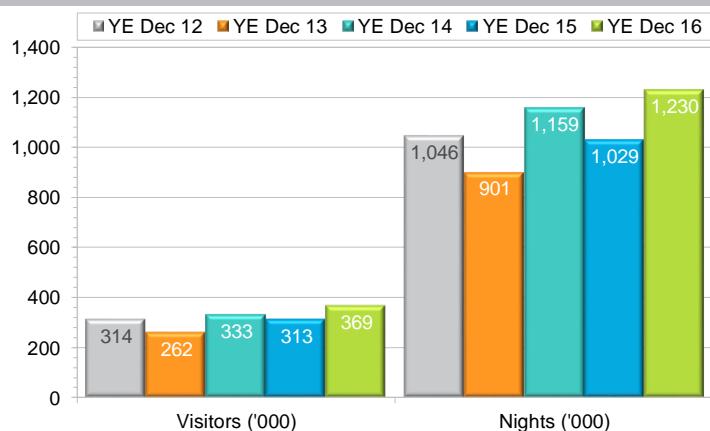


Travel to Alpine Shire

For the period January 2016 to December 2016

Domestic Overnight Travel ⁽¹⁾

Visitors and nights



Alpine Shire received 369,000 domestic overnight visitors - up by 18.0% on YE Dec 15. Visitors spent over 1.2 million nights in the region - up by 19.5% on YE Dec 15.

Market share

The region received 2.6% of visitors and 3.1% of nights in regional Victoria. Compared to YE Dec 15, the share of visitors was up by 0.4% pts and the share of nights was up by 0.5% pts.

Purpose of visit



'Holiday' (79.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (16.3%) and 'business' (0.9%).

'Holiday' (83.5%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (12.4%) and 'business' (1.7%).

Accommodation

'Caravan park or commercial camping ground' (20.4%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (19.5%) and 'friends or relatives property' (15.4%).

All transport

'Private vehicle or company car' (93.2%) was the most popular transport mode used by visitors to the region, followed by 'aircraft' (2.9%) and 'railway' (1.5%).

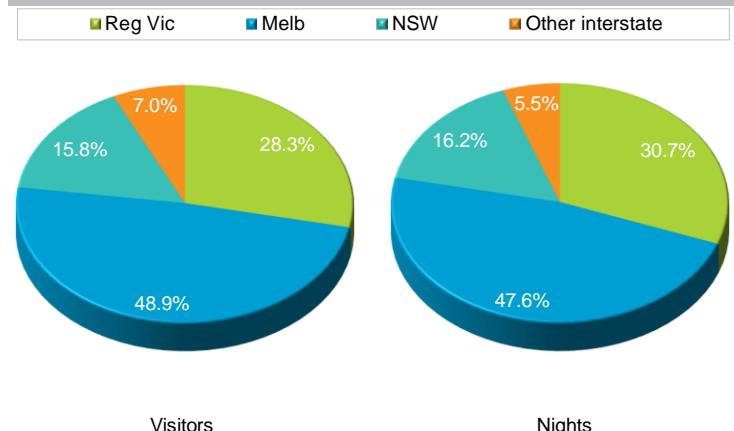
Length of stay

Visitors stayed on average 3.3 nights in the region.

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

(1) Source: National Visitor Survey, YE Dec 16, Tourism Research Australia (TRA)

Origin



Visitors

Nights

The region received 77.1% of visitors and 78.3% of nights from **intrastate**. Compared to YE Dec 15, intrastate visitors were up by 8.5% and nights were up by 10.8%.

Interstate contributed 22.9% of visitors and 21.7% of nights in the region. Compared to YE Dec 15, interstate visitors were up by 67.6%.

Age

'35 to 44 years' (23.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (21.2%) and '65 years and over' (20.9%).

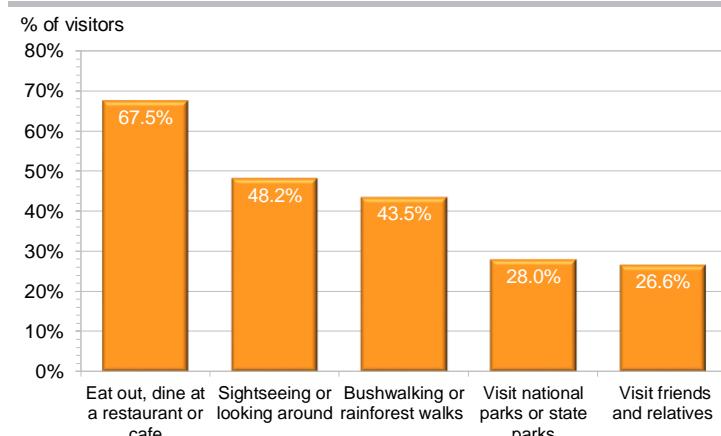
Gender

More visitors to the region were male (51.7%) than female (48.3%).

Travel party

'Friends or relatives' (35.5%) was the most common travel party description amongst visitors to the region, followed by 'adult couple' (34.1%) and 'family group' (18.5%).

Activities



'Eat out, dine at a restaurant or cafe' (67.5%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (48.2%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$185 million in Alpine Shire. On average, visitors spent \$150 per night in the region.

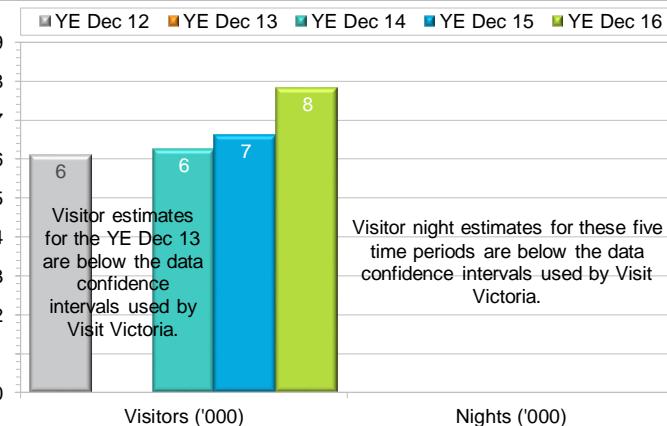
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 16.

Travel to Alpine Shire

For the period January 2016 to December 2016

International Overnight Travel (3)

Visitors and nights

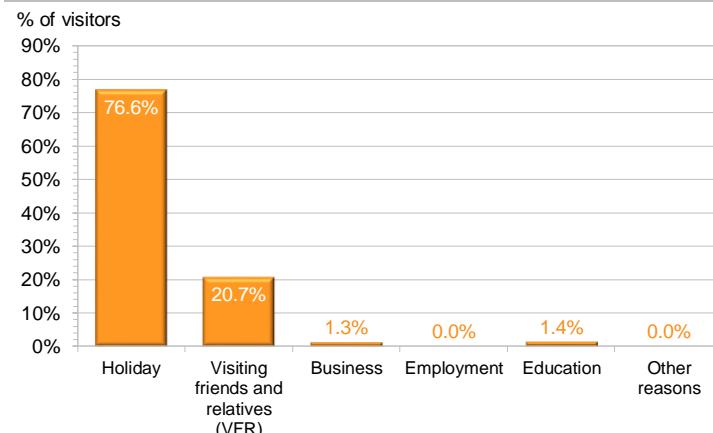


Alpine Shire received 7,800 international overnight visitors - up by 18.3% on YE Dec 15. Visitor night estimates are below the data confidence intervals used by Visit Victoria.

Market share

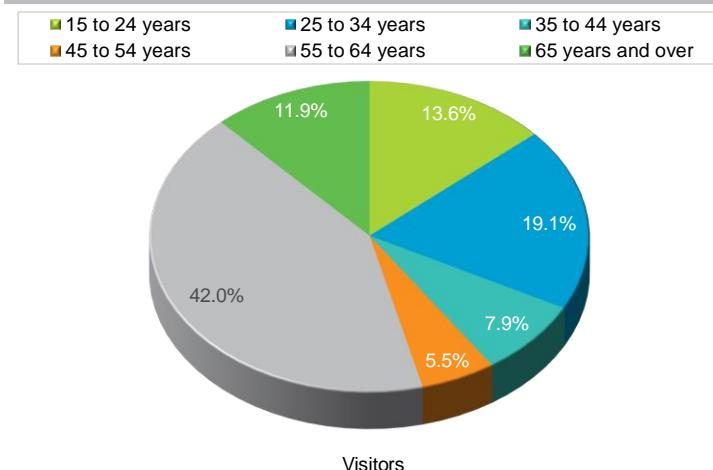
The region received 1.6% of visitors to regional Victoria. Compared to YE Dec 15, the share of visitors was up by 0.1% pt.

Purpose of visit



'Holiday' (76.6%) was the largest purpose for visitors to the region, followed by 'VFR' (20.7%) and 'education' (1.4%).

Age



'55 to 64 years' (42.0%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.1%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	16.1%	13	Singapore	2.6%
2	New Zealand	14.7%	14	France	2.4%
3	USA	10.7%	15	India	2.2%
4	Germany	5.3%	16	Canada	1.5%
5	Netherlands	5.0%	17	South Korea	1.3%
6	Scandinavia	4.4%	18	Thailand	1.1%
7	Japan	4.3%	19	Taiwan	0.0%
8	Malaysia	4.1%	19	Italy	0.0%
9	Switzerland	4.0%			
10	Mainland China	4.0%			
11	Indonesia	3.9%			
12	Hong Kong	3.5%			
	Other Asia	3.8%			
	Other Europe	3.6%			
	Other Countries	1.6%			

The UK (16.1%) was the largest source market of visitors to the region, followed by New Zealand (14.7%) and the USA (10.7%).

Lifecycle

'Older non-working' (30.8%) was the biggest lifecycle grouping of visitors to the region, followed by 'older working' (28.6%) and 'young or midlife single' (27.5%).

Gender

More visitors to the region were male (52.1%) than female (47.9%).

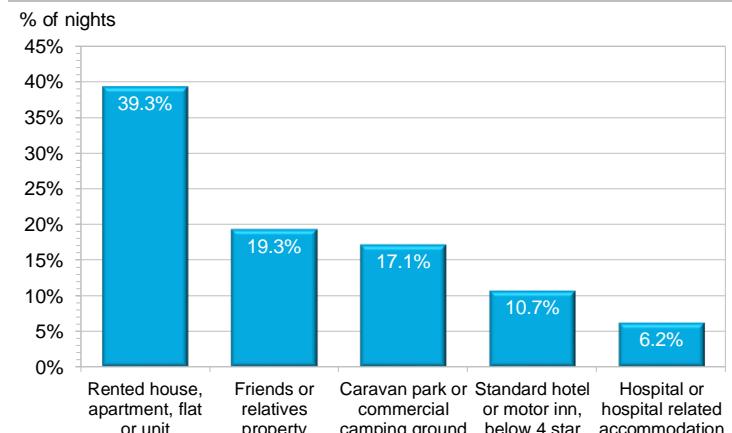
Travel party

'Alone' (57.4%) was the most common travel party description of visitors to the region, followed by 'adult couple' (29.7%) and 'family group' (6.0%).

Transport

'Private vehicle or company car' (35.5%) was the most popular transport mode used by visitors to the region, followed by 'rental car' (27.5%) and 'self-drive motorhome or camper van' (18.0%).

Accommodation



'Rented house, apartment, flat or unit' (39.3%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (19.3%) and 'caravan park or commercial camping ground' (17.1%).

Expenditure (incl pre-paid package expenditure) (4)

Expenditure by international overnight visitors in Alpine Shire is statistically unreliable.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 16.

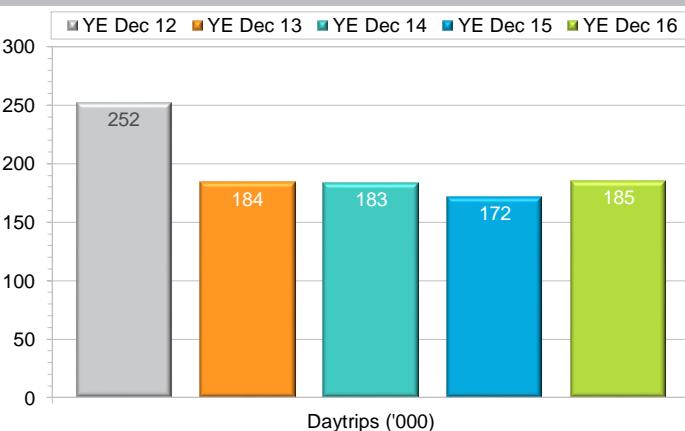
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

Travel to Alpine Shire

For the period January 2016 to December 2016

Domestic Daytrip Travel (5)

Trips

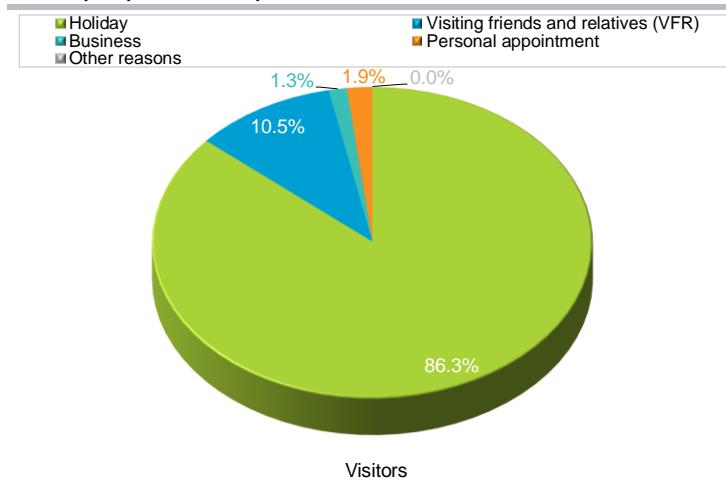


Alpine Shire received 185,000 domestic daytrip visitors - up by 7.8% on YE Dec 15.

Market share

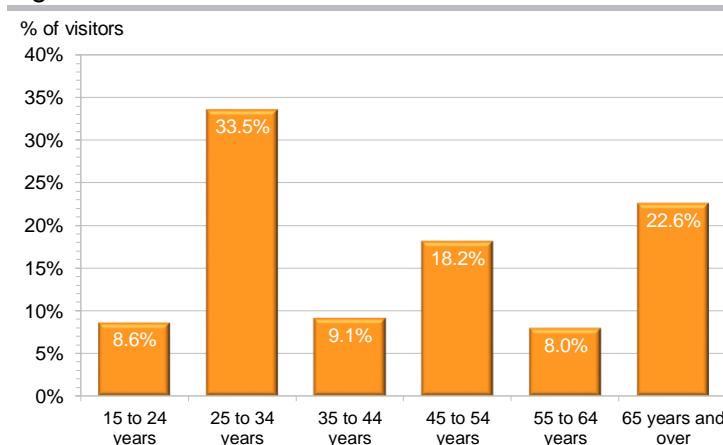
The region received 0.6% of daytrips to regional Victoria. Compared to YE Dec 15, the share was unchanged.

Main purpose of trip



'Holiday' (86.3%) was the largest purpose for visitors to the region, followed by 'VFR' (10.5%) and 'personal appointment' (1.9%).

Age

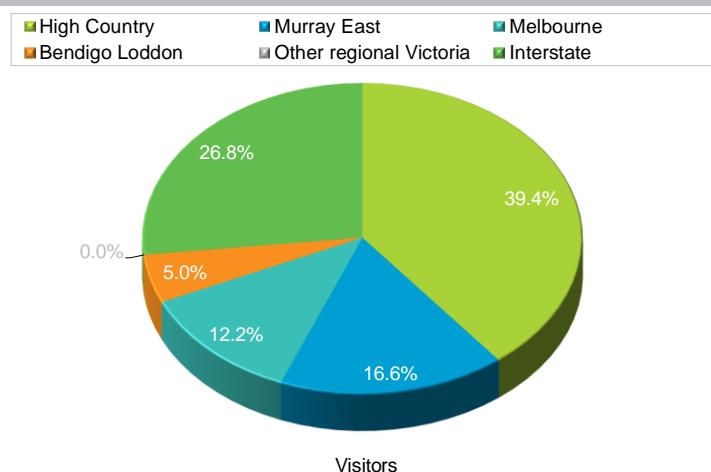


'25 to 34 years' (33.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (22.6%) and '45 to 54 years' (18.2%).

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

(5) Source: National Visitor Survey, YE Dec 16, TRA

Origin



Visitors

'High Country' tourism region (39.4%) was the biggest source market of visitors to the region. 'Murray East' tourism region (16.6%) was the region's 2nd biggest source market, followed by 'Melbourne' tourism region (12.2%).

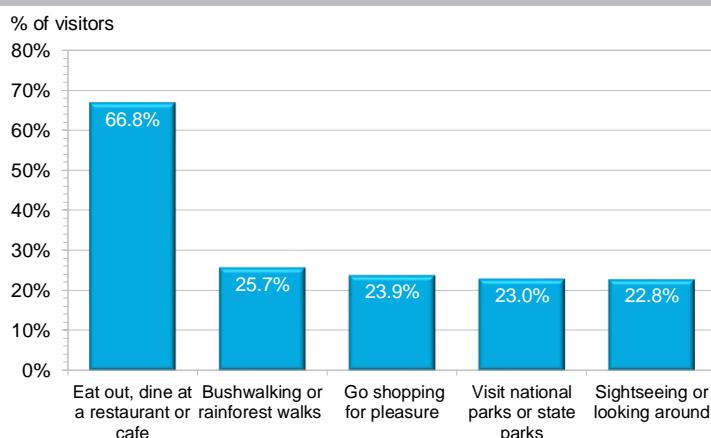
In total, regional Victoria contributed 61.1% of visitors to the region.

Over 1/4 (26.8%) of visitors to the region came from interstate.

Transport

'Private vehicle or company car' (98.7%) was the most popular transport used by visitors to the region. 'Bus or coach' (1.3%) was the 2nd most popular.

Activities



'Eat out, dine at a restaurant or cafe' (66.8%) was the most popular activity undertaken by visitors to the region, followed by 'bushwalking or rainforest walks' (25.7%) and 'go shopping for pleasure' (23.9%).

Gender

More visitors to the region were female (55.1%) than male (44.9%).

Expenditure (6)

Domestic daytrip visitors spent \$17 million in Alpine Shire. On average, visitors spent \$90 per trip to the region.

(6) Estimated using information from T TRA's expenditure allocation method applied to NVS data for YE Dec 16.