

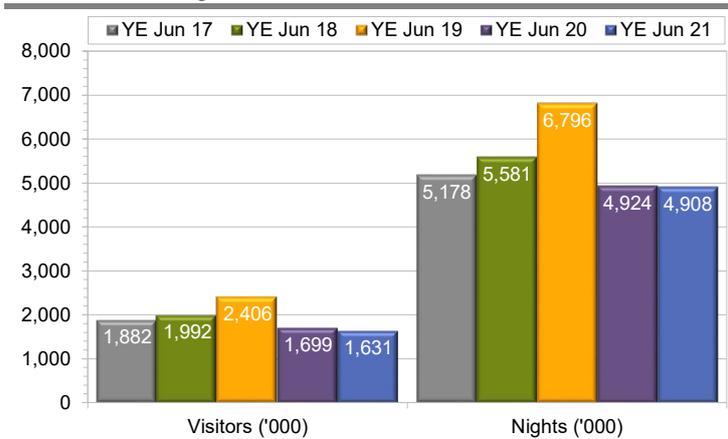
Domestic travel to High Country ⁽¹⁾

For the period July 2020 to June 2021



Overnight travel

Visitors and nights

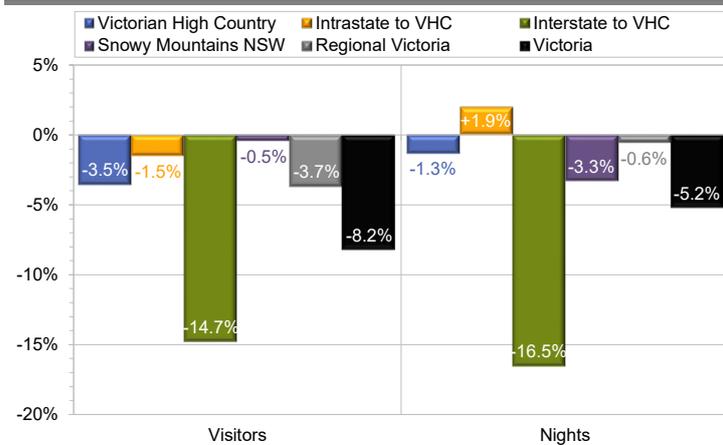


High Country received over 1.6 million overnight visitors - down by 4.0% on YE Jun 20. Visitors spent over 4.9 million nights in the region - down by 0.3% on YE Jun 20.

Market share

High Country received 12.4% of visitors and 11.7% of nights in regional Victoria. Compared to YE Jun 20, the share of visitors was up by 0.9% pts and the share of nights was up by 0.6% pts.

Average annual growth – YE Jun 17 to YE Jun 21



Over the period YE Jun 17 to YE Jun 21, High Country had an average annual decline of -3.5% in domestic **visitors**. High Country had a higher decline than Snowy Mountains NSW, but a lower decline than regional Victoria and Victoria.

High Country had an average annual decline of -1.3% in domestic visitor **nights** over the period. High Country had a higher decline than regional Victoria, but a lower decline than Snowy Mountains NSW and Victoria.

Accommodation

'Friends or relatives property' (22.1%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (21.7%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (15.1%).

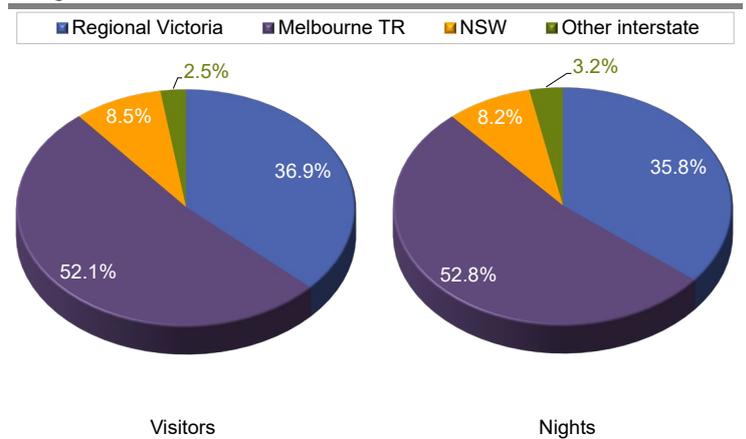
All transport

'Private vehicle or company car' (96.6%) was the most popular transport used by visitors to the High Country, followed by 'aircraft' (1.7%) and 'self-drive motorhome or caravan' (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 Jun 21, Tourism Research Australia (TRA) – unless otherwise specified

Origin



High Country received 89.0% of visitors and 88.6% of nights from **intrastate**. Compared to YE Jun 20, intrastate visitors were up by 4.2% and nights were up by 10.4%.

Interstate contributed 11.0% of visitors and 11.4% of nights in the region. Compared to YE Jun 20, interstate visitors were down by 41.3% and nights were down by 43.2%.

Purpose of visit

'Holiday' (61.2%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (27.9%) was the 2nd largest purpose, followed by 'business' (7.3%).

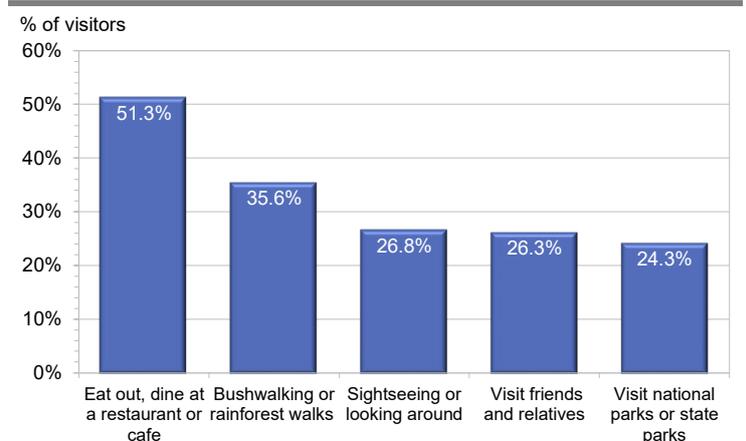
Length of stay

Visitors stayed on average 3 nights in the High Country – up by 0.1 night on the YE Jun 20.

Age

'45 to 54 years' (21.9%) was the biggest age group of visitors to the High Country, followed by '65 years and over' (19.1%).

Activities



'Eat out, dine at a restaurant or cafe' (51.3%) was the most popular activity undertaken by visitors to the High Country.

Expenditure ⁽²⁾

Overnight visitors spent \$707 million in the High Country - down by 12.0% on YE Jun 20. On average, visitors spent \$144 per night in the region - down by 11.7% on YE Jun 20.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

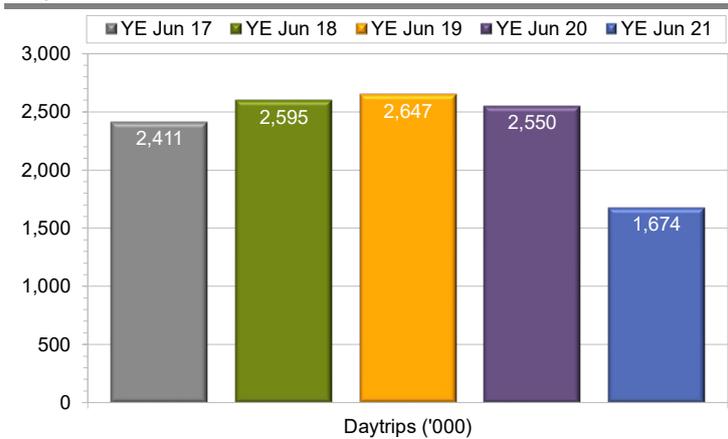
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Daytrip travel

Trips



High Country received nearly 1.7 million daytrip visitors - down by 34.3% on YE Jun 20.

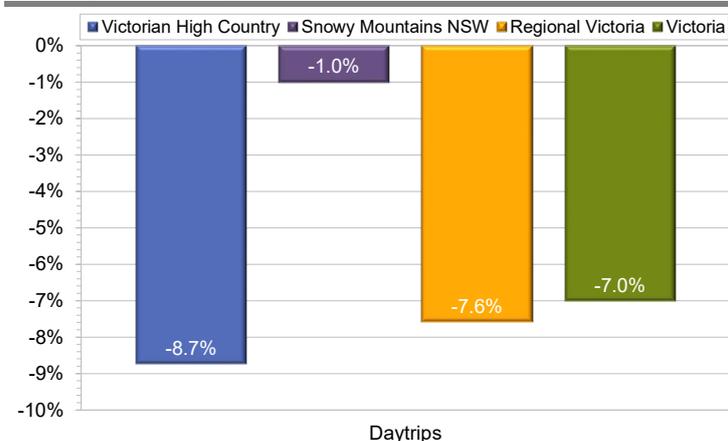
Market share

High Country received 6.9% of daytrips to regional Victoria. Compared to YE Jun 20, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (56.2%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (19.7%) was the 2nd largest purpose, followed by 'business' (9.6%).

Average annual growth – YE Jun 17 to YE Jun 21



Over the period YE Jun 17 to YE Jun 21, the High Country had an average annual decline of -8.7% in domestic daytrips.

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

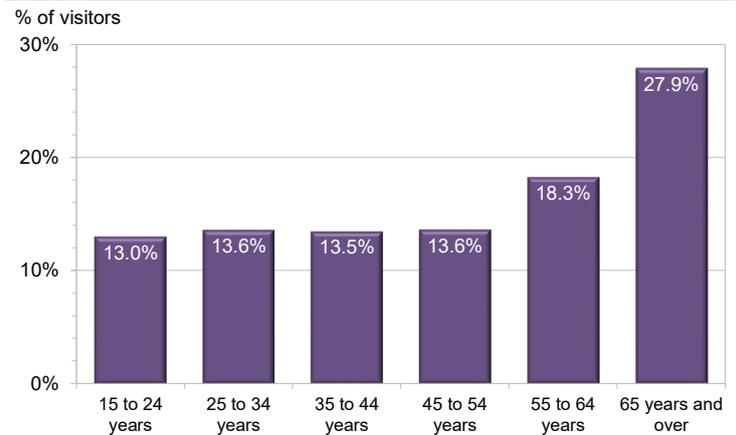
Activities

'Eat out, dine at a restaurant or cafe' (44.7%) was the most popular activity undertaken by visitors to the High Country. 'Visit friends and relatives' (22.3%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (22.2%).

Transport

'Private vehicle or company car' (99.2%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (0.8%) was the 2nd most popular transport.

Age



'65 years and over' (27.9%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (60.8%) than female (39.2%).

Lifecycle

'Older non-working' (26.4%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (24.9%) was the 2nd largest lifecycle group, followed by 'older working' (17.7%).

Month travelled

April (17.2%) was the most popular month for a daytrip to the High Country. December (15.8%) was the 2nd most popular month to travel, followed by January (14.8%).

Expenditure ⁽²⁾

Daytrip visitors spent \$157 million in the High Country - down by 34.7% on YE Jun 20. On average, visitors spent \$94 per trip to the region - down by 0.5% on YE Jun 20.

⁽²⁾ Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

Total domestic travel

Visitors, nights and spend

	YE Jun 17	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE on YE growth
Domestic visitors (million)						
Overnight visitors	1.9	2.0	2.4	1.7	1.6	-4.0%
Daytrip visitors	2.4	2.6	2.6	2.5	1.7	-34.3%
Total domestic visitors	4.3	4.6	5.1	4.2	3.3	-22.2%
Domestic nights (million)						
Total domestic nights	5.2	5.6	6.8	4.9	4.9	-0.3%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$697	\$942	\$1,174	\$804	\$707	-12.0%
Daytrip spend ⁽²⁾	\$196	\$246	\$287	\$240	\$157	-34.7%
Total domestic spend ⁽²⁾	\$893	\$1,187	\$1,461	\$1,044	\$864	-17.2%

High Country received over 3.3 million domestic visitors - down by 22.2% on YE Jun 20. Visitors spent over 4.9 million nights in the region - down by 0.3% on YE Jun 20. In total, domestic visitors spent \$864 million on travel to the High Country - down by 17.2% on YE Jun 20.

⁽²⁾ Sources: NVS and Regional Expenditure Model, YE Jun 21, TRA.

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

⁽¹⁾ Source: NVS, YE Jun 21, TRA – unless otherwise specified