

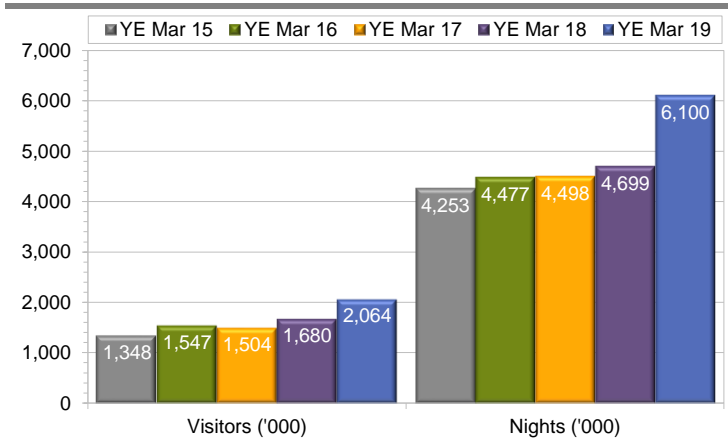
# Travel to High Country#

For the period April 2018 to March 2019



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

### Visitors and nights

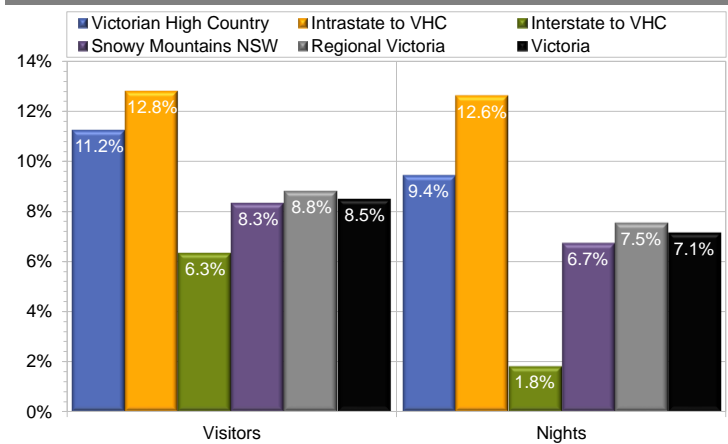


High Country received nearly 2.1 million domestic overnight visitors - up by 22.8% on YE Mar 18. Visitors spent 6.1 million nights in the region - up by 29.8% on YE Mar 18.

### Market share

The region received 11.6% of visitors and 12.4% of nights in regional Victoria. Compared to YE Mar 18, the share of visitors was up by 1.2 pts and the share of nights was up by 1.8% pts.

### Average annual growth – YE Mar 15 to YE Mar 19



Over the period YE Mar 15 to YE Mar 19, High Country had an average annual growth of 11.2% 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 9.4% in domestic visitor **nights** over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

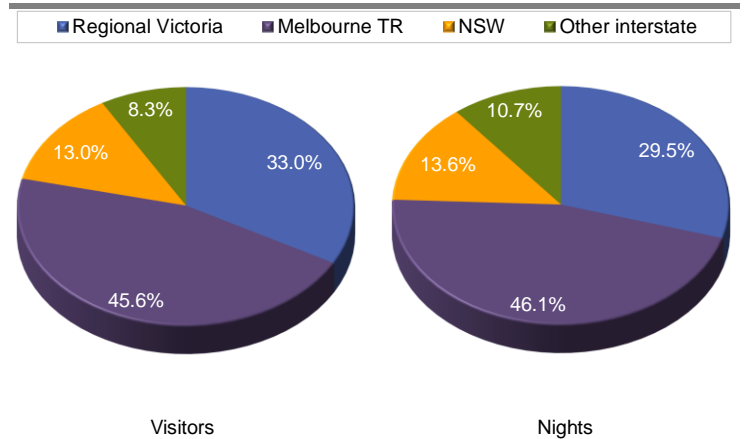
### Accommodation

'Friends or relatives property' (25.4%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (12.0%) was the 2<sup>nd</sup> most popular, followed by 'caravan or camping – non commercial' (11.7%) 'standard hotel or motor inn, below 4 star' (10.6%).

### All transport

'Private vehicle or company car' (94.7%) was the most popular transport used by visitors to the region, followed by 'aircraft' (1.6%) and 'railway' (1.4%).

### Origin



The region received 78.6% of visitors and 75.7% of nights from **intrastate**. Compared to YE Mar 18, intrastate visitors were up by 26.9% and nights were up by 37.3%.

**Interstate** contributed 21.4% of visitors and 24.3% of nights in the region. Compared to YE Mar 18, interstate visitors were up by 9.9% and nights were up by 11.0%.

### Purpose of visit to High Country

'Holiday' (61.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (27.2%) and 'business' (9.1%).

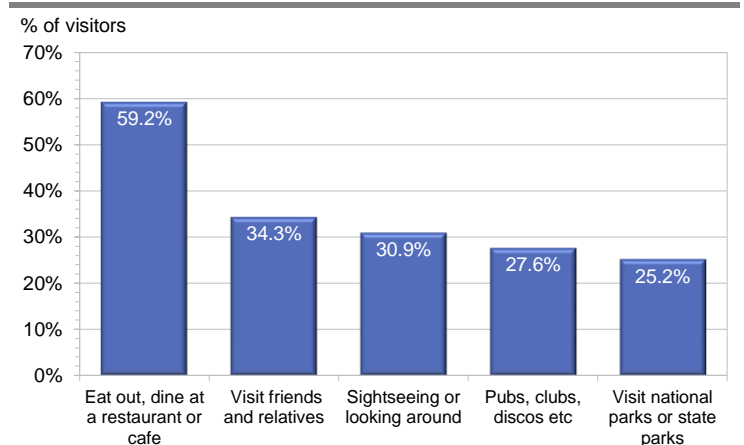
### Length of stay

Visitors stayed on average 3 nights in the region – up by 0.2 nights on the YE Mar 18.

### Age

'45 to 54 years' (19.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.2%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent over \$1.0 billion in the region - up by 24.5% on YE Mar 18. On average, visitors spent \$171 per night in the region - down by 4.1% on YE Mar 18.

<sup>(2)</sup> Source: TRA's expenditure allocation method applied to NVS data for YE Mar 19.

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

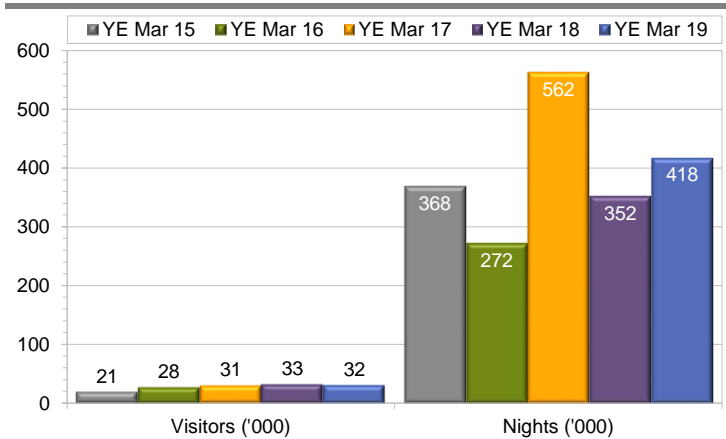
# Travel to High Country#

For the period April 2018 to March 2019



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

### Visitors and nights



High Country received 32,000 international overnight visitors - down by 4.0% on YE Mar 18. Visitors stayed for 417,700 nights in the region - up by 18.7% on YE Mar 18.

### Market share

The region received 5.4% of visitors and 5.1% of nights in regional Victoria. Compared to YE Mar 18, the share of visitors was down by 1.0% pt and the share of nights was up by 0.6% pts.

### Purpose of visit to High Country

'Holiday' (63.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (30.5%) and 'employment' (3.7%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	13.8%	13	India	2.0%
2	Canada	12.6%	14	Indonesia	1.8%
3	United Kingdom	12.6%	15	Japan	1.8%
4	USA	10.3%	16	Netherlands	1.2%
5	Germany	6.7%	17	Thailand	1.1%
6	Mainland China	5.9%	18	Singapore	0.4%
7	Hong Kong	5.3%	19	South Korea	0.0%
8	Taiwan	3.5%	19	Scandinavia	0.0%
9	France	3.0%			
10	Malaysia	2.8%		Other Asia	2.7%
11	Italy	2.6%		Other Europe	1.1%
12	Switzerland	2.5%		Other Countries	6.2%

New Zealand (13.8%) was the region's largest source market of visitors, followed by Canada (12.6%) and the United Kingdom (12.6%).

### Accommodation

'Friends or relatives property' (24.2%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (23.8%).

### Age

'45 to 54 years' (21.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.0%).

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

International overnight visitors spent \$22 million in the region - up by 5.9% on YE Mar 18. On average, visitors spent \$53 per night in the region - down by 10.8% on YE Mar 18.

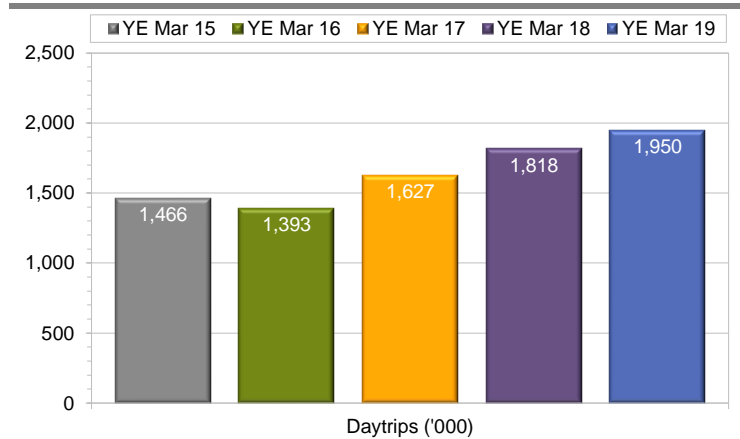
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 19.

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

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

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

### Trips



High Country received over 1.9 million domestic daytrip visitors - up by 7.3% on YE Mar 18.

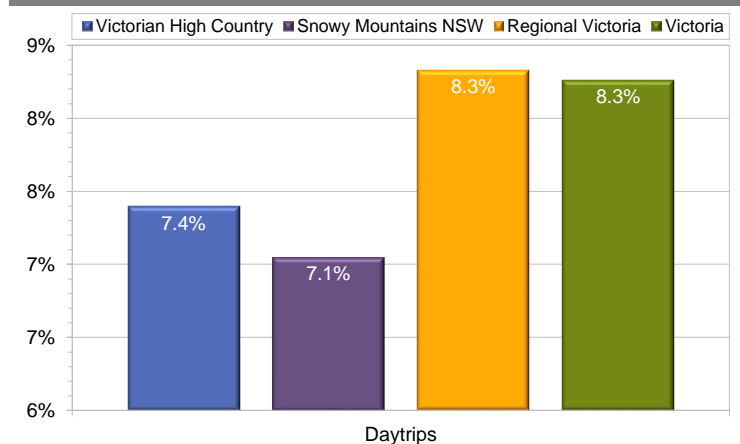
### Market share

The region received 5.0% of daytrips to regional Victoria. Compared to YE Mar 18, the share was down by 0.1% pt.

### Main purpose of trip

'Holiday' (56.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (22.8%) and 'business' (9.2%).

### Average annual growth – YE Mar 15 to YE Mar 19



Over the period YE Mar 15 to YE Mar 19, the High Country had an average annual growth of 7.4% in domestic daytrips.

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

### Age

'65 years and over' (18.9%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.5%) and '25 to 34 years' (18.4%).

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

Domestic daytrip visitors spent \$209 million in the region - up by 4.1% on YE Mar 18. On average, visitors spent \$107 per trip to the region - down by 2.9% on YE Mar 18.

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

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