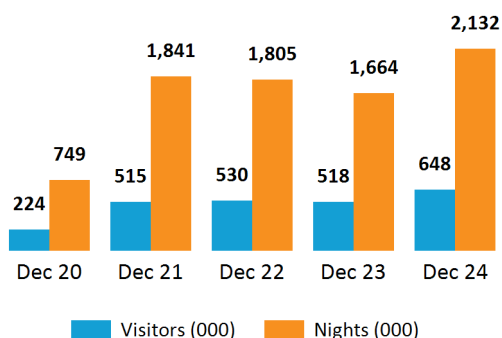


# Domestic Travel to Alpine Shire

For the Year Ending December 2024

## Overnight Travel

### Visitors and Nights

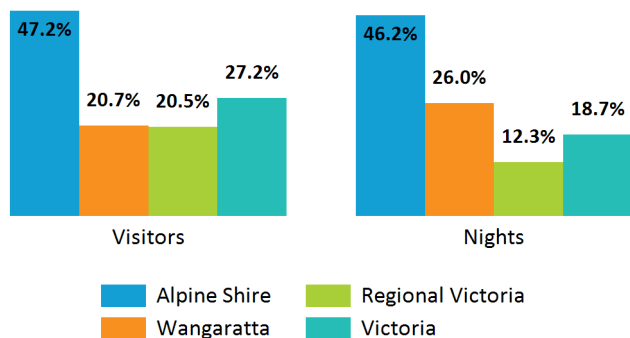


Alpine Shire received 648,000 overnight visitors, up by 25.0% on YE Dec 23. Visitors spent 2.1 million nights in the shire, up by 28.1% on YE Dec 23.

### Expenditure

Overnight visitors spent \$519 million in Alpine Shire, up by 32.4% on YE Dec 23. On average, they spent \$243 per night, up by +3.4% on YE Dec 23.

### Average Annual Growth - YE Dec 20 to Dec 24



Over the period YE Dec 20 to YE Dec 24, Alpine Shire had an average annual growth of 47.2% in overnight visitors. This growth was higher than in Victoria (27.2%), Wangaratta (20.7%), and Regional Victoria (20.5%).

Alpine Shire had an average annual growth of 46.2% in visitor nights over the period. This growth was higher than in Victoria (18.7%), Wangaratta (26.0%), and Regional Victoria (12.3%).

### Month Returned from Trip

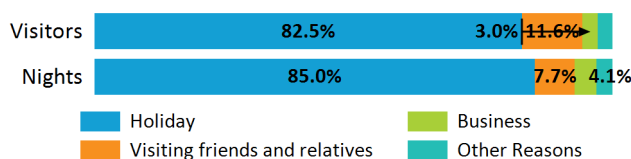
'April' (22.2%) was the most popular month to return for overnight visitors to Alpine Shire. 'January' (17.0%) was the second most popular month to return, followed by 'March' (14.9%).

### Market Share

The overnight sector represented 66.7% of all domestic visitors to Alpine Shire, up by 6.9% pts on YE Dec 23. The sector contributed 94.5% of total domestic spend in the shire, up by 5.6% pts on YE Dec 23.

Alpine Shire received 3.3% of overnight visitors and 4.1% of visitor nights in regional Victoria. Compared to YE Dec 23, the share of visitors was up by 0.6% pt and the share of nights was up by 1.0% pt.

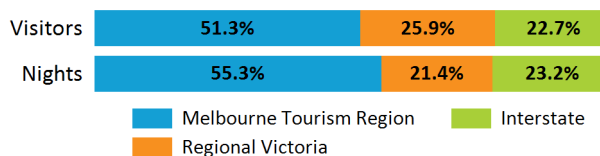
### Purpose of Visit



'Holiday' (82.5%) was the top reason for overnight visitors to visit Alpine Shire. 'VFR' (11.6%), followed by 'Business' (3.0%). Compared to YE Dec 23, 'Holiday' was up by 6.9% pts whilst 'VFR' was down by -7.3% pts.

'Holiday' (85.0%) was the top reasons for visitor nights in Alpine Shire. 'VFR' (7.7%), followed by 'Business' (4.1%). Compared to YE Dec 23, 'Holiday' was up by 6.4% pts whilst 'VFR' was down by -7.4% pts.

### Origin



Melbourne tourism region was Alpine Shire's largest source market of domestic overnight travel. Melbourne tourism region contributed 51.3% of visitors and 55.3% of visitor nights in the shire. Compared to YE Dec 23, visitors from Melbourne tourism region were up by 38.7% and nights were up by 48.0%.

Regional Victoria contributed 25.9% of visitors and 21.4% of nights in the shire. Compared to YE Dec 23, visitors from regional Victoria were down by -4.6% and nights were down by -19.6%.

Interstate contributed 22.7% of visitors and 23.2% of nights in the shire. Compared to YE Dec 23, visitors from Interstate were up by 43.6% and nights were up by 66.0%.

# Domestic Travel to Alpine Shire

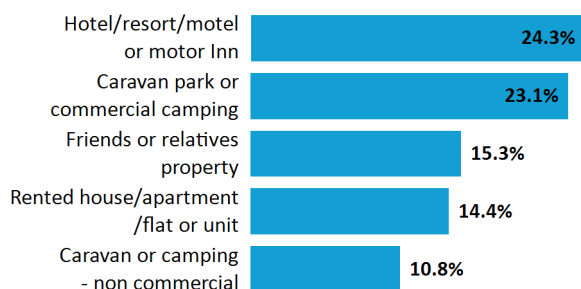
For the Year Ending December 2024

## Overnight Travel

### Number of Stopovers on Trip

The majority of overnight visitors had '1 Stopover' (72.1%) on the trip to Alpine Shire. Nearly 13.4% had '2 Stopovers' on the trip.

### Accommodation



'Hotel/resort/motel or motor Inn' (24.3%) was the most popular accommodation type used for visitor nights in Alpine Shire. 'Caravan park or commercial camping ground' (23.1%) was the second most popular accommodation type.

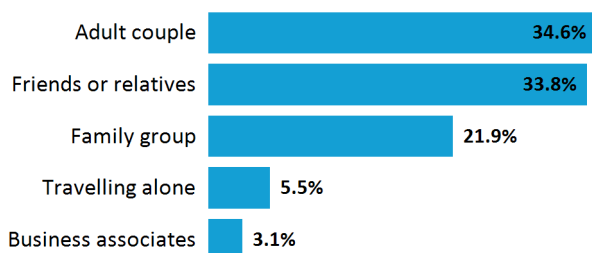
### Activities

'Eat out / dine at a restaurant and/or cafe' (65.7%) was the most popular activity undertaken by overnight visitors to Alpine Shire. 'Sightseeing/looking around' (41.7%) was the second most popular activity undertaken, followed by 'Visit national parks / state parks' (37.3%).

### Transport

'Private vehicle or company car' (94.2%) was the most transport used by overnight visitors to Alpine Shire. 'Rental car' (2.3%) was the second most popular transport used, followed by 'Bus/Coach' (1.7%).

### Travel Party

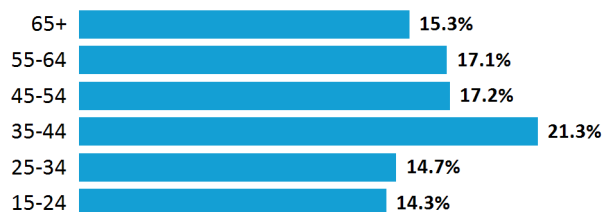


'Adult couple' (34.6%) was the largest travel party description for overnight visitors to Alpine Shire. 'Friends or relatives' (33.8%) was the second most common travel party, followed by 'Family group' (21.9%).

### Length of Stay

Overnight visitors stayed on average 3.3 nights in Alpine Shire, up by 0.1 nights on YE Dec 23.

### Age



'35-44' (21.3%) was the biggest age group of overnight visitors to Alpine Shire. '45-54' (17.2%) was the second biggest age group, followed by '55-64' (17.1%).

### Gender

More overnight visitors to Alpine Shire were 'Male' (51.1%) than 'Female' (48.8%).

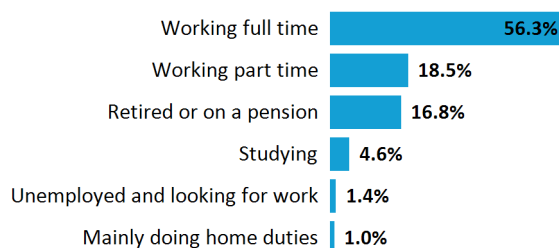
### Lifecycle

'Young/midlife couple, no kids' (20.5%) was the largest lifecycle group of overnight visitors to Alpine Shire. 'Parent with youngest child aged 6-14' (15.4%) was the second largest lifecycle group, followed by 'Older working married person' (13.8%).

### Marital Status

More overnight visitors to Alpine Shire were 'Part of a couple' (76.8%) than 'Single' (23.1%).

### Employment



'Working full time' (56.3%) was the most common employment status of overnight visitors to Alpine Shire. 'Working part time' (18.5%) was the second most common employment status, followed by 'Retired or on a pension' (16.8%).

### Annual Household Income

The average annual household income was \$146,526 amongst overnight visitors to Alpine Shire. The largest portion of visitors (27.2%) had an annual household income of '\$200,000+'. (Note: 23.4% did not provide an income.)