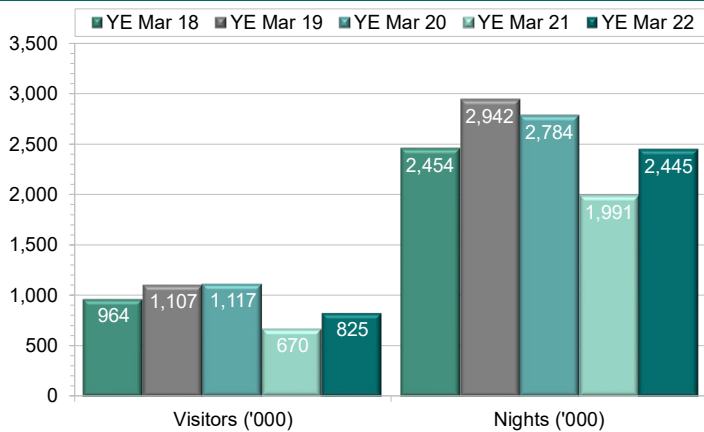


Domestic travel to the Grampians (1)

For the period April 2021 to March 2022

Overnight travel

Visitors and nights

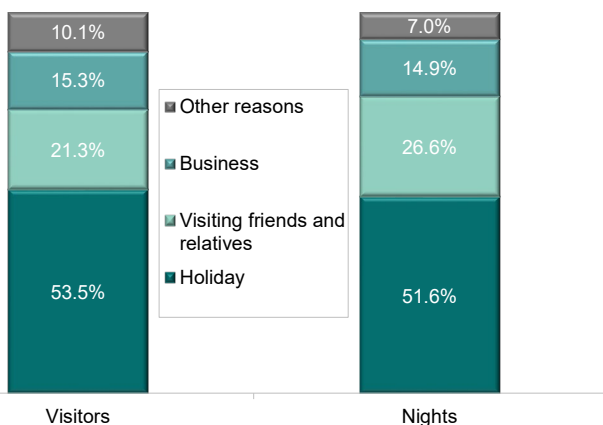


The Grampians received 825,000 overnight visitors – up by 23.1% on YE Mar 21. Visitors spent over 2.4 million nights in the region – up by 22.8% on YE Mar 21.

Market share

The Grampians received 5.9% of both visitors and nights in regional Victoria. Compared to YE Mar 21, the share of visitors was down by 0.2% pts and the share of nights was up by 0.5% pts.

Purpose of visit



'Holiday' (53.5%) was the largest purpose for **visitors** to the Grampians, followed by 'visiting friends and relatives (VFR)' (21.3%) and 'business' (15.3%). Compared to YE Mar 21, 'holiday' was up by 5.1% pts whilst 'business' was down by 8.3% pts.

'Holiday' (51.6%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (26.6%) and 'business' (14.9%). Compared to YE Mar 21, 'holiday' was up by 5.3% pts whilst 'business' was down by 4.8% pts.

Accommodation

'Friends or relatives property' (33.4%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'caravan or camping – non commercial' (14.0%) and 'standard hotel or motor inn, below 4 star' (13.8%).

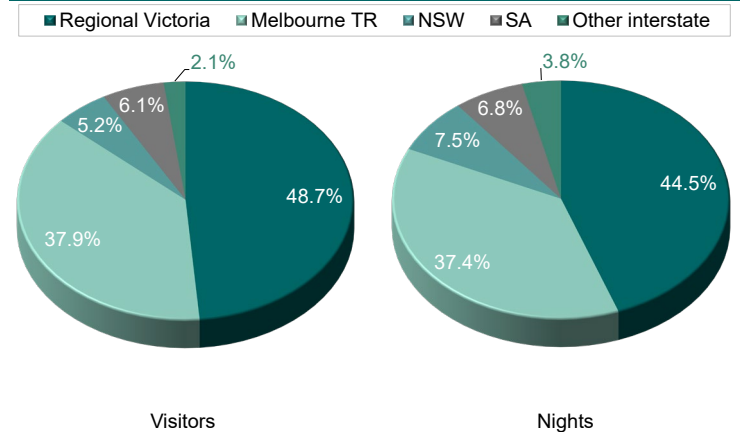
All transport

'Private vehicle or company car' (94.6%) was the most popular transport used by visitors to the Grampians, followed by 'self-drive motorhome or campervan' (1.5%) and 'railway' (1.2%).

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

(1) Source: National Visitor Survey (NVS), YE Mar 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



The Grampians received 86.6% of visitors and 81.9% of nights from **intrastate**. Compared to YE Mar 21, visitors from intrastate were up by 21.3% and nights were up by 18.9%.

Interstate contributed 13.4% of visitors and 18.1% of nights in the Grampians. Compared to YE Mar 21, interstate visitors were up by 36.5%.

Length of stay

Visitors stayed on average 3 nights in the Grampians – unchanged on YE Mar 21.

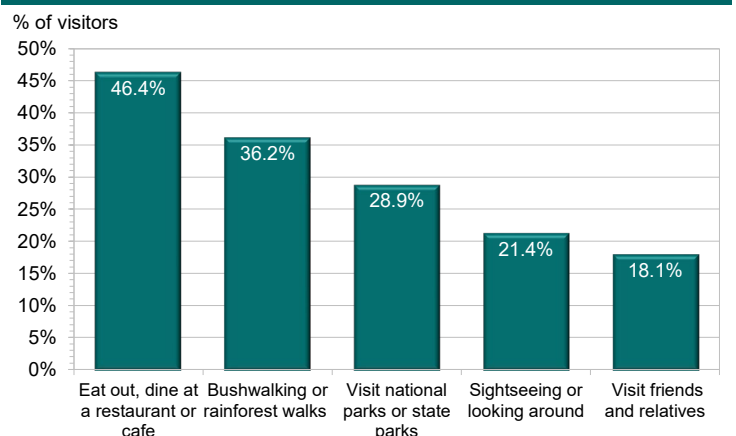
Age

'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' (34.0%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (28.3%) and 'friends or relatives' (18.5%).

Activities



'Eat out, dine at a restaurant or cafe' (46.4%) was the most popular activity undertaken by visitors to the Grampians.

Expenditure (2)

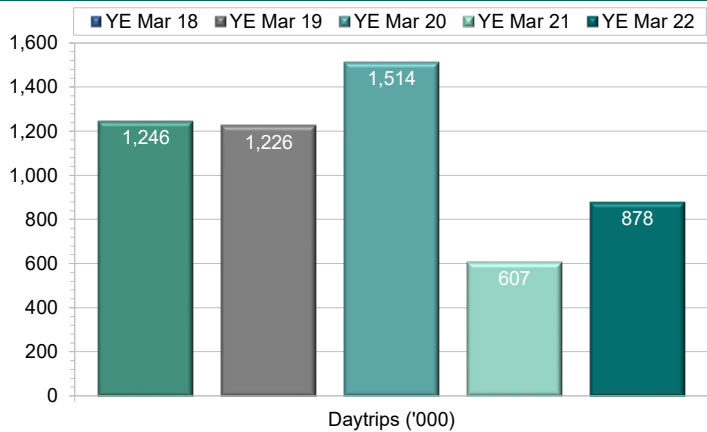
Overnight visitors spent \$365 million in the Grampians – up by 23.0% on YE Mar 21. On average, visitors spent \$149 per night in the region – up by 0.1% on YE Mar 21.

(2) Sources: NVS and Regional Expenditure Model, YE Mar 22, TRA

Domestic travel to the Grampians (1) For the period April 2021 to March 2022

Daytrip travel

Trips

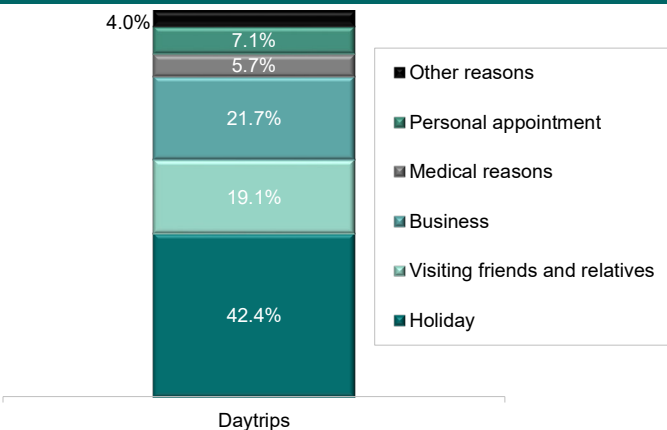


The Grampians received 878,000 daytrip visitors - up by 44.6% on YE Mar 21.

Market share

The Grampians received 3.4% of daytrips to regional Victoria. Compared to YE Mar 21, the share was up by 0.6% pts.

Main purpose of trip



'Holiday' (42.4%) was the largest purpose for visitors to the Grampians, followed by 'business' (21.7%) and 'visiting friends and relatives (VFR)' (19.1%).

Compared to YE Mar 21, 'personal appointment' was up by 5.1% pts whilst 'medical reasons' was down by 10.6% pts.

Activities

'Eat out, dine at a restaurant or cafe' (32.8%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visit national parks or state parks' (16.3%) and 'visiting friends and relatives' (15.1%).

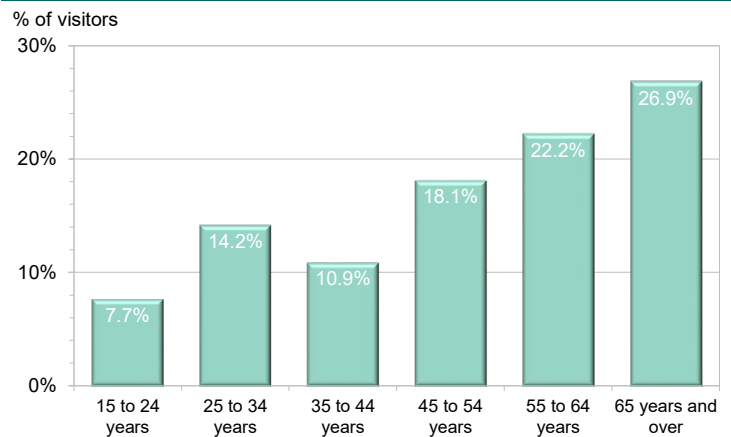
Transport

'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 (14.6%) was the most popular month for a daytrip to the Grampians. July (10.7%) was the 2nd most popular month, followed by November (9.8%).

Age



'65 years and over' (26.9%) was the biggest age group of visitors to the Grampians.

Gender

More visitors to the Grampians were female (52.8%) than male (47.2%).

Lifecycle

'Parent with youngest child aged under 15' (27.2%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (23.3%) and 'older non-working' (22.5%).

Origin

Western Grampians tourism region (22.5%) was the Grampian's largest source market, followed by Wimmera tourism region (16.8%) and Great Ocean Road tourism region (12.2%). Regional Victoria contributed (90.5%) of all daytrip visitors to the region.

Expenditure (2)

Daytrip visitors spent \$90 million in the Grampians - down marginally on YE Mar 21. On average, visitors spent \$102 per trip to the region - down by 30.9% on YE Mar 21.

(2) Sources: NVS and Regional Expenditure Model, YE Mar 22, TRA.

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors (million)						
Overnight visitors	1.0	1.1	1.1	0.7	0.8	+23.1%
Daytrip visitors	1.2	1.2	1.5	0.6	0.9	+44.6%
Total domestic visitors	2.2	2.3	2.6	1.3	1.7	+33.3%
Domestic nights (million)						
Total domestic nights	2.5	2.9	2.8	2.0	2.4	+22.8%
Domestic spend (\$ million)						
Overnight spend (2)	\$325	\$327	\$405	\$297	\$365	+23.0%
Daytrip spend (2)	\$133	\$113	\$166	\$90	\$90	-0.0%
Total domestic spend (2)	\$459	\$440	\$571	\$387	\$455	+17.6%

The Grampians received over 1.7 million domestic visitors – up by 33.3% on YE Mar 21. Visitors spent over 2.4 million nights in the region - up by 22.8% on YE Mar 21. In total, domestic visitors spent \$455 million on travel to the Grampians - up by 17.6% on YE Mar 21.

(2) Sources: NVS and Regional Expenditure Model, YE Mar 22, TRA.

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