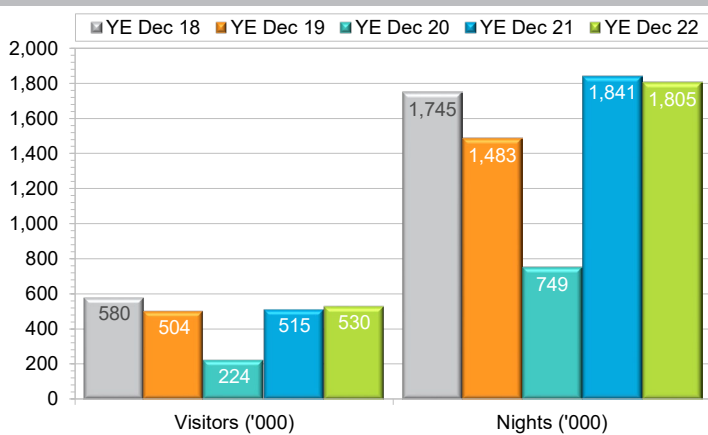


Domestic travel to Alpine Shire

For the period January 2022 to December 2022

Overnight travel

Visitors and nights



Alpine Shire received 530,000 overnight visitors - up by 2.9% on YE Dec 21. Visitors spent over 1.8 million nights in the shire - down by 2.0% on YE Dec 21.

Market share

The shire received 2.9% of overnight visitors and 3.5% of visitor nights in regional Victoria. Compared to YE Dec 21, the share of visitors was down by 0.8% pts and the share of nights was down by 0.7% pts.

Purpose of visit



'Holiday' (75.0%) was the largest purpose for overnight **visitors** to the shire. 'Visiting friends and relatives' (14.8%) was the 2nd largest purpose, followed by 'business' (6.6%).

'Holiday' (78.6%) was the largest purpose in terms of **visitor nights** in the shire. 'Visiting friends and relatives' (15.1%) was the 2nd largest purpose, followed by 'business' (4.9%).

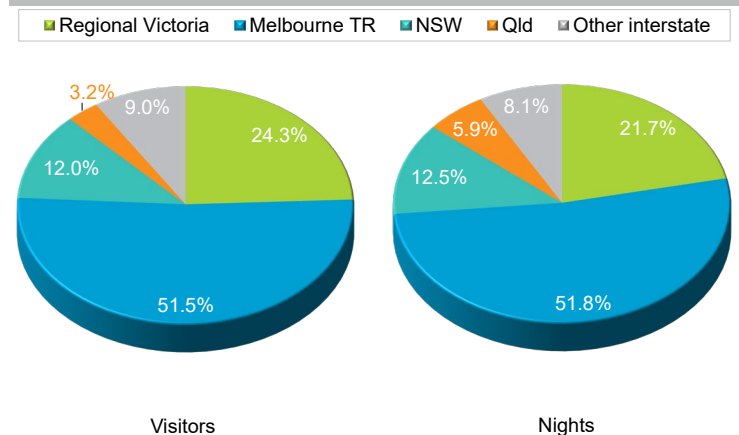
Accommodation

'Rented house, apartment, flat or unit' (25.6%) was the most popular accommodation type used for **visitor nights** in the shire. 'Caravan park or commercial camping ground' (20.2%) was the 2nd most popular accommodation type, followed by 'friends or relatives property' (16.9%).

All transport

'Private vehicle or company car' (92.4%) was the most popular transport mode used by overnight visitors to the shire. 'Rental car' (3.2%) was the 2nd most popular transport used, followed by 'aircraft' (1.6%).

Origin



Melbourne tourism region was Alpine Shire's largest source market of overnight travel. Melbourne tourism region contributed 51.5% of visitors and 51.8% of visitor nights in the shire. Compared to YE Dec 21, visitors from Melbourne tourism region were down by 0.2%, and nights were down by 4.8%.

Regional Victoria contributed 24.3% of visitors and 21.7% of nights in the shire. Compared to YE Dec 21, visitors from regional Victoria were down by 31.7%.

Interstate contributed 24.1% of visitors and 26.5% of nights in the shire.

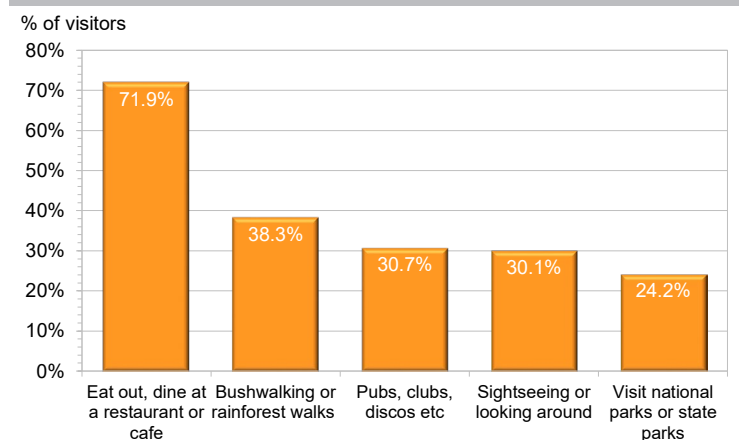
Length of stay

Visitors stayed on average 3.4 nights in the shire – down by 0.2 nights on YE Dec 21.

Age

'35 to 44 years' (26.1%) was the biggest age group of overnight visitors to the shire. '45 to 54 years' (19.7%) was the 2nd biggest age group, followed by '65 years and over' (16.7%).

Activities



'Eat out, dine at a restaurant or cafe' (71.9%) was the most popular activity undertaken by overnight visitors to the shire. 'Bushwalking or rainforest walks' (38.3%) was the 2nd most popular activity.

Expenditure

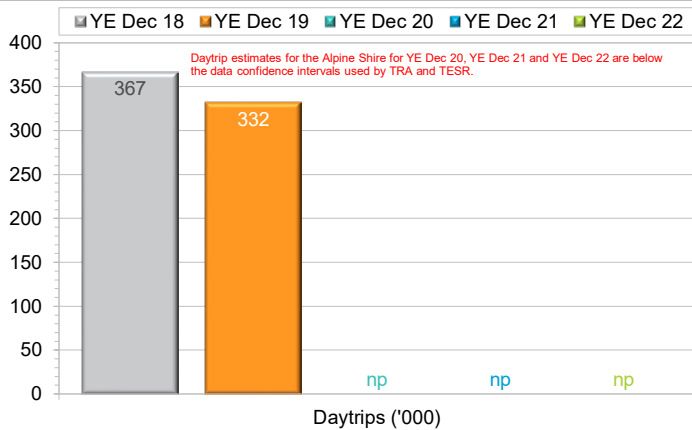
Overnight visitors spent \$463 million in Alpine Shire - up by 40.9% on YE Dec 21. On average, visitors spent \$257 per night in the shire - up by 43.7% on YE Dec 21.

Domestic travel to Alpine Shire

For the period January 2022 to December 2022

Daytrip travel

Trips



Daytrip estimates for the Alpine Shire for YE Dec 20, YE Dec 21 and YE Dec 22 are below the data confidence intervals used by TRA and TESR. Due to the estimates being below the data confidence intervals, analysis based on daytrip visitors **cannot** be shown.

Market share

Not available.

Main purpose of trip

Not available.

Activities

Not available.

Transport

Not available.

Month travelled

Not available.

Age

Not available.

Gender

Not available.

Lifecycle

Not available.

Marital status

Not available.

Expenditure

Expenditure estimates for daytrip visitors to Alpine Shire for YE Dec 22 are below the data confidence intervals used by TRA.

Total domestic travel

Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
Domestic visitors ('000)	18	19	20	21	22	
Overnight visitors	580	504	224	515	530	+2.9%
Daytrip visitors	367	332	np	np	np	np
Total domestic visitors	946	836	459	655	716	+9.3%
Domestic nights ('000)						
Total domestic nights	1,745	1,483	749	1,841	1,805	-2.0%
Domestic spend (\$ million)						
Overnight spend	\$270	\$312	\$128	\$329	\$463	+40.9%
Daytrip spend	\$24	np	np	np	np	np
Total domestic spend	\$294	\$349	\$143	\$351	\$481	+37.2%

Alpine Shire received 716,000 domestic **visitors** - up by 9.3% on YE Dec 21. Visitors spent over 1.8 million **nights** in the shire - down by 2.0% on YE Dec 21.

In total, domestic visitors **spent** \$481 million on travel to the shire - up by 37.2% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.