

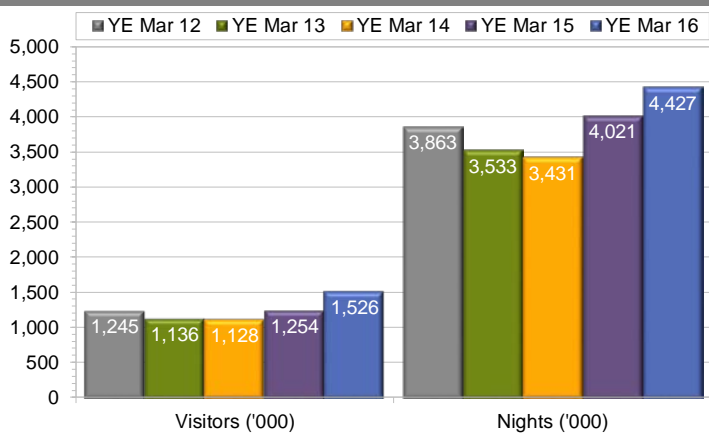
# Travel to High Country#

For the period April 2015 to March 2016



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

### Visitors and nights

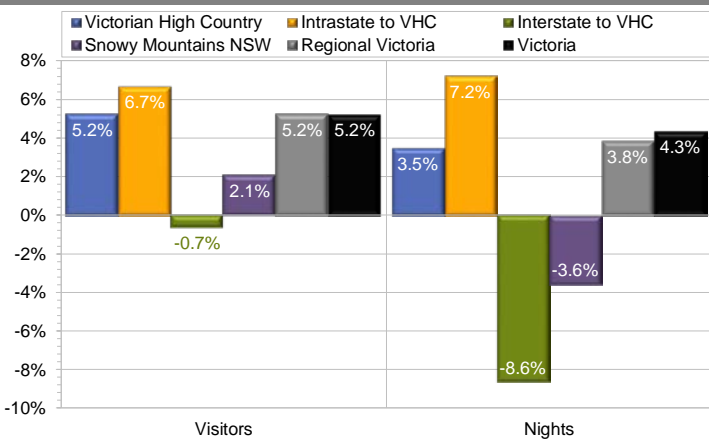


High Country received over 1.5 million domestic overnight visitors - up by 21.7% on YE Mar 15. Visitors spent over 4.4 million nights in the region - up by 10.1% on YE Mar 15.

### Market share

The region received 10.8% of visitors and 10.7% of nights in regional Victoria. Compared to YE Mar 15, the share of visitors was up by 1.2 pts and the share of nights was up by 0.5% pts.

### Average annual growth – YE Mar 12 to YE Mar 16



Over the period YE Mar 12 to YE Mar 16, High Country had an average annual growth of 5.2% in domestic **visitors**. High Country had a higher growth than Snowy Mountains NSW, but similar to regional Victoria and Victoria.

High Country had an average annual growth of 3.5% in domestic visitor **nights** over the period. High Country had a lower growth than Regional Victoria and Victoria, while Snowy Mountains NSW experienced a decline.

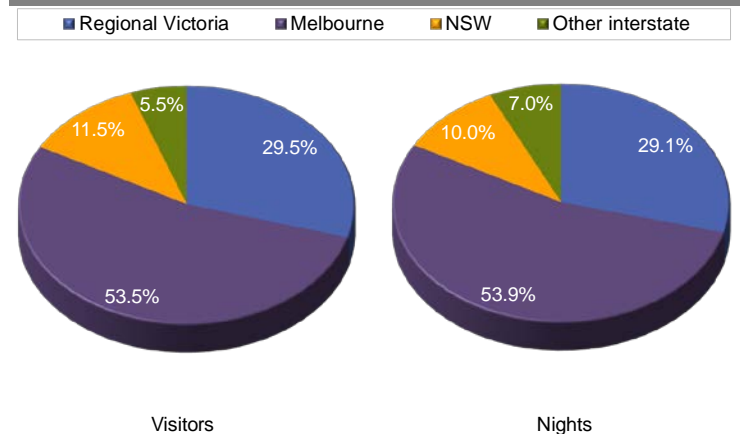
### Ski vs non-ski visitors

**Ski** visitors to the region had a lower growth than non-ski visitors on YE Mar 15 (+10.8% vs +24.9%) and on YE Mar 12 (+11.9% vs +25.7%).

### Accommodation

'Friends or relatives property' (24.5%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (16.0%) and 'rented house, apartment, flat or unit' (15.2%).

### Origin



The region received 83.0% of both visitors and nights from **intrastate**. Compared to YE Mar 15, intrastate visitors were up by 34.2% and nights were up by 32.3%.

**Interstate** contributed 17.0% of both visitors and nights in the region. Compared to YE Mar 15, interstate visitors were down by 12.9% and nights were down by 39.5%.

### Purpose of visit to High Country

'Holiday' (63.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.5%) and 'business' (10.0%).

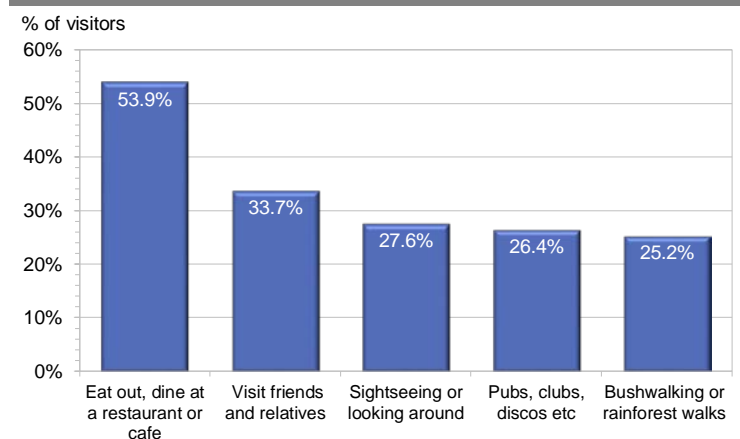
### Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.3 nights on the YE Mar 15.

### Age

'55 to 64 years' (18.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.1%).

### Activities



'Eat out, dine at a restaurant or cafe' (53.9%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent \$615 million in the region - up by 19.3% on YE Mar 15. On average, visitors spent \$139 per night in the region - up by 8.4% on YE Mar 15.

<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16, TRA

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

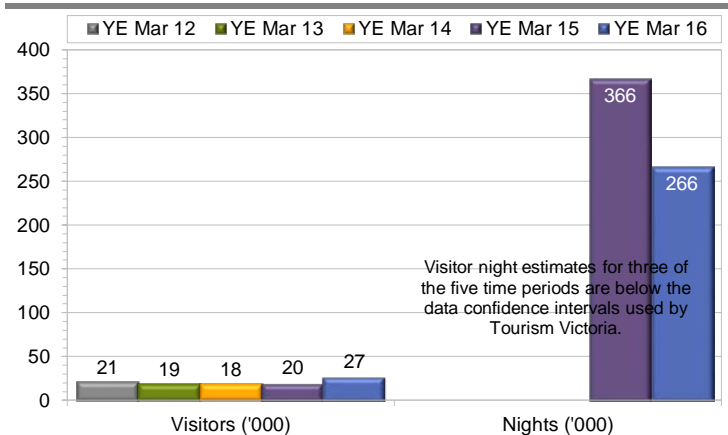
# Travel to High Country#

For the period April 2015 to March 2016



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

### Visitors and nights



High Country received 27,300 international overnight visitors - up by 33.3% on YE Mar 15. Visitors stayed for 266,500 nights in the region - down by 27.2% on YE Mar 15.

### Market share

The region received 5.8% of visitors and 4.0% of nights in regional Victoria. Compared to YE Mar 15, share of visitors was up by 0.7% pts and the share of nights was down by 1.4% pts.

### Purpose of visit to High Country

'Holiday' (61.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.7%) and 'business' (3.8%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	24.8%	13	Hong Kong	1.7%
2	New Zealand	11.0%	14	India	1.6%
3	USA	7.1%	15	Indonesia	1.1%
4	France	6.5%	16	Italy	1.0%
5	Germany	5.9%	17	Netherlands	0.8%
6	Scandinavia	4.6%	18	Thailand	0.5%
7	Malaysia	4.5%	19	Taiwan	0.4%
8	Singapore	3.9%	20	South Korea	0.4%
9	Switzerland	3.3%			
10	Canada	3.2%		Other Asia	3.8%
11	Mainland China	2.8%		Other Europe	5.8%
12	Japan	2.0%		Other Countries	3.2%

The UK (24.8%) was the region's largest source market of visitors, followed by New Zealand (11.0%) and the USA (7.1%).

### Accommodation

'Friends or relatives property' (49.4%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (17.5%).

### Age

'55 to 64 years' (21.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.5%).

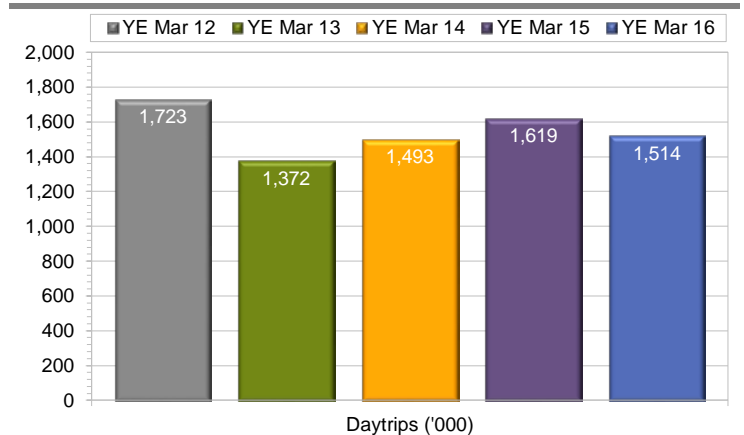
### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

International overnight visitor spent \$13 million in the region. On average, visitors spent \$50 per night in the region.

<sup>(4)</sup> Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 16, TRA

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

### Trips



High Country received over 1.5 million domestic daytrip visitors - down by 6.5% on YE Mar 15.

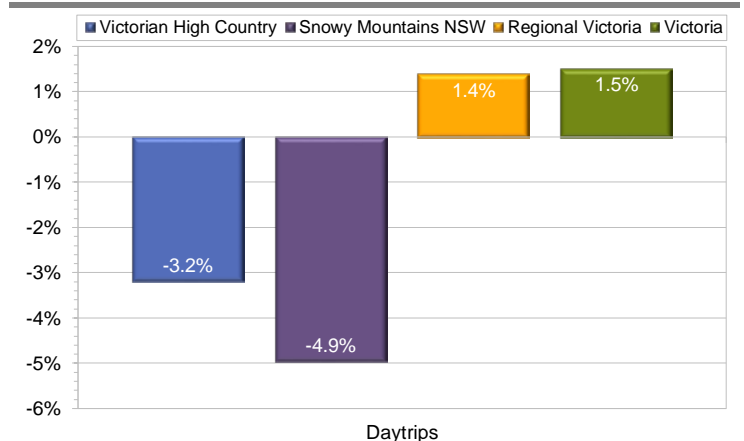
### Market share

The region received 5.0% of daytrips to regional Victoria. Compared to YE Mar 15, the share was down by 0.8% pts.

### Main purpose of trip

'Holiday' (55.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.6%) and 'business' (13.0%).

### Average annual growth – YE Mar 12 to YE Mar 16



Over the period YE Mar 12 to YE Mar 16, the High Country had an average annual decline of 3.2% in domestic daytrips. High Country had a lower decline than Snowy Mountains NSW, while regional Victoria and Victoria experienced growth.

### Ski vs non-ski visitors

**Ski** visitors to the region had a lower decline than non-ski visitors on YE Mar 15 (-2.4% vs -7.3%). **Ski** visitors grew while non-ski visitors had a decline on YE Mar 12 (+16.0% vs -16.1%).

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

Domestic daytrip visitors spent \$122 million in the region - down by 22.4% on YE Mar 15. On average, visitors spent \$81 per trip to the region - down by 17.1% on YE Mar 15.

<sup>(6)</sup> Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 16, TRA

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

<sup>(3)</sup> Source: International Visitor Survey, YE Mar 16, TRA

<sup>(5)</sup> Source: National Visitor Survey, YE Mar 16, TRA