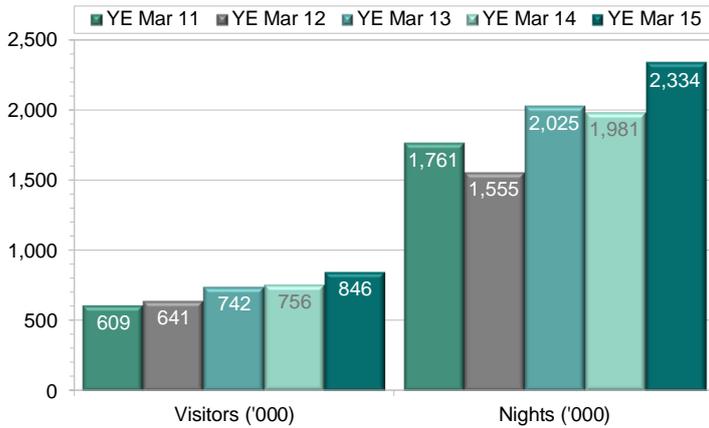


## Domestic Overnight Travel <sup>(1)</sup>

### Visitors and nights



The Grampians received 846,000 domestic overnight visitors - up by 11.8% on YE Mar 14. Visitors spent over 2.3 million nights in the region - up by 17.9% on YE Mar 14.

### Market share

The region received 6.5% of visitors and 5.9% of nights in regional Victoria. Compared to YE Mar 14, the share of visitors was up by 0.4% pts and the share of nights was up by 0.6% pts.

### Purpose of visit



'Holiday' (40.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.7%) and 'business' (19.1%).

'Holiday' (41.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.9%) and 'business' (16.4%).

### Accommodation

'Friends or relatives property' (37.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (15.8%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (14.2%).

### All transport

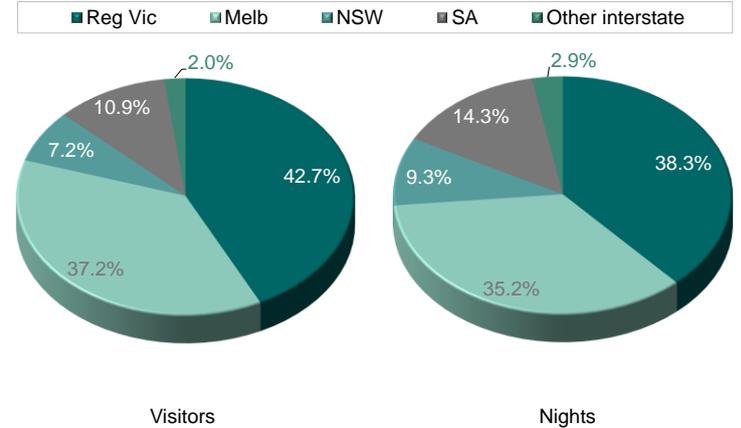
'Private vehicle or company car' (90.3%) was the most popular transport used by visitors to the region, followed by 'railway' (2.9%) and 'bus or coach' (2.6%).

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

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

(1) Source: National Visitor Survey, YE Mar 15, Tourism Research Australia (TRA)

### Origin



The region received 79.9% of visitors and 73.5% of nights from **intrastate**. Compared to YE Mar 14, intrastate visitors were up by 11.9% and nights were up by 23.1%.

**Interstate** contributed 20.1% of visitors and 26.5% of nights in the region. Compared to YE Mar 14, interstate visitors were up by 11.2% and nights were up by 5.3%.

### Length of stay

Visitors stayed on average 2.8 nights in the region.

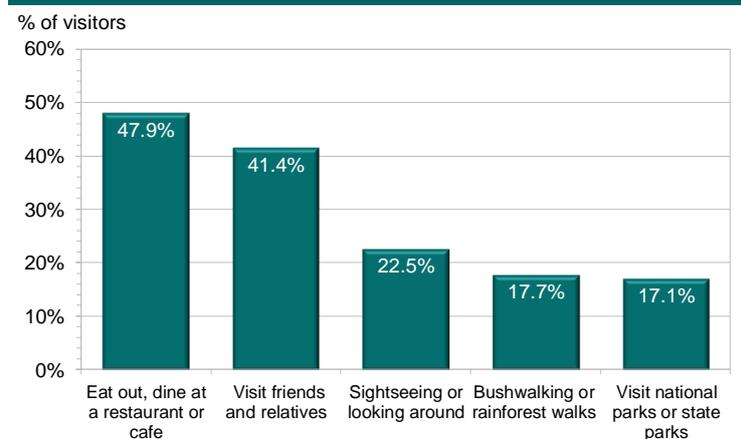
### Age

'65 years and over' (21.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.6%) and '15 to 24 years' (16.8%).

### Travel party

'Alone' (29.5%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (28.3%) and 'friends or relatives' (21.4%).

### Activities



'Eat out, dine at a restaurant or cafe' (47.9%) was the most popular activity undertaken by visitors to the region.

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$270 million in the Grampians. On average, visitors spent \$116 per night in the region.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 15

# Travel to the Grampians

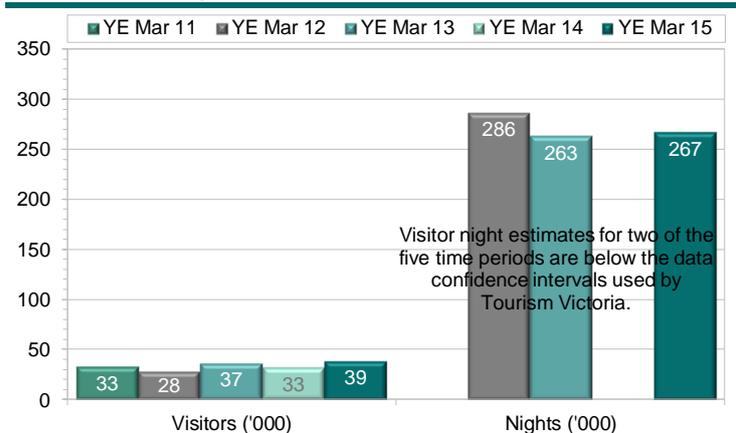
## Year ended March 2015

Due to changes to the methodology, care should be taken when comparing year ending March 2015 NVS results with those from previous years. These changes represent a break in the time series. For more information on the methodology changes please see <http://www.tra.gov.au/Fact-sheet-2014-Updates-to-the-IVS%20-NVS.html>.



### International Overnight Travel <sup>(3)</sup>

#### Visitors and nights



The Grampians received 39,200 international overnight visitors - up by 19.9% on YE Mar 14. Visitors spent 267,000 nights in the region.

#### Market share

The region received 9.7% of visitors and 3.9% of nights in regional Victoria. Compared to YE Mar 14, the share of visitors was up by 0.5% pts.

#### Purpose of visit

'Holiday' (85.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (13.2%) and 'business' (1.1%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	20.9%	13	Singapore	1.8%
2	United Kingdom	11.7%	14	Japan	1.6%
3	New Zealand	7.8%	15	Italy	1.0%
4	Switzerland	6.4%	16	Hong Kong	0.7%
5	Netherlands	6.1%	17	India	0.6%
6	USA	5.6%	18	South Korea	0.5%
7	France	4.7%	19	Thailand	0.3%
8	Scandinavia	4.5%	20	Taiwan	0.2%
9	Canada	3.3%			
10	Indonesia	2.7%		Other Asia	2.0%
11	Malaysia	2.3%		Other Europe	11.2%
12	Mainland China	2.1%		Other Countries	2.3%

Germany (20.9%) was the largest source market of visitors to the region, followed by the UK (11.7%) and New Zealand (7.8%).

#### Accommodation

'Friends or relatives property' (51.8%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (13.2%).

#### Age

'25 to 34 years' (24.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.6%).

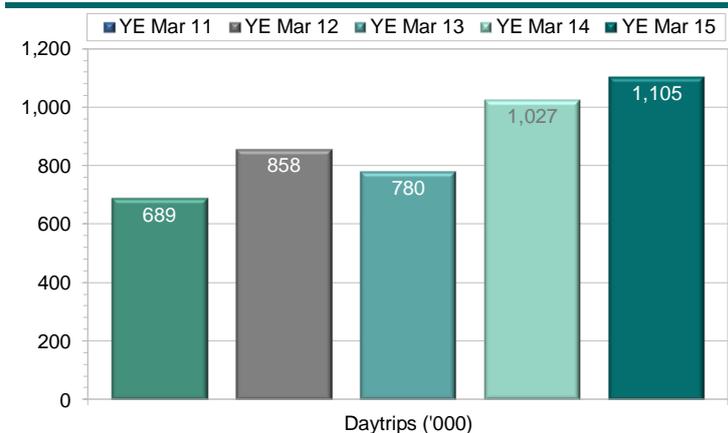
#### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

Expenditure by international overnight visitors in the Grampians is statistically unreliable.

<sup>(4)</sup> Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Mar 15

### Domestic Daytrip Travel <sup>(5)</sup>

#### Trips



The Grampians received over 1.1 million domestic daytrip visitors - up by 7.6% on YE Mar 14.

#### Market share

The region received 4.0% of daytrips to regional Victoria. Compared to YE Mar 14, the share was up by 0.2% pts.

#### Main purpose of trip

'Holiday' (37.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.0%) and 'business' (17.4%).

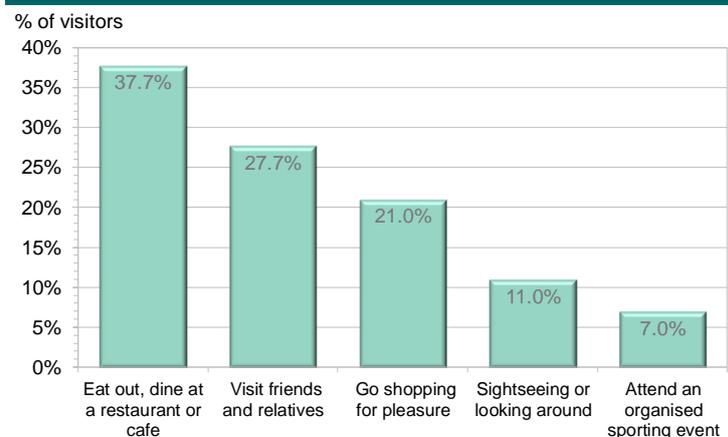
#### Age

'65 years and over' (30.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.2%) and '45 to 54 years' (15.9%).

#### Transport

'Private vehicle or company car' (96.5%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.1%) and 'railway' (0.7%).

#### Activities



'Eat out, dine at a restaurant or cafe' (37.7%) was the most popular activity undertaken by visitors to the region.

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$171 million in the Grampians. On average, visitors spent \$154 per trip to the region.

<sup>(6)</sup> Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 15

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