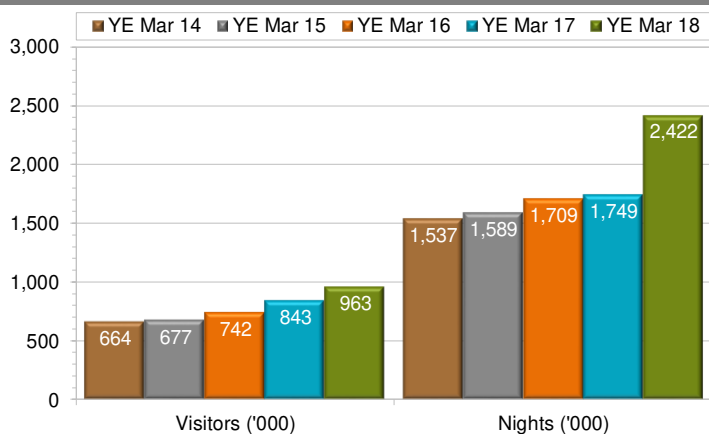


## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

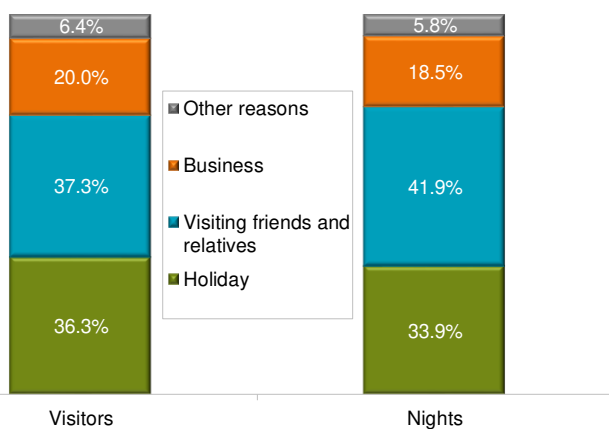


Goulburn River Valley received 963,000 domestic overnight visitors - up by 14.3% on YE Mar 17. Visitors spent over 2.4 million nights in the region - up by 38.5% on YE Mar 17.

### Market share

The region received 6.2% of visitors and 5.6% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 0.4% pts and the share of nights was up by 1.4% pts.

### Purpose of visit to Goulburn River Valley



'Visiting friends and relatives' (37.3%) was the largest purpose for **visitors** to the region, followed by 'holiday' (36.3%) and 'business' (20.0%).

'Visiting friends and relatives' (41.9%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (33.9%) and 'business' (18.5%).

### Accommodation

'Friends or relatives property' (43.5%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (12.1%) was the 2<sup>nd</sup> most popular, followed by 'caravan or camping - non commercial' (11.3%) and 'standard hotel or motor inn, below 4 star' (10.7%).

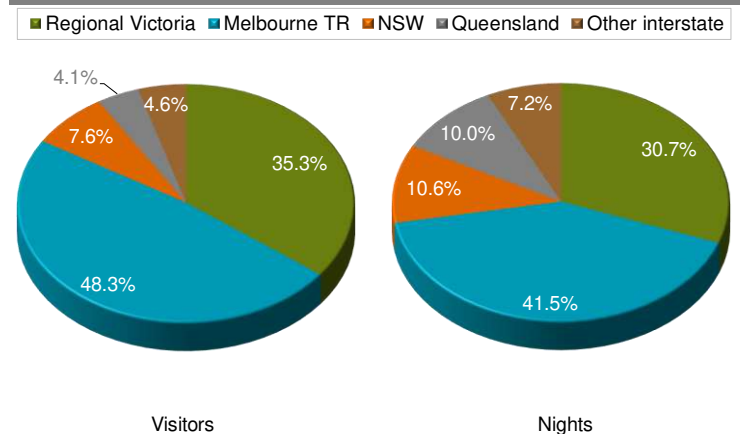
### All transport

'Private vehicle or company car' (89.7%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.8%) and 'bus or coach' (3.6%).

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

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

### Origin



The region received 83.7% of visitors and 72.1% of nights from **intrastate**. Compared to YE Mar 17, intrastate visitors were up by 10.1% and nights were up by 20.2%.

**Interstate** contributed 16.3% of visitors and 27.9% of nights in the region. Compared to YE Mar 17, interstate visitors were up by 41.6%.

### Length of stay

Visitors stayed on average 2.5 nights in the region - up by 0.4 nights on YE Mar 17.

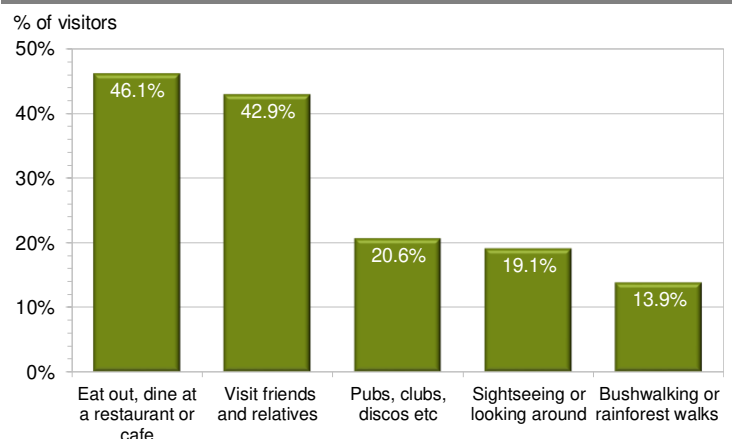
### Age

'25 to 34 years' (22.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.8%) and '35 to 44 years' (16.5%).

### Gender

More visitors to the region were male (55.4%) than female (44.6%).

### Activities



'Eat out, dine at a restaurant or cafe' (46.1%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.9%) and 'pubs, clubs, discos etc' (20.6%).

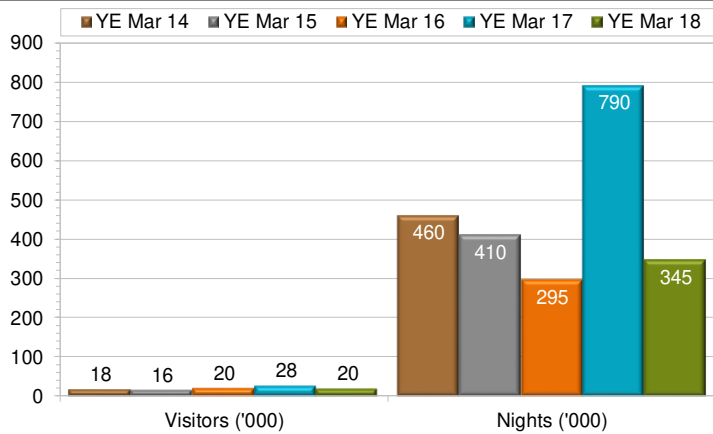
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent an estimated \$236 million in the region - an average of \$97 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

## International Overnight Travel<sup>(3)</sup> - preliminary

### Visitors and nights



Goulburn River Valley received 19,900 international overnight visitors - down by 28.3% on YE Mar 17. Visitors stayed for 345,000 nights in the region - down by 56.3% on YE Mar 17.

### Market share

The region received 3.8% of visitors and 4.4% of nights in regional Victoria. Compared to YE Mar 17, share of visitors was down by 1.6% pts and the share of nights was down by 5.5% pts.

### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	15.4%	13	Hong Kong	2.0%
2	USA	13.5%	14	Singapore	1.8%
3	Germany	8.0%	15	South Korea	1.6%
4	United Kingdom	8.0%	16	Canada	1.2%
5	Malaysia	5.6%	17	Indonesia	0.8%
6	Taiwan	5.0%	18	Switzerland	0.7%
7	France	5.0%	19	Netherlands	0.6%
8	Italy	4.8%	20	Mainland China	0.2%
9	Japan	3.4%			
10	Scandinavia	2.5%		Other Asia	4.2%
11	India	2.4%		Other Europe	10.0%
12	Thailand	2.0%		Other Countries	1.3%

New Zealand (15.4%) was the region's largest source market of visitors, followed by the USA (13.5%) and Germany (8.0%).

### Accommodation

'Rented house, apartment, flat or unit' (40.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (25.7%).

### Age

'25 to 34 years' (28.1%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.7%).

### Expenditure<sup>(4)</sup>

Expenditure by international overnight visitors in the region is statistically unreliable for the YE Mar 18.

*(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.*

### Preliminary IVS results

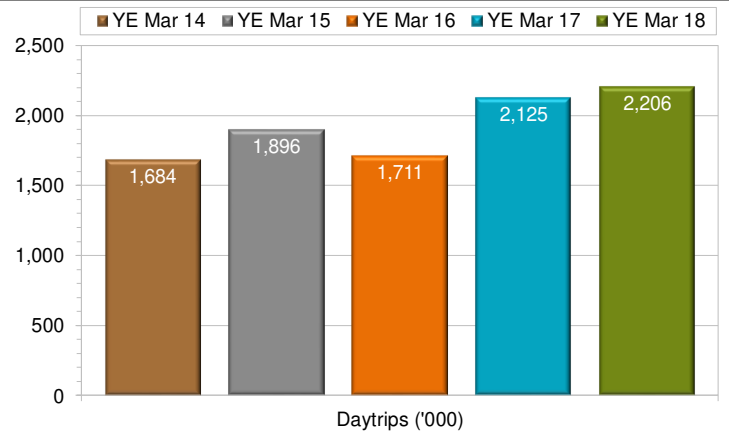
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

*(3) Source: International Visitor Survey, YE Mar 18, TRA*

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Goulburn River Valley received over 2.2 million domestic daytrip visitors - up by 3.8% on YE Mar 17.

### Market share

The region received 6.5% of daytrips to regional Victoria. Compared to YE Mar 17, the share was unchanged.

### Main purpose of trip

'Holiday' (47.5%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (29.2%) and 'business' (8.5%).

### Origin

The region received 54.4% of daytrips from Melbourne tourism region. Central Murray tourism region (10.6%) was the 2<sup>nd</sup> biggest individual source market, followed by Goulburn tourism region (8.7%) and Melbourne East tourism region (7.0%).

In total, regional Victoria contributed 39.8% of daytrips.

Over 1/20 (5.8%) of daytrips to the region came from interstate.

### All transport

'Private vehicle or company car' (95.5%) was the most popular transport used by visitors to the region.

### Activities

'Eat out, dine at a restaurant or cafe' (49.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (33.8%) was the 2<sup>nd</sup> most popular, followed by 'go shopping for pleasure' (18.8%).

### Age

'65 years and over' (25.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.6%) and '25 to 34 years' (18.5%).

### Gender

More visitors to the region were male (58.9%) than female (41.1%).

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent an estimated \$202 million in the region - an average of \$91 per visitor.

*(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.*

*(5) Source: National Visitor Survey, YE Mar 18, TRA*