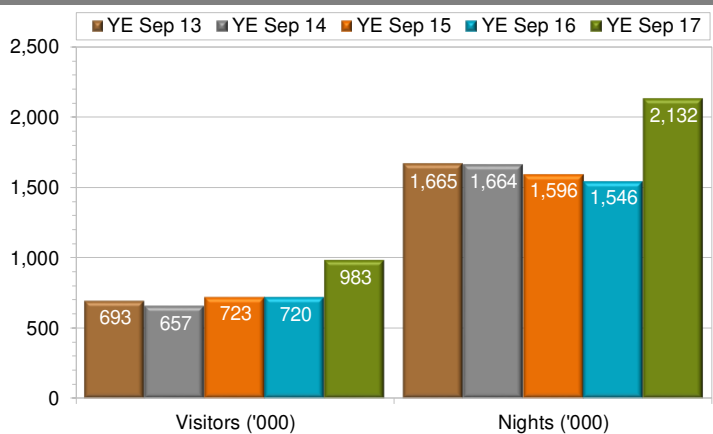


Domestic Overnight Travel⁽¹⁾

Visitors and nights

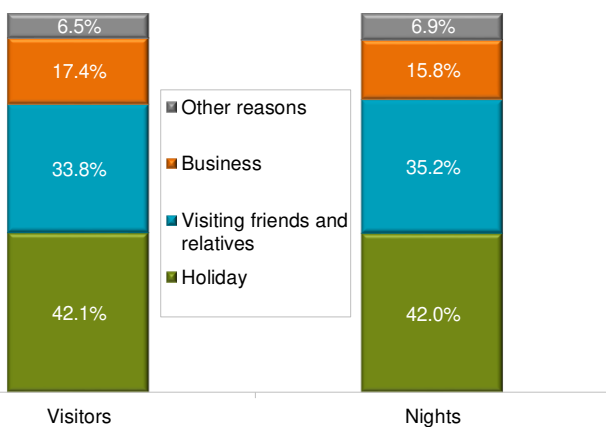


Goulburn River Valley received 983,000 domestic overnight visitors - up by 36.5% on YE Sep 16. Visitors spent over 2.1 million nights in the region - up by 37.9% on YE Sep 16.

Market share

The region received 6.3% of visitors and 4.8% of nights in regional Victoria. Compared to YE Sep 16, the share of visitors was up by 1.0% pt and the share of nights was up by 0.9% pts.

Purpose of visit to Goulburn River Valley



'Holiday' (42.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.8%) and 'business' (17.4%).

'Holiday' (42.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.2%) and 'business' (15.8%).

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' (12.4%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (12.1%) and 'caravan or camping - non commercial' (11.9%).

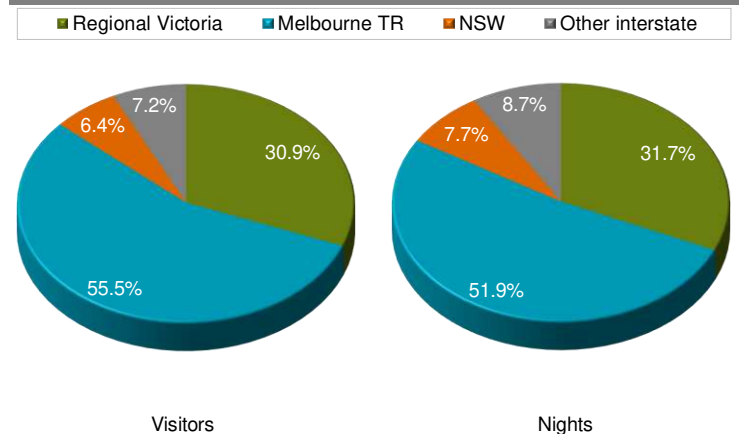
All transport

'Private vehicle or company car' (94.4%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.0%) and 'bus or coach' (0.9%).

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

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

Origin



The region received 86.5% of visitors and 83.6% of nights from **intrastate**. Compared to YE Sep 16, intrastate visitors were up by 38.1% and nights were up by 42.4%.

Interstate contributed 13.5% of visitors and 16.4% of nights in the region. Compared to YE Sep 16, interstate visitors were up by 27.4%.

Length of stay

Visitors stayed on average 2.2 nights in the region - unchanged on YE Sep 16.

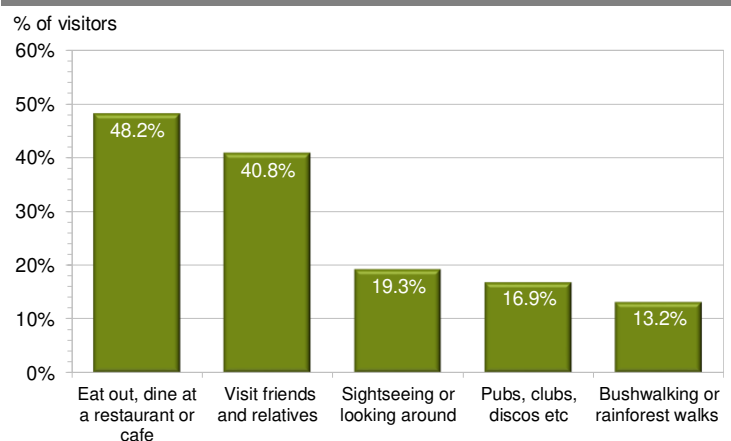
Age

'35 to 44 years' (21.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.4%) and '25 to 34 years' (18.4%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (48.2%) was the most popular activity undertaken by visitors to the region.

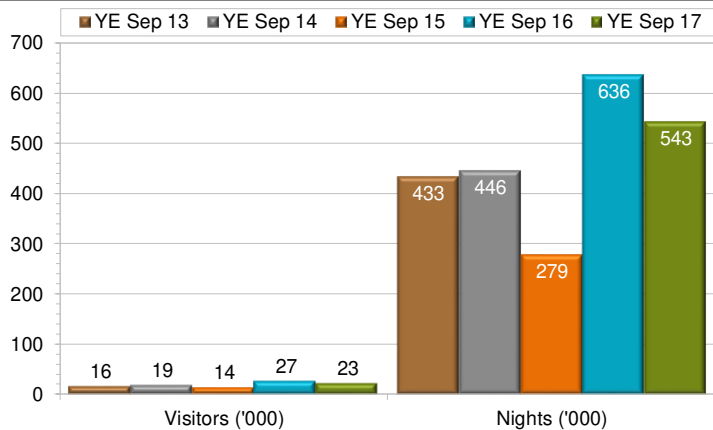
Expenditure⁽²⁾

Visitors spent an estimated \$245 million in the region - an average of \$115 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Goulburn River Valley received 22,600 international overnight visitors - down by 15.6% on YE Sep 16. Visitors stayed for 542,700 nights in the region - down by 14.7% on YE Sep 16.

Market share

The region received 4.2% of visitors and 6.7% of nights in regional Victoria. Compared to YE Sep 16, share of visitors was down by 1.0% pt and the share of nights was down by 2.5% pts.

Purpose of visit to Goulburn River Valley

'Visiting friends and relatives' (42.4%) was the largest purpose for visitors to the region, followed by 'holiday' (39.1%) and 'business' (9.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	17.9%	13	India	1.8%
2	United Kingdom	13.4%	14	Thailand	1.5%
3	USA	12.4%	15	South Korea	1.4%
4	Taiwan	6.1%	16	Switzerland	0.8%
5	France	5.3%	17	Netherlands	0.6%
6	Malaysia	4.8%	18	Canada	0.5%
7	Germany	4.3%	19	Mainland China	0.1%
8	Italy	3.9%	20	Indonesia	0.0%
9	Scandinavia	2.1%			
10	Hong Kong	2.1%		Other Asia	7.1%
11	Singapore	2.1%		Other Europe	7.2%
12	Japan	2.0%		Other Countries	2.6%

New Zealand (17.9%) was the region's largest source market of visitors, followed by the UK (13.4%) and the USA (12.4%).

Accommodation

'Rented house, apartment, flat or unit' (52.9%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (23.4%).

Age

'25 to 34 years' (26.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.0%) and '45 to 54 years' (14.0%).

Expenditure⁽⁴⁾

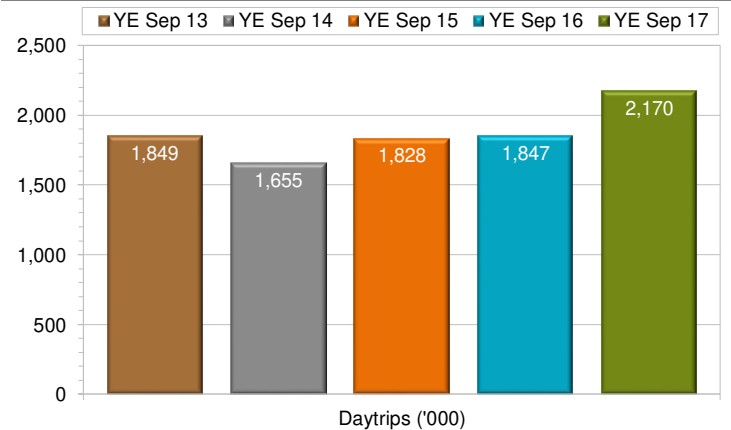
Expenditure by international visitors in the region is statistically unreliable for the YE Sep 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Goulburn River Valley received nearly 2.2 million domestic daytrip visitors - up by 17.5% on YE Sep 16.

Market share

The region received 6.6% of daytrips to regional Victoria. Compared to YE Sep 16, the share was up by 0.8% pts.

Main purpose of trip

'Holiday' (46.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (30.6%) and 'business' (9.9%).

Origin

The region received 51.9% of daytrips from Melbourne tourism region. Goulburn tourism region (10.4%) was the 2nd biggest individual source market, followed by Central Murray tourism region (10.2%) and Melbourne East tourism region (8.9%).

In total, regional Victoria contributed 39.9% of daytrips.

Nearly 1/10 (8.2%) of daytrips to the region came from interstate.

All transport

'Private vehicle or company car' (95.9%) was the most popular transport used by visitors to the region.

Activities

'Eat out, dine at a restaurant or cafe' (47.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (36.5%) was the 2nd most popular, followed by 'go shopping for pleasure' (17.6%).

Age

'65 years and over' (23.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.3%) and '45 to 54 years' (17.5%).

Gender

More visitors to the region were male (64.7%) than female (35.3%).

Expenditure⁽⁶⁾

Visitors spent an estimated \$170 million in the region - an average of \$78 per visitor.

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