

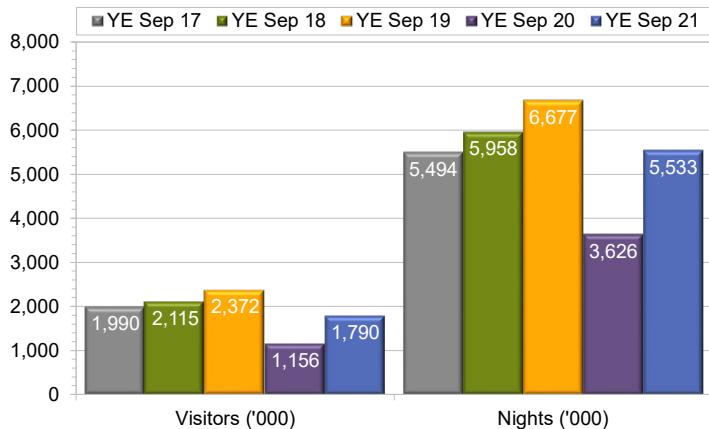
Domestic travel to High Country⁽¹⁾

For the period October 2020 to September 2021



Overnight travel

Visitors and nights

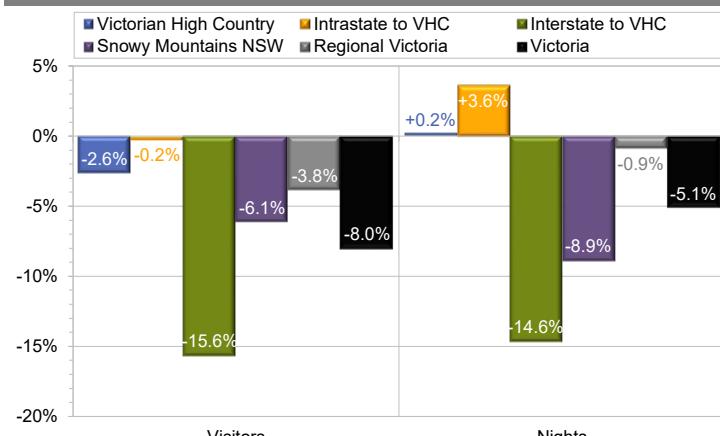


High Country received nearly 1.8 million overnight visitors - up by 54.8% on YE Sep 20. Visitors spent over 5.5 million nights in the region - up by 52.6% on YE Sep 20.

Market share

High Country received 13.1% of visitors and 12.8% of nights in regional Victoria. Compared to YE Sep 20, the share of visitors was up by 3.3% pts and the share of nights was up by 3.2% pts.

Average annual growth – YE Sep 17 to YE Sep 21



Over the period YE Sep 17 to YE Sep 21, High Country had an average annual decline of -2.6% in domestic **visitors**. High Country had a lower decline than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had an average annual growth of +0.2% in domestic visitor **nights** over the period. Whilst High Country had growth, Snowy Mountains NSW, regional Victoria and Victoria experienced a decline.

Accommodation

'Friends or relatives property' (22.0%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (17.7%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (13.8%).

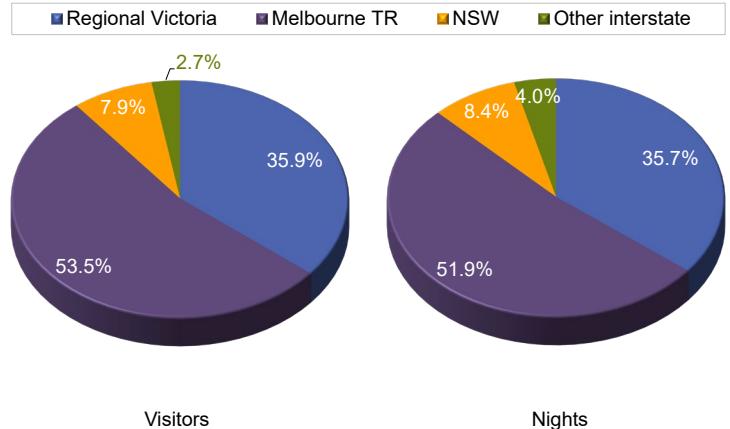
All transport

'Private vehicle or company car' (96.7%) was the most popular transport used by visitors to the High Country, followed by 'aircraft' (1.6%) and 'self-drive motorhome or caravan' (0.5%).

High Country is composed of: Alpine (S); Benalla (RC); Indigo (S); Mansfield (S); Towong (S); Wangaratta (RC); and alpine resorts.

(1) Source: National Visitor Survey (NVS), YE Sep 21, Tourism Research Australia (TRA) – unless otherwise specified

Origin



High Country received 89.4% of visitors and 87.5% of nights from **intrastate**. Compared to YE Sep 20, intrastate visitors were up by 68.5% and nights were up by 61.0%.

Interstate contributed 10.6% of visitors and 12.5% of nights in the region. Compared to YE Sep 20, interstate visitors were down by 8.1% and nights were up by 11.5%.

Purpose of visit

'Holiday' (64.5%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (26.0%) was the 2nd largest purpose, followed by 'business' (6.1%).

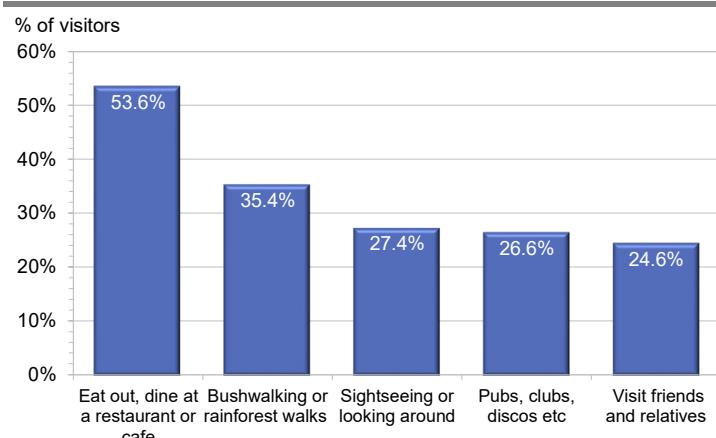
Length of stay

Visitors stayed on average 3.1 nights in the High Country – unchanged on YE Sep 20.

Age

'45 to 54 years' (20.5%) was the biggest age group of visitors to the High Country, followed by '65 years and over' (19.5%).

Activities



'Eat out, dine at a restaurant or cafe' (53.6%) was the most popular activity undertaken by visitors to the High Country.

Expenditure⁽²⁾

Overnight visitors spent \$886 million in the High Country - up by 92.2% on YE Sep 20. On average, visitors spent \$160 per night in the region - up by 26.0% on YE Sep 20.

(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

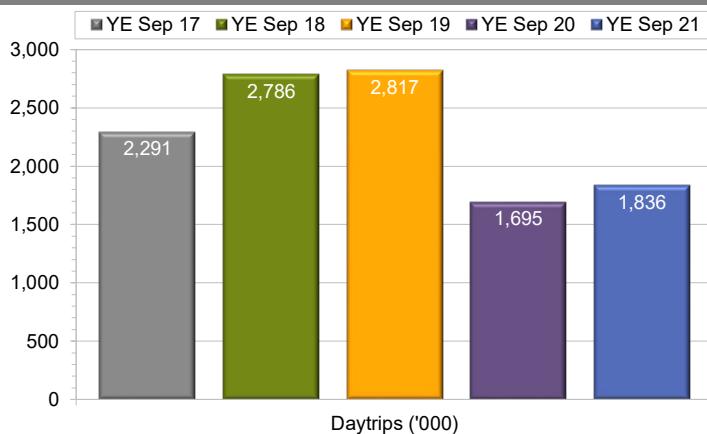
Domestic travel to High Country⁽¹⁾

For the period October 2020 to September 2021



Daytrip travel

Trips



High Country received over 1.8 million daytrip visitors - up by 8.3% on YE Sep 20.

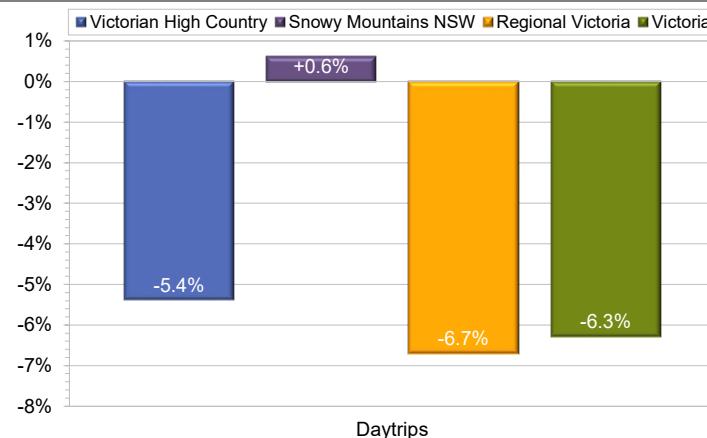
Market share

High Country received 7.2% of daytrips to regional Victoria. Compared to YE Sep 20, the share was up by 0.8% pts.

Main purpose of trip

'Holiday' (56.3%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (17.4%) was the 2nd largest purpose, followed by 'business' (12.2%).

Average annual growth – YE Sep 17 to YE Sep 21



Over the period YE Sep 17 to YE Sep 21, the High Country had an average annual decline of -5.4% in domestic daytrips.

High Country had a lower decline than regional Victoria and Victoria. Snowy Mountains NSW experienced growth.

Activities

'Eat out, dine at a restaurant or cafe' (44.0%) was the most popular activity undertaken by visitors to the High Country. 'Visit national parks or state parks' (21.5%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (21.2%).

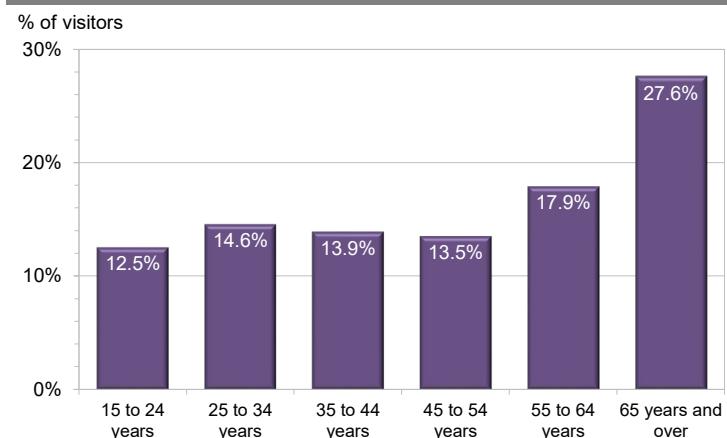
Transport

'Private vehicle or company car' (98.7%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (1.3%) was the 2nd most popular transport.

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

(1) Source: NVS, YE Sep 21, TRA – unless otherwise specified

Age



'65 years and over' (27.6%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (60.7%) than female (39.3%).

Lifecycle

'Older non-working' (27.2%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (23.8%) was the 2nd largest lifecycle group, followed by 'older working' (15.3%).

Month travelled

April (15.7%) was the most popular month for a daytrip to the High Country. December (14.5%) was the 2nd most popular month to travel, followed by January (13.5%).

Expenditure⁽²⁾

Daytrip visitors spent \$182 million in the High Country - up by 27.4% on YE Sep 20. On average, visitors spent \$99 per trip to the region - up by 17.7% on YE Sep 20.

(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

Total domestic travel

Visitors, nights and spend

	YE Sep 17	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE on YE growth
Domestic visitors (million)						
Overnight visitors	2.0	2.1	2.4	1.2	1.8	+54.8%
Daytrip visitors	2.3	2.8	2.8	1.7	1.8	+8.3%
Total domestic visitors	4.3	4.9	5.2	2.9	3.6	+27.1%
Domestic nights (million)						
Total domestic nights	5.5	6.0	6.7	3.6	5.5	+52.6%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$875	\$983	\$1,114	\$461	\$886	+92.2%
Daytrip spend ⁽²⁾	\$227	\$278	\$265	\$143	\$182	+27.4%
Total domestic spend⁽²⁾	\$1,102	\$1,261	\$1,380	\$604	\$1,068	+76.9%

High Country received over 3.6 million domestic visitors - up by 27.1% on YE Sep 20. Visitors spent over 5.5 million nights in the region - up by 52.6% on YE Sep 20. In total, domestic visitors spent nearly \$1.1 billion on travel to the High Country - up by 76.9% on YE Sep 20.

(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.