

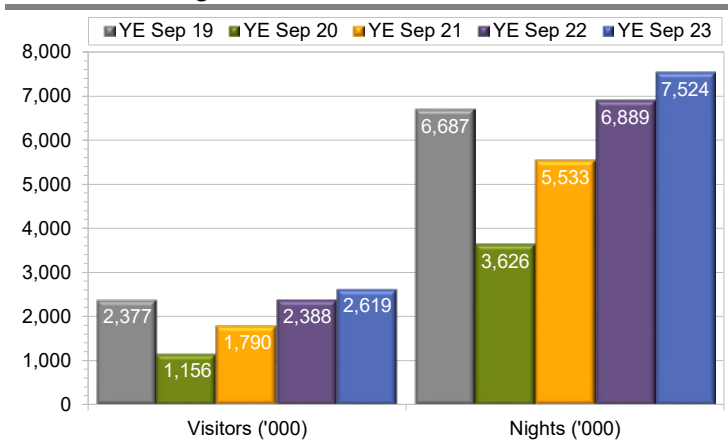
Domestic travel to High Country

For the period October 2022 to September 2023



Overnight travel

Visitors and nights

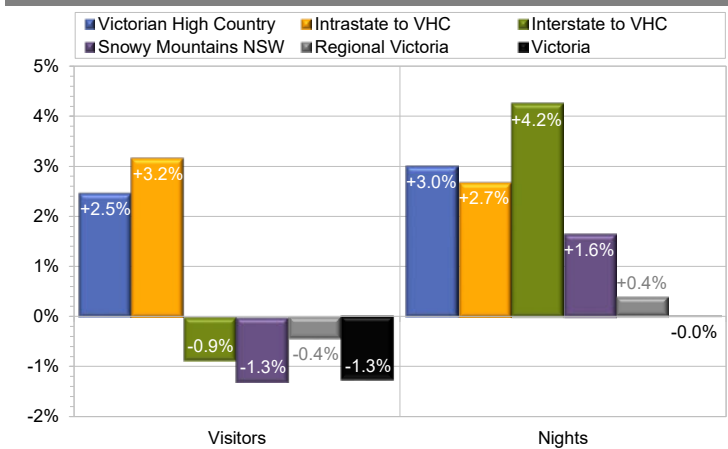


High Country received over 2.6 million overnight visitors - up by 9.7% on YE Sep 22. Visitors spent over 7.5 million nights in the region - up by 9.2% on YE Sep 22.

Market share

High Country received 14.1% of overnight visitors and 14.5% of visitor nights in regional Victoria. Compared to YE Sep 22, the share of visitors was up by 0.5% pts and the share of nights was up by 0.8% pts.

Average annual growth – YE Sep 19 to YE Sep 23



Over the period YE Sep 19 to YE Sep 23, High Country had an average annual growth of +2.5% 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 +3.0% in domestic **visitor nights** over the period. High Country had a higher growth than Snowy Mountains NSW and regional Victoria. Victoria experienced a marginal decline.

Accommodation

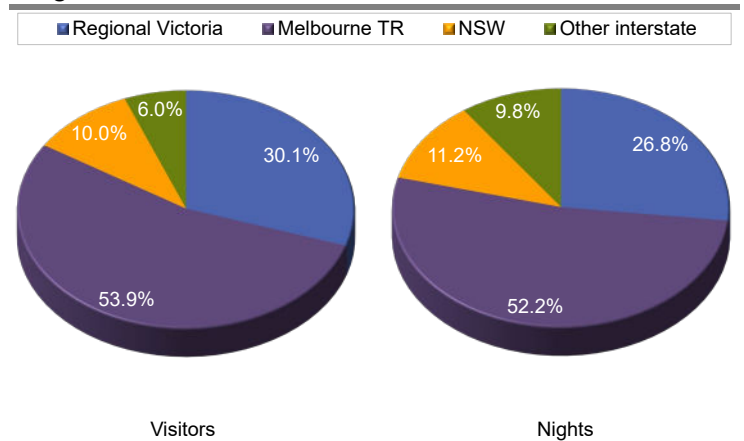
'Friends or relatives property' (26.8%) was the most popular accommodation type used for **visitor nights** in the High Country. 'Caravan park or commercial camping ground' (17.6%) was the 2nd most popular accommodation used, followed by 'caravan or camping non-commercial' (14.9%).

All transport

'Private vehicle or company car' (93.8%) was the most popular transport used by visitors to the High Country. 'Railway' (1.9%) was the 2nd most popular transport, followed by 'aircraft' (1.4%).

High Country is composed of: Alpine (S); Benalla (RC); Indigo (S); Mansfield (S); Towong (S); Wangaratta (RC); and alpine resorts.

Origin



High Country received 84.0% of overnight visitors and 79.0% of visitor nights from **intrastate**. Compared to YE Sep 22, intrastate visitors were up by 11.9% and nights were up by 6.4%.

Interstate contributed 16.0% of visitors and 21.0% of nights in the region. Compared to YE Sep 22, interstate visitors were down by 0.5% and nights were up by 21.2%.

Purpose of visit

'Holiday' (63.4%) was the largest purpose for overnight **visitors** to the High Country. 'Visiting friends and relatives' (25.0%) was the 2nd largest purpose, followed by 'business' (9.1%).

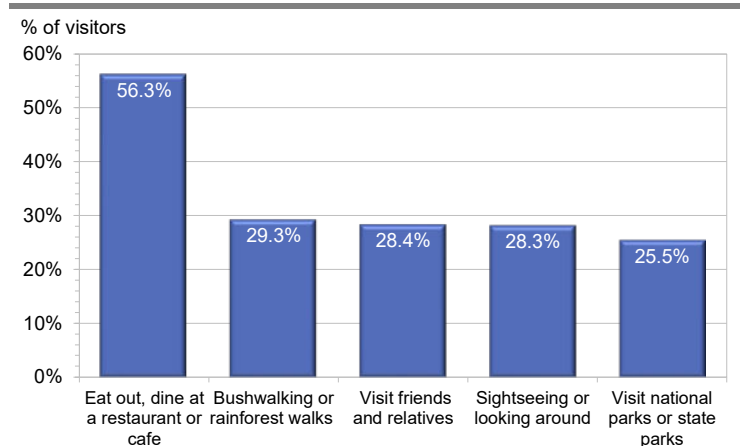
Length of stay

Visitors stayed on average 2.9 nights in the High Country – unchanged on YE Sep 22.

Age

'25 to 34 years' (18.6%) was the biggest age group of overnight visitors to the High Country. '35 to 44 years' (17.7%) was the 2nd biggest age group, followed by '65 years and over' (16.6%).

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 over \$1.8 billion in the High Country - up by 1.3% on YE Sep 22. On average, visitors spent \$240 per night in the region - down by 7.2% on YE Sep 22.

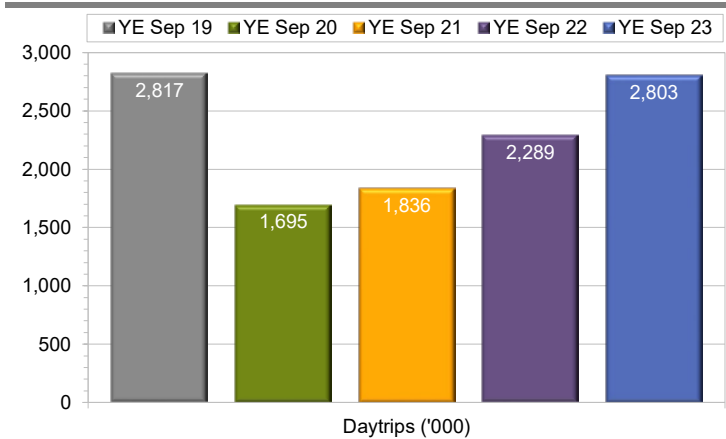
Domestic travel to High Country

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Daytrip travel

Trips



High Country received over 2.8 million daytrip visitors - up by 22.4% on YE Sep 22.

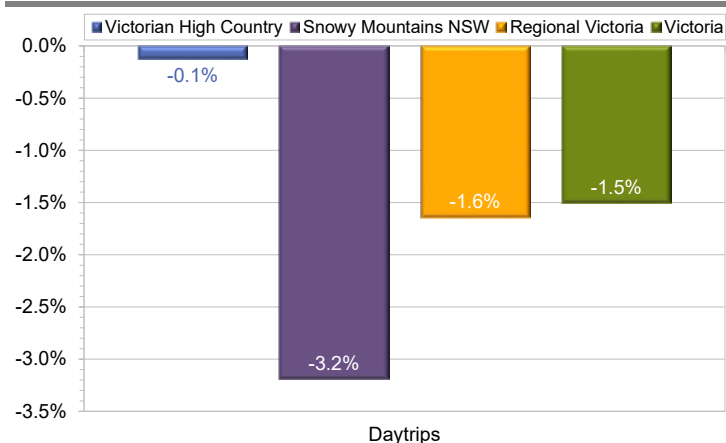
Market share

High Country received 7.3% of daytrips to regional Victoria. Compared to YE Sep 22, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (57.2%) was the largest purpose for daytrip visitors to the High Country. 'Visiting friends and relatives' (21.9%) was the 2nd largest purpose, followed by 'business' (9.9%).

Average annual growth – YE Sep 19 to YE Sep 23



Over the period YE Sep 19 to YE Sep 23, the High Country had an average annual decline of -0.1% in domestic daytrips.

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

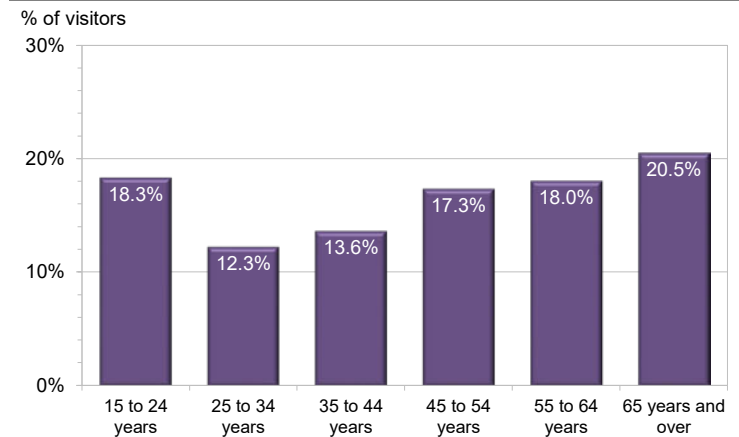
Activities

'Eat out, dine at a restaurant or cafe' (43.4%) 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 'bushwalking or rainforest walks' (19.3%).

Transport

'Private vehicle or company car' (98.9%) was the most popular transport used by daytrip visitors to the High Country. 'Railway' (0.6%) was the 2nd most popular transport.

Age



'65 years and over' (20.5%) was the biggest age group of daytrip visitors to the High Country. '15 to 24 years' (18.3%) was the 2nd biggest age group.

Gender

More daytrip visitors to the High Country were male (60.5%) than female (39.5%).

Lifecycle

'Young or midlife single' (22.2%) was the largest lifecycle group of daytrip visitors to the High Country. 'Parent with youngest child aged under 15' (21.8%) was the 2nd largest lifecycle group, followed by 'older non-working' (20.2%).

Month travelled

January (12.6%) was the most popular month for a daytrip to the High Country. May (11.8%) was the 2nd most popular month to travel, followed by February (10.0%).

Expenditure

Daytrip visitors spent \$375 million in the High Country - up by 7.8% on YE Sep 22. On average, visitors spent \$134 per trip to the region - down by 11.9% on YE Sep 22.

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	YE on YE growth
Domestic visitors (million)						
Overnight visitors	2.4	1.2	1.8	2.4	2.6	+9.7%
Daytrip visitors	2.8	1.7	1.8	2.3	2.8	+22.4%
Total domestic visitors	5.2	2.9	3.6	4.7	5.4	+15.9%
Domestic nights (million)						
Total domestic nights	6.7	3.6	5.5	6.9	7.5	+9.2%
Domestic spend (\$ million)						
Overnight spend	\$1,115	\$461	\$886	\$1,782	\$1,806	+1.3%
Daytrip spend	\$265	\$143	\$182	\$347	\$375	+7.8%
Total domestic spend	\$1,381	\$604	\$1,068	\$2,130	\$2,181	+2.4%

High Country received over 5.4 million domestic visitors - up by 15.9% on YE Sep 22. Visitors spent over 7.5 million nights in the region - up by 9.2% on YE Sep 22. In total, domestic visitors spent nearly \$2.2 billion on travel to the High Country - up by 2.4% on YE Sep 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.