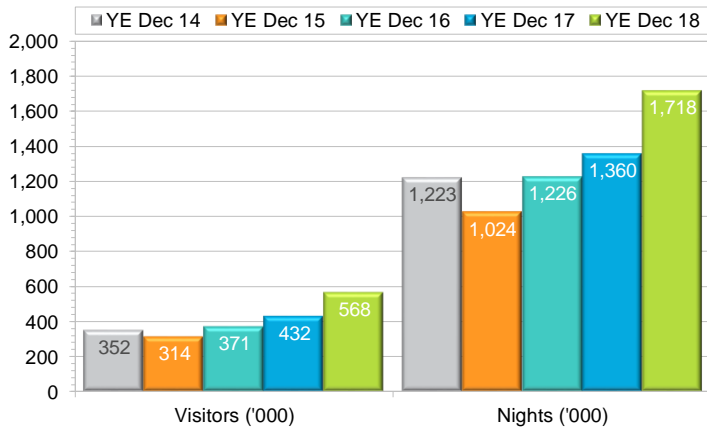


Travel to Alpine Shire

For the period January 2018 to December 2018

Domestic Overnight Travel (1)

Visitors and nights



Alpine Shire received 568,000 domestic overnight visitors - up by 31.6% on YE Dec 17. Visitors spent over 1.7 million nights in the region - up by 26.3% on YE Dec 17.

Market share

The region received 3.5% of visitors and 3.7% of nights in regional Victoria. Compared to YE Dec 17, the share of visitors was up by 0.8% pts and the share of nights was up by 0.7% pts.

Purpose of visit



'Holiday' (69.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (23.8%) and 'business' (4.8%).

'Holiday' (72.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (21.9%) and 'business' (4.1%).

Accommodation

'Caravan park or commercial camping ground' (24.4%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (18.1%) and 'rented house, apartment, flat or unit' (12.6%).

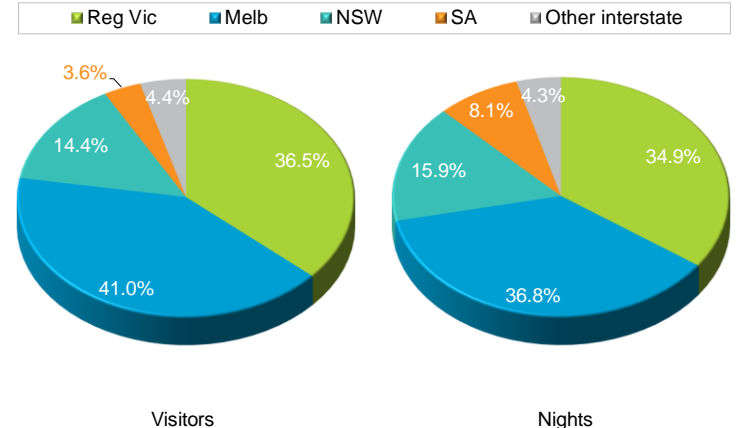
All transport

'Private vehicle or company car' (94.6%) was the most popular transport mode used by visitors to the region, followed by 'rental car' (1.6%) and 'self-drive motor home or campervan' (1.4%).

Length of stay

Visitors stayed on average 3 nights in the region.

Origin



The region received 77.6% of visitors and 71.7% of nights from **intrastate**. Compared to YE Dec 17, intrastate visitors were up by 18.3% and nights were up by 3.7%.

Interstate contributed 22.4% of visitors and 28.3% of nights in the region. Compared to YE Dec 17, interstate visitors were up by 115%.

Age

'65 years and over' (22.2%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.7%) and '25 to 34 years' (17.7%).

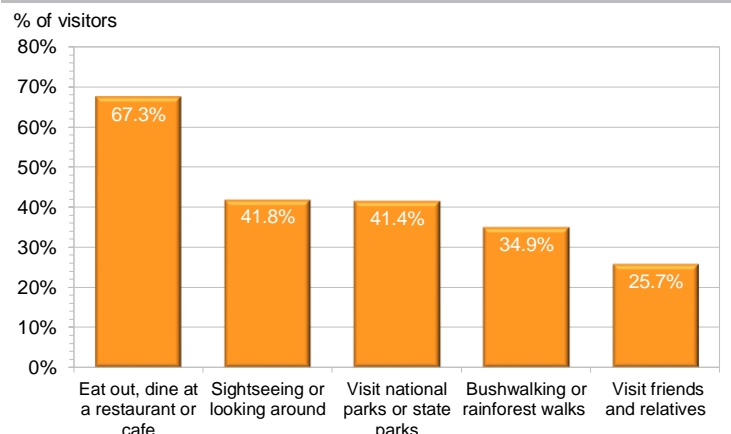
Gender

More visitors to the region were female (53.5%) than male (46.5%).

Travel party

'Friends or relatives' (32.5%) was the most common travel party description amongst visitors to the region, followed by 'adult couple' (31.6%) and 'family group' (20.2%).

Activities



'Eat out, dine at a restaurant or cafe' (67.3%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (41.8%).

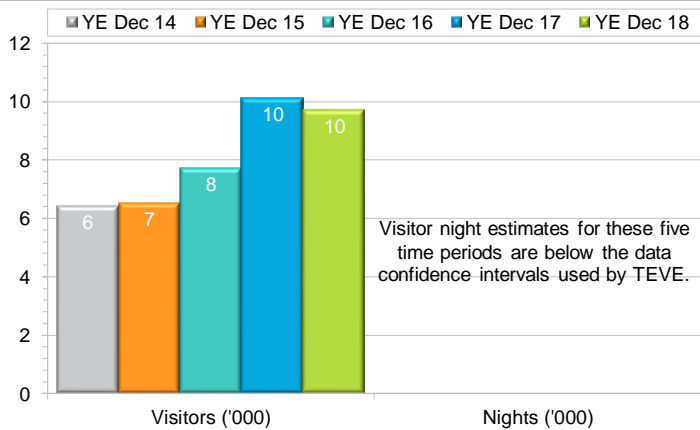
Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$288 million in Alpine Shire. On average, visitors spent \$168 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

International Overnight Travel ⁽³⁾

Visitors and nights

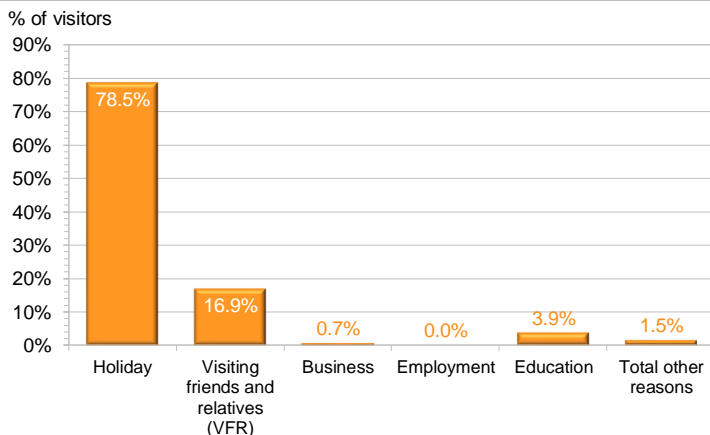


Alpine Shire received 9,700 international overnight visitors - down by 3.8% on YE Dec 17. Visitor night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

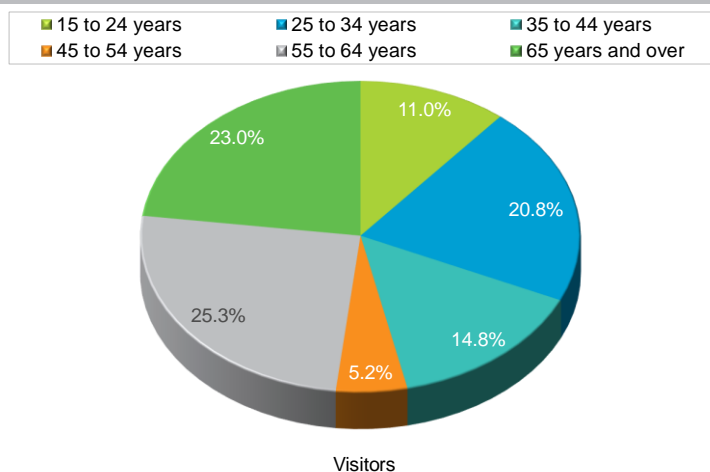
The region received 1.7% of visitors to regional Victoria. Compared to YE Dec 17, the share of visitors was down by 0.2% pts.

Purpose of visit



'Holiday' (78.5%) was the largest purpose for visitors to the region, followed by 'VFR' (16.9%) and 'education' (3.9%).

Age



'55 to 64 years' (25.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (23.0%).

Origin

Rank	Market	Share	Rank	Market	Share
1	USA	19.1%	13	Netherlands	1.3%
2	New Zealand	17.1%	14	Taiwan	0.9%
3	United Kingdom	13.6%	15	Switzerland	0.9%
4	Canada	8.5%	16	India	0.1%
5	Germany	8.0%	16	Japan	0.0%
6	France	4.2%	16	Singapore	0.0%
7	Scandinavia	3.7%	16	Thailand	0.0%
8	Malaysia	3.1%	16	Italy	0.0%
9	Mainland China	2.3%			
10	Hong Kong	1.9%		Other Asia	2.2%
11	Indonesia	1.6%		Other Europe	4.5%
12	South Korea	1.4%		Other Countries	5.5%

The USA (19.1%) was the largest source market of visitors to the region, followed by New Zealand (17.1%) and the United Kingdom (13.6%).

Lifecycle

'Older non-working' (32.1%) was the biggest lifecycle grouping of visitors to the region, followed by 'young or midlife single' (30.5%) and 'older working' (20.1%).

Gender

More visitors to the region were female (61.3%) than male (38.7%).

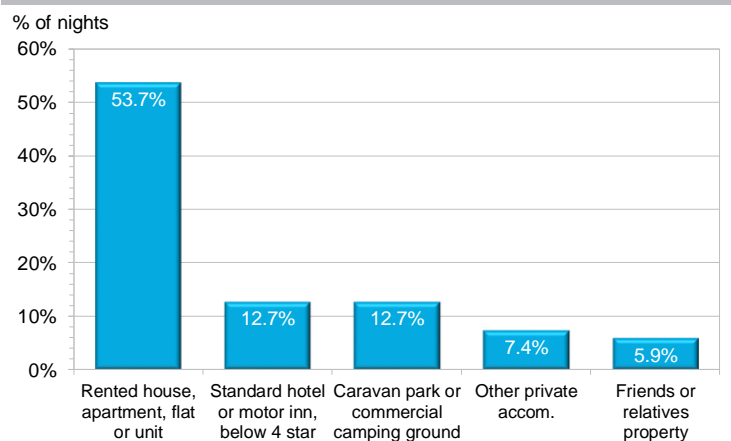
Travel party

'Alone' (47.5%) was the most common travel party description of visitors to the region, followed by 'adult couple' (44.4%) and 'friends or relatives' (6.2%).

Transport

'Private vehicle or company car' (46.8%) was the most popular transport mode used by visitors to the region, followed by 'rental car' (31.0%) and 'self-drive motor home or campervan' (8.2%).

Accommodation



'Rented house, apartment, flat or unit' (52.4%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (12.7%).

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

Expenditure by international overnight visitors in Alpine Shire is statistically unreliable for YE Dec 18.

⁽⁴⁾ Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

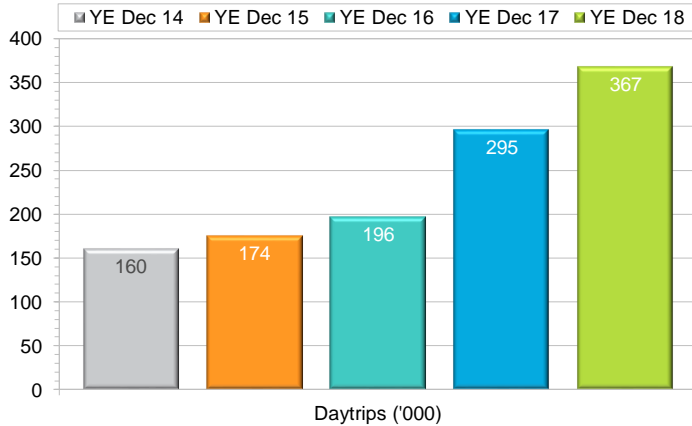
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

Travel to Alpine Shire

For the period January 2018 to December 2018

Domestic Daytrip Travel (5)

Trips

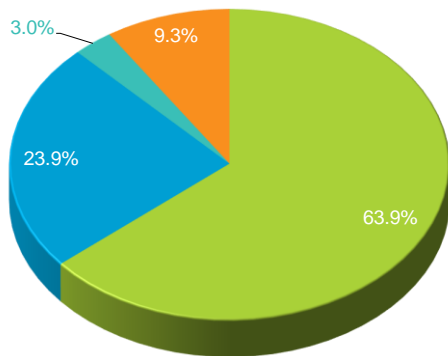
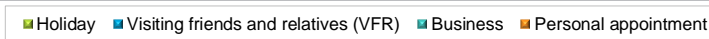


Alpine Shire received 367,000 domestic daytrip visitors - up by 24.3% on YE Dec 17.

Market share

The region received 1.0% of daytrips to regional Victoria. Compared to YE Dec 17, the share was up by 0.2% pts.

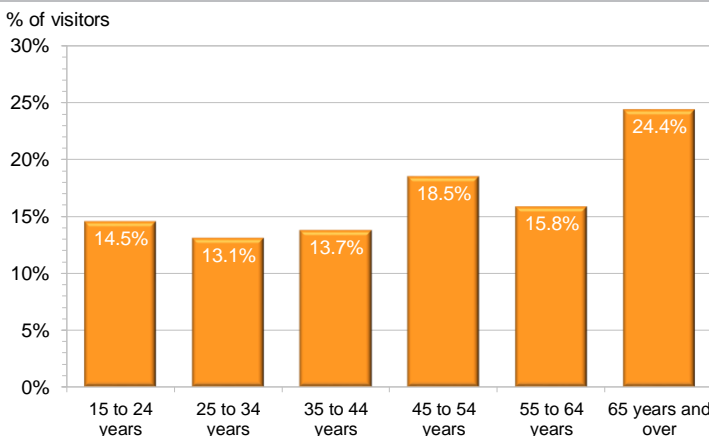
Main purpose of trip



Visitors

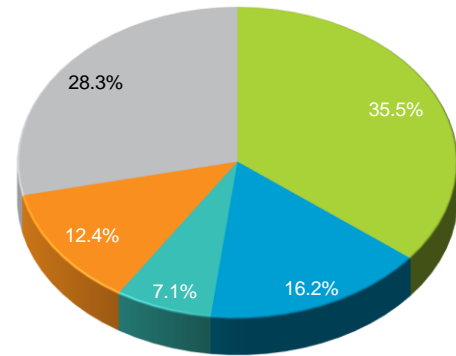
'Holiday' (63.9%) was the largest purpose for visitors to the region, followed by 'VFR' (23.9%) and 'personal appointment' (9.3%).

Age



'65 years and over' (24.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.5%) and '55 to 64 years' (15.8%).

Origin



Visitors

'High Country' tourism region (35.5%) was the biggest source market of visitors to the region. 'Murray East' tourism region (16.2%) was the region's 2nd biggest source market, followed by 'Lakes' tourism region (7.1%).

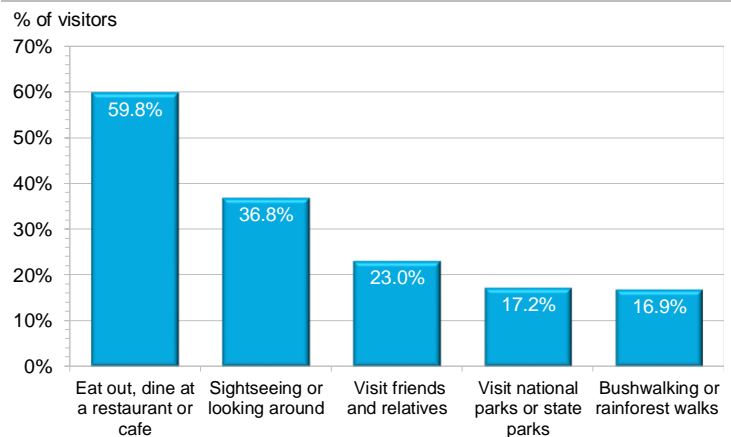
In total, regional Victoria contributed 71.2% of visitors to the region.

Nearly 3/10 (28.3%) of visitors to the region came from interstate.

Transport

'Private vehicle or company car' (96.6%) was the most popular transport used by visitors to the region. 'Bus or coach' (3.4%) was the 2nd most popular.

Activities



'Eat out, dine at a restaurant or cafe' (59.8%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (36.8%) and 'visit friends and relatives' (23.0%).

Gender

More visitors to the region were male (64.2%) than female (35.8%).

Expenditure (6)

Domestic daytrip visitors spent \$42 million in Alpine Shire. On average, visitors spent \$114 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.