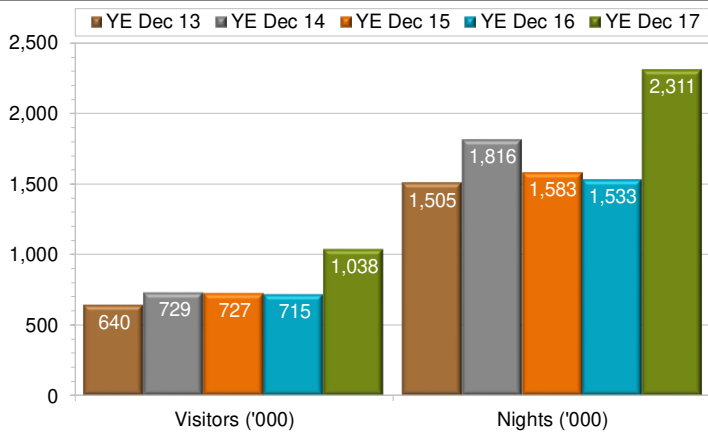


Domestic Overnight Travel⁽¹⁾

Visitors and nights

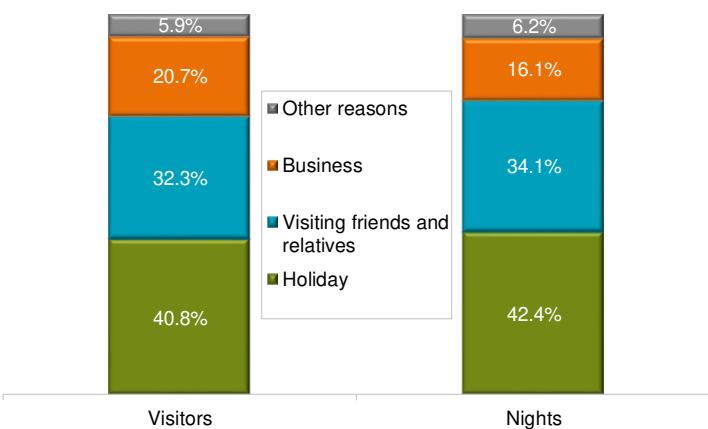


Goulburn River Valley received over 1.0 million domestic overnight visitors - up by 45.1% on YE Dec 16. Visitors spent over 2.3 million nights in the region - up by 50.8% on YE Dec 16.

Market share

The region received 6.5% of visitors and 5.1% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was up by 1.4% pts and the share of nights was up by 1.3% pts.

Purpose of visit to Goulburn River Valley



'Holiday' (40.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.3%) and 'business' (20.7%).

'Holiday' (42.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (34.1%) and 'business' (16.1%).

Accommodation

'Friends or relatives property' (41.6%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (13.9%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (12.8%) and 'caravan or camping - non commercial' (11.4%).

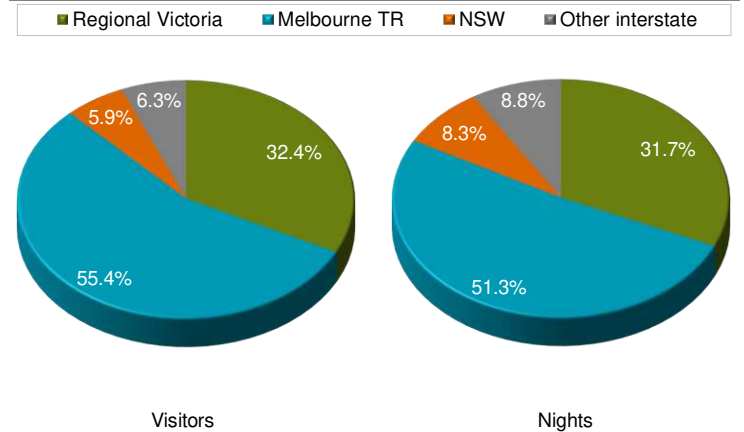
All transport

'Private vehicle or company car' (92.3%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.5%) and 'aircraft' (1.9%).

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

(1) Source: National Visitor Survey, YE Dec 17, Tourism Research Australia (TRA)

Origin



The region received 87.8% of visitors and 83.0% of nights from **intrastate**. Compared to YE Dec 16, intrastate visitors were up by 53.3% and nights were up by 56.2%.

Interstate contributed 12.2% of visitors and 17.0% of nights in the region. Compared to YE Dec 16, interstate visitors were up by 4.8%.

Length of stay

Visitors stayed on average 2.2 nights in the region - up by 0.1 night on YE Dec 16.

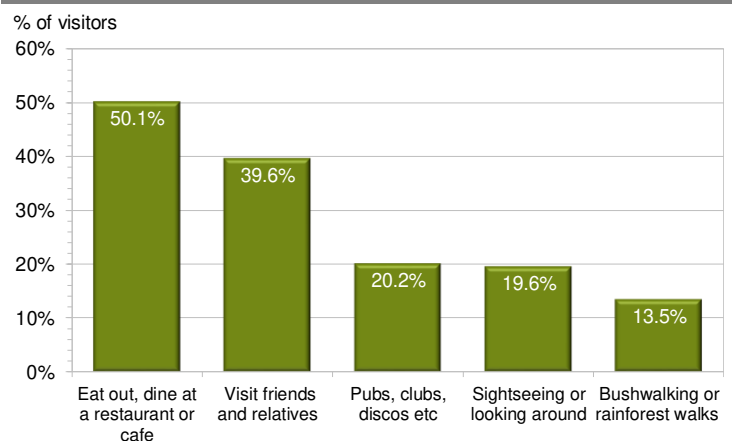
Age

'35 to 44 years' (19.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.1%) and '55 to 64 years' (16.9%).

Gender

More visitors to the region were male (55.9%) than female (44.1%).

Activities



'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.6%) and 'pubs, clubs, discos etc' (20.2%).

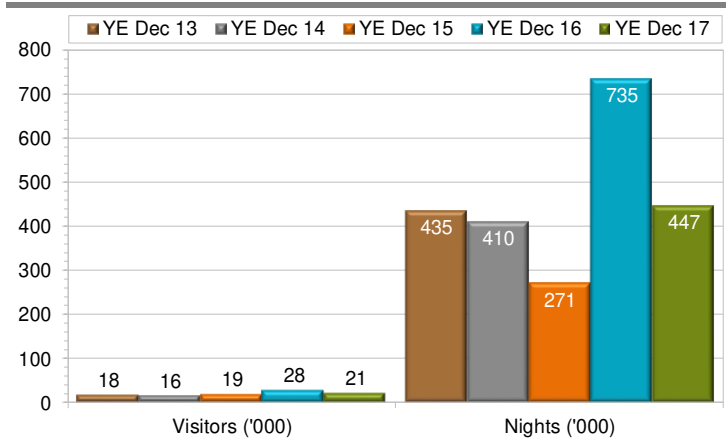
Expenditure⁽²⁾

Visitors spent an estimated \$263 million in the region - an average of \$114 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

International Overnight Travel⁽³⁾

Visitors and nights



Goulburn River Valley received 20,900 international overnight visitors - down by 26.1% on YE Dec 16. Visitors stayed for 447,000 nights in the region - down by 39.2% on YE Dec 16.

Market share

The region received 3.9% of visitors and 5.6% of nights in regional Victoria. Compared to YE Dec 16, share of visitors was down by 1.7% pts and the share of nights was down by 4.6% pts.

Purpose of visit to Goulburn River Valley

'Visiting friends and relatives' (51.8%) was the largest purpose for visitors to the region, followed by 'holiday' (30.4%) and 'business' (11.9%).

Origin

Rank	Market	Share	Rank	Market	Share
1	USA	17.3%	13	South Korea	1.5%
2	New Zealand	16.3%	14	Canada	1.1%
3	United Kingdom	8.3%	15	Switzerland	0.8%
4	Taiwan	5.5%	16	Thailand	0.7%
5	Germany	5.3%	17	Netherlands	0.5%
6	France	5.2%	18	Mainland China	0.2%
7	Japan	4.5%	19	Hong Kong	0.0%
8	Malaysia	3.9%	19	Indonesia	0.0%
9	Italy	3.9%			
10	Scandinavia	3.2%		Other Asia	7.7%
11	India	2.3%		Other Europe	8.0%
12	Singapore	2.3%		Other Countries	1.6%

The USA (17.3%) was the region's largest source market of visitors, followed by New Zealand (16.3%) and the UK (8.3%).

Accommodation

'Rented house, apartment, flat or unit' (45.0%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (27.8%).

Age

'25 to 34 years' (28.6%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (21.8%) and '65 years and over' (15.6%).

Expenditure⁽⁴⁾

Visitors spent an estimated \$15 million in the region - an average of \$34 per night.

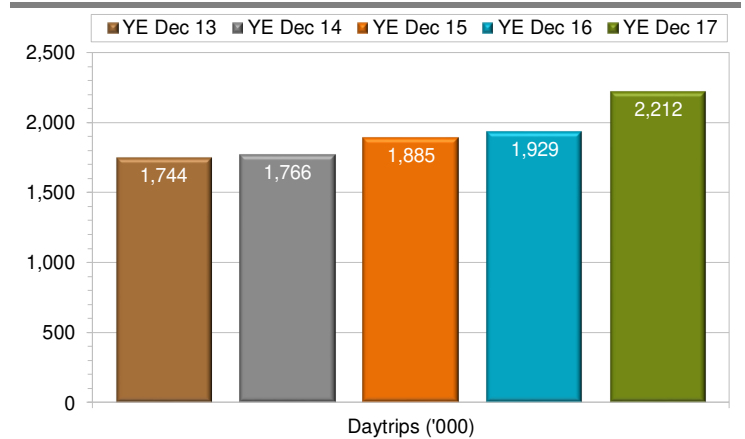
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Goulburn River Valley received over 2.2 million domestic daytrip visitors - up by 14.7% on YE Dec 16.

Market share

The region received 6.6% of daytrips to regional Victoria. Compared to YE Dec 16, the share was up by 0.6% pts.

Main purpose of trip

'Holiday' (48.0%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (26.7%) and 'business' (10.1%).

Origin

The region received 55.1% of daytrips from Melbourne tourism region. Central Murray tourism region (10.7%) was the 2nd biggest individual source market, followed by Goulburn tourism region (9.7%) and Melbourne East tourism region (5.9%).

In total, regional Victoria contributed 37.6% of daytrips.

Over 1/20 (7.3%) of daytrips to the region came from interstate.

All transport

'Private vehicle or company car' (95.0%) was the most popular transport used by visitors to the region.

Activities

'Eat out, dine at a restaurant or cafe' (51.2%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (32.6%) was the 2nd most popular, followed by 'sightseeing or looking around' (17.0%).

Age

'65 years and over' (25.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.5%) and '45 to 54 years' (17.7%).

Gender

More visitors to the region were male (62.4%) than female (37.6%).

Expenditure⁽⁶⁾

Visitors spent an estimated \$175 million in the region - an average of \$79 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA

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