

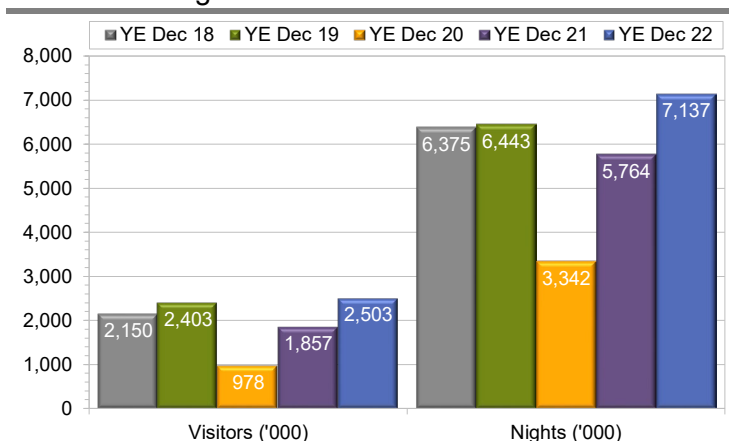
Domestic travel to High Country

For the period January 2022 to December 2022



Overnight travel

Visitors and nights

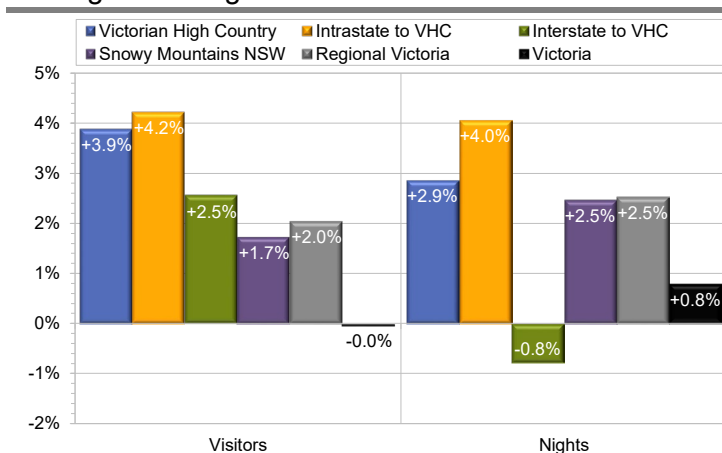


High Country received over 2.5 million overnight visitors - up by 34.8% on YE Dec 21. Visitors spent over 7.1 million nights in the region - up by 23.8% on YE Dec 21.

Market share

High Country received 13.7% of overnight visitors and 13.8% of visitor nights in regional Victoria. Compared to YE Dec 21, the share of visitors was up by 0.4% pts and the share of nights was up by 0.6% pts.

Average annual growth – YE Dec 18 to YE Dec 22



Over the period YE Dec 18 to YE Dec 22, High Country had an average annual growth of +3.9% in domestic overnight **visitors**. High Country had a higher growth than Snowy Mountains NSW and regional Victoria. Victoria experienced a marginal decline.

High Country had an average annual growth of +2.9% in domestic **visitor nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

Accommodation

'Friends or relatives property' (20.2%) was the most popular accommodation type used for **visitor nights** in the High Country. 'Caravan park or commercial camping ground' (16.6%) was the 2nd most popular accommodation used, followed by 'rented house, apartment, flat or unit' (12.8%).

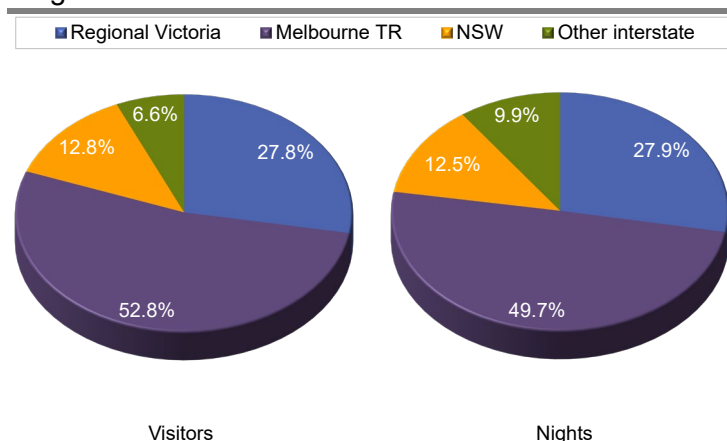
All transport

'Private vehicle or company car' (94.0%) was the most popular transport used by visitors to the High Country. 'Rental car' (1.6%) was the 2nd most popular transport, followed by 'aircraft' (1.6%).

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

Origin



High Country received 80.6% of overnight visitors and 77.6% of visitor nights from **intrastate**. Compared to YE Dec 21, intrastate visitors were up by 21.4% and nights were up by 9.4%.

Interstate contributed 19.4% of visitors and 22.4% of nights in the region. Compared to YE Dec 21, interstate visitors were up by 149% and nights were up by 127%.

Purpose of visit

'Holiday' (67.3%) was the largest purpose for overnight **visitors** to the High Country. 'Visiting friends and relatives' (22.8%) was the 2nd largest purpose, followed by 'business' (8.5%).

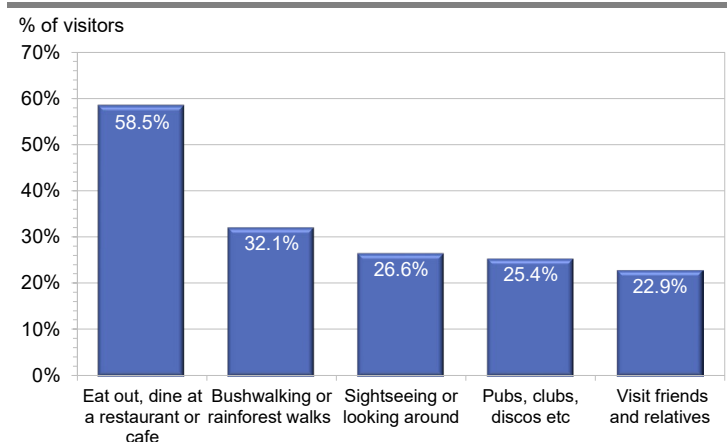
Length of stay

Visitors stayed on average 2.9 nights in the High Country – down by 0.3 nights on YE Dec 21.

Age

'35 to 44 years' (19.0%) was the biggest age group of overnight visitors to the High Country. '25 to 34 years' (18.8%) was the 2nd biggest age group, followed by '45 to 54 years' (17.9%).

Activities



'Eat out, dine at a restaurant or cafe' (58.5%) was the most popular activity undertaken by overnight visitors to the High Country.

Expenditure

Overnight visitors spent nearly \$1.9 billion in the High Country - up by 101% on YE Dec 21. On average, visitors spent \$264 per night in the region - up by 62.7% on YE Dec 21.

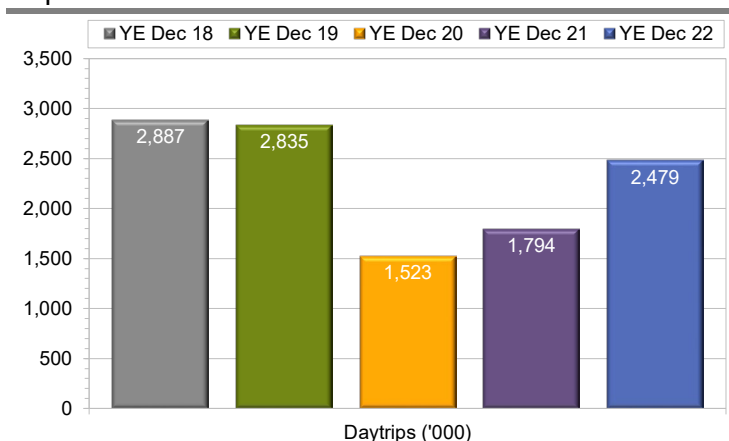
Domestic travel to High Country

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Daytrip travel

Trips



High Country received nearly 2.5 million daytrip visitors - up by 38.2% on YE Dec 21.

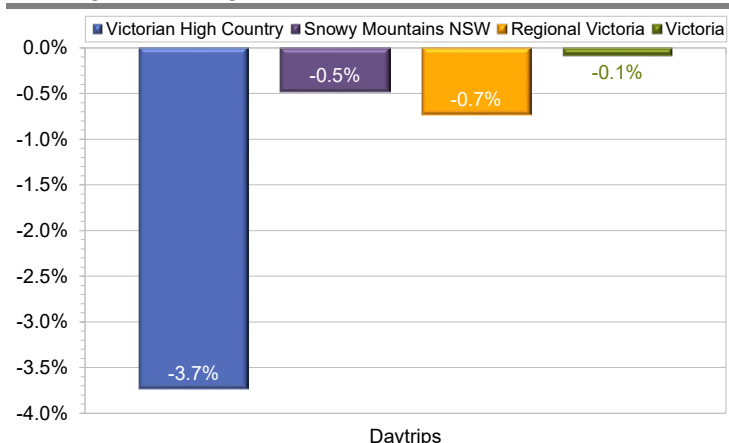
Market share

High Country received 7.0% of daytrips to regional Victoria. Compared to YE Dec 21, the share was up by 0.1% pt.

Main purpose of trip

'Holiday' (63.7%) was the largest purpose for daytrip visitors to the High Country. 'Visiting friends and relatives' (24.7%) was the 2nd largest purpose, followed by 'business' (6.5%).

Average annual growth – YE Dec 18 to YE Dec 22



Over the period YE Dec 18 to YE Dec 22, the High Country had an average annual decline of -3.7% in domestic daytrips.

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

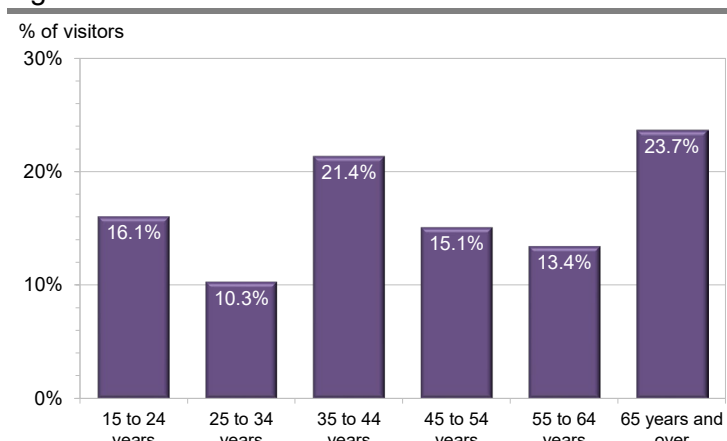
Activities

'Eat out, dine at a restaurant or cafe' (45.6%) was the most popular activity undertaken by daytrip visitors to the High Country. 'Visit friends and relatives' (25.8%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (21.9%).

Transport

'Private vehicle or company car' (97.7%) was the most popular transport used by daytrip visitors to the High Country. 'Rental car' (1.2%) was the 2nd most popular transport.

Age



'65 years and over' (23.7%) was the biggest age group of daytrip visitors to the High Country. '35 to 44 years' (21.4%) was the 2nd biggest age group.

Gender

More daytrip visitors to the High Country were male (53.6%) than female (46.4%).

Lifecycle

'Parent with youngest child aged under 15' (24.5%) was the largest lifecycle group of daytrip visitors to the High Country. 'Older non-working' (21.6%) was the 2nd largest lifecycle group, followed by 'young or midlife single' (20.5%).

Month travelled

May (13.0%) was the most popular month for a daytrip to the High Country. July (11.5%) was the 2nd most popular month to travel, followed by September (10.4%).

Expenditure

Daytrip visitors spent \$381 million in the High Country - up by 88.6% on YE Dec 21. On average, visitors spent \$154 per trip to the region - up by 36.5% on YE Dec 21.

Total domestic travel

Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE on YE growth
Domestic visitors (million)						
Overnight visitors	2.1	2.4	1.0	1.9	2.5	+34.8%
Daytrip visitors	2.9	2.8	1.5	1.8	2.5	+38.2%
Total domestic visitors	5.0	5.2	2.5	3.7	5.0	+36.5%
Domestic nights (million)						
Total domestic nights	6.4	6.4	3.3	5.8	7.1	+23.8%
Domestic spend (\$ million)						
Overnight spend	\$1,019	\$1,112	\$421	\$935	\$1,883	+101%
Daytrip spend	\$301	\$272	\$129	\$202	\$381	+88.6%
Total domestic spend	\$1,320	\$1,384	\$550	\$1,137	\$2,264	+99.1%

High Country received almost 5.0 million domestic **visitors** - up by 36.5% on YE Dec 21. Visitors spent over 7.1 million **nights** in the region - up by 23.8% on YE Dec 21. In total, domestic visitors **spent** nearly \$2.3 billion on travel to the High Country - up by 99.1% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

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