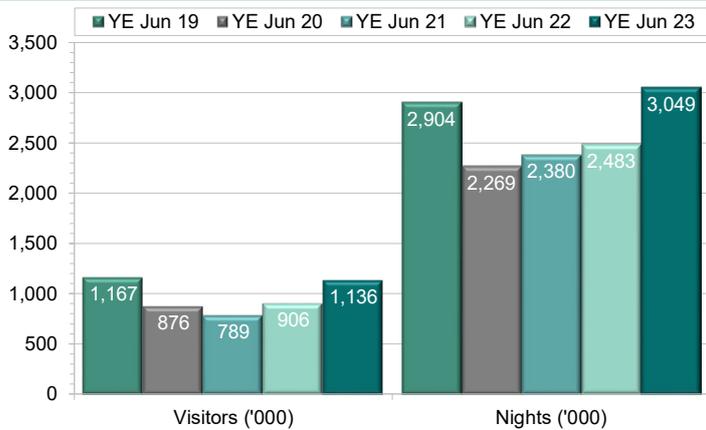


Overnight travel

Visitors and nights



The Grampians received over 1.1 million overnight visitors – up by 25.4% on YE Jun 22. Visitors spent over 3.0 million nights in the region - up by 22.8% on YE Jun 22.

Market share

The Grampians received 6.1% of overnight visitors and 5.8% of visitor nights in regional Victoria. Compared to YE Jun 22, the share of visitors was unchanged and the share of nights was up by 0.2% pts.

Purpose of visit



‘Holiday’ (56.2%) was the largest purpose for overnight **visitors** to the Grampians, followed by ‘visiting friends and relatives (VFR)’ (25.1%) and ‘business’ (11.5%). Compared to YE Jun 22, ‘VFR’ was up by 4.3% pts whilst ‘business’ was down by 4.0% pts.

‘Holiday’ (53.6%) was the largest purpose in terms of **visitor nights** in the Grampians, followed by ‘VFR’ (28.1%) and ‘business’ (9.0%). Compared to YE Jun 22, ‘VFR’ was up by 3.2% pts whilst ‘business’ was down by 6.0% pts.

Accommodation

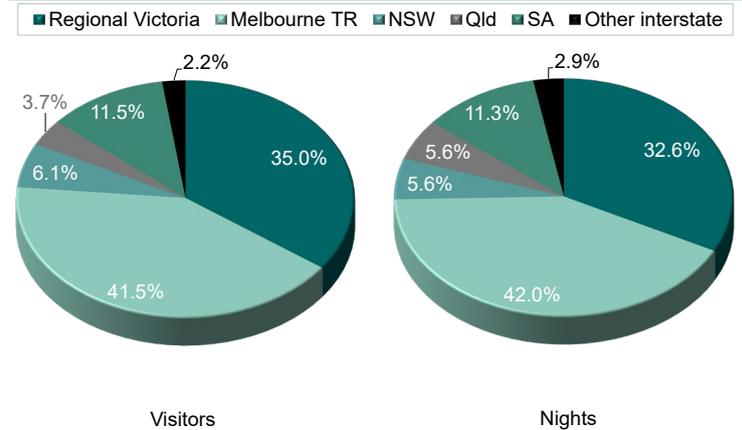
‘Friends or relatives property’ (27.0%) was the most popular accommodation type used for **visitor nights** in the Grampians, followed by ‘caravan park or commercial camping ground’ (22.3%) and ‘caravan or camping non-commercial’ (17.1%).

All transport

‘Private vehicle or company car’ (91.5%) was the most popular transport used by overnight visitors to the Grampians, followed by ‘rental car’ (2.9%) and ‘aircraft’ (2.4%).

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

Origin



The Grampians received 76.5% of overnight visitors and 74.6% of visitor nights from **intrastate**. Compared to YE Jun 22, visitors from intrastate were up by 11.1% and nights were up by 10.2%.

Interstate contributed 23.5% of visitors and 25.4% of nights in the Grampians. Compared to YE Jun 22, interstate visitors were up by 115%.

Length of stay

Visitors stayed on average 2.7 nights in the Grampians – down by 0.1% night on YE Jun 22.

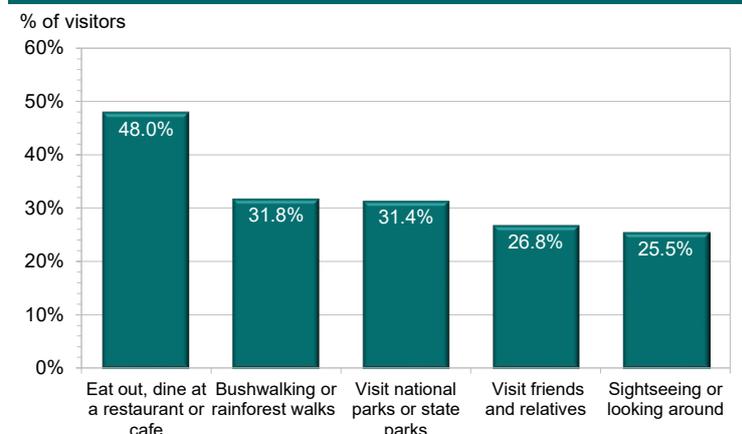
Age

‘65 years and over’ (22.0%) was the biggest age group of overnight visitors to the Grampians, followed by ‘55 to 64 years’ (18.6%) and ‘35 to 44 years’ (18.2%).

Travel party

‘Adult couple’ (29.8%) was the most common travel party description of overnight visitors to the Grampians, followed by ‘alone’ (26.9%) and ‘friends or relatives’ (22.0%).

Activities



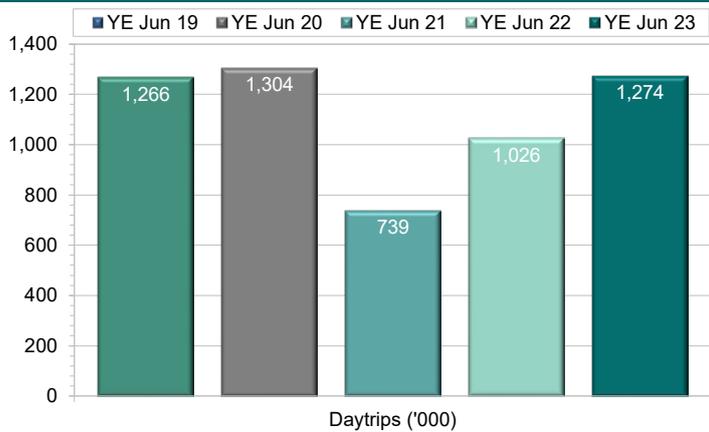
‘Eat out, dine at a restaurant or cafe’ (48.0%) was the most popular activity undertaken by overnight visitors to the Grampians, followed by ‘bushwalking or rainforest walks’ (31.8%).

Expenditure

Overnight visitors spent \$569 million in the Grampians - up by 40.1% on YE Jun 22. On average, visitors spent \$187 per night in the region – up by 14.1% on YE Jun 22.

Daytrip travel

Trips

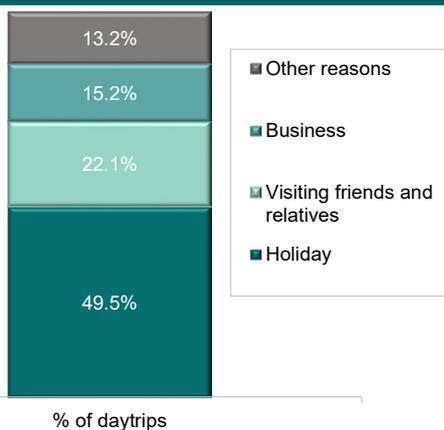


The Grampians received nearly 1.3 million daytrip visitors - up by 24.2% on YE Jun 22.

Market share

The Grampians received 3.3% of daytrips to regional Victoria. Compared to YE Jun 22, the share was down by 0.4% pts.

Main purpose of trip



'Holiday' (49.5%) was the largest purpose for daytrip visitors to the Grampians, followed by 'visiting friends and relatives (VFR)' (22.1%) and 'business' (15.2%).

Compared to YE Jun 22, 'holiday' was up by 6.4% pts whilst 'education' was down by 5.2% pts.

Activities

'Eat out, dine at a restaurant or cafe' (28.5%) was the most popular activity undertaken by daytrip visitors to the Grampians, followed by 'visit friends and relatives' (21.1%) and 'go shopping for pleasure' (13.0%).

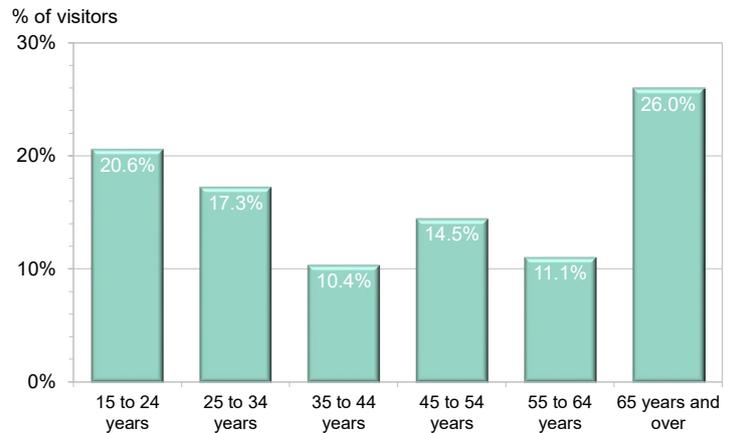
Transport

'Private vehicle or company car' (98.8%) was the most popular transport used by daytrip visitors to the Grampians, followed by 'other land transport' (0.7%).

Month travelled

January (14.0%) was the most popular month for a daytrip to the Grampians. February (10.8%) was the 2nd most popular month, followed by November (10.3%).

Age



'65 years and over' (26.0%) was the biggest age group of daytrip visitors to the Grampians, followed by '15 to 24 years' (20.6%) and '25 to 34 years' (17.3%).

Gender

More daytrip visitors to the Grampians were male (50.7%) than female (49.3%).

Lifecycle

'Parent with youngest child aged under 15' (25.8%) was the largest lifecycle group of daytrip visitors to the Grampians, followed by 'older non-working' (21.4%) and 'young or midlife single' (20.4%).

Origin

Western Grampians tourism region (20.7%) was the Grampian's largest source market of daytrip visitors, followed by Wimmera tourism region (14.1%) and Great Ocean Road tourism region (12.9%). Regional Victoria contributed (82.5%) of all daytrip visitors to the region.

Expenditure

Daytrip visitors spent \$166 million in the Grampians – up by 40.8% on YE Jun 22. On average, visitors spent \$130 per trip to the region - up by 13.3% on YE Jun 22.

Total domestic travel

Visitors, nights and spend

	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	YE Jun 23	Change on last year
Domestic visitors (million)	1.9	2.0	2.1	2.2	2.4	
Overnight visitors	1.2	0.9	0.8	0.9	1.1	+25.4%
Daytrip visitors	1.3	1.3	0.7	1.0	1.3	+24.2%
Total domestic visitors	2.4	2.2	1.5	1.9	2.4	+24.8%
Domestic nights (million)						
Total domestic nights	2.9	2.3	2.4	2.5	3.0	+22.8%
Domestic spend (\$ million)						
Overnight spend	\$327	\$348	\$362	\$406	\$569	+40.1%
Daytrip spend	\$123	\$148	\$97	\$118	\$166	+40.8%
Total domestic spend	\$450	\$496	\$460	\$524	\$735	+40.2%

The Grampians received over 2.4 million domestic **visitors** – up by 24.8% on YE Jun 22. Visitors spent over 3.0 million **nights** in the region - up by 22.8% on YE Jun 22. In total, domestic visitors **spent** \$735 million on travel to the Grampians - up by 40.2% on YE Jun 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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