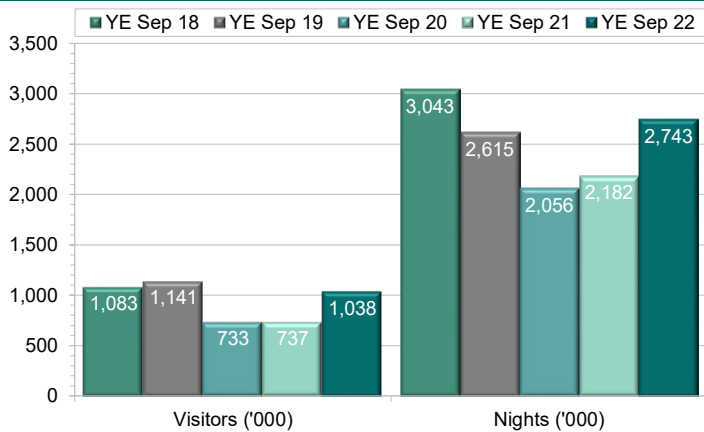


Domestic travel to the Grampians (1)

For the period October 2021 to September 2022

Overnight travel

Visitors and nights

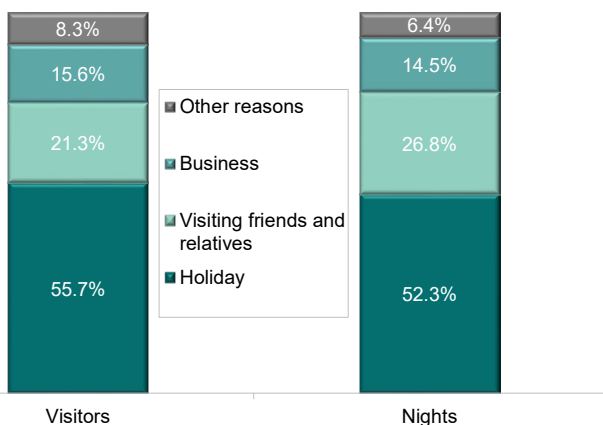


The Grampians received over 1.0 million overnight visitors – up by 40.9% on YE Sep 21. Visitors spent over 2.7 million nights in the region - up by 25.7% on YE Sep 21.

Market share

The Grampians received 5.9% of visitors and 5.5% of nights in regional Victoria. Compared to YE Sep 21, the share of visitors was up by 0.5% pts and the share of nights was up by 0.4% pts.

Purpose of visit



'Holiday' (55.7%) was the largest purpose for **visitors** to the Grampians, followed by 'visiting friends and relatives (VFR)' (21.3%) and 'business' (15.6%). Compared to YE Sep 21, 'in transit' was up by 1.5% pts whilst 'VFR' was down by 1.1% pts.

'Holiday' (52.3%) was the largest purpose in terms of **nights** in the Grampians, followed by 'VFR' (26.8%) and 'business' (14.5%). Compared to YE Sep 21, 'VFR' was up by 1.3% pts whilst 'holiday' was down by 1.7% pts.

Accommodation

'Friends or relatives property' (31.8%) was the most popular accommodation type used for **nights** in the Grampians, followed by 'standard hotel or motor inn, below 4 star' (17.5%) and 'caravan park or commercial camping ground' (16.6%).

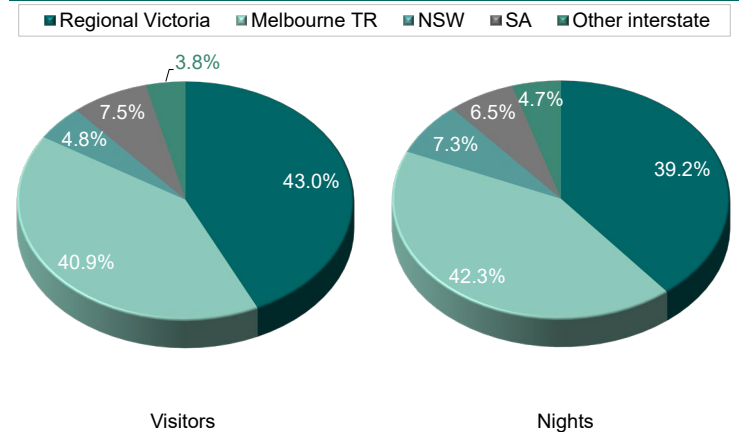
All transport

'Private vehicle or company car' (92.1%) was the most popular transport used by visitors to the Grampians, followed by 'rental car' (2.6%) and 'aircraft' (1.5%).

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

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

Origin



The Grampians received 83.9% of visitors and 81.5% of nights from **intrastate**. Compared to YE Sep 21, visitors from intrastate were up by 40.7% and nights were up by 27.5%.

Interstate contributed 16.1% of visitors and 18.5% of nights in the Grampians. Compared to YE Sep 21, interstate visitors were up by 41.9%.

Length of stay

Visitors stayed on average 2.6 nights in the Grampians – down by 0.3% pts on YE Sep 21.

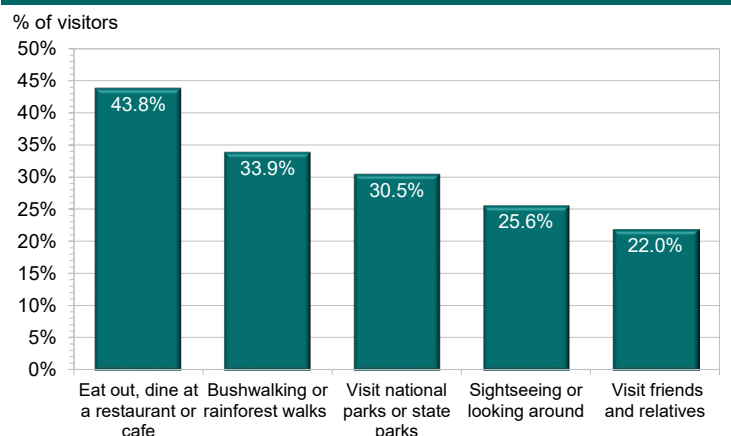
Age

'45 to 54 years' (23.6%) was the biggest age group of visitors to the Grampians, followed by '65 years and over' (17.7%) and '55 to 64 years' (17.2%).

Travel party

'Adult couple' (29.1%) was the most common travel party description of visitors to the Grampians, followed by 'alone' (29.0%) and 'friends or relatives' (21.4%).

Activities



'Eat out, dine at a restaurant or cafe' (43.8%) was the most popular activity undertaken by visitors to the Grampians.

Expenditure (2)

Overnight visitors spent \$447 million in the Grampians - up by 24.9% on YE Sep 21. On average, visitors spent \$163 per night in the region – down by 0.7% on YE Sep 21.

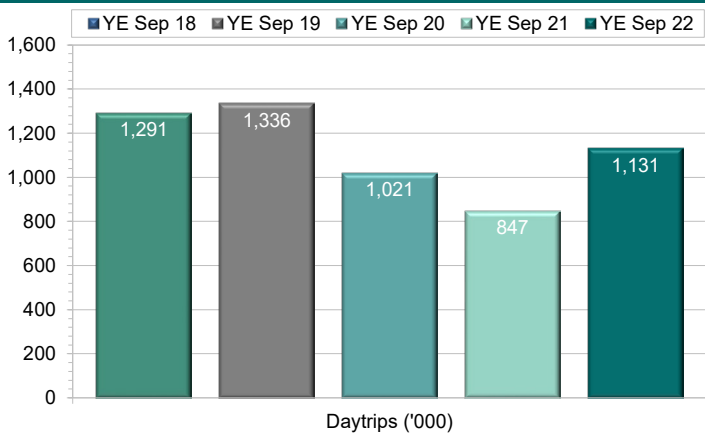
(2) Sources: NVS and Regional Expenditure Model, YE Sep 22, TRA

Domestic travel to the Grampians (1)

For the period October 2021 to September 2022

Daytrip travel

Trips

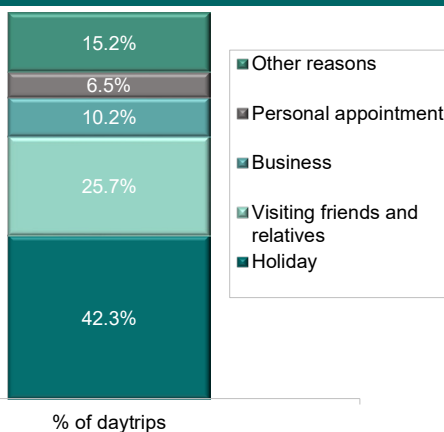


The Grampians received over 1.1 million daytrip visitors - up by 33.5% on YE Sep 21.

Market share

The Grampians received 3.5% of daytrips to regional Victoria. Compared to YE Sep 21, the share was up by 0.2% pts.

Main purpose of trip



'Holiday' (42.3%) was the largest purpose for visitors to the Grampians, followed by 'visiting friends and relatives (VFR)' (25.7%) and 'business' (10.2%).

Compared to YE Sep 21, 'holiday' was up by 6.4% pts whilst 'business' was down by 16.8% pts.

Activities

'Eat out, dine at a restaurant or cafe' (36.6%) was the most popular activity undertaken by visitors to the Grampians, followed by 'visit friends and relatives' (24.8%) and 'sightseeing or looking around' (18.7%).

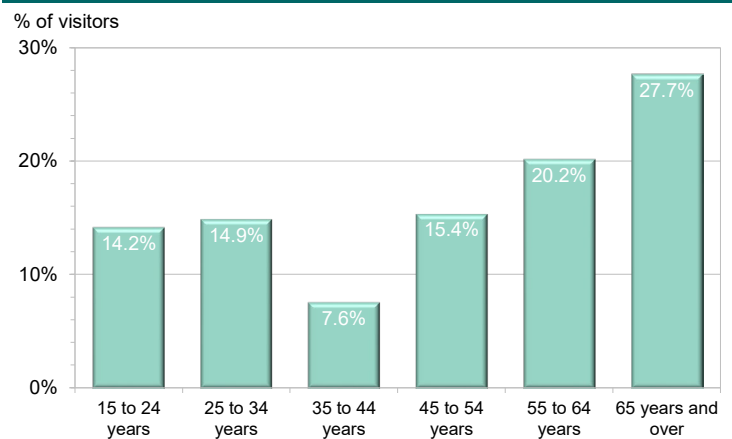
Transport

'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

June (18.7%) was the most popular month for a daytrip to the Grampians. April (11.6%) was the 2nd most popular month, followed by July (10.9%).

Age



'65 years and over' (27.7%) was the biggest age group of visitors to the Grampians.

Gender

More visitors to the Grampians were female (62.1%) than male (37.9%).

Lifecycle

'Older non-working' (28.7%) was the largest lifecycle group of visitors to the Grampians, followed by 'older working' (21.3%) and 'parent with youngest child aged under 15' (20.9%).

Origin

Western Grampians tourism region (21.5%) was the Grampian's largest source market, followed by Wimmera tourism region (13.9%) and Great Ocean Road tourism region (12.4%). Regional Victoria contributed (87.2%) of all daytrip visitors to the region.

Expenditure (2)

Daytrip visitors spent \$155 million in the Grampians – up by 82.8% on YE Sep 21. On average, visitors spent \$137 per trip to the region - up by 37.0% on YE Sep 21.

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

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors (million)						
Overnight visitors	1.1	1.1	0.7	0.7	1.0	+40.9%
Daytrip visitors	1.3	1.3	1.0	0.8	1.1	+33.5%
Total domestic visitors	2.4	2.5	1.8	1.6	2.2	+37.0%
Domestic nights (million)						
Total domestic nights	3.0	2.6	2.1	2.2	2.7	+25.7%
Domestic spend (\$ million)						
Overnight spend (2)	\$361	\$310	\$314	\$358	\$447	+24.9%
Daytrip spend (2)	\$133	\$128	\$128	\$85	\$155	+82.8%
Total domestic spend (2)	\$495	\$438	\$442	\$443	\$602	+35.9%

The Grampians received nearly 2.2 million domestic visitors – up by 37.0% on YE Sep 21. Visitors spent over 2.7 million nights in the region - up by 25.7% on YE Sep 21. In total, domestic visitors spent \$602 million on travel to the Grampians - up by 35.9% on YE Sep 21.

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

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

(1) Source: NVS, YE Sep 22, TRA – unless otherwise specified