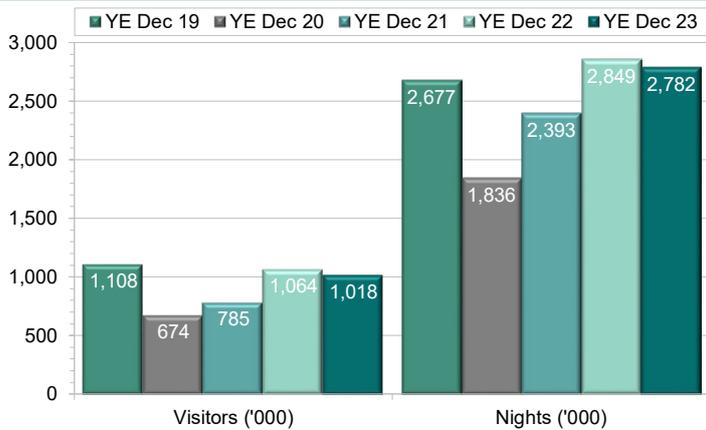


### Domestic overnight travel

#### Visitors and nights



The Grampians received over 1.0 million domestic overnight visitors - down by 4.3% on YE Dec 22. Visitors spent nearly 2.8 million nights in the region - down by 2.4% on YE Dec 22.

#### Expenditure

Domestic overnight visitors spent \$532 million in the Grampians - up by 7.5% on YE Dec 22. On average, visitors spent \$191 per night in the region - up by 10.1% on YE Dec 22.

#### Market share

The domestic overnight sector represented 48.8% **total visitors** to the Grampians - change on YE Dec 22 not available. The sector contributed 76.6% of **total spend** in the region - change on YE Dec 22 not available.

The region received 5.4% of visitors and 5.2% of visitor nights in regional Victoria. Compared to YE Dec 22, the share of visitors was down by 0.4% pts and the share of nights was down by 0.3% pts.

#### Purpose of visit

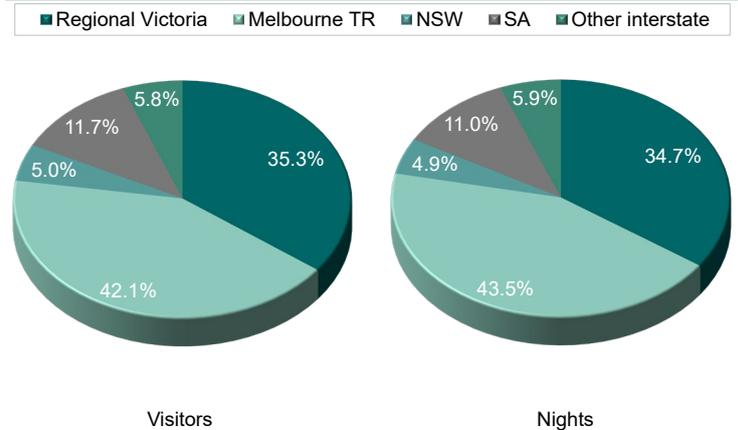


'Holiday' (57.1%) was the largest purpose for **visitors** to the Grampians. 'Visiting friends and relatives (VFR)' (25.1%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (8.0%). Compared to YE Dec 22, 'holiday' was up by 2.4% pts whilst 'business' was down by 5.9% pts.

'Holiday' (57.6%) was the largest purpose in terms of **visitor nights** in the region. 'VFR' (23.4%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (10.4%). Compared to YE Dec 22, 'holiday' was up by 5.7% pts whilst 'VFR' was down by 3.8% pts.

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

#### Origin



**Melbourne tourism region (TR)** contributed 42.1% of visitors and 43.5% of visitor nights in the Grampians. Compared to YE Dec 22, visitors from Melbourne TR were down by 3.5% and nights were up by 3.4%.

**Regional Victoria** contributed 35.3% of visitors and 34.7% of nights in the region. Compared to YE Dec 22, visitors from regional Victoria were down by 8.7% and nights were up by 2.7%.

**Interstate** contributed 22.6% of visitors and 21.8% of nights in the region. Compared to YE Dec 22, interstate visitors were up by 1.7% and nights were down by 17.9%.

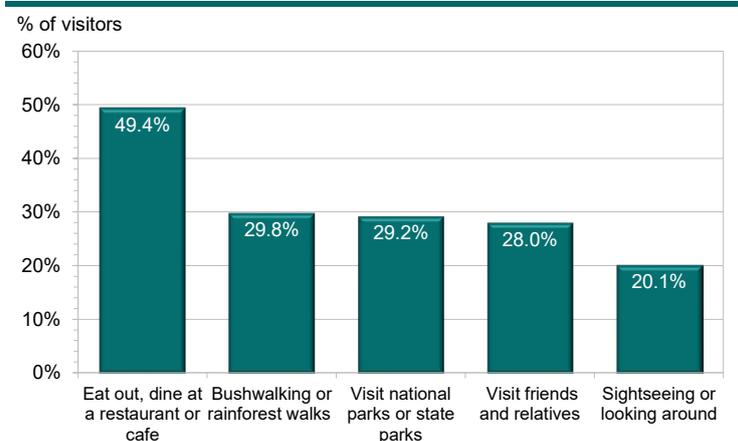
#### Accommodation

'Friends or relatives property' (23.9%) was the most popular accommodation type used for **visitor nights** in the Grampians. 'Caravan park or commercial camping ground' (21.5%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan or camping - non commercial' (20.2%) and 'standard hotel or motor inn, below 4 star' (15.7%).

#### Age

'65 years and over' (21.0%) was the biggest age group of visitors to the Grampians. '55 to 64 years' (18.0%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (17.9%).

#### Activities



'Eat out, dine at a restaurant or cafe' (49.4%) was the most popular activity undertaken by visitors to the Grampians. 'Bushwalking or rainforest walks' (29.8%) was the 2<sup>nd</sup> most popular activity undertaken.

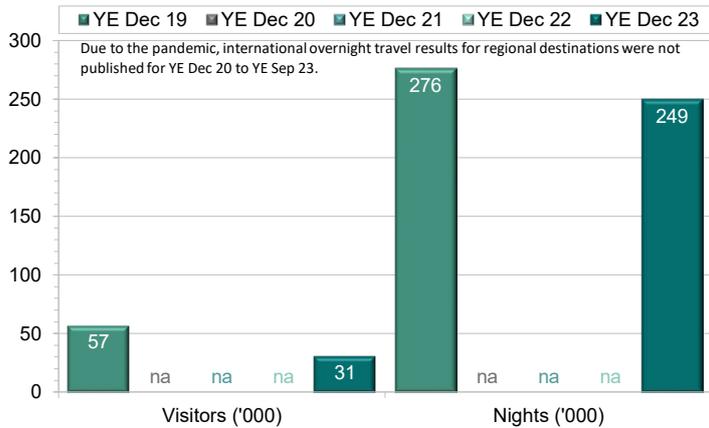
# Travel to the Grampians

## For the period January 2023 to December 2023

	YE Dec 22	YE Dec 23	Change YE on YE	% domestic overnight	% international overnight	% domestic daytrips
Total visitors (million)	na	2.1	chg na	48.8%	1.5%	49.7%
Total nights (million)	na	3.0	chg na	91.8%	8.2%	
Total spend (\$ million)	na	\$694	chg na	76.6%	% na	19.8%

### International overnight travel

#### Visitors and nights



The Grampians received 31,100 international overnight visitors - change on YE Dec 22 not available. Visitors spent 249,300 nights in the region - change on YE Dec 22 not available.

#### Expenditure

Expenditure by international overnight visitors in the Grampians was below the data confidence intervals used by Tourism Research Australia.

#### Market share

The international overnight sector represented 1.5% **total visitors** to the Grampians - change on YE Dec 22 not available. The sector's contribution to **total spend** in the region was not available as the expenditure estimates were not publishable.

The region received 8.5% of visitors and 3.7% of visitor nights in regional Victoria. Change on YE Dec 22 not available.

#### Purpose of visit

'Holiday' (82.5%) was the largest purpose for visitors to the Grampians. 'Visiting friends and relatives' (10.2%) was the 2<sup>nd</sup> largest purpose, followed by 'in transit' (3.1%).

#### Accommodation

'Standard hotel or motor inn, below 4 star' (25.0%) was the most popular accommodation type used by **visitors** to the Grampians. 'Serviced apartment' (16.4%) was the 2<sup>nd</sup> most popular accommodation type.

#### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	18.2%	13	Taiwan	0.4%
2	USA	14.5%	14	Japan	0.0%
3	Germany	11.1%	14	Hong Kong	0.0%
4	Netherlands	8.0%	14	Thailand	0.0%
5	France	7.7%	14	Korea	0.0%
6	New Zealand	7.0%	14	Mainland China	0.0%
7	Singapore	6.0%	14	India	0.0%
8	Canada	4.2%	14	Italy	0.0%
9	Scandinavia	3.1%			
10	Indonesia	1.6%		Other Asia	0.4%
11	Switzerland	1.6%		Other Europe	2.7%
12	Malaysia	1.5%		Other Countries	12.0%

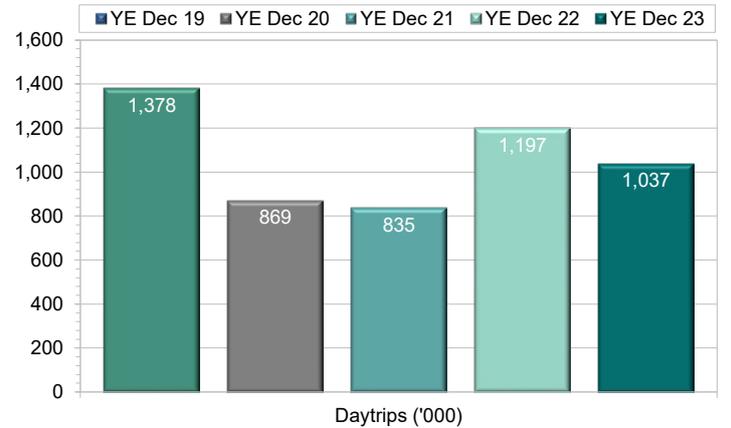
United Kingdom (18.2%) was the largest source market of visitors to the Grampians. USA (14.5%) was the 2<sup>nd</sup> largest source market, followed by Germany (11.1%).

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

Sources: International Visitor Survey, National Visitor Survey & Regional Expenditure Model, YE Dec 23, Tourism Research Australia

### Domestic daytrip travel

#### Trips



The Grampians received over 1.0 million domestic daytrip visitors - down by 13.3% on YE Dec 22.

#### Expenditure

Domestic daytrip visitors spent \$137 million in the Grampians - down by 19.0% on YE Dec 22. On average, visitors spent \$132 per trip to the region - down by 6.5% on YE Dec 22.

#### Market share

The domestic daytrip sector represented 49.7% **total visitors** to the Grampians - change on YE Dec 22 not available. The sector contributed 19.8% of **total spend** in the region - change on YE Dec 22 not available.

The region received 2.8% of daytrips to regional Victoria. Compared to YE Dec 22, the share down by 0.6% pts.

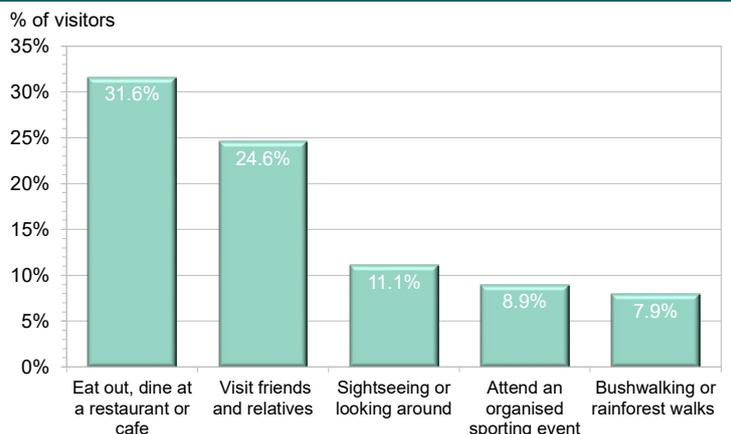
#### Main purpose of trip

'Holiday' (52.1%) was the largest purpose for visitors to the Grampians. 'Visiting friends and relatives' (24.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (11.6%).

#### Age

'65 years and over' (36.1%) was the biggest age group of visitors to the Grampians. '15 to 24 years' (16.1%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (15.5%).

#### Activities



'Eat out, dine at a restaurant or cafe' (31.6%) was the most popular activity undertaken by visitors to the Grampians.