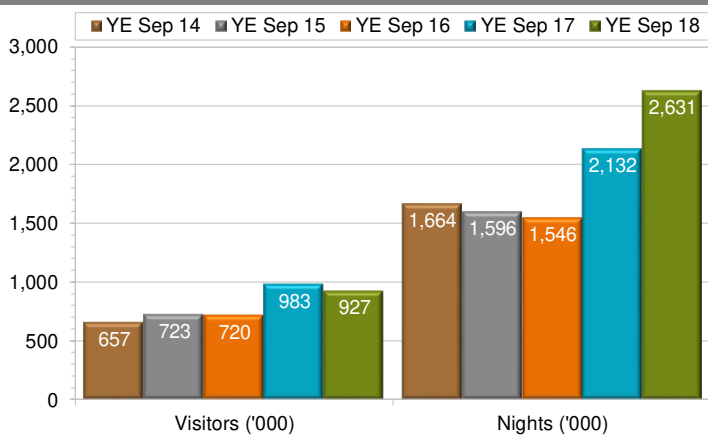


Domestic Overnight Travel⁽¹⁾

Visitors and nights



Goulburn River Valley received 927,000 domestic overnight visitors - down by 5.7% on YE Sep 17. Visitors spent over 2.6 million nights in the region - up by 23.4% on YE Sep 17.

Market share

The region received 5.7% of both visitors and nights in regional Victoria. Compared to YE Sep 17, the share of visitors was down by 0.6% pts and the share of nights was up by 0.9% pts.

Purpose of visit to Goulburn River Valley



'Visiting friends and relatives' (38.9%) was the largest purpose for **visitors** to the region, followed by 'holiday' (38.6%) and 'business' (19.1%).

'Visiting friends and relatives' (43.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (33.1%) and 'business' (22.2%).

Accommodation

'Friends or relatives property' (43.3%) was the most popular accommodation type used for nights in the region. 'Caravan or camping - non commercial' (12.4%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (9.9%) and 'caravan park or commercial camping ground' (9.0%).

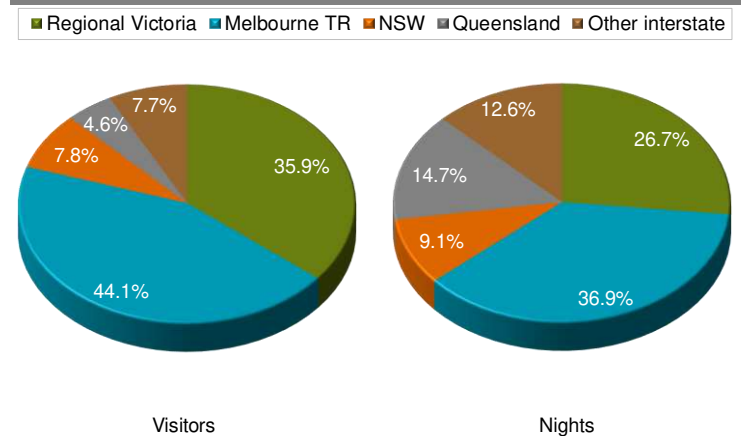
All transport

'Private vehicle or company car' (86.5%) was the most popular transport used by visitors to the region, followed by 'aircraft' (6.5%) and 'bus or coach' (3.2%).

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

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

Origin



The region received 79.9% of visitors and 63.6% of nights from **intrastate**. Compared to YE Sep 17, intrastate visitors were down by 12.8% and nights were down by 6.1%.

Interstate contributed 20.1% of visitors and 36.4% of nights in the region. Compared to YE Sep 17, interstate visitors were up by 39.8%.

Length of stay

Visitors stayed on average 2.8 nights in the region - up by 0.7 nights on YE Sep 17.

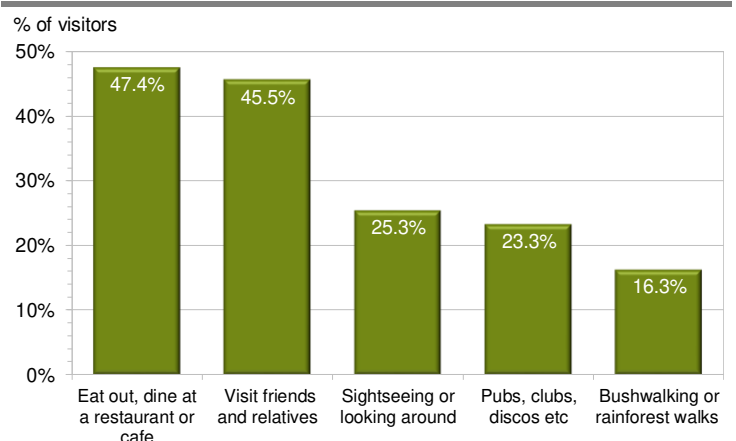
Age

'55 to 64 years' (21.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.2%) and '65 years and over' (17.4%).

Gender

More visitors to the region were male (56.4%) than female (43.6%).

Activities



'Eat out, dine at a restaurant or cafe' (47.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (45.5%).

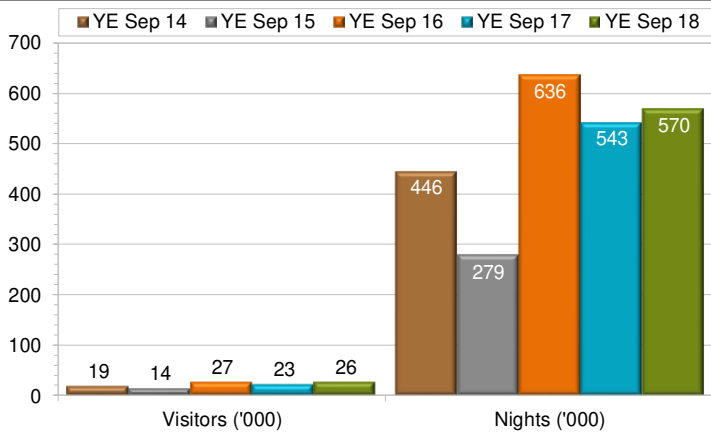
Expenditure⁽²⁾

Domestic overnight visitors spent an estimated \$214 million in the region - an average of \$81 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Goulburn River Valley received 26,500 international overnight visitors - up by 17.0% on YE Sep 17. Visitors stayed for 569,900 nights in the region - up by 5.0% on YE Sep 17.

Market share

The region received 5.0% of visitors and 7.2% of nights in regional Victoria. Compared to YE Sep 17, share of visitors was up by 0.8% pts and the share of nights was up by 0.5% pts.

Origin

Rank	Market	Share	Rank	Market	Share
1	USA	11.8%	13	Canada	1.8%
2	New Zealand	11.0%	14	Italy	1.6%
3	United Kingdom	9.1%	15	Thailand	1.3%
4	Germany	8.4%	16	France	1.1%
5	Malaysia	6.9%	17	South Korea	1.1%
6	Mainland China	6.7%	18	Indonesia	0.6%
7	Hong Kong	5.3%	19	Netherlands	0.1%
8	Taiwan	4.0%	20	Switzerland	0.0%
9	Japan	3.9%			
10	Singapore	3.5%		Other Asia	3.7%
11	India	2.8%		Other Europe	9.7%
12	Scandinavia	2.0%		Other Countries	3.5%

The USA (11.8%) was the region's largest source market of visitors, followed by New Zealand (11.0%) and the UK (9.1%).

Accommodation

'Friends or relatives property' (40.7%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (25.8%).

Age

'25 to 34 years' (25.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.7%).

Expenditure⁽⁴⁾

International overnight visitors spent an estimated \$23 million in the region - an average of \$41 per night.

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

Preliminary IVS results

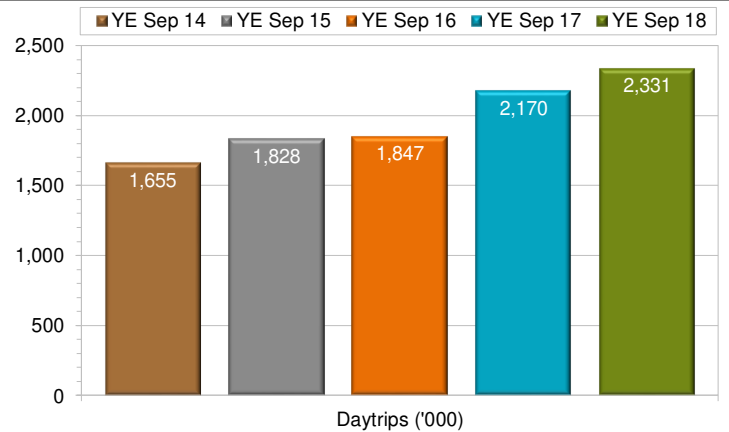
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Goulburn River Valley received over 2.3 million domestic daytrip visitors - up by 7.4% on YE Sep 17.

Market share

The region received 6.6% of daytrips to regional Victoria. Compared to YE Sep 17, the share was unchanged.

Main purpose of trip

'Holiday' (52.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (27.5%) and 'business' (9.8%).

Origin

The region received 50.5% of daytrips from Melbourne tourism region. Central Murray tourism region (11.3%) was the 2nd biggest individual source market, followed by Goulburn tourism region (10.5%) and Melbourne East tourism region (9.6%).

In total, regional Victoria contributed 43.6% of daytrips. Over 1/20 (5.9%) of daytrips to the region came from interstate.

All transport

'Private vehicle or company car' (97.1%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.4%) and 'railway' (0.3%).

Activities

'Eat out, dine at a restaurant or cafe' (53.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (32.6%) was the 2nd most popular, followed by 'go shopping for pleasure' (19.3%).

Age

'65 years and over' (23.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.7%) and '55 to 64 years' (18.3%).

Gender

More visitors to the region were male (51.6%) than female (48.4%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent an estimated \$232 million in the region - an average of \$100 per visitor.

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

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