

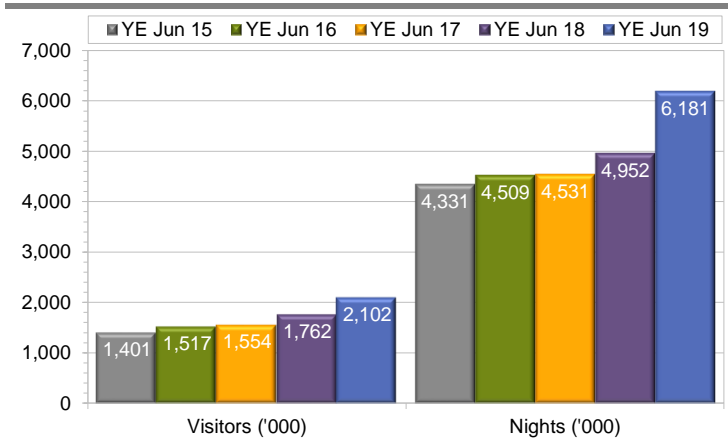
Travel to High Country#

For the period July 2018 to June 2019



Domestic Overnight Travel⁽¹⁾

Visitors and nights

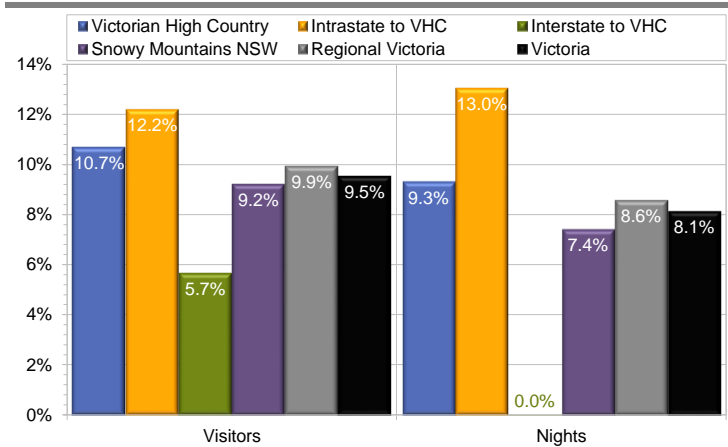


High Country received over 2.1 million domestic overnight visitors - up by 19.3% on YE Jun 18. Visitors spent nearly 6.2 million nights in the region - up by 24.8% on YE Jun 18.

Market share

The region received 11.2% of visitors and 12.1% of nights in regional Victoria. Compared to YE Jun 18, the share of visitors was up by 0.5 pts and the share of nights was up by 1.3% pts.

Average annual growth – YE Jun 15 to YE Jun 19



Over the period YE Jun 15 to YE Jun 19, High Country had an average annual growth of 10.7% 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 9.3% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

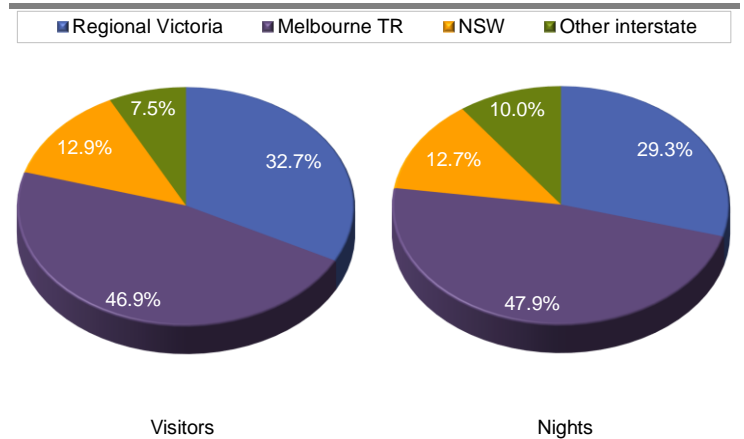
Accommodation

'Friends or relatives property' (24.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (12.2%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (11.4%) 'caravan or camping – non commercial' (11.1%).

All transport

'Private vehicle or company car' (95.4%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.5%) and 'aircraft' (1.2%).

Origin



The region received 79.5% of visitors and 77.2% of nights from **intrastate**. Compared to YE Jun 18, intrastate visitors were up by 21.2% and nights were up by 30.4%.

Interstate contributed 20.5% of visitors and 22.8% of nights in the region. Compared to YE Jun 18, interstate visitors were up by 12.7% and nights were up by 8.9%.

Purpose of visit to High Country

'Holiday' (66.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (23.1%) and 'business' (8.8%).

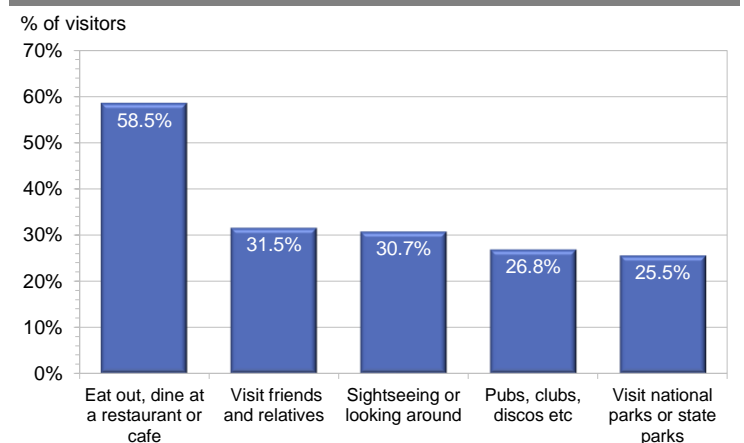
Length of stay

Visitors stayed on average 2.9 nights in the region – up by 0.1 night on the YE Jun 18.

Age

'45 to 54 years' (20.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.7%).

Activities



'Eat out, dine at a restaurant or cafe' (58.5%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent over \$1.1 billion in the region - up by 26.3% on YE Jun 18. On average, visitors spent \$179 per night in the region - up by 1.2% on YE Jun 18.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Jun 19.

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

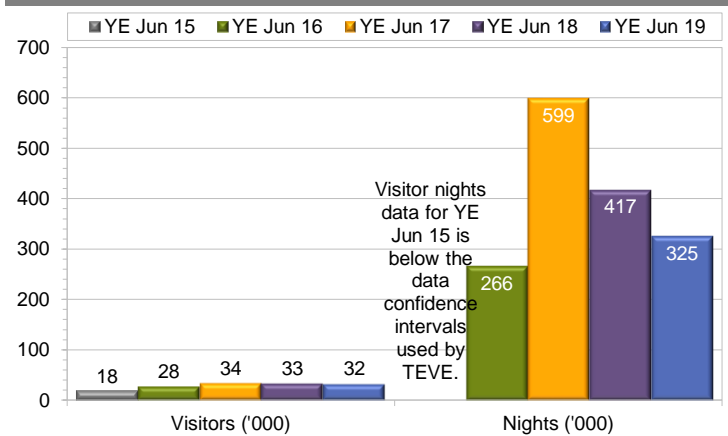
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For the period July 2018 to June 2019

	YE Jun 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)	3.9	5.9%	0.8%	53.6%	45.6%	6.7%	8
Total nights (million)	6.5	21.2%	5.0%	95.0%	0.0%	10.8%	4
Total spend (billion)	\$1.3	21.5%	1.5%	82.3%	16.2%	11.6%	3

International Overnight Travel⁽³⁾

Visitors and nights



High Country received 32,500 international overnight visitors - down by 2.9% on YE Jun 18. Visitors stayed for 325,400 nights in the region - down by 22.0% on YE Jun 18.

Market share

The region received 5.5% of visitors and 3.6% of nights in regional Victoria. Compared to YE Jun 18, the share of visitors was down by 0.8 pts and the share of nights was down by 1.7% pts.

Purpose of visit to High Country

'Holiday' (66.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (28.8%) and 'employment' (2.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	13.4%	13	India	2.1%
2	Canada	11.6%	14	Netherlands	1.9%
3	New Zealand	11.4%	15	Indonesia	1.8%
4	USA	9.9%	16	Singapore	1.3%
5	Mainland China	6.5%	17	Japan	0.6%
6	Germany	5.9%	18	Scandinavia	0.5%
7	Malaysia	5.9%	19	Thailand	0.4%
8	Hong Kong	5.2%	20	Korea	0.0%
9	France	3.3%			
10	Taiwan	2.6%		Other Asia	5.2%
11	Italy	2.3%		Other Europe	0.9%
12	Switzerland	2.1%		Other Countries	5.2%

The United Kingdom (13.4%) was the region's largest source market of visitors, followed by Canada (11.6%) and New Zealand (11.4%).

Accommodation

'Friends or relatives property' (26.2%) was the most popular accommodation type used for **nights** in the region, followed by 'private accommodation' (26.2%).

Age

'45 to 54 years' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.7%).

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

International overnight visitors spent \$20 million in the region - down by 18.6% on YE Jun 18. On average, visitors spent \$62 per night in the region - up by 4.3% on YE Jun 18.

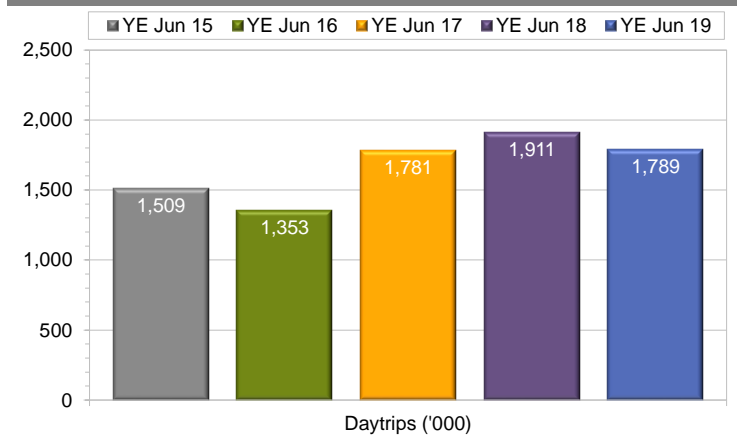
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Jun 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 1.8 million domestic daytrip visitors - down by 6.4% on YE Jun 18.

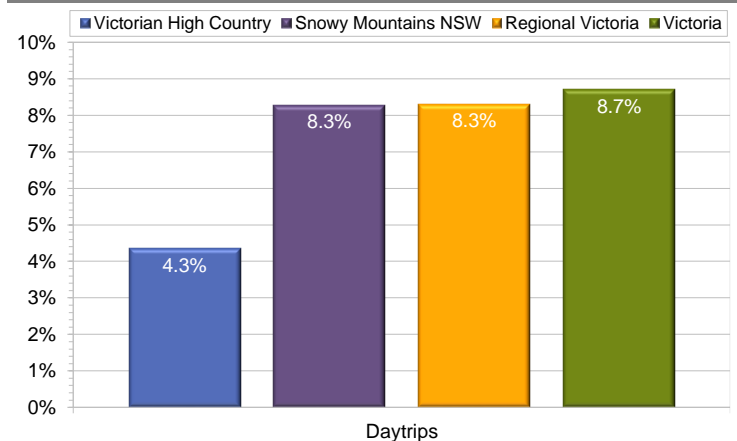
Market share

The region received 4.5% of daytrips to regional Victoria. Compared to YE Jun 18, the share was down by 0.8% pts.

Main purpose of trip

'Holiday' (59.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.9%) and 'business' (10.0%).

Average annual growth – YE Jun 15 to YE Jun 19



Over the period YE Jun 15 to YE Jun 19, the High Country had an average annual growth of 4.3% in domestic daytrips.

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

Age

'25 to 34 years' (21.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.1%) and '55 to 64 years' (17.6%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$217 million in the region - up by 6.2% on YE Jun 18. On average, visitors spent \$121 per trip to the region - up by 13.4% on YE Jun 18.

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

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