

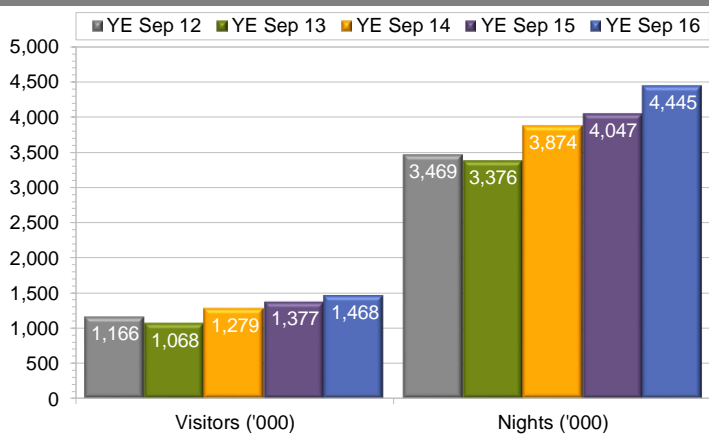
Travel to High Country#

For the period October 2015 to September 2016



Domestic Overnight Travel⁽¹⁾

Visitors and nights

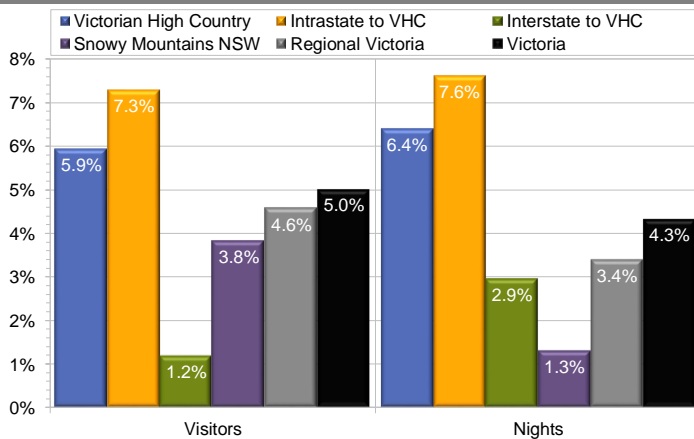


High Country received nearly 1.5 million domestic overnight visitors - up by 6.6% on YE Sep 15. Visitors spent over 4.4 million nights in the region - up by 9.8% on YE Sep 15.

Market share

The region received 10.7% of visitors and 11.1% of nights in regional Victoria. Compared to YE Sep 15, the share of visitors was up by 0.5 pts and the share of nights was up by 0.8% pts.

Average annual growth – YE Sep 12 to YE Sep 16



Over the period YE Sep 12 to YE Sep 16, High Country had an average annual growth of 5.9% 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 6.4% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

Ski vs non-ski visitors

Ski visitors to the region had a decline while non-ski visitors grew on YE Sep 15 (-15.0% vs +13.1%). **Ski** visitors had a lower growth than non-ski visitors on YE Sep 12 (+11.1% vs +29.8%).

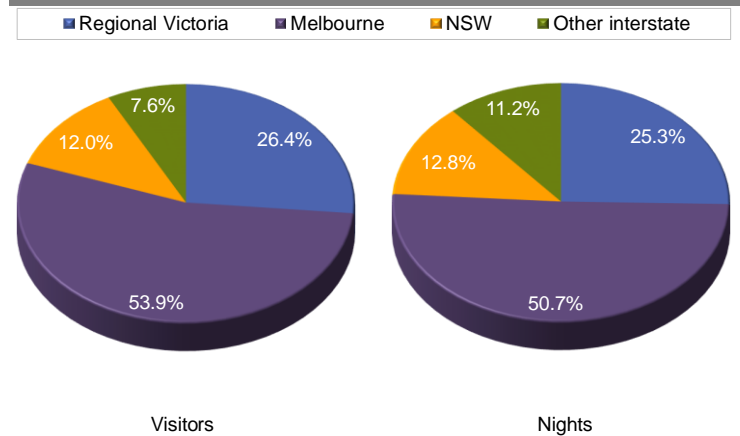
Accommodation

'Friends or relatives property' (27.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (14.9%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (13.7%) and 'rented house, apartment, flat or unit' (13.3%).

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 Sep 16, Tourism Research Australia (TRA)

Origin



The region received 80.4% of visitors and 76.0% of nights from **intrastate**. Compared to YE Sep 15, intrastate visitors were up by 8.2% and nights were up by 12.9%.

Interstate contributed 19.6% of visitors and 24.0% of nights in the region. Compared to YE Sep 15, interstate visitors were up by 0.3% and nights were up by 1.2%.

Purpose of visit to High Country

'Holiday' (62.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.7%) and 'business' (7.8%).

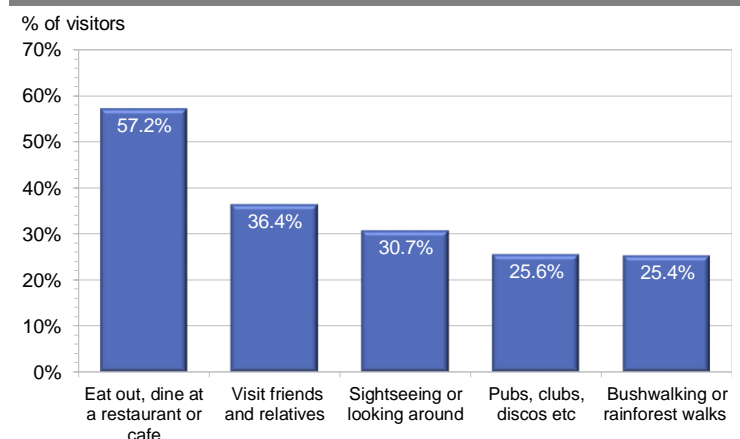
Length of stay

Visitors stayed on average 3 nights in the region – up by 0.1 night on the YE Sep 15.

Age

'45 to 54 years' (18.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.8%).

Activities



'Eat out, dine at a restaurant or cafe' (57.2%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$650 million in the region - up by 17.6% on YE Sep 15. On average, visitors spent \$146 per night in the region - up by 7.0% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Sep 16.

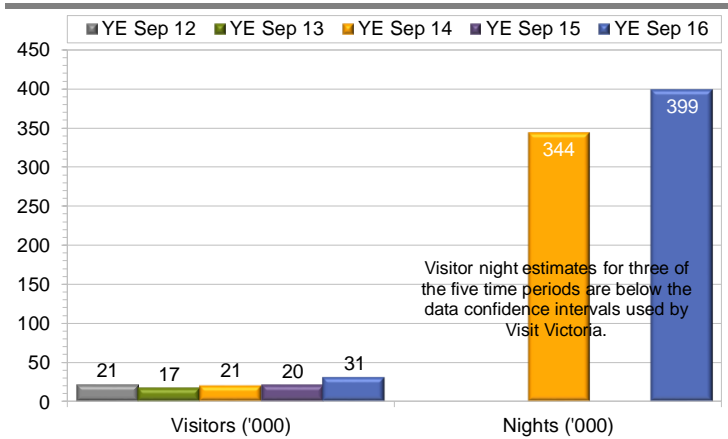
Travel to High Country#

For the period October 2015 to September 2016



International Overnight Travel⁽³⁾

Visitors and nights



High Country received 30,700 international overnight visitors - up by 52.9% on YE Sep 15. Visitors stayed for 398,600 nights in the region.

Market share

The region received 6.0% of visitors and 5.7% of nights in regional Victoria. Compared to YE Sep 15, the share of visitors was up by 1.2% pts.

Purpose of visit to High Country

'Holiday' (63.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.1%) and 'business' (4.6%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	20.6%	13	India	2.4%
2	New Zealand	11.9%	14	Malaysia	2.2%
3	USA	8.5%	15	Canada	2.1%
4	Mainland China	7.1%	16	Netherlands	1.8%
5	Germany	6.3%	17	Thailand	0.7%
6	France	4.8%	18	Italy	0.7%
7	Scandinavia	3.3%	19	South Korea	0.6%
8	Singapore	3.1%	20	Taiwan	0.0%
9	Indonesia	3.1%			
10	Switzerland	3.0%		Other Asia	3.3%
11	Japan	2.7%		Other Europe	4.9%
12	Hong Kong	2.5%		Other Countries	4.5%

The United Kingdom (20.6%) was the region's largest source market of visitors, followed by New Zealand (11.9%) and the USA (8.5%).

Accommodation

'Friends or relatives property' (48.8%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (22.5%).

Age

'55 to 64 years' (19.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.1%).

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

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Sep 16.

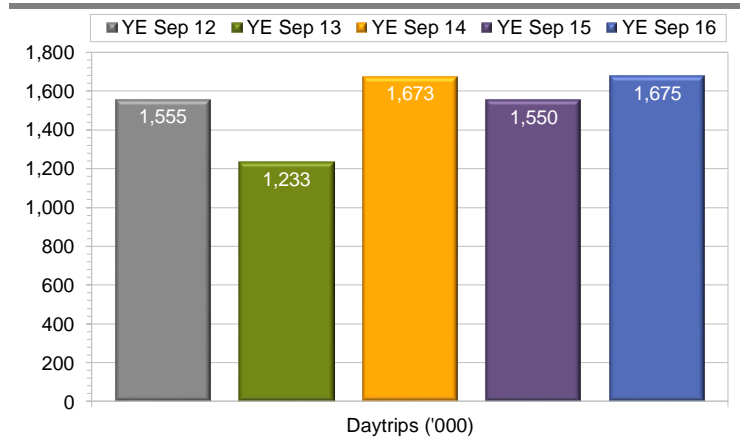
⁽⁴⁾ Source: TRA's expenditure allocation method applied to IVS data for YE Sep 16.

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

⁽³⁾ Source: International Visitor Survey, YE Sep 16, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 1.7 million domestic daytrip visitors - up by 8.0% on YE Sep 15.

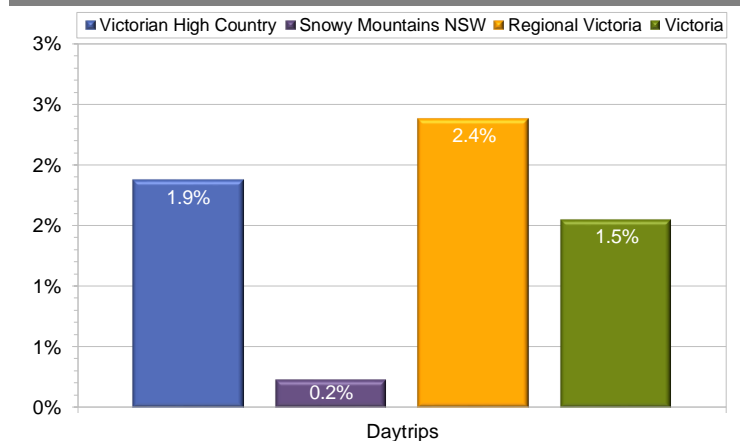
Market share

The region received 5.3% of daytrips to regional Victoria. Compared to YE Sep 15, the share was unchanged.

Main purpose of trip

'Holiday' (54.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (23.2%) and 'business' (12.5%).

Average annual growth – YE Sep 12 to YE Sep 16



Over the period YE Sep 12 to YE Sep 16, the High Country had an average annual growth of 1.9% in domestic daytrips.

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

Ski vs non-ski visitors

Ski visitors to the region had a decline while non-ski visitors grew on YE Sep 15 (-25.5% vs +14.4%) and on YE Sep 12 (-23.0% vs +13.3%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$145 million in the region - up by 12.1% on YE Sep 15. On average, visitors spent \$87 per trip to the region - up by 3.8% on YE Sep 15.

⁽⁶⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Sep 16.

⁽⁵⁾ Source: National Visitor Survey, YE Sep 16, TRA