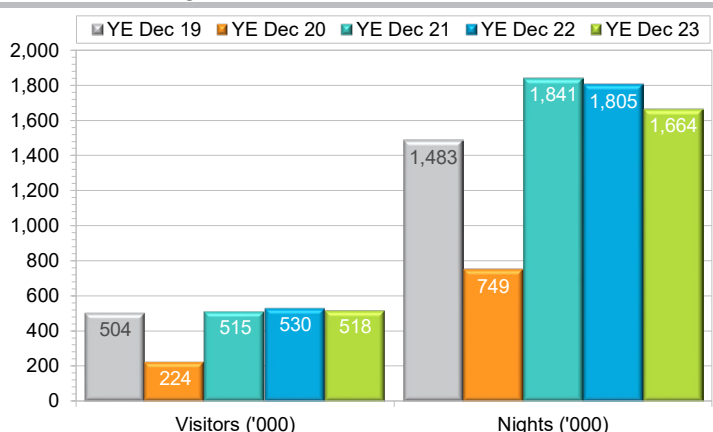


Domestic travel to Alpine Shire

For the period January 2023 to December 2023

Overnight travel

Visitors and nights



Alpine Shire received 518,000 overnight visitors - down by 2.2% on YE Dec 22. Visitors spent nearly 1.7 million nights in the shire - down by 7.8% on YE Dec 22.

Market share

The shire received 2.7% of overnight visitors and 3.1% of visitor nights in regional Victoria. Compared to YE Dec 22, the share of visitors was down by 0.2% pts and the share of nights was down by 0.4% pts.

Purpose of visit



'Holiday' (75.6%) was the largest purpose for **overnight visitors** to the shire. 'Visiting friends and relatives' (19.0%) was the 2nd largest purpose, followed by 'business' (3.3%).

'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' (4.6%).

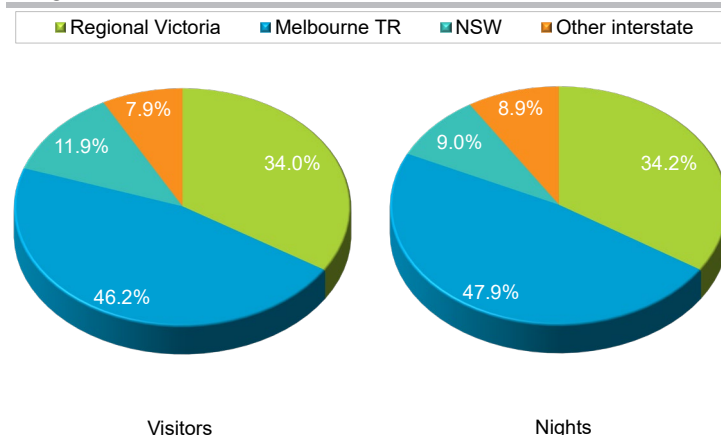
Accommodation

'Caravan park or commercial camping ground' (20.9%) was the most popular accommodation type used for **visitor nights** in the shire. 'Rented house, apartment, flat or unit' (20.9%) was the 2nd most popular accommodation type, followed by 'friends or relatives property' (18.5%).

Transport

'Private vehicle or company car' (96.3%) was the most popular transport mode used by overnight visitors to the shire. 'Rental car' (1.9%) was the 2nd most popular transport, followed by 'self-drive motorhome or campervan' (1.0%).

Origin



Melbourne tourism region was Alpine Shire's largest source market of overnight travel. Melbourne tourism region contributed 46.2% of visitors and 47.9% of visitor nights in the shire. Compared to YE Dec 22, visitors from Melbourne tourism region were down by 12.3%, and nights were down by 14.8%.

Regional Victoria contributed 34.0% of visitors and 34.2% of nights in the shire. Compared to YE Dec 22, visitors from regional Victoria were up by 36.5%.

Interstate contributed 19.8% of visitors and 17.9% of nights in the shire. Compared to YE Dec 22, interstate visitors were down by 19.8%.

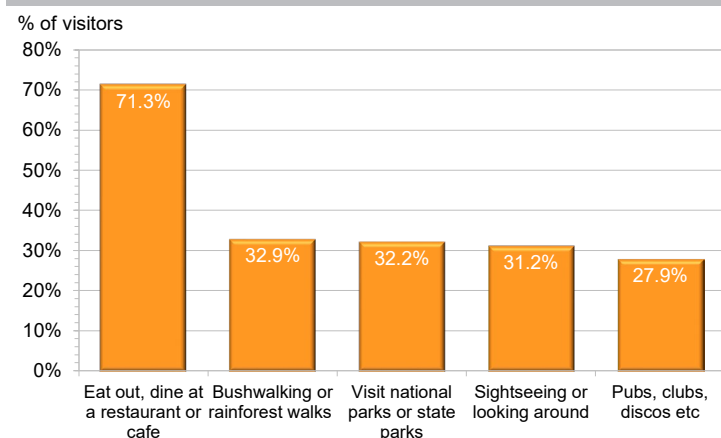
Length of stay

Overnight visitors stayed on average 3.2 nights in the shire – down by 0.2 nights on YE Dec 22.

Age

'35 to 44 years' (20.1%) was the biggest age group of overnight visitors to the shire. '65 years and over' (19.9%) was the 2nd biggest age group, followed by '45 to 54 years' (18.2%).

Activities



'Eat out, dine at a restaurant or cafe' (71.3%) was the most popular activity undertaken by overnight visitors to the shire.

Expenditure

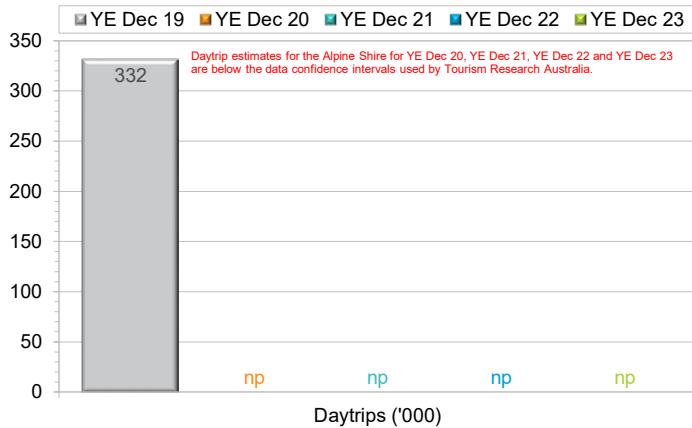
Overnight visitors spent \$392 million in Alpine Shire - down by 15.4% on YE Dec 22. On average, visitors spent \$235 per night in the shire - down by 8.3% on YE Dec 22.

Domestic travel to Alpine Shire

For the period January 2023 to December 2023

Daytrip travel

Trips



Daytrip estimates for the Alpine Shire for YE Dec 20, YE Dec 21, YE Dec 22 and YE Dec 23 are below the data confidence intervals used by Tourism Research Australia. Due to the estimates being below the data confidence intervals, analysis based on daytrip visitors is not publishable.

Market share

Not publishable.

Main purpose of trip

Not publishable.

Activities

Not publishable.

Transport

Not publishable.

Month travelled

Not publishable.

Age

Not publishable.

Gender

Not publishable.

Lifecycle

Not publishable.

Marital status

Not publishable.

Expenditure

Expenditure estimates for daytrip visitors to Alpine Shire for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

Total domestic travel

Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	504	224	515	530	518	-2.2%
Daytrip visitors	332	np	np	np	np	chg na
Total domestic visitors	836	459	655	716	867	+21.1%
Domestic nights ('000)						
Total domestic nights	1,483	749	1,841	1,805	1,664	-7.8%
Domestic spend (\$ million)						
Overnight spend	\$312	\$128	\$329	\$463	\$392	-15.4%
Daytrip spend	np	np	np	np	np	chg na
Total domestic spend	\$349	\$143	\$351	\$481	\$441	-8.4%

Alpine Shire received 867,000 domestic **visitors** - up by 21.1% on YE Dec 22. Visitors spent nearly 1.7 million **nights** in the shire - down by 7.8% on YE Dec 22.

In total, domestic visitors **spent** \$441 million on travel to the shire - down by 8.4% on YE Dec 22.

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