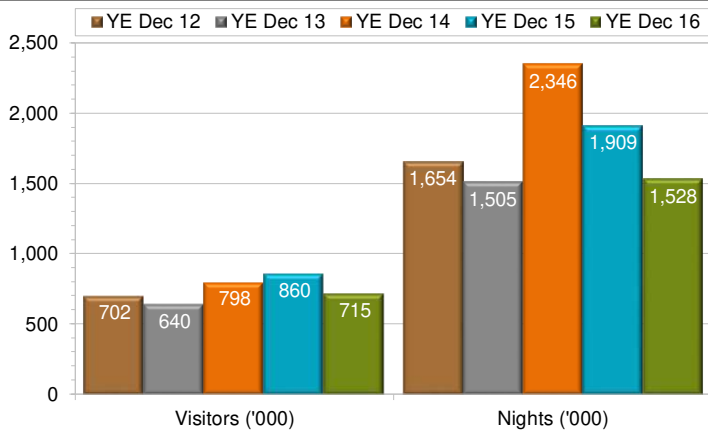


Domestic Overnight Travel⁽¹⁾

Visitors and nights

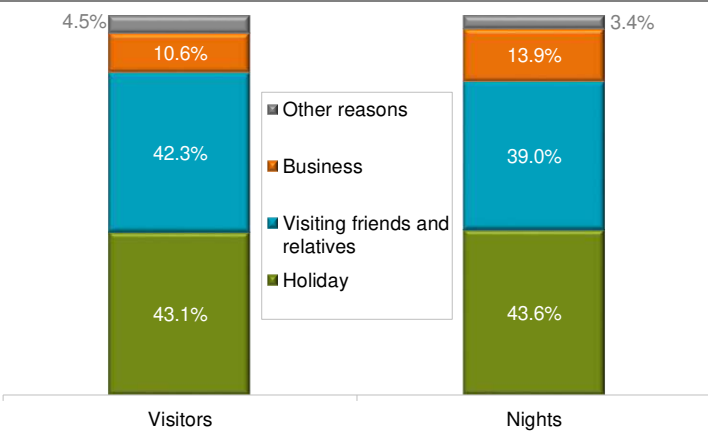


Goulburn River Valley received 715,000 domestic overnight visitors - down by 16.9% on YE Dec 15. Visitors spent over 1.5 million nights in the region - down by 20.0% on YE Dec 15.

Market share

The region received 5.1% of visitors and 3.8% of nights in regional Victoria. Compared to YE Dec 15, the share of visitors was down by 1.1% pts and the share of nights was down by 0.9% pts.

Purpose of visit to Goulburn River Valley



'Holiday' (43.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (42.3%) and 'business' (10.6%).

'Holiday' (43.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (39.0%) and 'business' (13.9%).

Accommodation

'Friends or relatives property' (39.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (17.0%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (16.0%) and 'caravan or camping - non commercial' (10.3%).

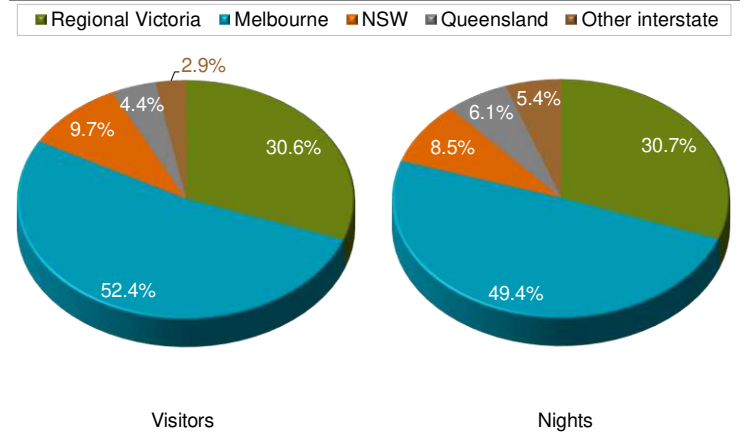
All transport

'Private vehicle or company car' (91.2%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.2%) and 'bus or coach' (2.2%).

Goulburn River Valley includes: Shepparton, Strathbogie, Mitchell, and Murrindindi.

(1) Source: National Visitor Survey, YE Dec 16, Tourism Research Australia (TRA)

Origin



The region received 83.0% of visitors and 80.0% of nights from **intrastate**. Compared to YE Dec 15, intrastate visitors were down by 12.7% and nights were down by 12.5%.

Interstate contributed 17.0% of visitors and 20.0% of nights in the region. Compared to YE Dec 15, interstate visitors were down by 32.5%.

Length of stay

Visitors stayed on average 2.1 nights in the region - down by 0.1 night on YE Dec 15.

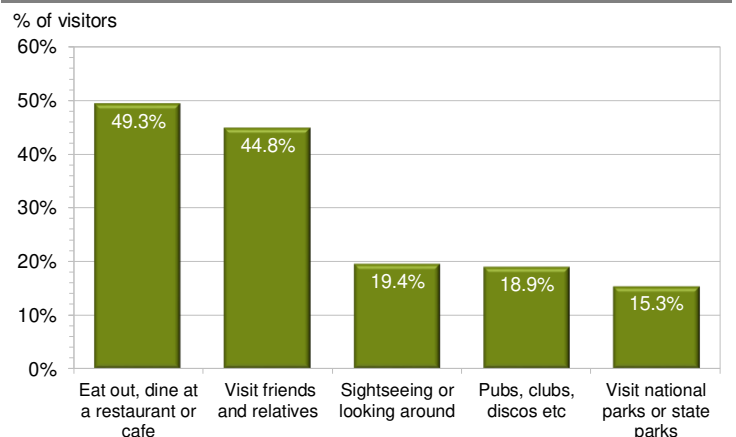
Age

'65 years and over' (19.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.8%) and '35 to 44 years' (17.9%).

Gender

More visitors to the region were male (51.0%) than female (49.0%).

Activities



'Eat out, dine at a restaurant or cafe' (49.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (44.8%).

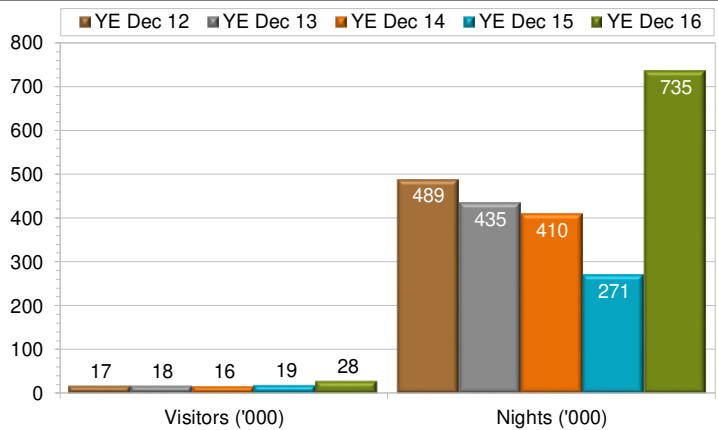
Expenditure⁽²⁾

Visitors spent an estimated \$182 million in the region - an average of \$119 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 16.

International Overnight Travel⁽³⁾

Visitors and nights



Goulburn River Valley received 28,300 international overnight visitors - up by 50.6% on YE Dec 15. Visitors stayed for 735,500 nights in the region - up by 172% on YE Dec 15.

Market share

The region received 5.7% of visitors and 10.2% of nights in regional Victoria. Compared to YE Dec 15, share of visitors was up by 1.6% pts and the share of nights was up by 6.3% pts.

Purpose of visit to Goulburn River Valley

'Holiday' (41.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.4%) and 'business' (11.7%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	23.6%	13	Japan	1.8%
2	United Kingdom	12.6%	14	Canada	1.7%
3	USA	9.6%	15	India	1.7%
4	Germany	6.2%	16	South Korea	1.6%
5	Malaysia	5.9%	17	Netherlands	1.6%
6	Singapore	4.6%	18	Thailand	1.1%
7	France	4.5%	19	Switzerland	0.2%
8	Mainland China	3.7%	20	Indonesia	0.0%
9	Scandinavia	3.2%			
10	Taiwan	2.8%		Other Asia	0.9%
11	Italy	2.0%		Other Europe	5.4%
12	Hong Kong	1.9%		Other Countries	3.6%

New Zealand (23.6%) was the region's largest source market of visitors, followed by the United Kingdom (12.6%) and the USA (9.6%).

Accommodation

'Friends or relatives property' (25.6%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (22.6%).

Age

'25 to 34 years' (26.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.3%).

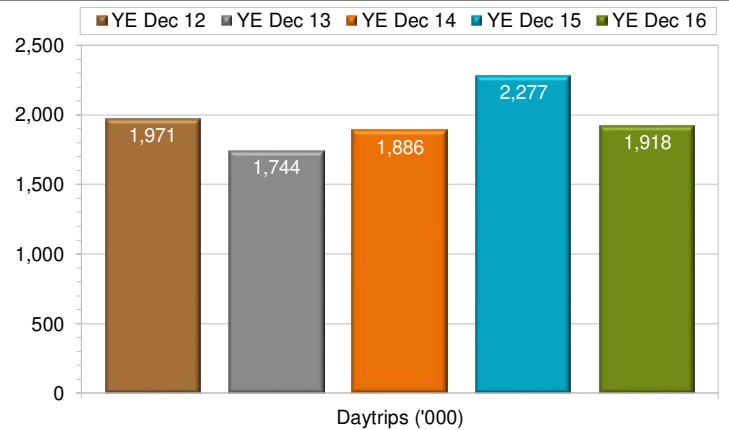
Expenditure⁽⁴⁾

Expenditure by international visitors in the region is statistically unreliable for the YE Dec 16.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 16.

Domestic Daytrip Travel⁽⁵⁾

Trips



Goulburn River Valley received over 1.9 million domestic daytrip visitors - down by 15.8% on YE Dec 15.

Market share

The region received 6.0% of daytrips to regional Victoria. Compared to YE Dec 15, the share was down by 1.6% pts.

Main purpose of trip

'Holiday' (47.5%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (26.4%) and 'business' (12.8%).

Origin

The region received 47.7% of daytrips from Melbourne tourism region. Goulburn tourism region (13.8%) was the 2nd biggest individual source market, followed by Melbourne East tourism region (10.4%) and Central Murray tourism region (9.9%).

In total, regional Victoria contributed 47.7% of daytrips.

Nearly 1/20 (4.5%) of daytrips to the region came from interstate.

All transport

'Private vehicle or company car' (97.0%) was the most popular transport used by visitors to the region.

Activities

'Eat out, dine at a restaurant or cafe' (42.5%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (30.2%) was the 2nd most popular, followed by 'sightseeing or looking around' (22.1%).

Age

'65 years and over' (21.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.0%) and '45 to 54 years' (17.1%).

Gender

More visitors to the region were male (60.3%) than female (39.7%).

Expenditure⁽⁶⁾

Visitors spent an estimated \$170 million in the region - an average of \$88 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 16.