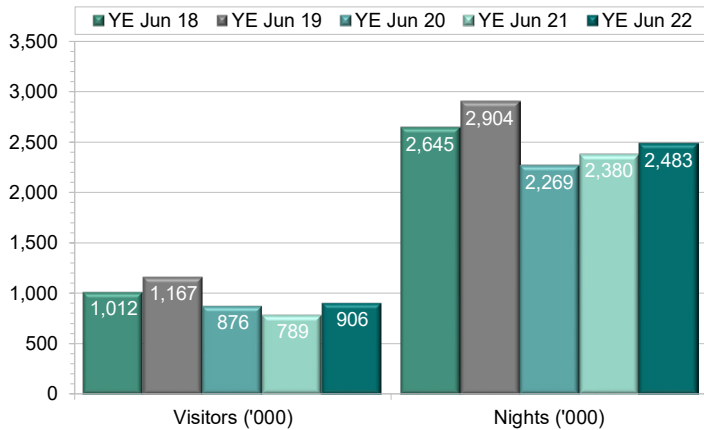


# Domestic travel to the Grampians (1)

## For the period July 2021 to June 2022

### Overnight travel

#### Visitors and nights

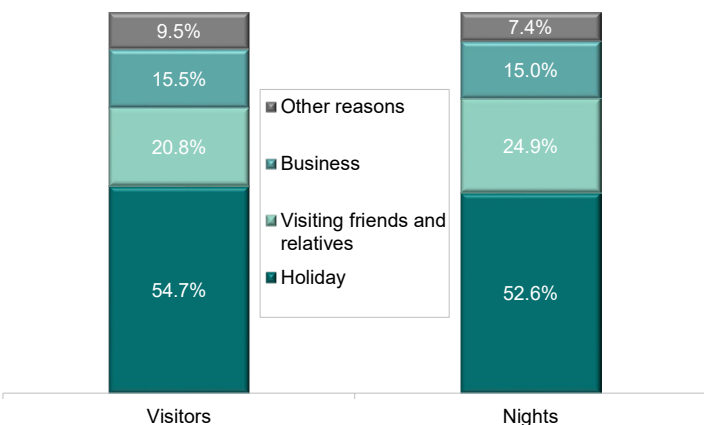


The Grampians received 906,000 overnight visitors – up by 14.9% on YE Jun 21. Visitors spent nearly 2.5 million nights in the region – up by 4.3% on YE Jun 21.

#### Market share

The Grampians received 6.1% of visitors and 5.6% of nights in regional Victoria. Compared to YE Jun 21, the share of visitors was up by 0.1% pt and the share of nights was down by 0.1% pt.

#### Purpose of visit



'Holiday' (54.7%) was the largest purpose for **visitors** to the Grampians, followed by 'visiting friends and relatives (VFR)' (20.8%) and 'business' (15.5%). Compared to YE Jun 21, 'holiday' was up by 4.1% pts whilst 'VFR' was down by 3.5% pts.

'Holiday' (52.6%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (24.9%) and 'business' (15.0%). Compared to YE Jun 21, 'holiday' was up by 5.0% pts whilst 'VFR' was down by 3.9% pts.

#### Accommodation

'Friends or relatives property' (29.6%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'standard hotel or motor inn, below 4 star' (17.2%) and 'caravan park or commercial camping ground' (16.0%).

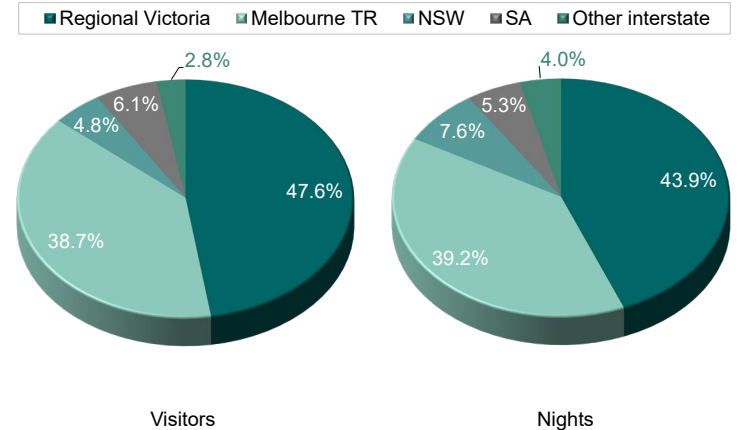
#### All transport

'Private vehicle or company car' (94.5%) was the most popular transport used by visitors to the Grampians, followed by 'aircraft' (1.7%) and 'self-drive motorhome or campervan' (0.9%).

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

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

#### Origin



The Grampians received 86.3% of visitors and 83.1% of nights from **intrastate**. Compared to YE Jun 21, visitors from intrastate were up by 16.1% and nights were up by 7.6%.

**Interstate** contributed 13.7% of visitors and 16.9% of nights in the Grampians. Compared to YE Jun 21, interstate visitors were up by 7.6%.

#### Length of stay

Visitors stayed on average 2.7 nights in the Grampians – down by 0.3% pts on YE Jun 21.

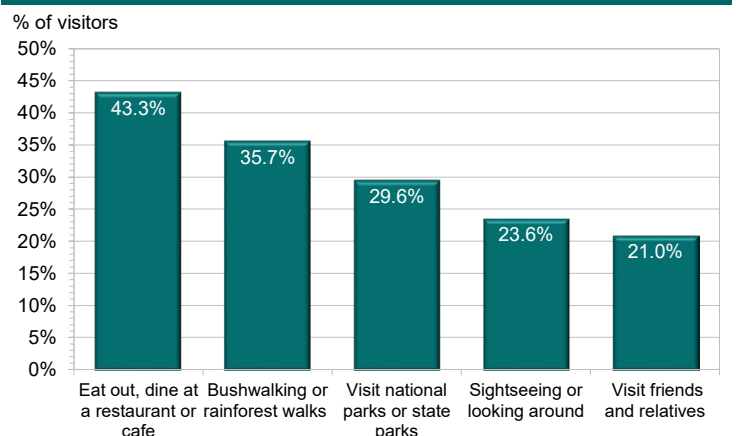
#### Age

'45 to 54 years' (23.8%) was the biggest age group of visitors to the Grampians, followed by '65 years and over' (17.2%) and '25 to 34 years' (16.5%).

#### Travel party

'Adult couple' (31.1%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (27.8%) and 'friends or relatives' (22.6%).

#### Activities



'Eat out, dine at a restaurant or cafe' (43.3%) was the most popular activity undertaken by visitors to the Grampians.

#### Expenditure (2)

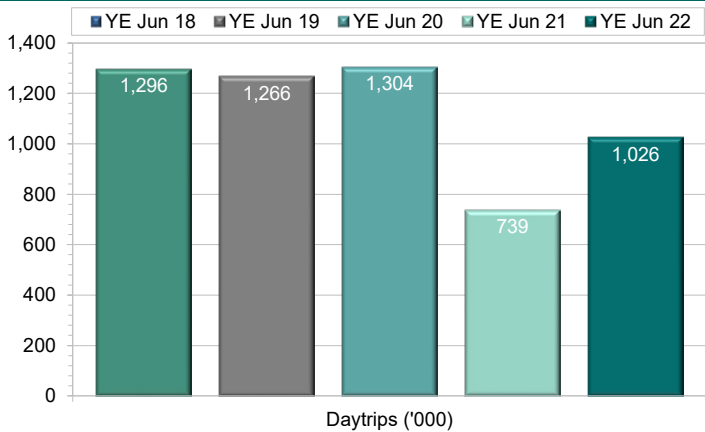
Overnight visitors spent \$406 million in the Grampians – up by 12.1% on YE Jun 21. On average, visitors spent \$164 per night in the region – up by 7.5% on YE Jun 21.

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

# Domestic travel to the Grampians (1) For the period July 2021 to June 2022

## Daytrip travel

### Trips

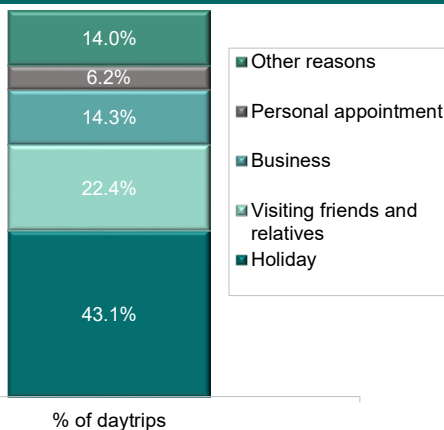


The Grampians received over 1.0 million daytrip visitors - up by 38.9% on YE Jun 21.

### Market share

The Grampians received 3.7% of daytrips to regional Victoria. Compared to YE Jun 21, the share was up by 0.6% pts.

### Main purpose of trip



'Holiday' (43.1%) was the largest purpose for visitors to the Grampians, followed by 'visiting friends and relatives (VFR)' (22.4%) and 'business' (14.3%).

Compared to YE Jun 21, 'VFR' was up by 6.5% pts whilst 'business' was down by 10.3% pts.

### Activities

'Eat out, dine at a restaurant or cafe' (39.1%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visiting friends and relatives' (17.9%) and 'sightseeing or looking around' (16.8%).

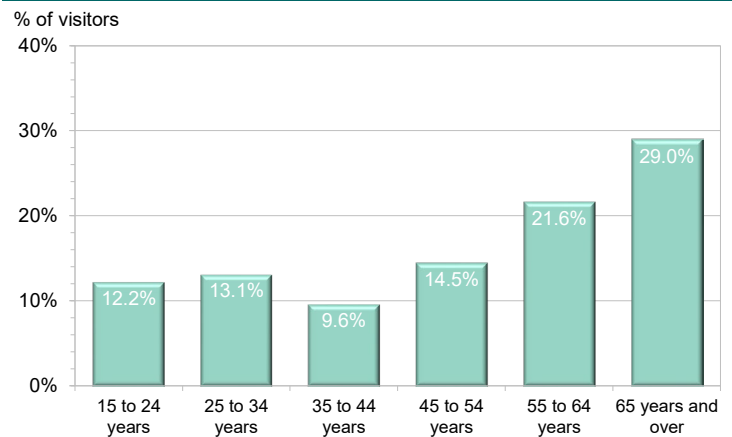
### Transport

'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

June (20.6%) was the most popular month for a daytrip to the Grampians. April (12.8%) was the 2<sup>nd</sup> most popular month, followed by July (9.1%).

### Age



'65 years and over' (29.0%) was the biggest age group of visitors to the Grampians.

### Gender

More visitors to the Grampians were female (61.5%) than male (38.5%).

### Lifecycle

'Older non-working' (28.2%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (21.0%) and 'parent with youngest child aged under 15' (19.7%).

### Origin

Western Grampians tourism region (18.8%) was the Grampian's largest source market, followed by Wimmera tourism region (16.7%) and Ballarat tourism region (12.8%). Regional Victoria contributed (91.1%) of all daytrip visitors to the region.

### Expenditure (2)

Daytrip visitors spent \$118 million in the Grampians – up by 21.4% on YE Jun 21. On average, visitors spent \$115 per trip to the region - down by 12.6% on YE Jun 21.

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

## Total domestic travel

### Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
<b>Domestic visitors (million)</b>	1.8	1.9	2.0	2.1	2.2	
Overnight visitors	1.0	1.2	0.9	0.8	0.9	+14.9%
Daytrip visitors	1.3	1.3	1.3	0.7	1.0	+38.9%
<b>Total domestic visitors</b>	<b>2.3</b>	<b>2.4</b>	<b>2.2</b>	<b>1.5</b>	<b>1.9</b>	<b>+26.5%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>2.6</b>	<b>2.9</b>	<b>2.3</b>	<b>2.4</b>	<b>2.5</b>	<b>+4.3%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$333	\$327	\$348	\$362	\$406	+12.1%
Daytrip spend (2)	\$128	\$123	\$148	\$97	\$118	+21.4%
<b>Total domestic spend (2)</b>	<b>\$461</b>	<b>\$450</b>	<b>\$496</b>	<b>\$459</b>	<b>\$524</b>	<b>+14.1%</b>

The Grampians received over 1.9 million domestic visitors – up by 26.5% on YE Jun 21. Visitors spent nearly 2.5 million nights in the region - up by 4.3% on YE Jun 21. In total, domestic visitors spent \$524 million on travel to the Grampians - up by 14.1% on YE Jun 21.

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

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