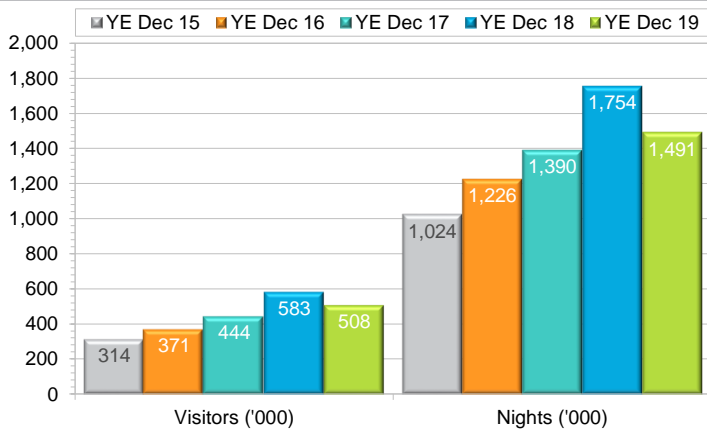


# Travel to Alpine Shire

## For the period January 2019 to December 2019

### Domestic Overnight Travel (1)

#### Visitors and nights



Alpine Shire received 508,000 domestic overnight visitors - down by 12.8% on YE Dec 18. Visitors spent nearly 1.5 million nights in the region - down by 15.0% on YE Dec 18.

#### Market share

The region received 2.7% of visitors and 2.8% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 0.8% pts and the share of nights was down by 0.9% pts.

#### Purpose of visit



'Holiday' (74.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (17.4%) and 'business' (6.1%).

'Holiday' (78.7%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (14.7%) and 'business' (5.4%).

#### Accommodation

'Caravan park or commercial camping ground' (27.6%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (22.5%) and 'friends or relatives property' (18.6%).

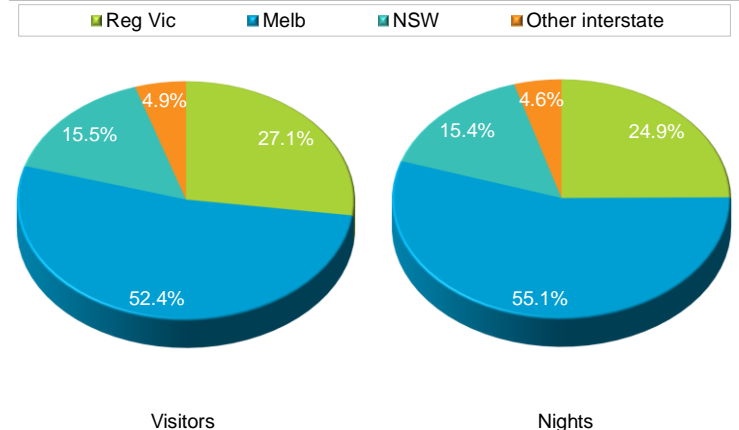
#### All transport

'Private vehicle or company car' (93.8%) was the most popular transport mode used by visitors to the region, followed by 'bus or coach' (2.2%) and 'self-drive motor home or campervan' (1.3%).

#### Length of stay

Visitors stayed on average 2.9 nights in the region.

#### Origin



The region received 79.6% of visitors and 80.0% of nights from **intrastate**. Compared to YE Dec 18, intrastate visitors were down by 11.3% and nights were down by 5.9%.

**Interstate** contributed 20.4% of visitors and 20.0% of nights in the region. Compared to YE Dec 18, interstate visitors were down by 18.2%.

#### Age

'45 to 54 years' (24.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.5%) and '35 to 44 years' (17.8%).

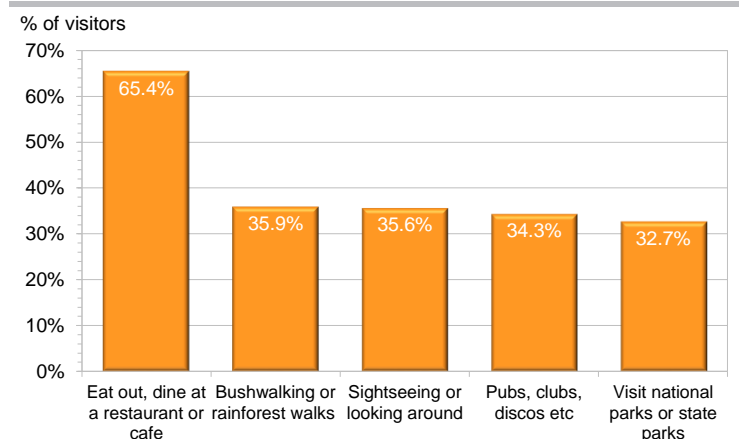
#### Gender

More visitors to the region were male (54.3%) than female (45.7%).

#### Travel party

'Friends or relatives' (34.1%) was the most common travel party description amongst visitors to the region, followed by 'adult couple' (30.5%) and 'family group' (19.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (65.4%) was the most popular activity undertaken by visitors to the region, followed by 'bushwalking or rainforest walks' (35.9%).

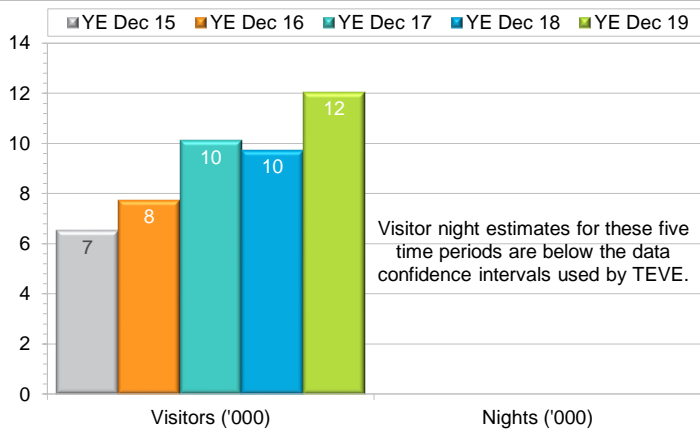
#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$313 million in Alpine Shire. On average, visitors spent \$210 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 19.

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

#### Visitors and nights

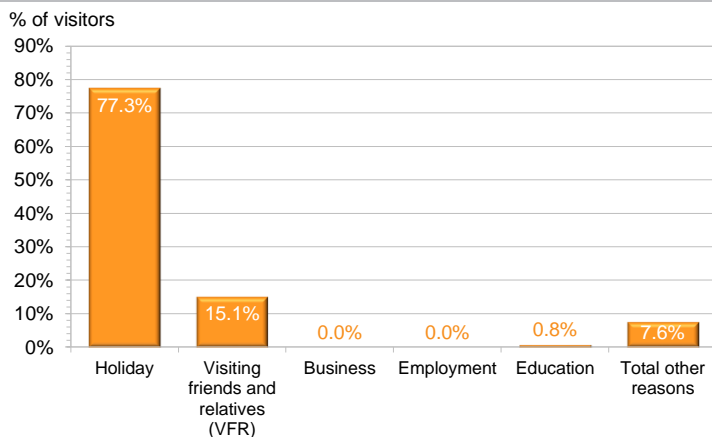


Alpine Shire received 12,000 international overnight visitors - up by 23.8% on YE Dec 18. Visitor night estimates for these five time periods are below the data confidence intervals used by TEVE.

#### Market share

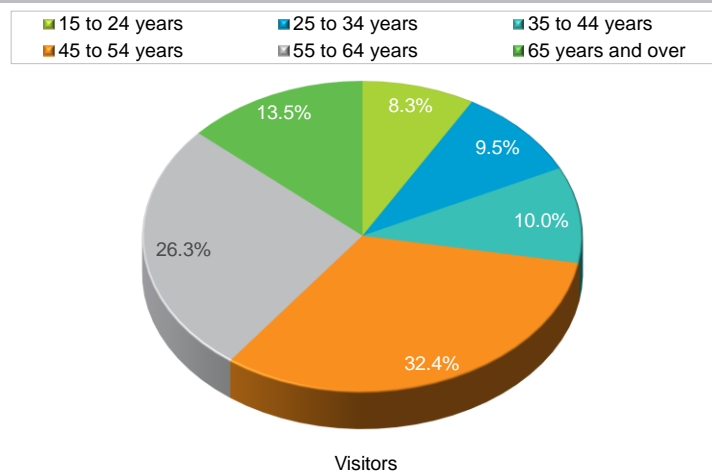
The region received 2.0% of visitors to regional Victoria. Compared to YE Dec 18, the share of visitors was up by 0.3% pts.

#### Purpose of visit



'Holiday' (77.3%) was the largest purpose for visitors to the region, followed by 'VFR' (15.1%).

#### Age



'45 to 54 years' (32.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (26.3%).

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

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

#### Origin

Rank	Market	Share	Rank	Market	Share
1	USA	16.7%	12	Indonesia	0.0%
2	United Kingdom	13.7%	12	Taiwan	0.0%
3	Malaysia	9.2%	12	Thailand	0.0%
4	Germany	7.6%	12	Korea	0.0%
5	Netherlands	5.1%	12	Scandinavia	0.0%
6	New Zealand	4.7%	12	France	0.0%
7	India	3.7%	12	Italy	0.0%
8	Japan	3.7%	12	Switzerland	0.0%
9	Singapore	3.5%			
10	Mainland China	2.2%		Other Asia	5.5%
11	Canada	0.8%		Other Europe	14.5%
12	Hong Kong	0.0%		Other Countries	9.0%

The USA (16.7%) was the largest source market of visitors to the region, followed by the United Kingdom (13.7%) and Malaysia (9.2%).

#### Lifecycle

'Older working' (38.8%) was the biggest lifecycle grouping of visitors to the region, followed by 'older non-working' (24.5%) and 'young or midlife single' (16.0%).

#### Gender

More visitors to the region were female (80.5%) than male (19.5%).

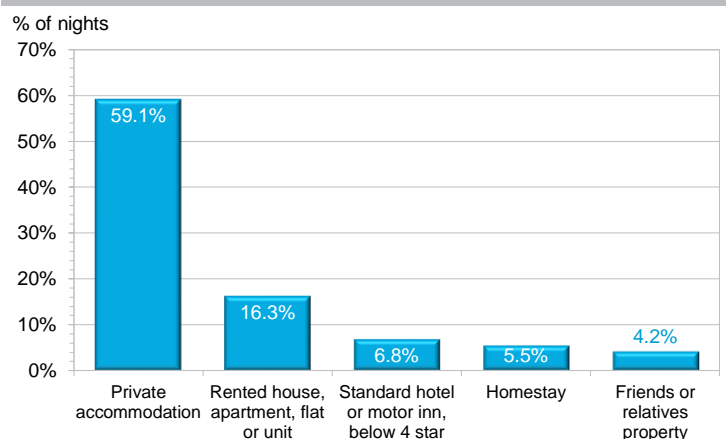
#### Travel party

'Adult couple' (44.7%) was the most common travel party description of visitors to the region, followed by 'alone' (44.0%) and 'friends or relatives' (8.2%).

#### Transport

'Rental car' (44.0%) was the most popular transport mode used by visitors to the region, followed by 'private vehicle or company car' (31.4%) and 'charter or tour bus' (8.7%).

#### Accommodation



'Private accommodation' (59.1%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (16.3%).

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

Expenditure by international overnight visitors in Alpine Shire is statistically unreliable for YE Dec 19.

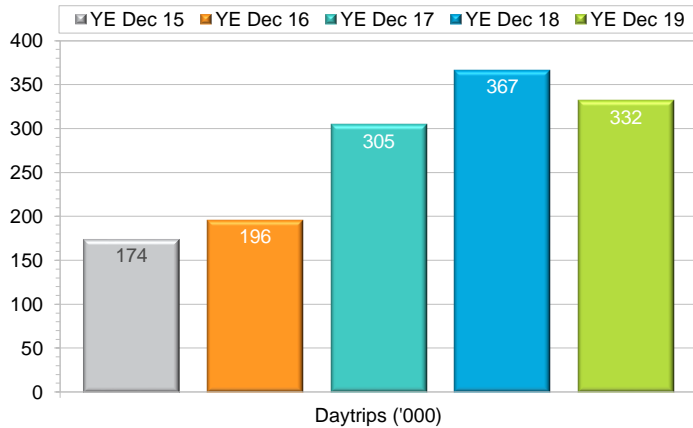
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

# Travel to Alpine Shire

## For the period January 2019 to December 2019

### Domestic Daytrip Travel (5)

#### Trips

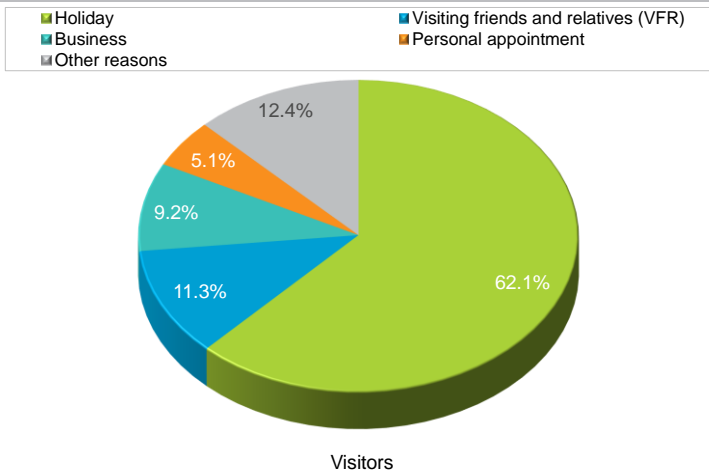


Alpine Shire received 332,000 domestic daytrip visitors - down by 9.5% on YE Dec 18.

#### Market share

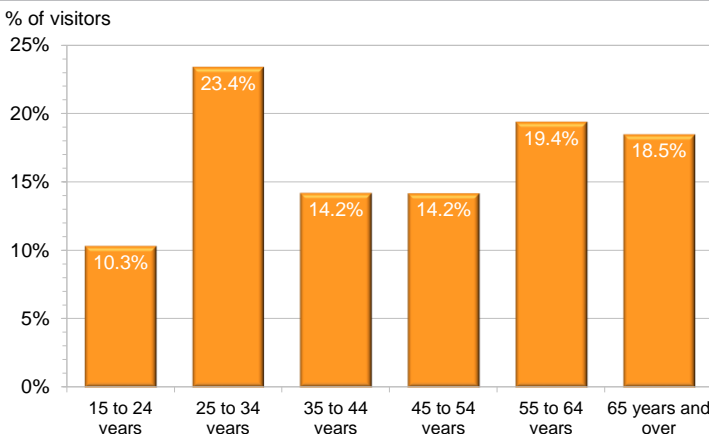
The region received 0.8% of daytrips to regional Victoria. Compared to YE Dec 18, the share was down by 0.2% pts.

#### Main purpose of trip



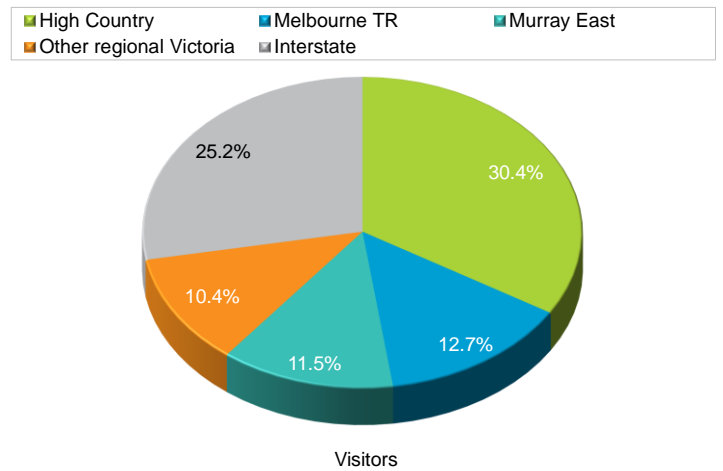
'Holiday' (62.1%) was the largest purpose for visitors to the region, followed by 'VFR' (11.3%) and 'business' (9.2%).

#### Age



'25 to 34 years' (23.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.4%) and '65 years and over' (18.5%).

#### Origin



'High Country' tourism region (30.4%) was the biggest source market of visitors to the region. 'Melbourne' tourism region (12.7%) was the region's 2<sup>nd</sup> biggest source market, followed by 'Murray East' tourism region (11.5%).

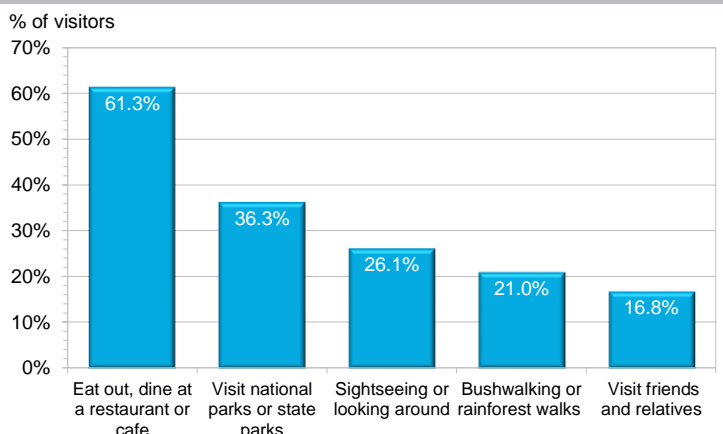
In total, regional Victoria contributed 62.2% of visitors to the region.

Over ¼ (25.2%) of visitors to the region came from interstate.

#### Transport

'Private vehicle or company car' (100.0%) was the most popular transport used by visitors to the region. No other form of transport was reported by survey respondents.

#### Activities



'Eat out, dine at a restaurant or cafe' (61.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit national or State parks' (36.3%) and 'sightseeing or looking around' (26.1%).

#### Gender

More visitors to the region were female (57.8%) than male (42.2%).

#### Expenditure (6)

Expenditure by domestic daytrip visitors to Alpine Shire is statistically unreliable for YE Dec 19.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 19.

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