

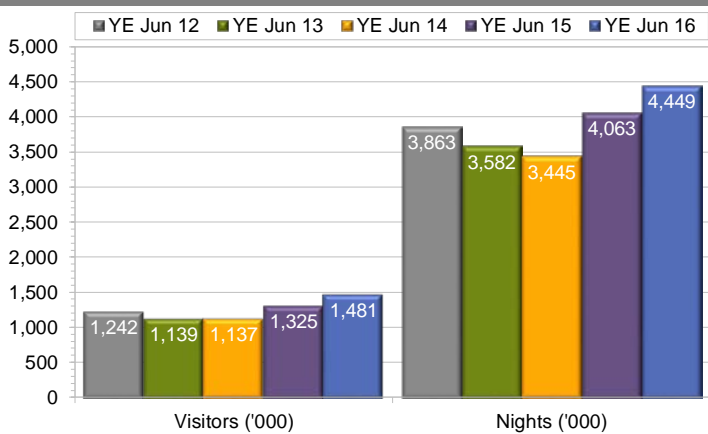
Travel to High Country#

For the period July 2015 to June 2016



Domestic Overnight Travel⁽¹⁾

Visitors and nights

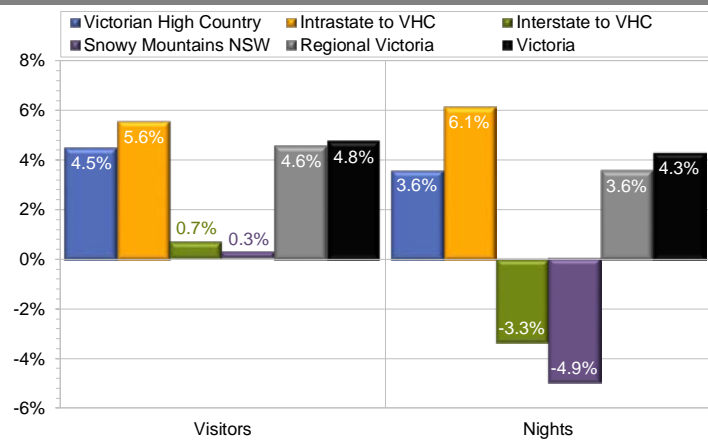


High Country received nearly 1.5 million domestic overnight visitors - up by 11.7% on YE Jun 15. Visitors spent over 4.4 million nights in the region - up by 9.5% on YE Jun 15.

Market share

The region received 10.7% of visitors and 11.0% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors and the share of nights were up by 0.6% pts each.

Average annual growth – YE Jun 12 to YE Jun 16



Over the period YE Jun 12 to YE Jun 16, High Country had an average annual growth of 4.5% in domestic **visitors**. High Country had a higher growth than Snowy Mountains NSW, but lower than regional Victoria and Victoria.

High Country had an average annual growth of 3.6% in domestic visitor **nights** over the period. High Country had a similar growth to Regional Victoria but lower than Victoria, while Snowy Mountains NSW experienced a decline.

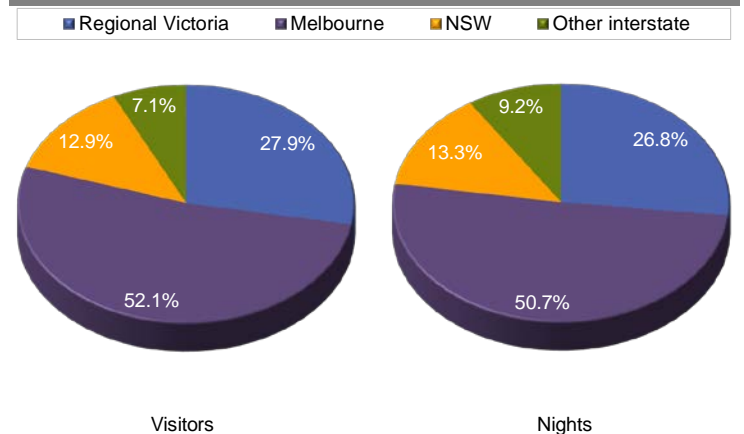
Ski vs non-ski visitors

Ski visitors to the region had a decline while non-ski visitors grew on YE Jun 15 (-5.8% vs +17.1%). **Ski** visitors also had a decline while non-ski visitors grew on YE Jun 12 (-2.3% vs +26.0%).

Accommodation

'Friends or relatives property' (26.5%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (15.1%) and 'rented house, apartment, flat or unit' (14.5%).

Origin



The region received 80.0% of visitors and 77.5% of nights from **intrastate**. Compared to YE Jun 15, intrastate visitors were up by 14.6% and nights were up by 20.5%.

Interstate contributed 20.0% of visitors and 22.5% of nights in the region. Compared to YE Jun 15, interstate visitors were up by 1.5% and nights were down by 16.6%.

Purpose of visit to High Country

'Holiday' (61.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.0%) and 'business' (8.4%).

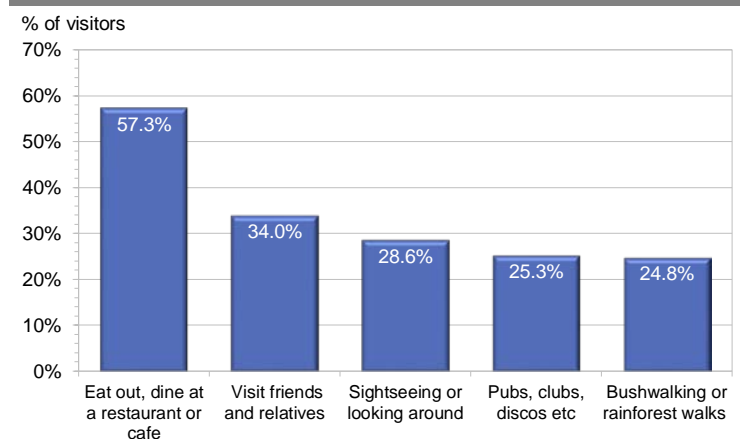
Length of stay

Visitors stayed on average 3 nights in the region – down by 0.1 night on the YE Jun 15.

Age

'45 to 54 years' (19.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.5%).

Activities



'Eat out, dine at a restaurant or cafe' (57.3%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$611 million in the region - up by 8.4% on YE Jun 15. On average, visitors spent \$137 per night in the region - down by 1.0% on YE Jun 15.

⁽²⁾ Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16, TRA

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

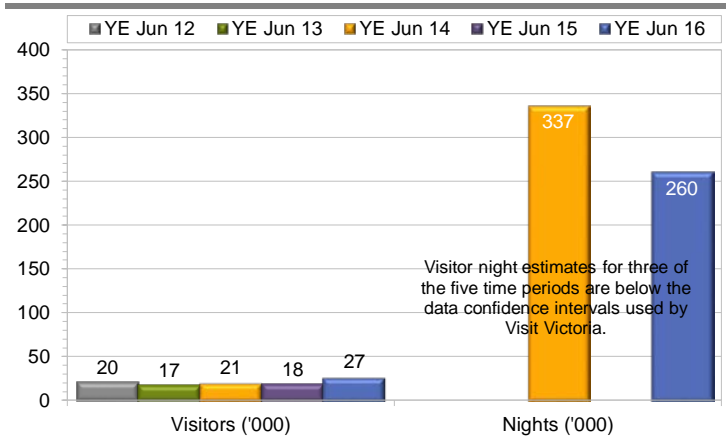
Travel to High Country#

For the period July 2015 to June 2016



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 27,200 international overnight visitors - up by 48.0% on YE Jun 15. Visitors stayed for 260,500 nights in the region.

Market share

The region received 5.6% of visitors and 3.8% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors was up by 1.1% pts.

Purpose of visit to High Country

'Holiday' (64.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.2%) and 'business' (3.5%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	24.8%	13	Hong Kong	2.0%
2	New Zealand	10.1%	14	India	1.7%
3	USA	9.7%	15	Indonesia	1.1%
4	Germany	6.2%	16	Netherlands	0.9%
5	France	5.6%	17	Italy	0.8%
6	Singapore	4.9%	18	Thailand	0.5%
7	Malaysia	4.5%	19	Taiwan	0.4%
8	Scandinavia	3.0%	20	South Korea	0.4%
9	Canada	3.0%			
10	Switzerland	3.0%		Other Asia	3.0%
11	Mainland China	2.8%		Other Europe	5.4%
12	Japan	2.0%		Other Countries	4.1%

The UK (24.8%) was the region's largest source market of visitors, followed by New Zealand (10.1%) and the USA (9.7%).

Accommodation

'Friends or relatives property' (47.4%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (18.4%).

Age

'25 to 34 years' (20.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.3%).

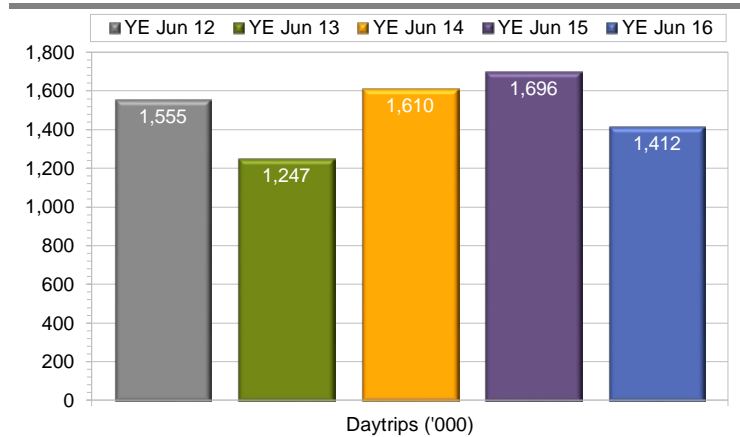
Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

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

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 16, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 1.4 million domestic daytrip visitors - down by 16.7% on YE Jun 15.

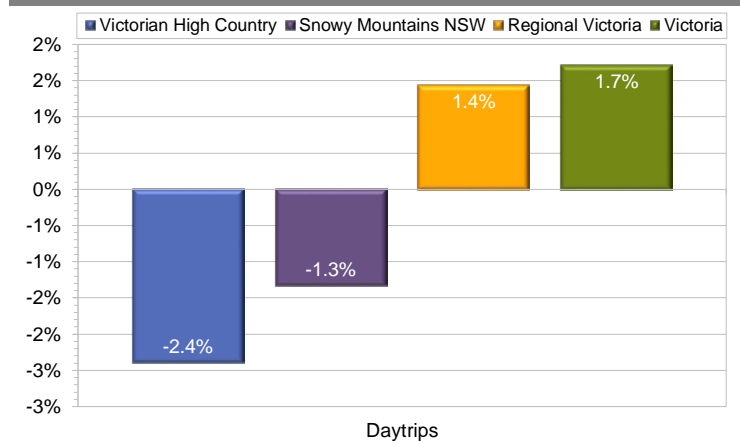
Market share

The region received 4.7% of daytrips to regional Victoria. Compared to YE Jun 15, the share was down by 1.2% pts.

Main purpose of trip

'Holiday' (54.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.7%) and 'business' (13.9%).

Average annual growth – YE Jun 12 to YE Jun 16



Over the period YE Jun 12 to YE Jun 16, the High Country had an average annual decline of 2.4% in domestic daytrips. High Country had a higher decline than Snowy Mountains NSW, while regional Victoria and Victoria experienced growth.

Ski vs non-ski visitors

Ski visitors to the region had a higher decline than non-ski visitors on YE Jun 15 (-40.4% vs -11.4%). **Ski** visitors grew while non-ski visitors had a decline on YE Jun 12 (+9.3% vs -11.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$124 million in the region - down by 15.8% on YE Jun 15. On average, visitors spent \$88 per trip to the region - up by 1.1% on YE Jun 15.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 16, TRA

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

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

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