

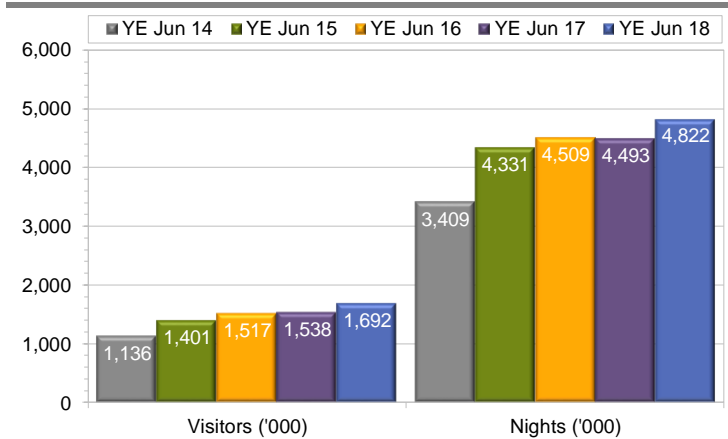
Travel to High Country#

For the period July 2017 to June 2018



Domestic Overnight Travel⁽¹⁾

Visitors and nights

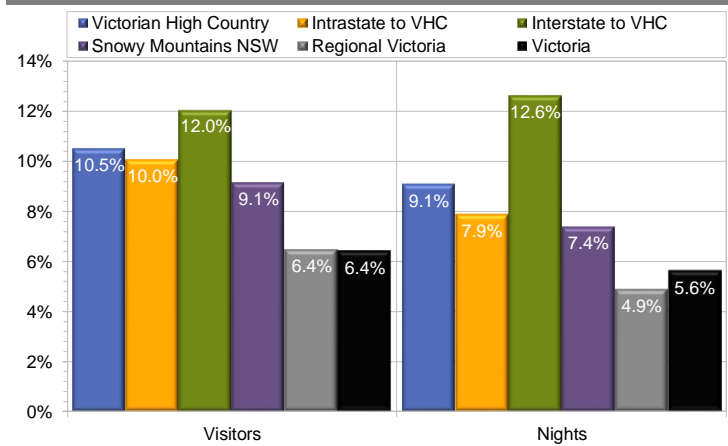


High Country received nearly 1.7 million domestic overnight visitors - up by 10.0% on YE Jun 17. Visitors spent over 4.8 million nights in the region - up by 7.3% on YE Jun 17.

Market share

The region received 10.7% of visitors and 10.8% of nights in regional Victoria. Compared to YE Jun 17, the share of visitors was up by 0.5 pts and the share of nights was up by 0.3% pts.

Average annual growth – YE Jun 14 to YE Jun 18



Over the period YE Jun 14 to YE Jun 18, High Country had an average annual growth of 10.5% 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 9.1% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

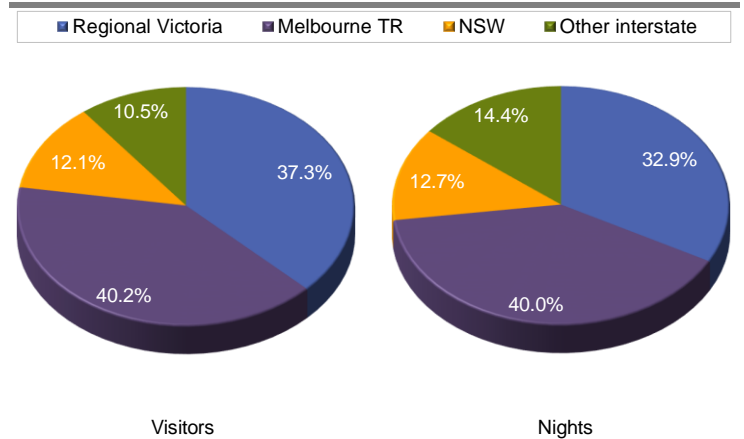
Accommodation

'Friends or relatives property' (24.6%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (15.5%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (11.8%) and 'caravan or camping – non commercial' (11.5%).

All transport

'Private vehicle or company car' (91.2%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.6%) and 'aircraft' (2.3%).

Origin



The region received 77.5% of visitors and 72.9% of nights from **intrastate**. Compared to YE Jun 17, intrastate visitors were up by 7.7% and nights were up by 3.9%.

Interstate contributed 22.5% of visitors and 27.1% of nights in the region. Compared to YE Jun 17, interstate visitors were up by 18.8% and nights were up by 17.9%.

Purpose of visit to High Country

'Holiday' (61.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.5%) and 'business' (7.5%).

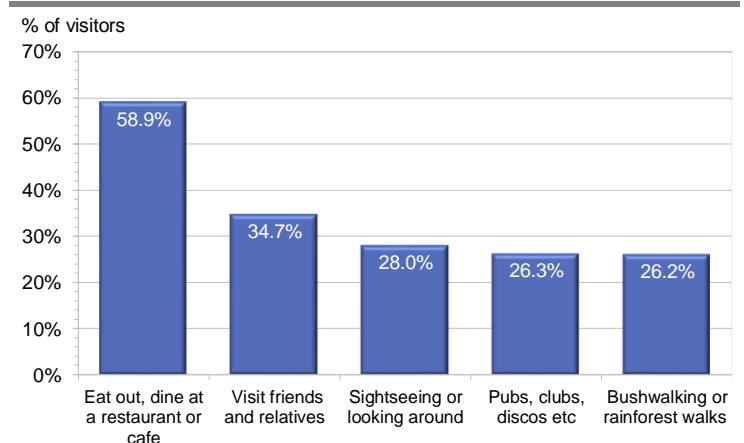
Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on the YE Jun 17.

Age

'35 to 44 years' (19.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.5%).

Activities



'Eat out, dine at a restaurant or cafe' (58.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$851 million in the region - up by 36.5% on YE Jun 17. On average, visitors spent \$177 per night in the region - up by 27.1% on YE Jun 17.

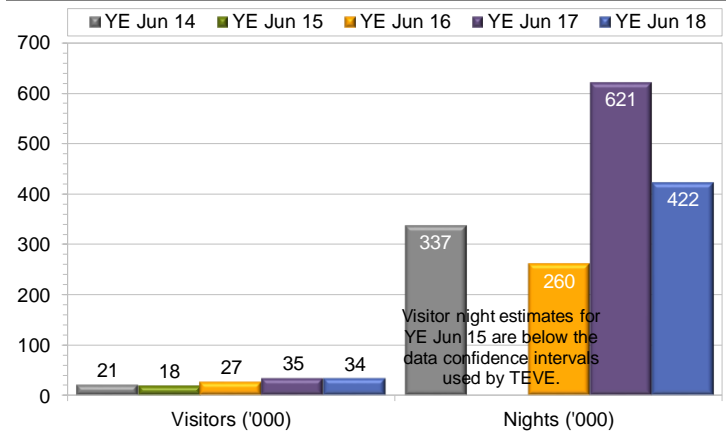
⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Jun 18.

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



International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



High Country received 33,700 international overnight visitors - down by 2.5% on YE Jun 17. Visitors stayed for 422,100 nights in the region - down by 32.0% on YE Jun 17.

Market share

The region received 6.3% of visitors and 5.4% of nights in regional Victoria. Compared to YE Jun 17, the share of visitors was down by 0.3% pts and the share of nights was down by 2.2% pts.

Origin

| Rank | Market | Share | Rank | Market | Share |
|------|----------------|-------|------|-----------------|-------|
| 1 | New Zealand | 13.7% | 13 | South Korea | 1.7% |
| 2 | United Kingdom | 12.8% | 14 | Indonesia | 1.7% |
| 3 | USA | 9.1% | 15 | Netherlands | 1.5% |
| 4 | Germany | 7.1% | 16 | Scandinavia | 1.5% |
| 5 | Mainland China | 6.2% | 17 | Switzerland | 1.3% |
| 6 | Malaysia | 5.9% | 18 | Japan | 1.1% |
| 7 | Hong Kong | 3.9% | 19 | Thailand | 0.6% |
| 8 | Singapore | 3.8% | 20 | India | 0.4% |
| 9 | Canada | 3.8% | | | |
| 10 | France | 3.1% | | Other Asia | 1.3% |
| 11 | Taiwan | 2.4% | | Other Europe | 8.7% |
| 12 | Italy | 2.1% | | Other Countries | 6.4% |

New Zealand (13.7%) was the region's largest source market of visitors, followed by the UK (12.8%) and the USA (9.1%).

Accommodation

'Rented house, apartment, flat or unit' (51.7%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (17.1%).

Age

'45 to 54 years' (19.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.5%).

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

International overnight visitors spent \$25 million in the region - down by 19.9% on YE Jun 17. On average, visitors spent \$59 per night in the region - up by 17.8% on YE Jun 17.

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

Preliminary IVS results

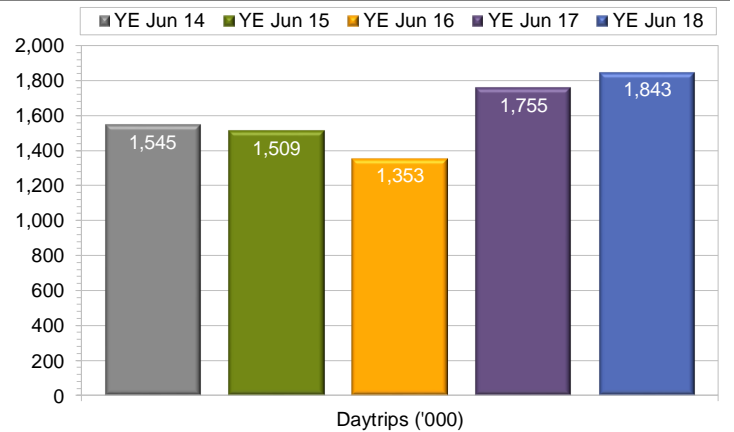
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



High Country received over 1.8 million domestic daytrip visitors - up by 5.0% on YE Jun 17.

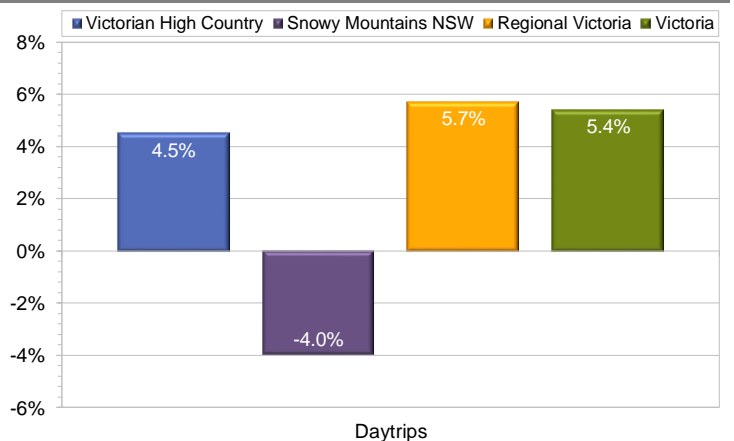
Market share

The region received 5.3% of daytrips to regional Victoria. Compared to YE Jun 17, the share was down by 0.1% pt.

Main purpose of trip

'Holiday' (58.8%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (22.6%) and 'business' (8.4%).

Average annual growth – YE Jun 14 to YE Jun 18



Over the period YE Jun 14 to YE Jun 18, the High Country had an average annual growth of 4.5% in domestic daytrips.

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

Age

'65 years and over' (23.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.5%) and '45 to 54 years' (16.7%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$193 million in the region - up by 22.5% on YE Jun 17. On average, visitors spent \$105 per trip to the region - up by 16.6% on YE Jun 17.

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

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