

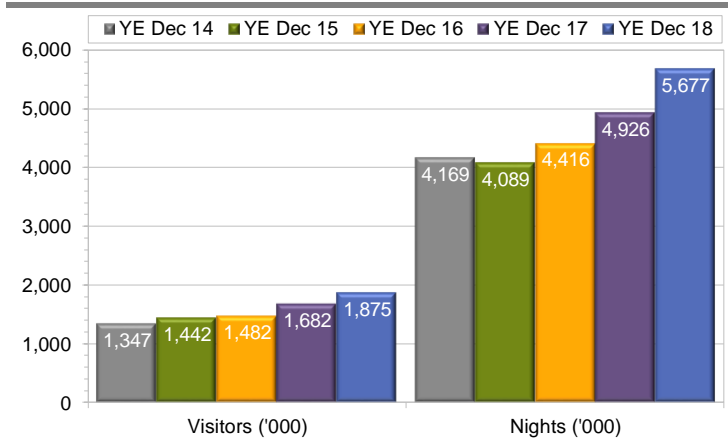
Travel to High Country#

For the period January 2018 to December 2018



Domestic Overnight Travel⁽¹⁾

Visitors and nights

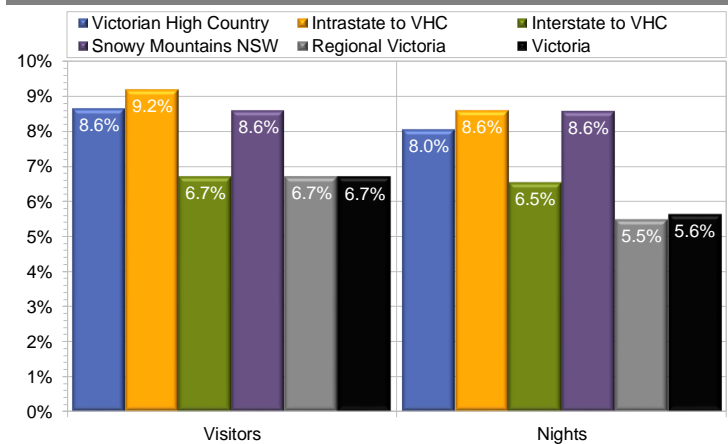


High Country received nearly 1.9 million domestic overnight visitors - up by 11.5% on YE Dec 17. Visitors spent nearly 5.7 million nights in the region - up by 15.2% on YE Dec 17.

Market share

The region received 11.4% of visitors and 12.3% of nights in regional Victoria. Compared to YE Dec 17, the share of visitors was up by 0.9 pts and the share of nights was up by 1.4% pts.

Average annual growth – YE Dec 14 to YE Dec 18



Over the period YE Dec 14 to YE Dec 18, High Country had an average annual growth of 8.6% in domestic **visitors**. High Country had a higher growth than regional Victoria and Victoria, but the same growth as Snowy Mountains NSW.

High Country had an average annual growth of 8.0% in domestic visitor **nights** over the period. High Country had a higher growth than regional Victoria and Victoria, but lower growth than Snowy Mountains NSW.

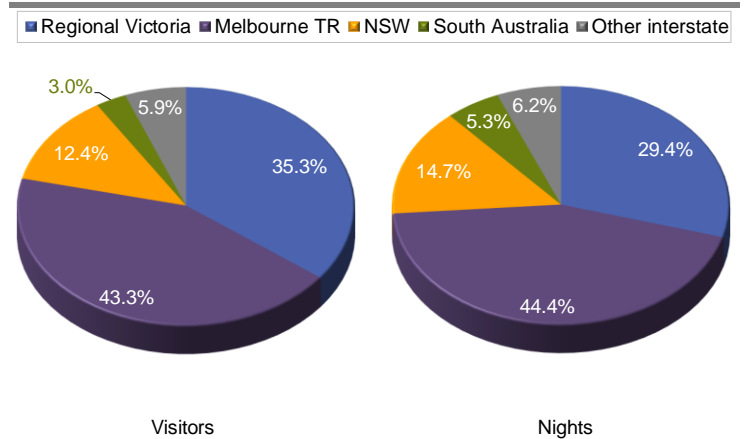
Accommodation

'Friends or relatives property' (23.4%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (13.4%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (11.8%).

All transport

'Private vehicle or company car' (94.0%) was the most popular transport used by visitors to the region, followed by 'aircraft' (1.8%) and 'bus or coach' (1.4%).

Origin



The region received 78.7% of visitors and 73.8% of nights from **intrastate**. Compared to YE Dec 17, intrastate visitors were up by 12.7% and nights were up by 15.7%.

Interstate contributed 21.3% of visitors and 26.2% of nights in the region. Compared to YE Dec 17, interstate visitors were up by 7.4% and nights were up by 14.0%.

Purpose of visit to High Country

'Holiday' (62.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (26.5%) and 'business' (7.9%).

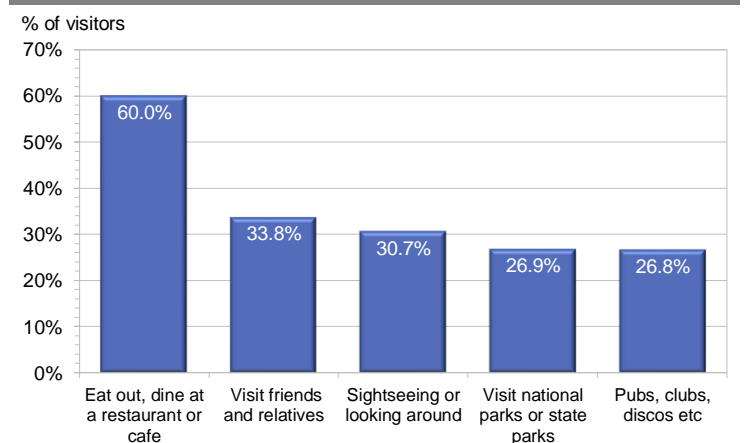
Length of stay

Visitors stayed on average 3 nights in the region – up by 0.1 night on the YE Dec 17.

Age

'25 to 34 years' (18.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.6%).

Activities



'Eat out, dine at a restaurant or cafe' (60.0%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$952 million in the region - up by 17.3% on YE Dec 17. On average, visitors spent \$168 per night in the region - up by 1.8% on YE Dec 17.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 18.

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

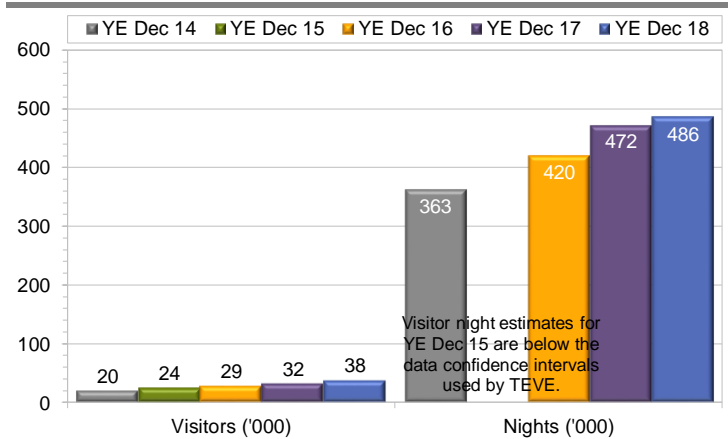
Travel to High Country#

For the period January 2018 to December 2018



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 37,600 international overnight visitors - up by 16.3% on YE Dec 17. Visitors stayed for 485,600 nights in the region - up by 2.9% on YE Dec 17.

Market share

The region received 6.7% of visitors and 6.0% of nights in regional Victoria. Compared to YE Dec 17, the share of visitors was up by 0.6% pts and the share of nights was up by 0.1% pt.

Purpose of visit to High Country

'Holiday' (62.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.9%) and 'employment' (3.2%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	15.4%	13	Switzerland	1.1%
2	United Kingdom	12.1%	14	Singapore	1.1%
3	Canada	10.1%	15	Japan	1.0%
4	USA	9.6%	16	Scandinavia	1.0%
5	Hong Kong	7.9%	17	Thailand	0.9%
6	Mainland China	7.4%	18	Netherlands	0.8%
7	Germany	4.5%	19	South Korea	0.4%
8	Italy	2.9%	20	India	0.2%
9	Malaysia	2.9%			
10	Taiwan	2.9%		Other Asia	2.9%
11	France	2.5%		Other Europe	4.6%
12	Indonesia	1.5%		Other Countries	6.3%

New Zealand (15.4%) was the region's largest source market of visitors, followed by the United Kingdom (12.1%) and Canada (10.1%).

Accommodation

'Rented house, apartment, flat or unit' (28.9%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (24.3%).

Age

'45 to 54 years' (21.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.6%).

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

International overnight visitors spent \$26 million in the region - up by 24.0% on YE Dec 17. On average, visitors spent \$54 per night in the region - up by 20.5% on YE Dec 17.

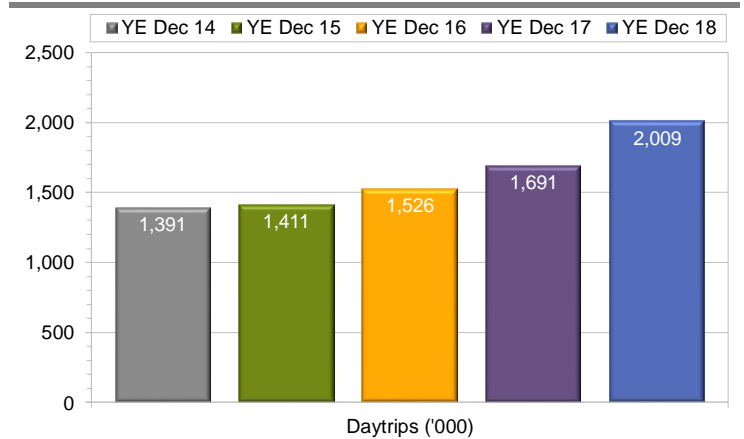
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 2.0 million domestic daytrip visitors - up by 18.8% on YE Dec 17.

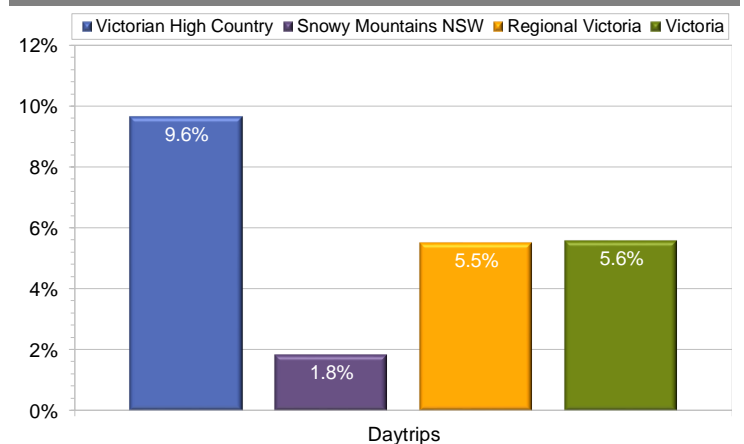
Market share

The region received 5.7% of daytrips to regional Victoria. Compared to YE Dec 17, the share was up by 0.6% pts.

Main purpose of trip

'Holiday' (58.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.0%) and 'business' (8.5%).

Average annual growth – YE Dec 14 to YE Dec 18



Over the period YE Dec 14 to YE Dec 18, the High Country had an average annual growth of 9.6% in domestic daytrips.

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

Age

'65 years and over' (21.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.8%) and '45 to 54 years' (17.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$229 million in the region - up by 25.9% on YE Dec 17. On average, visitors spent \$114 per trip to the region - up by 5.9% on YE Dec 17.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 18.

(5) Source: National Visitor Survey, YE Dec 18, TRA

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