

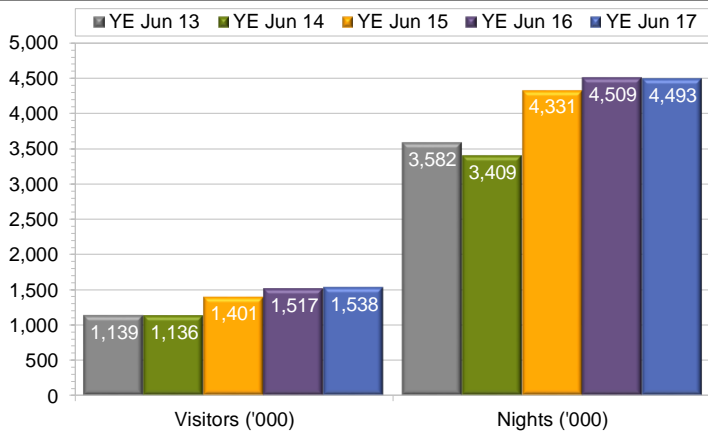
Travel to High Country#

For the period July 2016 to June 2017



Domestic Overnight Travel⁽¹⁾

Visitors and nights

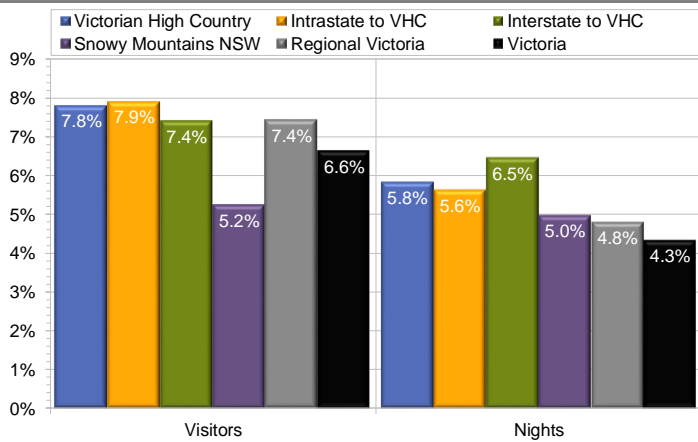


High Country received over 1.5 million domestic overnight visitors - up by 1.4% on YE Jun 16. Visitors spent nearly 4.5 million nights in the region - down by 0.4% on YE Jun 16.

Market share

The region received 10.2% of visitors and 10.5% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was down by 0.9% pts and the share of nights was down by 1.0% pt.

Average annual growth – YE Jun 13 to YE Jun 17



Over the period YE Jun 13 to YE Jun 17, High Country had an average annual growth of 7.8% 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 5.8% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

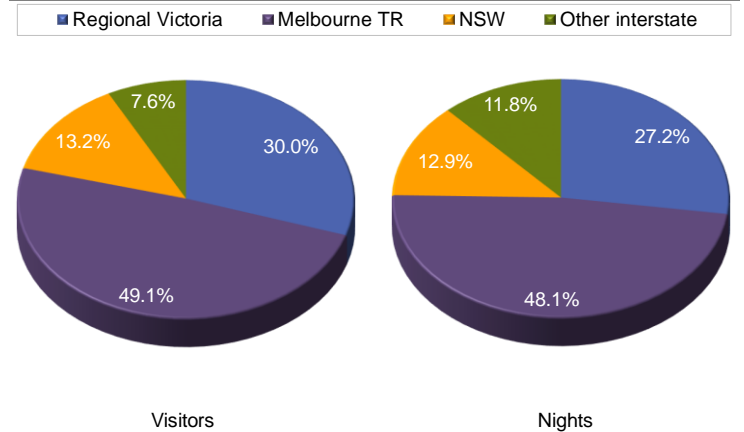
Accommodation

'Friends or relatives property' (29.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (13.5%) was the 2nd most popular, followed by 'caravan or camping non-commercial' (12.8%) and 'rented house, apartment, flat or unit' (12.4%).

All transport

'Private vehicle or company car' (92.3%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.1%) and 'aircraft' (1.9%).

Origin



The region received 79.1% of visitors and 75.3% of nights from **intrastate**. Compared to YE Jun 16, intrastate visitors were up by 4.5% and nights were up by 0.5%.

Interstate contributed 20.9% of visitors and 24.7% of nights in the region. Compared to YE Jun 16, interstate visitors were down by 9.0% and nights were down by 3.0%.

Purpose of visit to High Country

'Holiday' (65.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.3%) and 'business' (5.8%).

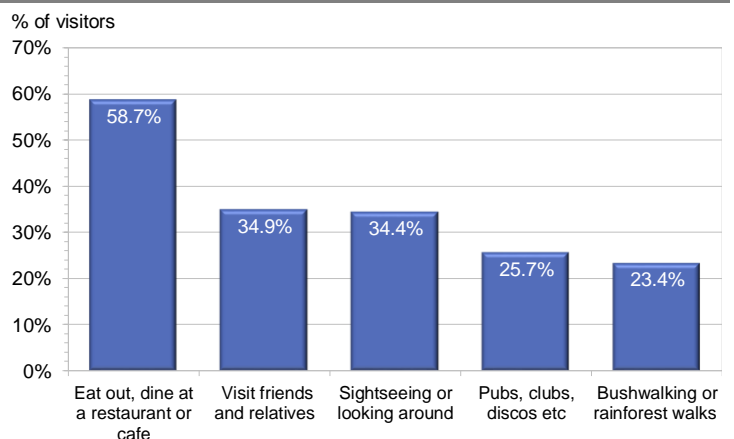
Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on the YE Jun 16.

Age

'45 to 54 years' (21.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (17.7%).

Activities



'Eat out, dine at a restaurant or cafe' (58.7%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$624 million in the region - down by 1.0% on YE Jun 16. On average, visitors spent \$139 per night in the region - down by 0.7% on YE Jun 16.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

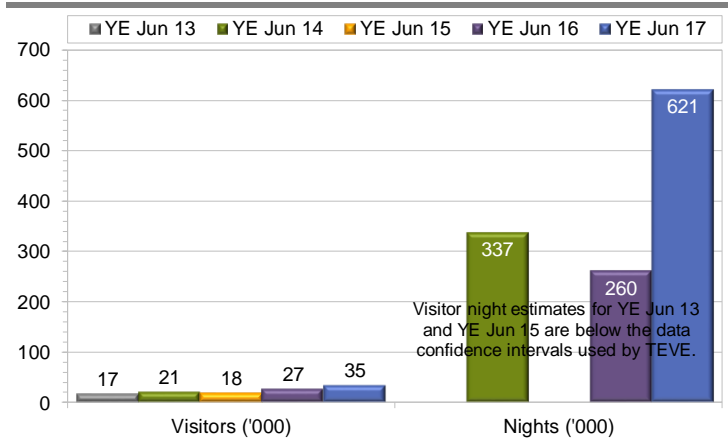
Travel to High Country#

For the period July 2016 to June 2017



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 34,600 international overnight visitors - up by 27.3% on YE Jun 16. Visitors stayed for 620,900 nights in the region - up by 138% on YE Jun 16.

Market share

The region received 6.6% of visitors and 7.6% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was up by 1.0% pt and the share of nights was up by 3.8% pts.

Purpose of visit to High Country

'Holiday' (70.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.9%) and 'employment' (6.0%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	13.4%	13	Thailand	2.4%
2	New Zealand	12.3%	14	Italy	2.3%
3	USA	10.0%	15	Scandinavia	2.1%
4	Germany	7.5%	16	India	1.5%
5	Netherlands	6.0%	17	South Korea	0.8%
6	Mainland China	5.7%	18	Taiwan	0.8%
7	Hong Kong	5.4%	19	Japan	0.8%
8	Canada	5.0%	20	France	0.5%
9	Indonesia	3.3%			
10	Singapore	3.1%		Other Asia	1.3%
11	Malaysia	2.6%		Other Europe	7.1%
12	Switzerland	2.5%		Other Countries	3.7%

The UK (13.4%) was the region's largest source market of visitors, followed by New Zealand (12.3%) and the USA (10.0%).

Accommodation

'Rented house, apartment, flat or unit' (34.6%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (23.1%).

Age

'55 to 64 years' (27.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.9%) and '15 to 24 years' (17.8%).

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

International overnight visitors spent \$31 million in the region - up by 139% on YE Jun 16. On average, visitors spent \$50 per night in the region - up by 0.2% on YE Jun 16.

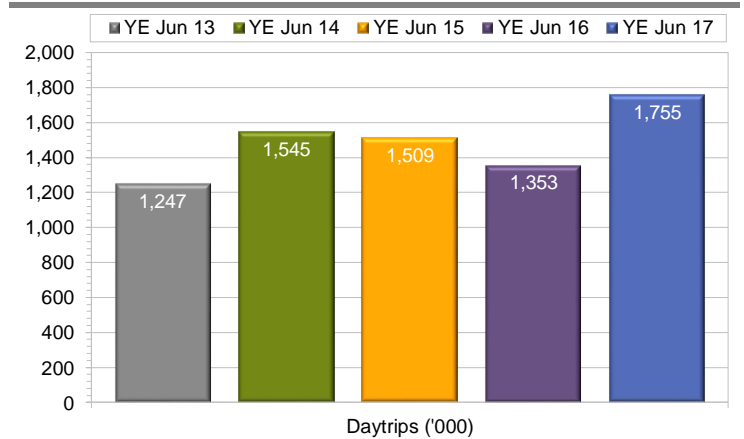
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

(3) Source: International Visitor Survey, YE Jun 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 1.8 million domestic daytrip visitors - up by 29.7% on YE Jun 16.

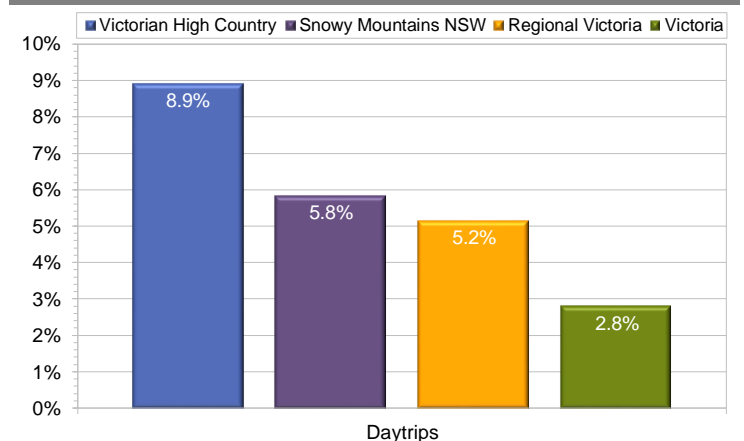
Market share

The region received 5.4% of daytrips to regional Victoria. Compared to YE Jun 16, the share was up by 1.0% pt.

Main purpose of trip

'Holiday' (61.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (20.7%) and 'personal appointment' (6.2%).

Average annual growth – YE Jun 13 to YE Jun 17



Over the period YE Jun 13 to YE Jun 17, the High Country had an average annual growth of 8.9% in domestic daytrips.

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

Age

'65 years and over' (24.0%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.7%) and '45 to 54 years' (15.8%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$158 million in the region - up by 32.9% on YE Jun 16. On average, visitors spent \$90 per trip to the region - up by 2.5% on YE Jun 16.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 17.

(5) Source: National Visitor Survey, YE Jun 17, TRA