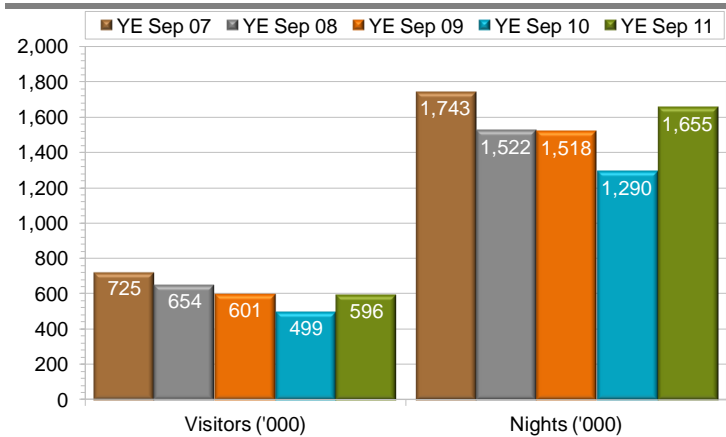


### Domestic Overnight Travel<sup>(1)</sup>

#### Visitors and nights

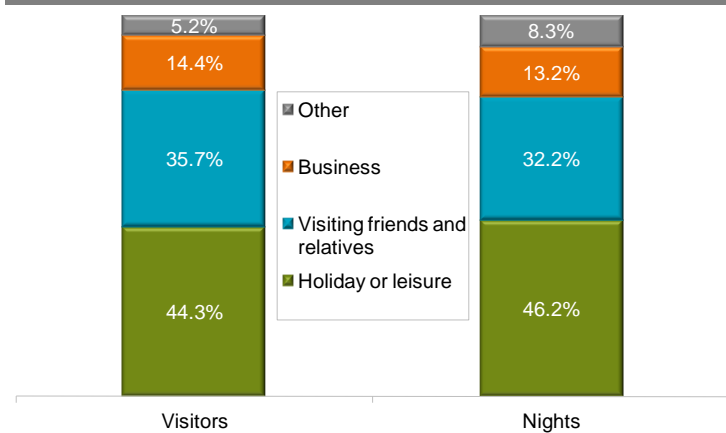


Goulburn River Valley received 596,000 domestic overnight visitors - up by 19.4% on YE Sep 10. Visitors spent nearly 1.7 million nights in the region - up by 28.3% on YE Sep 10.

#### Market share

The region received 5.7% of visitors and 5.1% of nights in regional Victoria. Compared to YE Sep 10, the share of visitors was up by 0.7% pts and the share of nights was up by 1.0% pt.

#### Purpose of visit to Goulburn River Valley



'Holiday or leisure' (44.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.7%) and 'business' (14.4%).

'Holiday or leisure' (46.2%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (32.2%) and 'business' (13.2%).

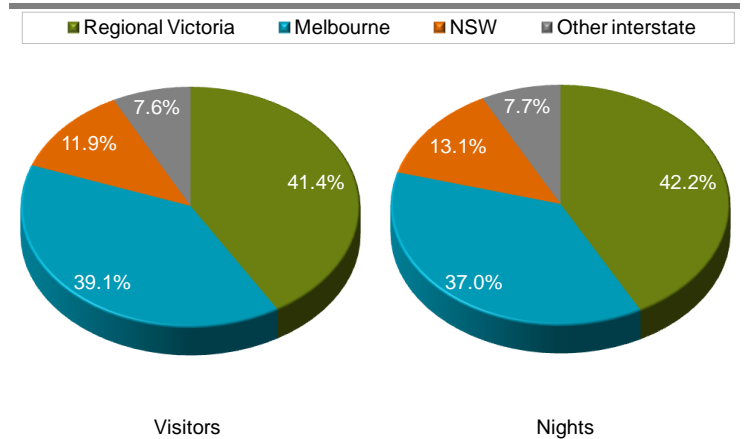
#### Accommodation

'Friends or relatives property' (43.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (21.3%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel, motor inn, below 4 star' (17.7%) and 'caravan or camping near road or on private property' (4.9%).

#### All transport

'Private or company vehicle' (87.6%) was the most popular transport used by visitors to the region, followed by 'air transport' (5.5%) and 'railway' (4.0%).

#### Origin



The region received 80.5% of visitors and 79.2% of nights from **intrastate**. Compared to YE Sep 10, intrastate visitors were up by 20.9% and nights were up by 35.3%.

**Interstate** contributed 19.5% of visitors and 20.8% of nights in the region. Compared to YE Sep 10, interstate visitors were up by 13.7% and nights were up by 7.2%.

#### Length of stay

Visitors stayed on average 2.8 nights in the region - up by 0.2 nights on the YE Sep 10.

#### Age

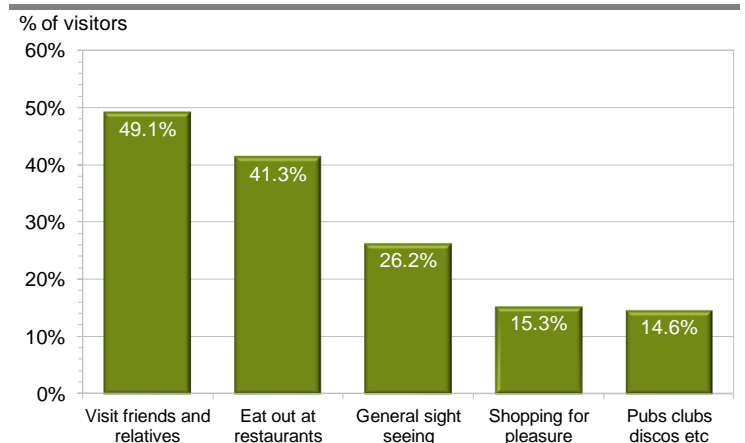
'35 to 44 years' (20.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.6%).

'Young' travellers' (aged below 35) made up 26.2% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 36.9%, while 36.7% were 'older' (aged 55 and over).

#### Lifecycle

'Older couple' (31.5%) was the largest lifecycle grouping for visitors to the region, followed by 'parent with youngest child aged 14 or less' (28.0%) and 'young / midlife single' (16.4%).

#### Activities

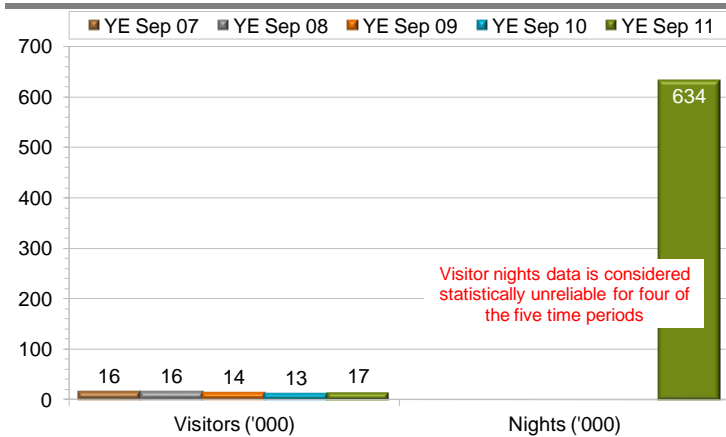


'Visit friends and relatives' (49.1%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (41.3%) and 'general sightseeing' (26.2%).

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

### International Overnight Travel<sup>(2)</sup>

#### Visitors and nights



Goulburn River Valley received 17,100 international overnight visitors - up by 31.5% on YE Sep 10. Visitors spent 634,000 nights in the region.

#### Market share

The region received 5.1% of visitors and 12.7% of nights in regional Victoria. Compared to YE Sep 10, the share of visitors was up by 0.9% points.

#### Purpose of visit to Goulburn River Valley

'Holiday / pleasure' (42.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (35.1%) and 'business' (17.5%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	17.6%	13	Canada	2.1%
2	United Kingdom	11.8%	14	Hong Kong	2.1%
3	USA	10.7%	15	Malaysia	2.0%
4	France	7.0%	16	Korea	0.9%
5	India	6.4%	17	Netherlands	0.9%
6	Germany	5.2%	18	Switzerland	0.9%
7	Scandinavia	4.8%	19	Singapore	0.5%
8	Japan	3.6%	20	China	0.1%
9	Indonesia	3.3%			
10	Taiwan	3.0%		Other Asia	2.0%
11	Thailand	2.9%		Other Europe	4.3%
12	Italy	2.2%		Other Countries	5.8%

New Zealand (17.6%) was the largest source market of visitors to the region, followed by the United Kingdom (11.8%).

#### Accommodation

'Home of friend or relative' (42.5%) was the most popular accommodation type used for international nights in the region, followed by 'rented house / apartment / unit / flat' (18.7%) and 'backpacker / hostel' (13.0%).

#### Age

'25 to 34 years' (26.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.7%).

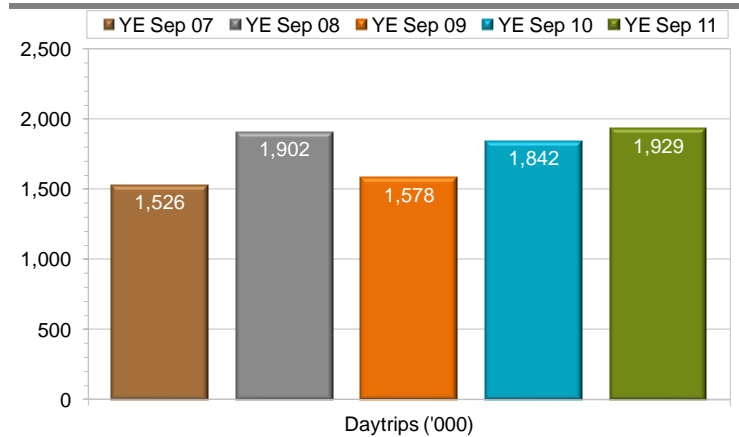
'Young' travellers' (aged below 35) made up 48.9% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 36.1%, while 15.0% were 'older' (aged 55 and over).

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

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

### Domestic Daytrip Travel<sup>(3)</sup>

#### Trips



Goulburn River Valley received over 1.9 million domestic daytrip visitors - up by 4.7% on YE Sep 10.

#### Market share

The region received 7.7% of daytrips to regional Victoria. Compared to YE Sep 10, the share was up by 0.2% pts.

#### Main purpose of trip

'Holiday or leisure' (41.5%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (32.9%) and 'business' (11.4%).

#### Age

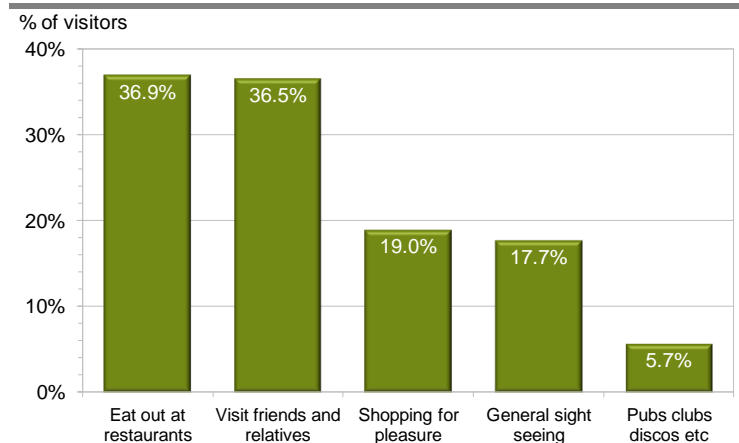
'35 to 44 years' (25.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.7%).

'Young' travellers' (aged below 35) made up 21.0% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 44.2%, while 34.7% were 'older' (aged 55 and over).

#### Lifecycle

'Older couple' (31.5%) was the biggest lifecycle grouping of visitors to the region, followed by 'parent with youngest child aged 14 or less' (29.5%) and 'young / midlife couple, no kids' (11.0%).

#### Activities



'Eat out at restaurants' (36.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.5%) and 'shopping for pleasure' (19.0%).

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