

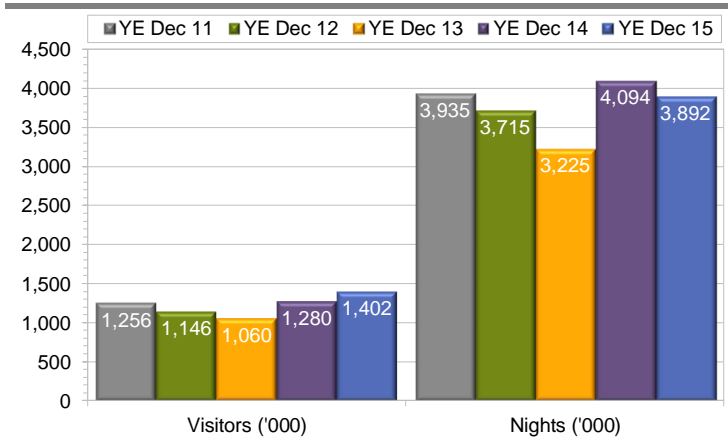
# Travel to High Country#

Year ended December 2015



## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

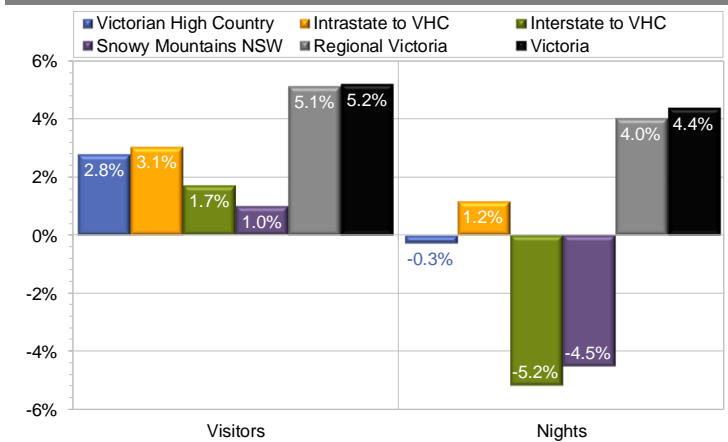


High Country received over 1.4 million domestic overnight visitors - up by 9.5% on YE Dec 14. Visitors spent nearly 3.9 million nights in the region - down by 4.9% on YE Dec 14.

### Market share

The region received 10.2% of visitors and 9.7% of nights in regional Victoria. Compared to YE Dec 14, the share of visitors was up by 0.5% pts and the share of nights was down by 0.4% pts.

### Average annual growth – YE Dec 11 to YE Dec 15



Over the period YE Dec 11 to YE Dec 15, High Country had an average annual growth of 2.8% in domestic **visitors**. High Country had a higher growth than Snowy Mountains NSW, but lower than regional Victoria and Victoria.

High Country had an average annual decline of 0.3% in domestic visitor **nights** over the period. High Country had a lower decline than Snowy Mountains NSW. Regional Victoria and Victoria experienced growth.

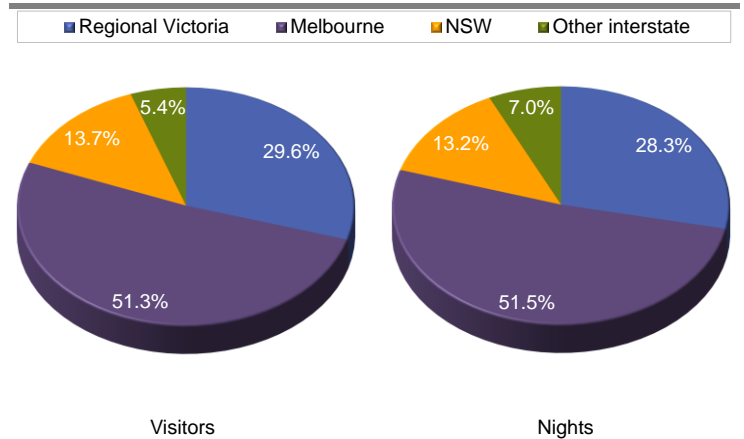
### Ski vs non-ski visitors

**Ski** visitors to the region had a higher growth than non-ski visitors on YE Dec 14 (+10.8% vs +9.2%) and on YE Dec 11 (+11.9% vs +11.5%).

### Accommodation

'Friends or relatives property' (25.9%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (16.5%) and 'caravan park or commercial camping ground' (16.0%).

### Origin



The region received 80.9% of visitors and 79.7% of nights from **intrastate**. Compared to YE Dec 14, intrastate visitors were up by 14.2% and nights were up by 5.4%.

**Interstate** contributed 19.1% of visitors and 20.3% of nights in the region. Compared to YE Dec 14, interstate visitors were down by 6.6% and nights were down by 31.4%.

### Purpose of visit to High Country

'Holiday' (59.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.0%) and 'business' (11.0%).

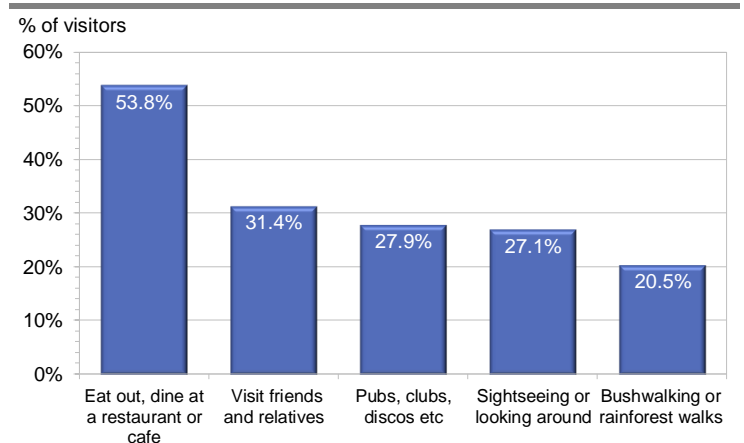
### Length of stay

Visitors stayed on average 2.8 nights in the region – down by 0.4 nights on the YE Dec 14.

### Age

'25 to 34 years' (18.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.7%).

### Activities



'Eat out, dine at a restaurant or cafe' (53.8%) was the most popular activity undertaken by visitors to the region.

### Expenditure (incl airfares and transport costs)<sup>(2)</sup>

Domestic overnight visitors spent \$548 million in the region - up by 6.2% on YE Dec 14. On average, visitors spent \$141 per night in the region - up by 11.7% on YE Dec 14.

<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

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

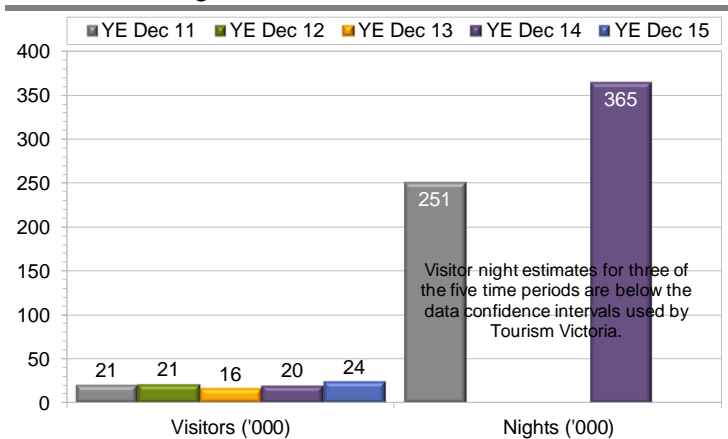
# Travel to High Country#

Year ended December 2015



## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



High Country received 24,100 international overnight visitors - up by 17.6% on YE Dec 14. Night estimates for three of the five time periods are below the data confidence intervals used by Tourism Victoria, incl YE Dec 15.

### Market share

The region received 5.3% of visitors to regional Victoria. Compared to YE Dec 14, share of visitors was down by 0.1% pt.

### Purpose of visit to High Country

'Holiday' (67.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.8%) and 'business' (2.4%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	29.0%	13	Netherlands	0.9%
2	New Zealand	13.8%	14	Italy	0.9%
3	Germany	7.8%	15	Hong Kong	0.8%
4	USA	7.2%	16	Thailand	0.6%
5	Canada	5.8%	17	Taiwan	0.5%
6	France	5.4%	18	Japan	0.4%
7	Singapore	5.3%	19	Indonesia	0.0%
8	Malaysia	5.1%	19	South Korea	0.0%
9	Scandinavia	3.4%			
10	Switzerland	2.5%		Other Asia	1.1%
11	Mainland China	2.4%		Other Europe	3.5%
12	India	1.2%		Other Countries	2.5%

The UK (29.0%) was the region's largest source market of visitors, followed by New Zealand (13.8%) and Germany (7.8%).

### Accommodation

'Friends or relatives property' (53.2%) was the most popular accommodation type used for international nights in the region, followed by 'other non-commercial property' (16.8%).

### Age

'25 to 34 years' (21.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.6%).

### Expenditure (incl pre-paid package expenditure)<sup>(4)</sup>

International overnight visitor spent \$13 million in the region. On average, visitors spent \$59 per night in the region.

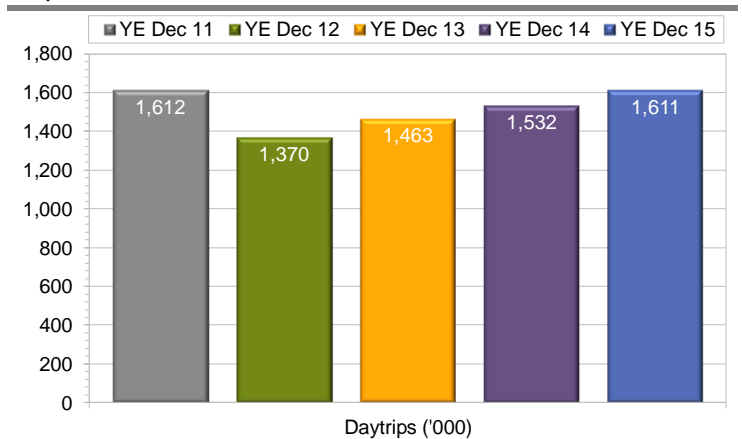
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

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

(3) Source: International Visitor Survey, YE Dec 15, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



High Country received over 1.6 million domestic daytrip visitors - up by 5.2% on YE Dec 14.

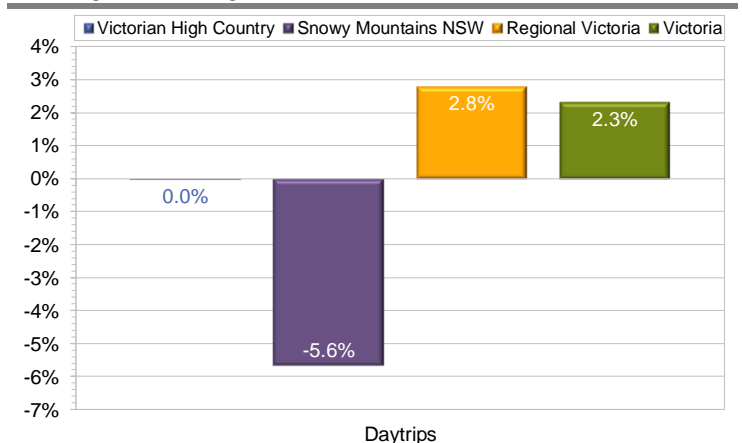
### Market share

The region received 5.4% of daytrips to regional Victoria. Compared to YE Dec 14, the share was down by 0.1% pt.

### Main purpose of trip

'Holiday' (54.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.0%) and 'business' (13.7%).

### Average annual growth – YE Dec 11 to YE Dec 15



Over the period YE Dec 11 to YE Dec 15, the High Country had a marginal decline in domestic daytrips. High Country had a lower decline than Snowy Mountains NSW. Regional Victoria and Victoria experienced growth.

### Ski vs non-ski visitors

**Ski** visitors to the region had a decline while non-ski visitors grew on YE Dec 14 (-2.4% vs +6.7%). **Ski** visitors grew while non-ski visitors had a decline on YE Dec 11 (+16.5% vs -2.5%).

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$131 million in the region - down by 14.7% on YE Dec 14. On average, visitors spent \$81 per trip to the region - down by 18.9% on YE Dec 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 15, TRA

(5) Source: National Visitor Survey, YE Dec 15, TRA