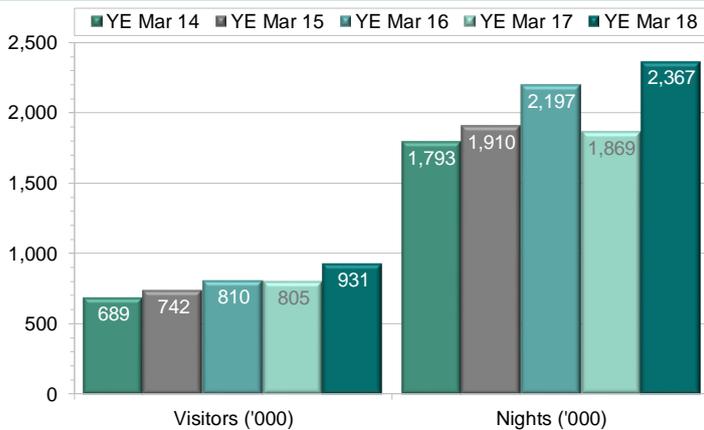


### Domestic Overnight Travel (1)

#### Visitors and nights



The Grampians received 931,000 domestic overnight visitors - up by 15.7% on YE Mar 17. Visitors spent nearly 2.4 million nights in the region - up by 26.6% on YE Mar 17.

#### Market share

The region received 6.0% of visitors and 5.5% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 0.4% pts and the share of nights was up by 1.0% pt.

#### Purpose of visit



'Holiday' (46.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.5%) and 'business' (15.6%).

'Holiday' (46.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (28.3%) and 'business' (18.2%).

#### Accommodation

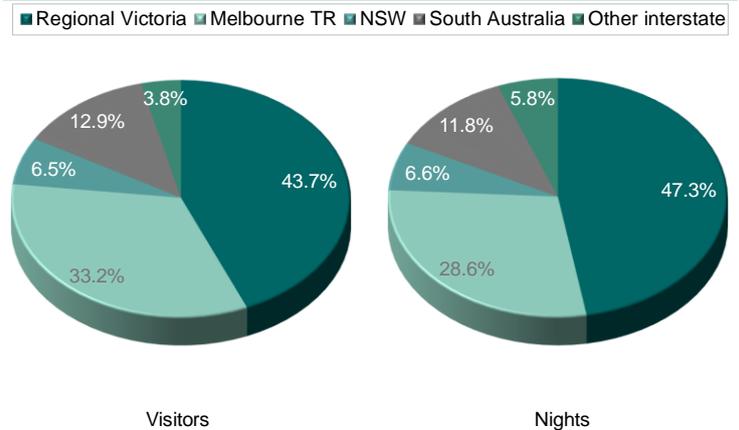
'Friends or relatives property' (31.3%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.3%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (18.8%) and 'caravan or camping – non commercial' (12.9%).

#### All transport

'Private vehicle or company car' (93.6%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.0%) and 'railway' (1.6%).

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 18, Tourism Research Australia (TRA)

#### Origin



The region received 76.8% of visitors and 75.9% of nights from **intrastate**. Compared to YE Mar 17, intrastate visitors were up by 10.8% and nights were up by 29.6%.

**Interstate** contributed 23.2% of visitors and 24.1% of nights in the region. Compared to YE Mar 17, interstate visitors were up by 35.8% and nights were up by 18.1%.

#### Length of stay

Visitors stayed on average 2.5 nights in the region.

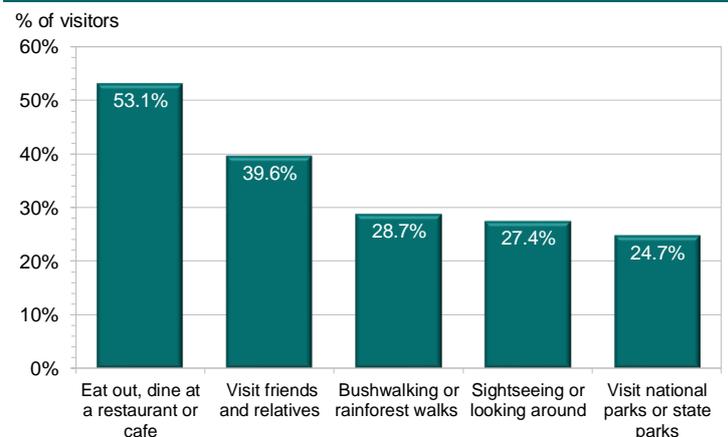
#### Age

'25 to 34 years' (20.2%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.0%) and '65 years and over' (17.9%).

#### Travel party

'Friends or relatives' (28.2%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.2%) and 'alone' (20.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (53.1%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$317 million in the Grampians. On average, visitors spent \$134 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

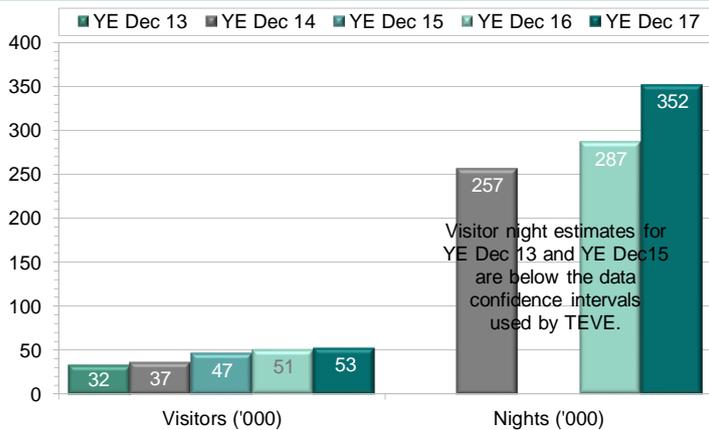
# Travel to the Grampians

## For the period April 2017 to March 2018

Please note: the International Visitor Survey (IVS) results for the year ended March 2018 have been delayed. The IVS results in this report are for the year ended December 2017. For more information regarding the delay, please see Tourism Research Australia's website at <https://www.tra.gov.au/Research/International-visitors-to-Australia/international-visitor-survey-results>. This report will be updated as soon as new IVS data becomes available.

### International Overnight Travel (3)

#### Visitors and nights



The Grampians received 53,000 international overnight visitors - up by 3.5% on YE Dec 16. Visitors stayed for 352,200 nights in the region - up by 22.9% on YE Dec 16.

#### Market share

The region received 10.0% of visitors and 4.4% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was down by 0.3 pts and the share of nights was up by 0.4% pts.

#### Purpose of visit

'Holiday' (88.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (6.6%) and 'in transit' (2.6%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	Germany	16.0%	13	Canada	2.3%
2	United Kingdom	10.5%	14	Malaysia	2.1%
3	Netherlands	8.2%	15	India	1.7%
4	USA	7.8%	16	Italy	1.7%
5	New Zealand	6.9%	17	Taiwan	1.4%
6	Singapore	5.8%	18	Japan	0.9%
7	Switzerland	5.2%	19	Thailand	0.6%
8	Scandinavia	3.8%	20	Indonesia	0.0%
9	South Korea	3.7%			
10	Hong Kong	2.8%		Other Asia	1.1%
11	France	2.7%		Other Europe	6.4%
12	Mainland China	2.4%		Other Countries	6.0%

Germany (16.0%) was the largest source market of visitors to the region, followed by the UK (10.5%) and Netherlands (8.2%).

#### Accommodation

'Rented house, apartment, flat or unit' (52.3%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (11.5%).

#### Age

'25 to 34 years' (31.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.8%) and '15 to 24 years' (16.5%).

#### Expenditure (incl pre-paid package expenditure) (4)

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

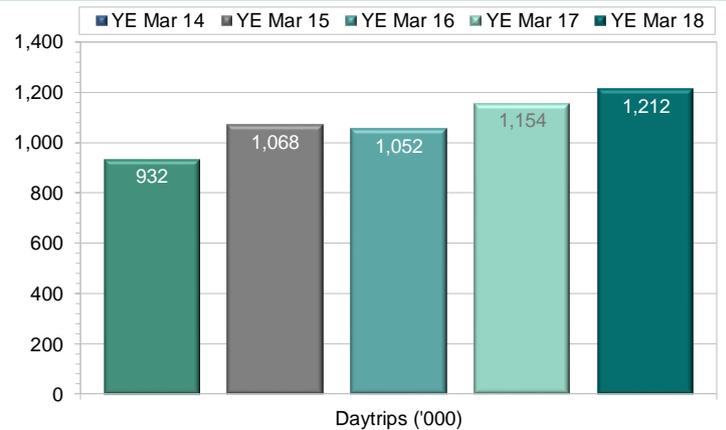
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

### Domestic Daytrip Travel (5)

#### Trips



The Grampians received over 1.2 million domestic daytrip visitors - up by 5.0% on YE Mar 17.

#### Market share

The region received 3.6% of daytrips to regional Victoria. Compared to YE Mar 17, the share was unchanged.

#### Main purpose of trip

'Holiday' (49.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.5%) and 'business' (13.0%).

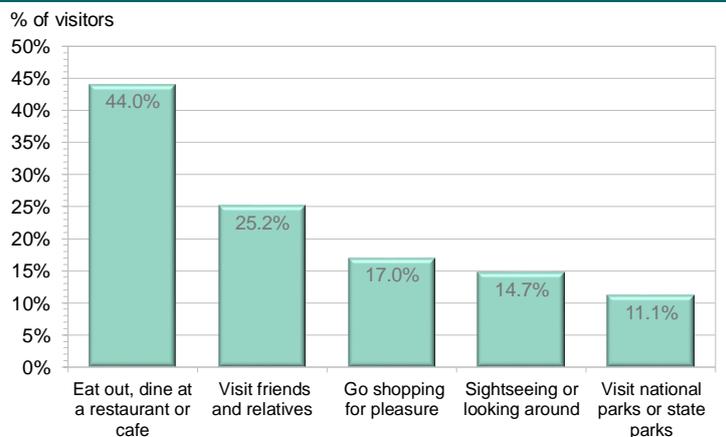
#### Age

'45 to 54 years' (23.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.7%) and '65 years and over' (18.3%).

#### Transport

'Private vehicle or company car' (97.2%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.0%) and 'railway' (0.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (44.0%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (6)

Domestic daytrip visitors spent \$131 million in the Grampians. On average, visitors spent \$108 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA