

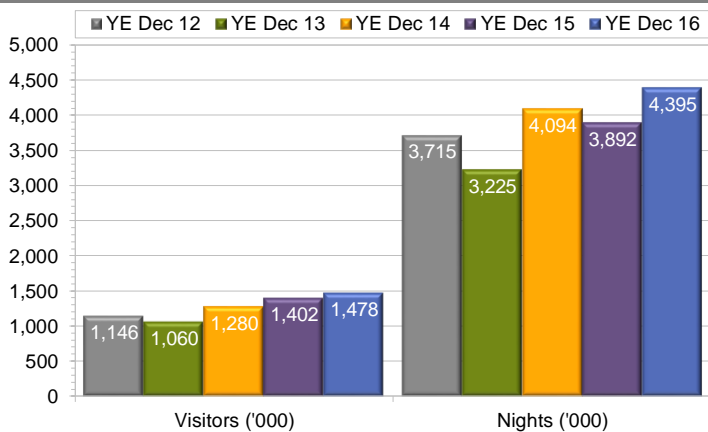
Travel to High Country#

For the period January 2016 to December 2016



Domestic Overnight Travel⁽¹⁾

Visitors and nights

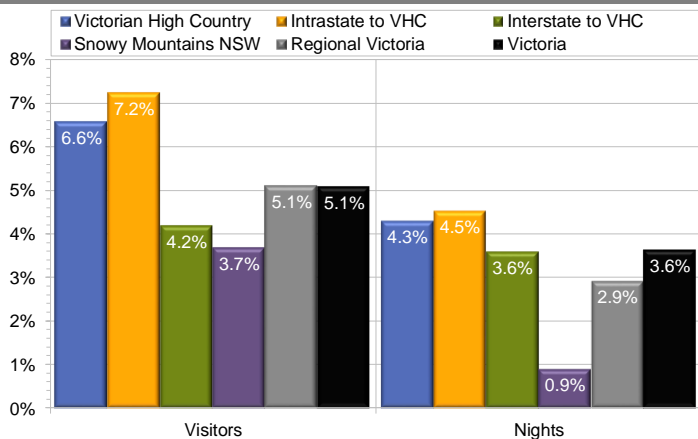


High Country received nearly 1.5 million domestic overnight visitors - up by 5.4% on YE Dec 15. Visitors spent nearly 4.4 million nights in the region - up by 12.9% on YE Dec 15.

Market share

The region received 10.6% of visitors and 11.0% of nights in regional Victoria. Compared to YE Dec 15, the share of visitors was up by 0.4 pts and the share of nights was up by 1.3% pts.

Average annual growth – YE Dec 12 to YE Dec 16



Over the period YE Dec 12 to YE Dec 16, High Country had an average annual growth of 6.6% in domestic **visitors**. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had an average annual growth of 4.3% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

Ski vs non-ski visitors

Ski visitors to the region had a decline while non-ski visitors grew on YE Dec 15 (-15.0% vs +11.4%). **Ski** visitors had a lower growth than non-ski visitors on YE Dec 12 (+11.1% vs +33.8%).

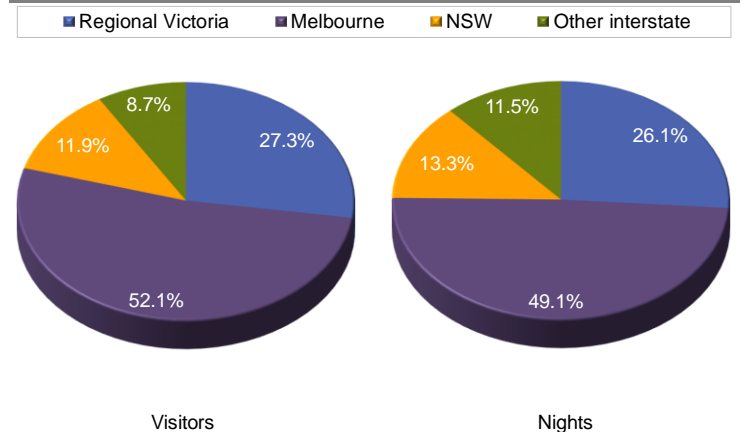
Accommodation

'Friends or relatives property' (28.5%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (13.9%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (12.5%) and 'standard hotel or motor inn, below 4 star' (12.4%).

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

(1) Source: National Visitor Survey, YE Dec 16, Tourism Research Australia (TRA)

Origin



The region received 79.4% of visitors and 75.2% of nights from **intrastate**. Compared to YE Dec 15, intrastate visitors were up by 3.4% and nights were up by 6.6%.

Interstate contributed 20.6% of visitors and 24.8% of nights in the region. Compared to YE Dec 15, interstate visitors were up by 13.7% and nights were up by 38.0%.

Purpose of visit to High Country

'Holiday' (64.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.0%) and 'business' (6.0%).

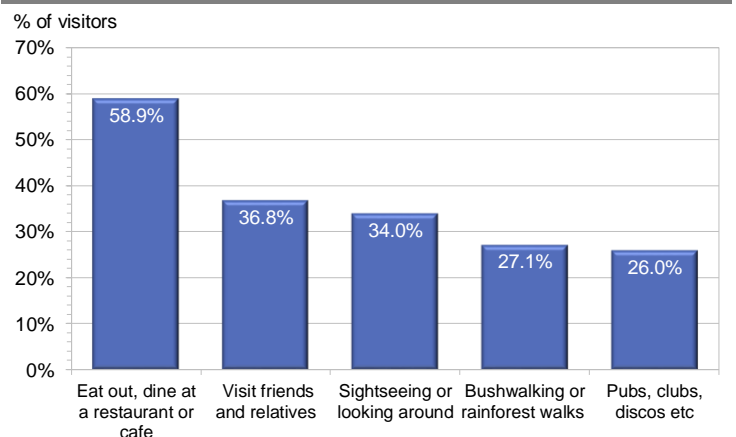
Length of stay

Visitors stayed on average 3 nights in the region – up by 0.2 nights on the YE Dec 15.

Age

'45 to 54 years' (19.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.1%).

Activities



'Eat out, dine at a restaurant or cafe' (58.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$660 million in the region - up by 20.3% on YE Dec 15. On average, visitors spent \$150 per night in the region - up by 6.5% on YE Dec 15.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 16.

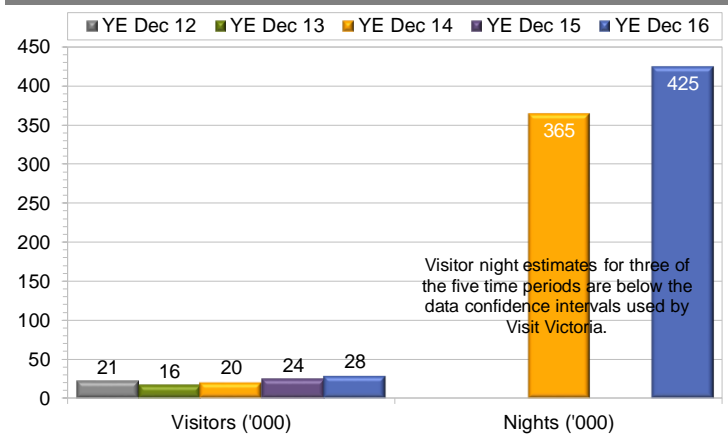
Travel to High Country#

For the period January 2016 to December 2016



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 28,400 international overnight visitors - up by 18.0% on YE Dec 15. Visitors stayed for 424,500 nights in the region.

Market share

The region received 5.7% of visitors and 5.9% of nights in regional Victoria. Compared to YE Dec 15, the share of visitors was up by 0.4% pts.

Purpose of visit to High Country

'Holiday' (65.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.3%) and 'employment' (4.1%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	12.3%	13	Thailand	2.9%
2	New Zealand	11.6%	14	Japan	2.9%
3	USA	9.4%	15	India	2.2%
4	Mainland China	7.5%	16	Singapore	1.7%
5	Germany	5.5%	17	Switzerland	1.5%
6	Canada	5.2%	18	South Korea	1.0%
7	Netherlands	4.4%	19	Taiwan	0.9%
8	Scandinavia	3.6%	20	Italy	0.4%
9	Indonesia	3.3%			
10	France	3.1%		Other Asia	4.2%
11	Hong Kong	3.1%		Other Europe	6.0%
12	Malaysia	3.0%		Other Countries	4.2%

The United Kingdom (12.3%) was the region's largest source market of visitors, followed by New Zealand (11.6%) and the USA (9.4%).

Accommodation

'Rented house, apartment, flat or unit' (40.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (30.7%).

Age

'55 to 64 years' (28.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.5%).

Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 16.

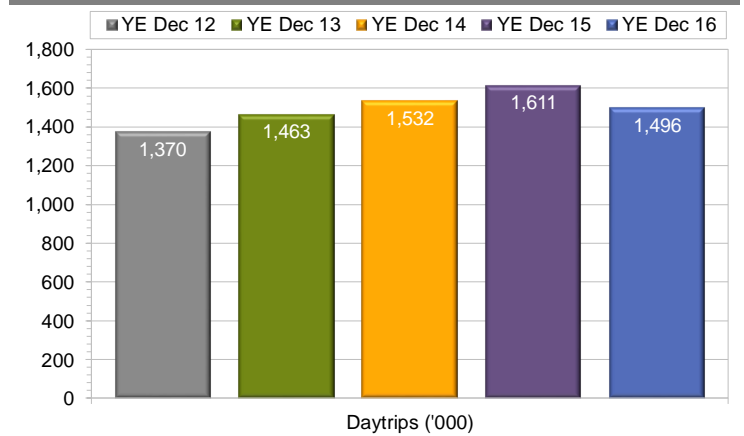
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Dec 16.

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

(3) Source: International Visitor Survey, YE Dec 16, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received almost 1.5 million domestic daytrip visitors - down by 7.2% on YE Dec 15.

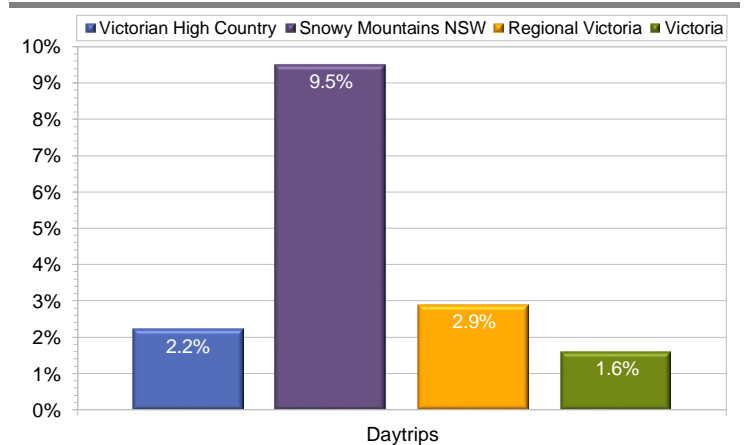
Market share

The region received 4.7% of daytrips to regional Victoria. Compared to YE Dec 15, the share was down by 0.7% pts.

Main purpose of trip

'Holiday' (58.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (21.7%) and 'business' (9.6%).

Average annual growth – YE Dec 12 to YE Dec 16



Over the period YE Dec 12 to YE Dec 16, the High Country had an average annual growth of 2.2% in domestic daytrips.

High Country had a higher growth than Victoria, but lower than Snowy Mountains NSW and regional Victoria.

Ski vs non-ski visitors

Ski visitors to the region had a higher decline than non-ski visitors on YE Dec 15 (-25.5% vs -3.9%). **Ski** visitors had a decline while non-ski visitors grew on YE Dec 12 (-23.0% vs +16.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$135 million in the region - up by 3.3% on YE Dec 15. On average, visitors spent \$90 per trip to the region - up by 11.3% on YE Dec 15.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 16.

(5) Source: National Visitor Survey, YE Dec 16, TRA