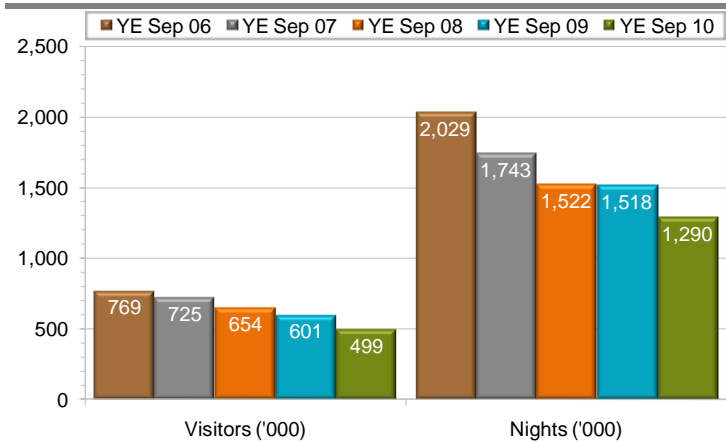


Domestic Overnight Travel⁽¹⁾

Visitors and nights

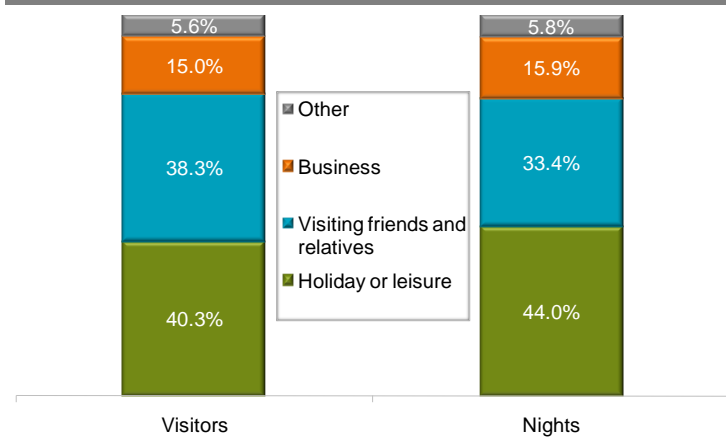


Goulburn River Valley received 499,000 domestic overnight visitors - down by 17.0% on YE Sep 09. Visitors spent nearly 1.3 million nights in the region - down by 15.0% on YE Sep 09.

Market share

The region received 5.0% of visitors and 4.1% of nights in regional Victoria. Compared to YE Sep 09, the share of visitors was down by 0.9% pts and the share of nights was down by 0.8% pts.

Purpose of visit to Goulburn River Valley



'Holiday or leisure' (40.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (38.3%) and 'business' (15.0%).

'Holiday or leisure' (44.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (33.4%) and 'business' (15.9%).

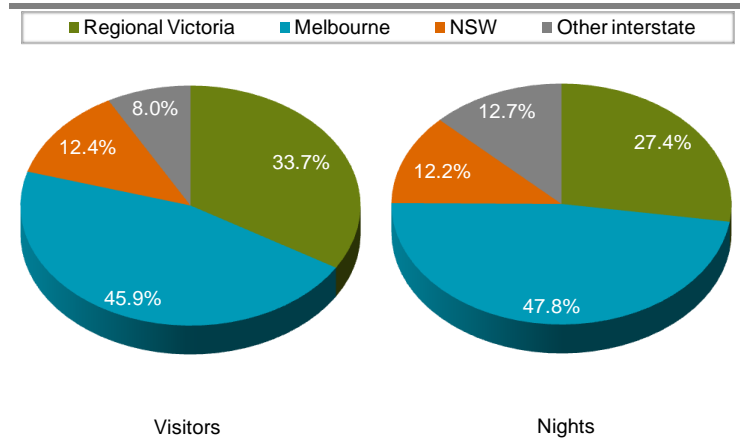
Accommodation

'Friends or relatives property' (39.9%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (14.7%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (11.7%) and 'rented house, apartment, flat or unit' (7.4%).

All transport

'Private or company vehicle' (88.9%) was the most popular transport used by visitors to the region, followed by 'air transport' (6.9%) and 'bus or coach' (2.4%).

Origin



The region received 79.6% of visitors and 75.1% of nights from **intrastate**. Compared to YE Sep 09, intrastate visitors were down by 22.0% and nights were down by 20.0%.

Interstate contributed 20.4% of visitors and 24.9% of nights in the region. Compared to YE Sep 09, interstate visitors were up by 10.9% and nights were up by 4.6%.

Length of stay

Visitors stayed on average 2.6 nights in the region - up by 0.1 night on the YE Sep 09.

Age

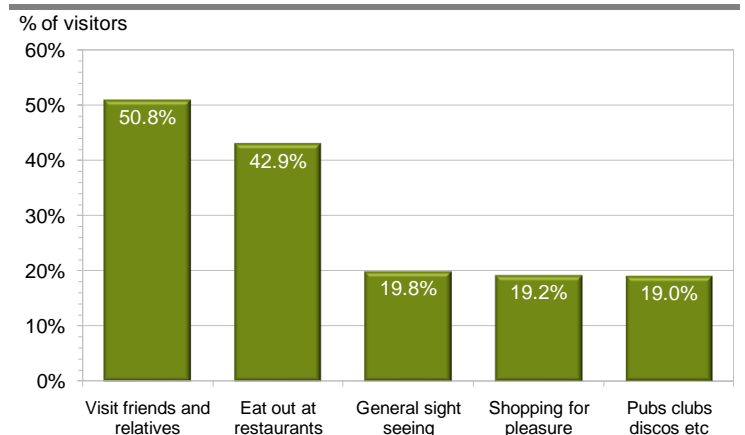
'45 to 54 years' (20.2%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.6%).

'Young' travellers' (aged below 35) made up 28.7% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 39.9%, while 31.7% were 'older' (aged 55 and over).

Lifecycle

'Older couple' (28.7%) was the largest lifecycle grouping for visitors to the region, followed by 'parent with youngest child aged 14 or less' (22.6%) and 'young / midlife couple, no kids' (16.0%).

Activities

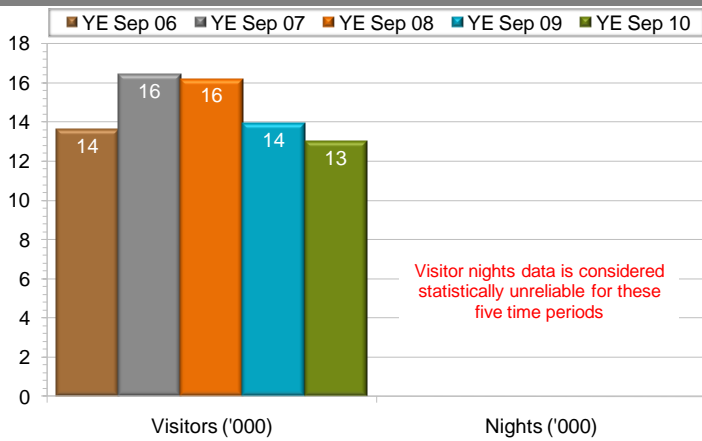


'Visit friends and relatives' (50.8%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (42.9%) 'general sightseeing' (19.8%).

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 13,000 international overnight visitors - down by 6.7% on YE Sep 09. Nights data for the region is considered statistically unreliable for these five time periods.

Market share

The region received 4.2% of visitors to regional Victoria. Compared to YE Sep 09, the share of visitors was down by 0.3% points.

Purpose of visit to Goulburn River Valley

'Holiday / pleasure' (43.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.9%) and 'education' (11.4%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	19.3%	13	Italy	1.1%
2	United Kingdom	17.2%	14	Switzerland	0.8%
3	USA	9.8%	15	Thailand	0.6%
4	France	7.3%	16	Malaysia	0.2%
5	Netherlands	5.9%	17	China	0.2%
6	Korea	5.7%	18	Indonesia	0.0%
7	Japan	5.6%	18	Taiwan	0.0%
8	Canada	4.7%	18	India	0.0%
9	Singapore	2.4%			
10	Hong Kong	2.3%		Other Asia	6.1%
11	Germany	2.2%		Other Europe	4.1%
12	Scandinavia	1.2%		Other Countries	3.3%

New Zealand (19.3%) was the largest source market of visitors to the region, followed by the United Kingdom (17.2%).

Accommodation

'Home of friend or relative' (37.1%) was the most popular accommodation type used for international nights in the region. 'Backpacker / hostel' (13.8%) was the 2nd most popular, followed by 'rented house / apartment / unit / flat' (11.7%).

Age

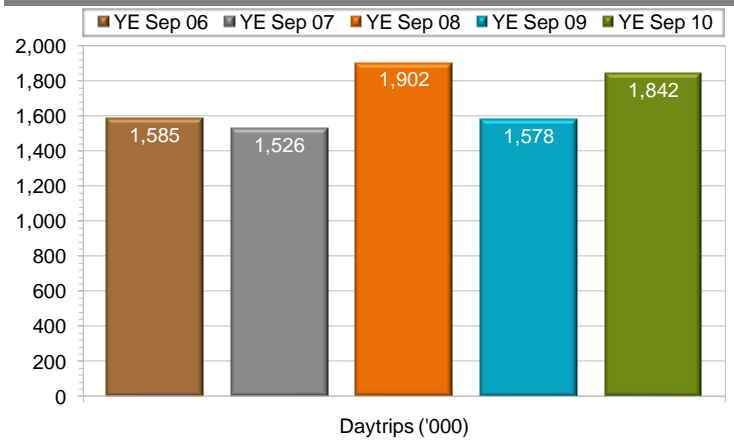
'25 to 34 years' (29.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (23.8%).

'Young' travellers' (aged below 35) made up 53.5% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 29.7%, while 16.8% were 'older' (aged 55 and over).

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

Domestic Daytrip Travel⁽¹⁾

Trips



Goulburn River Valley received over 1.8 million domestic daytrip visitors - up by 16.7% on YE Sep 09.

Market share

The region received 7.5% of daytrips to regional Victoria. Compared to YE Sep 09, the share was up by 0.8% pts.

Main purpose of trip

'Holiday or leisure' (53.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (28.0%) and 'business' (9.7%).

Age

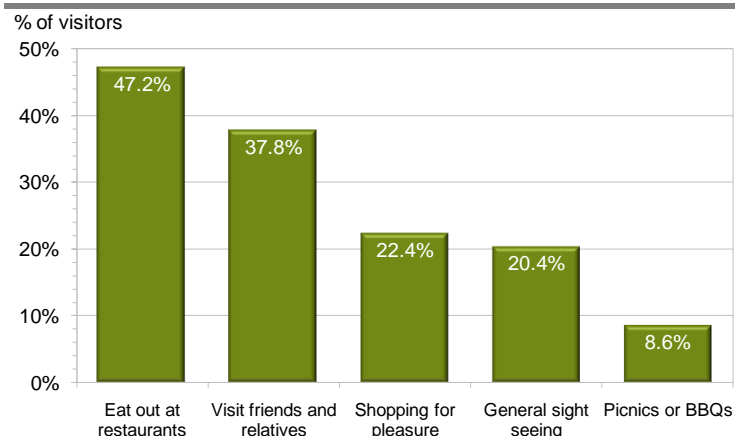
'65 years and over' (20.1%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.4%).

'Young' travellers' (aged below 35) made up 29.8% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 33.5%, while 36.7% were 'older' (aged 55 and over).

Lifecycle

'Older couple' (27.5%) was the biggest lifecycle grouping of visitors to the region, followed by 'parent with youngest child aged 14 or less' (26.1%) and 'young / midlife single' (19.8%).

Activities



'Eat out at restaurants' (47.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.8%) and 'shopping for pleasure' (22.4%).