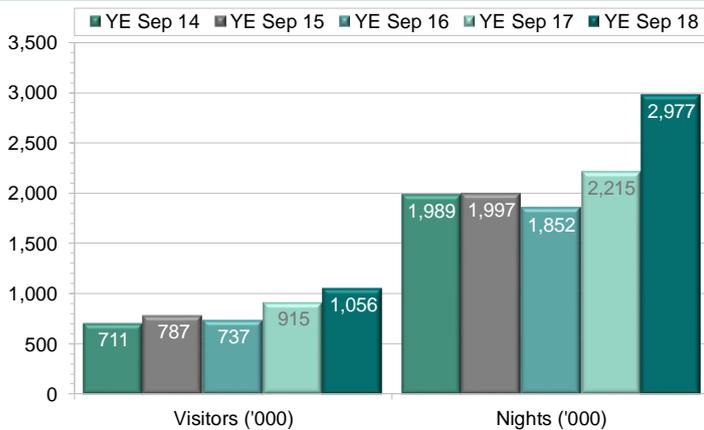


Domestic Overnight Travel (1)

Visitors and nights

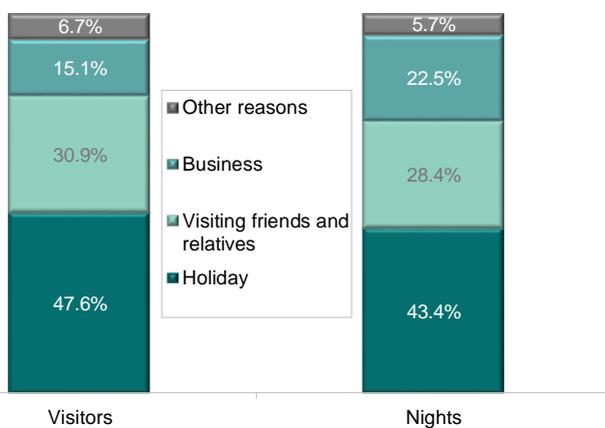


The Grampians received nearly 1.1 million domestic overnight visitors - up by 15.4% on YE Sep 17. Visitors spent nearly 3.0 million nights in the region - up by 34.4% on YE Sep 17.

Market share

The region received 6.5% of both visitors and nights in regional Victoria. Compared to YE Sep 17, the share of visitors was up by 0.7% pts and the share of nights was up by 1.4% pts.

Purpose of visit



'Holiday' (47.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (30.9%) and 'business' (15.1%).

'Holiday' (43.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (28.4%) and 'business' (22.5%).

Accommodation

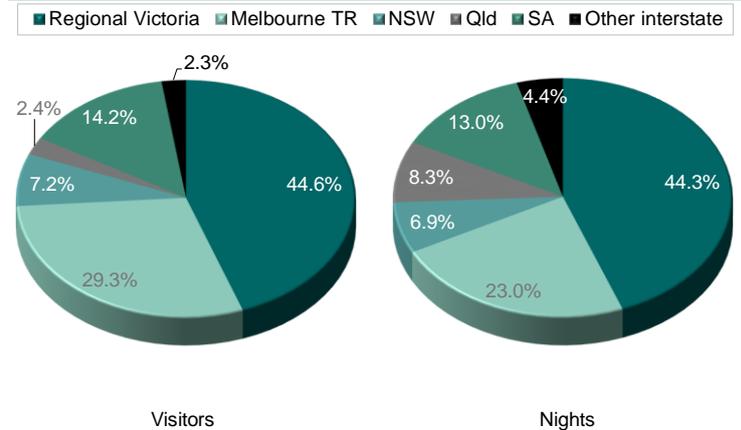
'Friends or relatives property' (29.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (18.5%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (17.0%) and 'caravan or camping – non commercial' (13.2%).

All transport

'Private vehicle or company car' (89.9%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.4%) and 'railway' (2.8%).

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 Sep 18, Tourism Research Australia (TRA)

Origin



The region received 73.9% of visitors and 67.3% of nights from **intrastate**. Compared to YE Sep 17, intrastate visitors were up by 7.1% and nights were up by 20.0%.

Interstate contributed 26.1% of visitors and 32.7% of nights in the region. Compared to YE Sep 17, interstate visitors were up by 47.6% and nights were up by 78.3%.

Length of stay

Visitors stayed on average 2.8 nights in the region.

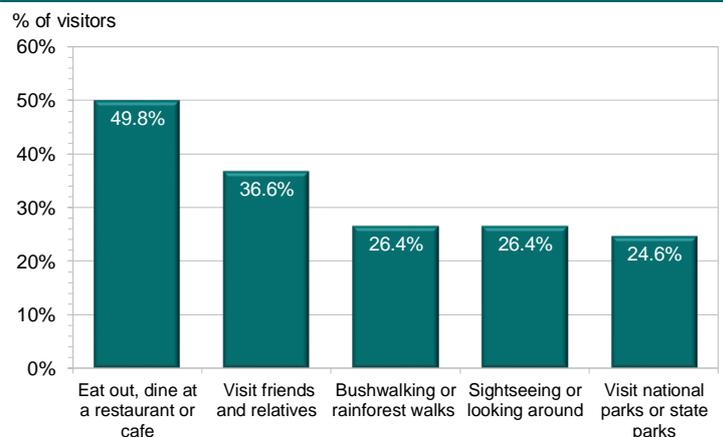
Age

'45 to 54 years' (19.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.9%) and '25 to 34 years' (16.3%).

Travel party

'Adult couple' (27.7%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (26.7%) and 'alone' (21.1%).

Activities



'Eat out, dine at a restaurant or cafe' (49.8%) was the most popular activity undertaken by visitors to the region.

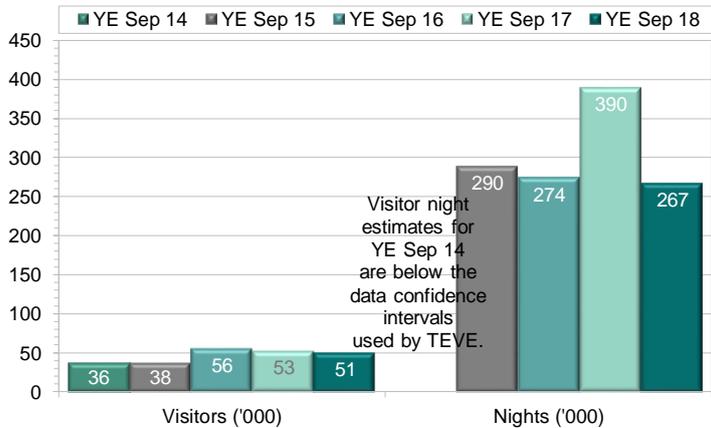
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$356 million in the Grampians. On average, visitors spent \$120 per night in the region.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Grampians received 51,000 international overnight visitors - down by 4.0% on YE Sep 17. Visitors stayed for 267,200 nights in the region - down by 31.4% on YE Sep 17.

Market share

The region received 9.7% of visitors and 3.4% of nights in regional Victoria. Compared to YE Sep 17, the share of visitors was down by 0.3% pts and the share of nights was down by 1.4% pts.

Origin

| Rank | Market | Share | Rank | Market | Share |
|------|----------------|-------|------|-----------------|-------|
| 1 | United Kingdom | 13.5% | 13 | Canada | 2.7% |
| 2 | Germany | 10.8% | 14 | South Korea | 2.5% |
| 3 | Netherlands | 9.1% | 15 | India | 2.2% |
| 4 | Switzerland | 5.8% | 16 | Italy | 1.8% |
| 5 | Scandinavia | 4.9% | 17 | Thailand | 0.7% |
| 6 | USA | 4.8% | 18 | Japan | 0.6% |
| 7 | Mainland China | 4.5% | 19 | Hong Kong | 0.0% |
| 8 | France | 4.4% | 20 | Indonesia | 0.0% |
| 9 | New Zealand | 4.3% | | | |
| 10 | Singapore | 3.9% | | Other Asia | 1.9% |
| 11 | Taiwan | 3.5% | | Other Europe | 8.9% |
| 12 | Malaysia | 3.2% | | Other Countries | 6.1% |

The UK (13.5%) was the largest source market of visitors to the region, followed by Germany (10.8%) and Netherlands (9.1%).

Accommodation

'Friends or relatives property' (36.0%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (13.6%).

Age

'25 to 34 years' (31.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.6%).

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

International overnight visitors spent \$13 million in the Grampians. On average, visitors spent \$48 per night in the region.

⁽⁴⁾ Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 18.

Preliminary IVS results

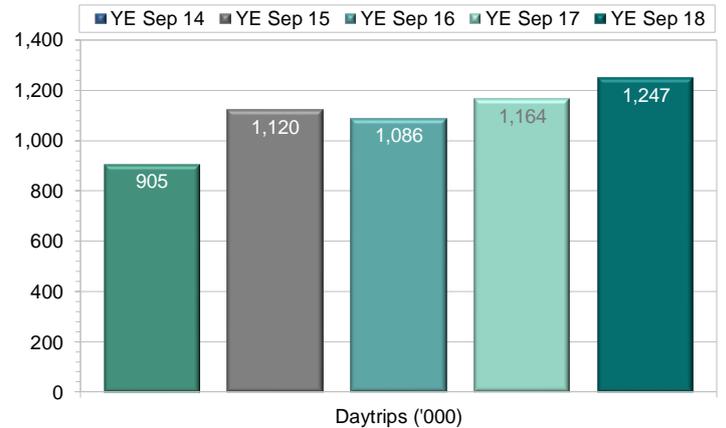
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

⁽³⁾ Source: International Visitor Survey, YE Sep 18, TRA

Domestic Daytrip Travel ⁽⁵⁾

Trips



The Grampians received over 1.2 million domestic daytrip visitors - up by 7.2% on YE Sep 17.

Market share

The region received 3.5% of daytrips to regional Victoria. Compared to YE Sep 17, the share was unchanged.

Main purpose of trip

'Holiday' (51.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.1%) and 'business' (14.0%).

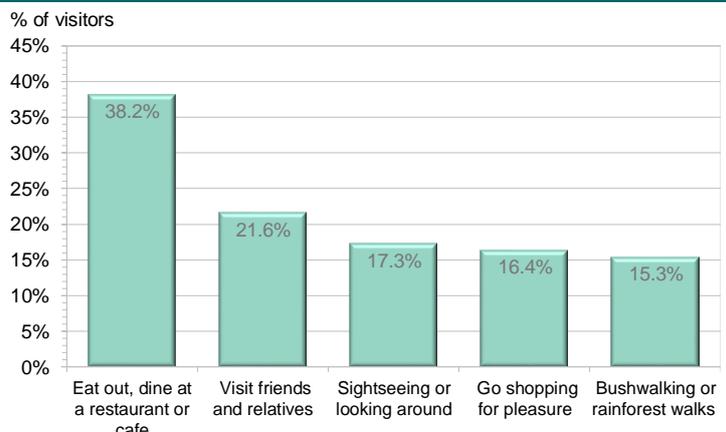
Age

'45 to 54 years' (22.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.5%) and '15 to 24 years' (19.1%).

Transport

'Private vehicle or company car' (98.9%) was the most popular transport used by visitors to the region.

Activities



'Eat out, dine at a restaurant or cafe' (38.2%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$129 million in the Grampians. On average, visitors spent \$104 per trip to the region.

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

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