

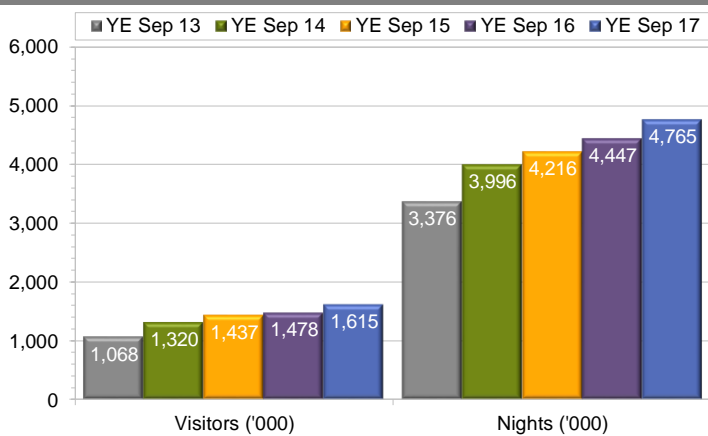
# Travel to High Country#

For the period October 2016 to September 2017



## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

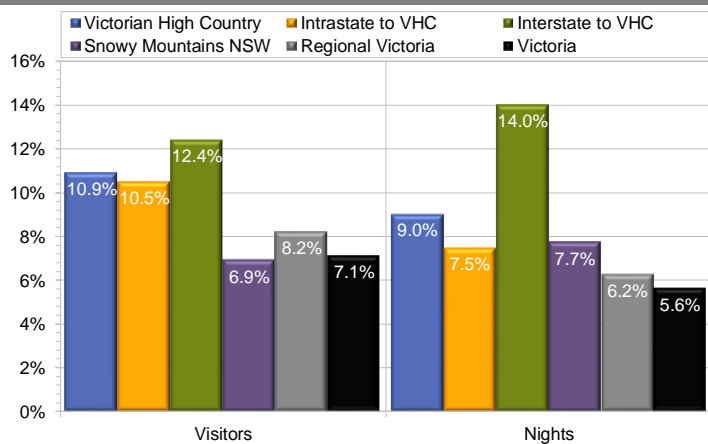


High Country received over 1.6 million domestic overnight visitors - up by 9.3% on YE Sep 16. Visitors spent nearly 4.8 million nights in the region - up by 7.2% on YE Sep 16.

### Market share

The region received 10.3% of visitors and 10.8% of nights in regional Victoria. Compared to YE Sep 16, the share of visitors and the share of nights were down by 0.6% pts each.

### Average annual growth – YE Sep 13 to YE Sep 17



Over the period YE Sep 13 to YE Sep 17, High Country had an average annual growth of 10.9% 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 9.0% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

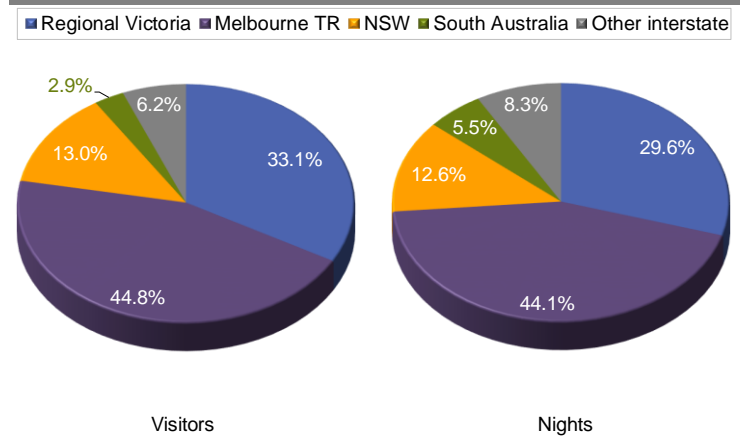
### Accommodation

'Friends or relatives property' (27.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (14.5%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (12.8%) and 'caravan or camping non-commercial' (12.2%).

### All transport

'Private vehicle or company car' (91.3%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (3.1%) and 'aircraft' (1.7%).

### Origin



The region received 77.9% of visitors and 73.7% of nights from **intrastate**. Compared to YE Sep 16, intrastate visitors were up by 7.4% and nights were up by 5.0%.

**Interstate** contributed 22.1% of visitors and 26.3% of nights in the region. Compared to YE Sep 16, interstate visitors were up by 16.7% and nights were up by 13.7%.

### Purpose of visit to High Country

'Holiday' (67.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.4%) and 'business' (5.3%).

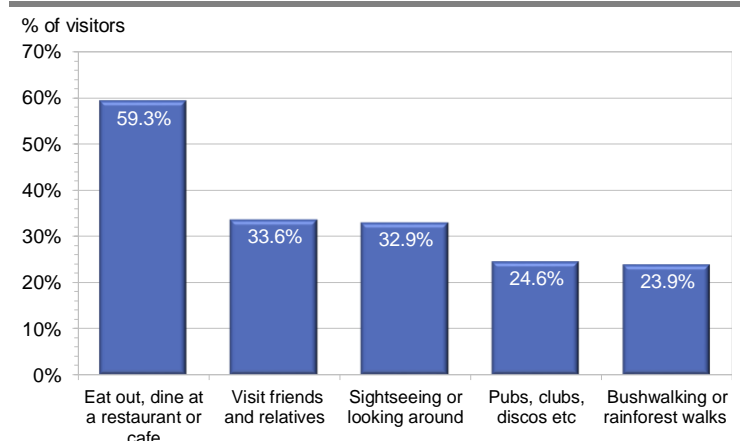
### Length of stay

Visitors stayed on average 3 nights in the region – down by 0.1 night on the YE Sep 16.

### Age

'25 to 34 years' (20.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.9%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.3%) was the most popular activity undertaken by visitors to the region.

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$775 million in the region - up by 19.4% on YE Sep 16. On average, visitors spent \$163 per night in the region - up by 11.4% on YE Sep 16.

<sup>(2)</sup> Source: TRA's expenditure allocation method applied to NVS data for YE Sep 17.

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

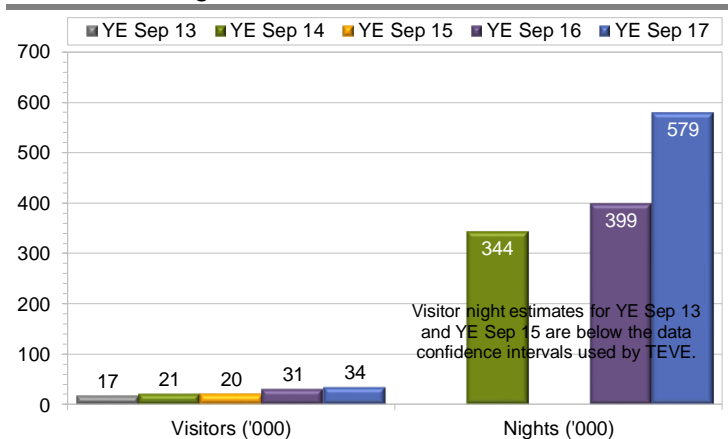
# Travel to High Country#

For the period October 2016 to September 2017



## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



High Country received 34,000 international overnight visitors - up by 10.7% on YE Sep 16. Visitors stayed for 579,000 nights in the region - up by 45.3% on YE Sep 16.

### Market share

The region received 6.3% of visitors and 7.1% of nights in regional Victoria. Compared to YE Sep 16, the share of visitors was up by 0.3% pts and the share of nights was up by 1.4% pts.

### Purpose of visit to High Country

'Holiday' (72.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (16.6%) and 'employment' (7.3%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	13.5%	13	Mainland China	2.2%
2	United Kingdom	12.1%	14	Taiwan	2.1%
3	USA	9.8%	15	South Korea	1.8%
4	Malaysia	7.7%	16	Thailand	1.8%
5	Germany	7.2%	17	France	1.2%
6	Canada	6.6%	18	Scandinavia	1.1%
7	Netherlands	5.8%	19	India	0.4%
8	Hong Kong	4.2%	20	Japan	0.0%
9	Indonesia	2.9%			
10	Singapore	2.9%		Other Asia	1.3%
11	Italy	2.5%		Other Europe	6.3%
12	Switzerland	2.2%		Other Countries	4.3%

New Zealand (13.5%) was the region's largest source market of visitors, followed by the UK (12.1%) and the USA (9.8%).

### Accommodation

'Rented house, apartment, flat or unit' (43.1%) was the most popular accommodation type used for international nights in the region, followed by 'homestay' (19.3%).

### Age

'55 to 64 years' (25.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.0%) and '25 to 34 years' (19.7%).

### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

International overnight visitors spent \$25 million in the region - up by 3.2% on YE Sep 16. On average, visitors spent \$44 per night in the region - down by 28.9% on YE Sep 16.

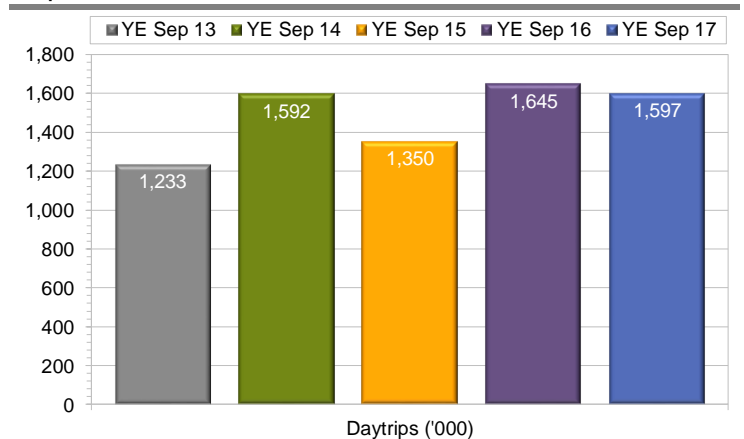
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



High Country received almost 1.6 million domestic daytrip visitors - down by 2.9% on YE Sep 16.

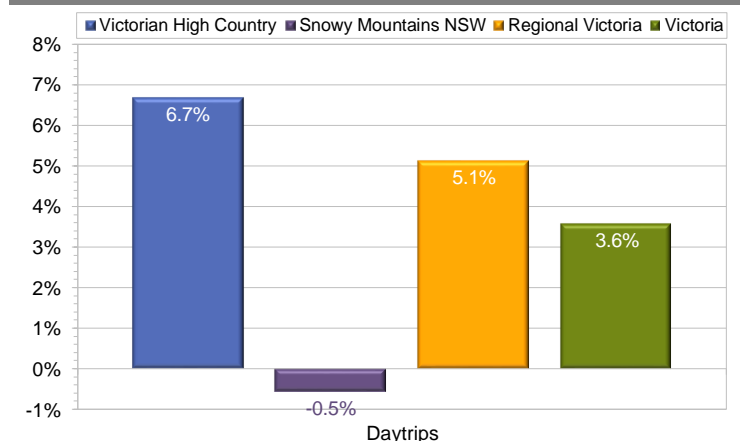
### Market share

The region received 4.9% of daytrips to regional Victoria. Compared to YE Sep 16, the share was down by 0.3% pts.

### Main purpose of trip

'Holiday' (65.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (17.1%) and 'personal appointment' (6.9%).

### Average annual growth – YE Sep 13 to YE Sep 17



Over the period YE Sep 13 to YE Sep 17, the High Country had an average annual growth of 6.7% in domestic daytrips.

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

### Age

'65 years and over' (24.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (23.1%) and '35 to 44 years' (15.8%).

### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$180 million in the region - up by 26.7% on YE Sep 16. On average, visitors spent \$113 per trip to the region - up by 30.5% on YE Sep 16.

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

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