

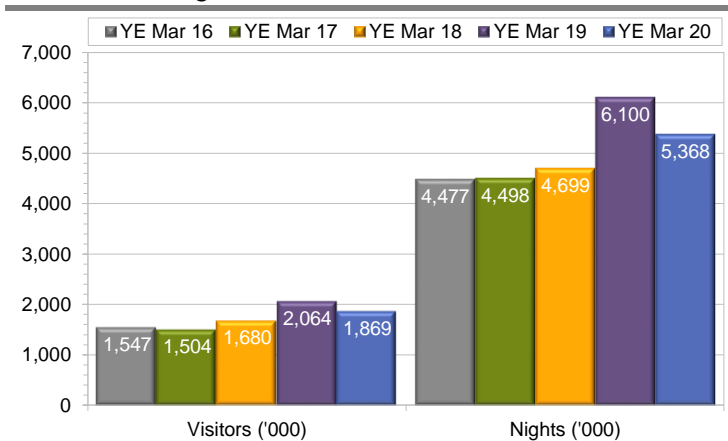
Travel to High Country#

For the period April 2019 to March 2020



Domestic Overnight Travel⁽¹⁾

Visitors and nights

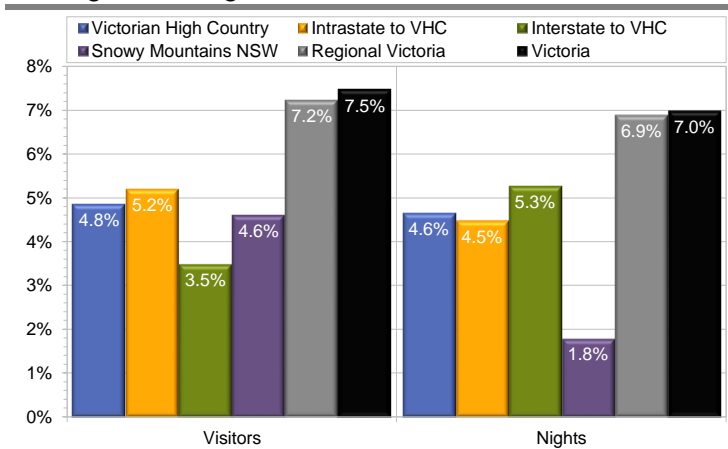


High Country received nearly 1.9 million domestic overnight visitors - down by 9.4% on YE Mar 19. Visitors spent nearly 5.4 million nights in the region - down by 12.0% on YE Mar 19.

Market share

The region received 10.3% of both visitors and nights in regional Victoria. Compared to YE Mar 19, the share of visitors was down by 1.3 pts and the share of nights was down by 2.1 pts.

Average annual growth – YE Mar 16 to YE Mar 20



Over the period YE Mar 16 to YE Mar 20, High Country had an average annual growth of 4.8% 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 4.6% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, but lower than regional Victoria and Victoria.

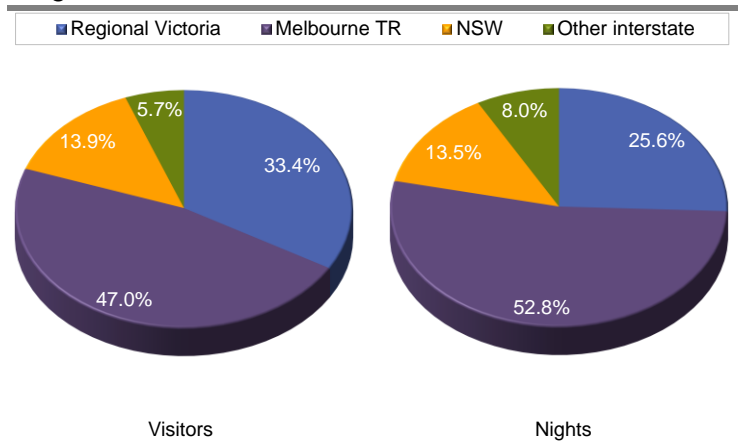
Accommodation

'Friends or relatives property' (23.8%) was the most popular accommodation type used for **nights** in the region. 'Own property' (12.3%) was the 2nd most popular, followed by 'caravan or camping – non commercial' (11.6%).

All transport

'Private vehicle or company car' (93.8%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.9%) and 'railway' (1.4%).

Origin



The region received 80.4% of visitors and 78.5% of nights from **intrastate**. Compared to YE Mar 19, intrastate visitors were down by 7.4% and nights were down by 8.7%.

Interstate contributed 19.6% of visitors and 21.5% of nights in the region. Compared to YE Mar 19, interstate visitors were down by 16.9% and nights were down by 22.1%.

Purpose of visit to High Country

'Holiday' (65.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (23.9%) and 'business' (6.7%).

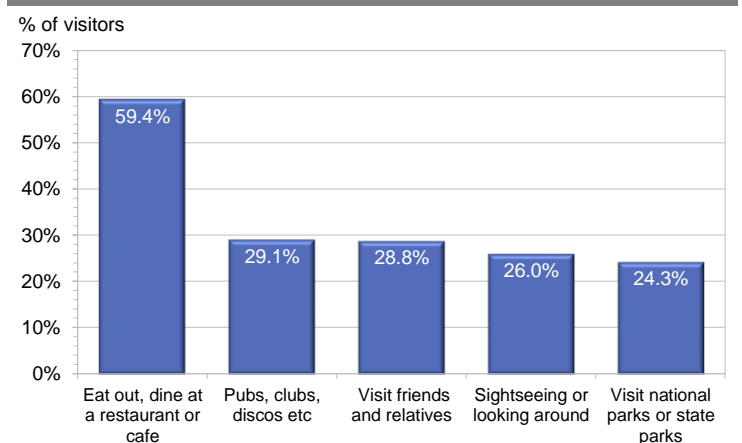
Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on the YE Mar 19.

Age

'65 years and over' (19.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.9%).

Activities



'Eat out, dine at a restaurant or cafe' (59.4%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$922 million in the region - down by 11.6% on YE Mar 19. On average, visitors spent \$172 per night in the region - up by 0.4% on YE Mar 19.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

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

⁽¹⁾ Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

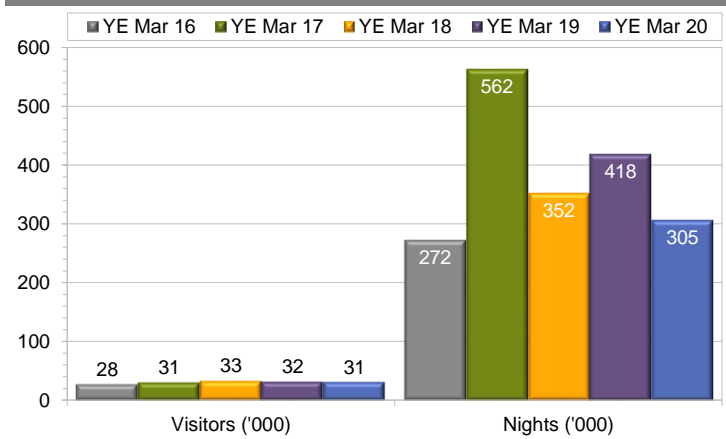
Travel to High Country#

For the period April 2019 to March 2020

| | YE Mar 20 | YE on YE growth | Share of region | | | Share of regional Victoria | Rank in regional Victoria |
|--------------------------|-----------|-----------------|-------------------------|--------------------|-------------------|----------------------------|---------------------------|
| | | | international overnight | domestic overnight | domestic daytrips | | |
| Total visitors (million) | 4.0 | -1.8% | 0.8% | 47.1% | 52.2% | 6.7% | 8 |
| Total nights (million) | 5.7 | -13.0% | 5.4% | 94.6% | 0.0% | 9.3% | 6 |
| Total spend (billion) | \$1.2 | -7.6% | 1.8% | 78.3% | 20.0% | 9.9% | 5 |

International Overnight Travel⁽³⁾

Visitors and nights



High Country received 31,400 international overnight visitors - down by 2.1% on YE Mar 19. Visitors stayed for 305,000 nights in the region - down by 27.0% on YE Mar 19.

Market share

The region received 5.9% of visitors and 3.4% of nights in regional Victoria. Compared to YE Mar 19, the share of visitors was up by 0.5 pts and the share of nights was down by 1.7% pts.

Purpose of visit to High Country

'Holiday' (65.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (24.7%) and 'business' (4.0%).

Origin

| Rank | Market | Share | Rank | Market | Share |
|------|----------------|-------|------|-----------------|-------|
| 1 | United Kingdom | 17.5% | 13 | Switzerland | 1.4% |
| 2 | Mainland China | 11.4% | 14 | India | 1.2% |
| 3 | USA | 8.0% | 15 | Scandinavia | 1.1% |
| 4 | New Zealand | 7.7% | 16 | Thailand | 1.0% |
| 5 | Singapore | 5.7% | 17 | Taiwan | 0.8% |
| 6 | France | 5.2% | 18 | Japan | 0.8% |
| 7 | Malaysia | 4.6% | 19 | Italy | 0.4% |
| 8 | Germany | 3.0% | 20 | Korea | 0.1% |
| 9 | Indonesia | 2.8% | | | |
| 10 | Netherlands | 2.5% | | Other Asia | 4.4% |
| 11 | Canada | 2.2% | | Other Europe | 10.5% |
| 12 | Hong Kong | 2.0% | | Other Countries | 5.7% |

The United Kingdom (17.5%) was the region's largest source market of visitors, followed by Mainland China (11.4%) and the USA (8.0%).

Accommodation

'Friends or relatives property' (25.7%) was the most popular accommodation type used for **nights** in the region, followed by 'private accommodation' (19.5%).

Age

'45 to 54 years' (22.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.9%).

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

International overnight visitors spent \$21 million in the region - down by 4.7% on YE Mar 19. On average, visitors spent \$69 per night in the region - up by 30.5% on YE Mar 19.

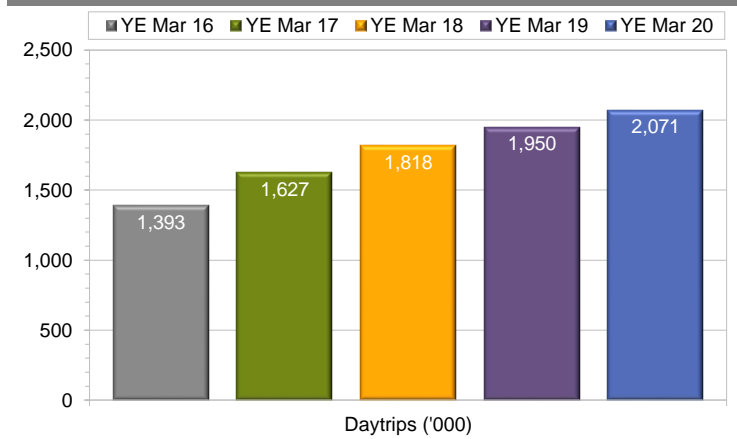
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 2.1 million domestic daytrip visitors - up by 6.2% on YE Mar 19.

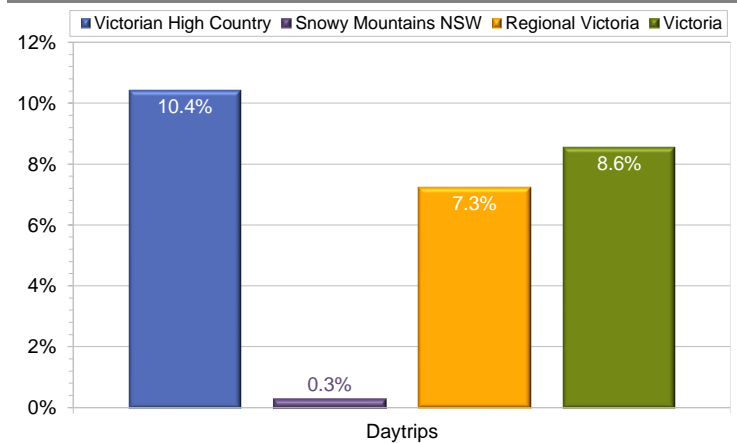
Market share

The region received 5.2% of daytrips to regional Victoria. Compared to YE Mar 19, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (58.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.6%) and 'business' (12.4%).

Average annual growth – YE Mar 16 to YE Mar 20



Over the period YE Mar 16 to YE Mar 20, the High Country had an average annual growth of 10.4% in domestic daytrips.

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

Age

'65 years and over' (25.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.5%) and '15 to 24 years' (16.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$235 million in the region - up by 12.4% on YE Mar 19. On average, visitors spent \$114 per trip to the region - up by 5.8% on YE Mar 19.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

(5) Source: National Visitor Survey, YE Mar 20, TRA

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