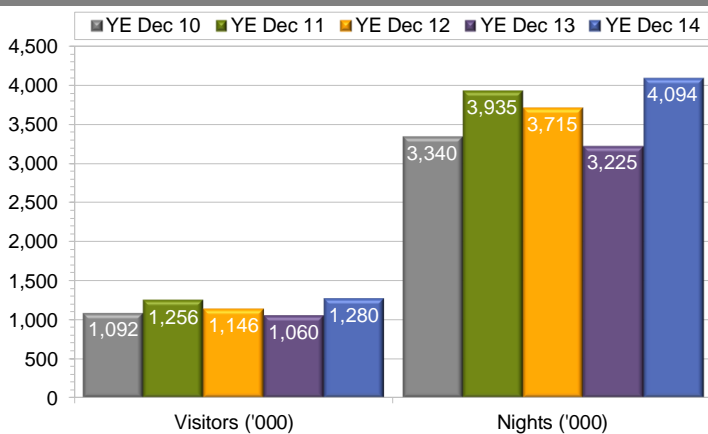




Domestic Overnight Travel⁽¹⁾

Visitors and nights

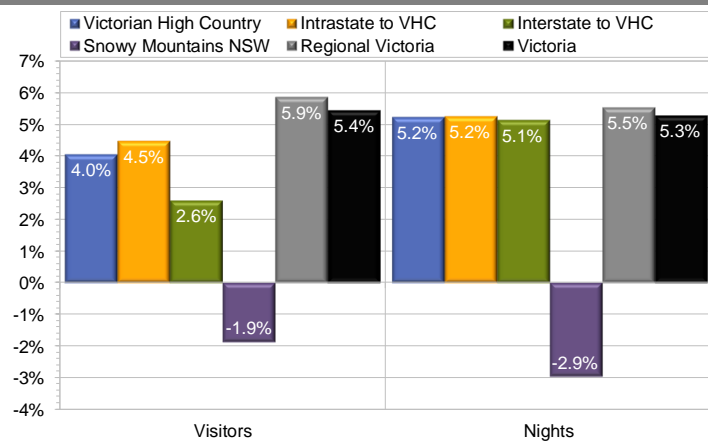


High Country received nearly 1.3 million domestic overnight visitors - up by 20.7% on YE Dec 13. Visitors spent nearly 4.1 million nights in the region - up by 26.9% on YE Dec 13.

Market share

The region received 9.8% of visitors and 10.2% of nights in regional Victoria. Compared to YE Dec 13, the share of visitors was up by 0.8% pts and the share of nights was up by 1.1% pts.

Average annual growth – YE Dec 10 to YE Dec 14



Over the period YE Dec 10 to YE Dec 14, High Country had an average annual growth of 4.0% in domestic **visitors**. High Country had a lower growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

High Country had an average annual growth of 5.2% in domestic visitor **nights** over the period. High Country had a lower growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

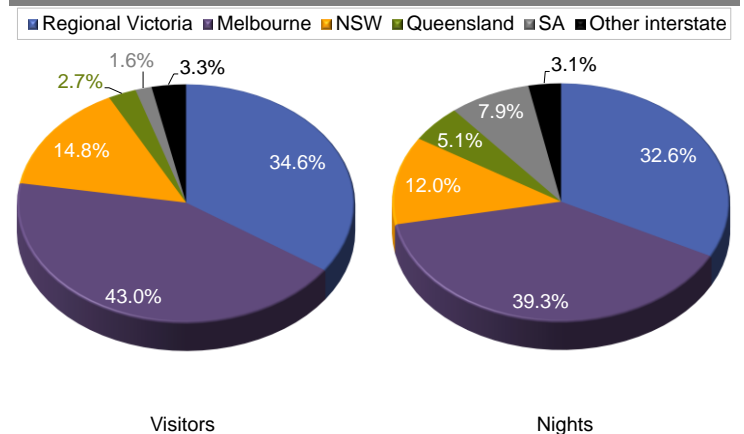
Ski vs non-ski visitors

Ski visitors to the region had a higher growth than non-ski visitors on YE Dec 13 (+93.3% vs +8.9%) and on YE Dec 10 (+27.4% vs +14.6%).

Accommodation

'Friends or relatives property' (26.7%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (14.8%) and 'rented house, apartment, flat or unit' (12.2%).

Origin



The region received 77.6% of visitors and 71.9% of nights from **intrastate**. Compared to YE Dec 13, intrastate visitors were up by 18.8% and nights were up by 21.4%.

Interstate contributed 22.4% of visitors and 28.1% of nights in the region. Compared to YE Dec 13, interstate visitors were up by 27.8% and nights were up by 43.7%.

Purpose of visit to High Country

'Holiday' (59.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.6%) and 'business' (9.5%).

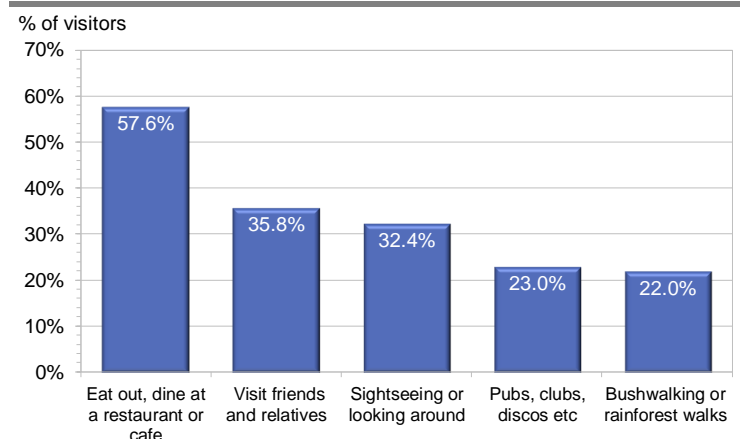
Length of stay

Visitors stayed on average 3.2 nights in the region – up by 0.2 nights on the YE Dec 13.

Age

'65 years and over' (20.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.2%).

Activities



'Eat out, dine at a restaurant or cafe' (57.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs)⁽²⁾

Domestic overnight visitors spent \$517 million in the region - up by 22.8% on YE Dec 13. On average, visitors spent \$126 per night in the region - down by 3.3% on YE Dec 13.

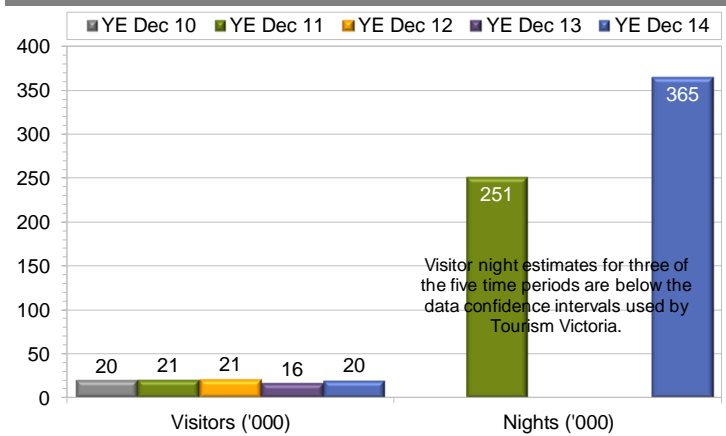
(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 14, TRA

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



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 20,500 international overnight visitors - up by 24.5% on YE Dec 13. Visitors spent 364,700 nights in the region.

Market share

The region received 5.4% of visitors and 5.8% of nights in regional Victoria. Compared to YE Dec 13, share of visitors was up by 0.6% pts.

Purpose of visit to High Country

'Holiday' (60.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.5%) and 'employment' (4.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	19.0%	13	Netherlands	1.2%
2	New Zealand	13.8%	14	Hong Kong	1.1%
3	Mainland China	7.6%	15	Germany	0.9%
4	USA	7.2%	16	Japan	0.8%
5	India	6.7%	17	France	0.5%
6	Singapore	6.0%	18	Italy	0.3%
7	Malaysia	6.0%	19	Indonesia	0.2%
8	Scandinavia	5.9%	20	Thailand	0.0%
9	Switzerland	4.0%			
10	Canada	2.6%		Other Asia	3.4%
11	Taiwan	2.2%		Other Europe	4.5%
12	South Korea	2.2%		Other Countries	4.0%

The UK (19.0%) was the region's largest source market of visitors, followed by New Zealand (13.8%) and Mainland China (7.6%).

Accommodation

'Rented house, apartment, flat or unit' (44.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (31.5%).

Age

'65 years and over' (20.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.1%).

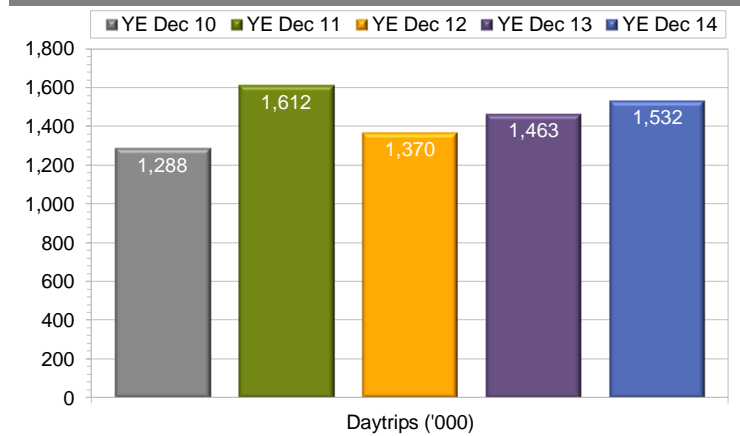
Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

Expenditure by international overnight visitor in the region is statistically unreliable.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 14, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 1.5 million domestic daytrip visitors - up by 4.7% on YE Dec 13.

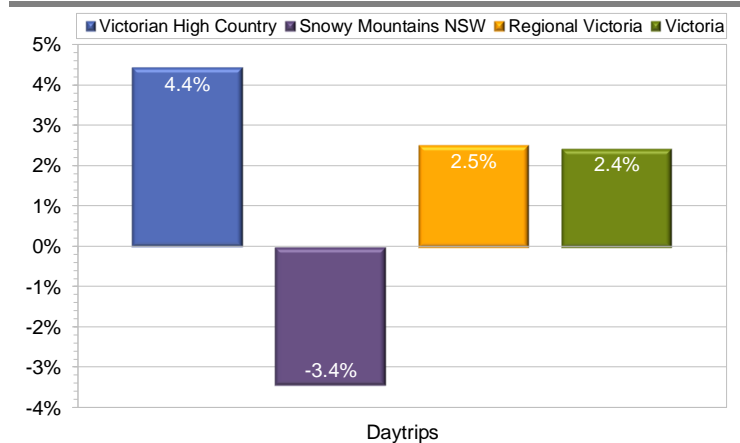
Market share

The region received 5.5% of daytrips to regional Victoria. Compared to YE Dec 13, the share was unchanged.

Main purpose of trip

'Holiday' (60.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.1%) and 'business' (10.0%).

Average annual growth – YE Dec 10 to YE Dec 14



Over the period YE Dec 10 to YE Dec 14, the High Country had an average annual growth of 4.4% in domestic daytrips. High Country had a higher growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

Ski vs non-ski visitors

Ski visitors to the region had a higher growth than non-ski visitors on YE Dec 13 (+81.3% vs -3.4%) and on YE Dec 10 (+138% vs +8.3%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$153 million in the region - up by 14.5% on YE Dec 13. On average, visitors spent \$100 per trip to the region - up by 9.4% on YE Dec 13.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 14, TRA