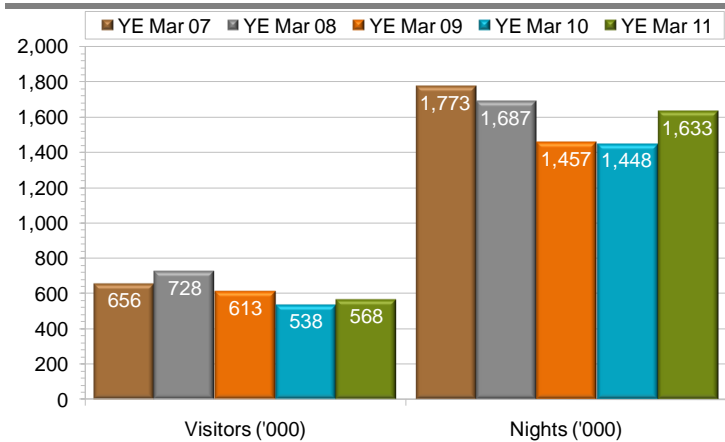


Domestic Overnight Travel⁽¹⁾

Visitors and nights

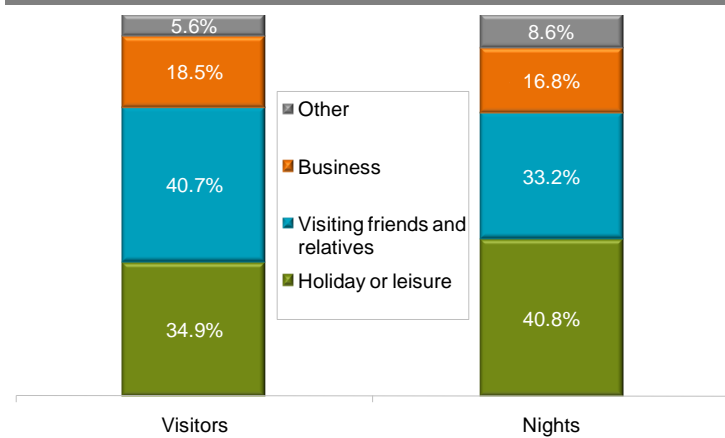


Goulburn River Valley received 568,000 domestic overnight visitors - up by 5.6% on YE Mar 10. Visitors spent over 1.6 million nights in the region - up by 12.8% on YE Mar 10.

Market share

The region received 5.6% of visitors and 5.2% of nights in regional Victoria. Compared to YE Mar 10, the share of visitors was up by 0.3 pts and the share of nights was up by 0.7 pts.

Purpose of visit to Goulburn River Valley



'Visiting friends and relatives' (40.7%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (34.9%) and 'business' (18.5%).

'Holiday or leisure' (40.8%) was the largest purpose in terms of nights in the region, followed by 'visiting friends and relatives' (33.2%) and 'business' (16.8%).

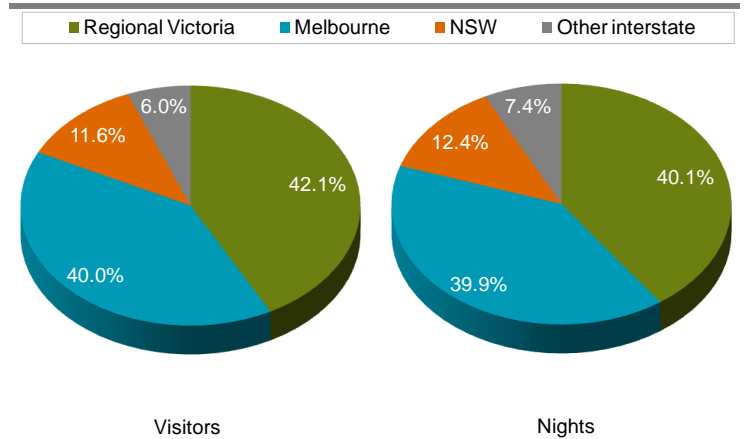
Accommodation

'Friends or relatives property' (43.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (21.4%) was the 2nd most popular, followed by 'standard hotel, motor inn, below 4 star' (17.1%) and 'caravan or camping near road or on private property' (4.4%).

All transport

'Private or company vehicle' (87.3%) was the most popular transport used by visitors to the region, followed by 'air transport' (5.7%) and 'railway' (3.7%).

Origin



The region received 82.1% of visitors and 80.0% of nights from intrastate. Compared to YE Mar 10, intrastate visitors were up by 8.4% and nights were up by 24.4%.

Interstate contributed 17.9% of visitors and 20.0% of nights in the region. Compared to YE Mar 10, interstate visitors were down by 4.7% and nights were down by 17.9%.

Length of stay

Visitors stayed on average 2.9 nights in the region - up by 0.2 nights on the YE Mar 10.

Age

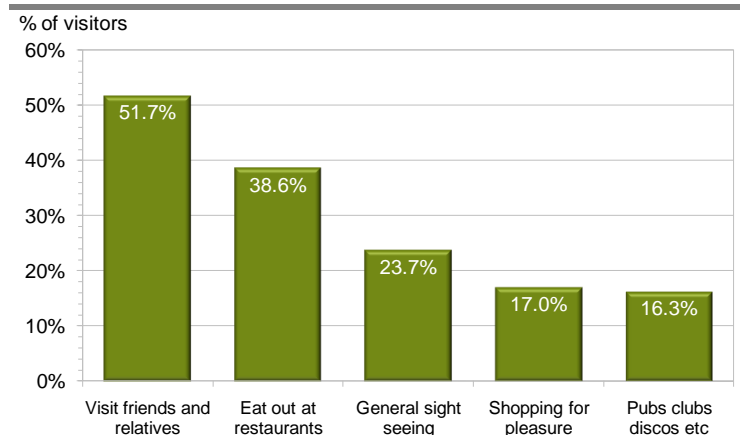
'35 to 44 years' (20.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.5%).

'Young' travellers' (aged below 35) made up 27.6% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 38.0%, while 34.5% were 'older' (aged 55 and over).

Lifecycle

'Older couple' (31.9%) was the largest lifecycle grouping for visitors to the region, followed by 'parent with youngest child aged 14 or less' (25.0%) and 'young / midlife single' (17.4%).

Activities

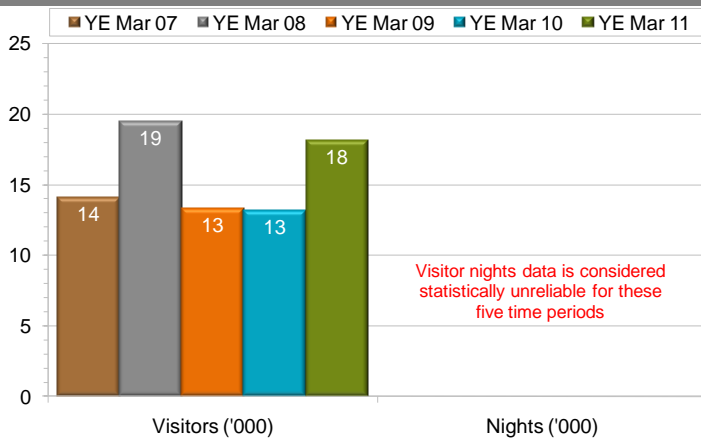


'Visit friends and relatives' (51.7%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (38.6%) 'general sightseeing' (23.7%).

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

International Overnight Travel⁽²⁾

Visitors and nights



Goulburn River Valley received 18,100 international overnight visitors - up by 37.6% on YE Mar 10. Nights data for the region is considered statistically unreliable for these five time periods.

Market share

The region received 5.4% of visitors to regional Victoria. Compared to YE Mar 10, the share of visitors was up by 1.2% points.

Purpose of visit to Goulburn River Valley

'Holiday / pleasure' (39.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (35.8%) and 'business' (16.8%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	18.4%	13	Japan	2.1%
2	United Kingdom	13.8%	14	Italy	1.7%
3	USA	10.0%	15	Malaysia	1.5%
4	France	7.4%	16	Taiwan	1.3%
5	India	4.8%	17	Singapore	1.0%
6	Scandinavia	4.2%	18	Netherlands	0.9%
7	Canada	4.1%	19	Switzerland	0.8%
8	Korea	3.6%	20	China	0.2%
9	Germany	3.2%			
10	Indonesia	3.1%		Other Asia	4.1%
11	Thailand	2.8%		Other Europe	1.9%
12	Hong Kong	2.6%		Other Countries	6.5%

New Zealand (18.4%) was the largest source market of visitors to the region, followed by the United Kingdom (13.8%).

Accommodation

'Home of friend or relative' (53.4%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker / hostel' (10.4%) and 'caravan park or commercial camping ground' (9.8%).

Age

'25 to 34 years' (28.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.4%).

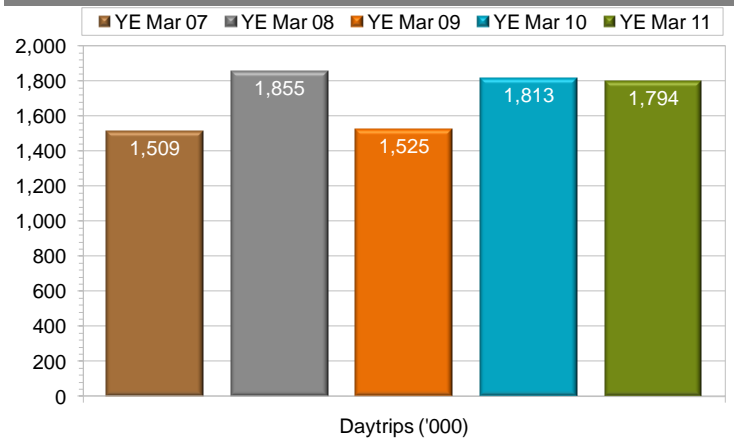
'Young' travellers' (aged below 35) made up 44.3% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 39.0%, while 16.7% were 'older' (aged 55 and over).

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

(2) Source: International Visitor Survey, YE Mar 11, TRA

Domestic Daytrip Travel⁽³⁾

Trips



Goulburn River Valley received almost 1.8 million domestic daytrip visitors - down by 1.0% on YE Mar 10.

Market share

The region received 7.5% of daytrips to regional Victoria. Compared to YE Mar 10, the share was down by 0.1% pt.

Main purpose of trip

'Holiday or leisure' (42.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.1%) and 'business' (8.9%).

Age

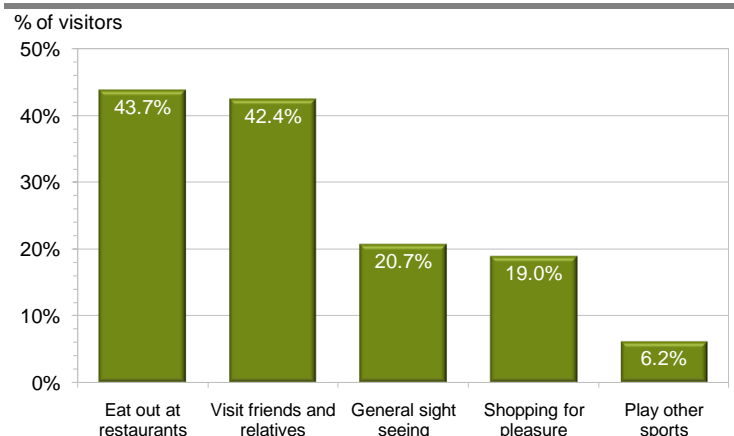
'55 to 64 years' (20.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.3%).

'Young' travellers' (aged below 35) made up 24.3% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 37.5%, while 38.2% were 'older' (aged 55 and over).

Lifecycle

'Older couple' (33.4%) was the biggest lifecycle grouping of visitors to the region, followed by 'parent with youngest child aged 14 or less' (20.0%) and 'young / midlife single' (18.2%).

Activities



'Eat out at restaurants' (43.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.4%) and 'general sightseeing' (20.7%).

(3) Source: National Visitor Survey, YE Mar 11, TRA