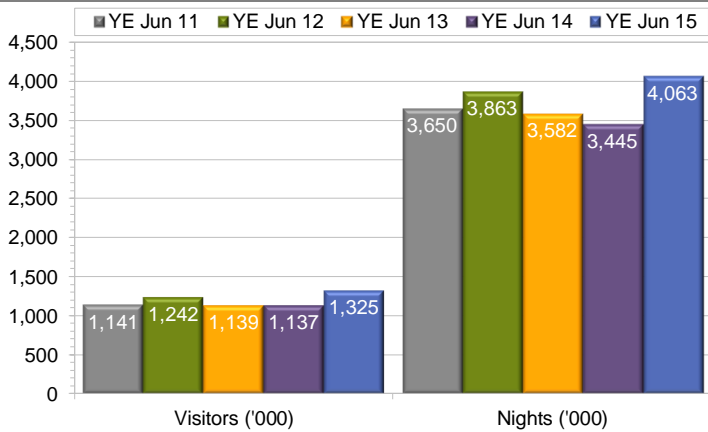




## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

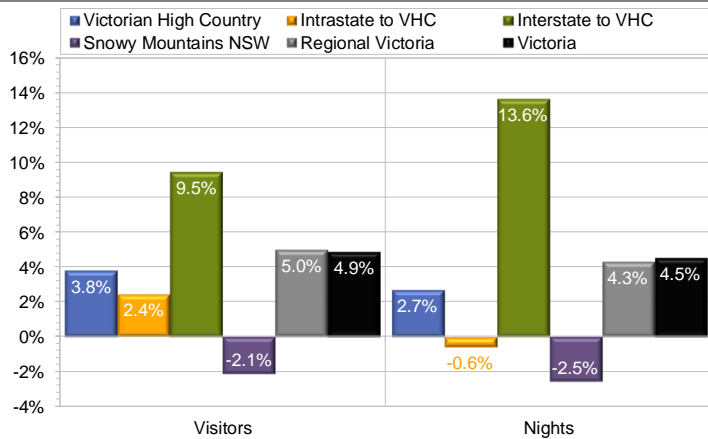


High Country received over 1.3 million domestic overnight visitors - up by 16.6% on YE Jun 14. Visitors spent nearly 4.1 million nights in the region - up by 17.9% on YE Jun 14.

### Market share

The region received 10.1% of visitors and 10.4% of nights in regional Victoria. Compared to YE Jun 14, the share of visitors was up by 1.2% pts and the share of nights was up by 1.6% pts.

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



Over the period YE Jun 11 to YE Jun 15, High Country had an average annual growth of 3.8% 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 2.7% in domestic visitor **nights** over the period. High Country had a lower growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

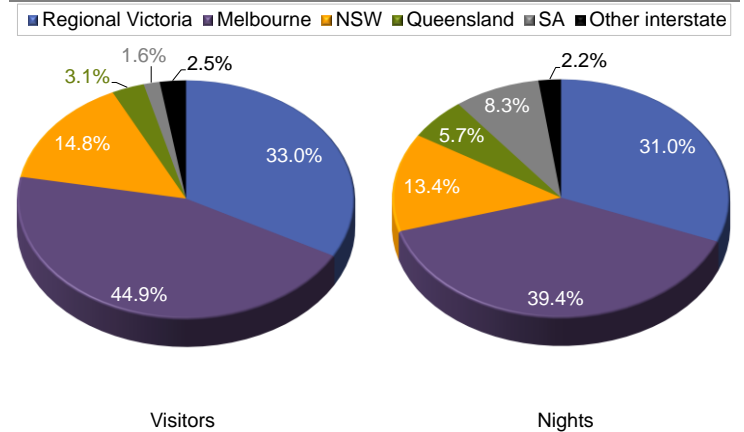
### Ski vs non-ski visitors

**Ski** visitors to the region had a higher growth than non-ski visitors on YE Jun 14 (+89.6% vs +4.2%) and on YE Jun 11 (+34.6% vs +11.4%).

### Accommodation

'Friends or relatives property' (27.6%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (16.8%) and 'rented house, apartment, flat or unit' (11.9%).

### Origin



The region received 78.0% of visitors and 70.4% of nights from **intrastate**. Compared to YE Jun 14, intrastate visitors were up by 15.8% and nights were up by 8.2%.

**Interstate** contributed 22.0% of visitors and 29.6% of nights in the region. Compared to YE Jun 14, interstate visitors were up by 19.4% and nights were up by 50.2%.

### Purpose of visit to High Country

'Holiday' (61.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.9%) and 'business' (10.1%).

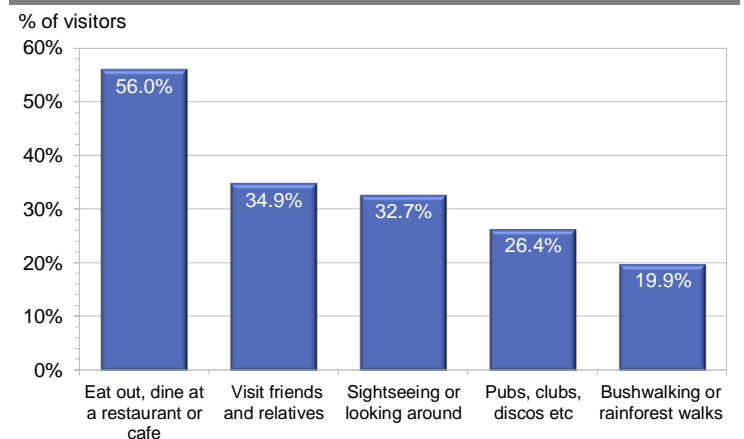
### Length of stay

Visitors stayed on average 3.1 nights in the region – unchanged on the YE Jun 14.

### Age

'25 to 34 years' (19.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (56.0%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent \$564 million in the region - up by 27.4% on YE Jun 14. On average, visitors spent \$139 per night in the region - up by 8.0% on YE Jun 14.

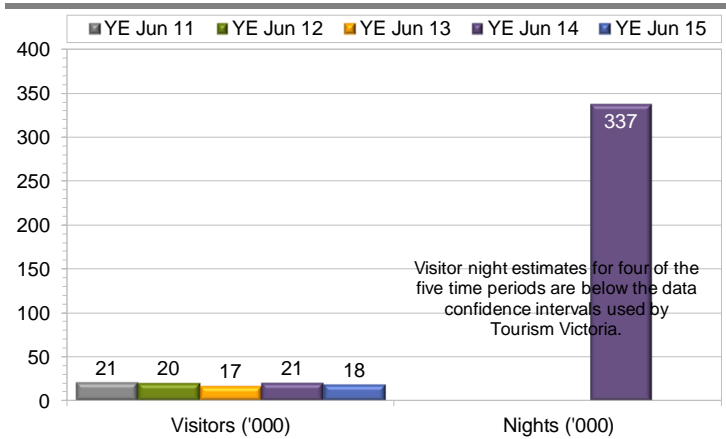
<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15, TRA

# 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<sup>(3)</sup>

### Visitors and nights



High Country received 18,400 international overnight visitors - down by 12.5% on YE Jun 14. Night estimates for four of the five time periods are below the data confidence intervals used by Tourism Victoria.

### Market share

The region received 4.5% of visitors to regional Victoria. Compared to YE Jun 14, share of visitors was down by 1.1% pts.

### Purpose of visit to High Country

'Holiday' (67.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.9%) and 'employment' (2.1%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	25.4%	13	Japan	1.3%
2	New Zealand	14.2%	14	Netherlands	1.2%
3	Scandinavia	8.5%	15	Hong Kong	0.8%
4	USA	7.0%	16	South Korea	0.7%
5	Canada	6.2%	17	Italy	0.7%
6	Singapore	4.9%	18	Indonesia	0.0%
7	France	3.9%	18	Taiwan	0.0%
8	Germany	3.5%	18	Thailand	0.0%
9	Switzerland	2.9%			
10	Mainland China	2.8%		Other Asia	2.3%
11	Malaysia	2.4%		Other Europe	4.2%
12	India	1.9%		Other Countries	5.0%

The UK (25.4%) was the region's largest source market of visitors, followed by New Zealand (14.2%) and Scandinavia (8.5%).

### Accommodation

'Rented house, apartment, flat or unit' (40.8%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (24.7%).

### Age

'55 to 64 years' (23.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.0%).

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

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

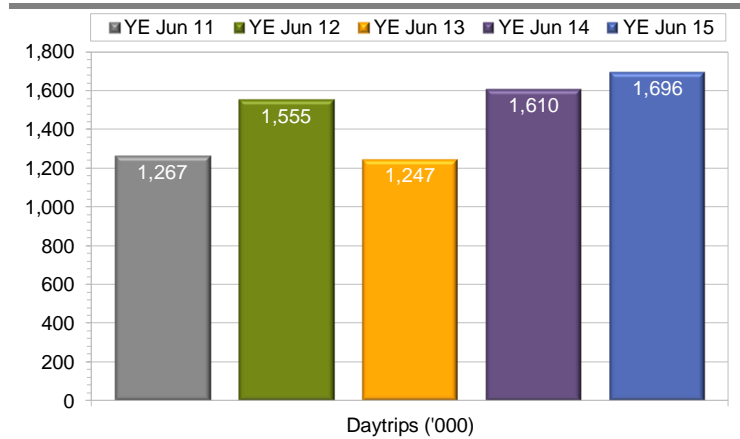
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 15, TRA

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

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

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

### Trips



High Country received almost 1.7 million domestic daytrip visitors - up by 5.3% on YE Jun 14.

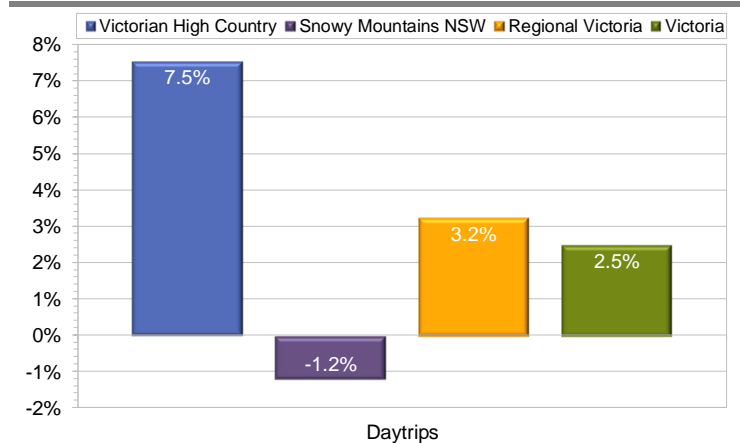
### Market share

The region received 5.9% of daytrips to regional Victoria. Compared to YE Jun 14, the share was unchanged.

### Main purpose of trip

'Holiday' (59.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.7%) and 'business' (11.6%).

### Average annual growth - YE Jun 11 to YE Jun 15



Over the period YE Jun 11 to YE Jun 15, the High Country had an average annual growth of 7.5% 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 grew while non-ski visitors declined on YE Jun 14 (+117% vs -5.6%). **Ski** visitors had a higher growth than non-ski visitors on YE Jun 11 (+88.0% vs +25.6%).

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

Domestic daytrip visitors spent \$147 million in the region - down by 3.7% on YE Jun 14. On average, visitors spent \$87 per trip to the region - down by 8.5% on YE Jun 14.

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

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