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%).

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.

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

(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

<table>
<thead>
<tr>
<th>YE Jun 12</th>
<th>YE Jun 13</th>
<th>YE Jun 14</th>
<th>YE Jun 15</th>
<th>YE Jun 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors ('000)</td>
<td>20</td>
<td>17</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td>Nights ('000)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Share</th>
<th>Rank</th>
<th>Market</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>24.8%</td>
<td>13</td>
<td>Hong Kong</td>
<td>2.0%</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>16.1%</td>
<td>14</td>
<td>Italy</td>
<td>2.0%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>9.7%</td>
<td>15</td>
<td>Indonesia</td>
<td>1.1%</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>6.2%</td>
<td>16</td>
<td>Netherlands</td>
<td>0.9%</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>5.6%</td>
<td>17</td>
<td>Italy</td>
<td>0.8%</td>
</tr>
<tr>
<td>6</td>
<td>Singapore</td>
<td>4.9%</td>
<td>18</td>
<td>Thailand</td>
<td>0.5%</td>
</tr>
<tr>
<td>7</td>
<td>Malaysia</td>
<td>4.5%</td>
<td>19</td>
<td>Taiwan</td>
<td>0.4%</td>
</tr>
<tr>
<td>8</td>
<td>Singapore</td>
<td>3.1%</td>
<td>20</td>
<td>South Korea</td>
<td>0.1%</td>
</tr>
<tr>
<td>9</td>
<td>Canada</td>
<td>3.0%</td>
<td>10</td>
<td>Other Asia</td>
<td>3.0%</td>
</tr>
<tr>
<td>10</td>
<td>Switzerland</td>
<td>3.0%</td>
<td>11</td>
<td>Other Europe</td>
<td>5.4%</td>
</tr>
<tr>
<td>11</td>
<td>Mainland China</td>
<td>2.8%</td>
<td>12</td>
<td>Other Countries</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

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.

Domestic Daytrip Travel(5)

Trips

<table>
<thead>
<tr>
<th>YE Jun 12</th>
<th>YE Jun 13</th>
<th>YE Jun 14</th>
<th>YE Jun 15</th>
<th>YE Jun 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors ('000)</td>
<td>1,555</td>
<td>1,247</td>
<td>1,610</td>
<td>1,696</td>
</tr>
</tbody>
</table>

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.

(3) Source: International Visitor Survey, YE Jun 16, TRA
(4) Source: Modelled international overnight visitor expenditure in Australia’s regions, YE Jun 16, TRA
(5) Source: National Visitor Survey, YE Jun 16, TRA
(6) Source: Modelled domestic day visitor expenditure in Australia’s regions, YE Jun 16, TRA