

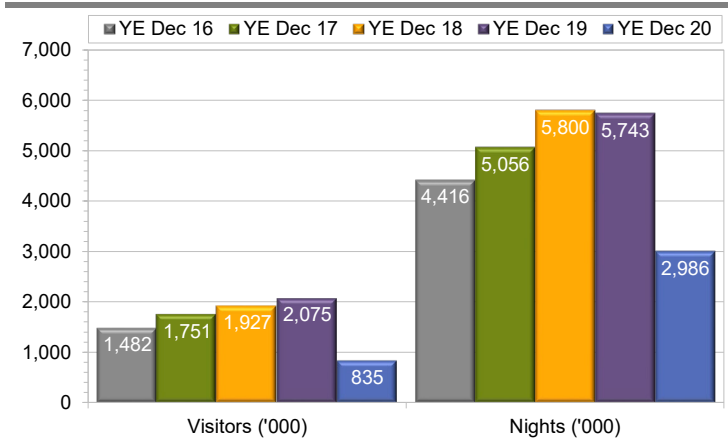
Domestic travel to High Country ⁽¹⁾

For the period January 2020 to December 2020



Overnight travel

Visitors and nights

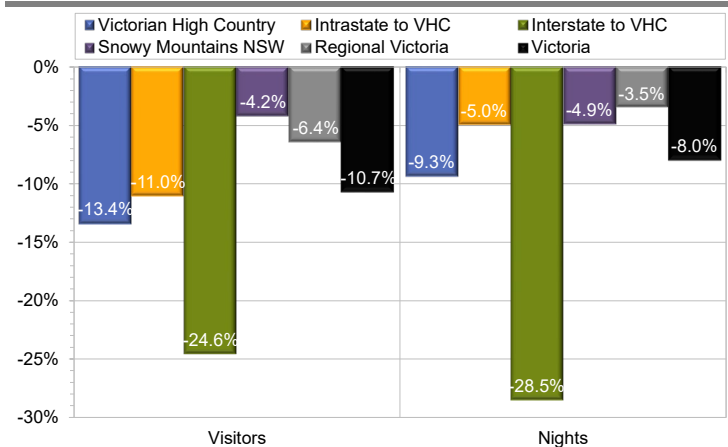


High Country received 835,000 overnight visitors - down by 59.8% on YE Dec 19. Visitors spent nearly 3.0 million nights in the region - down by 48.0% on YE Dec 19.

Market share

High Country received 7.8% of visitors and 8.6% of nights in regional Victoria. Compared to YE Dec 19, the share of visitors was down by 3.1% pts and the share of nights was down by 2.3% pts.

Average annual growth – YE Dec 16 to YE Dec 20



Over the period YE Dec 16 to YE Dec 20, High Country had an average annual decline of -13.4% in domestic **visitors**. High Country had a bigger decline than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had an average annual decline of -9.3% in domestic visitor **nights** over the period. High Country had a bigger decline than Snowy Mountains NSW, regional Victoria and Victoria.

Accommodation

'Friends or relatives property' (24.7%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (18.3%) was the 2nd most popular accommodation used, followed by 'own property' (15.1%) and 'caravan or camping – non commercial' (9.9%).

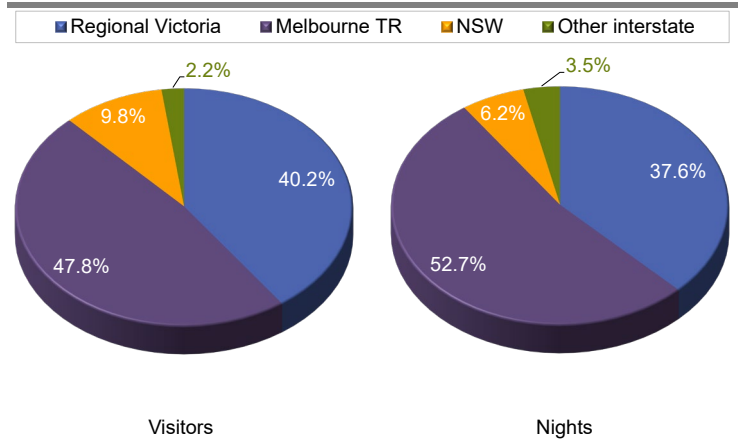
All transport

'Private vehicle or company car' (96.1%) was the most popular transport used by visitors to the High Country. 'Aircraft' (2.6%) was the 2nd most popular transport, followed by 'bus or coach' (0.6%).

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

(1) Source: National Visitor Survey (NVS), YE Dec 20, Tourism Research Australia (TRA) – unless otherwise specified

Origin



High Country received 88.0% of visitors and 90.3% of nights from **intrastate**. Compared to YE Dec 19, intrastate visitors were down by 55.2% and nights were down by 38.8%.

Interstate contributed 12.0% of visitors and 9.7% of nights in the region. Compared to YE Dec 19, interstate visitors were down by 76.9%.

Purpose of visit

'Holiday' (56.0%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (28.7%) was the 2nd largest purpose, followed by 'business' (11.9%).

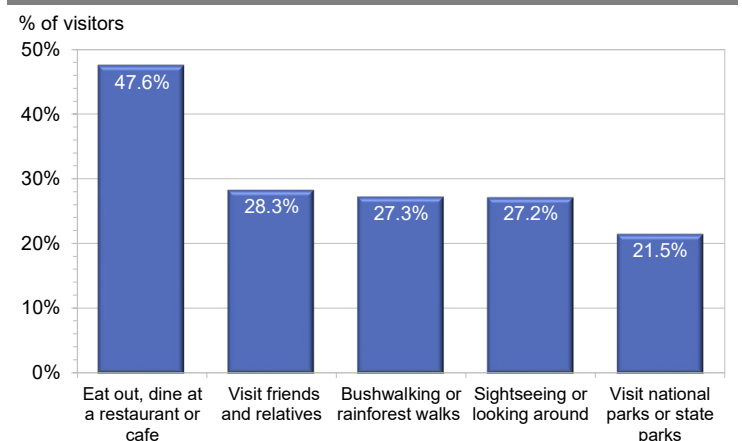
Length of stay

Visitors stayed on average 3.6 nights in the High Country – up by 0.8 nights on the YE Dec 19.

Age

'65 years and over' (20.7%) was the biggest age group of visitors to the High Country, followed by '25 to 34 years' (20.2%).

Activities



'Eat out, dine at a restaurant or cafe' (47.6%) was the most popular activity undertaken by visitors to the High Country.

Expenditure ⁽²⁾

Overnight visitors spent \$392 million in the High Country - down by 61.9% on YE Dec 19. On average, visitors spent \$131 per night in the region - down by 26.7% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

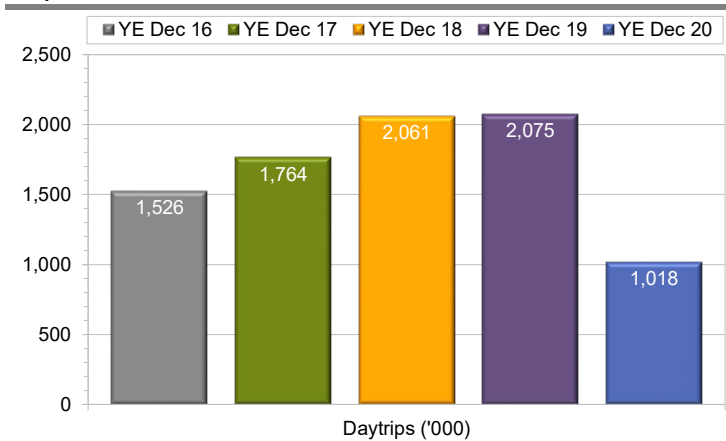
Domestic travel to High Country ⁽¹⁾

For the period January 2020 to December 2020



Daytrip travel

Trips



High Country received over 1.0 million daytrip visitors - down by 50.9% on YE Dec 19.

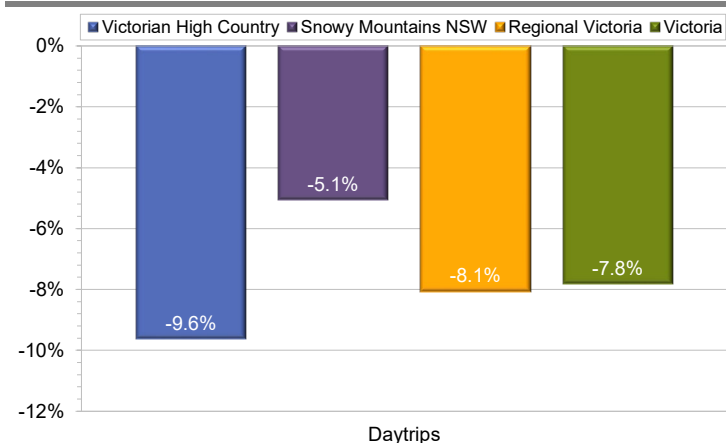
Market share

High Country received 4.5% of daytrips to regional Victoria. Compared to YE Dec 19, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (46.5%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (23.4%) was the 2nd largest purpose, followed by 'business' (15.9%).

Average annual growth – YE Dec 16 to YE Dec 20



Over the period YE Dec 16 to YE Dec 20, the High Country had an average annual decline of 9.6% in domestic daytrips.

High Country had a bigger decline than Snowy Mountains NSW, regional Victoria and Victoria.

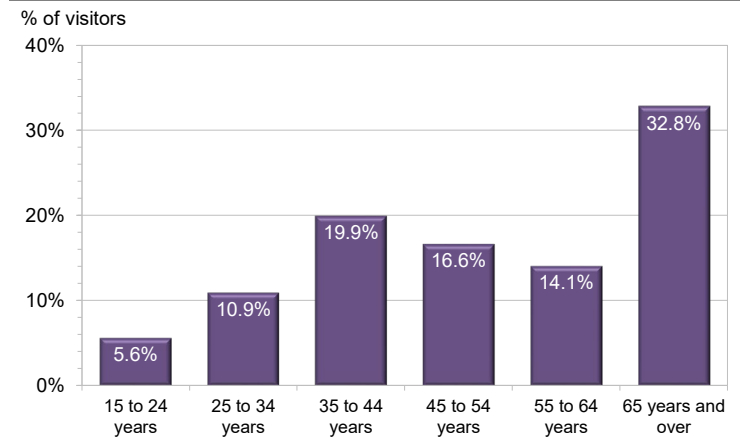
Activities

'Eat out, dine at a restaurant or cafe' (50.0%) was the most popular activity undertaken by visitors to the High Country. 'Visit friends and relatives' (29.6%) was the 2nd most popular activity undertaken, followed by 'go shopping for pleasure' (17.6%).

Transport

'Private vehicle or company car' (98.6%) was the most popular transport used by visitors to the High Country. 'Rental car' (0.7%) was the 2nd most popular transport, followed by 'railway' (0.7%).

Age



'65 years and over' (32.8%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (54.6%) than female (45.4%).

Lifecycle

'Older non-working' (28.0%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (27.5%) was the 2nd largest lifecycle group, followed by 'older working' (18.8%).

Month travelled

December (18.2%) was the most popular month for a daytrip to the High Country. February (17.1%) was the 2nd most popular month to travel, followed by January (13.4%).

Expenditure ⁽²⁾

Daytrip visitors spent \$97 million in the High Country - down by 55.3% on YE Dec 19. On average, visitors spent \$96 per trip to the region - down by 9.0% on YE Dec 19.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Total domestic travel

Visitors, nights and spend

	YE Dec 16	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE on YE growth
Domestic visitors (million)						
Overnight visitors	1.5	1.8	1.9	2.1	0.8	-59.8%
Daytrip visitors	1.5	1.8	2.1	2.1	1.0	-50.9%
Total domestic visitors	3.0	3.5	4.0	4.1	1.9	-55.4%
Domestic nights (million)						
Total domestic nights	4.4	5.1	5.8	5.7	3.0	-48.0%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$658	\$836	\$970	\$1,029	\$392	-61.9%
Daytrip spend ⁽²⁾	\$138	\$193	\$237	\$218	\$97	-55.3%
Total domestic spend ⁽²⁾	\$797	\$1,029	\$1,207	\$1,247	\$490	-60.7%

High Country received nearly 1.9 million domestic visitors - down by 55.4% on YE Dec 19. Visitors spent nearly 3.0 million nights in the region - down by 48.0% on YE Dec 19. In total, domestic visitors spent \$490 million on travel to the High Country - down by 60.7% on YE Dec 19.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

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

⁽¹⁾ Source: NVS, YE Dec 20, TRA – unless otherwise specified