

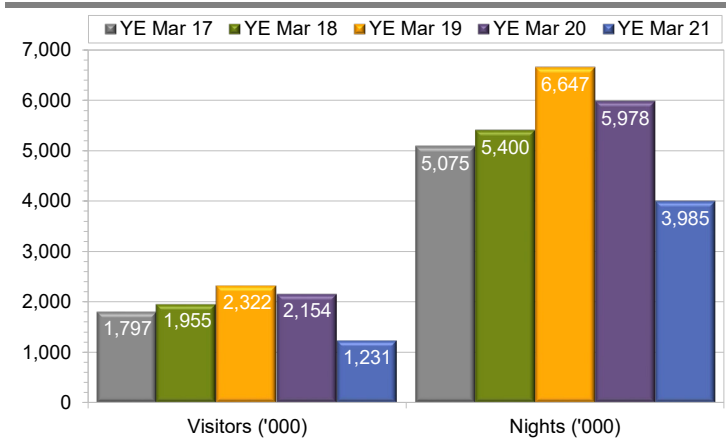
# Domestic travel to High Country <sup>(1)</sup>

## For the period April 2020 to March 2021



### Overnight travel

#### Visitors and nights

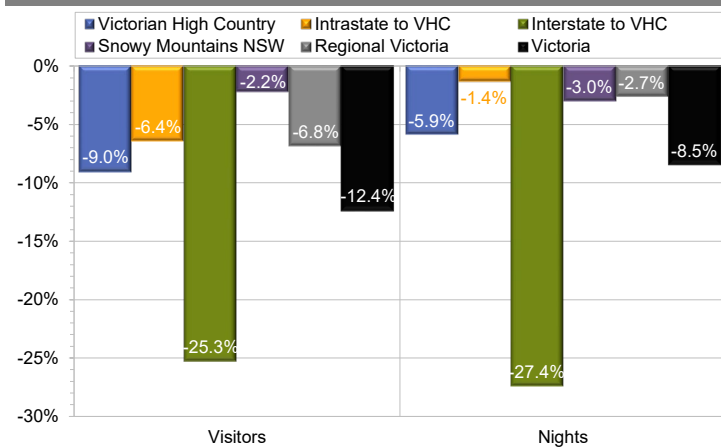


High Country received over 1.2 million overnight visitors - down by 42.8% on YE Mar 20. Visitors spent nearly 4.0 million nights in the region - down by 33.3% on YE Mar 20.

#### Market share

High Country received 11.2% of visitors and 10.8% of nights in regional Victoria. Compared to YE Mar 20, the share of visitors was down by 0.6% pts and the share of nights was down by 0.7% pts.

#### Average annual growth – YE Mar 17 to YE Mar 21



Over the period YE Mar 17 to YE Mar 21, High Country had an average annual decline of -9.0% in domestic **visitors**. High Country had a higher decline than Snowy Mountains NSW and regional Victoria, but a lower decline than Victoria.

High Country had an average annual decline of -5.9% in domestic visitor **nights** over the period. High Country had a higher decline than Snowy Mountains NSW and regional Victoria, but a lower decline than Victoria.

#### Accommodation

'Friends or relatives property' (24.0%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (21.5%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan or camping – non commercial' (14.1%).

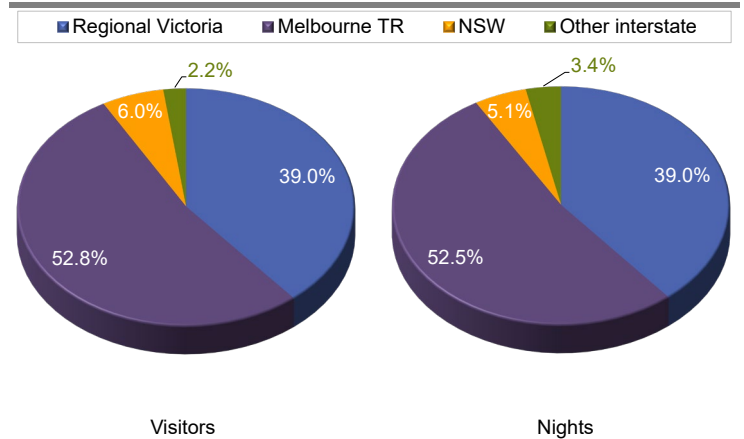
#### All transport

'Private vehicle or company car' (96.3%) was the most popular transport used by visitors to the High Country. 'Aircraft' (1.9%) was the 2<sup>nd</sup> most popular transport, followed by 'bus or coach' (0.7%).

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 Mar 21, Tourism Research Australia (TRA) – unless otherwise specified

#### Origin



High Country received 91.8% of visitors and 91.5% of nights from **intrastate**. Compared to YE Mar 20, intrastate visitors were down by 36.1% and nights were down by 23.3%.

**Interstate** contributed 8.2% of visitors and 8.5% of nights in the region. Compared to YE Mar 20, interstate visitors were down by 73.7%.

#### Purpose of visit

'Holiday' (59.5%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (28.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (8.4%).

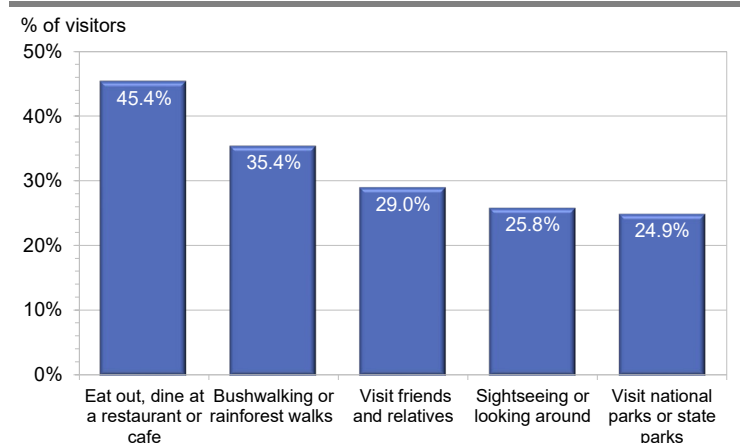
#### Length of stay

Visitors stayed on average 3.2 nights in the High Country – up by 0.5 nights on the YE Mar 20.

#### Age

'45 to 54 years' (22.7%) was the biggest age group of visitors to the High Country, followed by '25 to 34 years' (18.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (45.4%) was the most popular activity undertaken by visitors to the High Country.

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

Overnight visitors spent \$550 million in the High Country - down by 44.9% on YE Mar 20. On average, visitors spent \$138 per night in the region - down by 17.4% on YE Mar 20.

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

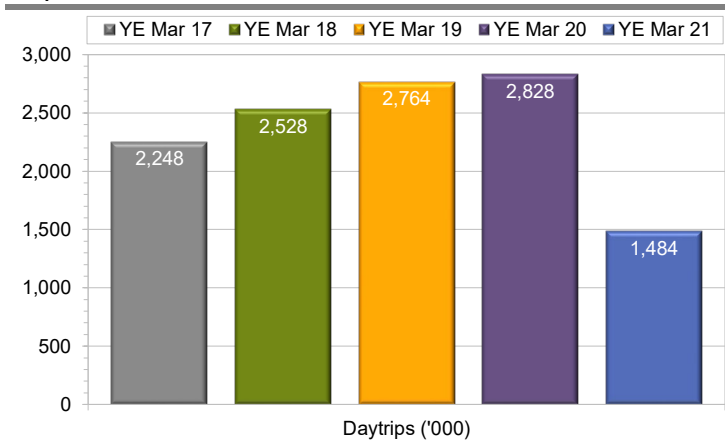
# Domestic travel to High Country <sup>(1)</sup>

## For the period April 2020 to March 2021



### Daytrip travel

#### Trips



High Country received nearly 1.5 million daytrip visitors - down by 47.5% on YE Mar 20.

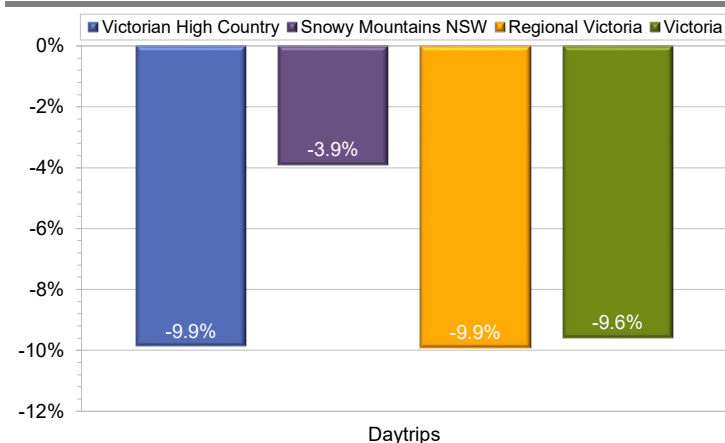
#### Market share

High Country received 6.9% of daytrips to regional Victoria. Compared to YE Mar 20, the share was down by 0.1% pt.

#### Main purpose of trip

'Holiday' (50.4%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (20.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (12.0%).

#### Average annual growth – YE Mar 17 to YE Mar 21



Over the period YE Mar 17 to YE Mar 21, the High Country had an average annual decline of -9.9% in domestic daytrips.

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

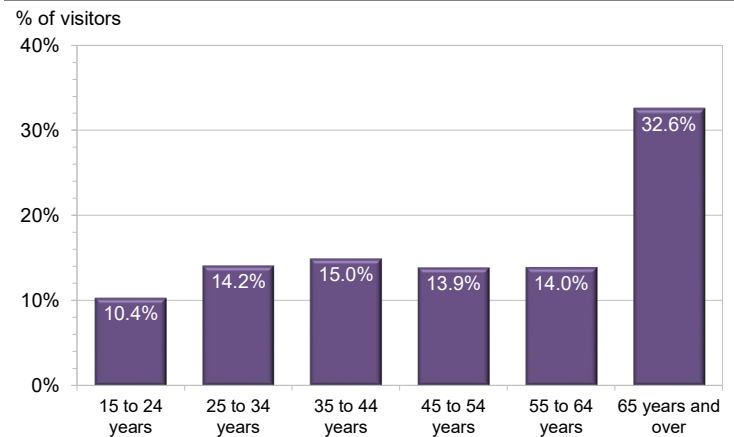
#### Activities

'Eat out, dine at a restaurant or cafe' (41.6%) was the most popular activity undertaken by visitors to the High Country. 'Visit friends and relatives' (25.2%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'visit national parks or state parks' (20.4%).

#### Transport

'Private vehicle or company car' (98.2%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (0.9%) was the 2<sup>nd</sup> most popular transport, followed by 'rental car' (0.5%).

#### Age



'65 years and over' (32.6%) was the biggest age group of visitors to the High Country.

#### Gender

More visitors to the High Country were male (57.8%) than female (42.2%).

#### Lifecycle

'Parent with youngest child aged under 15' (26.1%) was the largest lifecycle group of visitors to the High Country. 'Older non-working' (25.9%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'older working' (16.1%).

#### Month travelled

December (17.9%) was the most popular month for a daytrip to the High Country. January (16.7%) was the 2<sup>nd</sup> most popular month to travel, followed by June (13.3%).

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

Daytrip visitors spent \$98 million in the High Country - down by 66.4% on YE Mar 20. On average, visitors spent \$66 per trip to the region - down by 36.0% on YE Mar 20.

<sup>(2)</sup> Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

## Total domestic travel

#### Visitors, nights and spend

	YE Mar 17	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE on YE growth
<b>Domestic visitors (million)</b>						
Overnight visitors	1.8	2.0	2.3	2.2	1.2	-42.8%
Daytrip visitors	2.2	2.5	2.8	2.8	1.5	-47.5%
<b>Total domestic visitors</b>	<b>4.0</b>	<b>4.5</b>	<b>5.1</b>	<b>5.0</b>	<b>2.7</b>	<b>-45.5%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>5.1</b>	<b>5.4</b>	<b>6.6</b>	<b>6.0</b>	<b>4.0</b>	<b>-33.3%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend <sup>(2)</sup>	\$710	\$915	\$1,096	\$999	\$550	-44.9%
Daytrip spend <sup>(2)</sup>	\$191	\$247	\$270	\$290	\$98	-66.4%
<b>Total domestic spend <sup>(2)</sup></b>	<b>\$901</b>	<b>\$1,161</b>	<b>\$1,366</b>	<b>\$1,290</b>	<b>\$648</b>	<b>-49.8%</b>

High Country received over 2.7 million domestic visitors - down by 45.5% on YE Mar 20. Visitors spent nearly 4.0 million nights in the region - down by 33.3% on YE Mar 20. In total, domestic visitors spent \$648 million on travel to the High Country - down by 49.8% on YE Mar 20.

<sup>(2)</sup> Sources: NVS and Regional Expenditure Model, YE Mar 21, TRA.

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

<sup>(1)</sup> Source: NVS, YE Mar 21, TRA – unless otherwise specified