

# Travel to the Grampians

Year ended June 2009

Quarterly tracking of selected measures

Prepared for Grampians Tourism  
November 2009

# Background

- This report provides results from selected measures of travel to the Grampians campaign region for the year ended June 2009.
  - The region comprises: the Western Grampians, Central Highlands and Wimmera tourism regions, plus the SLAs of: Pyrenees (S) – North; and Pyrenees (S) – South.
- Data from the International Visitor Survey (IVS), National Visitor Survey (NVS), and Visitor Information Centres in Ararat, Avoca, Dunkeld, Halls Gap and Horsham for the period year ended June 2005 to year ended June 2009 has been used. In addition, monthly visits to [www.visitvictoria.com](http://www.visitvictoria.com) from March 2009 have also been used.
- The report is split into seven sections: **Insights, Total Travel, International Travel, Domestic Overnight Travel, Domestic Daytrips, Visitor information Centres and Internet Visitation.**
- **Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.**

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# Insights

## **Total travel to the Grampians - YE Jun 09 on YE Jun 08**

- Visitors decreased by 8.6% to nearly 1.3 million.
- Visitors spent **over 1.7 million nights** in the region.

## **International overnight travel to the Grampians - YE Jun 09 on YE Jun 08**

- Visitors decreased by 18.9% to 35,100.
- Visitors spent **240,000 nights** spent in the region
- In the period YE Jun 05 to YE Jun 09: visitors to the region experienced an average annual decline of -10.9%.

## **Domestic overnight travel to the Grampians - YE Jun 09 on YE Jun 08**

- Visitors increased by 1.0% to 628,000.
- Nights decreased by 0.7% to nearly 1.5 million.
- In the period YE Jun 05 to YE Jun 09: both visitors and nights in the region experienced an average annual decline, -3.8% and -9.0% respectively.

**Results in red are considered statistically unreliable and are for INTERNAL USE ONLY.**

# Insights

## **Domestic daytrips to the Grampians - YE Jun 09 on YE Jun 08**

- Daytrip visitors decreased by 16.1% to 616,000.
- In the period YE Jun 05 to YE Jun 09: daytrips to the region experienced average annual decline of -4.4%.

## **Visits to selected VICs in the Grampians - YE Jun 09 on YE Jun 08**

- Visitors increased to Ararat, Dunkeld and Halls Gap, while Avoca and Horsham had a decrease.
- In the period YE Jun 05 to YE Jun 09: Avoca experienced average annual growth in visitors, while Halls Gap and Horsham had a decline.

## **Visits to [www.visitvictoria.com](http://www.visitvictoria.com) - Oct 09 on Sep 09**

- Visits, pages viewed and new visits decreased.
- Average number of pages viewed and time spent on site increased.

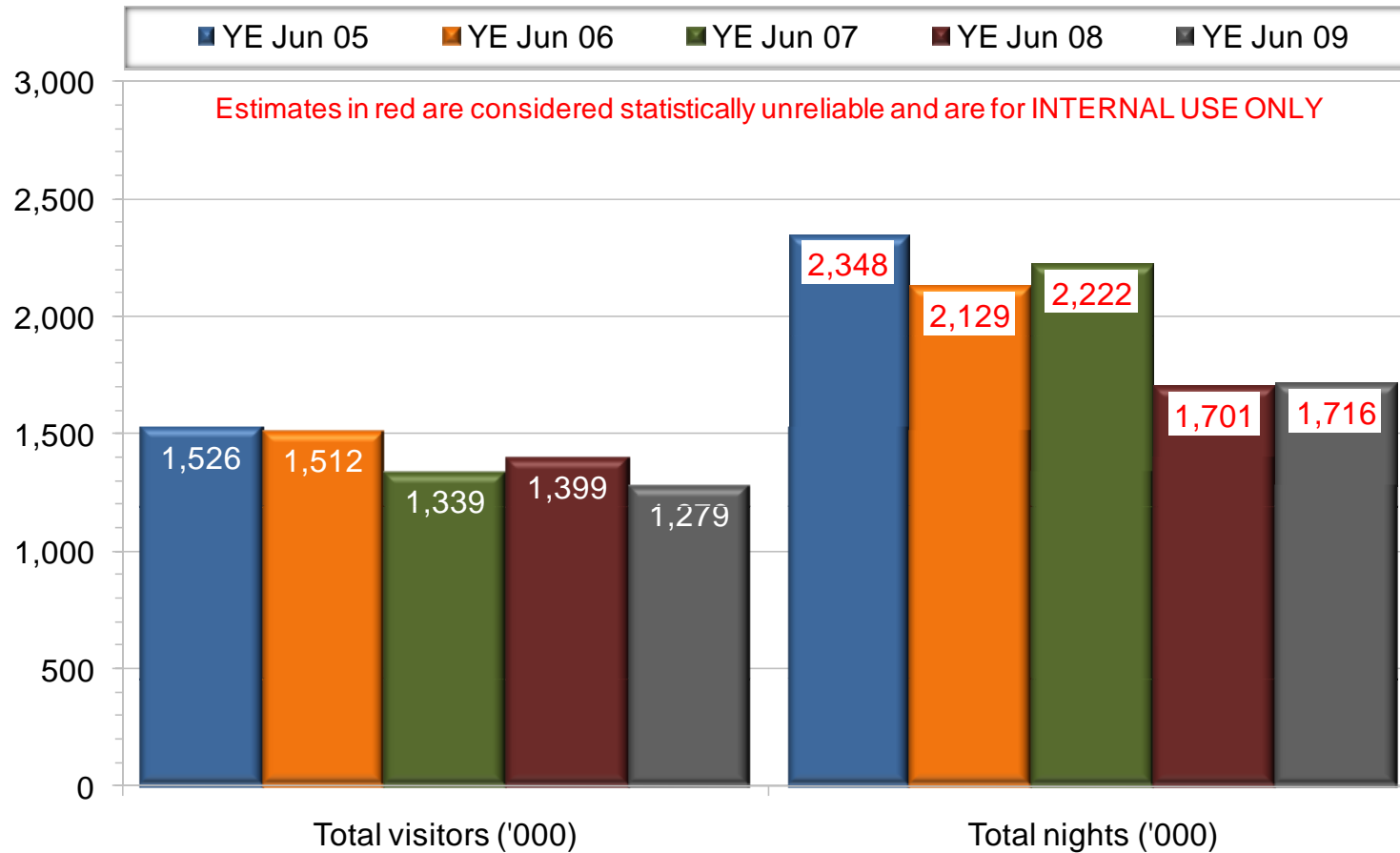
# Total Travel

Travel **to** the Grampians by domestic and international visitors aged 15 and over.

PLEASE NOTE:

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

# Total visitors and nights



Nights estimates are considered statistically unreliable and are for INTERNAL USE ONLY.

- In YE Jun 09, the Grampians received nearly 1.3 million **visitors** - down by 8.6% on YE Jun 08 and by 16.2% on YE Jun 05.
- Visitors spent **over 1.7 million nights** in the region.

# International Travel

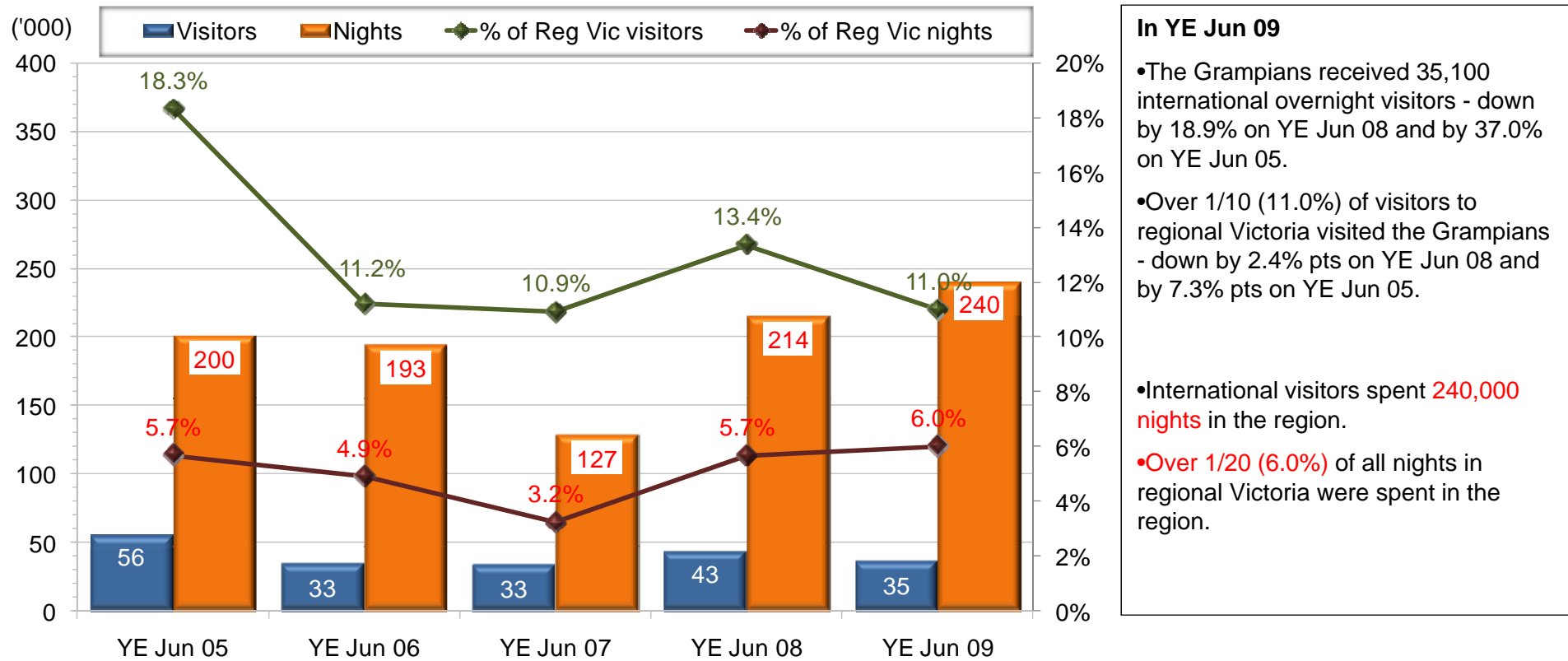
Overnight travel **to** the Grampians by international visitors aged 15 and over.

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Some graphs contain results below the data confidence intervals used by Tourism Victoria, ie. 5,000 for visitors and 500,000 for nights. datainsights recommends that any such estimates should be for internal use only.

# Visitors, nights and market share

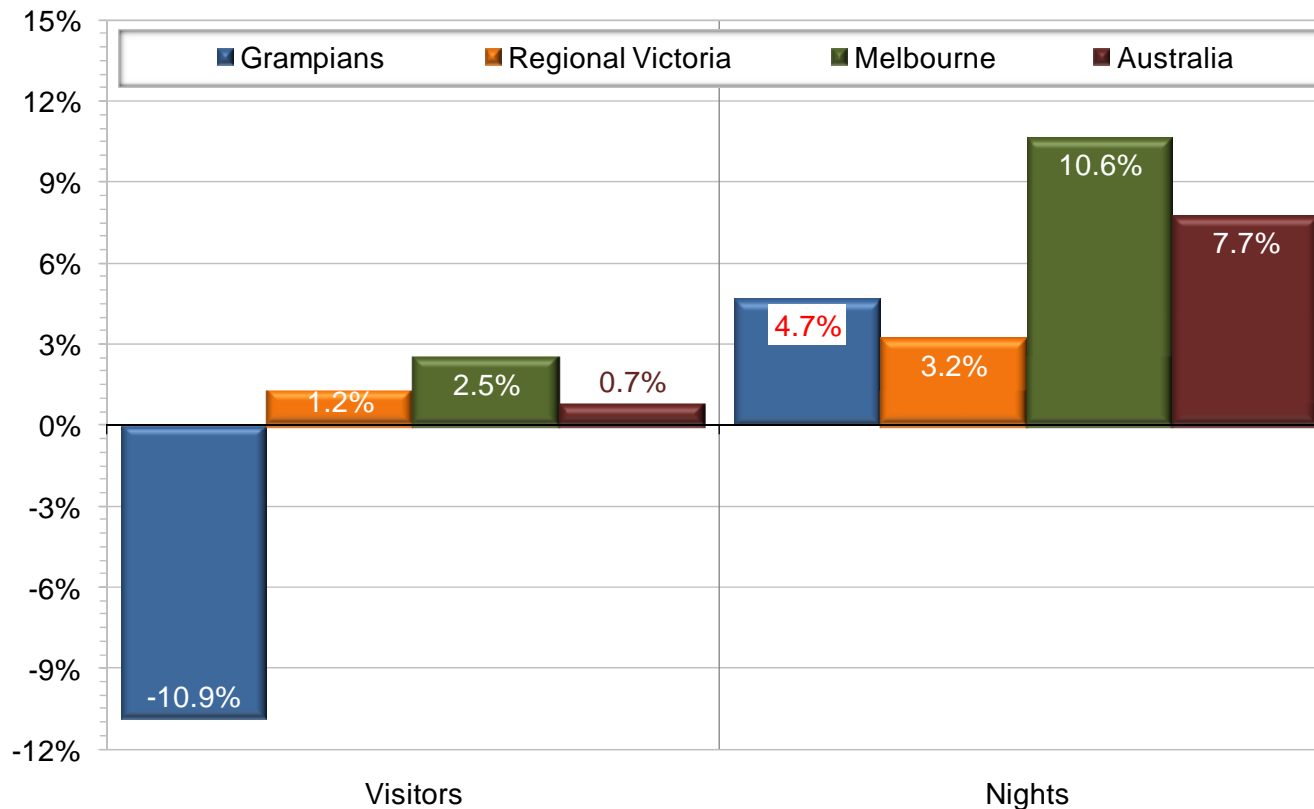


**In YE Jun 09**

- The Grampians received 35,100 international overnight visitors - down by 18.9% on YE Jun 08 and by 37.0% on YE Jun 05.
- Over 1/10 (11.0%) of visitors to regional Victoria visited the Grampians - down by 2.4% pts on YE Jun 08 and by 7.3% pts on YE Jun 05.
- International visitors spent 240,000 nights in the region.
- Over 1/20 (6.0%) of all nights in regional Victoria were spent in the region.

Nights estimates are considered statistically unreliable and are for INTERNAL USE ONLY.

# Average annual growth for selected destinations

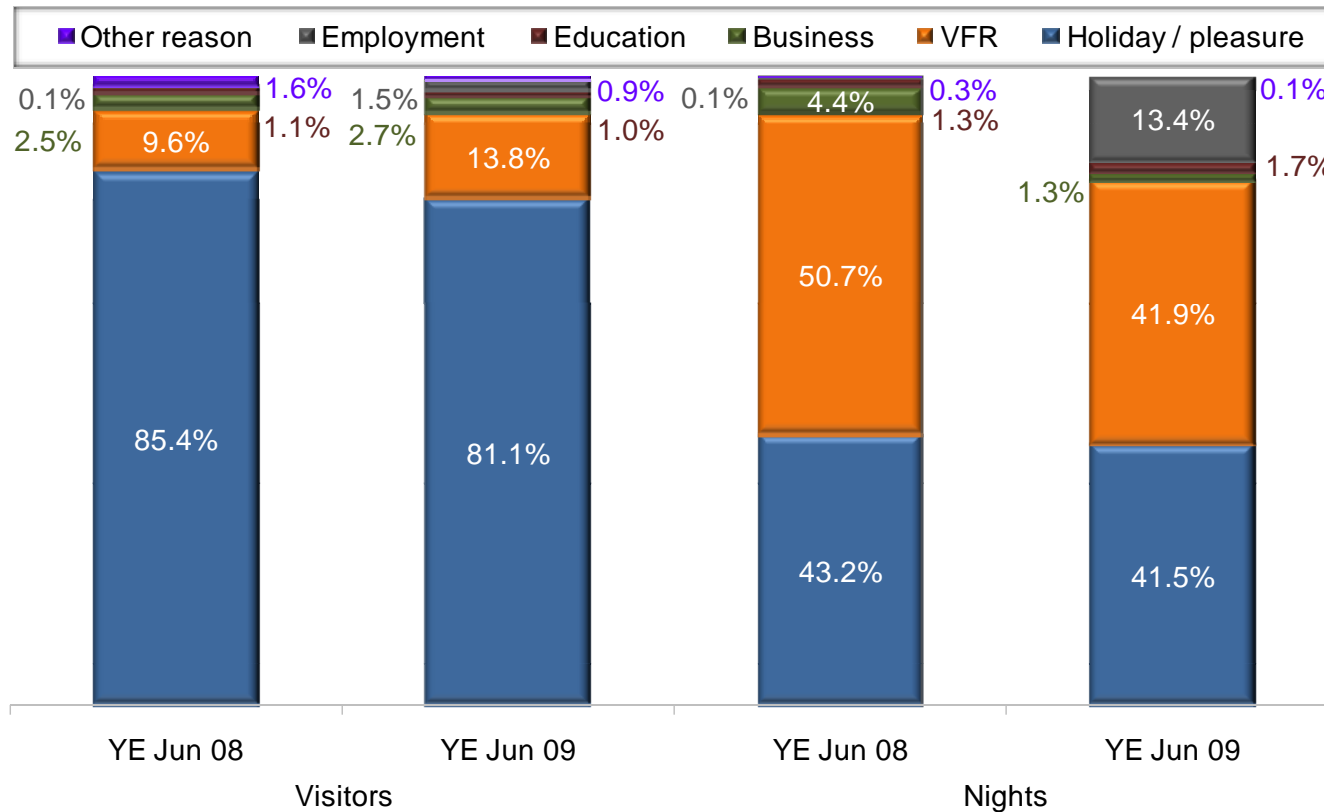


### YE Jun 05 to YE Jun 09

- Over the period, the Grampians had an average annual decline of -10.9% in international overnight **visitors**.
- While the Grampians had a decline, regional Victoria, Melbourne and Australia experienced growth.
- The Grampians had an average annual growth of 4.7% in international visitor **nights** over the period.
- Regional Victoria, Melbourne and Australia experienced growth in visitor **nights** over the period.

Results for nights in the Grampians are based on estimates that are considered statistically unreliable and are for INTERNAL USE ONLY.

# Purpose of visit



## YE Jun 09

•‘Holiday / pleasure’ (81.1%) was the most popular purpose for international overnight **visitors** to the Grampians – down by 4.3% points on YE Jun 08.

•‘VFR’ or ‘Visiting friends and relatives’ (13.8%) was the 2<sup>nd</sup> most popular – up by 4.2% points on YE Jun 08.

•‘Business’ (2.7%) was the 3<sup>rd</sup> most popular – up by 0.2% points on YE Jun 08.

•‘VFR’ or ‘Visiting friends and relatives’ (41.9%) was the most popular purpose in terms of international visitor **nights** in the Grampians.

•‘Holiday / pleasure’ (41.5%) was the 2<sup>nd</sup> most popular.

•‘Employment’ (13.4%) was the 3<sup>rd</sup> most popular.

## Origin of visitors

Origin	Share of total visitors				
	YE Jun 05	YE Jun 06	YE Jun 07	YE Jun 08	YE Jun 09
New Zealand	6.8%	13.7%	12.8%	10.3%	12.5%
Asia	10.5%	7.5%	9.0%	7.5%	10.3%
USA	5.1%	5.5%	7.2%	10.6%	5.8%
Canada	6.3%	5.0%	2.6%	4.0%	5.5%
United Kingdom	17.7%	22.5%	22.9%	22.5%	20.1%
Germany	21.7%	17.4%	12.5%	15.8%	17.1%
Scandinavia	5.4%	3.0%	4.5%	5.1%	3.9%
Netherlands	5.3%	6.2%	9.0%	5.1%	5.8%
Switzerland	5.0%	3.9%	4.3%	3.8%	4.9%
Other Europe	14.8%	9.9%	11.1%	12.7%	10.2%
Other Countries	1.2%	5.5%	4.0%	2.6%	4.0%

- **In YE Jun 09**, United Kingdom (20.1%) remained the largest individual source market of international overnight visitors to the Grampians – down by 27.4% on the YE Jun 08. UK's share of international visitors to the region was down by 2.4% points over the same period.
- Germany (17.1%) was the 2<sup>nd</sup> largest source market – down by 12.6%, but up by 1.3% points on YE Jun 08.
- New Zealand (12.5%) was the 3<sup>rd</sup> largest source market.

# Domestic Overnight Travel

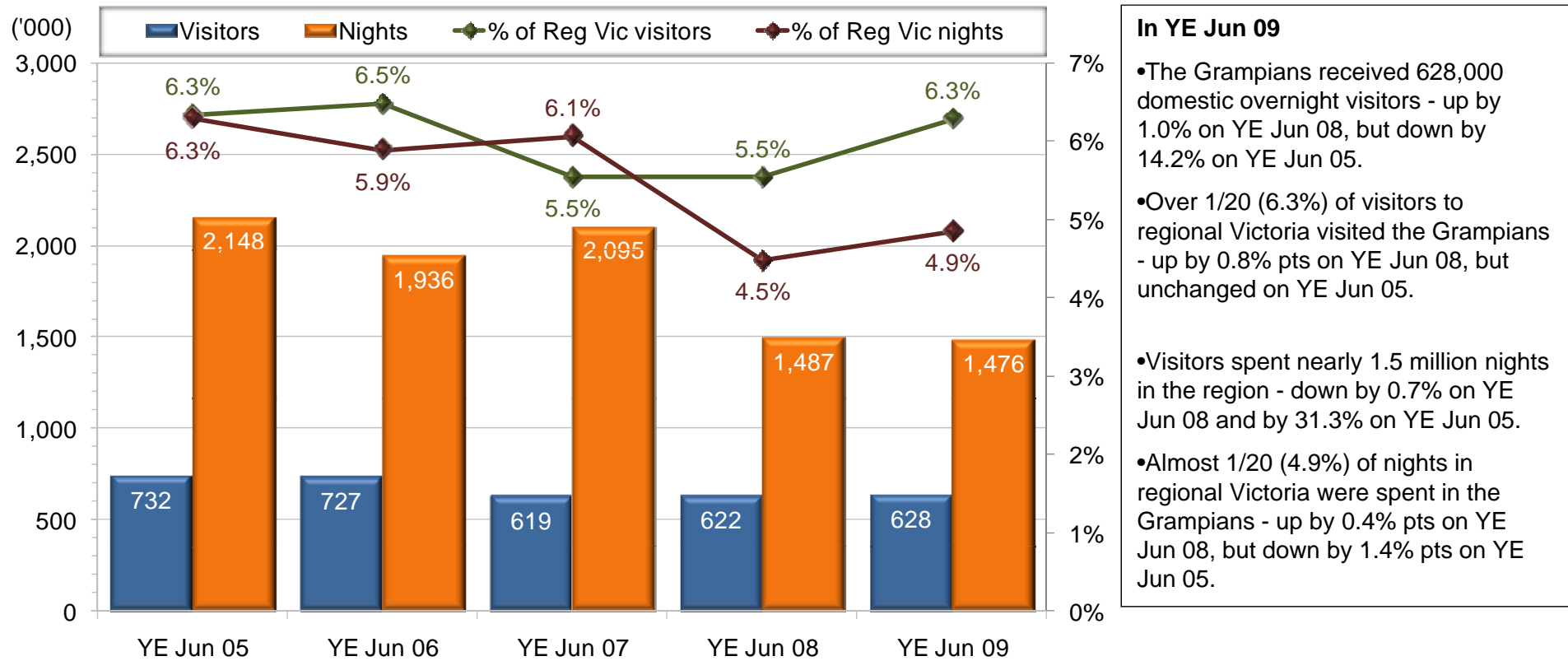
Overnight travel **to** the Grampians by Australian residents aged 15 and over.

PLEASE NOTE:

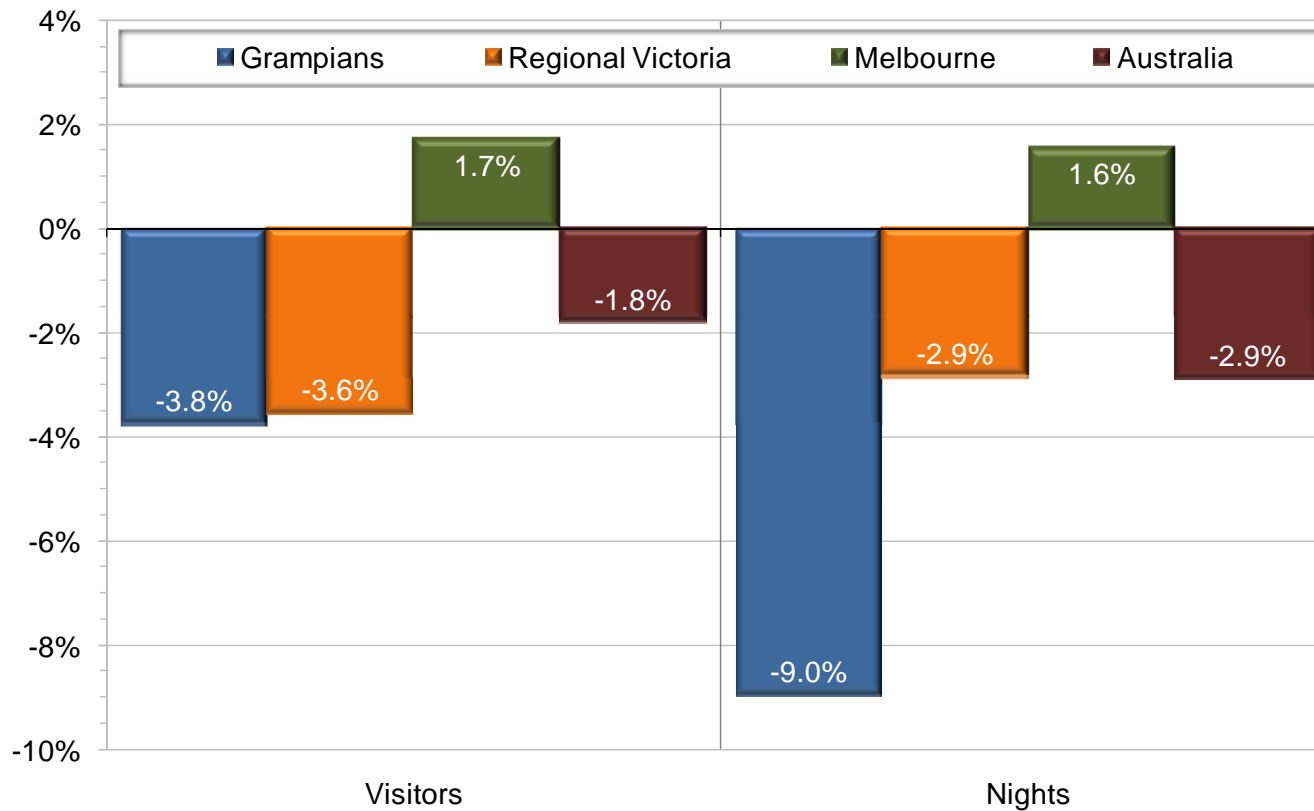
The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the NVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some graphs contain results below the data confidence intervals used by Tourism Victoria, ie. 80,000 for visitors and 500,000 for nights. datainsights recommends that any such estimates should be for internal use only.

# Visitors, nights and market share



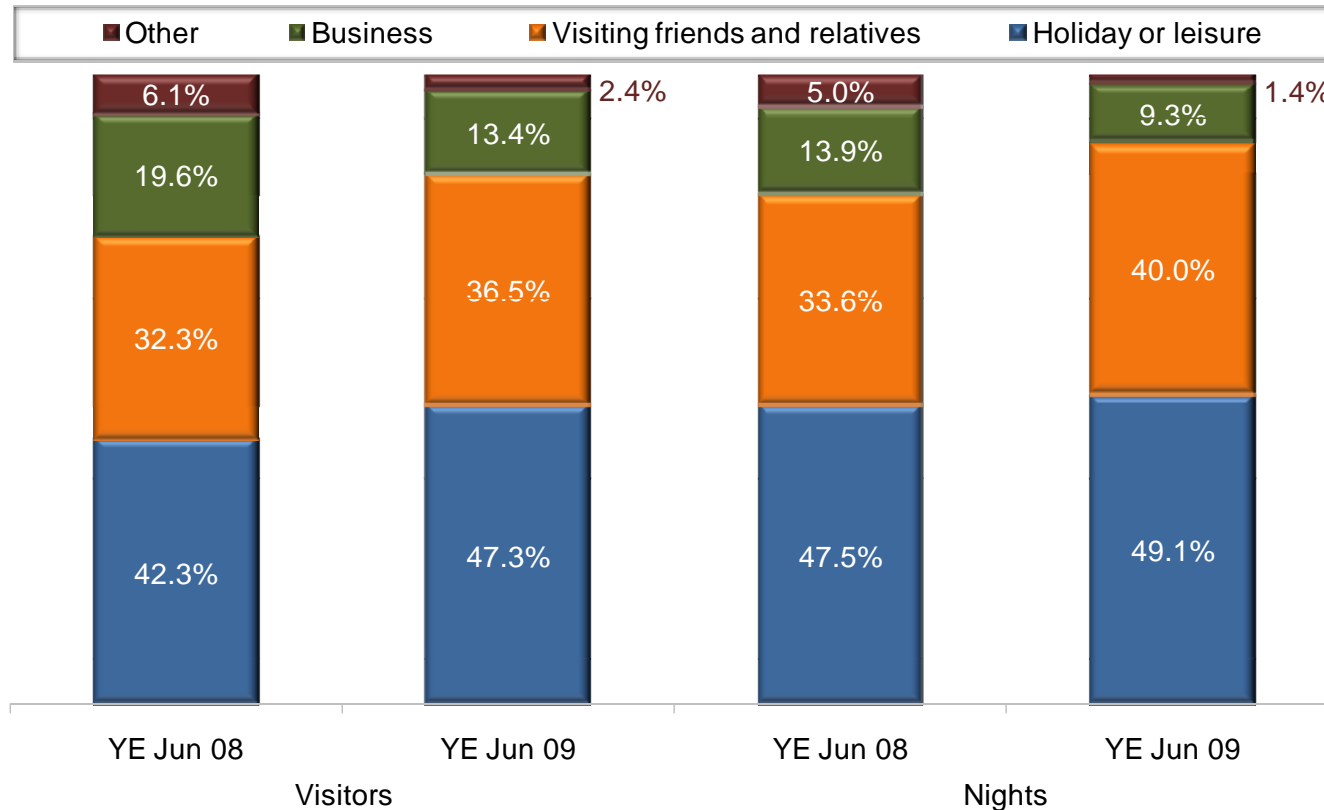
# Average annual growth for selected destinations



## YE Jun 05 to YE Jun 09

- Over the period, the Grampians had an average annual decline of -3.8% in domestic overnight **visitors**.
- The Grampians had a higher decline than regional Victoria and Australia. Melbourne experienced growth.
- The Grampians had an average annual decline of -9.0% in domestic visitor **nights** over the period.
- The Grampians had a higher decline than regional Victoria and Australia. Melbourne experienced growth.

# Purpose of visit



## In YE Jun 09

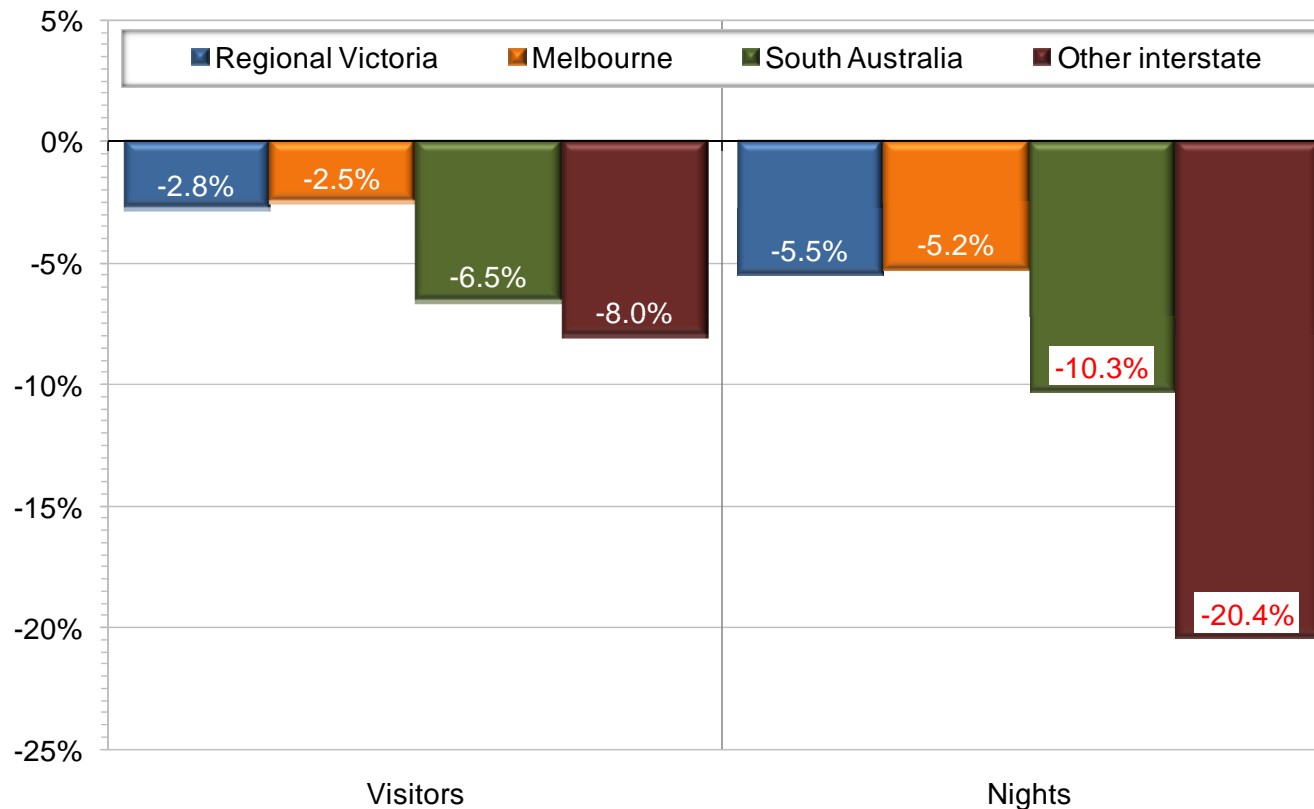
- ‘Holiday or leisure’ (47.3%) was the most popular purpose for domestic overnight **visitors** to the Grampians – up by 5.0% points on YE Jun 08.
- ‘Visiting friends and relatives’ (36.5%) was the 2<sup>nd</sup> most popular – up by 4.2% points on YE Jun 08.
- ‘Business’ (13.4%) was the 3<sup>rd</sup> most popular – down by 6.2% points on YE Jun 08.
- ‘Holiday or leisure’ (49.1%) was the most popular purpose in terms of domestic **nights** in the Grampians – up by 1.6% points on YE Jun 08.
- ‘Visiting friends and relatives’ (40.0%) was the 2<sup>nd</sup> most popular – up by 6.4% points on YE Jun 08.
- ‘Business’ (9.3%) was the 3<sup>rd</sup> most popular – down by 4.6% points on YE Jun 08.

## Origin of visitors and nights

Share of total visitors						Share of total nights					
Origin	YE Jun 05	YE Jun 06	YE Jun 07	YE Jun 08	YE Jun 09	Origin	YE Jun 05	YE Jun 06	YE Jun 07	YE Jun 08	YE Jun 09
Regional Victoria	38.3%	41.0%	37.0%	47.1%	39.8%	Regional Victoria	30.4%	35.8%	23.8%	43.5%	35.4%
Melbourne	35.5%	32.6%	38.4%	28.6%	37.4%	Melbourne	31.1%	33.2%	29.1%	30.3%	36.5%
Total intrastate	73.8%	73.6%	75.6%	75.7%	77.2%	Total intrastate	61.6%	69.1%	52.9%	73.8%	71.8%
NSW	5.3%	5.8%	5.2%	3.9%	4.8%	NSW	5.8%	9.5%	4.2%	5.6%	6.6%
Queensland	2.7%	3.7%	2.4%	3.1%	1.1%	Queensland	14.2%	3.0%	31.3%	2.9%	1.3%
SA	16.1%	13.6%	13.6%	16.1%	14.3%	SA	16.0%	12.9%	8.4%	15.9%	15.1%
WA	0.8%	1.0%	1.0%	0.5%	1.0%	WA	0.3%	1.0%	1.1%	0.7%	1.8%
Tasmania	0.8%	0.6%	1.6%	0.5%	0.6%	Tasmania	0.9%	0.7%	1.5%	0.3%	0.4%
NT	0.1%	0.4%	0.5%	0.2%	0.3%	NT	0.8%	0.4%	0.4%	0.1%	2.4%
ACT	0.3%	1.5%	0.2%	0.3%	0.8%	ACT	0.4%	3.3%	0.0%	0.6%	0.6%
Total interstate	26.2%	26.5%	24.6%	24.4%	22.8%	Total interstate	38.4%	30.9%	47.0%	26.2%	28.2%

- **In YE Jun 09**, the Grampians received over  $\frac{3}{4}$  (77.2%) of **visitors** from Victoria - up by 3.0% on YE Jun 08. Victoria's contribution to visitors was up by 1.5% points over the same period. Compared to YE Jun 08, visitors from regional Victoria declined by 14.7% while visitors from Melbourne increased by 32.0%.
- Nearly  $\frac{1}{4}$  (22.8%) of visitors came from interstate – down by 5.9% and by 1.6% points on YE Jun 08. South Australia (14.3%) was the largest market of interstate visitors – down by 10.0% on YE Jun 08.
- The Grampians received nearly  $\frac{3}{4}$  (71.8%) of visitor **nights** from Victoria - down by 3.5% on YE Jun 08. Victoria's contribution to visitors was down by 2.0% points over the same period. Compared to YE Jun 08, visitor nights by regional Victorians declined by 19.3% while nights by Melburnians increased by 19.5%.
- Nearly  $\frac{3}{10}$  (28.2%) of nights were from interstate. South Australia (15.1%) was the largest contributor of interstate nights.

# Average annual growth by selected origin markets



## YE Jun 05 to YE Jun 09

- Over the period, the Grampians had an average annual decline in domestic **visitors** from all selected origins.
- Visitors from Other interstate (-8.0%) had the highest average decline, followed by South Australia (-6.5%).
- Visitors from Melbourne (-2.5%) experienced the lowest decline.
  
- The Grampians had an average annual decline in domestic visitor **nights** from the selected origins over the period.
- Nights by **Other interstate visitors (-20.4%)** and by **South Australians (-10.3%)** declined.
- Nights by **Melburnians (-5.2%)** experienced the lowest decline.

Results for nights by South Australians and Other interstate travellers are based on estimates that are considered statistically unreliable and are for INTERNAL USE ONLY.

# Domestic Daytrips

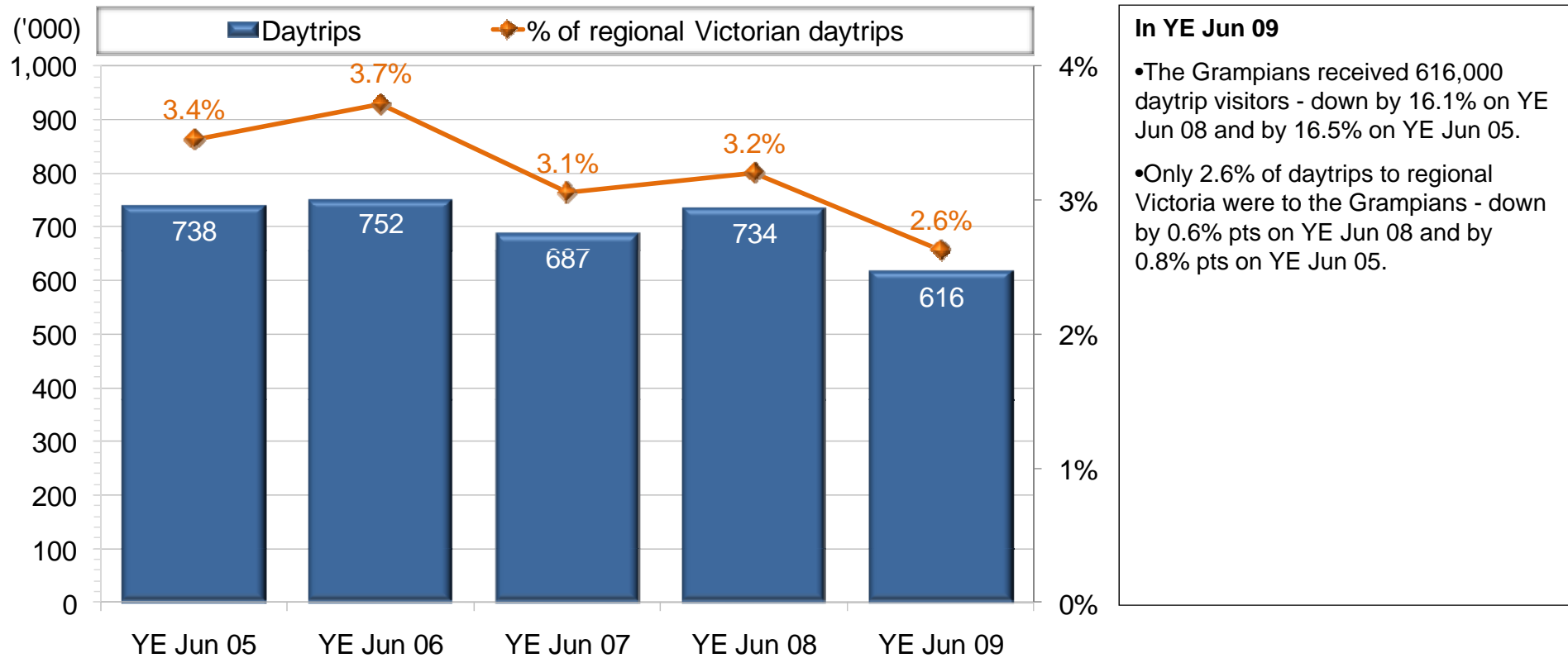
Daytrips **to** the Grampians by Australian residents aged 15 and over.

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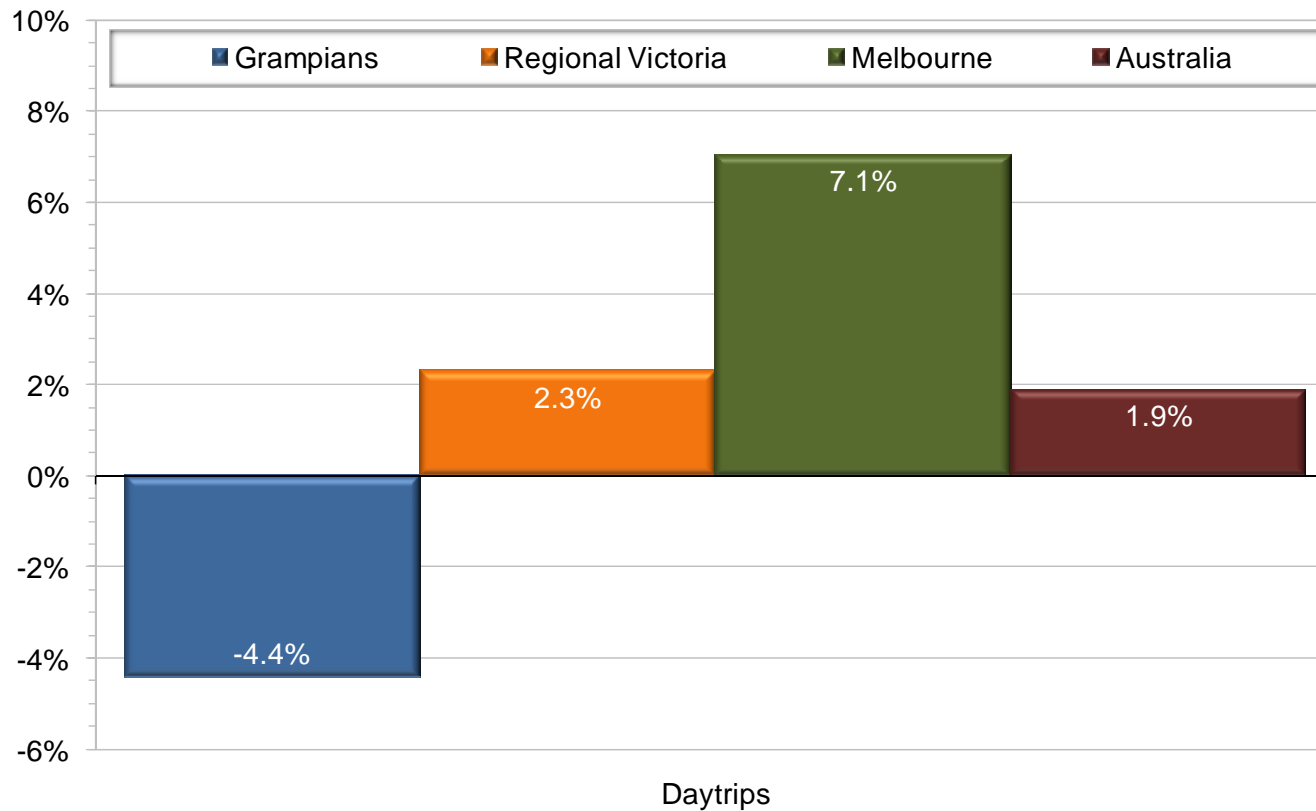
# Daytrips and market share



**In YE Jun 09**

- The Grampians received 616,000 daytrip visitors - down by 16.1% on YE Jun 08 and by 16.5% on YE Jun 05.
- Only 2.6% of daytrips to regional Victoria were to the Grampians - down by 0.6% pts on YE Jun 08 and by 0.8% pts on YE Jun 05.

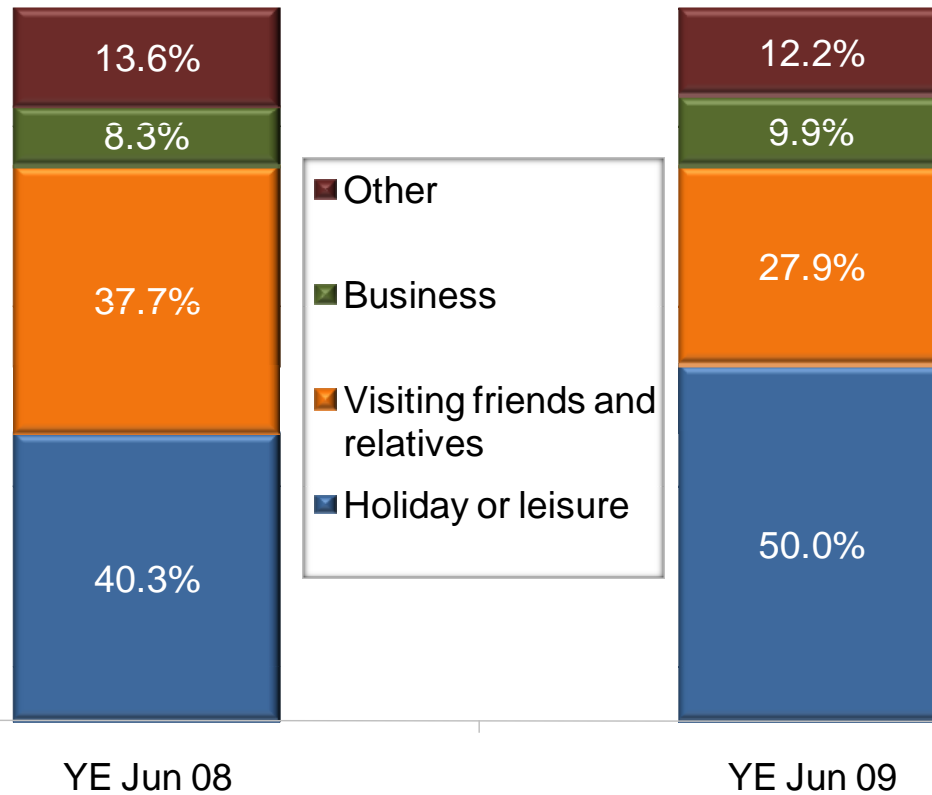
# Average annual growth for selected destinations



## YE Jun 05 to YE Jun 09

- Over the period, the Grampians had an average annual decline of -4.4% in domestic daytrips.
- While the Grampians had a decline, regional Victoria, Melbourne and Australia experienced growth.

# Main purpose of trip



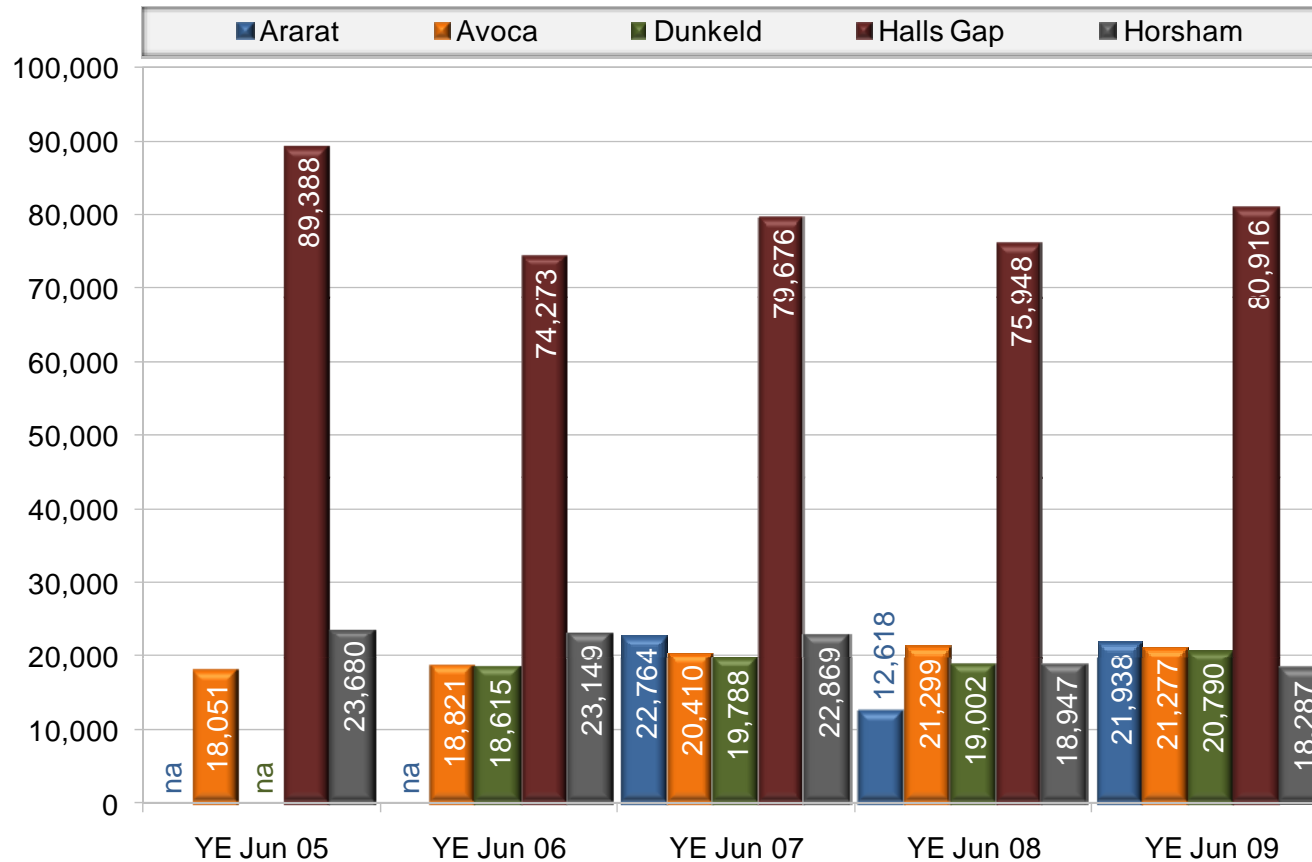
### YE Jun 05 to YE Jun 09

- 'Holiday or leisure' (50.0%) was the most popular purpose for domestic daytrips to the Grampians – up by 9.7% points on YE Jun 08.
- 'Visiting friends and relatives' (27.9%) was the 2<sup>nd</sup> most popular – down by 9.8% points on YE Jun 08.
- 'Business' (9.9%) was the 3<sup>rd</sup> most popular – up by 1.6% points on YE Jun 08.

# Visitor Information Centres

Visitors to selected Visitor Information Centres in the Grampians

# Visitation to selected VICs



### In YE Jun 09

- Ararat VIC received 21,938 visitors – up by 73.9% on YE Jun 08.
- There were 21,277 visitors to the Avoca VIC - down by 0.1% on YE Jun 08, but up by 17.9% on YE Jun 05. In the period YE Jun 05 to YE Jun 09, the VIC had an average annual growth of 4.2%.
- Dunkeld VIC received 20,790 visitors - up by 9.4% on YE Jun 08.
- There were 80,916 visitors to Halls Gap VIC - up by 6.5% on YE Jun 08, but down by 9.5% on YE Jun 05. In the period YE Jun 05 to YE Jun 09, the VIC had an average annual decline of -2.5%.
- Horsham VIC received 18,287 visitors - down by 3.5% on YE Jun 08 and by 22.8% on YE Jun 05. The VIC had an average annual decline of 6.3% in the period YE Jun 05 to YE Jun 09.

# Internet Visitation

Monthly visits to [www.visitvictoria.com](http://www.visitvictoria.com)

PLEASE NOTE:

The data used is subject to sampling variability. Users are advised to consult Tourism Victoria before drawing any conclusions or inferences, or taking any action, based on the data.

## Visits, page views, average page views, time on site, and new visits

Indicator	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Change on previous month	Change on corresponding month previous year
Visits ('000)	21.3	21.6	16.3	21.0	17.1	18.4	19.0	18.0	na	na	na	na	na	-5.3%	na
Page views ('000)	241.4	261.7	196.8	205.2	190.7	200.3	209.4	198.7	na	na	na	na	na	-5.1%	na
Average page views	11.3	12.1	12.1	9.8	11.2	10.9	11.0	11.0	na	na	na	na	na	0.2%	na
Time on site	10.09	10.27	10.40	8.20	9.31	9.35	9.33	9.43	na	na	na	na	na	1.1%	na
New visits	56.4%	54.3%	55.7%	59.3%	58.6%	59.1%	65.8%	65.1%	na	na	na	na	na	-0.7	na

•In Oct 09, there were 17,991 visits to “Grampians” on [www.visitvictoria.com](http://www.visitvictoria.com) - down by 5.3% on Sep 09. Over the previous eight months, “Grampians” received the highest number of visits in Apr 09 (21,606).

•“Grampians” visitors viewed 198,708 pages in Oct 09 - down by 5.1% on Sep 09. In the period Mar 09 to Oct 09, visitors viewed the highest number of pages in Apr 09 (261,654).

•In Oct 09, “Grampians” visitors viewed on average 11.0 pages - up by 0.2% on Sep 09. Over the past eight months, Apr 09 and May 09 (12.1 pages each) had the highest average number of pages viewed.

•“Grampians” visitors spent 9 minutes and 43 seconds on the site in Oct 09 - up by 1.1% on Sep 09. In the period Mar 09 to Oct 09, visitors spent the longest amount of time on site in May 09 (10 minutes and 40 seconds).

•In Oct 09, “Grampians” received 65.1% new visitors - down by 0.7% points on Sep 09. Over the previous eight months, Sep 09 (65.8%) had the highest proportion of new visitors.

## Notes - IVS & NVS data (1 of 2)

### ○ Definitions -

- International overnight visitor = an international resident, aged 15 and over, who visited Australia (for a period of no more than 12 months) and stayed at least one night in the 'destination'.
- Domestic overnight trip = a trip involving a stay away from home for at least one night (but for no more than 12 months), at a place (in Australia) at least 40km from home.
- Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a domestic overnight trip.
- Domestic daytrip = a round trip for a distance of at least 50km, of a duration of at least 4 hours but not involving a night away from home (same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home).
- Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip.
- The Grampians = the tourism regions of 'Western Grampians', 'Central Highlands' and 'Wimmera' (*TRA regional classification*) plus the SLAs of: Pyrenees (S) – North; and Pyrenees (S) – South.
- Western Grampians = the SLAs of: Horsham (RC) - Central ; Horsham (RC) Bal; South Grampians (S) – Hamilton; South Grampians (S) – Wannon; South Grampians (S) – Bal; and West Wimmera (S).
- Central Highlands = the SLAs of: Ararat (RC); North Grampians (S) – St Arnaud; and North Grampians (S) – Stawell.
- Wimmera = the SLAs of: Buloke (S) – North; Buloke (S) – South; Hindmarsh (S); Yarriambiack (S) – North; and Yarriambiack (S) – South.
- Melbourne = the tourism region 'Melbourne' (*TRA regional classification*).
- Regional Victoria = all tourism regions in Victoria other than 'Melbourne'.

## Notes - IVS & NVS data (2 of 2)

- Abbreviations -
  - Grampians = The Grampians campaign region.
  - Reg Vic = Regional Victoria.
- Sampling variability and data confidence intervals -
  - The IVS and the NVS are sample surveys. The results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used.
  - Any **IVS** estimates below 5,000 for visitors and 500,000 for nights should be for internal use only.
  - Any **NVS** estimates below 80,000 for overnight visitors, 500,000 for nights and 200,000 for daytrips should be for internal use only.
  - Percentage change figures provided in this report do not necessarily represent statistically significant change.

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The National Visitor Survey and the International Visitor Survey are sample surveys. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users of the data are advised to consult data confidence tables contained in publications relevant to each survey or otherwise available from those organisations administrating or managing the surveys before drawing any conclusions or inferences, or taking any action, based on the data.

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