

Grampians

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for the Grampians. The region received approximately 2.3 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$460 million in the year ending December 2018.

The Grampians tourism region comprises three tourism sub-regions: Central Highlands, Western Grampians and Wimmera.¹



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$290M ▲ 24.9%	6.8% ▲ 0.9%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$290 million to the region's economy in direct and indirect Gross Regional Product, representing 6.8 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
4,200 ▲ 25.0%	10.0% ▲ 1.7%pts

Tourism generated employment of approximately 4,200 people or 10.0 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$325M ▼ -2.9%	1.1M ▲ 11.7%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in the Grampians in the year ending December 2018 was estimated to be \$325 million (-2.9 per cent year-on-year), with visitors spending an average of \$111 per night and \$302 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$115M ▼ -6.9%	1.2M ▼ -5.5%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$115 million in the year ending December 2018, a decrease of 6.9 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
np	51,000 ▼ -1.3%

"np" – not publishable

INTERNATIONAL OVERNIGHT VISITORS

International overnight visitors in the Grampians reached an estimated 51,000 in the year ending December 2018 (-1.3 per cent year-on-year).

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, by Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia.

All growth rates noted on this page are year-on-year percentage changes.

Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2019

Image: Boroka Lookout, Halls Gaps



Jobs,
Precincts
and Regions

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Key Regional Tourism Statistics (Year ending December)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	104	112	111	121	116	147	7.2%	26.5%
Indirect GRP (\$m)	107	112	114	124	116	143	6.0%	23.2%
Total GRP (\$m)	211	224	225	245	233	290	6.6%	24.9%
Direct GRP (%)	2.8%	2.9%	2.9%	3.0%	3.0%	3.4%	0.6%pt	0.5%pt
Indirect GRP (%)	2.9%	3.0%	3.0%	3.1%	3.0%	3.3%	0.4%pt	0.4%pt
Total GRP (%)	5.8%	5.9%	6.0%	6.1%	5.9%	6.8%	1.0%pt	0.9%pt
Persons Employed								
Direct Employment (000s)	2.7	2.9	2.7	3.0	2.7	3.4	4.8%	25.4%
Indirect Employment (000s)	0.6	0.6	0.6	0.7	0.7	0.8	6.9%	23.6%
Total Employment (000s)	3.3	3.5	3.4	3.7	3.4	4.2	5.2%	25.0%
Direct Employment (%)	7.0%	7.5%	7.0%	7.4%	6.7%	8.0%	1.0%pt	1.4%pt
Indirect Employment (%)	1.5%	1.6%	1.6%	1.8%	1.6%	1.9%	0.4%pt	0.3%pt
Total Employment (%)	8.6%	9.1%	8.7%	9.2%	8.3%	10.0%	1.4%pt	1.7%pt

Years ending December Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	858	1,032	1,073	1,089	1,236	1,168	6.4%	-5.5%	50.9%
Overnight visitors (000's)	699	694	758	786	964	1,077	9.0%	11.7%	46.9%
Total domestic visitors (000's)	1,558	1,726	1,830	1,875	2,201	2,245	7.6%	2.0%	97.8%
Visitor nights (000's)	1,889	1,751	1,974	1,902	2,480	2,923	9.1%	17.9%	88.7%
Length of stay (nights)	2.7	2.5	2.6	2.4	2.6	2.7			
Daytrip Expenditure (\$m)	93	135	110	119	124	115	4.4%	-6.9%	25.1%
Daytrip spend per trip	109	131	103	109	100	99			
Domestic Overnight Expenditure (\$m)	204	197	223	175	335	325	9.8%	-2.9%	70.7%
Domestic Overnight Spend per Visitor (\$)	292	283	294	223	347	302			
Domestic Overnight Spend per Night (\$)	108	112	113	92	135	111			
Total Domestic Expenditure (\$m)	297	331	333	294	459	440	8.2%	-4.0%	95.8%
International									
Overnight visitors (000's)	32	36	45	49	52	51	9.9%	-1.3%	2.2%
Visitor nights (000's)	-	253	-	272	352	372	-	5.7%	11.3%
Length of stay (nights)	-	7.0	-	5.5	6.8	7.3			
International Overnight Expenditure (\$m)	11	9	8	13	-	-	-	-	-
International Overnight Spend per Visitor (\$)	347	241	173	266	-	-			
International Overnight Spend per Night (\$)	-	34	-	48	-	-			
TOTALS									
Visitors (000's)	1,590	1,762	1,876	1,925	2,253	2,296	7.6%	1.9%	
Visitor nights (000's)	2,079	2,005	2,206	2,174	2,831	3,295	9.6%	16.4%	
Expenditure (\$m)	308	340	341	308	479	460	8.3%	-3.9%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

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¹Grampians Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Grampians tourism region:

Region	SA2
Central Highlands	Ararat, Ararat Region, St Arnaud Stawell
Western Grampians	Hamilton, Horsham, Horsham Region, Southern Grampians, West Wimmera
Wimmera	Buloke, Nhill Region, Yarriambiack

Regional definition changes

There was the following definitional change in 2017:

- 'Avoca' and 'Beaufort' SA2s are now included in the Ballarat sub-region (Goldfields region). They were previously in the Central Highlands sub-region (Grampians region).

All back data has been adjusted to reflect these changes.

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

More Information

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>