

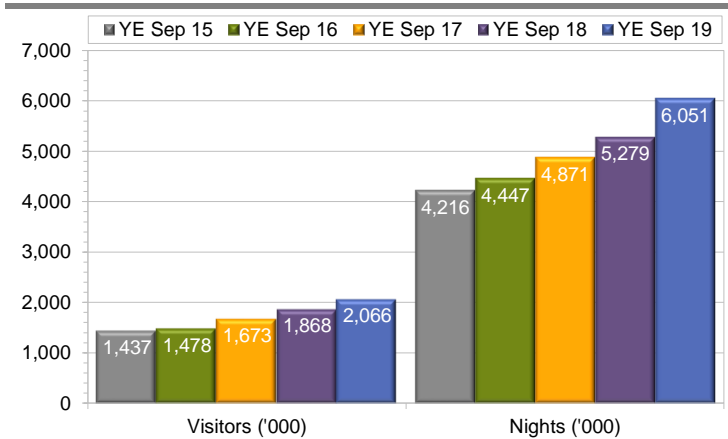
Travel to High Country#

For the period October 2018 to September 2019



Domestic Overnight Travel⁽¹⁾

Visitors and nights

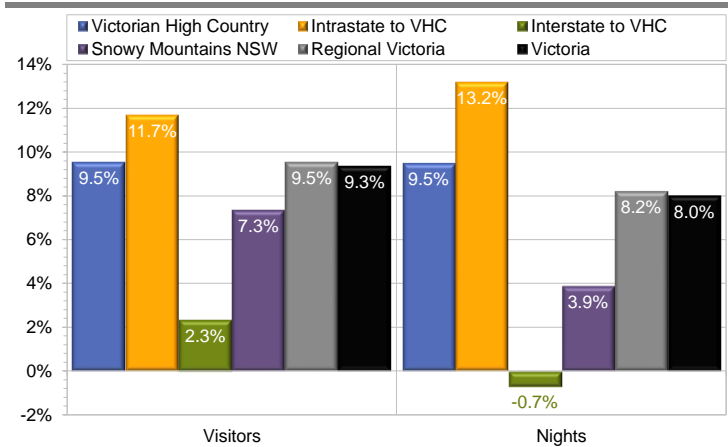


High Country received nearly 2.1 million domestic overnight visitors - up by 10.6% on YE Sep 18. Visitors spent nearly 6.1 million nights in the region - up by 14.6% on YE Sep 18.

Market share

The region received 10.9% of visitors and 11.8% of nights in regional Victoria. Compared to YE Sep 18, the share of visitors was down by 0.2 pts and the share of nights was up by 0.6% pts.

Average annual growth – YE Sep 15 to YE Sep 19



Over the period YE Sep 15 to YE Sep 19, High Country had an average annual growth of 9.5% in domestic **visitors**. High Country had a higher growth than Snowy Mountains NSW and Victoria, whilst the growth was the same as for regional Victoria.

High Country had an average annual growth of 9.5% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

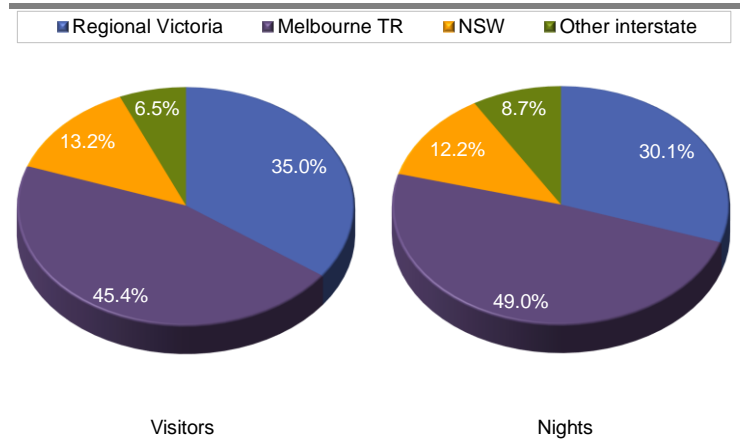
Accommodation

'Friends or relatives property' (24.5%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping – non commercial' (11.9%) was the 2nd most popular, followed by 'own property' (11.4%) 'caravan park or commercial camping ground' (11.3%).

All transport

'Private vehicle or company car' (94.0%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.0%) and 'aircraft' (1.5%).

Origin



The region received 80.4% of visitors and 79.2% of nights from **intrastate**. Compared to YE Sep 18, intrastate visitors were up by 11.8% and nights were up by 23.1%.

Interstate contributed 19.6% of visitors and 20.8% of nights in the region. Compared to YE Sep 18, interstate visitors were up by 5.9% and nights were down by 9.0%.

Purpose of visit to High Country

'Holiday' (66.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (23.2%) and 'business' (7.6%).

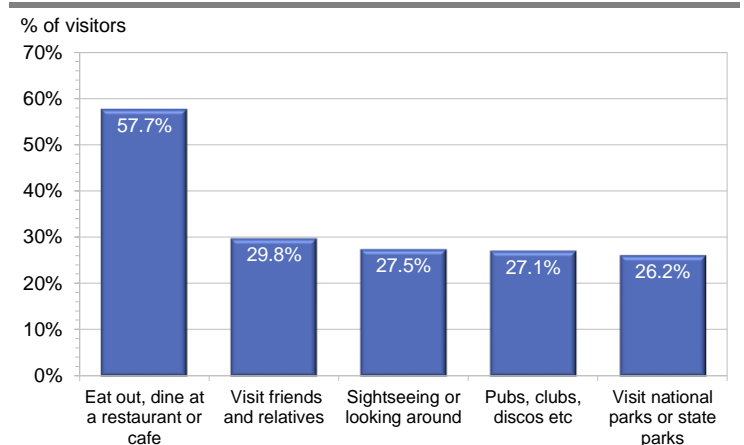
Length of stay

Visitors stayed on average 2.9 nights in the region – up by 0.1 night on the YE Sep 18.

Age

'45 to 54 years' (19.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.3%).

Activities



'Eat out, dine at a restaurant or cafe' (57.7%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent over \$1.0 billion in the region - up by 11.6% on YE Sep 18. On average, visitors spent \$171 per night in the region - down by 2.6% on YE Sep 18.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Sep 19.

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

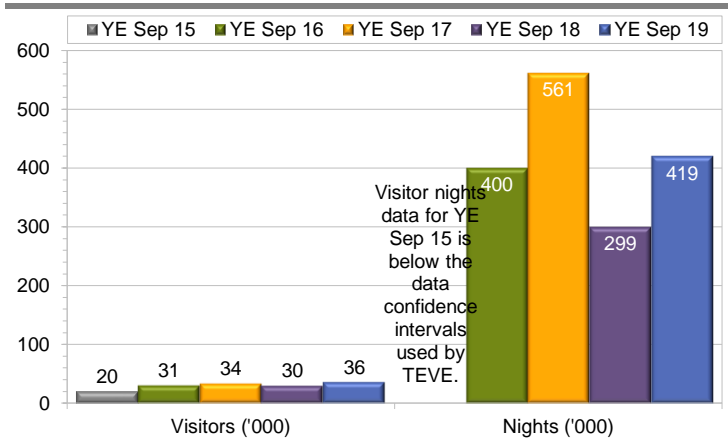
Travel to High Country#

For the period October 2018 to September 2019

	YE Sep 19	YE on YE growth	Share of region			Share of regional Victoria	Rank in regional Victoria
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	4.1	4.2%	0.9%	50.9%	48.2%	6.7%	8
Total nights (million)	6.5	16.0%	6.5%	93.5%	0.0%	10.7%	4
Total spend (billion)	\$1.3	8.1%	2.2%	82.0%	15.8%	11.0%	4

International Overnight Travel⁽³⁾

Visitors and nights



High Country received 36,200 international overnight visitors - up by 20.1% on YE Sep 18. Visitors stayed for 419,000 nights in the region - up by 40.0% on YE Sep 18.

Market share

The region received 6.1% of visitors and 4.4% of nights in regional Victoria. Compared to YE Sep 18, the share of visitors was up by 0.4 pts and the share of nights was up by 0.6% pts.

Purpose of visit to High Country

'Holiday' (69.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (24.0%) and 'employment' (3.2%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	15.0%	13	Switzerland	1.9%
2	Mainland China	12.6%	14	India	1.9%
3	Canada	9.6%	15	Netherlands	1.7%
4	USA	7.9%	16	Taiwan	1.7%
5	New Zealand	7.1%	17	Japan	0.8%
6	Germany	4.9%	18	Scandinavia	0.5%
7	France	4.8%	19	Thailand	0.4%
8	Singapore	4.5%	20	Korea	0.0%
9	Hong Kong	4.2%			
10	Malaysia	3.4%		Other Asia	2.8%
11	Indonesia	2.9%		Other Europe	2.8%
12	Italy	2.1%		Other Countries	6.7%

The United Kingdom (15.0%) was the region's largest source market of visitors, followed by Mainland China (12.6%) and Canada (9.6%).

Accommodation

'Private accommodation' (25.8%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (23.2%).

Age

'55 to 64 years' (20.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.7%).

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

International overnight visitors spent \$27 million in the region - up by 46.1% on YE Sep 18. On average, visitors spent \$66 per night in the region - up by 4.4% on YE Sep 18.

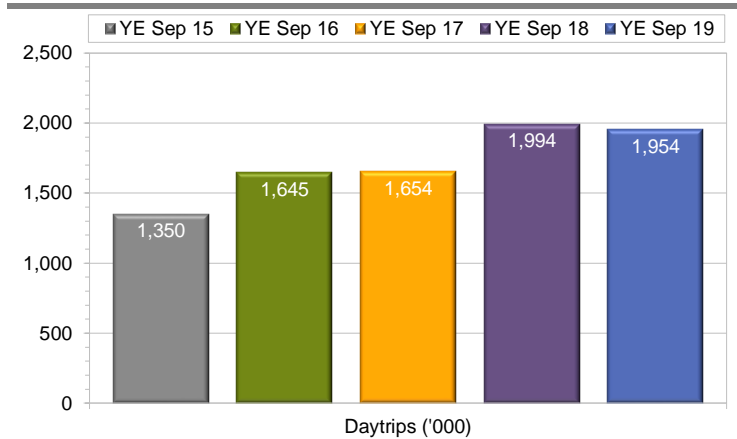
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

(3) Source: International Visitor Survey, YE Sep 19, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received nearly 2.0 million domestic daytrip visitors - down by 2.0% on YE Sep 18.

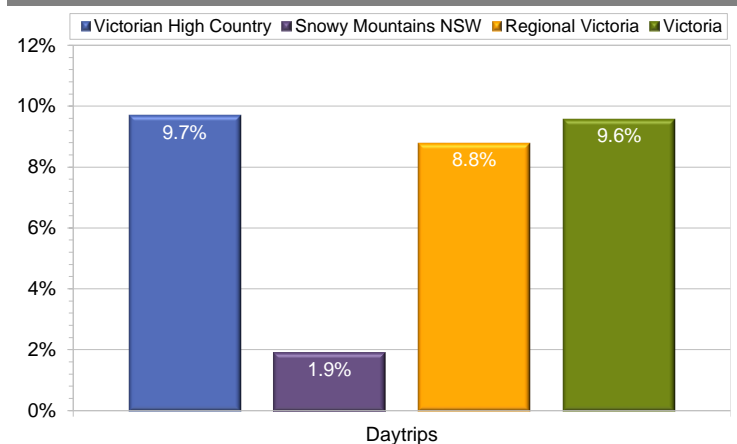
Market share

The region received 4.8% of daytrips to regional Victoria. Compared to YE Sep 18, the share was down by 0.7% pts.

Main purpose of trip

'Holiday' (58.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.1%) and 'business' (10.6%).

Average annual growth – YE Sep 15 to YE Sep 19



Over the period YE Sep 15 to YE Sep 19, the High Country had an average annual growth of 9.7% in domestic daytrips.

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

Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.9%) and '35 to 44 years' (18.3%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$200 million in the region - down by 9.8% on YE Sep 18. On average, visitors spent \$102 per trip to the region - down by 7.9% on YE Sep 18.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Sep 19.

(5) Source: National Visitor Survey, YE Sep 19, TRA

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