High Country received almost 1.5 million domestic overnight visitors - down by 3.3% on YE Mar 16. Visitors spent nearly 4.5 million nights in the region - down by 0.2% on YE Mar 16.

Market share
The region received 10.3% of visitors and 10.9% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was down by 0.9% pts and the share of nights was down by 0.3% pts.

Average annual growth – YE Mar 13 to YE Mar 17
Over the period YE Mar 13 to YE Mar 17, High Country had an average annual growth of 7.1% in domestic visitors. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

High Country had an average annual growth of 6.1% in domestic visitor nights over the period. High Country had a higher growth than Snowy Mountains NSW, regional Victoria and Victoria.

Ski vs non-ski visitors
Ski visitors to the region had a decline while non-ski visitors grew on YE Mar 16 (-19.0% vs +1.0%). Ski visitors had a lower growth than non-ski visitors on YE Mar 13 (+11.1% vs +37.2%).

Accommodation
‘Friends or relatives property’ (28.0%) was the most popular accommodation type used for nights in the region. ‘Caravan park or commercial camping ground’ (13.9%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (13.5%) and ‘rented house, apartment, flat or unit’ (13.1%).

Expenditure (incl airfares and transport costs)
Domestic overnight visitors spent $645 million in the region - up by 0.9% on YE Mar 16. On average, visitors spent $144 per night in the region - up by 1.0% on YE Mar 16.

(1) Source: National Visitor Survey, YE Mar 17, Tourism Research Australia (TRA)
(2) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 17.
High Country received 31,400 international overnight visitors - up by 14.9% on YE Mar 16. Visitors stayed for 584,400 nights in the region - up by 119% on YE Mar 16.

Market share
The region received 6.0% of visitors and 7.3% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was up by 0.2% pts and the share of nights was up by 3.3% pts.

Purpose of visit to High Country
‘Holiday’ (70.1%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (18.0%) and ‘employment’ (6.6%).

Origin

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>15.1%</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>12.9%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>10.6%</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>7.7%</td>
</tr>
<tr>
<td>5</td>
<td>Mainland China</td>
<td>6.2%</td>
</tr>
<tr>
<td>6</td>
<td>Netherlands</td>
<td>5.1%</td>
</tr>
<tr>
<td>7</td>
<td>Canada</td>
<td>4.6%</td>
</tr>
<tr>
<td>8</td>
<td>Indonesia</td>
<td>3.6%</td>
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<tr>
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</tr>
<tr>
<td>11</td>
<td>Thailand</td>
<td>2.7%</td>
</tr>
<tr>
<td>12</td>
<td>Singapore</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

The UK (15.1%) was the region’s largest source market of visitors, followed by New Zealand (12.9%) and the USA (10.6%).

Accommodation
‘Rented house, apartment, flat or unit’ (34.8%) was the most popular accommodation type used for international nights in the region, followed by ‘friends or relatives property’ (23.4%).

Age
‘55 to 64 years’ (24.2%) was the biggest age group of visitors to the region, followed by ‘25 to 34 years’ (21.4%) and ‘15 to 24 years’ (18.2%).

Expenditure (incl pre-paid package expenditure)
International overnight visitors spent $30 million in the region - up by 125% on YE Mar 16. On average, visitors spent $51 per night in the region - up by 2.7% on YE Mar 16.

(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 17.
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

Domestic Daytrip Travel
High Country received over 1.6 million domestic daytrip visitors - up by 16.0% on YE Mar 16.

Market share
The region received 4.9% of daytrips to regional Victoria. Compared to YE Mar 16, the share was up by 0.3% pts.

Main purpose of trip
‘Holiday’ (60.7%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (21.8%) and ‘business’ (7.9%).

Average annual growth – YE Mar 13 to YE Mar 17
Over the period YE Mar 13 to YE Mar 17, the High Country had an average annual growth of 4.2% in domestic daytrips.

High Country had a higher growth than Victoria, but lower than Snowy Mountains NSW and regional Victoria.

Ski vs non-ski visitors
Ski visitors to the region had a decline while non-ski visitors grew (-16.5% vs +22.1% respectively on YE Mar 16) and (-23.0% vs +26.4% respectively on YE Mar 13).

Expenditure
Domestic daytrip visitors spent $154 million in the region - up by 35.7% on YE Mar 16. On average, visitors spent $95 per trip to the region - up by 16.9% on YE Mar 16.

(5) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 17.

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

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