

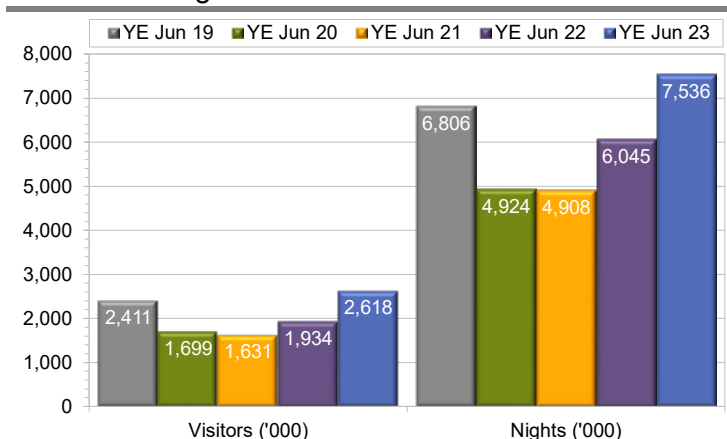
Domestic travel to High Country

For the period July 2022 to June 2023



Overnight travel

Visitors and nights

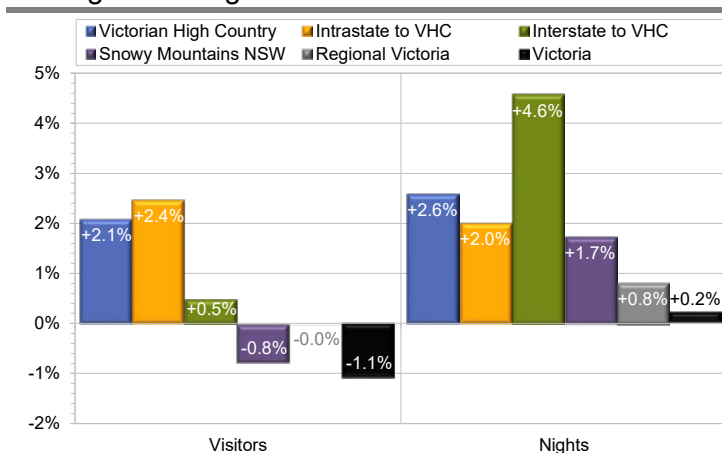


High Country received over 2.6 million overnight visitors - up by 35.3% on YE Jun 22. Visitors spent over 7.5 million nights in the region - up by 24.7% on YE Jun 22.

Market share

High Country received 14.0% of overnight visitors and 14.3% of visitor nights in regional Victoria. Compared to YE Jun 22, the share of visitors was up by 1.0 pt and the share of nights was up by 0.7 pts.

Average annual growth – YE Jun 19 to YE Jun 23



Over the period YE Jun 19 to YE Jun 23, High Country had an average annual growth of +2.1% in domestic overnight **visitors**. Whilst High Country had growth over the period, Snowy Mountains NSW, regional Victoria and Victoria experienced a decline.

High Country had an average annual growth of +2.6% 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' (23.9%) was the most popular accommodation type used for **visitor nights** in the High Country. 'Caravan park or commercial camping ground' (16.7%) was the 2nd most popular accommodation used, followed by 'caravan or camping non-commercial' (14.2%).

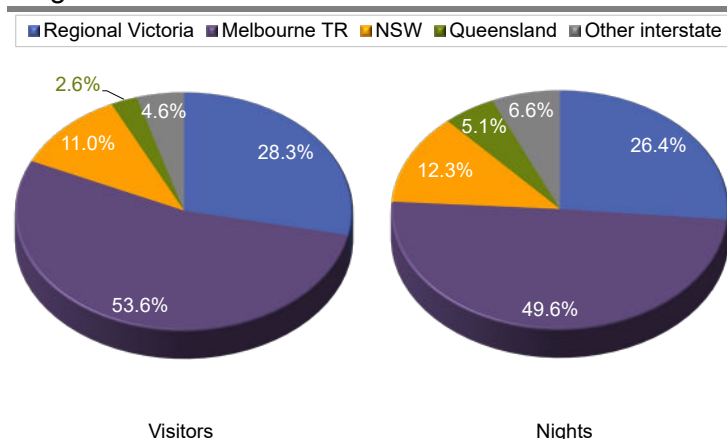
All transport

'Private vehicle or company car' (93.6%) was the most popular transport used by visitors to the High Country. 'Aircraft' (1.7%) was the 2nd most popular transport, followed by 'bus or coach' (1.2%).

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 Jun 23, Tourism Research Australia

Origin



High Country received 81.9% of overnight visitors and 76.0% of visitor nights from **intrastate**. Compared to YE Jun 22, intrastate visitors were up by 30.2% and nights were up by 11.5%.

Interstate contributed 18.1% of visitors and 24.0% of nights in the region. Compared to YE Jun 22, interstate visitors were up by 64.9% and nights were up by 99.4%.

Purpose of visit

'Holiday' (65.5%) was the largest purpose for overnight **visitors** to the High Country. 'Visiting friends and relatives' (23.6%) was the 2nd largest purpose, followed by 'business' (9.2%).

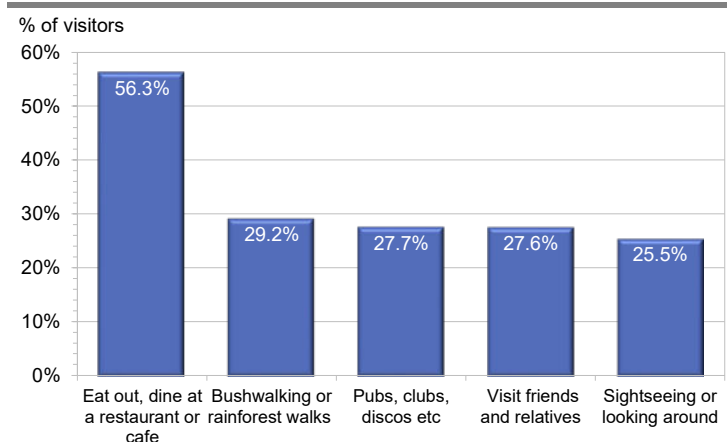
Length of stay

Visitors stayed on average 2.9 nights in the High Country – down by 0.2 nights on YE Jun 22.

Age

'25 to 34 years' (20.7%) was the biggest age group of overnight visitors to the High Country. '35 to 44 years' (17.3%) was the 2nd biggest age group, followed by '45 to 54 years' (16.2%).

Activities



'Eat out, dine at a restaurant or cafe' (56.3%) 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 62.6% on YE Jun 22. On average, visitors spent \$246 per night in the region - up by 30.5% on YE Jun 22.

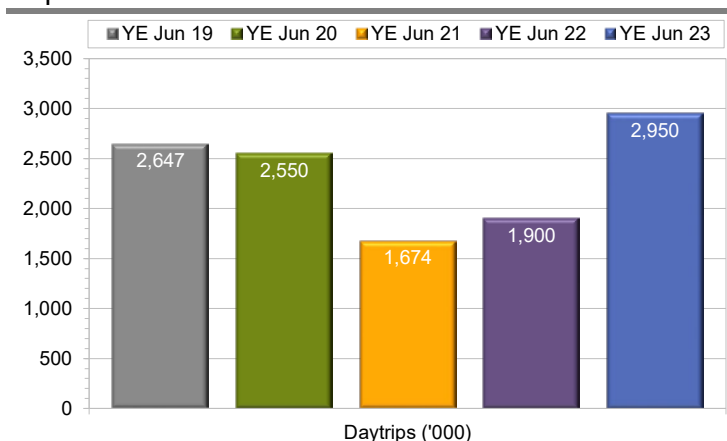
Domestic travel to High Country

For the period July 2022 to June 2023



Daytrip travel

Trips



High Country received over 2.9 million daytrip visitors - up by 55.2% on YE Jun 22.

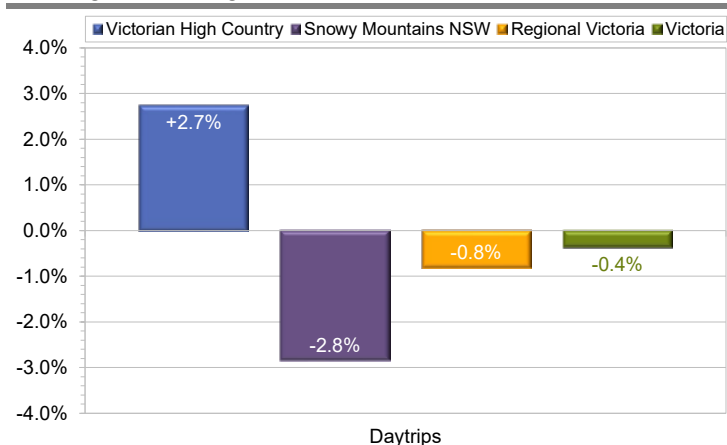
Market share

High Country received 7.7% of daytrips to regional Victoria. Compared to YE Jun 22, the share was up by 0.9% pts.

Main purpose of trip

'Holiday' (60.8%) was the largest purpose for daytrip visitors to the High Country. 'Visiting friends and relatives' (20.7%) was the 2nd largest purpose, followed by 'business' (8.4%).

Average annual growth – YE Jun 19 to YE Jun 23



Over the period YE Jun 19 to YE Jun 23, the High Country had an average annual growth of +2.7% in domestic daytrips.

Whilst High Country had growth over the period, Snowy Mountains NSW, regional Victoria and Victoria experienced a decline.

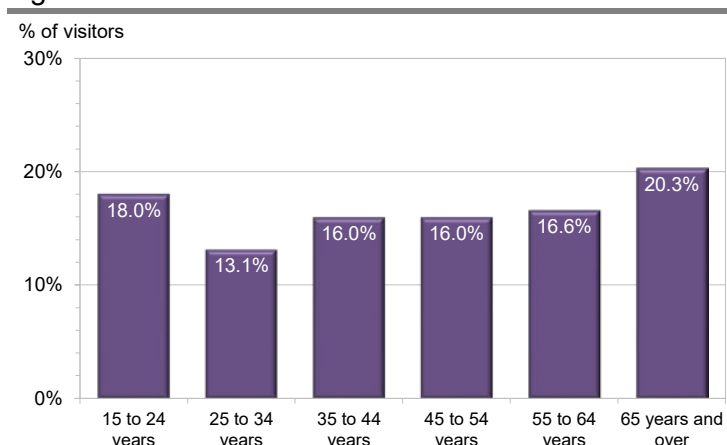
Activities

'Eat out, dine at a restaurant or cafe' (44.9%) was the most popular activity undertaken by daytrip visitors to the High Country. 'Sightseeing or looking around' (21.9%) was the 2nd most popular activity, followed by 'visit friends and relatives' (18.8%).

Transport

'Private vehicle or company car' (97.8%) was the most popular transport used by daytrip visitors to the High Country. 'Rental car' (1.0%) was the 2nd most popular transport.

Age



'65 years and over' (20.3%) was the biggest age group of daytrip visitors to the High Country. '15 to 24 years' (18.0%) was the 2nd biggest age group.

Gender

More daytrip visitors to the High Country were male (57.9%) than female (42.1%).

Lifecycle

'Parent with youngest child aged under 15' (23.2%) was the largest lifecycle group of daytrip visitors to the High Country. 'Young or midlife single' (22.4%) was the 2nd largest lifecycle group, followed by 'older non-working' (20.0%).

Month travelled

January (12.0%) was the most popular month for a daytrip to the High Country. May (11.2%) was the 2nd most popular month to travel, followed by July (9.7%).

Expenditure

Daytrip visitors spent \$462 million in the High Country - up by 105% on YE Jun 22. On average, visitors spent \$157 per trip to the region - up by 32.0% on YE Jun 22.

Total domestic travel

Visitors, nights and spend

	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	YE Jun 23	YE on growth
Domestic visitors (million)						
Overnight visitors	2.4	1.7	1.6	1.9	2.6	+35.3%
Daytrip visitors	2.6	2.5	1.7	1.9	2.9	+55.2%
Total domestic visitors	5.1	4.2	3.3	3.8	5.6	+45.2%
Domestic nights (million)						
Total domestic nights	6.8	4.9	4.9	6.0	7.5	+24.7%
Domestic spend (\$ million)						
Overnight spend	\$1,175	\$804	\$707	\$1,142	\$1,857	+62.6%
Daytrip spend	\$287	\$240	\$157	\$226	\$462	+105%
Total domestic spend	\$1,462	\$1,044	\$864	\$1,367	\$2,319	+69.6%

High Country received nearly 5.6 million domestic **visitors** - up by 45.2% on YE Jun 22. Visitors spent over 7.5 million **nights** in the region - up by 24.7% on YE Jun 22. In total, domestic visitors **spent** over \$2.3 billion on travel to the High Country - up by 69.6% on YE Jun 22.

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 Jun 23, Tourism Research Australia

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