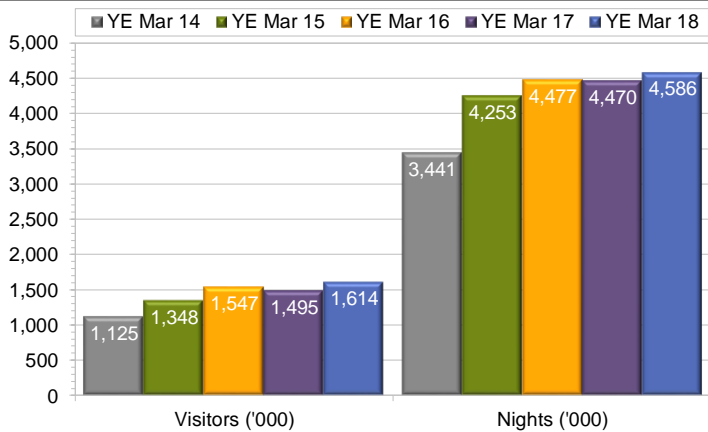




Domestic Overnight Travel⁽¹⁾

Visitors and nights

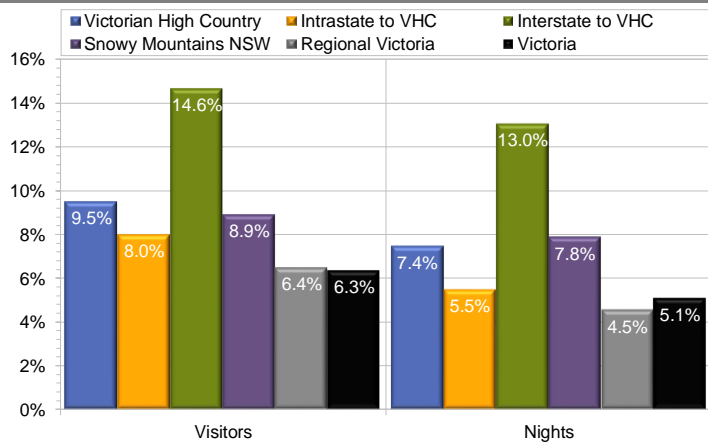


High Country received over 1.6 million domestic overnight visitors - up by 7.9% on YE Mar 17. Visitors spent nearly 4.6 million nights in the region - up by 2.6% on YE Mar 17.

Market share

The region received 10.4% of visitors and 10.7% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 0.1% pt and the share of nights was down by 0.2% pts.

Average annual growth – YE Mar 14 to YE Mar 18



Over the period YE Mar 14 to YE Mar 18, High Country had an average annual growth of 9.5% 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 7.4% in domestic visitor **nights** over the period. High Country had a higher growth regional Victoria and Victoria, but lower than Snowy Mountains NSW.

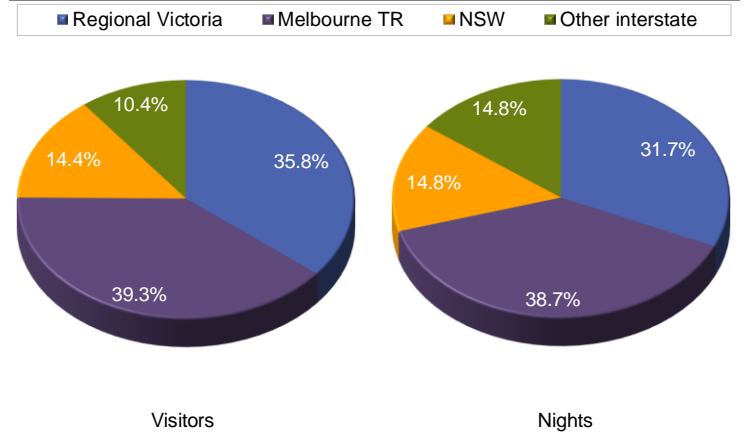
Accommodation

'Friends or relatives property' (25.9%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (15.6%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (12.1%).

All transport

'Private vehicle or company car' (91.2%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.9%) and 'aircraft' (2.2%).

Origin



The region received 75.1% of visitors and 70.4% of nights from **intrastate**. Compared to YE Mar 17, intrastate visitors were up by 2.3% and nights were down by 1.6%.

Interstate contributed 24.9% of visitors and 29.6% of nights in the region. Compared to YE Mar 17, interstate visitors were up by 29.4% and nights were up by 14.3%.

Purpose of visit to High Country

'Holiday' (64.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.4%) and 'business' (7.8%).

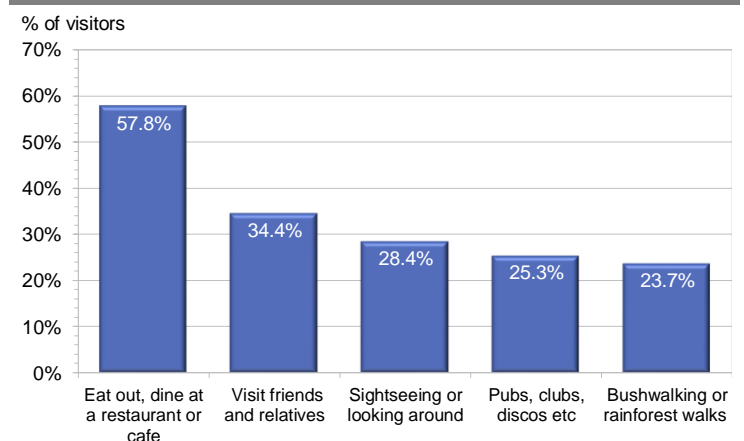
Length of stay

Visitors stayed on average 2.8 nights in the region – down by 0.1 night on the YE Mar 17.

Age

'25 to 34 years' (18.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.8%).

Activities



'Eat out, dine at a restaurant or cafe' (57.8%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$816 million in the region - up by 26.5% on YE Mar 17. On average, visitors spent \$178 per night in the region - up by 23.3% on YE Mar 17.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Mar 18.

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

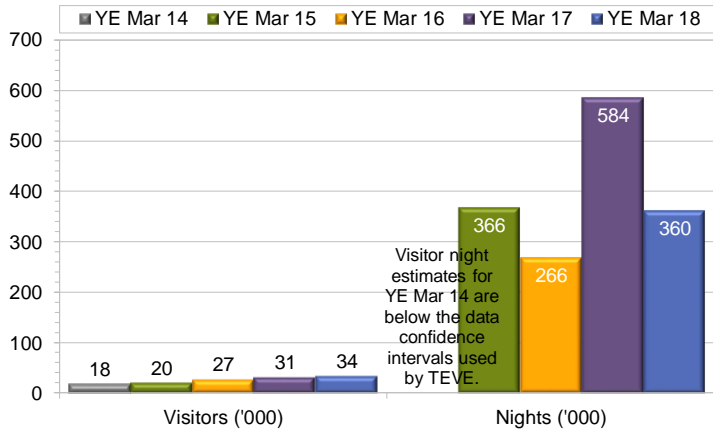
Travel to High Country#

For the period April 2017 to March 2018



International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



High Country received 33,700 international overnight visitors - up by 7.4% on YE Mar 17. Visitors stayed for 359,600 nights in the region - down by 38.5% on YE Mar 17.

Market share

The region received 6.4% of visitors and 4.6% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 0.4% pts and the share of nights was down by 2.7% pts.

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	11.5%	13	Italy	1.8%
2	United Kingdom	11.4%	14	South Korea	1.7%
3	USA	10.5%	15	Indonesia	1.7%
4	Hong Kong	7.2%	16	Scandinavia	1.6%
5	Germany	6.6%	17	Taiwan	1.6%
6	Malaysia	5.6%	18	India	0.5%
7	Mainland China	5.6%	19	Japan	0.0%
8	Singapore	5.5%	19	Thailand	0.0%
9	Canada	3.6%			
10	Switzerland	2.9%		Other Asia	1.3%
11	Netherlands	2.7%		Other Europe	8.4%
12	France	2.2%		Other Countries	6.2%

New Zealand (11.5%) was the region's largest source market of visitors, followed by the UK (11.4%) and the USA (10.5%).

Accommodation

'Rented house, apartment, flat or unit' (50.2%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (17.5%).

Age

'55 to 64 years' (22.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.6%).

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

International overnight visitors spent \$21 million in the region - down by 29.0% on YE Mar 17. On average, visitors spent \$59 per night in the region - up by 15.5% on YE Mar 17.

⁽⁴⁾ Source: TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

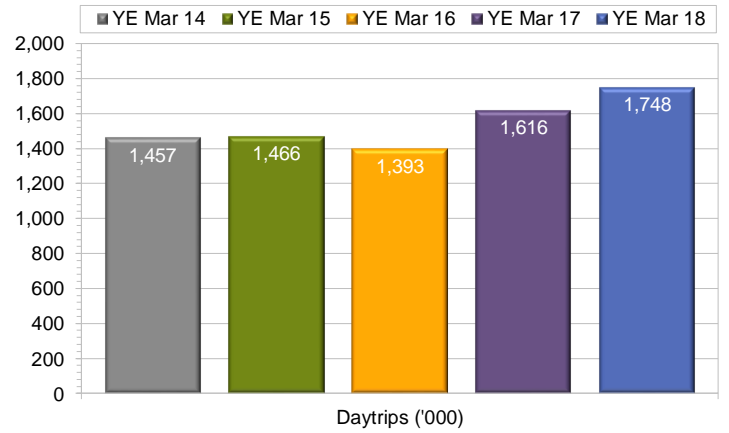
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

⁽³⁾ Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 1.7 million domestic daytrip visitors - up by 8.2% on YE Mar 17.

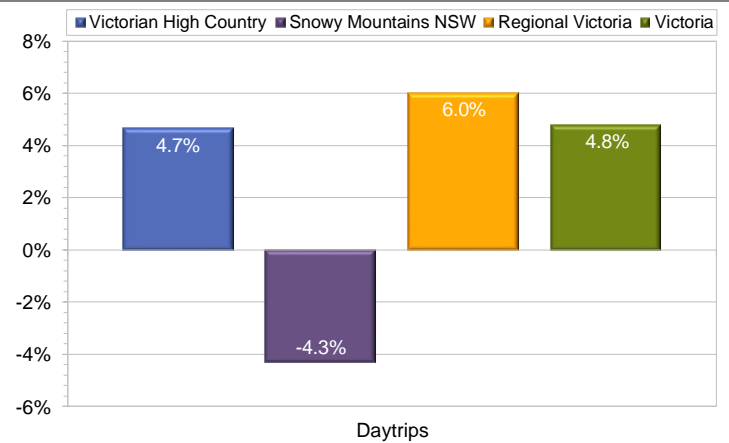
Market share

The region received 5.1% of daytrips to regional Victoria. Compared to YE Mar 17, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (60.2%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (21.3%) and 'personal appointment' (6.7%).

Average annual growth – YE Mar 14 to YE Mar 18



Over the period YE Mar 14 to YE Mar 18, the High Country had an average annual growth of 4.7% in domestic daytrips.

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

Age

'45 to 54 years' (21.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.6%) and '25 to 34 years' (19.9%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$190 million in the region - up by 23.4% on YE Mar 17. On average, visitors spent \$108 per trip to the region - up by 14.1% on YE Mar 17.

⁽⁶⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Mar 18.

⁽⁵⁾ Source: National Visitor Survey, YE Mar 18, TRA

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