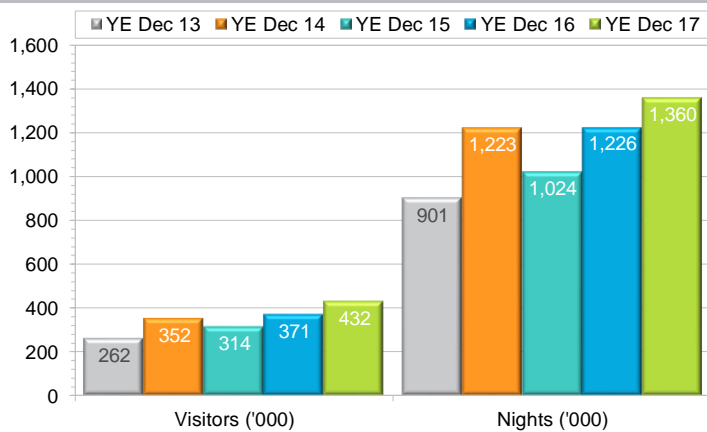


Travel to Alpine Shire

For the period January 2017 to December 2017

Domestic Overnight Travel (1)

Visitors and nights



Alpine Shire received 432,000 domestic overnight visitors - up by 16.3% on YE Dec 16. Visitors spent nearly 1.4 million nights in the region - up by 11.0% on YE Dec 16.

Market share

The region received 2.7% of visitors and 3.0% of nights in regional Victoria. Compared to YE Dec 16, both the share of visitors and the share of nights were unchanged.

Purpose of visit



'Holiday' (78.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (14.2%) and 'business' (5.1%).

'Holiday' (81.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (12.0%) and 'business' (5.3%).

Accommodation

'Caravan or camping non-commercial' (22.6%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (18.8%) and 'friends or relatives property' (15.0%).

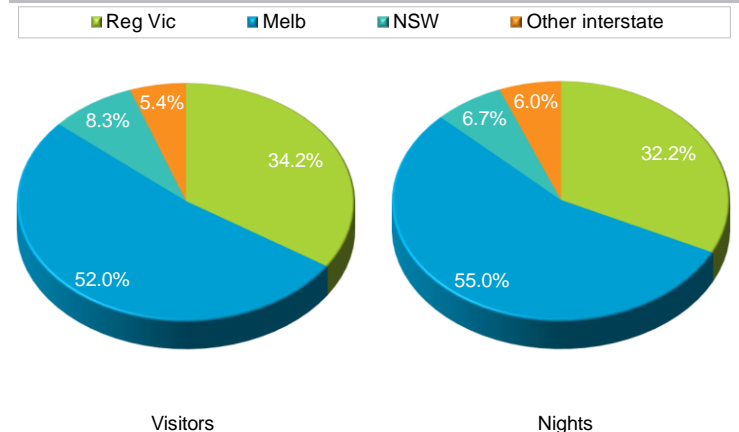
All transport

'Private vehicle or company car' (96.8%) was the most popular transport mode used by visitors to the region, followed by 'bus or coach' (1.3%) and 'self-drive motor home or campervan' (0.7%).

Length of stay

Visitors stayed on average 3.1 nights in the region.

Origin



The region received 86.3% of visitors and 87.3% of nights from **intrastate**. Compared to YE Dec 16, intrastate visitors were up by 30.8% and nights were up by 24.1%.

Interstate contributed 13.7% of visitors and 12.7% of nights in the region. Compared to YE Dec 16, interstate visitors were down by 31.6%.

Age

'45 to 54 years' (22.6%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (21.1%) and '65 years and over' (18.8%).

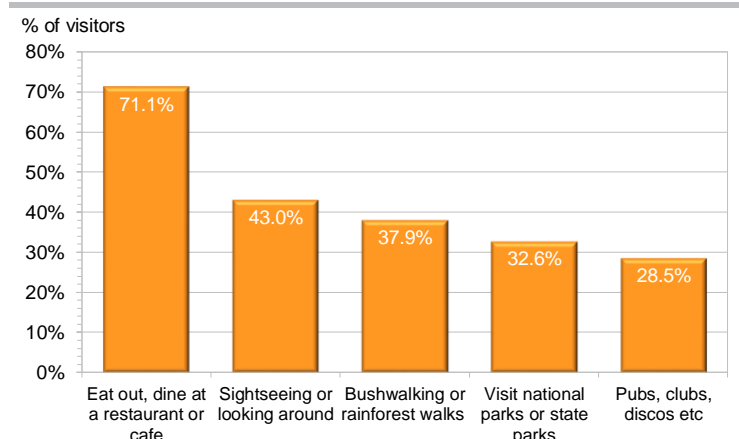
Gender

More visitors to the region were female (53.0%) than male (47.0%).

Travel party

'Friends or relatives' (33.0%) was the most common travel party description amongst visitors to the region, followed by 'adult couple' (31.4%) and 'family group' (22.8%).

Activities



'Eat out, dine at a restaurant or cafe' (71.1%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (43.0%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$224 million in Alpine Shire. On average, visitors spent \$165 per night in the region.

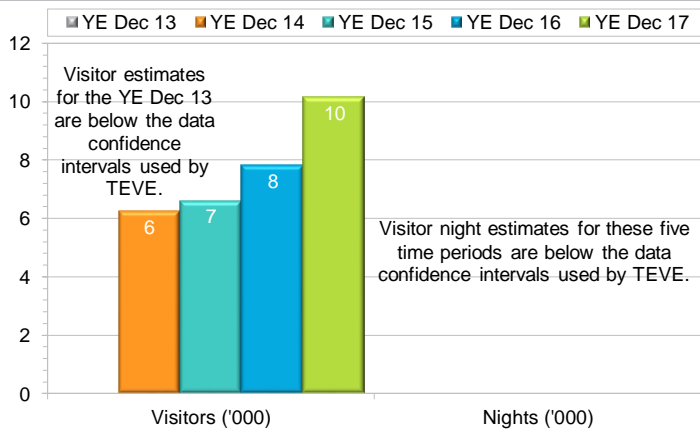
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

Travel to Alpine Shire

For the period January 2017 to December 2017

International Overnight Travel (3)

Visitors and nights

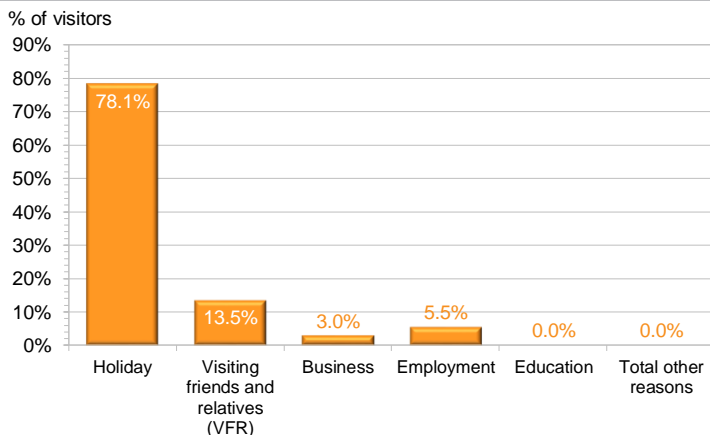


Alpine Shire received 10,200 international overnight visitors - up by 29.7% on YE Dec 16. Visitor night estimates are below the data confidence intervals used by TEVE.

Market share

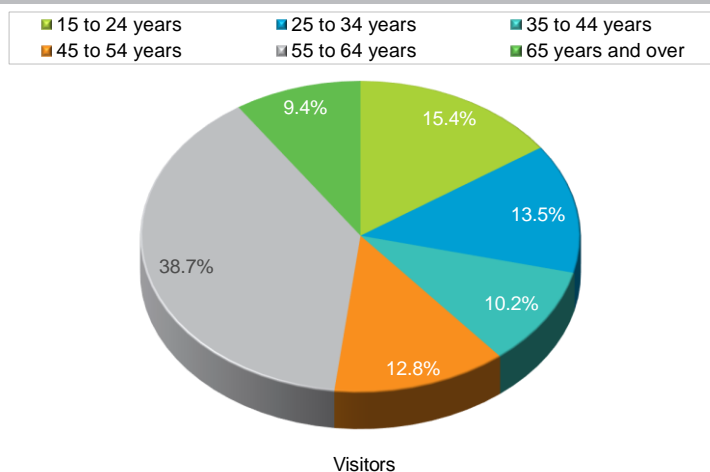
The region received 1.9% of visitors to regional Victoria. Compared to YE Dec 16, the share of visitors was up by 0.3% pts.

Purpose of visit



'Holiday' (78.1%) was the largest purpose for visitors to the region, followed by 'VFR' (13.5%) and 'employment' (5.5%).

Age



'55 to 64 years' (38.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (15.4%).

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	21.4%	13	Mainland China	1.3%
2	Germany	19.5%	14	Japan	0.0%
3	USA	11.3%	14	Malaysia	0.0%
4	Hong Kong	10.8%	14	Taiwan	0.0%
5	Netherlands	6.0%	14	Thailand	0.0%
6	Italy	5.1%	14	South Korea	0.0%
7	New Zealand	5.0%	14	India	0.0%
8	Canada	3.3%	14	France	0.0%
9	Singapore	2.9%			
10	Indonesia	2.1%		Other Asia	2.4%
11	Scandinavia	2.0%		Other Europe	4.7%
12	Switzerland	1.7%		Other Countries	0.6%

The United Kingdom (21.4%) was the largest source market of visitors to the region, followed by Germany (19.5%) and the USA (11.3%).

Lifecycle

'Older non-working' (36.1%) was the biggest lifecycle grouping of visitors to the region, followed by 'young or midlife single' (30.3%) and 'older working' (10.1%).

Gender

More visitors to the region were female (56.9%) than male (43.1%).

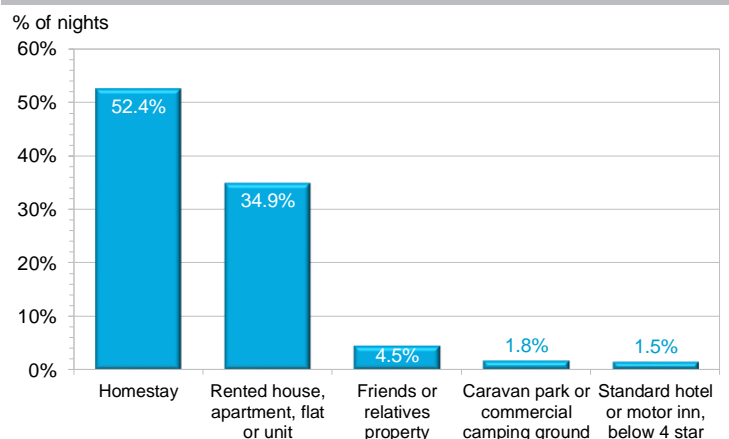
Travel party

'Alone' (39.0%) was the most common travel party description of visitors to the region, followed by 'adult couple' (21.8%) and 'friends or relatives' (21.7%).

Transport

'Private vehicle or company car' (48.3%) was the most popular transport mode used by visitors to the region, followed by 'rental car' (37.9%) and 'aircraft' (4.2%).

Accommodation



'Homestay' (52.4%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (34.9%) and 'friends or relatives property' (4.5%).

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

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

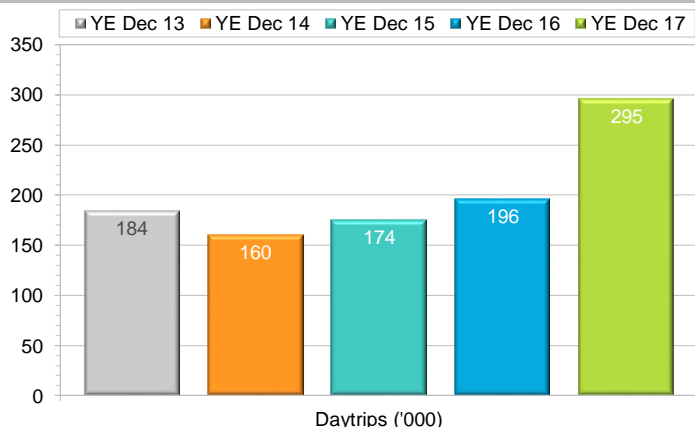
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

Travel to Alpine Shire

For the period January 2017 to December 2017

Domestic Daytrip Travel (5)

Trips

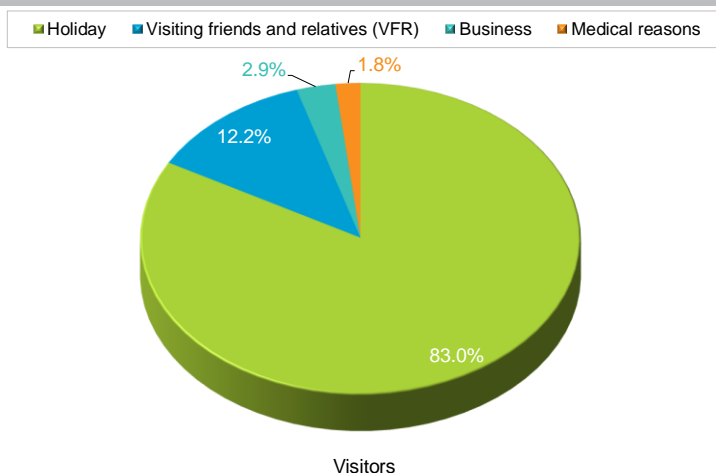


Alpine Shire received 295,000 domestic daytrip visitors - up by 50.7% on YE Dec 16.

Market share

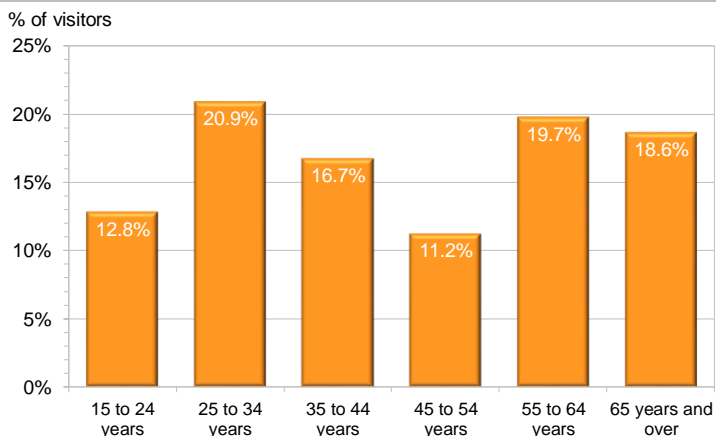
The region received 0.9% of daytrips to regional Victoria. Compared to YE Dec 16, the share was up by 0.3% pts.

Main purpose of trip



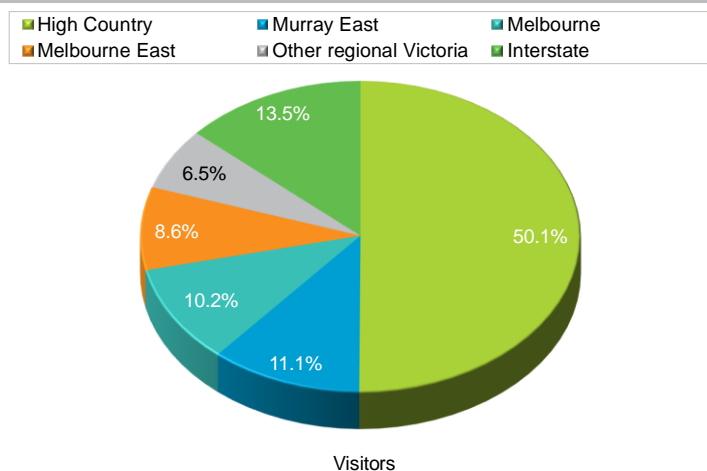
'Holiday' (83.0%) was the largest purpose for visitors to the region, followed by 'VFR' (12.2%) and 'business' (2.9%).

Age



'25 to 34 years' (20.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.7%) and '65 years and over' (18.6%).

Origin



'High Country' tourism region (50.1%) was the biggest source market of visitors to the region. 'Murray East' tourism region (11.1%) was the region's 2nd biggest source market, followed by 'Melbourne' tourism region (10.2%).

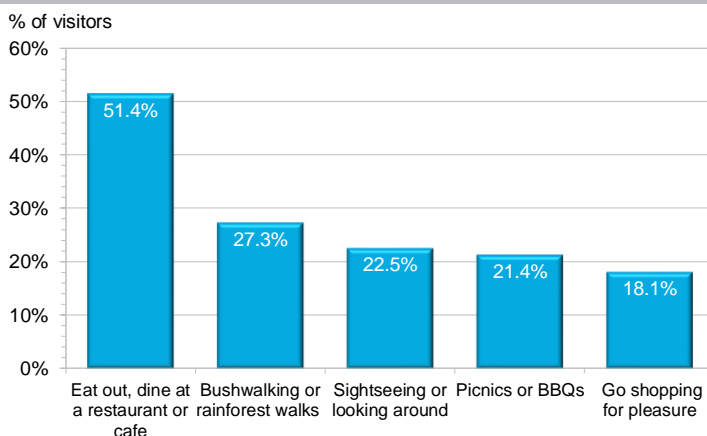
In total, regional Victoria contributed 76.3% of visitors to the region.

Over 1/8 (13.5%) of visitors to the region came from interstate.

Transport

'Private vehicle or company car' (98.6%) was the most popular transport used by visitors to the region. 'Bus or coach' (1.4%) was the 2nd most popular.

Activities



'Eat out, dine at a restaurant or cafe' (51.4%) was the most popular activity undertaken by visitors to the region, followed by 'bushwalking or rainforest walks' (27.3%) and 'sightseeing or looking around' (22.5%).

Gender

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

Expenditure (6)

Domestic daytrip visitors spent \$32 million in Alpine Shire. On average, visitors spent \$107 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

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