

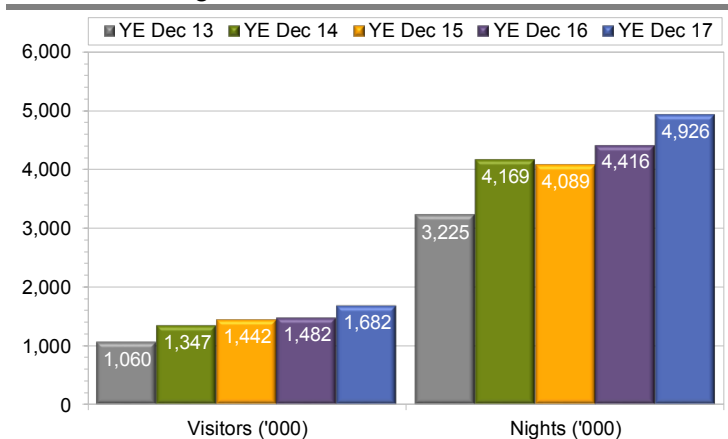
Travel to High Country#

For the period January 2017 to December 2017



Domestic Overnight Travel⁽¹⁾

Visitors and nights

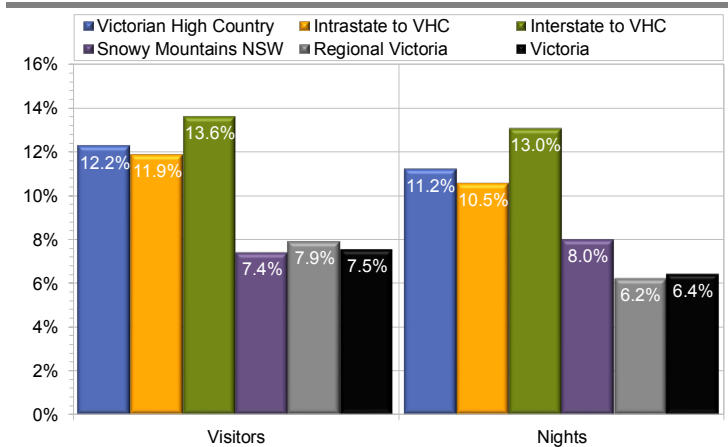


High Country received nearly 1.7 million domestic overnight visitors - up by 13.5% on YE Dec 16. Visitors spent over 4.9 million nights in the region - up by 11.5% on YE Dec 16.

Market share

The region received 10.5% of visitors and 10.9% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was down by 0.1% pt and the share of nights was down by 0.2% pts.

Average annual growth – YE Dec 13 to YE Dec 17



Over the period YE Dec 13 to YE Dec 17, High Country had an average annual growth of 12.2% 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 11.2% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

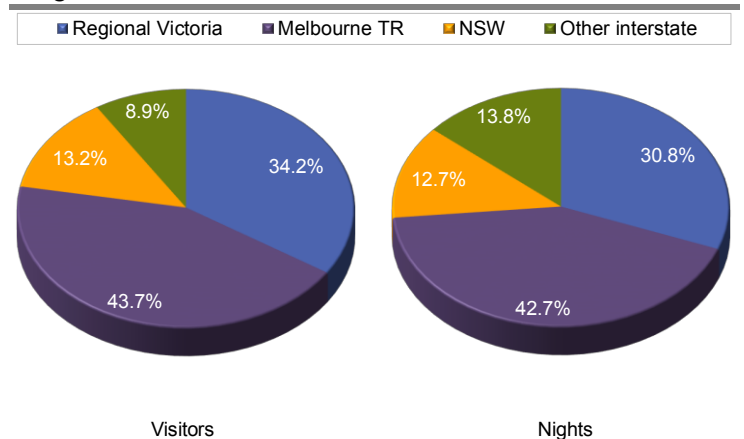
Accommodation

'Friends or relatives property' (27.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (16.1%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (12.6%) and 'caravan or camping non-commercial' (11.9%).

All transport

'Private vehicle or company car' (91.7%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (3.1%) and 'aircraft' (1.5%).

Origin



The region received 77.8% of visitors and 73.5% of nights from **intrastate**. Compared to YE Dec 16, intrastate visitors were up by 11.7% and nights were up by 9.4%.

Interstate contributed 22.2% of visitors and 26.5% of nights in the region. Compared to YE Dec 16, interstate visitors were up by 20.3% and nights were up by 17.9%.

Purpose of visit to High Country

'Holiday' (65.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.3%) and 'business' (6.6%).

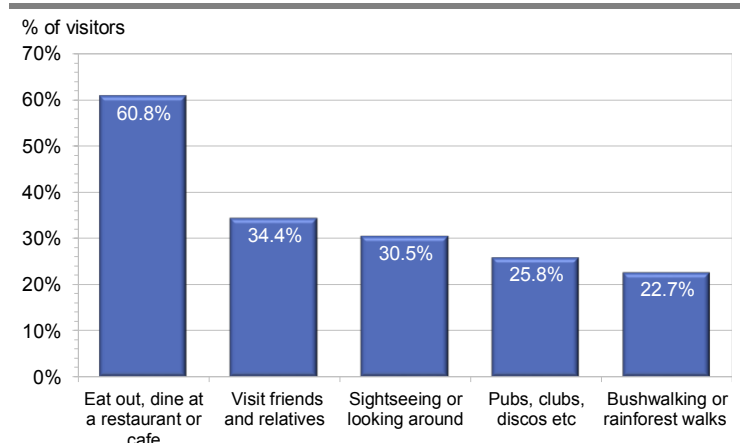
Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on the YE Dec 16.

Age

'45 to 54 years' (19.8%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.7%).

Activities



'Eat out, dine at a restaurant or cafe' (60.8%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$811 million in the region - up by 23.2% on YE Dec 16. On average, visitors spent \$165 per night in the region - up by 10.4% on YE Dec 16.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 17.

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

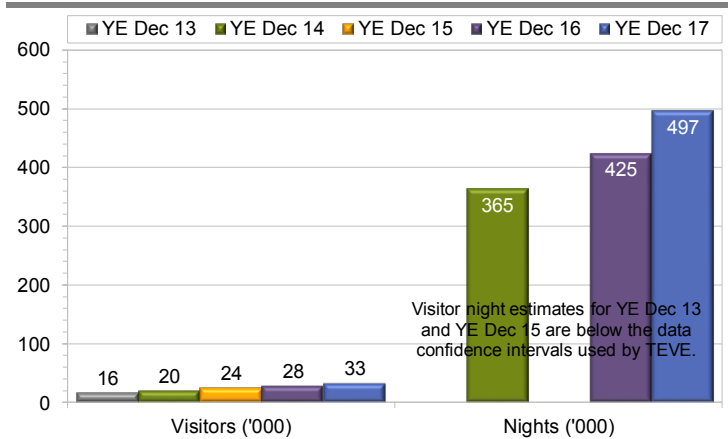
Travel to High Country#

For the period January 2017 to December 2017



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 32,600 international overnight visitors - up by 14.9% on YE Dec 16. Visitors stayed for 496,700 nights in the region - up by 17.0% on YE Dec 16.

Market share

The region received 6.1% of visitors and 6.2% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was up by 0.4% pts and the share of nights was up by 0.3% pts.

Purpose of visit to High Country

'Holiday' (72.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.1%) and 'employment' (6.2%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	15.9%	13	Mainland China	2.3%
2	USA	11.4%	14	South Korea	1.6%
3	New Zealand	9.4%	15	Taiwan	1.6%
4	Germany	8.1%	16	Scandinavia	1.5%
5	Malaysia	5.7%	17	France	1.2%
6	Singapore	5.4%	18	India	0.6%
7	Hong Kong	4.1%	19	Japan	0.0%
8	Netherlands	4.0%	19	Thailand	0.0%
9	Canada	3.5%			
10	Italy	3.3%		Other Asia	0.7%
11	Indonesia	3.2%		Other Europe	8.9%
12	Switzerland	2.3%		Other Countries	5.2%

The UK (15.9%) was the region's largest source market of visitors, followed by the USA (11.4%) and New Zealand (9.4%).

Accommodation

'Rented house, apartment, flat or unit' (43.0%) was the most popular accommodation type used for international nights in the region, followed by 'homestay' (22.5%).

Age

'55 to 64 years' (23.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.7%) and '25 to 34 years' (16.9%).

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

International overnight visitors spent \$22 million in the region - down by 21.6% on YE Dec 16. On average, visitors spent \$44 per night in the region - down by 33.0% on YE Dec 16.

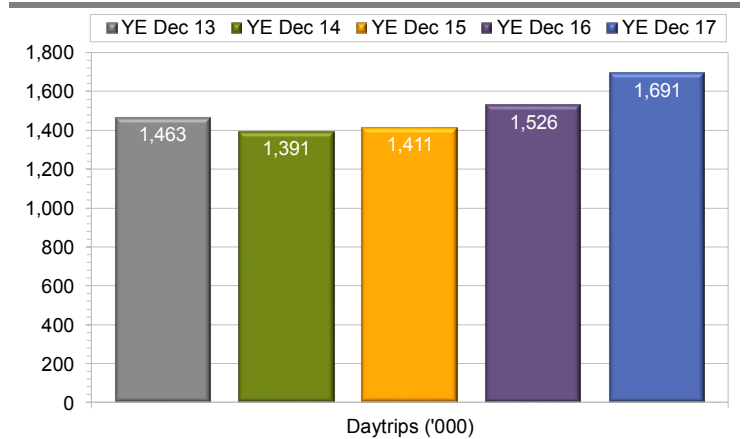
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 1.7 million domestic daytrip visitors - up by 10.8% on YE Dec 16.

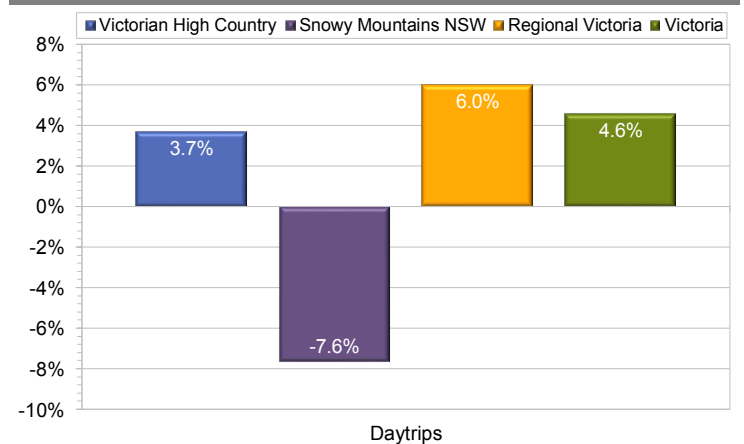
Market share

The region received 5.1% of daytrips to regional Victoria. Compared to YE Dec 16, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (63.0%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (19.1%) and 'personal appointment' (6.6%).

Average annual growth – YE Dec 13 to YE Dec 17



Over the period YE Dec 13 to YE Dec 17, the High Country had an average annual growth of 3.7% in domestic daytrips.

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

Age

'25 to 34 years' (22.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.5%) and '55 to 64 years' (17.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$182 million in the region - up by 31.4% on YE Dec 16. On average, visitors spent \$107 per trip to the region - up by 18.5% on YE Dec 16.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA