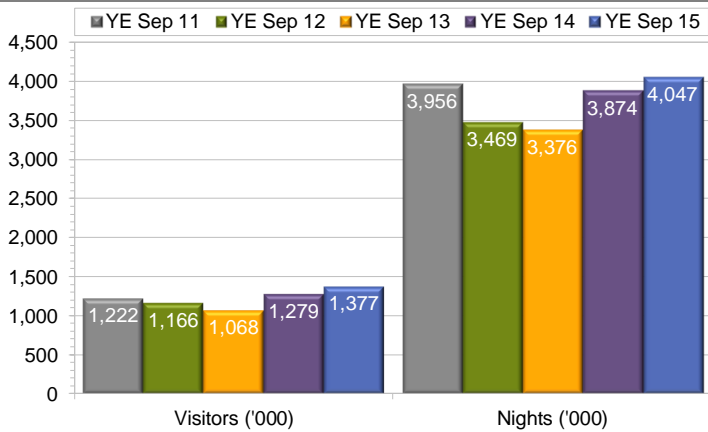




## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

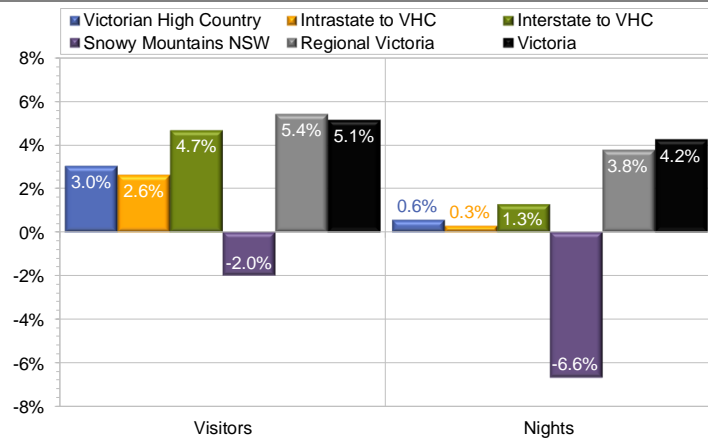


High Country received nearly 1.4 million domestic overnight visitors - up by 7.7% on YE Sep 14. Visitors spent over 4.0 million nights in the region - up by 4.5% on YE Sep 14.

### Market share

The region received 10.2% of visitors and 10.3% of nights in regional Victoria. Compared to YE Sep 14, the share of visitors was up by 0.4% pts and the share of nights was up by 0.7% pts.

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



Over the period YE Sep 11 to YE Sep 15, High Country had an average annual growth of 3.0% 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 0.6% in domestic visitor **nights** over the period. High Country had a lower growth than regional Victoria and Victoria. Snowy Mountains NSW experienced a decline.

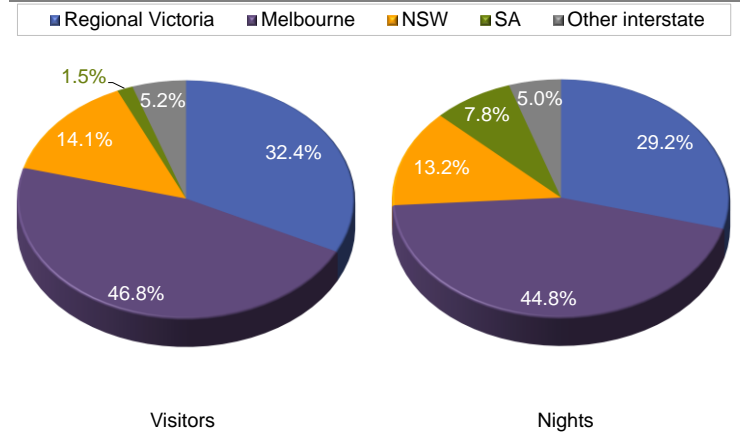
### Ski vs non-ski visitors

**Ski** visitors to the region had a higher growth than non-ski visitors on YE Sep 14 (+10.8% vs +6.8%), but a lower growth than non-ski visitors on YE Sep 11 (+11.9% vs +12.9%).

### Accommodation

'Friends or relatives property' (24.5%) 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' (15.0%).

### Origin



The region received 79.2% of visitors and 74.0% of nights from **intrastate**. Compared to YE Sep 14, intrastate visitors were up by 10.7% and nights were up by 4.6%.

**Interstate** contributed 20.8% of visitors and 26.0% of nights in the region. Compared to YE Sep 14, interstate visitors were down by 2.5% and nights were up by 4.1%.

### Purpose of visit to High Country

'Holiday' (59.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.1%) and 'business' (9.6%).

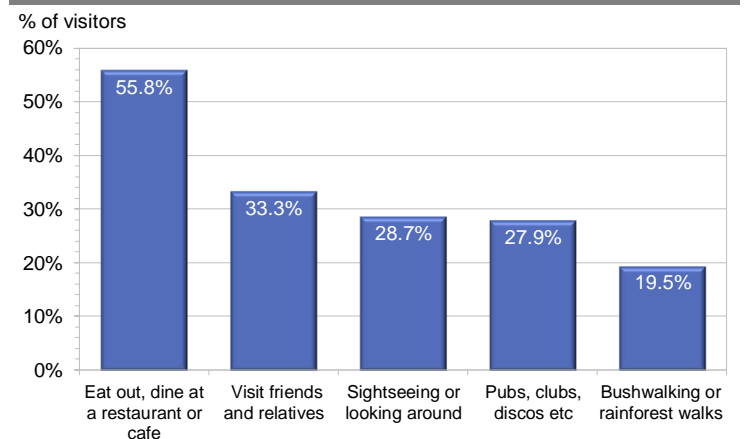
### Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on the YE Sep 14.

### Age

'55 to 64 years' (18.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (55.8%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent \$553 million in the region - up by 6.4% on YE Sep 14. On average, visitors spent \$137 per night in the region - up by 1.8% on YE Sep 14.

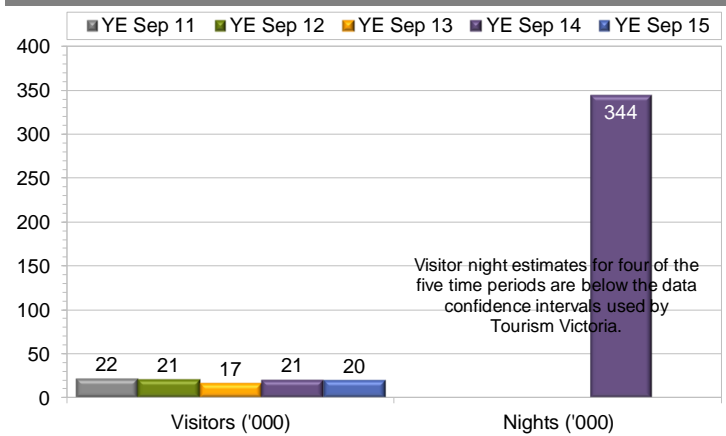
<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 15, TRA

# 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 20,100 international overnight visitors - down by 2.7% on YE Sep 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 4.8% of visitors to regional Victoria. Compared to YE Sep 14, share of visitors was down by 0.6% pts.

### Purpose of visit to High Country

'Holiday' (66.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.3%) and 'employment' (2.4%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	23.6%	13	Japan	1.2%
2	New Zealand	10.8%	14	Netherlands	1.1%
3	Scandinavia	8.6%	15	Hong Kong	1.0%
4	USA	8.4%	16	Thailand	0.7%
5	Canada	6.6%	17	Italy	0.7%
6	Germany	5.6%	18	Taiwan	0.5%
7	Malaysia	4.2%	19	Indonesia	0.0%
8	Mainland China	4.2%	19	South Korea	0.0%
9	Singapore	4.0%			
10	France	3.5%		Other Asia	1.3%
11	India	2.6%		Other Europe	5.0%
12	Switzerland	2.6%		Other Countries	3.7%

The UK (23.6%) was the region's largest source market of visitors, followed by New Zealand (10.8%) and Scandinavia (8.6%).

### Accommodation

'Rented house, apartment, flat or unit' (43.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (37.5%).

### Age

'55 to 64 years' (23.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.9%).

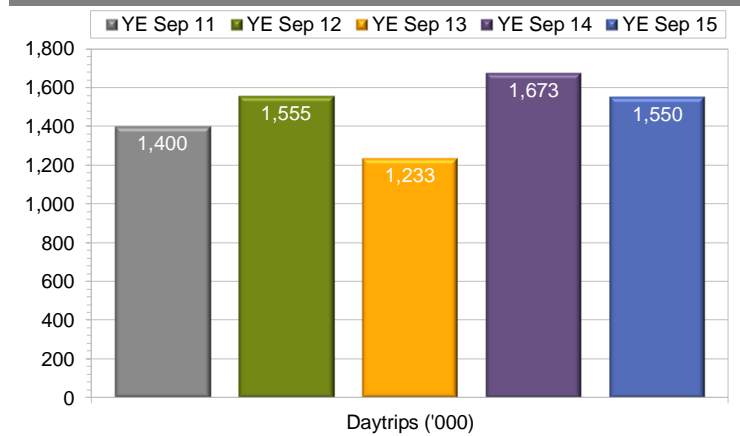
### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

International overnight visitor spent \$14 million in the region. On average, visitors spent \$72 per night in the region.

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

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

### Trips



High Country received nearly 1.6 million domestic daytrip visitors - down by 7.4% on YE Sep 14.

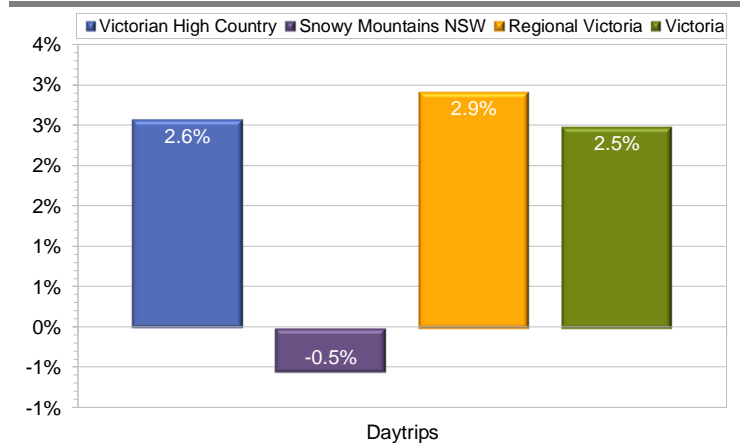
### Market share

The region received 5.3% of daytrips to regional Victoria. Compared to YE Sep 14, the share was down by 1.0% pt.

### Main purpose of trip

'Holiday' (57.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (17.9%) and 'business' (12.3%).

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



Over the period YE Sep 11 to YE Sep 15, the High Country had an average annual growth of 2.6% in domestic daytrips. High Country had a higher growth than Victoria, but lower than regional Victoria. Snowy Mountains NSW experienced a decline.

### Ski vs non-ski visitors

**Ski** visitors to the region had a lower decline than non-ski visitors on YE Sep 14 (-2.0% vs -8.3%). **Ski** visitors had a higher growth than non-ski visitors on YE Sep 11 (+16.0% vs +9.8%).

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

Domestic daytrip visitors spent \$130 million in the region - down by 19.9% on YE Sep 14. On average, visitors spent \$84 per trip to the region - down by 13.6% on YE Sep 14.

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