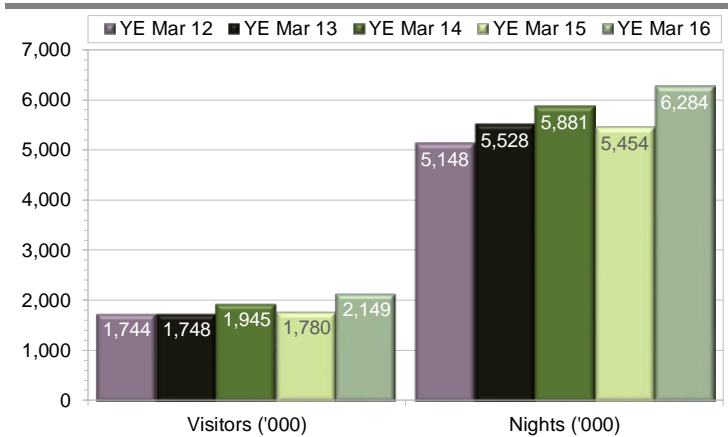


Travel to Greater Gippsland region#

For the period April 2015 to March 2016

Domestic Overnight Travel⁽¹⁾

Visitors and nights



The Greater Gippsland region received over 2.1 million domestic overnight visitors - up by 20.7% on YE Mar 15. Visitors spent nearly 6.3 million nights in the region - up 15.2% on YE Mar 15.

Market share

The region received 15.2% of both visitors and nights in regional Victoria. Compared to YE Mar 15, the share of visitors was up by 1.5 pts and the share of nights was up by 1.4% pts.

Purpose of visit to the Greater Gippsland region



'Holiday' (53.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.2%) and 'business' (11.1%).

'Holiday' (56.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (27.7%) and 'business' (13.1%).

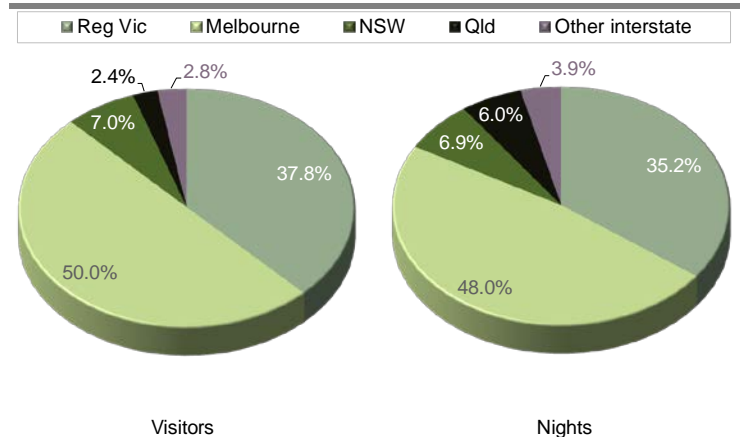
Accommodation

'Friends or relatives property' (38.3%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (16.7%) was the 2nd most popular accommodation used, followed by 'own property' (10.1%) and 'caravan or camping non-commercial' (8.6%).

All transport

'Private vehicle or company car' (90.7%) was the most popular transport used by visitors to the region, followed by 'aircraft' (3.0%) and 'railway' (2.3%).

Origin



The region received 87.8% of visitors and 83.2% of nights from **intrastate**. Compared to YE Mar 15, intrastate visitors were up by 21.5% and nights were up by 15.3%.

Interstate contributed 12.2% of visitors and 16.8% of nights in the region. Compared to YE Mar 15, interstate visitors were up by 15.7% and nights were up by 14.9%.

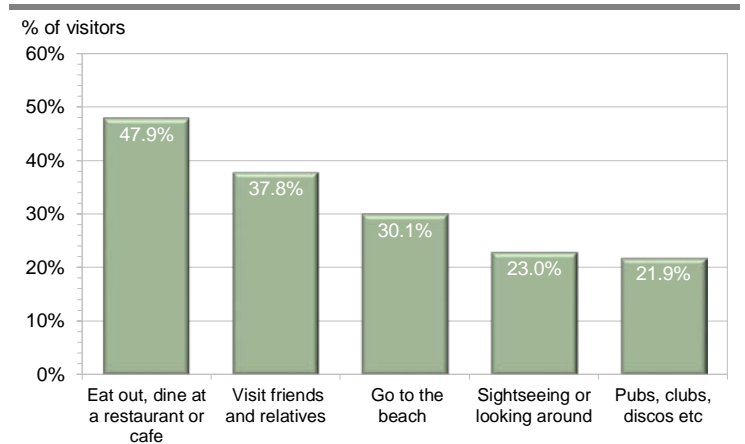
Length of stay

Visitors stayed on average 2.9 nights in the region – down by 0.1 night on YE Mar 15.

Age

'35 to 44 years' (18.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.2%) and '65 years and over' (16.2%).

Activities



'Eat out, dine at a restaurant or cafe' (47.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.8%) and 'go to the beach' (30.1%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$677 million in the region - an average of \$108 per night.

The region received 13.2% of domestic overnight visitor expenditure in regional Victoria. Compared to YE Mar 15, the share of expenditure was up by 1.5% pts.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16

The Greater Gippsland region is composed of East Gippsland, Wellington, Latrobe, Baw Baw, South Gippsland, and Wonthaggi - Inverloch.

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

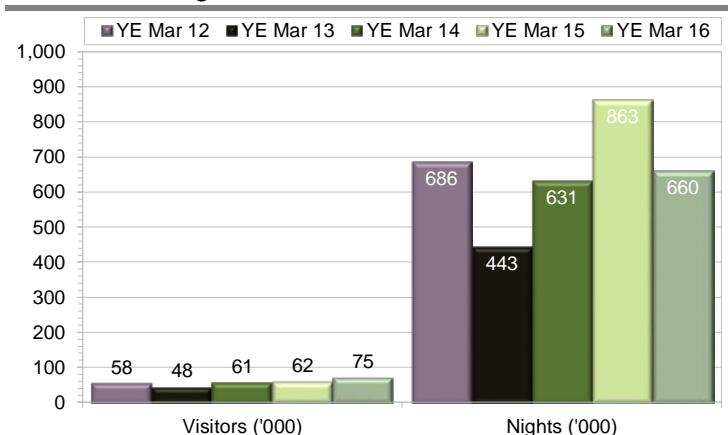
(1) Source: National Visitor Survey, YE Mar 16, Tourism Research Australia (TRA)

Travel to Greater Gippsland region[#]

For the period April 2015 to March 2016

International Overnight Travel⁽³⁾

Visitors and nights



The Greater Gippsland region received 74,600 international overnight visitors - up by 19.7% on YE Mar 15. Visitors spent 660,200 nights in the region - down by 23.5% on YE Mar 15.

Market share

The region received 15.8% of visitors and 10.0% of nights in regional Victoria. Compared to YE Mar 15, the share of visitors was up by 0.4% pts and the share of nights was down by 2.6% pts.

Purpose of visit to Greater Gippsland region

'Holiday' (73.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.2%) and 'business' (3.6%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.9%	13	Scandinavia	2.0%
2	New Zealand	13.4%	14	Thailand	1.4%
3	Germany	11.6%	15	Italy	1.3%
4	USA	7.7%	16	Japan	1.0%
5	Mainland China	6.0%	17	Hong Kong	0.9%
6	France	5.1%	18	Taiwan	0.7%
7	India	4.7%	19	South Korea	0.4%
8	Canada	4.1%	20	Indonesia	0.1%
9	Switzerland	3.5%			
10	Singapore	3.2%		Other Asia	2.6%
11	Malaysia	3.1%		Other Europe	4.4%
12	Netherlands	2.9%		Other Countries	3.0%

The United Kingdom (16.9%) was the region's largest source market of visitors, followed by New Zealand (13.4%) and Germany (11.6%).

Accommodation

'Rented house, apartment, flat or unit' (39.1%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (31.7%).

Age

'25 to 34 years' (21.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.7%).

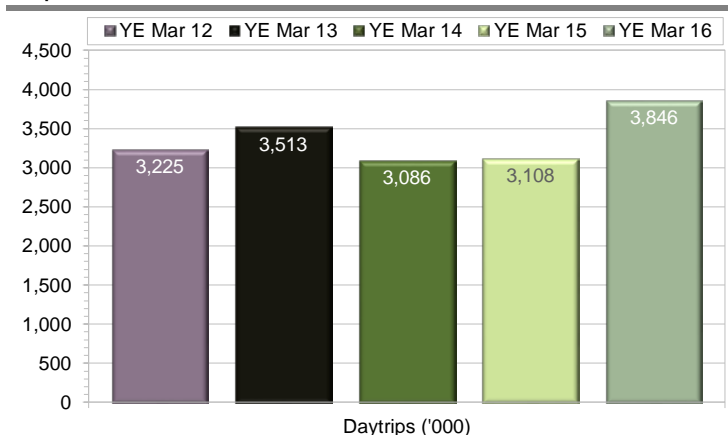
Expenditure⁽⁴⁾

Expenditure by international overnight visitors in the region is statistically unreliable for YE Mar 16.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Mar 16

Domestic Daytrip Travel⁽⁵⁾

Trips



The Greater Gippsland region received over 3.8 million domestic daytrip visitors - up by 23.7% on YE Mar 15.

Market share

The region received 12.8% of daytrips to regional Victoria. Compared to YE Mar 15, the share was up by 1.6% pts.

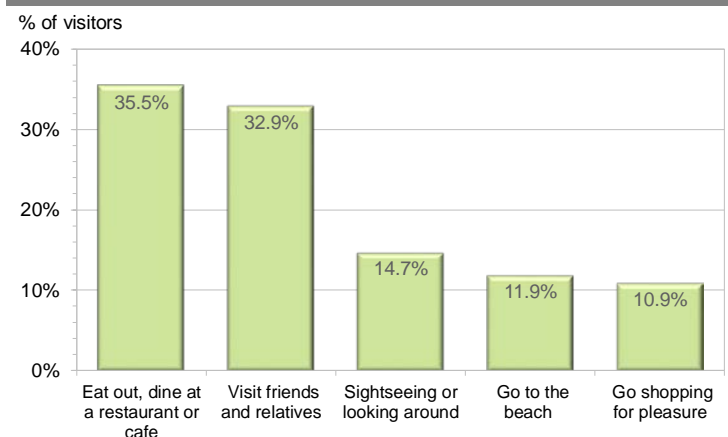
Main purpose of trip

'Holiday' (41.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.2%) and 'business' (13.4%).

Age

'65 years and over' (20.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.4%) and '45 to 54 years' (17.6%).

Activities



'Eat out, dine at a restaurant or cafe' (35.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (32.9%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$268 million in the region - an average of \$70 per trip.

The region received 9.8% of domestic daytrip visitor expenditure in regional Victoria. Compared to YE Mar 15, the share of expenditure was down by 1.0% pt.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Mar 16

[#] The Greater Gippsland region is composed of East Gippsland, Wellington, Latrobe, Baw Baw, South Gippsland, and Wonthaggi - Inverloch.

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

(3) Source: International Visitor Survey, YE Mar 16, TRA

(5) Source: National Visitor Survey, YE Mar 16, TRA