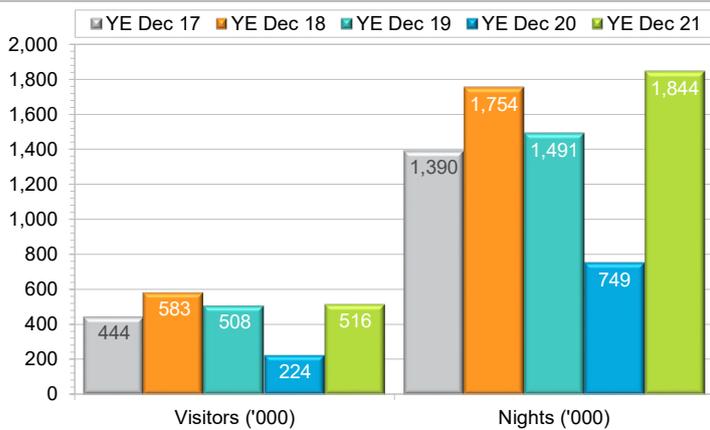


# Domestic travel to Alpine Shire (1)

## For the period January 2021 to December 2021

### Overnight travel

#### Visitors and nights



Alpine Shire received 516,000 overnight visitors - up by 130% on YE Dec 20. Visitors spent over 1.8 million nights in the shire - up by 146% on YE Dec 20.

#### Market share

The shire received 3.7% of visitors and 4.2% of nights in regional Victoria. Compared to YE Dec 20, the share of visitors was up by 1.6% pts and the share of nights was up by 2.0% pts.

#### Purpose of visit



'Holiday' (75.7%) was the largest purpose for **visitors** to the shire. 'Visiting friends and relatives' (17.2%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (3.7%).

'Holiday' (80.7%) was the largest purpose in terms of **nights** in the shire. 'Visiting friends and relatives' (15.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (2.1%).

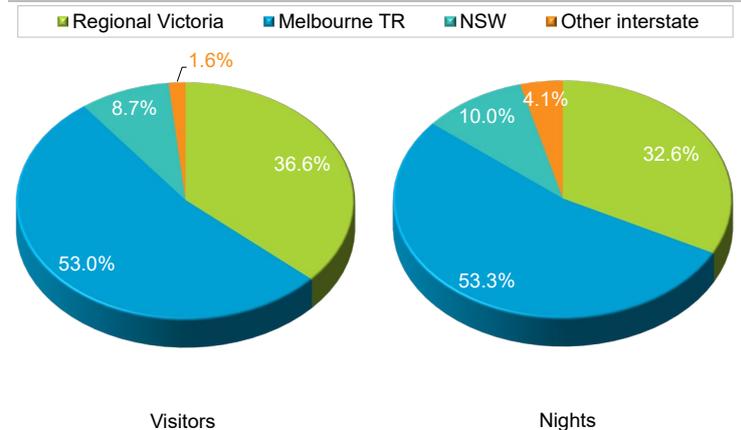
#### Accommodation

'Caravan park or commercial camping ground' (25.6%) was the most popular accommodation type used for nights in the shire. 'Friends or relatives property' (18.6%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'rented house, apartment, flat or unit' (18.3%).

#### All transport

'Private vehicle or company car' (97.7%) was the most popular transport mode used by visitors to the shire. 'Self-drive motor home or campervan' (1.1%) was the 2<sup>nd</sup> most popular transport used, followed by 'bus or coach' (0.7%).

#### Origin



**Melbourne tourism region** was Alpine Shire's largest source market. Melbourne tourism region contributed 53.0% of visitors and 53.3% of nights in the shire. Compared to YE Dec 20, visitors from Melbourne tourism region were up by 141%.

**Regional Victoria** contributed 36.6% of visitors and 32.6% of nights in the shire. Compared to YE Dec 20, visitors from regional Victoria were up by 110%.

**Interstate** contributed 10.4% of visitors and 14.1% of nights in the shire.

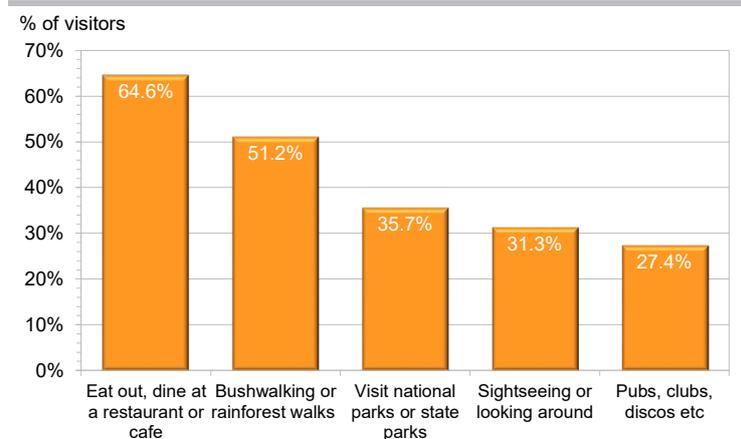
#### Length of stay

Visitors stayed on average 3.6 nights in the shire – up by 0.2 nights on YE Dec 20.

#### Age

'35 to 44 years' (22.2%) was the biggest age group of visitors to the shire. '65 years and over' (21.6%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (18.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (64.6%) was the most popular activity undertaken by visitors to the shire.

#### Expenditure (2)

Overnight visitors spent \$330 million in Alpine Shire - up by 158% on YE Dec 20. On average, visitors spent \$179 per night in the shire - up by 4.9% on YE Dec 20.

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

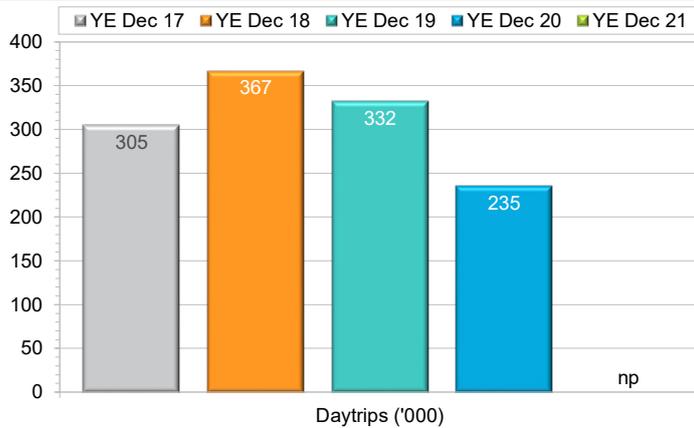
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

# Domestic travel to Alpine Shire <sup>(1)</sup>

## For the period January 2021 to December 2021

### Daytrip travel

#### Trips



Daytrip estimates for the Alpine Shire in the YE Dec 21 are below the data confidence intervals used by TEVE. Due to the estimates being below the data confidence intervals, no analysis based on visitors can be shown.

#### Expenditure <sup>(2)</sup>

Expenditure estimates for daytrip visitors to Alpine Shire for YE Dec 21 are below the data confidence intervals used by TRA.

<sup>(2)</sup> Source: 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	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	444	583	508	224	516	+130.2%
Daytrip visitors	305	367	332	235	np	np
<b>Total domestic visitors</b>	<b>749</b>	<b>949</b>	<b>840</b>	<b>459</b>	<b>657</b>	<b>+42.9%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,390</b>	<b>1,754</b>	<b>1,491</b>	<b>749</b>	<b>1,844</b>	<b>+146.2%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend <sup>(2)</sup>	\$218	\$274	\$313	\$128	\$330	+158.2%
Daytrip spend <sup>(2)</sup>	np	\$24	np	np	np	np
<b>Total domestic spend <sup>(2)</sup></b>	<b>\$240</b>	<b>\$298</b>	<b>\$350</b>	<b>\$143</b>	<b>\$352</b>	<b>+147.0%</b>

Alpine Shire received 657,000 domestic visitors - up by 42.9% on YE Dec 20. Visitors spent over 1.8 million nights in the shire - up by 146% on YE Dec 20.

In total, domestic visitors spent \$352 million on travel to the shire - up by 147% on YE Dec 20.

<sup>(2)</sup> Source: NVS and Regional Expenditure Model, YE Dec 21, TRA.