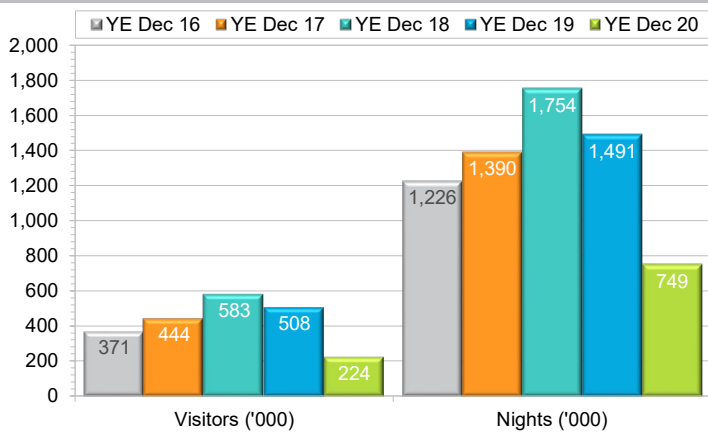


# Domestic travel to Alpine Shire (1)

## For the period January 2020 to December 2020

### Overnight travel

#### Visitors and nights



Alpine Shire received 224,000 overnight visitors - down by 55.9% on YE Dec 19. Visitors spent 749,000 nights in the shire - down by 49.8% on YE Dec 19.

#### Market share

The shire received 2.1% of visitors and 2.2% of nights in regional Victoria. Compared to YE Dec 19, the share of visitors and the share of nights were down by 0.6% pts each.

#### Purpose of visit



'Holiday' (82.8%) was the largest purpose for **visitors** to the shire. 'Visiting friends and relatives' (12.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (2.0%).

'Holiday' (85.6%) was the largest purpose in terms of **nights** in the shire. 'Visiting friends and relatives' (12.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (0.8%).

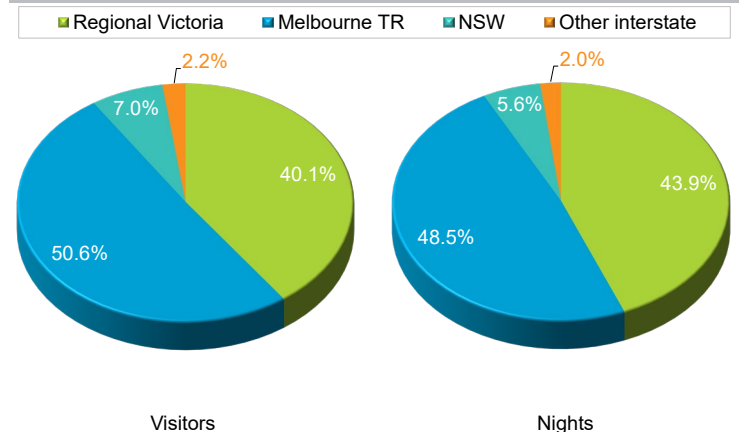
#### Accommodation

'Caravan park or commercial camping ground' (30.5%) was the most popular accommodation type used for nights in the shire. 'Own property' (18.5%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'friends or relatives property' (14.2%).

#### All transport

'Private vehicle or company car' (90.3%) was the most popular transport mode used by visitors to the shire. 'Aircraft' (7.9%) was the 2<sup>nd</sup> most popular transport used, followed by 'self-drive motor home or campervan' (1.1%).

#### Origin



**Melbourne tourism region** was Alpine Shire's largest source market. Melbourne tourism region contributed 50.6% of visitors and 48.5% of nights in the shire. Compared to YE Dec 19, visitors from Melbourne tourism region were down by 57.4%.

**Regional Victoria** contributed 40.1% of visitors and 43.9% of nights in the shire. Compared to YE Dec 19, visitors from regional Victoria were down by 34.9%.

**Interstate** contributed 9.3% of visitors and 7.6% of nights in the shire.

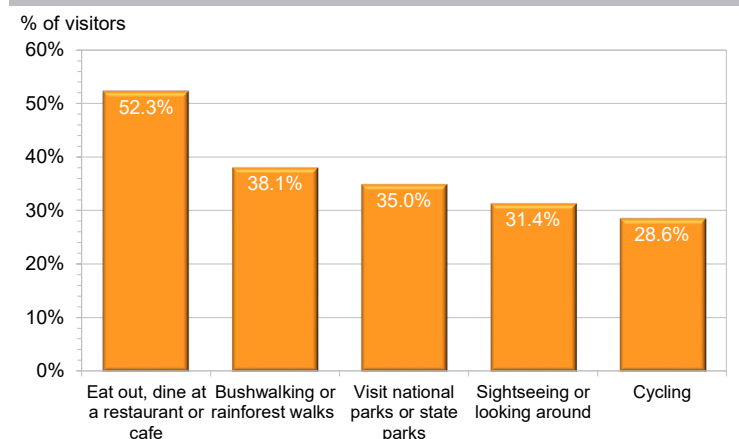
#### Length of stay

Visitors stayed on average 3.3 nights in the shire – up by 0.4 nights on YE Dec 19.

#### Age

'65 years and over' (23.2%) was the biggest age group of visitors to the shire. '45 to 54 years' (23.1%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (17.9%).

#### Activities



'Eat out, dine at a restaurant or cafe' (52.3%) was the most popular activity undertaken by visitors to the shire.

#### Expenditure (2)

Overnight visitors spent \$128 million in Alpine Shire - down by 59.1% on YE Dec 19. On average, visitors spent \$171 per night in the shire - down by 18.6% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

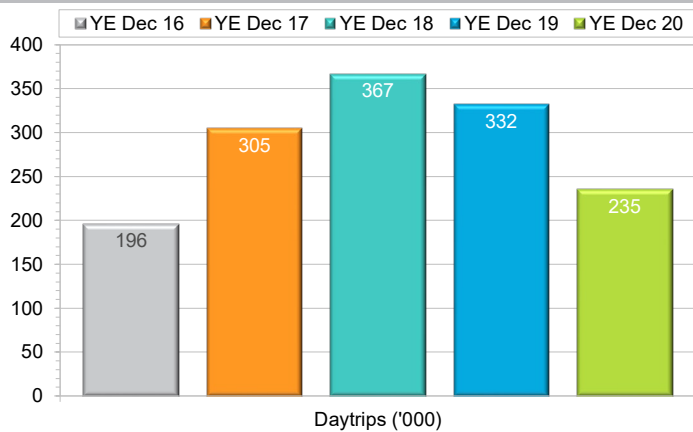
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

# Domestic travel to Alpine Shire (1)

## For the period January 2020 to December 2020

### Daytrip travel

#### Trips

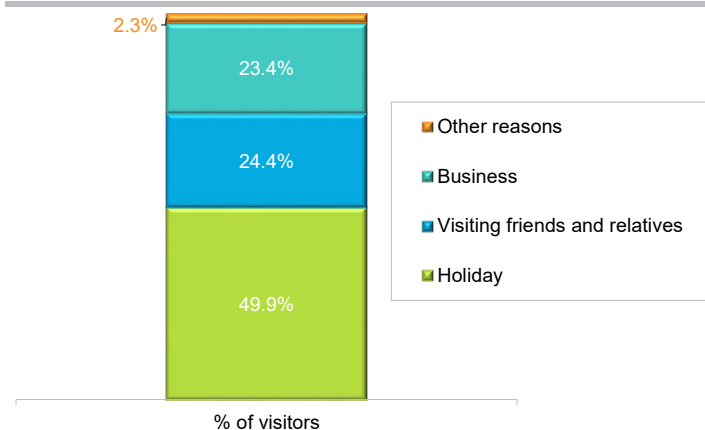


Alpine Shire received 235,000 daytrip visitors - down by 29.1% on YE Dec 19.

#### Market share

The shire received 1.0% of daytrips to regional Victoria. Compared to YE Dec 19, the share was up by 0.2% pts.

#### Main purpose of trip



'Holiday' (49.9%) was the largest purpose for visitors to the shire. 'Visiting friends and relatives' (24.4%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (23.4%).

#### Activities

'Eat out, dine at a restaurant or cafe' (52.5%) was the most popular activity undertaken by visitors to the shire. 'Visit friends and relatives' (30.4%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'sightseeing or looking around' (26.4%).

#### Transport

'Private vehicle or company car' (100.0%) was the most popular transport used by visitors to the shire.

No other form of transport was reported by survey respondents.

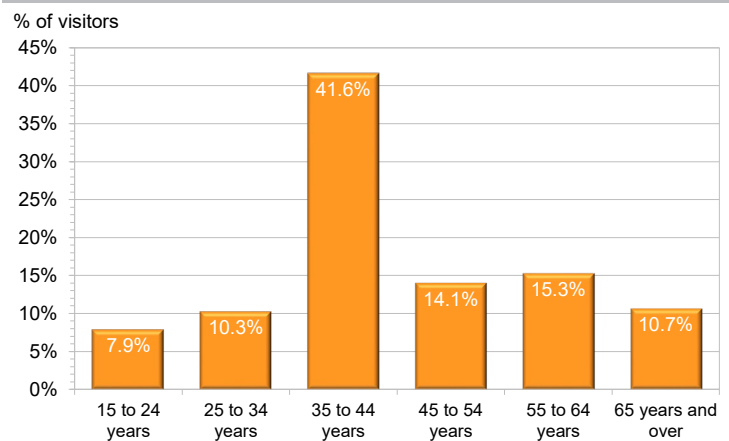
#### Month travelled

December (24.5%) was the most popular month for a daytrip to the shire. June (21.4%) was the 2<sup>nd</sup> most popular month to for a daytrip, followed by February (19.7%).

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

(1) Source: NVS, YE Dec 20, TRA – unless otherwise specified

#### Age



'35 to 44 years' (41.6%) was the biggest age group of visitors to the shire. '55 to 64 years' (15.3%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (14.1%).

#### Gender

More visitors to the shire were female (55.0%) than male (45.0%).

#### Lifecycle

'Parent with youngest child aged under 15' (48.4%) was the largest lifecycle group of visitors to the shire. 'Older working' (16.7%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'young or midlife couple, no kids' (11.2%).

#### Marital status

More visitors to the shire were married or part of a couple (86.5%) than single (13.5%).

#### Expenditure (2)

Expenditure estimate by daytrip visitors to Alpine Shire for YE Dec 20 is below the data confidence intervals used by TRA.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 16	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	371	444	583	508	224	-55.9%
Daytrip visitors	196	305	367	332	235	-29.1%
<b>Total domestic visitors</b>	<b>567</b>	<b>749</b>	<b>949</b>	<b>840</b>	<b>459</b>	<b>-45.3%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,226</b>	<b>1,390</b>	<b>1,754</b>	<b>1,491</b>	<b>749</b>	<b>-49.8%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$179	\$219	\$274	\$313	\$128	-59.1%
Daytrip spend (2)	np	np	\$24	np	np	np
<b>Total domestic spend (2)</b>	<b>\$196</b>	<b>\$240</b>	<b>\$298</b>	<b>\$351</b>	<b>\$143</b>	<b>-59.3%</b>

Alpine Shire received 459,000 domestic visitors - down by 45.3% on YE Dec 19. Visitors spent 749,000 nights in the shire - down by 49.8% on YE Dec 19.

In total, domestic visitors spent \$143 million on travel to the shire - down by 59.3% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.