

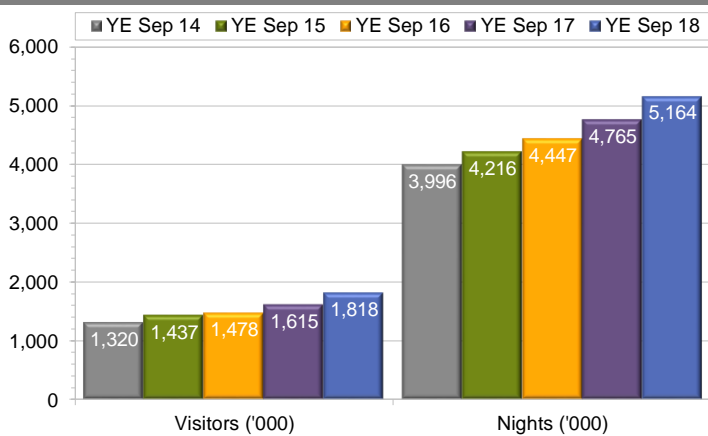
# Travel to High Country#

For the period October 2017 to September 2018



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

### Visitors and nights

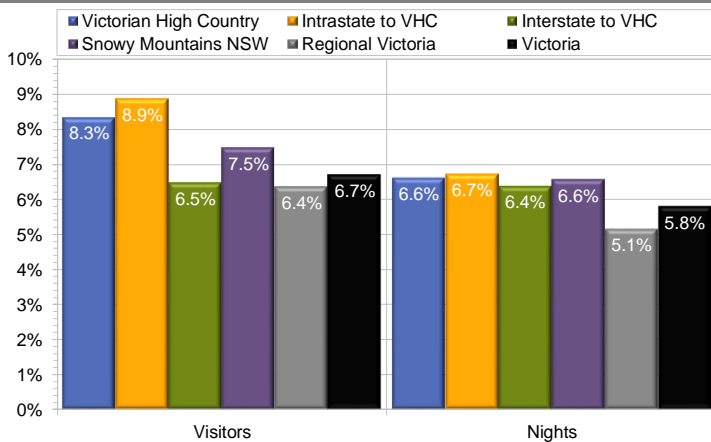


High Country received over 1.8 million domestic overnight visitors - up by 12.6% on YE Sep 17. Visitors spent nearly 5.2 million nights in the region - up by 8.4% on YE Sep 17.

### Market share

The region received 11.2% of both visitors and nights in regional Victoria. Compared to YE Sep 17, the share of visitors was up by 0.9 pts and the share of nights was up by 0.4% pts.

### Average annual growth – YE Sep 14 to YE Sep 18



Over the period YE Sep 14 to YE Sep 18, High Country had an average annual growth of 8.3% 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 6.6% in domestic visitor **nights** over the period. High Country had the same growth as Snowy Mountains NSW, but higher growth than regional Victoria and Victoria.

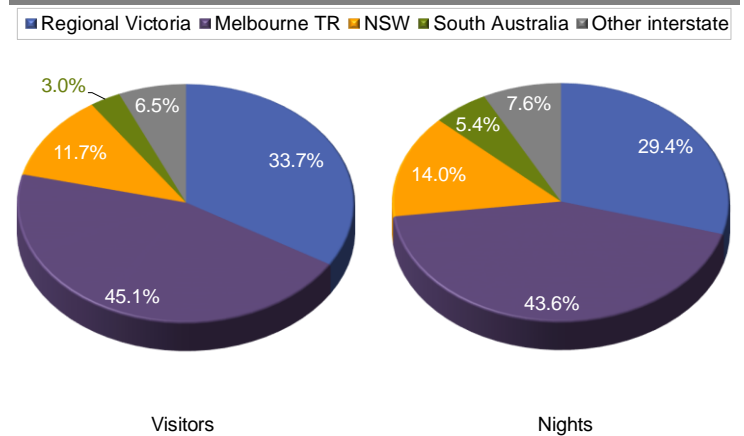
### Accommodation

'Friends or relatives property' (24.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (14.3%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (12.8%).

### All transport

'Private vehicle or company car' (93.6%) was the most popular transport used by visitors to the region, followed by 'aircraft' (1.5%) and 'bus or coach' (1.5%).

### Origin



The region received 78.8% of visitors and 73.0% of nights from **intrastate**. Compared to YE Sep 17, intrastate visitors were up by 13.8% and nights were up by 7.4%.

**Interstate** contributed 21.2% of visitors and 27.0% of nights in the region. Compared to YE Sep 17, interstate visitors were up by 8.1% and nights were up by 11.1%.

### Purpose of visit to High Country

'Holiday' (62.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.9%) and 'business' (8.5%).

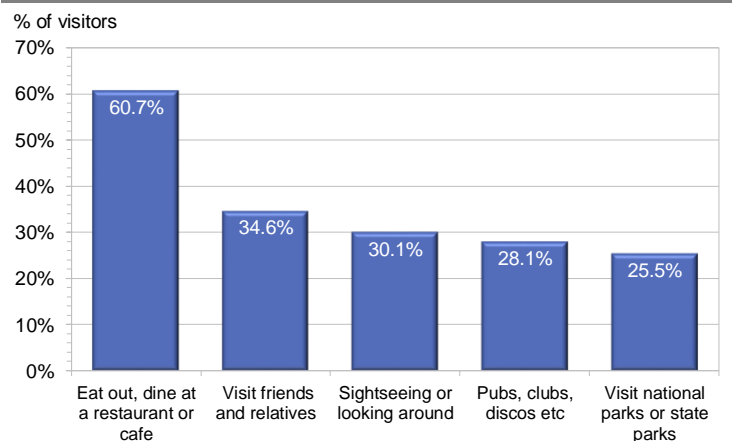
### Length of stay

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

### Age

'35 to 44 years' (18.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.1%).

### Activities



'Eat out, dine at a restaurant or cafe' (60.7%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent \$911 million in the region - up by 17.6% on YE Sep 17. On average, visitors spent \$177 per night in the region - up by 8.6% on YE Sep 17.

<sup>(2)</sup> Source: TRA's expenditure allocation method applied to NVS data for YE Sep 18.

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

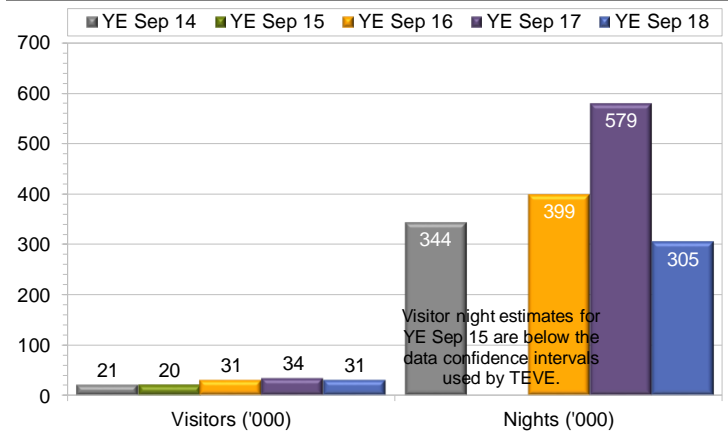
# Travel to High Country#

For the period October 2017 to September 2018



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

### Visitors and nights



High Country received 30,600 international overnight visitors - down by 10.1% on YE Sep 17. Visitors stayed for 304,700 nights in the region - down by 47.4% on YE Sep 17.

### Market share

The region received 5.8% of visitors and 3.8% of nights in regional Victoria. Compared to YE Sep 17, the share of visitors was down by 0.5% pts and the share of nights was down by 3.3% pts.

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	14.2%	13	Scandinavia	1.6%
2	New Zealand	14.0%	14	Indonesia	1.6%
3	USA	9.9%	15	Switzerland	1.4%
4	Germany	7.5%	16	Japan	1.2%
5	Mainland China	5.9%	17	Netherlands	1.0%
6	Hong Kong	5.0%	18	Thailand	0.7%
7	Singapore	3.9%	19	South Korea	0.4%
8	Canada	3.7%	20	India	0.1%
9	Malaysia	3.1%			
10	France	2.4%		Other Asia	3.1%
11	Taiwan	2.0%		Other Europe	9.4%
12	Italy	1.9%		Other Countries	6.1%

The UK (14.2%) was the region's largest source market of visitors, followed by New Zealand (14.0%) and the USA (9.9%).

### Accommodation

'Rented house, apartment, flat or unit' (46.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (21.9%).

### Age

'45 to 54 years' (21.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.0%).

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

International overnight visitors spent \$19 million in the region - down by 24.6% on YE Sep 17. On average, visitors spent \$63 per night in the region - up by 43.3% on YE Sep 17.

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

### Preliminary IVS results

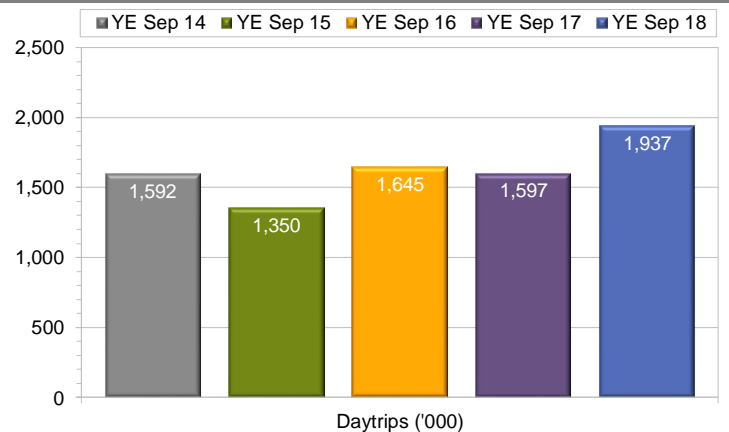
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

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

### Trips



High Country received over 1.9 million domestic daytrip visitors - up by 21.3% on YE Sep 17.

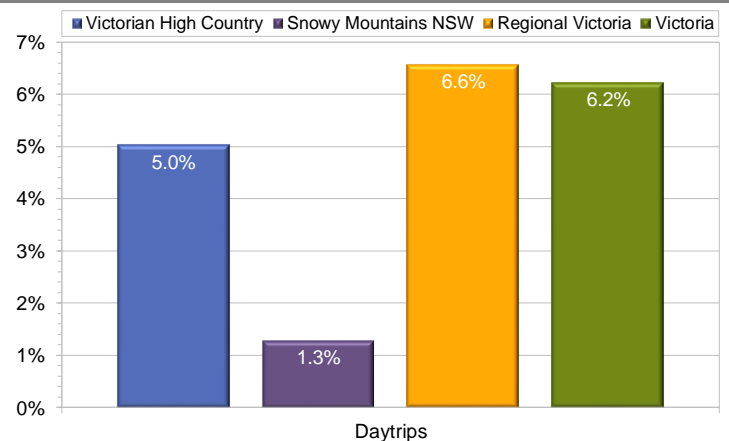
### Market share

The region received 5.5% of daytrips to regional Victoria. Compared to YE Sep 17, the share was up by 0.6% pts.

### Main purpose of trip

'Holiday' (58.6%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (24.3%) and 'business' (8.3%).

### Average annual growth – YE Sep 14 to YE Sep 18



Over the period YE Sep 14 to YE Sep 18, the High Country had an average annual growth of 5.0% in domestic daytrips.

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

### Age

'65 years and over' (20.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.5%) and '55 to 64 years' (16.7%).

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

Domestic daytrip visitors spent \$215 million in the region - up by 19.3% on YE Sep 17. On average, visitors spent \$111 per trip to the region - down by 1.7% on YE Sep 17.

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

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