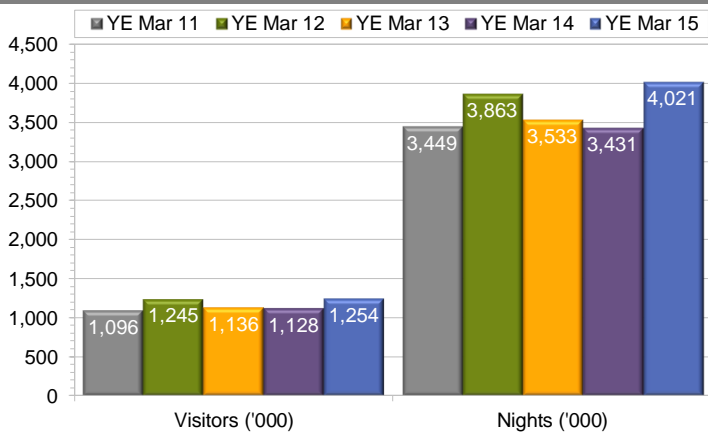




Domestic Overnight Travel⁽¹⁾

Visitors and nights

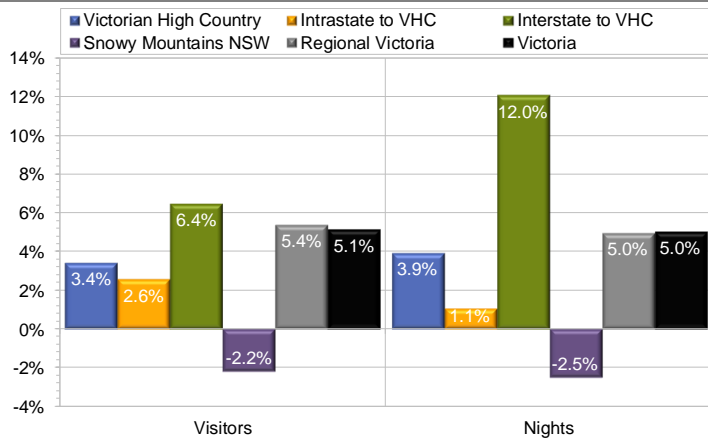


High Country received nearly 1.3 million domestic overnight visitors - up by 11.2% on YE Mar 14. Visitors spent over 4.0 million nights in the region - up by 17.2% on YE Mar 14.

Market share

The region received 9.6% of visitors and 10.2% of nights in regional Victoria. Compared to YE Mar 14, the share of visitors was up by 0.5% pts and the share of nights was up by 1.0% pt.

Average annual growth – YE Mar 11 to YE Mar 15



Over the period YE Mar 11 to YE Mar 15, High Country had an average annual growth of 3.4% 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 3.9% in domestic visitor **nights** over the period. High Country had a lower growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

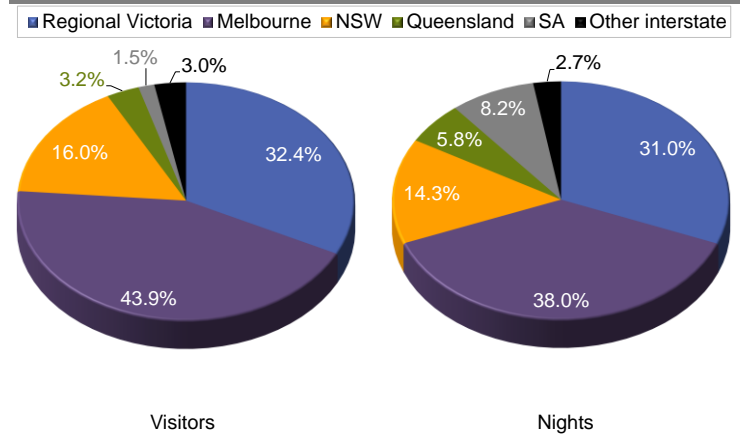
Ski vs non-ski visitors

Ski visitors to the region grew while non-ski visitors declined on YE Mar 14 (+93.3% vs -1.3%). **Ski** visitors had a higher growth than non-ski visitors on YE Mar 11 (+27.4% vs +11.1%).

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' (15.7%) and 'rented house, apartment, flat or unit' (11.7%).

Origin



The region received 76.3% of visitors and 69.0% of nights from **intrastate**. Compared to YE Mar 14, intrastate visitors were up by 7.0% and nights were up by 5.4%.

Interstate contributed 23.7% of visitors and 31.0% of nights in the region. Compared to YE Mar 14, interstate visitors were up by 27.1% and nights were up by 56.0%.

Purpose of visit to High Country

'Holiday' (61.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.4%) and 'business' (8.3%).

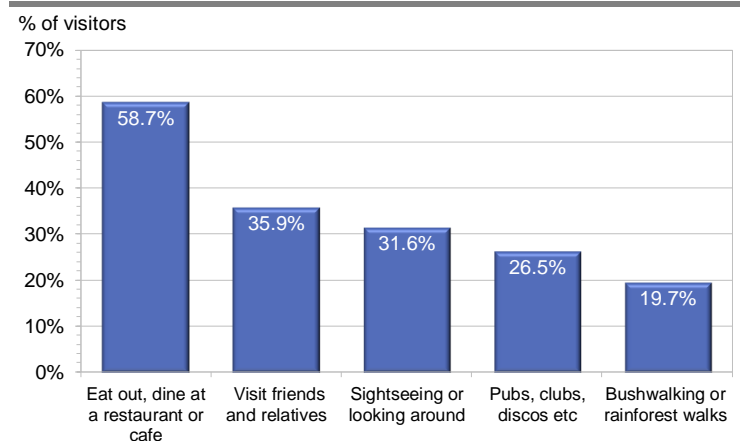
Length of stay

Visitors stayed on average 3.2 nights in the region – up by 0.2 nights on the YE Mar 14.

Age

'65 years and over' (21.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.0%).

Activities



'Eat out, dine at a restaurant or cafe' (58.7%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$515 million in the region - up by 15.5% on YE Mar 14. On average, visitors spent \$128 per night in the region - down by 1.4% on YE Mar 14.

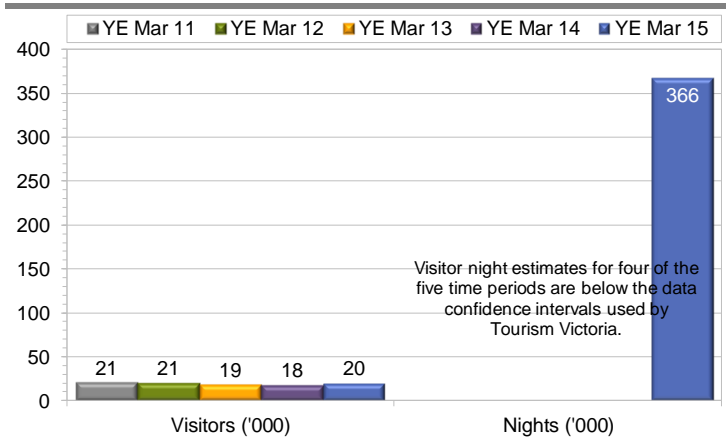
⁽²⁾ Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 15, TRA

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⁽³⁾

Visitors and nights



High Country received 20,500 international overnight visitors - up by 14.5% on YE Mar 14. Visitors spent 366,300 nights in the region.

Market share

The region received 5.1% of visitors and 5.4% of nights in regional Victoria. Compared to YE Mar 14, share of visitors was up by 0.1% pt.

Purpose of visit to High Country

'Holiday' (66.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.9%) and 'employment' (4.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	22.3%	13	France	1.2%
2	New Zealand	13.2%	14	Japan	1.2%
3	USA	7.2%	15	South Korea	1.0%
4	Singapore	7.1%	16	Taiwan	0.8%
5	Malaysia	5.8%	17	Hong Kong	0.7%
6	Scandinavia	5.5%	18	Italy	0.3%
7	India	5.4%	19	Indonesia	0.2%
8	Canada	5.4%	20	Thailand	0.0%
9	Mainland China	4.1%			
10	Germany	2.9%		Other Asia	3.4%
11	Switzerland	2.1%		Other Europe	3.9%
12	Netherlands	1.8%		Other Countries	4.5%

The UK (22.3%) was the region's largest source market of visitors, followed by New Zealand (13.2%) and the USA (7.2%).

Accommodation

'Rented house, apartment, flat or unit' (49.6%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (25.4%).

Age

'25 to 34 years' (21.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.3%).

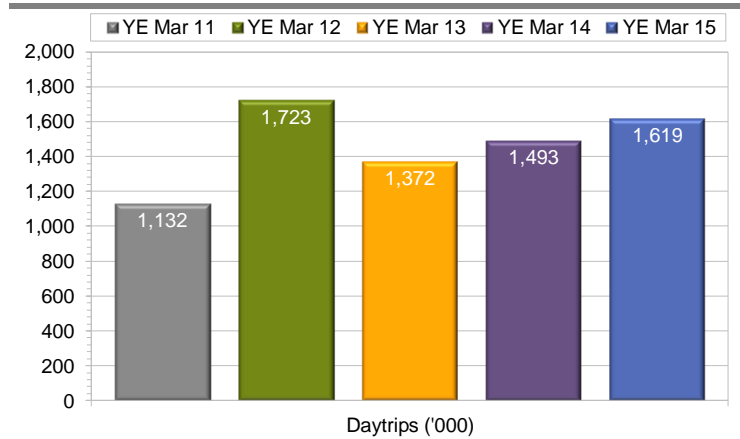
Expenditure (incl pre-paid package expenditure)⁽⁴⁾

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 1.6 million domestic daytrip visitors - up by 8.4% on YE Mar 14.

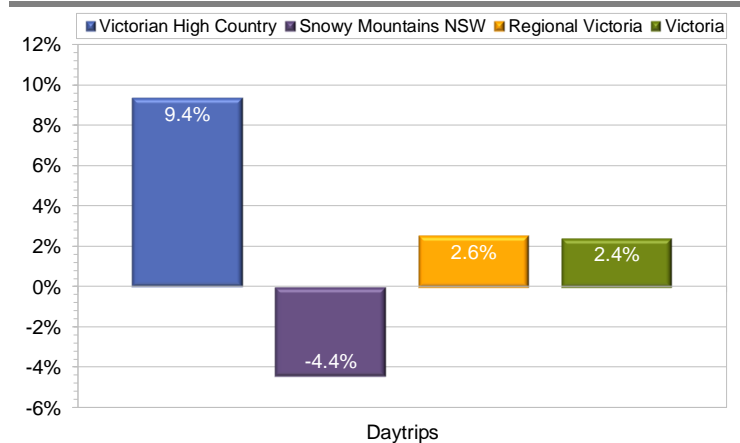
Market share

The region received 5.8% of daytrips to regional Victoria. Compared to YE Mar 14, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (58.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.8%) and 'business' (11.6%).

Average annual growth – YE Mar 11 to YE Mar 15



Over the period YE Mar 11 to YE Mar 15, the High Country had an average annual growth of 9.4% 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 Mar 14 (+81.3% vs +0.9%) and on YE Mar 11 (+138% vs +33.3%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$158 million in the region - up by 12.3% on YE Mar 14. On average, visitors spent \$97 per trip to the region - up by 3.6% on YE Mar 14.

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