

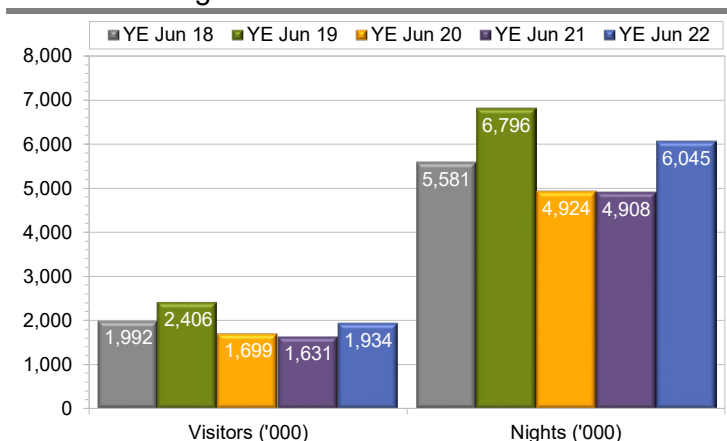
# Domestic travel to High Country<sup>(1)</sup>

## For the period July 2021 to June 2022



### Overnight travel

#### Visitors and nights

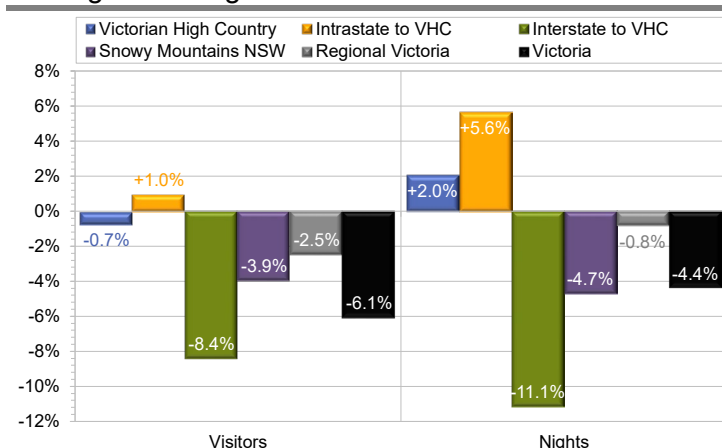


High Country received over 1.9 million overnight visitors - up by 18.6% on YE Jun 21. Visitors spent over 6.0 million nights in the region - up by 23.2% on YE Jun 21.

#### Market share

High Country received 13.0% of visitors and 13.6% of nights in regional Victoria. Compared to YE Jun 21, the share of visitors was up by 0.6% pts and the share of nights was up by 1.9% pts.

#### Average annual growth – YE Jun 18 to YE Jun 22



Over the period YE Jun 18 to YE Jun 22, High Country had an average annual decline of -0.7% in domestic **visitors**. High Country had a lower decline than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had an average annual growth of 2.0% in domestic visitor **nights** over the period. Whilst High Country had growth, Snowy Mountains NSW, regional Victoria and Victoria experienced a decline.

#### Accommodation

'Friends or relatives property' (23.7%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (15.5%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'rented house, apartment, flat or unit' (12.1%).

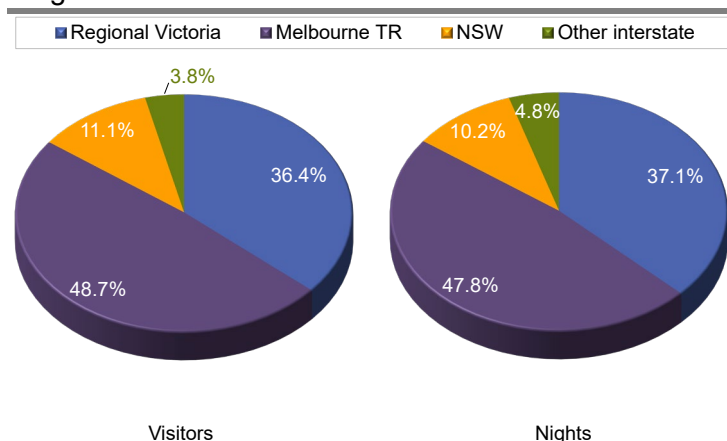
#### All transport

'Private vehicle or company car' (96.2%) was the most popular transport used by visitors to the High Country, followed by 'rental car' (1.0%) and 'aircraft' (1.0%).

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 22, Tourism Research Australia (TRA) – unless otherwise specified

#### Origin



High Country received 85.1% of visitors and 85.0% of nights from **intrastate**. Compared to YE Jun 21, intrastate visitors were up by 13.4% and nights were up by 18.2%.

**Interstate** contributed 14.9% of visitors and 15.0% of nights in the region. Compared to YE Jun 21, interstate visitors were up by 60.7% and nights were up by 61.6%.

#### Purpose of visit

'Holiday' (69.0%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (23.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (5.7%).

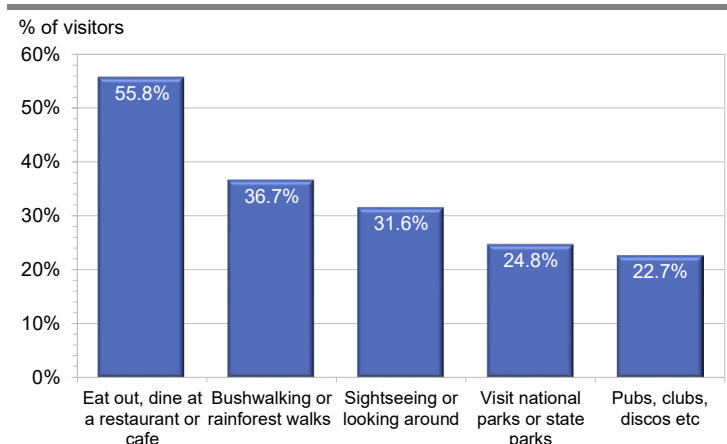
#### Length of stay

Visitors stayed on average 3.1 nights in the High Country – up by 0.1 night on YE Jun 21.

#### Age

'35 to 44 years' (20.1%) was the biggest age group of visitors to the High Country, 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 High Country.

#### Expenditure<sup>(2)</sup>

Overnight visitors spent over \$1.1 billion in the High Country - up by 61.4% on YE Jun 21. On average, visitors spent \$189 per night in the region - up by 31.0% on YE Jun 21.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.

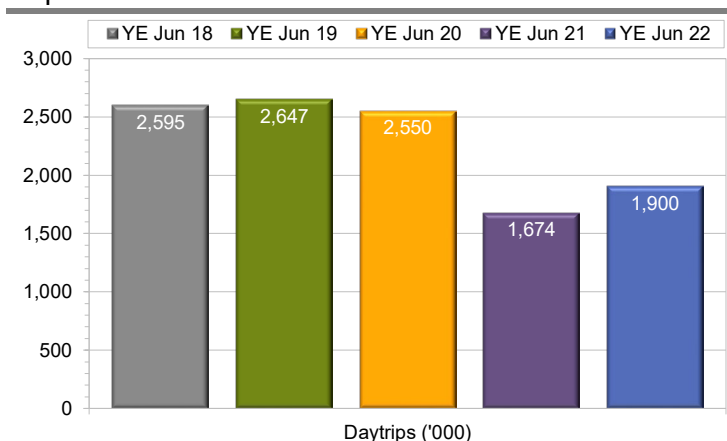
# Domestic travel to High Country <sup>(1)</sup>

## For the period July 2021 to June 2022



### Daytrip travel

#### Trips



High Country received 1.9 million daytrip visitors - up by 13.5% on YE Jun 21.

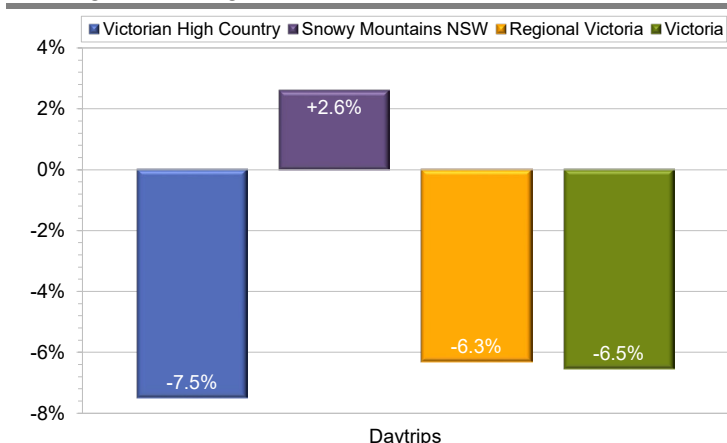
#### Market share

High Country received 6.8% of daytrips to regional Victoria. Compared to YE Jun 21, the share was down by 0.1% pt.

#### Main purpose of trip

'Holiday' (59.6%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (22.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (10.6%).

#### Average annual growth – YE Jun 18 to YE Jun 22



Over the period YE Jun 18 to YE Jun 22, the High Country had an average annual decline of -7.5% in domestic daytrips.

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

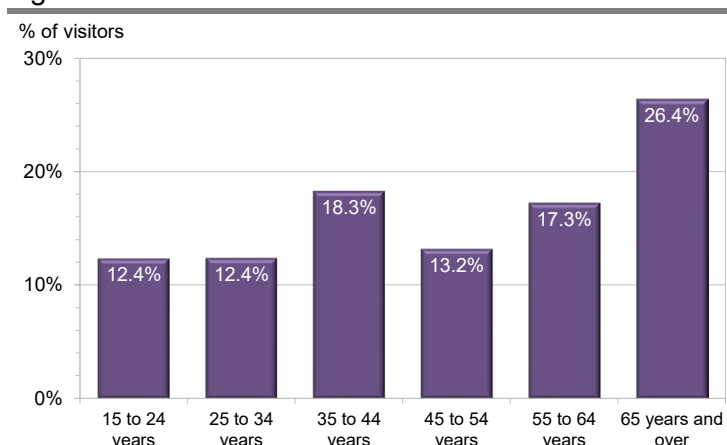
#### Activities

'Eat out, dine at a restaurant or cafe' (41.3%) was the most popular activity undertaken by visitors to the High Country. 'Visit friends and relatives' (24.9%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'bushwalking or rainforest walks' (18.7%).

#### Transport

'Private vehicle or company car' (98.3%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (1.4%) was the 2<sup>nd</sup> most popular transport.

#### Age



'65 years and over' (26.4%) was the biggest age group of visitors to the High Country.

#### Gender

More visitors to the High Country were male (54.8%) than female (45.2%).

#### Lifecycle

'Older non-working' (25.3%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (25.2%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'young or midlife single' (17.4%).

#### Month travelled

May (17.0%) was the most popular month for a daytrip to the High Country. June (11.0%) was the 2<sup>nd</sup> most popular month to travel, followed by December (10.5%).

#### Expenditure <sup>(2)</sup>

Daytrip visitors spent \$226 million in the High Country - up by 44.0% on YE Jun 21. On average, visitors spent \$119 per trip to the region - up by 26.9% on YE Jun 21.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.

## Total domestic travel

#### Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	YE on growth
<b>Domestic visitors (million)</b>						
Overnight visitors	2.0	2.4	1.7	1.6	1.9	+18.6%
Daytrip visitors	2.6	2.6	2.5	1.7	1.9	+13.5%
<b>Total domestic visitors</b>	<b>4.6</b>	<b>5.1</b>	<b>4.2</b>	<b>3.3</b>	<b>3.8</b>	<b>+16.0%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>5.6</b>	<b>6.8</b>	<b>4.9</b>	<b>4.9</b>	<b>6.0</b>	<b>+23.2%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend <sup>(2)</sup>	\$942	\$1,174	\$804	\$707	\$1,142	+61.4%
Daytrip spend <sup>(2)</sup>	\$246	\$287	\$240	\$157	\$226	+44%
<b>Total domestic spend <sup>(2)</sup></b>	<b>\$1,187</b>	<b>\$1,461</b>	<b>\$1,044</b>	<b>\$864</b>	<b>\$1,367</b>	<b>+58.2%</b>

High Country received over 3.8 million domestic visitors - up by 16.0% on YE Jun 21. Visitors spent over 6.0 million nights in the region - up by 23.2% on YE Jun 21. In total, domestic visitors spent nearly \$1.4 billion on travel to the High Country - up by 58.2% on YE Jun 21.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.

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

(1) Source: NVS, YE Jun 22, TRA – unless otherwise specified