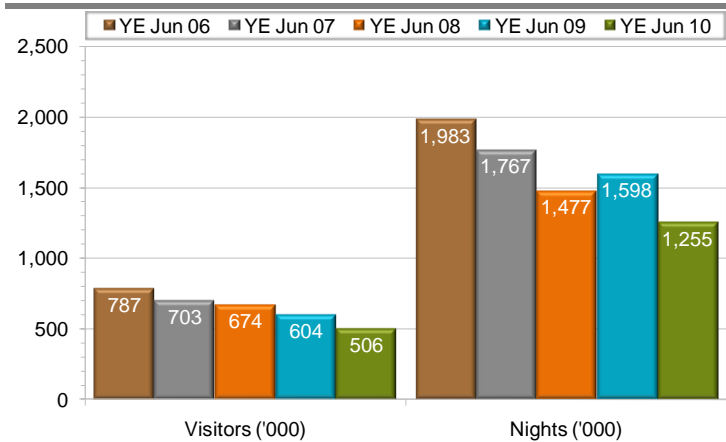


Domestic Overnight Travel⁽¹⁾

Visitors and nights

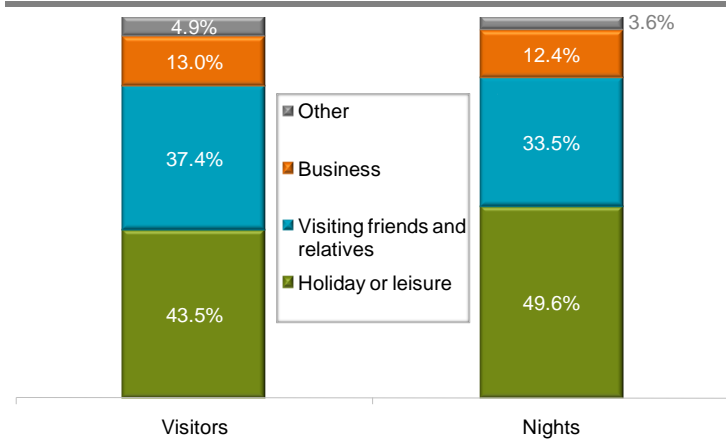


Goulburn River Valley received 506,000 domestic overnight visitors - down by 16.2% on YE Jun 09. Visitors spent nearly 1.3 million nights in the region - down by 21.5% on YE Jun 09.

Market share

The region received 5.0% of visitors and 3.9% of nights in regional Victoria. Compared to YE Jun 09, the share of visitors was down by 1.1 pts and the share of nights was down by 1.3% pts.

Purpose of visit to Goulburn River Valley



'Holiday or leisure' (43.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.4%) and 'business' (13.0%).

'Holiday or leisure' (49.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (33.5%) and 'business' (12.4%).

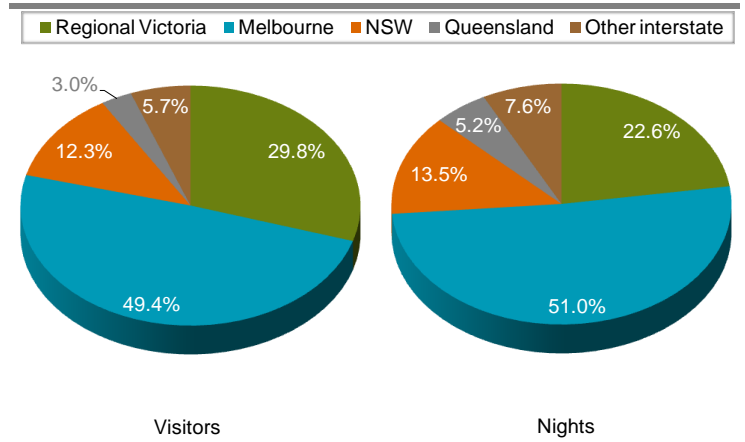
Accommodation

'Friends or relatives property' (38.3%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (16.0%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (12.4%) and 'own property' (9.2%).

All transport

'Private or company vehicle' (91.0%) was the most popular transport used by visitors to the region, followed by 'air transport' (5.8%) and 'bus or coach' (1.8%).

Origin



The region received 79.2% of visitors and 73.6% of nights from **intrastate**. Compared to YE Jun 09, intrastate visitors were down by 20.4% and nights were down by 24.4%.

Interstate contributed 20.8% of visitors and 26.4% of nights in the region. Compared to YE Jun 09, interstate visitors were up by 4.0% and nights were down by 11.7%.

Length of stay

Visitors stayed on average 2.5 nights in the region - down by 0.2 nights on the YE Jun 09.

Age

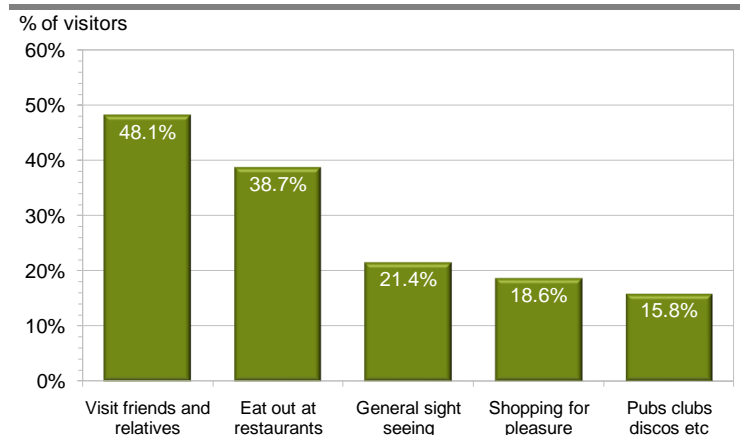
'65 years and over' (20.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.4%).

'Young' travellers' (aged below 35) made up 21.3% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 38.5%, while 40.1% were 'older' (aged 55 and over).

Lifecycle

'Older couple' (33.8%) was the largest lifecycle grouping for visitors to the region, followed by 'parent with youngest child aged 14 or less' (23.3%) and 'young / midlife single' (12.6%).

Activities

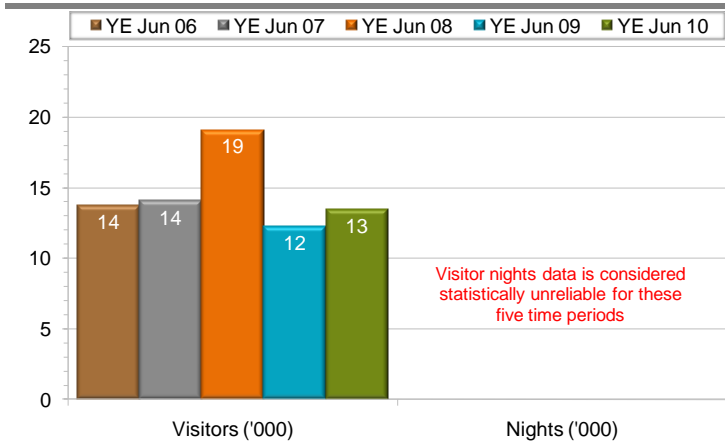


'Visit friends and relatives' (48.1%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (38.7%) 'general sightseeing' (21.4%).

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 13,500 international overnight visitors - up by 10.3% on YE Jun 09. Nights data for the region is considered statistically unreliable for these five time periods.

Market share

The region received 4.4% of visitors to regional Victoria. Compared to YE Jun 09, the share of visitors was up by 0.5% pts.

Purpose of visit to Goulburn River Valley

'Holiday / pleasure' (45.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.6%) and 'education' (10.6%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.8%	13	Scandinavia	1.2%
2	United Kingdom	16.6%	14	Switzerland	0.7%
3	USA	11.4%	15	India	0.7%
4	France	6.2%	16	China	0.2%
5	Netherlands	5.8%	17	Indonesia	0.0%
6	Canada	5.7%	17	Taiwan	0.0%
7	Japan	3.8%	17	Thailand	0.0%
8	Korea	3.1%	17	Italy	0.0%
9	Singapore	2.3%			
10	Hong Kong	1.6%		Other Asia	5.0%
11	Germany	1.4%		Other Europe	5.9%
12	Malaysia	1.3%		Other Countries	5.2%

New Zealand (21.8%) was the largest source market of visitors to the region. The United Kingdom (16.6%) was the 2nd largest, followed by the USA (11.4%).

Accommodation

'Home of friend or relative' (29.9%) was the most popular accommodation type used for international nights in the region. 'Rented house / apartment / unit / flat' (25.9%) was the 2nd most popular, followed by 'backpacker / hostel' (11.9%).

Age

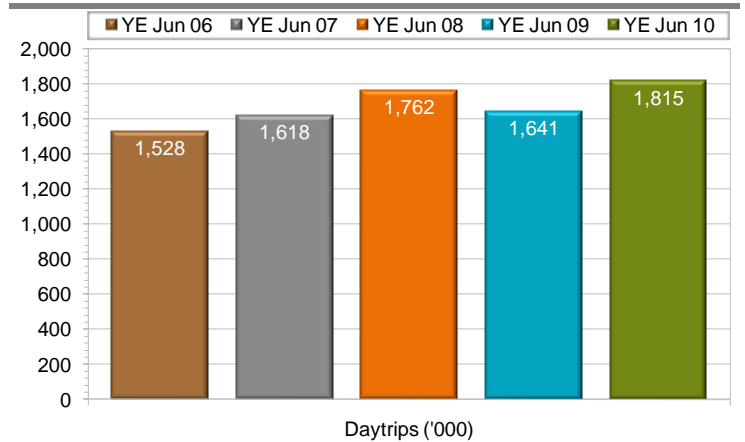
'25 to 34 years' (24.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.7%).

'Young' travellers' (aged below 35) made up 42.7% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 33.8%, while 23.5% 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 10.6% on YE Jun 09.

Market share

The region received 7.4% of daytrips to regional Victoria. Compared to YE Jun 09, the share was up by 0.4% pts.

Main purpose of trip

'Holiday or leisure' (54.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.5%) and 'business' (8.6%).

Age

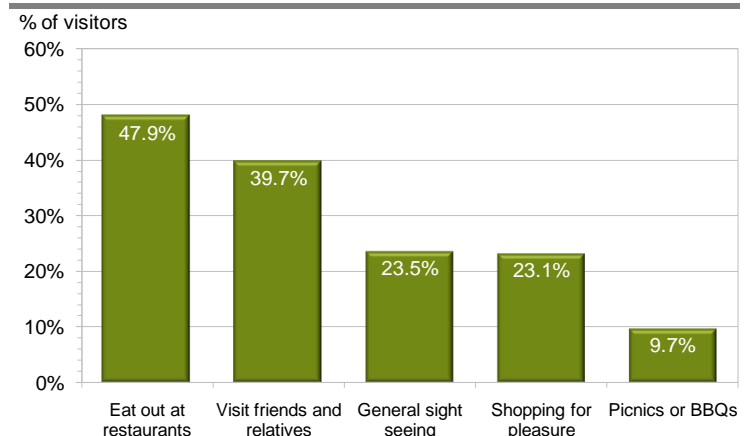
'35 to 44 years' (23.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.1%).

'Young' travellers' (aged below 35) made up 28.0% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 38.4%, while 33.6% were 'older' (aged 55 and over).

Lifecycle

'Parent with youngest child aged 14 or less' (28.6%) was the biggest lifecycle grouping of visitors to the region, followed by 'older couple' (26.7%) and 'young / midlife single' (19.8%).

Activities



'Eat out at restaurants' (47.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.7%) and 'general sightseeing' (23.5%).