

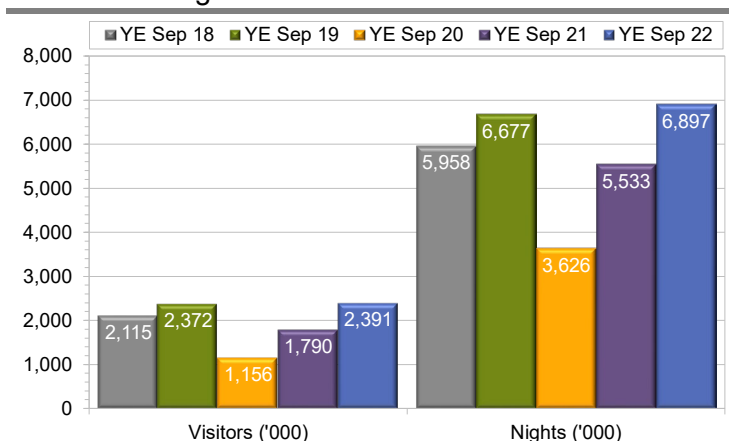
Domestic travel to High Country ⁽¹⁾

For the period October 2021 to September 2022



Overnight travel

Visitors and nights

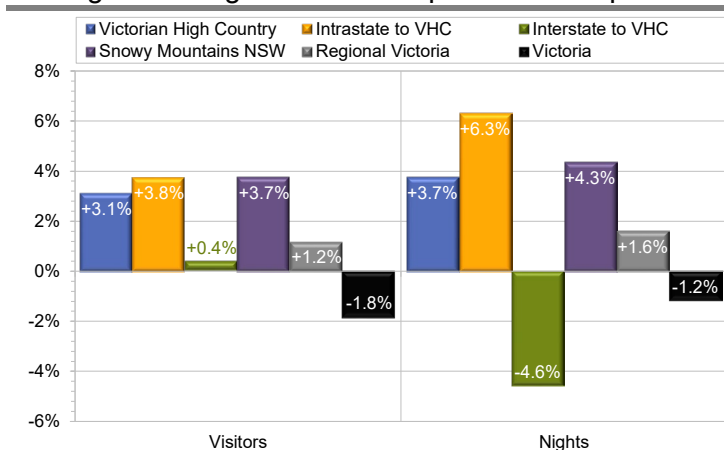


High Country received nearly 2.4 million overnight visitors - up by 33.6% on YE Sep 21. Visitors spent almost 6.9 million nights in the region - up by 24.7% on YE Sep 21.

Market share

High Country received 13.6% of visitors and 13.7% of nights in regional Victoria. Compared to YE Sep 21, the share of visitors was up by 0.5% pts and the share of nights was up by 0.9% pts.

Average annual growth – YE Sep 18 to YE Sep 22



Over the period YE Sep 18 to YE Sep 22, High Country had an average annual growth of +3.1% in domestic **visitors**. High Country had a lower growth than Snowy Mountains NSW, but a higher growth than regional Victoria. Victoria experienced a decline.

High Country had an average annual growth of +3.7% in domestic visitor **nights** over the period. High Country had a lower growth than Snowy Mountains NSW, but a higher growth than regional Victoria. Victoria experienced a decline.

Accommodation

'Friends or relatives property' (19.8%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (14.7%) was the 2nd most popular accommodation used, followed by 'rented house, apartment, flat or unit' (14.2%).

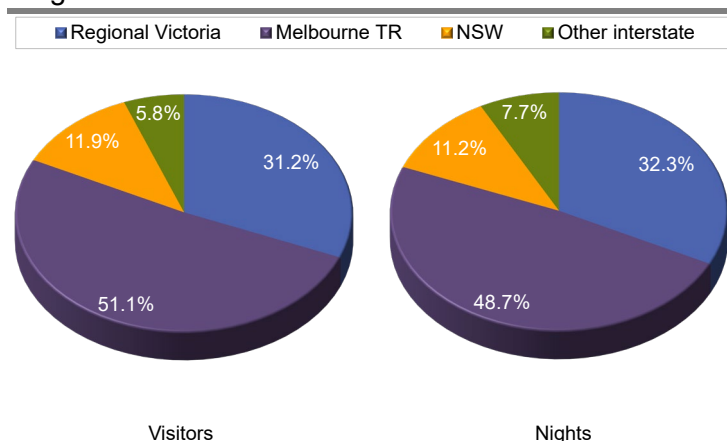
All transport

'Private vehicle or company car' (94.5%) was the most popular transport used by visitors to the High Country, followed by 'aircraft' (1.5%) and 'rental car' (1.4%).

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

Origin



High Country received 82.3% of visitors and 81.0% of nights from **intrastate**. Compared to YE Sep 21, intrastate visitors were up by 23.0% and nights were up by 15.4%.

Interstate contributed 17.7% of visitors and 19.0% of nights in the region. Compared to YE Sep 21, interstate visitors were up by 123% and nights were up by 90.1%.

Purpose of visit

'Holiday' (70.1%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (21.8%) was the 2nd largest purpose, followed by 'business' (6.6%).

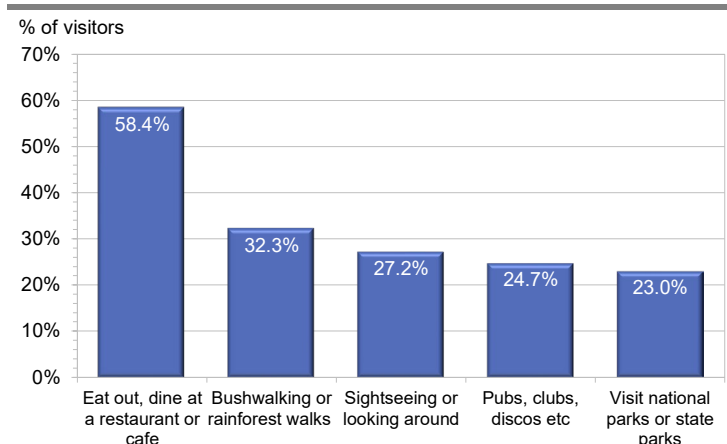
Length of stay

Visitors stayed on average 2.9 nights in the High Country – down by 0.2 nights on YE Sep 21.

Age

'35 to 44 years' (20.2%) was the biggest age group of visitors to the High Country, followed by '45 to 54 years' (18.3%).

Activities



'Eat out, dine at a restaurant or cafe' (58.4%) was the most popular activity undertaken by visitors to the High Country.

Expenditure ⁽²⁾

Overnight visitors spent over \$1.7 billion in the High Country - up by 94.8% on YE Sep 21. On average, visitors spent \$250 per night in the region - up by 56.2% on YE Sep 21.

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

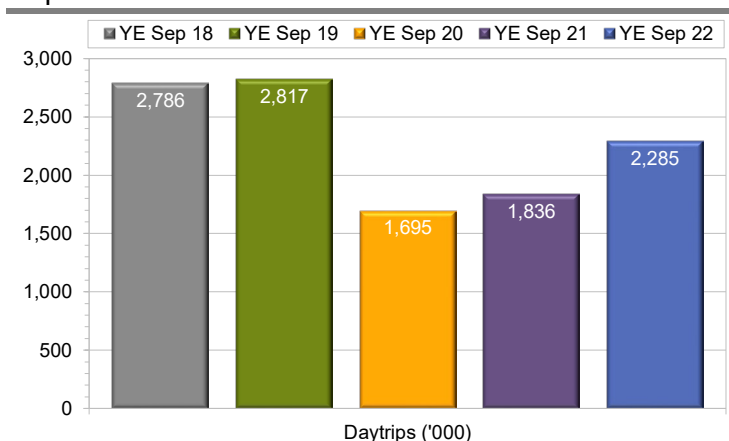
Domestic travel to High Country ⁽¹⁾

For the period October 2021 to September 2022



Daytrip travel

Trips



High Country received nearly 2.3 million daytrip visitors - up by 24.5% on YE Sep 21.

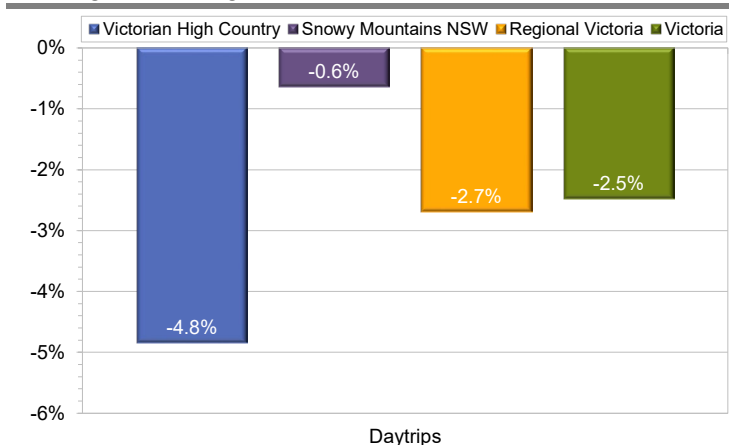
Market share

High Country received 7.0% of daytrips to regional Victoria. Compared to YE Sep 21, the share was down by 0.2% pts.

Main purpose of trip

'Holiday' (65.9%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (22.7%) was the 2nd largest purpose, followed by 'business' (5.6%).

Average annual growth – YE Sep 18 to YE Sep 22



Over the period YE Sep 18 to YE Sep 22, the High Country had an average annual decline of -4.8% in domestic daytrips.

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

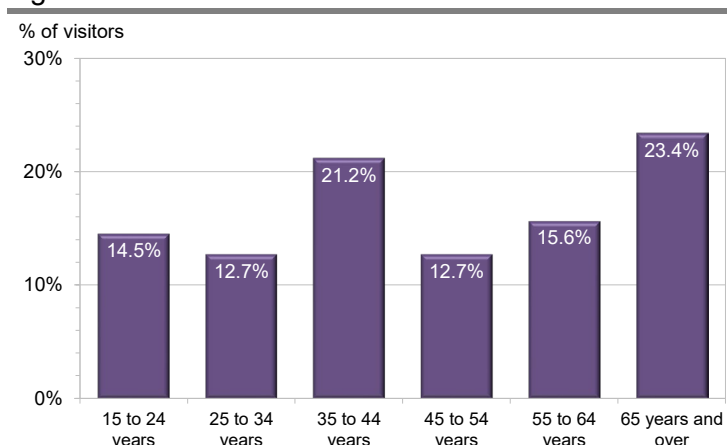
Activities

'Eat out, dine at a restaurant or cafe' (45.2%) was the most popular activity undertaken by visitors to the High Country. 'Visit friends and relatives' (24.0%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (21.1%).

Transport

'Private vehicle or company car' (97.0%) was the most popular transport used by visitors to the High Country. 'Rental car' (1.6%) was the 2nd most popular transport.

Age



'65 years and over' (23.4%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (53.6%) than female (46.4%).

Lifecycle

'Parent with youngest child aged under 15' (27.2%) was the largest lifecycle group of visitors to the High Country. 'Older non-working' (22.2%) was the 2nd largest lifecycle group, followed by 'young or midlife single' (19.3%).

Month travelled

May (14.1%) was the most popular month for a daytrip to the High Country. July (12.5%) was the 2nd most popular month to travel, followed by September (11.2%).

Expenditure ⁽²⁾

Daytrip visitors spent \$347 million in the High Country - up by 90.4% on YE Sep 21. On average, visitors spent \$152 per trip to the region - up by 53.0% on YE Sep 21.

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

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE on growth
Domestic visitors (million)						
Overnight visitors	2.1	2.4	1.2	1.8	2.4	+33.6%
Daytrip visitors	2.8	2.8	1.7	1.8	2.3	+24.5%
Total domestic visitors	4.9	5.2	2.9	3.6	4.7	+29.0%
Domestic nights (million)						
Total domestic nights	6.0	6.7	3.6	5.5	6.9	+24.7%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$983	\$1,114	\$461	\$886	\$1,725	+94.8%
Daytrip spend ⁽²⁾	\$278	\$265	\$143	\$182	\$347	+90.4%
Total domestic spend ⁽²⁾	\$1,261	\$1,380	\$604	\$1,068	\$2,072	+94.0%

High Country received nearly 4.7 million domestic visitors - up by 29.0% on YE Sep 21. Visitors spent almost 6.9 million nights in the region - up by 24.7% on YE Sep 21. In total, domestic visitors spent nearly \$2.1 billion on travel to the High Country - up by 94.0% on YE Sep 21.

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

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

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