Tourism is an important industry for Victoria's High Country. The region received approximately 3.6 million domestic (overnight and daytrip) and international overnight visitors combined, who spent almost $1.1 billion in the year ending June 2018.

### GROSS REGIONAL PRODUCT

<table>
<thead>
<tr>
<th>GRP</th>
<th>% OF ECONOMY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$710 M</td>
<td>↑ 3.4%</td>
</tr>
<tr>
<td></td>
<td>↑ 18.7%</td>
</tr>
<tr>
<td></td>
<td>↓ 0.5%pts</td>
</tr>
</tbody>
</table>

### TOURISM EMPLOYMENT

<table>
<thead>
<tr>
<th>JOBS</th>
<th>% OF ECONOMY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,300</td>
<td>↑ 3.2%</td>
</tr>
<tr>
<td></td>
<td>↑ 21.0%</td>
</tr>
<tr>
<td></td>
<td>↓ 0.2%pts</td>
</tr>
</tbody>
</table>

### DOMESTIC OVERNIGHT

<table>
<thead>
<tr>
<th>SPEND</th>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$851 M</td>
<td>1.7 M</td>
</tr>
<tr>
<td>↑ 36.5%</td>
<td>↑ 10.0%</td>
</tr>
</tbody>
</table>

### DOMESTIC DAYTRIPS

<table>
<thead>
<tr>
<th>SPEND</th>
<th>DAYTRIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$193 M</td>
<td>1.8 M</td>
</tr>
<tr>
<td>↑ 22.5%</td>
<td>↑ 5.0%</td>
</tr>
</tbody>
</table>

### INTERNATIONAL OVERNIGHT

<table>
<thead>
<tr>
<th>SPEND</th>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25 M</td>
<td>34,000</td>
</tr>
<tr>
<td>↓ 19.9%</td>
<td>↓ 2.5%</td>
</tr>
</tbody>
</table>

### VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth $710 million to the region’s economy (in direct and indirect Gross Regional Product), representing 18.7 per cent of the region’s economy.

Tourism generated employment of approximately 8,300 people or 21.0 per cent of the region’s employment.

### DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria's High Country in the year ending June 2018 was estimated to be $851 million (+36.5 per cent year-on-year), with visitors spending an average of $177 per night and $503 per visitor.

### DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated $193 million in the year ending June 2018, an increase of 22.5 per cent compared to the previous year.

### INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria's High Country was estimated to be $25 million in the year ending June 2018, a decrease of 19.9 per cent year-on-year.
## Victoria's High Country

### Key Regional Tourism Statistics (Year ending June)

#### Tourism Economic Contribution

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Regional Product (GRP)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct GRP ($m)</td>
<td>307</td>
<td>285</td>
<td>266</td>
<td>343</td>
<td>348</td>
<td>365</td>
<td>3.5%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Indirect GRP ($m)</td>
<td>327</td>
<td>293</td>
<td>268</td>
<td>341</td>
<td>338</td>
<td>345</td>
<td>1.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td><strong>Total GRP ($m)</strong></td>
<td>633</td>
<td>577</td>
<td>533</td>
<td>684</td>
<td>686</td>
<td>710</td>
<td>2.3%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Direct GRP (%)</td>
<td>9.5%</td>
<td>8.6%</td>
<td>7.9%</td>
<td>9.7%</td>
<td>9.8%</td>
<td>9.6%</td>
<td>0.1%pt</td>
<td>-0.1%pt</td>
</tr>
<tr>
<td>Indirect GRP (%)</td>
<td>10.1%</td>
<td>8.8%</td>
<td>7.9%</td>
<td>9.7%</td>
<td>9.5%</td>
<td>9.1%</td>
<td>-1.1%pt</td>
<td>-0.4%pt</td>
</tr>
<tr>
<td><strong>Total GRP (%)</strong></td>
<td>19.7%</td>
<td>17.4%</td>
<td>15.8%</td>
<td>19.4%</td>
<td>19.2%</td>
<td>18.7%</td>
<td>-1.0%pt</td>
<td>-0.5%pt</td>
</tr>
<tr>
<td><strong>Persons Employed</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Employment (000s)</td>
<td>6.2</td>
<td>5.7</td>
<td>5.0</td>
<td>6.4</td>
<td>6.1</td>
<td>6.3</td>
<td>0.3%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Indirect Employment (000s)</td>
<td>18</td>
<td>16</td>
<td>15</td>
<td>19</td>
<td>19</td>
<td>2.0</td>
<td>1.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Total Employment (000s)</strong></td>
<td>8.0</td>
<td>7.3</td>
<td>6.5</td>
<td>8.3</td>
<td>8.0</td>
<td>8.3</td>
<td>0.7%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Direct Employment (%)</td>
<td>17.5%</td>
<td>15.8%</td>
<td>13.8%</td>
<td>17.3%</td>
<td>16.1%</td>
<td>16.0%</td>
<td>-1.5%pt</td>
<td>-0.1%pt</td>
</tr>
<tr>
<td>Indirect Employment (%)</td>
<td>10.1%</td>
<td>8.8%</td>
<td>7.9%</td>
<td>9.7%</td>
<td>9.5%</td>
<td>9.1%</td>
<td>-1.1%pt</td>
<td>-0.4%pt</td>
</tr>
<tr>
<td><strong>Total Employment (%)</strong></td>
<td>22.6%</td>
<td>20.4%</td>
<td>18.0%</td>
<td>22.5%</td>
<td>21.2%</td>
<td>21.0%</td>
<td>-1.6%pt</td>
<td>-0.2%pt</td>
</tr>
</tbody>
</table>

#### Years ending June

### Visitors, Nights and Expenditure

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domestic</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daytrip visitors (000’s)</td>
<td>1,247</td>
<td>1,545</td>
<td>1,509</td>
<td>1,353</td>
<td>1,755</td>
<td>1,843</td>
<td>8.1%</td>
<td>5.0%</td>
<td>51.6%</td>
</tr>
<tr>
<td>Overnight visitors (000’s)</td>
<td>1,139</td>
<td>1,136</td>
<td>1,401</td>
<td>1,517</td>
<td>1,538</td>
<td>1,692</td>
<td>8.2%</td>
<td>10.0%</td>
<td>47.4%</td>
</tr>
<tr>
<td>Total domestic visitors (000’s)</td>
<td>2,387</td>
<td>2,680</td>
<td>2,901</td>
<td>2,870</td>
<td>3,293</td>
<td>3,535</td>
<td>8.2%</td>
<td>7.3%</td>
<td>99.1%</td>
</tr>
<tr>
<td>Visitor nights (000’s)</td>
<td>3,582</td>
<td>3,409</td>
<td>4,331</td>
<td>4,509</td>
<td>4,493</td>
<td>4,822</td>
<td>6.1%</td>
<td>7.3%</td>
<td>92.0%</td>
</tr>
<tr>
<td>Length of stay (nights)</td>
<td>3.1</td>
<td>3.0</td>
<td>3.1</td>
<td>2.9</td>
<td>2.9</td>
<td>2.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daytrip Expenditure ($m)</td>
<td>134</td>
<td>149</td>
<td>131</td>
<td>119</td>
<td>158</td>
<td>193</td>
<td>7.6%</td>
<td>22.5%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Daytrip spend per trip</td>
<td>107</td>
<td>96</td>
<td>87</td>
<td>88</td>
<td>90</td>
<td>105</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic Overnight Expenditure ($m)</td>
<td>515</td>
<td>461</td>
<td>631</td>
<td>630</td>
<td>624</td>
<td>851</td>
<td>10.6%</td>
<td>36.5%</td>
<td>79.6%</td>
</tr>
<tr>
<td>Domestic Overnight Spend per Visitor ($)</td>
<td>452</td>
<td>406</td>
<td>415</td>
<td>406</td>
<td>503</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Domestic Overnight Spend per Night ($)</td>
<td>144</td>
<td>135</td>
<td>146</td>
<td>140</td>
<td>139</td>
<td>177</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Domestic Expenditure ($m)</td>
<td>649</td>
<td>610</td>
<td>762</td>
<td>749</td>
<td>782</td>
<td>1,045</td>
<td>10.0%</td>
<td>33.6%</td>
<td>97.7%</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overnight visitors (000’s)</td>
<td>17</td>
<td>21</td>
<td>18</td>
<td>27</td>
<td>35</td>
<td>34</td>
<td>15.0%</td>
<td>-2.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Visitor nights (000’s)</td>
<td>-</td>
<td>337</td>
<td>-</td>
<td>260</td>
<td>621</td>
<td>422</td>
<td>-32.0%</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td>Length of stay (nights)</td>
<td>-</td>
<td>16.1</td>
<td>-</td>
<td>9.6</td>
<td>17.9</td>
<td>12.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Overnight Expenditure ($m)</td>
<td>10</td>
<td>21</td>
<td>15</td>
<td>13</td>
<td>31</td>
<td>25</td>
<td>20.9%</td>
<td>-19.9%</td>
<td>2.3%</td>
</tr>
<tr>
<td>International Overnight Spend per Visitor ($)</td>
<td>577</td>
<td>1,000</td>
<td>824</td>
<td>481</td>
<td>902</td>
<td>741</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>International Overnight Spend per Night ($)</td>
<td>-</td>
<td>62</td>
<td>-</td>
<td>50</td>
<td>50</td>
<td>59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors (000’s)</td>
<td>2,403</td>
<td>2,701</td>
<td>2,928</td>
<td>2,897</td>
<td>3,328</td>
<td>3,568</td>
<td>8.2%</td>
<td>7.2%</td>
<td></td>
</tr>
<tr>
<td>Visitor nights (000’s)</td>
<td>3,793</td>
<td>3,746</td>
<td>4,540</td>
<td>4,770</td>
<td>5,114</td>
<td>5,244</td>
<td>6.7%</td>
<td>2.6%</td>
<td></td>
</tr>
<tr>
<td>Expenditure ($m)</td>
<td>659</td>
<td>631</td>
<td>777</td>
<td>762</td>
<td>813</td>
<td>1,069</td>
<td>10.2%</td>
<td>31.6%</td>
<td></td>
</tr>
</tbody>
</table>

Sources: National and International Visitor Survey, Regional Expenditure Model, June 2018, Tourism Research Australia.
Regional Tourism Satellite Account 2016-17, Tourism Research Australia
Note: Figures noted as ‘-’ are under the publishable threshold.
AAG = Average Annual Growth. YOY = year-on-year growth
Victoria's High Country

1 Victoria's High Country Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:  

The following SA2s are included in Victoria's High Country tourism region:

<table>
<thead>
<tr>
<th>Region</th>
<th>SA2</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Country</td>
<td>Beechworth, Benalla, Benalla Region, Bright - Mount Beauty, Chiltern - Indigo Valley, Mansfield, Myrtleford, Rutherglen, Towong, Wangaratta, Wangaratta Region, Yackandandah</td>
</tr>
</tbody>
</table>

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria’s tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:  

More Information

For the latest information on domestic visitation to Victoria’s regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:  

Further information on international visitors to Victoria’s regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:  
http://www.business.vic.gov.au/tourism-industry-resources/research/international-research

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:  

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia refer to the full report:  

Factsheet published by the TEVE Research Unit, November 2018