

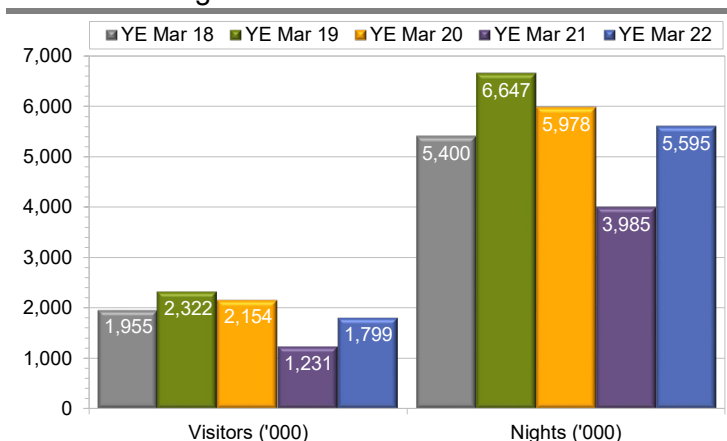
Domestic travel to High Country⁽¹⁾

For the period April 2021 to March 2022



Overnight travel

Visitors and nights

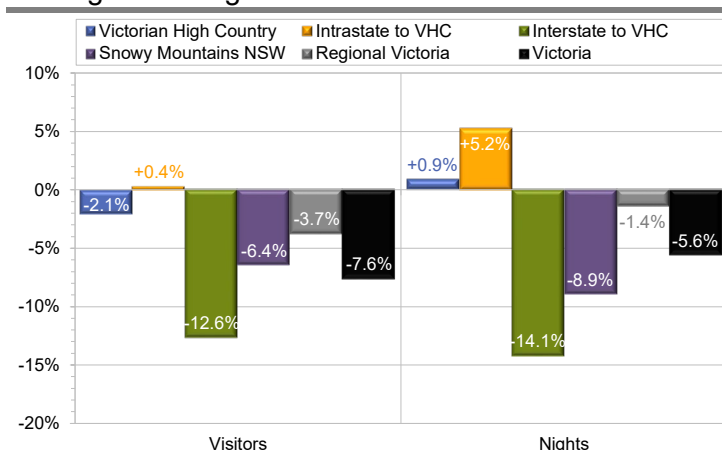


High Country received almost 1.8 million overnight visitors - up by 46.1% on YE Mar 21. Visitors spent nearly 5.6 million nights in the region - up by 40.4% on YE Mar 21.

Market share

High Country received 12.9% of visitors and 13.4% of nights in regional Victoria. Compared to YE Mar 21, the share of visitors was up by 1.7% pts and the share of nights was up by 2.6% pts.

Average annual growth – YE Mar 18 to YE Mar 22



Over the period YE Mar 18 to YE Mar 22, High Country had an average annual decline of -2.1% 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 0.9% 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' (25.9%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (15.5%) was the 2nd most popular accommodation used, followed by 'rented house, apartment, flat or unit' (12.2%).

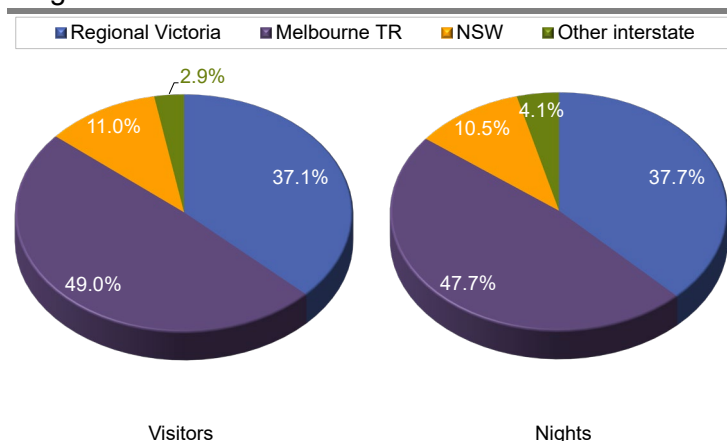
All transport

'Private vehicle or company car' (97.5%) was the most popular transport used by visitors to the High Country, followed by 'aircraft' (0.8%) and 'self-drive motorhome or campervan' (0.5%).

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

Origin



High Country received 86.1% of visitors and 85.4% of nights from **intrastate**. Compared to YE Mar 21, intrastate visitors were up by 37.1% and nights were up by 31.0%.

Interstate contributed 13.9% of visitors and 14.6% of nights in the region. Compared to YE Mar 21, interstate visitors were up by 147%.

Purpose of visit

'Holiday' (66.2%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (24.4%) was the 2nd largest purpose, followed by 'business' (6.1%).

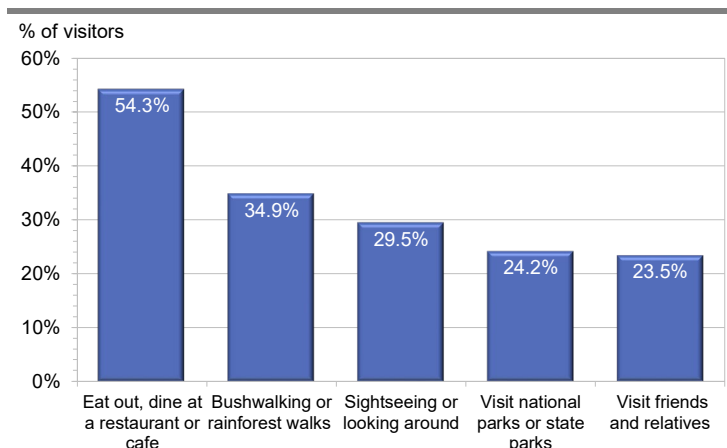
Length of stay

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

Age

'35 to 44 years' (19.5%) was the biggest age group of visitors to the High Country, followed by '65 years and over' (18.8%).

Activities



'Eat out, dine at a restaurant or cafe' (54.3%) was the most popular activity undertaken by visitors to the High Country.

Expenditure⁽²⁾

Overnight visitors spent \$934 million in the High Country - up by 69.8% on YE Mar 21. On average, visitors spent \$167 per night in the region - up by 20.9% on YE Mar 21.

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

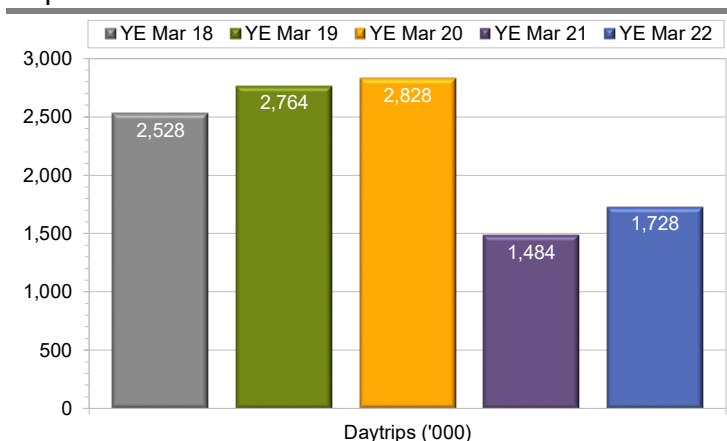
Domestic travel to High Country ⁽¹⁾

For the period April 2021 to March 2022



Daytrip travel

Trips



High Country received over 1.7 million daytrip visitors - up by 16.4% on YE Mar 21.

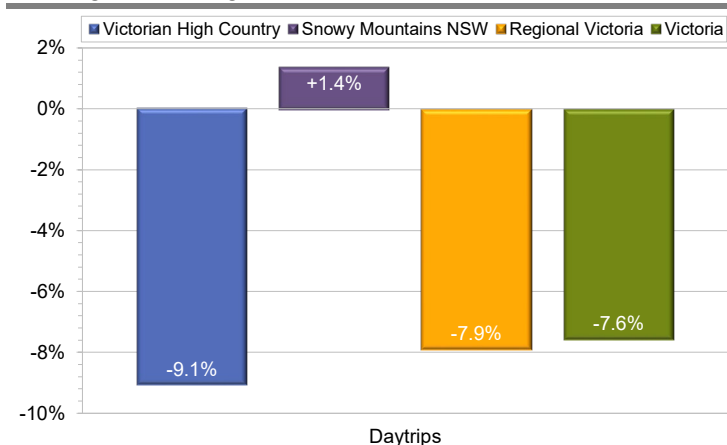
Market share

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

Main purpose of trip

'Holiday' (62.0%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (21.5%) was the 2nd largest purpose, followed by 'business' (8.5%).

Average annual growth – YE Mar 18 to YE Mar 22



Over the period YE Mar 18 to YE Mar 22, the High Country had an average annual decline of -9.1% in domestic daytrips.

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

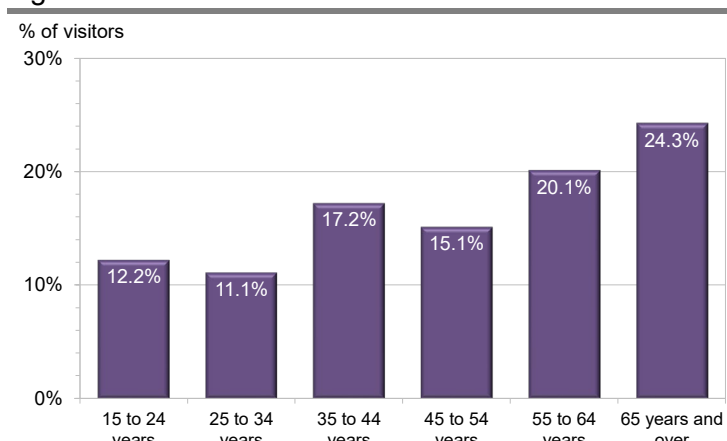
Activities

'Eat out, dine at a restaurant or cafe' (45.9%) was the most popular activity undertaken by visitors to the High Country. 'Sightseeing or looking around' (22.3%) was the 2nd most popular activity undertaken, followed by 'visit friends and relatives' (20.6%).

Transport

'Private vehicle or company car' (98.1%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (1.5%) was the 2nd most popular transport.

Age



'65 years and over' (24.3%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (58.3%) than female (41.7%).

Lifecycle

'Older non-working' (28.8%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (23.1%) was the 2nd largest lifecycle group, followed by 'older working' (14.8%).

Month travelled

April (16.7%) was the most popular month for a daytrip to the High Country. December (11.6%) was the 2nd most popular month to travel, followed by January (10.3%).

Expenditure ⁽²⁾

Daytrip visitors spent \$221 million in the High Country - up by 127% on YE Mar 21. On average, visitors spent \$128 per trip to the region - up by 94.5% on YE Mar 21.

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

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE on growth
Domestic visitors (million)						
Overnight visitors	2.0	2.3	2.2	1.2	1.8	+46.1%
Daytrip visitors	2.5	2.8	2.8	1.5	1.7	+16.4%
Total domestic visitors	4.5	5.1	5.0	2.7	3.5	+29.9%
Domestic nights (million)						
Total domestic nights	5.4	6.6	6.0	4.0	5.6	+40.4%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$915	\$1,096	\$999	\$550	\$934	+69.8%
Daytrip spend ⁽²⁾	\$247	\$270	\$290	\$98	\$221	+127%
Total domestic spend ⁽²⁾	\$1,161	\$1,366	\$1,290	\$648	\$1,155	+78.3%

High Country received over 3.5 million domestic visitors - up by 29.9% on YE Mar 21. Visitors spent nearly 5.6 million nights in the region - up by 40.4% on YE Mar 21. In total, domestic visitors spent nearly \$1.2 billion on travel to the High Country - up by 78.3% on YE Mar 21.

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

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

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