

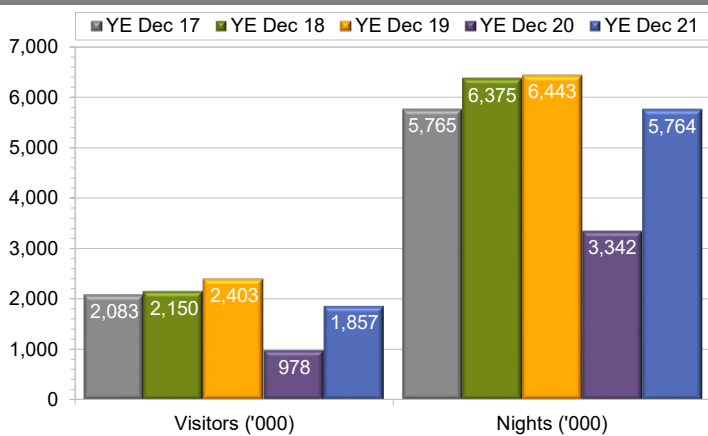
Domestic travel to High Country ⁽¹⁾

For the period January 2021 to December 2021



Overnight travel

Visitors and nights

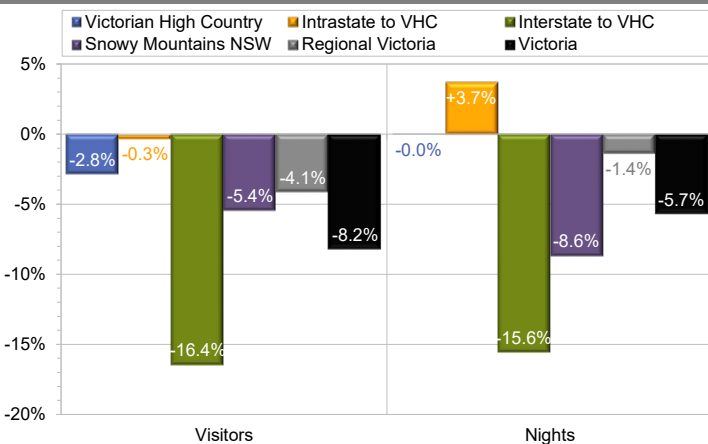


High Country received nearly 1.9 million overnight visitors - up by 89.9% on YE Dec 20. Visitors spent nearly 5.8 million nights in the region - up by 72.5% on YE Dec 20.

Market share

High Country received 13.3% of visitors and 13.2% of nights in regional Victoria. Compared to YE Dec 20, the share of visitors was up by 4.2% pts and the share of nights was up by 3.6% pts.

Average annual growth – YE Dec 17 to YE Dec 21



Over the period YE Dec 17 to YE Dec 21, High Country had an average annual decline of -2.8% in domestic **visitors**. High Country had a lower decline than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had a marginal decline in domestic visitor **nights** over the period. High Country had a lower decline than Snowy Mountains NSW, regional Victoria and Victoria.

Accommodation

'Friends or relatives property' (25.0%) was the most popular accommodation type used for **nights** in the High Country. 'Caravan park or commercial camping ground' (15.8%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (14.4%).

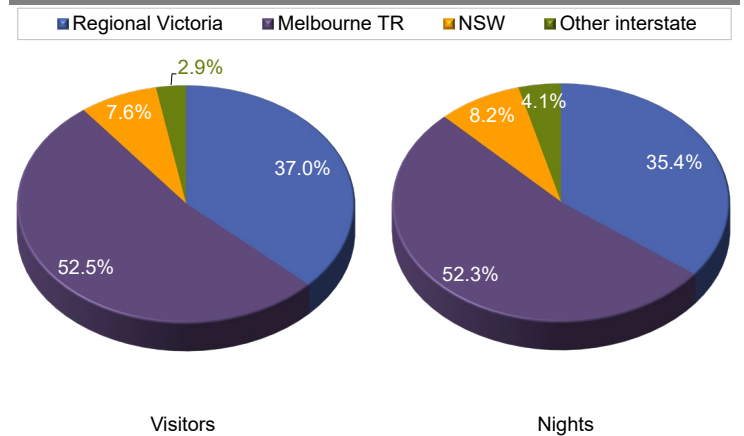
All transport

'Private vehicle or company car' (97.4%) was the most popular transport used by visitors to the High Country, followed by 'aircraft' (0.8%) and 'bus or coach' (0.6%).

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

(1) Source: National Visitor Survey (NVS), YE Dec 21, Tourism Research Australia (TRA) – unless otherwise specified

Origin



High Country received 89.5% of visitors and 87.7% of nights from **intrastate**. Compared to YE Dec 20, intrastate visitors were up by 91.2% and nights were up by 66.5%.

Interstate contributed 10.5% of visitors and 12.3% of nights in the region. Compared to YE Dec 20, interstate visitors were up by 79.6%.

Purpose of visit

'Holiday' (65.9%) was the largest purpose for **visitors** to the High Country. 'Visiting friends and relatives' (24.2%) was the 2nd largest purpose, followed by 'business' (6.0%).

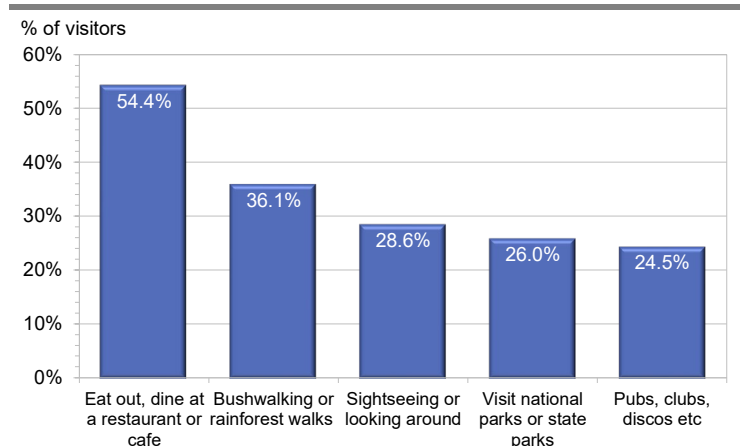
Length of stay

Visitors stayed on average 3.1 nights in the High Country – down by 0.3 nights on YE Dec 20.

Age

'45 to 54 years' (19.7%) was the biggest age group of visitors to the High Country, followed by '65 years and over' (19.6%).

Activities



'Eat out, dine at a restaurant or cafe' (54.4%) was the most popular activity undertaken by visitors to the High Country.

Expenditure ⁽²⁾

Overnight visitors spent \$935 million in the High Country - up by 122% on YE Dec 20. On average, visitors spent \$162 per night in the region - up by 28.8% on YE Dec 20.

(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

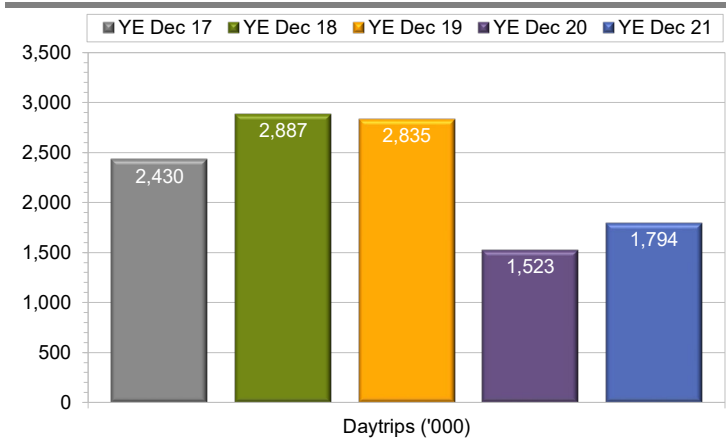
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Daytrip travel

Trips



High Country received nearly 1.8 million daytrip visitors - up by 17.8% on YE Dec 20.

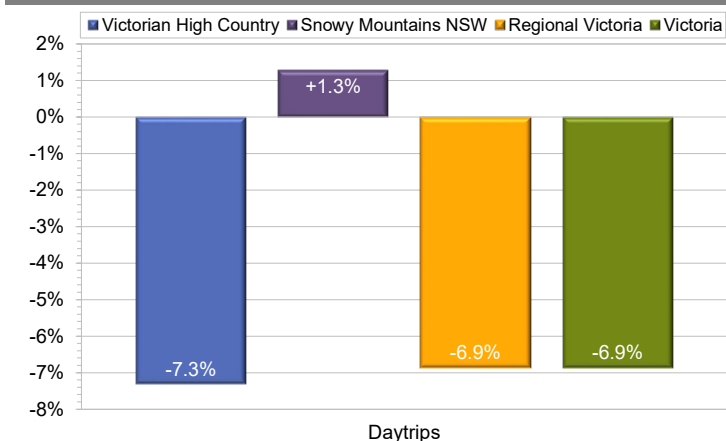
Market share

High Country received 6.9% of daytrips to regional Victoria. Compared to YE Dec 20, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (60.7%) was the largest purpose for visitors to the High Country. 'Visiting friends and relatives' (15.1%) was the 2nd largest purpose, followed by 'business' (9.8%).

Average annual growth – YE Dec 17 to YE Dec 21



Over the period YE Dec 17 to YE Dec 21, the High Country had an average annual decline of -7.3% in domestic daytrips.

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

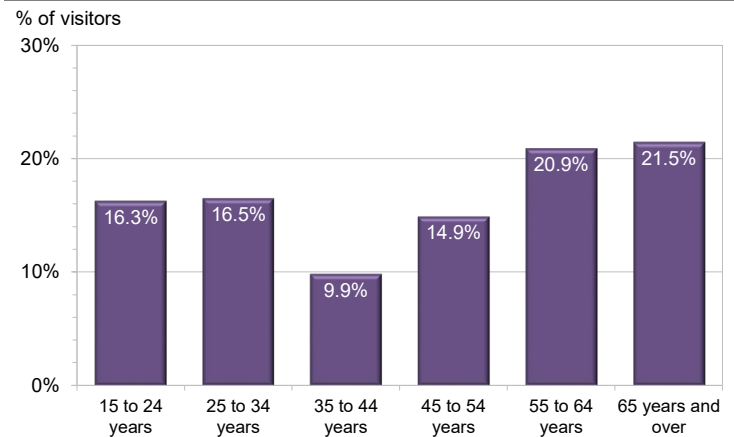
Activities

'Eat out, dine at a restaurant or cafe' (41.7%) was the most popular activity undertaken by visitors to the High Country. 'Sightseeing or looking around' (21.3%) was the 2nd most popular activity undertaken, followed by 'visit national parks or state parks' (19.8%).

Transport

'Private vehicle or company car' (98.0%) was the most popular transport used by visitors to the High Country. 'Bus or coach' (1.7%) was the 2nd most popular transport.

Age



'65 years and over' (21.5%) was the biggest age group of visitors to the High Country.

Gender

More visitors to the High Country were male (61.9%) than female (38.1%).

Lifecycle

'Older non-working' (26.4%) was the largest lifecycle group of visitors to the High Country. 'Parent with youngest child aged under 15' (21.8%) was the 2nd largest lifecycle group, followed by 'young or midlife couple, no kids' (19.2%).

Month travelled

April (16.1%) was the most popular month for a daytrip to the High Country. January (13.8%) was the 2nd most popular month to travel, followed by December (11.2%).

Expenditure⁽²⁾

Daytrip visitors spent \$202 million in the High Country - up by 56.1% on YE Dec 20. On average, visitors spent \$113 per trip to the region - up by 32.6% on YE Dec 20.

(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE on YE growth
Domestic visitors (million)						
Overnight visitors	2.1	2.1	2.4	1.0	1.9	+89.9%
Daytrip visitors	2.4	2.9	2.8	1.5	1.8	+17.8%
Total domestic visitors	4.5	5.0	5.2	2.5	3.7	+46.0%
Domestic nights (million)						
Total domestic nights	5.8	6.4	6.4	3.3	5.8	+72.5%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$920	\$1,019	\$1,112	\$421	\$935	+122.1%
Daytrip spend ⁽²⁾	\$228	\$301	\$272	\$129	\$202	+56.1%
Total domestic spend⁽²⁾	\$1,149	\$1,320	\$1,384	\$550	\$1,137	+106.6%

High Country received nearly 3.7 million domestic visitors - up by 46.0% on YE Dec 20. Visitors spent nearly 5.8 million nights in the region - up by 72.5% on YE Dec 20. In total, domestic visitors spent over \$1.1 billion on travel to the High Country - up by 107% on YE Dec 20.

(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

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

(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

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