

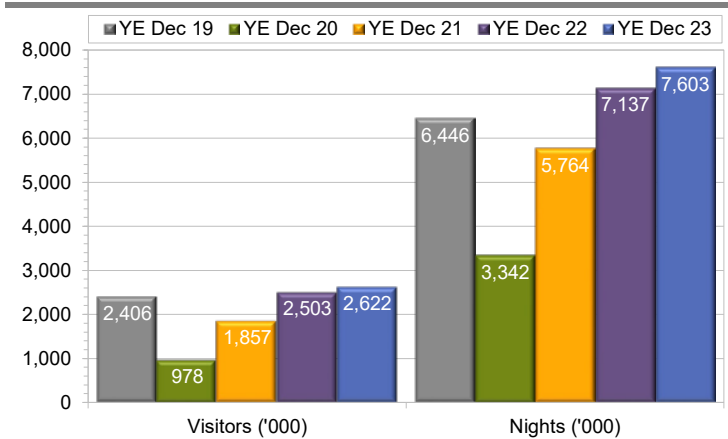
# Travel to High Country#

For the period January 2023 to December 2023



## Domestic overnight travel

### Visitors and nights



The High Country received over 2.6 million domestic overnight visitors - up by 4.7% on YE Dec 22. Visitors spent over 7.6 million nights in the region - up by 6.5% on YE Dec 22.

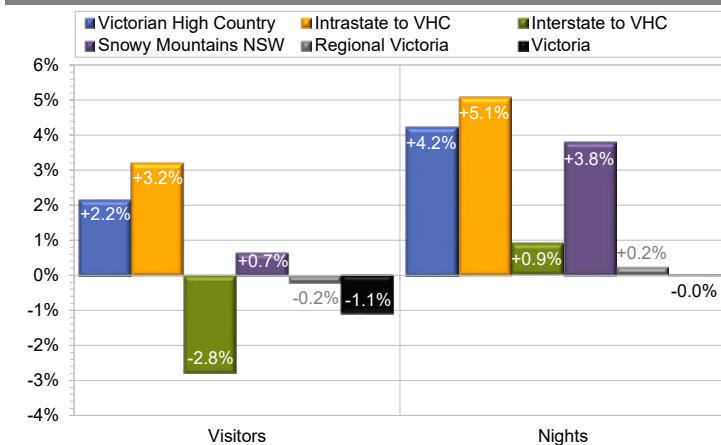
### Expenditure

Domestic overnight visitors spent nearly \$1.8 billion in the High Country - down by 4.8% on YE Dec 22. On average, visitors spent \$236 per night in the region - down by 10.6% on YE Dec 22.

### Market share

The High Country received 13.9% of visitors and 14.3% of visitor nights in regional Victoria. Compared to YE Dec 22, share of visitors was up by 0.2% pts and share of nights was up by 0.5% pts.

### Average annual growth – YE Dec 19 to YE Dec 23



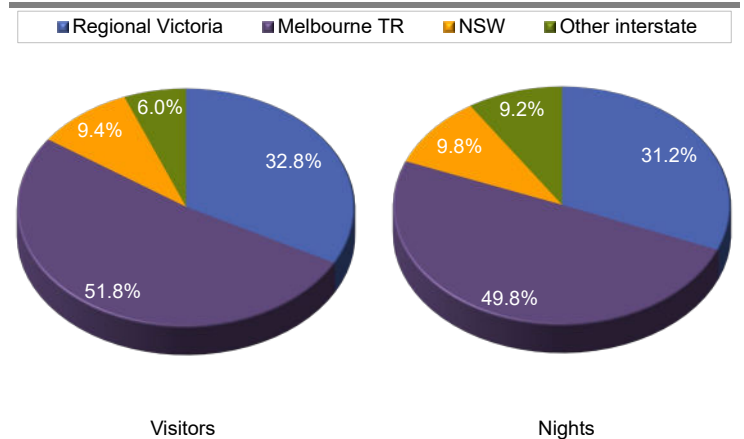
Over the period YE Dec 19 to YE Dec 23, the High Country had an average annual growth of +2.2% in **visitors**. The High Country had a higher growth than Snowy Mountains NSW. Regional Victoria and Victoria experienced a decline over the period.

The High Country had an average annual growth of +4.2% in **visitor nights** over the period. High Country had a higher growth than Snowy Mountains NSW and regional Victoria. Victoria had a marginal decline over the period.

### Accommodation

'Friends or relatives property' (26.1%) was the most popular accommodation type used for **visitor nights** in the High Country. 'Caravan park or commercial camping ground' (16.4%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan or camping – non commercial' (15.0%).

### Origin



The High Country received 84.6% of visitors and 81.0% of visitor nights from **intrastate**. Compared to YE Dec 22, intrastate visitors were up by 10.0% and nights were up by 11.2%.

**Interstate** contributed 15.4% of visitors and 19.0% of nights in the region. Compared to YE Dec 22, interstate visitors were down by 17.0% and nights were down by 9.7%.

### Purpose of visit

'Holiday' (63.8%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (25.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (7.9%).

### Length of stay

Overnight visitors stayed on average 2.9 nights in the High Country – unchanged on the YE Dec 22.

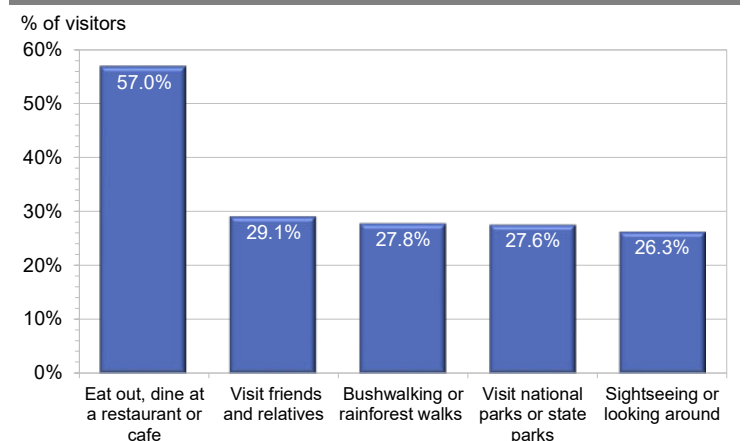
### Age

'35 to 44 years' (18.3%) was the biggest age group of visitors to the High Country. '25 to 34 years' (17.4%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (17.3%).

### Transport

'Private vehicle or company car' (94.2%) was the most popular transport used by visitors to the High Country. 'Railway' (1.8%) was the 2<sup>nd</sup> most popular transport, followed by 'aircraft' (1.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (57.0%) was the most popular activity undertaken by visitors to the High Country.

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

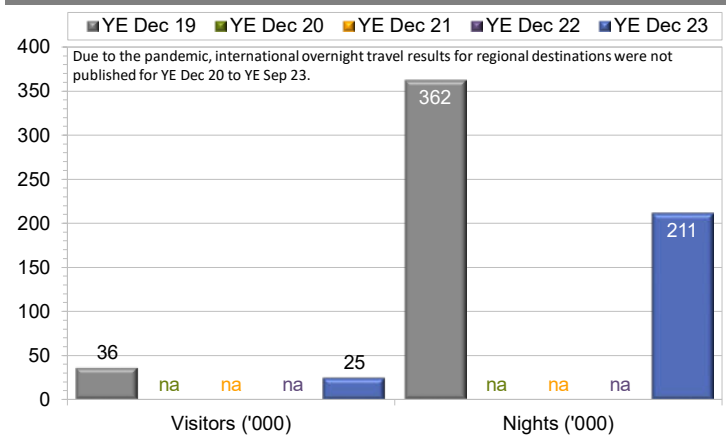
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For the period January 2023 to December 2023

	YE Dec 23	YE on YE growth	Share of region			Share of regional Victoria	Rank in regional Victoria
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	5.4	chg na	0.5%	48.8%	50.8%	9.5%	8
Total nights (million)	7.8	chg na	2.7%	97.3%	0.0%	13.0%	3
Total spend (million)	\$2,127	chg na	0.9%	84.3%	14.8%	12.9%	1

## International overnight travel

### Visitors and nights



The High Country received 24,700 international overnight visitors - change on YE Dec 22 not available. Visitors stayed for 211,000 nights in the region - change on YE Dec 22 not available.

### Expenditure

Expenditure by international overnight visitors in the High Country was below the data confidence intervals used by Tourism Research Australia.

### Market share

The High Country received 6.8% of visitors and 3.2% of visitor nights in regional Victoria. Change on YE Dec 22 not available.

### Purpose of visit

'Holiday' (50.7%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (42.5%) was the 2<sup>nd</sup> largest purpose, followed by 'employment' (4.9%).

### Accommodation

'Friends or relatives property' (36.4%) was the most popular accommodation type used for **visitor nights** in the High Country. 'Rented house, apartment, flat or unit' (30.5%) was the 2<sup>nd</sup> most popular accommodation type.

### Age

'45 to 54 years' (26.6%) was the biggest age group of visitors to the High Country. '55 to 64 years' (24.1%) was the 2<sup>nd</sup> biggest age group, followed by '65 years and over' (21.2%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	17.5%	13	Indonesia	1.1%
2	United Kingdom	13.1%	14	Hong Kong	1.0%
3	USA	11.9%	15	Korea	1.0%
4	Canada	9.8%	16	Malaysia	0.0%
5	Singapore	9.5%	16	Taiwan	0.0%
6	Netherlands	6.3%	16	Mainland China	0.0%
7	Switzerland	5.6%	16	India	0.0%
8	Germany	4.9%	16	Scandinavia	0.0%
9	Thailand	2.6%			
10	France	1.9%		Other Asia	1.5%
11	Italy	1.7%		Other Europe	3.9%
12	Japan	1.4%		Other Countries	5.3%

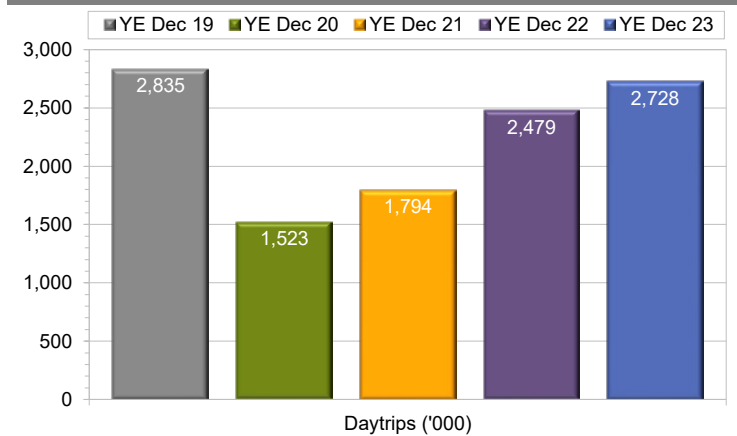
New Zealand (17.5%) was the High Country's largest source market of visitors. United Kingdom (13.1%) was the 2<sup>nd</sup> largest source market, followed by USA (11.9%).

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

Sources: International Visitor Survey, National Visitor Survey & Regional Expenditure Model, YE Dec 23, Tourism Research Australia

## Domestic daytrip travel

### Trips



The High Country received over 2.7 million domestic daytrip visitors - up by 10.0% on YE Dec 22.

### Expenditure

Domestic daytrip visitors spent \$315 million in the High Country - down by 17.2% on YE Dec 22. On average, visitors spent \$116 per trip to the region - down by 24.7% on YE Dec 22.

### Market share

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

### Main purpose of trip

'Holiday' (56.1%) was the largest purpose for visitors to the High Country the region. 'Visiting friends and relatives' (21.3%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (10.9%).

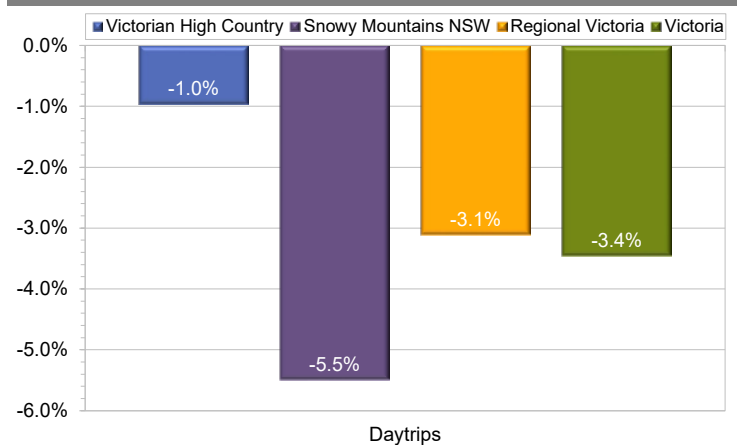
### Age

'65 years and over' (22.1%) was the biggest age group of visitors to the High Country. '55 to 64 years' (19.5%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (18.5%).

### Gender

More visitors to the High Country were male (62.5%) than female (37.5%).

### Average annual growth – YE Dec 19 to YE Dec 23



Over the period YE Dec 19 to YE Dec 23, the High Country had an average annual decline of -1.0% in daytrips. The High Country had a lower decline than Snowy Mountains NSW, regional Victoria and Victoria.