

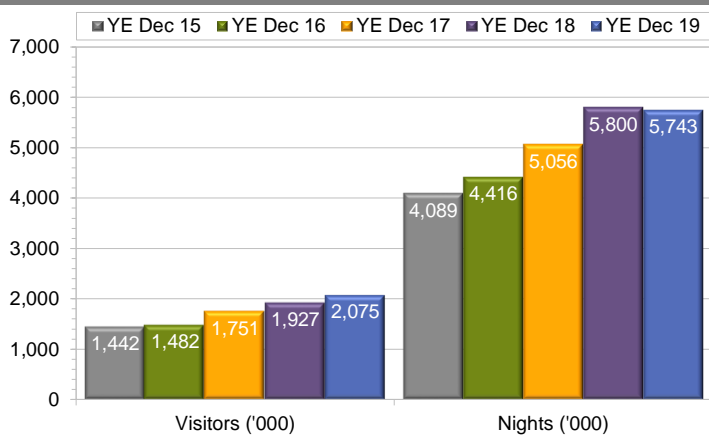
# Travel to High Country#

For the period January 2019 to December 2019



## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

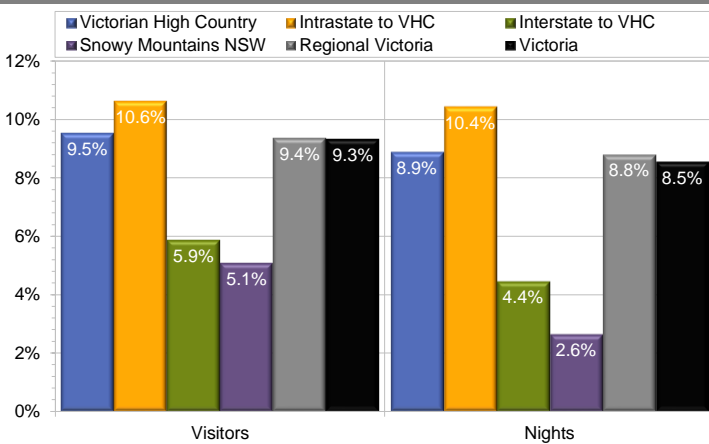


High Country received nearly 2.1 million domestic overnight visitors - up by 7.7% on YE Dec 18. Visitors spent over 5.7 million nights in the region - down by 1.0% on YE Dec 18.

### Market share

The region received 10.9% of both visitors and nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 0.5% pts and the share of nights was down by 1.4% pts.

### Average annual growth – YE Dec 15 to YE Dec 19



Over the period YE Dec 15 to YE Dec 19, High Country had an average annual growth of 9.5% 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 8.9% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

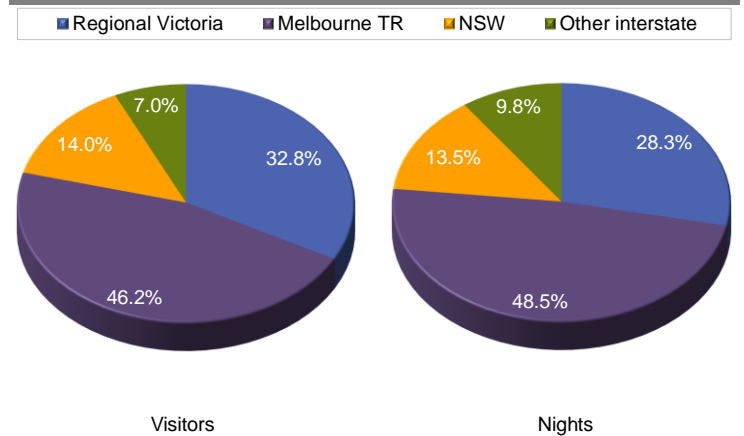
### Accommodation

'Friends or relatives property' (24.6%) was the most popular accommodation type used for **nights** in the region. 'Rented house, apartment, flat or unit' (12.5%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (12.3%) 'caravan or camping – non commercial' (12.1%).

### All transport

'Private vehicle or company car' (93.7%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.7%) and 'railway' (1.6%).

### Origin



The region received 79.1% of visitors and 76.7% of nights from **intrastate**. Compared to YE Dec 18, intrastate visitors were up by 7.3% and nights were up by 2.0%.

**Interstate** contributed 20.9% of visitors and 23.3% of nights in the region. Compared to YE Dec 18, interstate visitors were up by 8.9% and nights were down by 9.7%.

### Purpose of visit to High Country

'Holiday' (66.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (23.6%) and 'business' (7.1%).

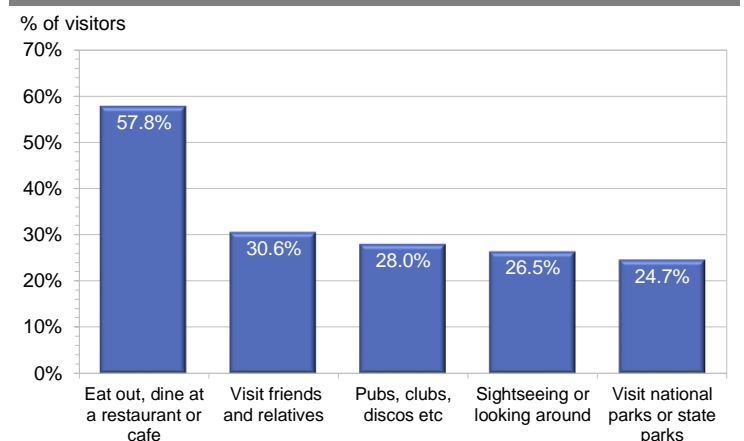
### Length of stay

Visitors stayed on average 2.8 nights in the region – down by 0.2 nights on the YE Dec 18.

### Age

'45 to 54 years' (19.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (57.8%) was the most popular activity undertaken by visitors to the region.

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent over \$1.0 billion in the region - up by 6.1% on YE Dec 18. On average, visitors spent \$179 per night in the region - up by 7.2% on YE Dec 18.

<sup>(2)</sup> Source: TRA's expenditure allocation method applied to NVS data for YE Dec 19.

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

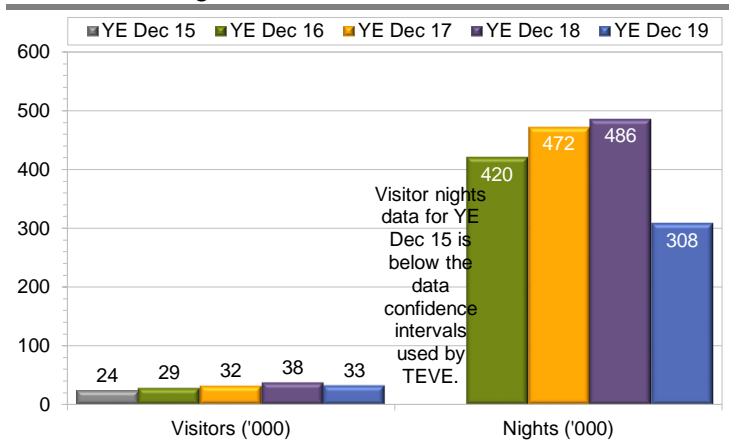
# Travel to High Country#

For the period January 2019 to December 2019

	YE Dec 19	YE on YE growth	Share of region			Share of regional Victoria	Rank in regional Victoria
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	4.2	3.9%	0.8%	49.6%	49.6%	6.7%	8
Total nights (million)	6.1	-3.7%	5.1%	94.9%	0.0%	9.7%	5
Total spend (billion)	\$1.3	2.9%	1.7%	81.1%	17.2%	10.5%	5

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



High Country received 32,600 international overnight visitors - down by 13.3% on YE Dec 18. Visitors stayed for 308,200 nights in the region - down by 36.5% on YE Dec 18.

### Market share

The region received 5.5% of visitors and 3.1% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 1.2 pts and the share of nights was down by 2.9% pts.

### Purpose of visit to High Country

'Holiday' (74.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (18.0%) and 'business' (2.7%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	16.1%	13	Switzerland	2.1%
2	Mainland China	11.7%	14	Japan	1.4%
3	USA	9.6%	15	Taiwan	1.0%
4	France	5.6%	16	Thailand	1.0%
5	Germany	5.4%	17	Scandinavia	0.5%
6	New Zealand	5.4%	18	Italy	0.4%
7	Singapore	4.6%	19	Korea	0.1%
8	Malaysia	3.8%	20	Hong Kong	0.0%
9	Canada	3.7%			
10	Netherlands	2.8%		Other Asia	2.8%
11	Indonesia	2.7%		Other Europe	10.1%
12	India	2.7%		Other Countries	6.6%

The United Kingdom (16.1%) was the region's largest source market of visitors, followed by Mainland China (11.7%) and the USA (9.6%).

### Accommodation

'Friends or relatives property' (22.9%) was the most popular accommodation type used for **nights** in the region, followed by 'private accommodation' (21.1%).

### Age

'55 to 64 years' (21.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.2%).

### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

International overnight visitors spent \$22 million in the region - down by 17.0% on YE Dec 18. On average, visitors spent \$71 per night in the region - up by 30.7% on YE Dec 18.

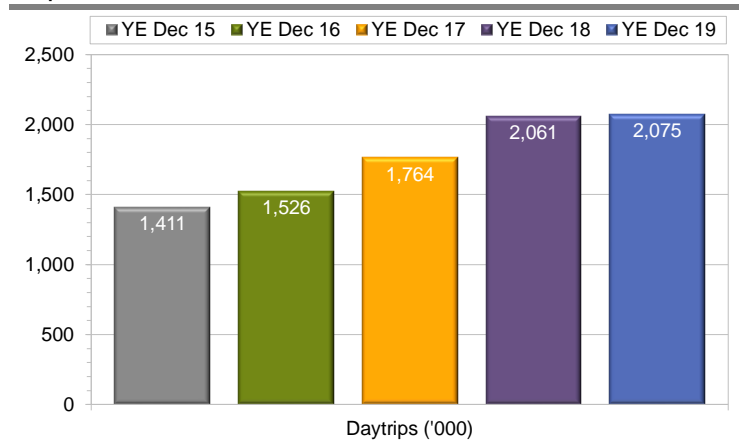
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

(3) Source: International Visitor Survey, YE Dec 19, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



High Country received nearly 2.1 million domestic daytrip visitors - up by 0.6% on YE Dec 18.

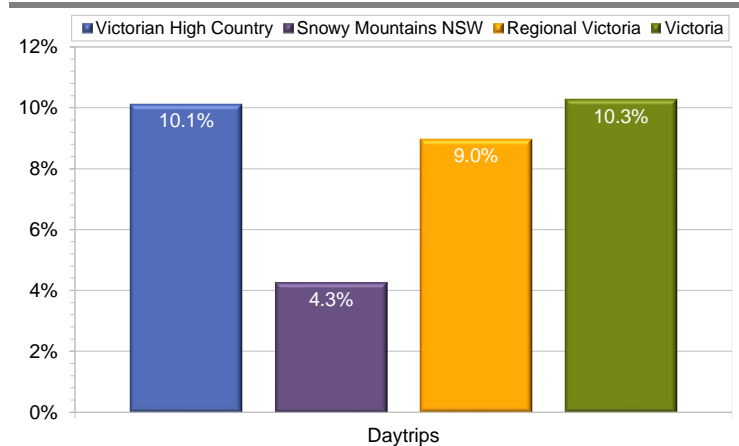
### Market share

The region received 4.9% of daytrips to regional Victoria. Compared to YE Dec 18, the share was down by 0.7% pts.

### Main purpose of trip

'Holiday' (57.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (17.7%) and 'business' (12.3%).

### Average annual growth – YE Dec 15 to YE Dec 19



Over the period YE Dec 15 to YE Dec 19, the High Country had an average annual growth of 10.1% in domestic daytrips.

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

### Age

'65 years and over' (21.9%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.6%) and '25 to 34 years' (16.9%).

### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$218 million in the region - down by 8.1% on YE Dec 18. On average, visitors spent \$105 per trip to the region - down by 8.7% on YE Dec 18.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 19.

(5) Source: National Visitor Survey, YE Dec 19, TRA

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