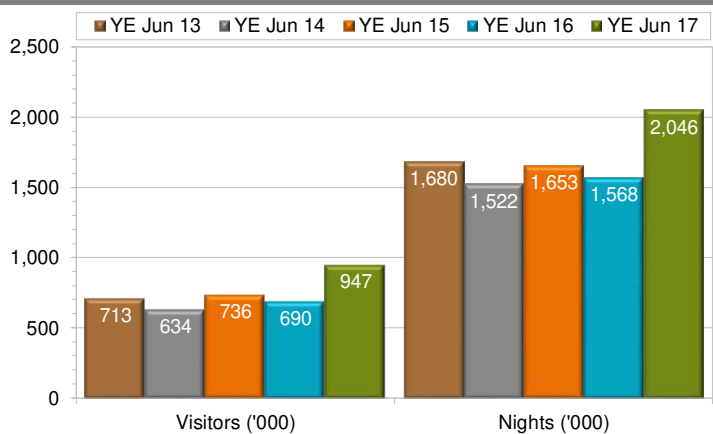


Domestic Overnight Travel⁽¹⁾

Visitors and nights



Goulburn River Valley received 947,000 domestic overnight visitors - up by 37.3% on YE Jun 16. Visitors spent over 2.0 million nights in the region - up by 30.5% on YE Jun 16.

Market share

The region received 6.3% of visitors and 4.8% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was up by 1.2% pts and the share of nights was up by 0.8% pts.

Purpose of visit to Goulburn River Valley



'Holiday' (45.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.3%) and 'business' (16.7%).

'Holiday' (44.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (33.9%) and 'business' (16.5%).

Accommodation

'Friends or relatives property' (41.4%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (14.1%) was the 2nd most popular, followed by 'caravan or camping – non commercial' (12.9%) and 'caravan park or commercial camping ground' (12.1%).

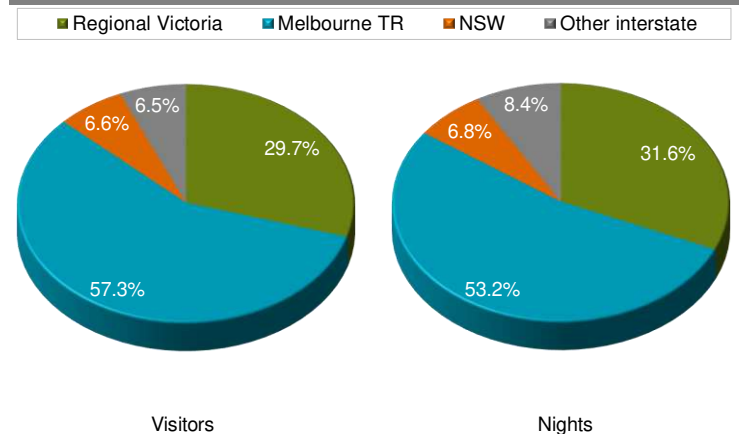
All transport

'Private vehicle or company car' (93.6%) was the most popular transport used by visitors to the region, followed by 'aircraft' (2.2%) and 'railway' (1.1%).

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

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

Origin



The region received 87.0% of visitors and 84.8% of nights from **intrastate**. Compared to YE Jun 16, intrastate visitors were up by 45.0% and nights were up by 40.1%.

Interstate contributed 13.0% of visitors and 15.2% of nights in the region. Compared to YE Jun 16, interstate visitors were up by 1.5%.

Length of stay

Visitors stayed on average 2.2 nights in the region – down by 0.1 night on YE Jun 16.

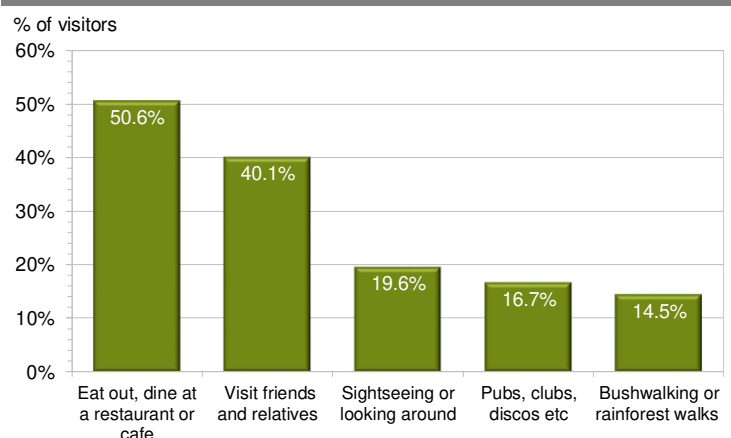
Age

'35 to 44 years' (21.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.4%) and '25 to 34 years' (17.2%).

Gender

More visitors to the region were male (52.5%) than female (47.5%).

Activities



'Eat out, dine at a restaurant or cafe' (50.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.1%).

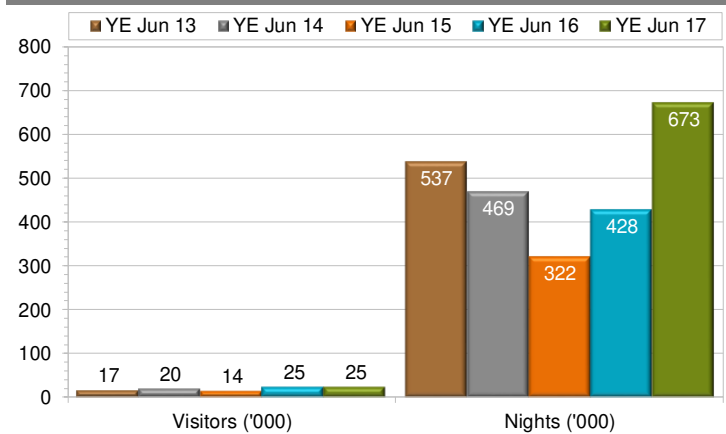
Expenditure⁽²⁾

Visitors spent an estimated \$231 million in the region - an average of \$113 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Goulburn River Valley received 24,600 international overnight visitors - up by 0.4% on YE Jun 16. Visitors stayed for 673,000 nights in the region - up by 57.4% on YE Jun 16.

Market share

The region received 4.7% of visitors and 8.2% of nights in regional Victoria. Compared to YE Jun 16, share of visitors was down by 0.3% pts and the share of nights was up by 2.1% pts.

Purpose of visit to Goulburn River Valley

'Holiday' (38.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (37.3%) and 'business' (11.2%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	15.5%	13	South Korea	1.7%
2	USA	13.5%	14	Thailand	1.4%
3	United Kingdom	11.9%	15	Netherlands	1.3%
4	Taiwan	6.7%	16	Mainland China	1.0%
5	Malaysia	6.5%	17	India	0.8%
6	France	4.8%	18	Switzerland	0.7%
7	Singapore	4.3%	19	Indonesia	0.0%
8	Germany	3.9%	19	Canada	0.0%
9	Scandinavia	3.1%			
10	Japan	2.6%		Other Asia	5.5%
11	Hong Kong	1.9%		Other Europe	8.1%
12	Italy	1.9%		Other Countries	3.0%

New Zealand (15.5%) was the region's largest source market of visitors, followed by the USA (13.5%) and the UK (11.9%).

Accommodation

'Rented house, apartment, flat or unit' (42.1%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (16.8%).

Age

'25 to 34 years' (29.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.1%) and '35 to 44 years' (15.6%).

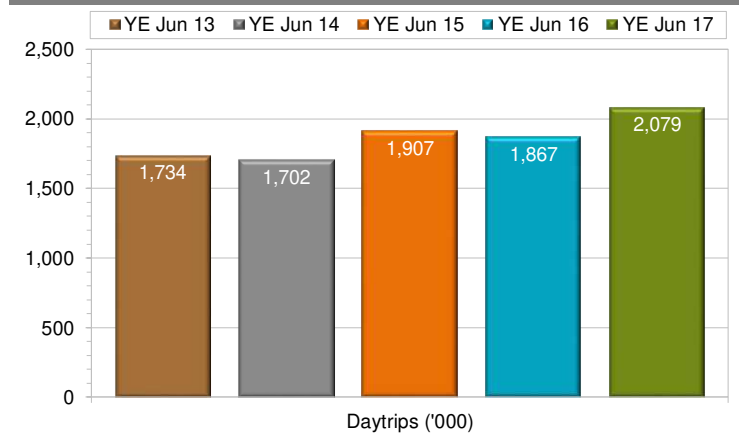
Expenditure⁽⁴⁾

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Goulburn River Valley received nearly 2.1 million domestic daytrip visitors - up by 11.3% on YE Jun 16.

Market share

The region received 6.4% of daytrips to regional Victoria. Compared to YE Jun 16, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (49.3%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (27.5%) and 'business' (12.4%).

Origin

The region received 50.4% of daytrips from Melbourne tourism region. Goulburn tourism region (10.1%) was the 2nd biggest individual source market, followed by Central Murray tourism region (9.6%) and Melbourne East tourism region (9.4%).

In total, regional Victoria contributed 41.3% of daytrips.

Nearly 1/10 (8.3%) 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.

Activities

'Eat out, dine at a restaurant or cafe' (47.8%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (33.2%) was the 2nd most popular, followed by 'sightseeing or looking around' (19.4%).

Age

'25 to 34 years' (25.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.8%) and '45 to 54 years' (16.7%).

Gender

More visitors to the region were male (62.0%) than female (38.0%).

Expenditure⁽⁶⁾

Visitors spent an estimated \$179 million in the region - an average of \$86 per visitor.

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