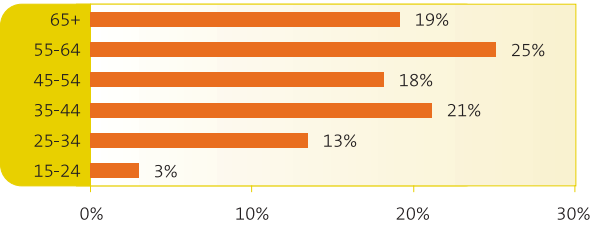


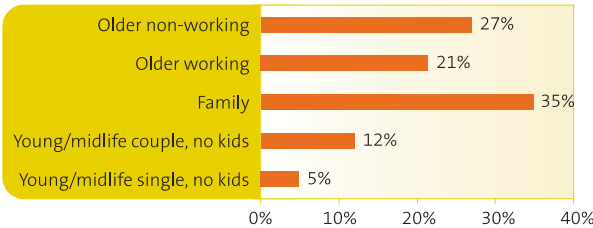


## Who visits the Grampians?

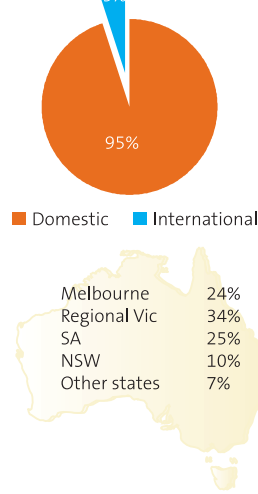
Age group



Lifestage

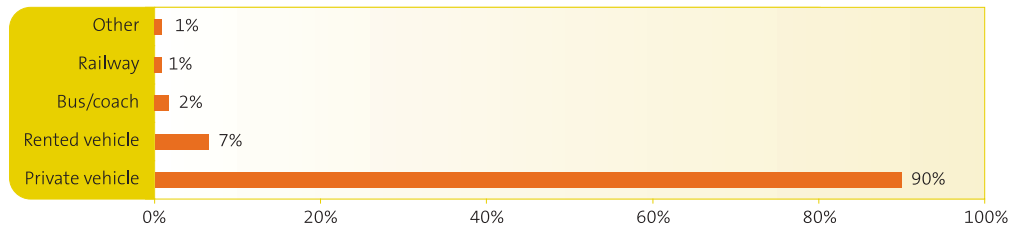


Origin

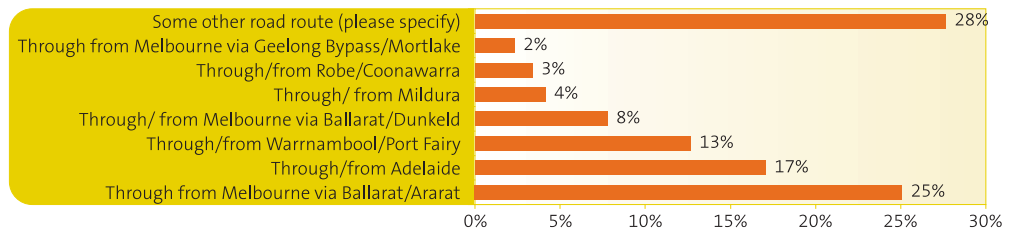


## How did they get to the Grampians?

Transport

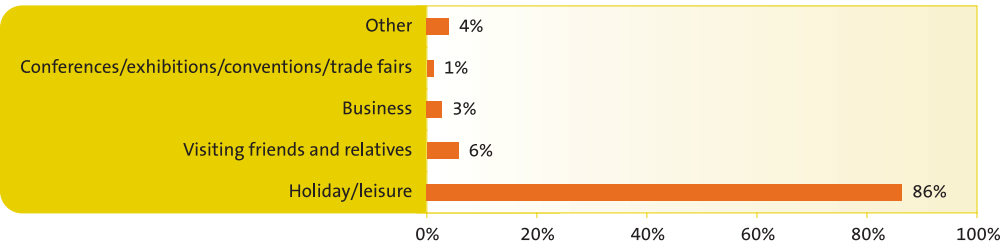


Route



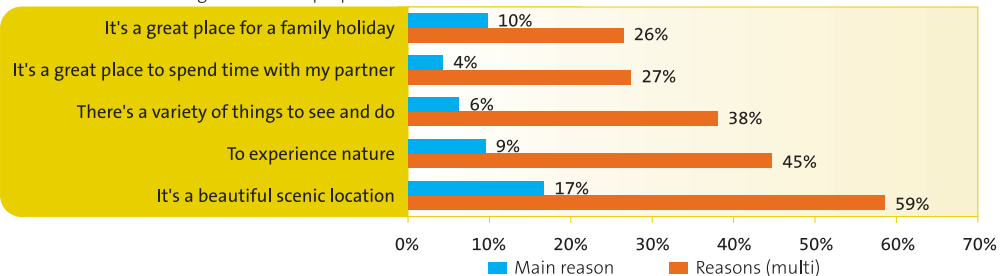
## Why did they visit the Grampians?

Main purpose of visit

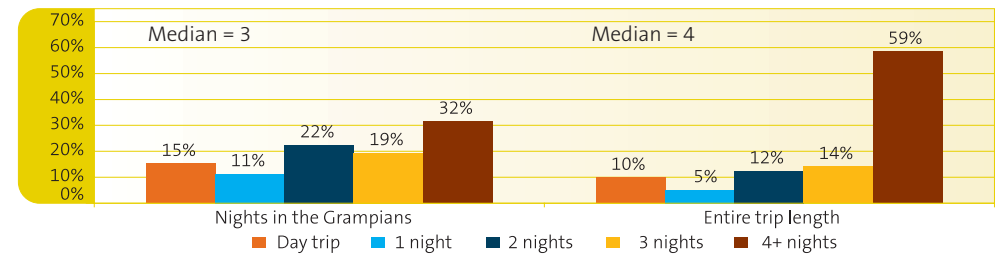


Reasons for choosing the Grampians

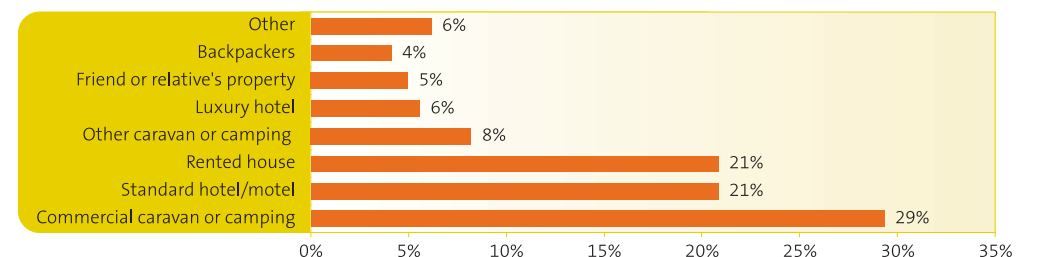
Excludes those travelling for business purposes



## How long did they stay in the Grampians?

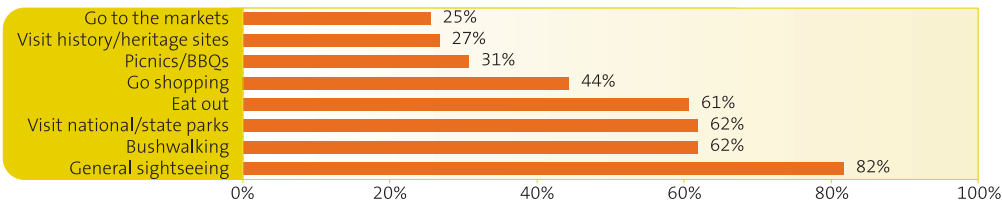


## What type of accommodation did they use in the Grampians?

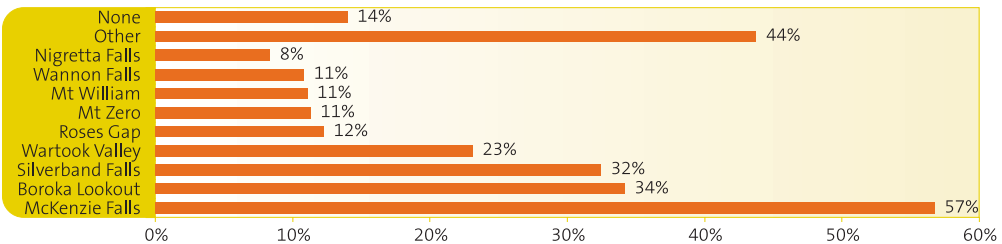


## What did they do in the Grampians?

### Activities

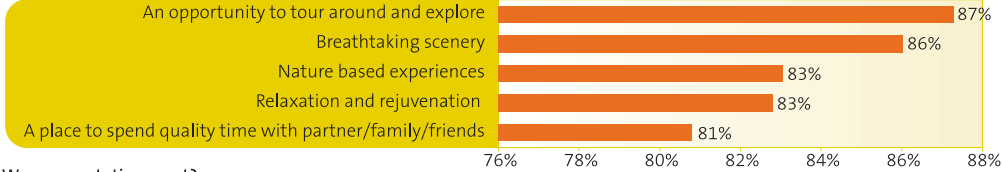


### Attractions visited

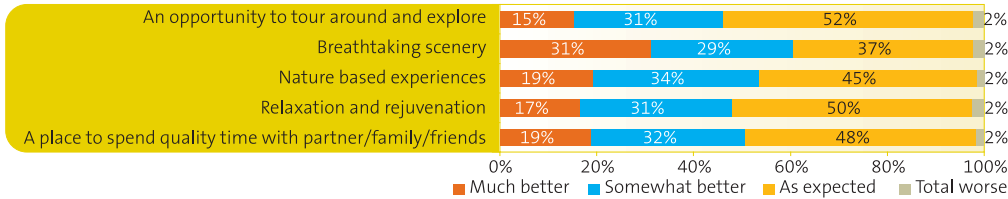


## What did visitors expect in the Grampians?

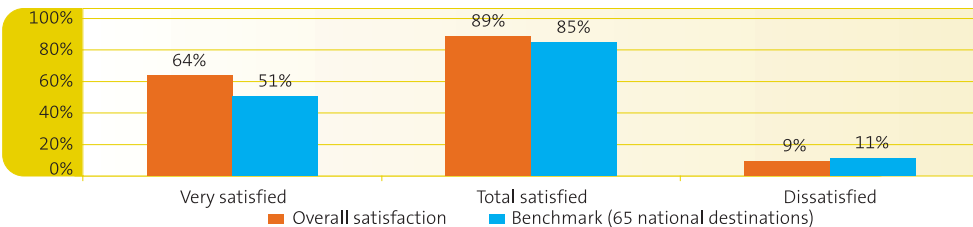
### Top 5 experiences expected



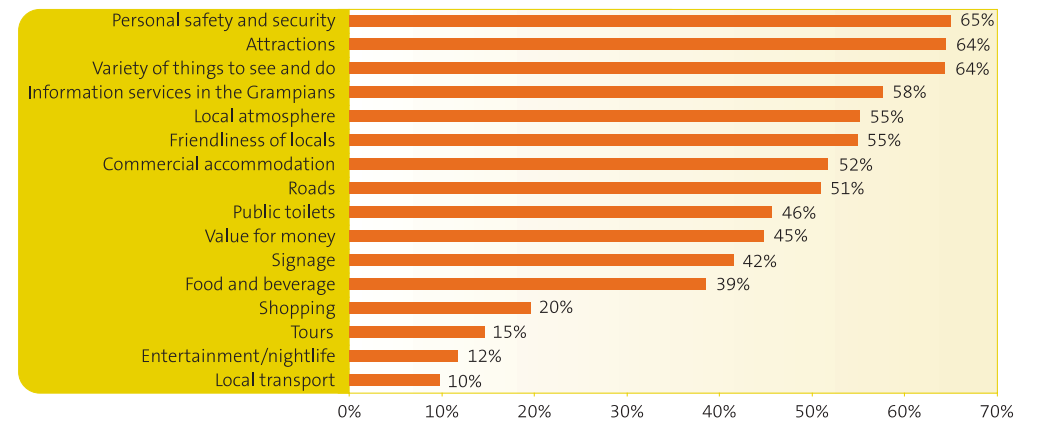
### Were expectations met?



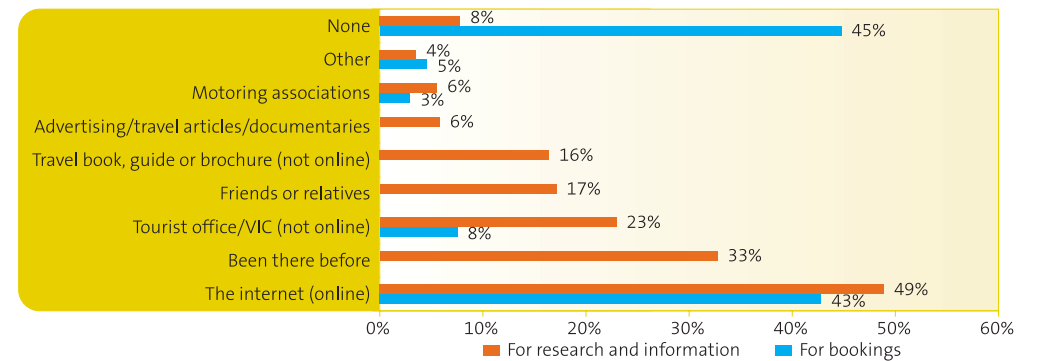
## Were visitors satisfied with the Grampians overall?



## What were visitors very satisfied with?



## What information sources did they use?



## How did they use the internet?

