

Murray Regional Tourism

Year Ending (YE) December 2024 International and Domestic Visitor Survey Data

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Total Visitation

6,295,422

Total Visitors

Domestic Visitation

6,225,796

Total Visitors

International Visitation

69,626

Total Visitors



Domestic Day Visitation

2,930,772

Total Visitors

Domestic Overnight Visitation

3,295,024

Total Visitors

Domestic Day Intrastate

1,893,929

Total_Visitors

Domestic Day Interstate

1,036,843

Total_Visitors

Domestic Overnight Intrastate

1,957,397

Total_Visitors

Domestic Overnight Interstate

1,337,627

Total_Visitors

Year Ending December 2024



Total Spend

\$2,502,280,391

Total Spend (\$)

Domestic Spend

\$2,375,334,026

Total Spend (\$)

International Spend

\$126,946,366

Total Spend (\$)



Domestic Day Spend

\$541,378,012

Total Spend (\$)

Domestic Overnight Spend

\$1,833,956,014

Total Spend (\$)

Domestic Day Intrastate

\$348,142,438

Total_Spend (\$)

Domestic Day Interstate

\$193,235,574

Total_Spend (\$)

Domestic Overnight Intrastate

\$1,110,362,118

Total_Spend (\$)

Domestic Overnight Interstate

\$723,593,896

Total_Spend (\$)

Year Ending December 2024



Total Nights

11,702,972

Total Nights

Domestic Nights

8,896,591

Total Nights

International Nights

2,806,381

Total Nights



Domestic Overnight Intrastate

5,396,474

Total_Nights

Domestic Overnight Interstate

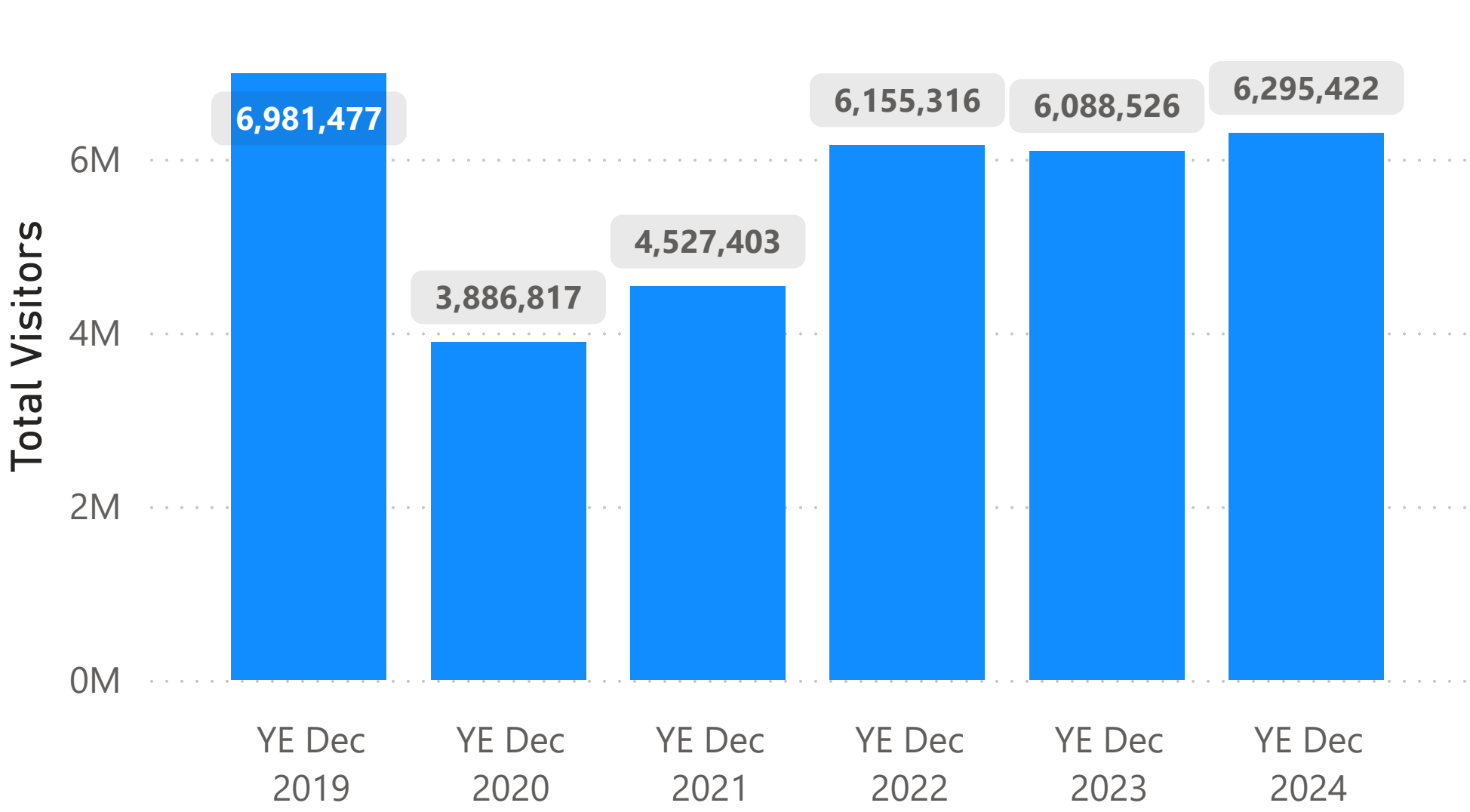
3,500,117

Total_Nights

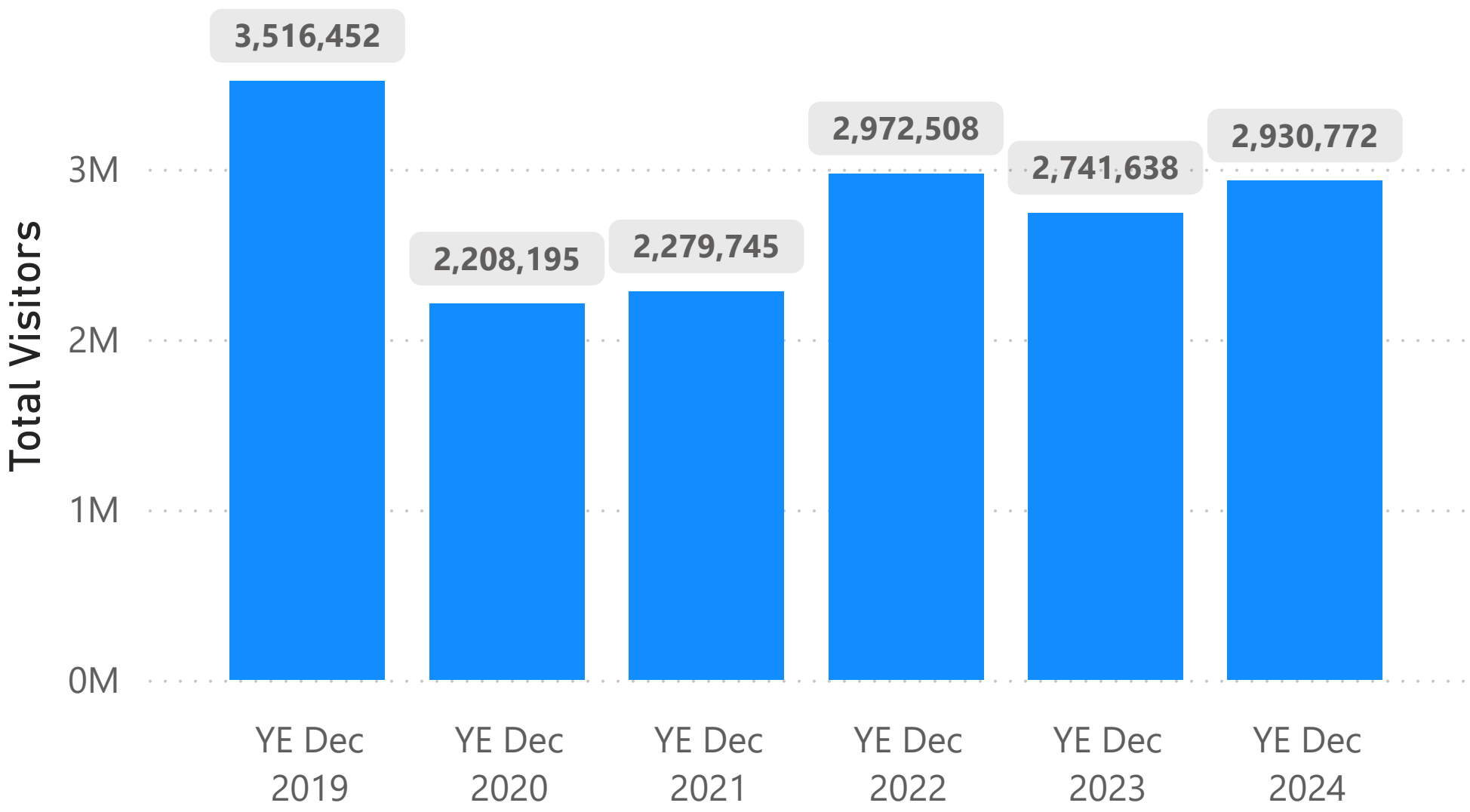
Year Ending December 2024



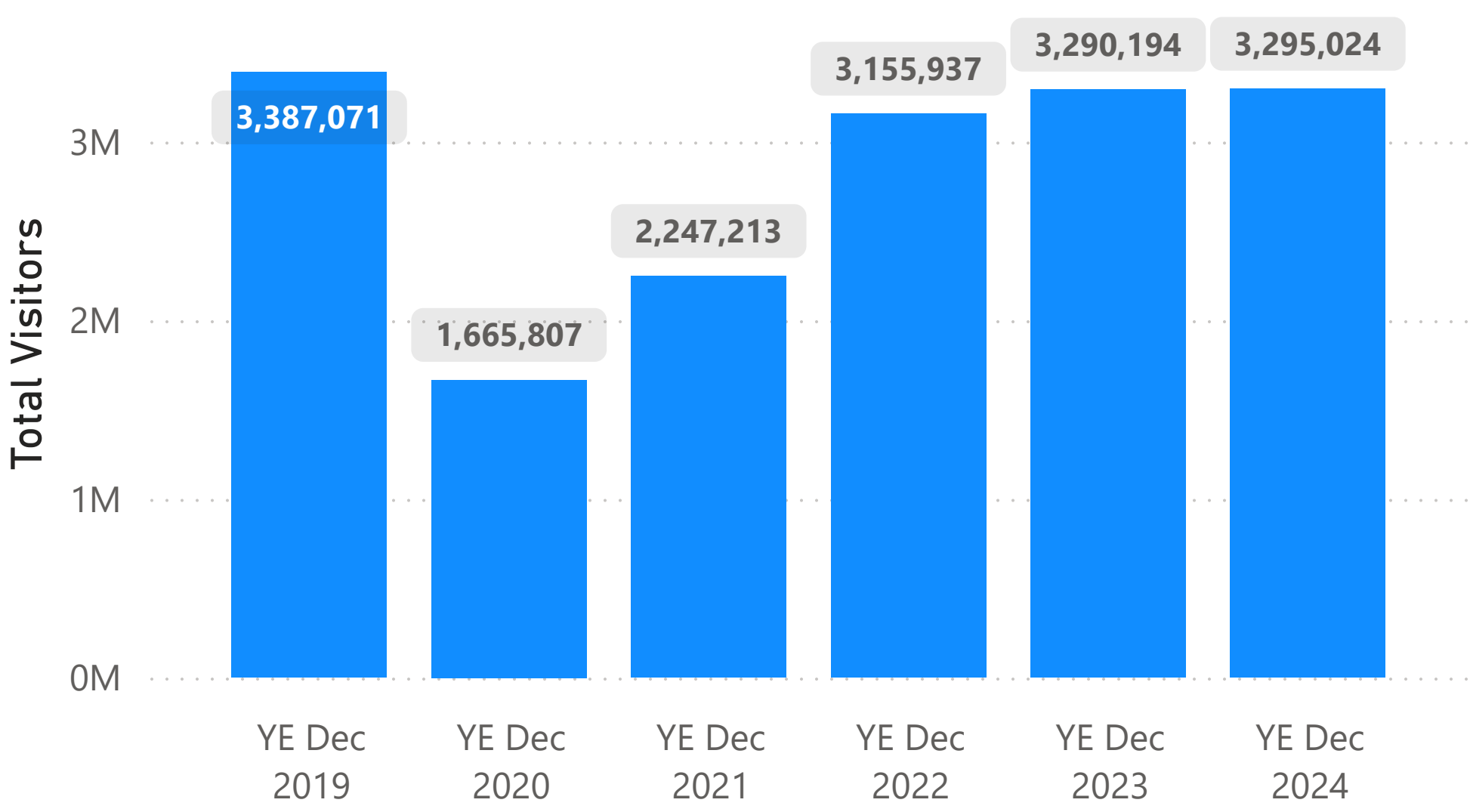
Total Visitors



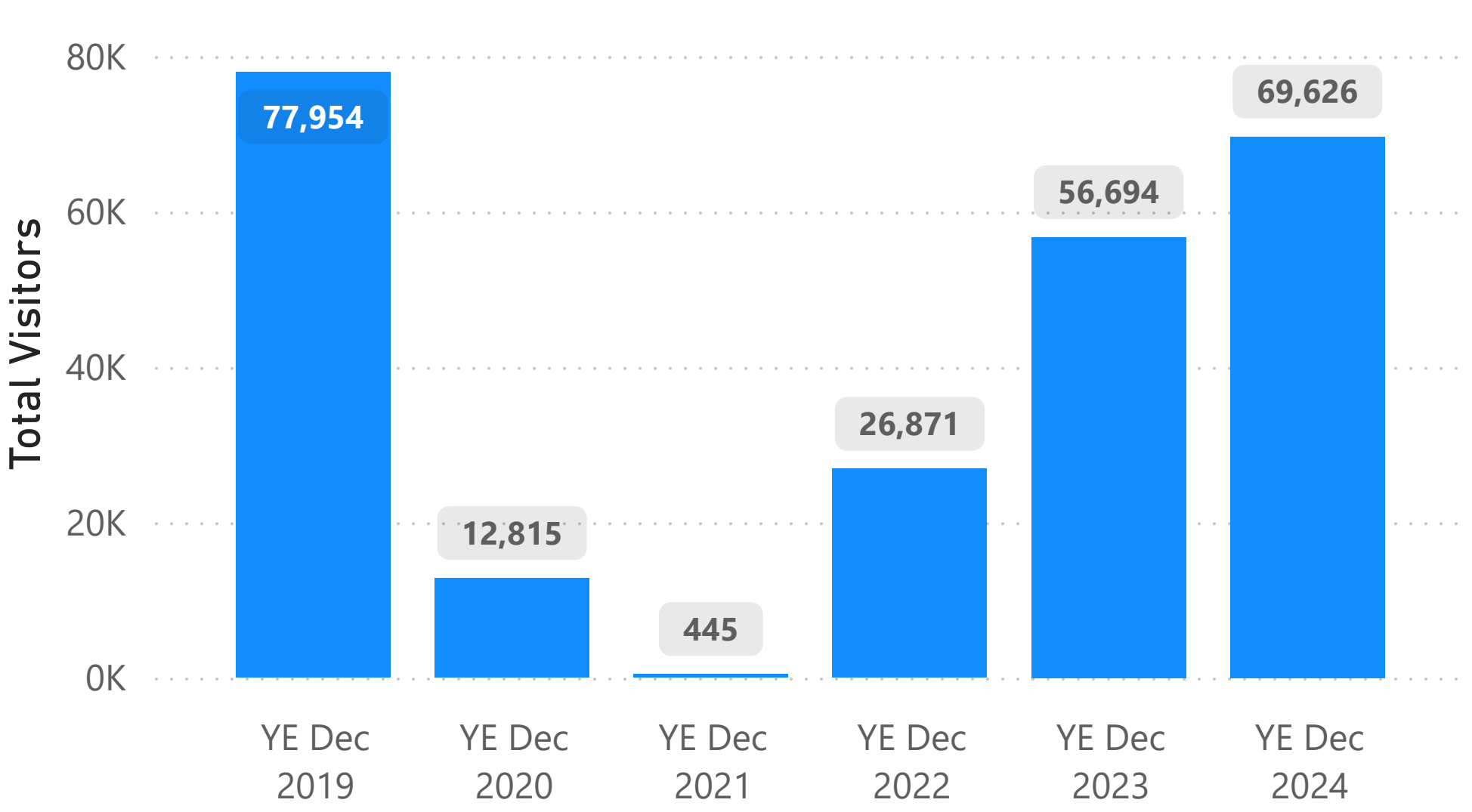
Domestic Day Visitors



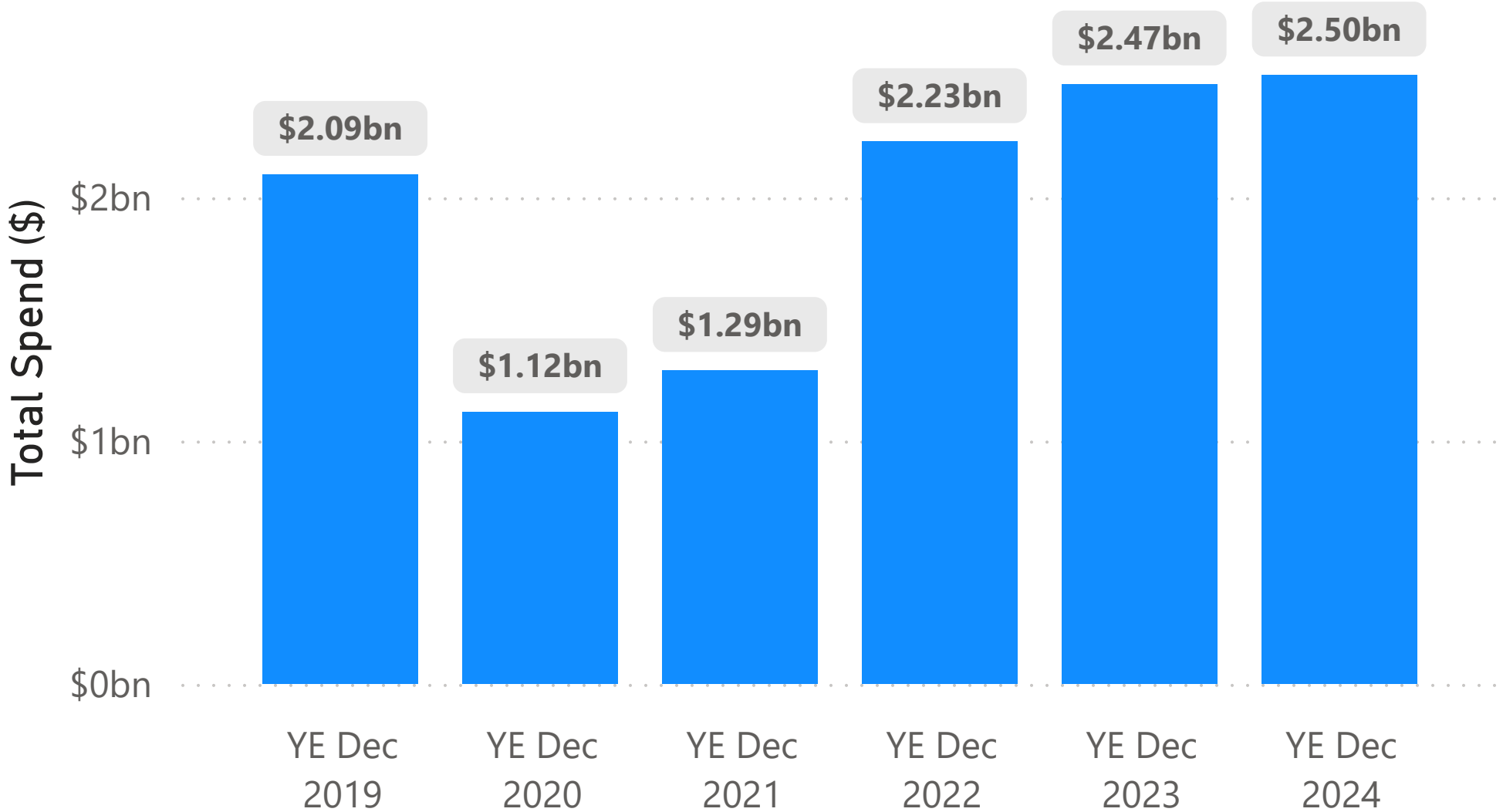
Domestic Overnight Visitors



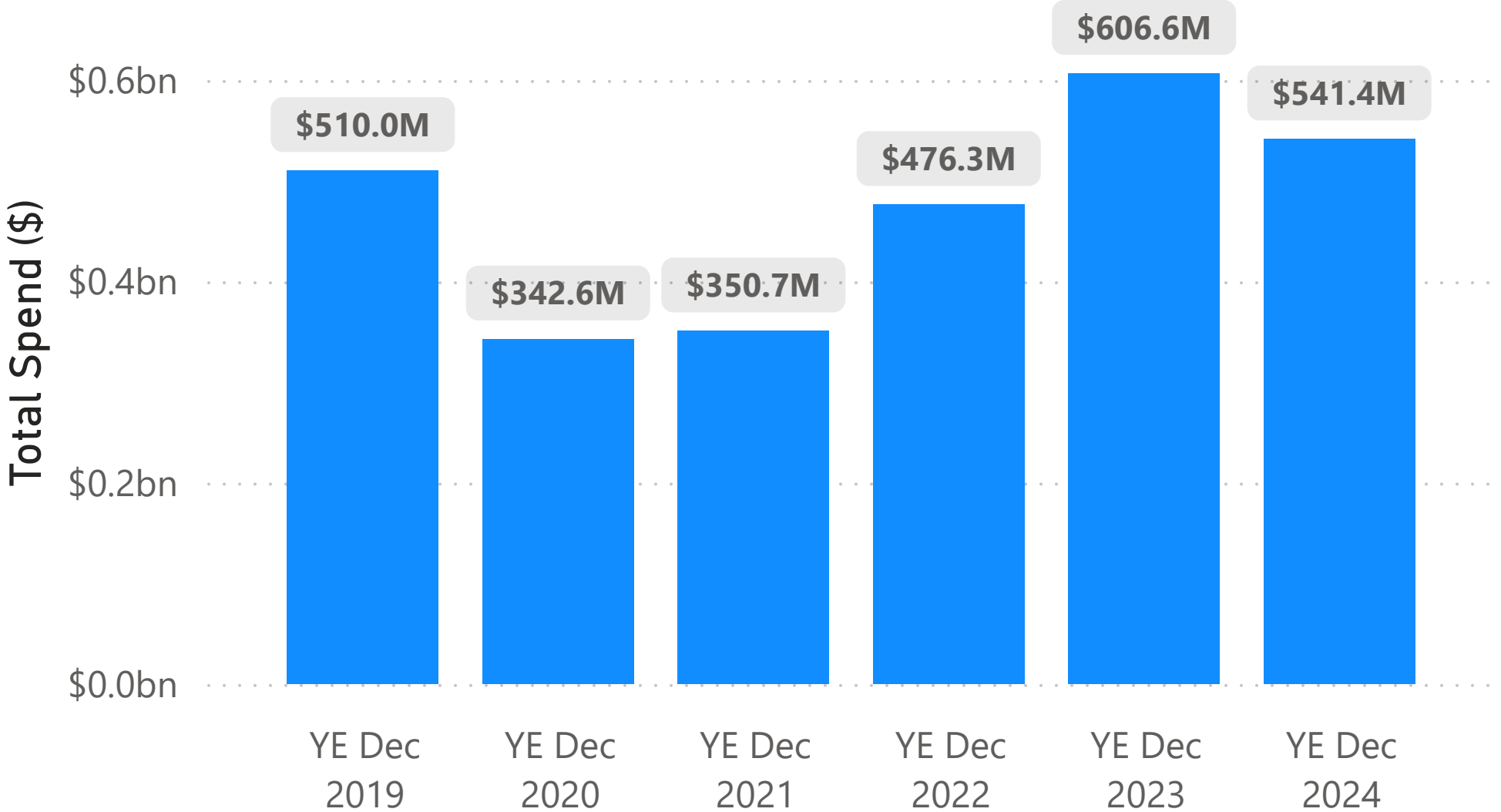
International Visitors



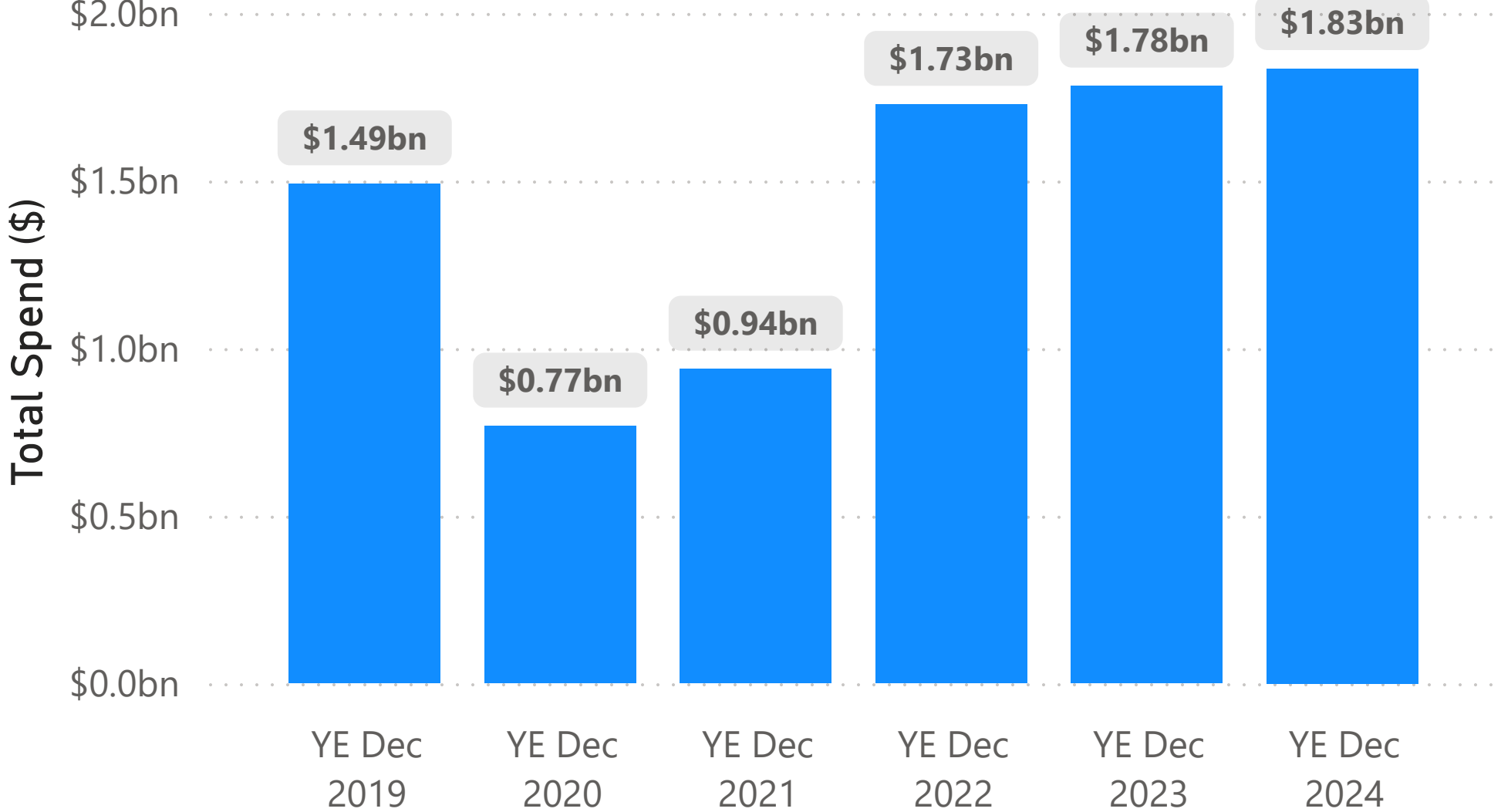
Total Spend



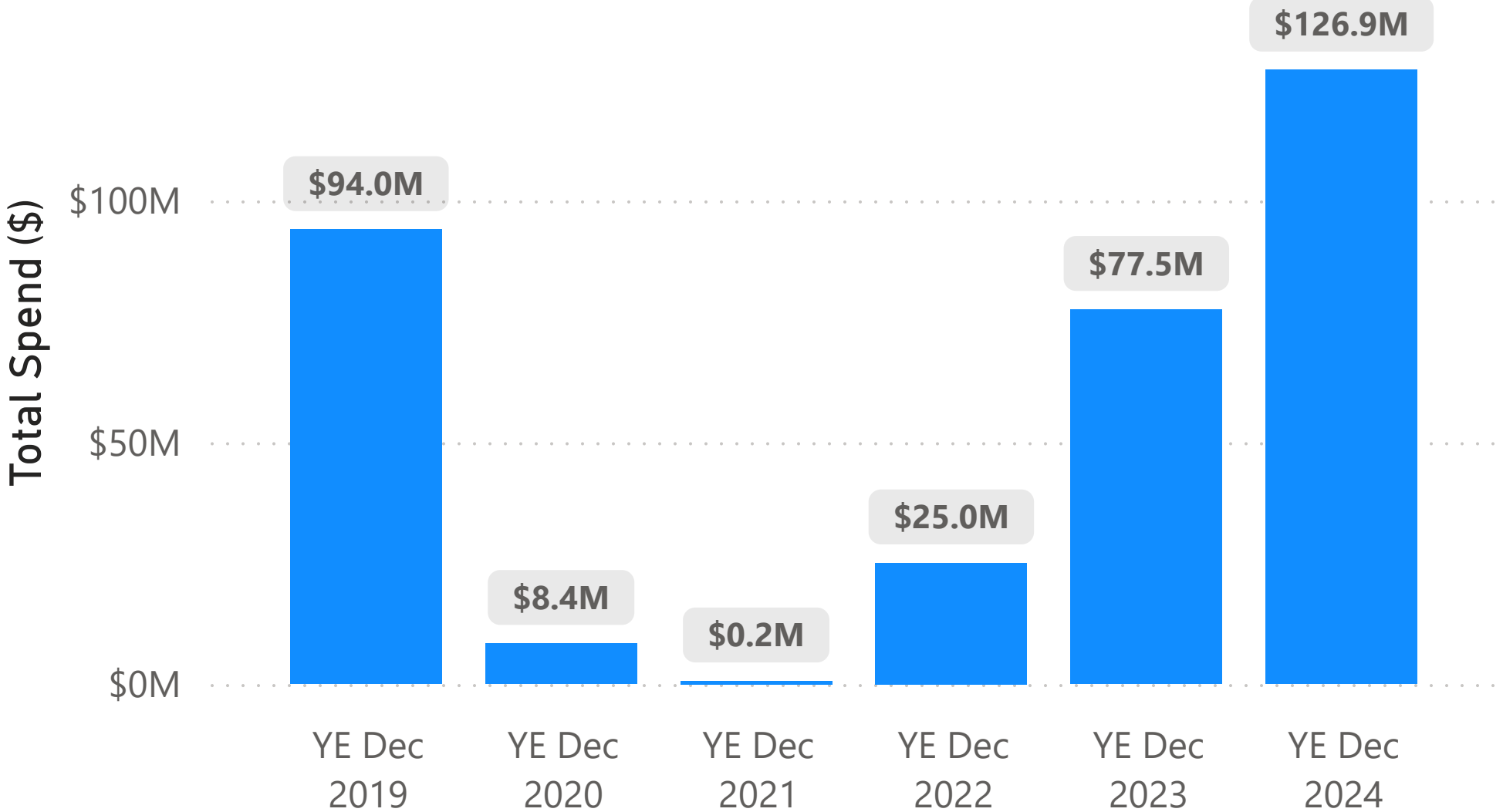
Domestic Day Spend



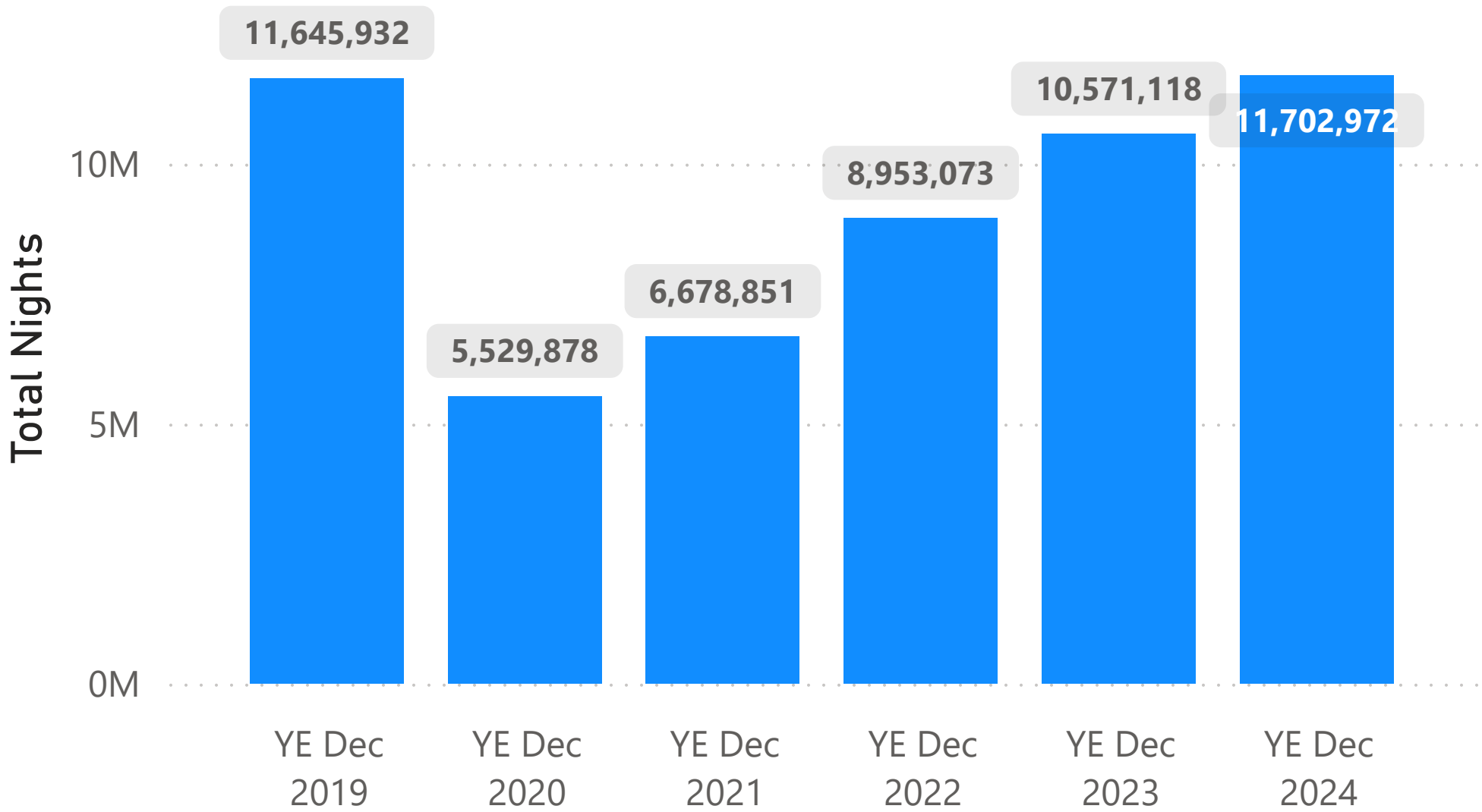
Domestic Overnight Spend



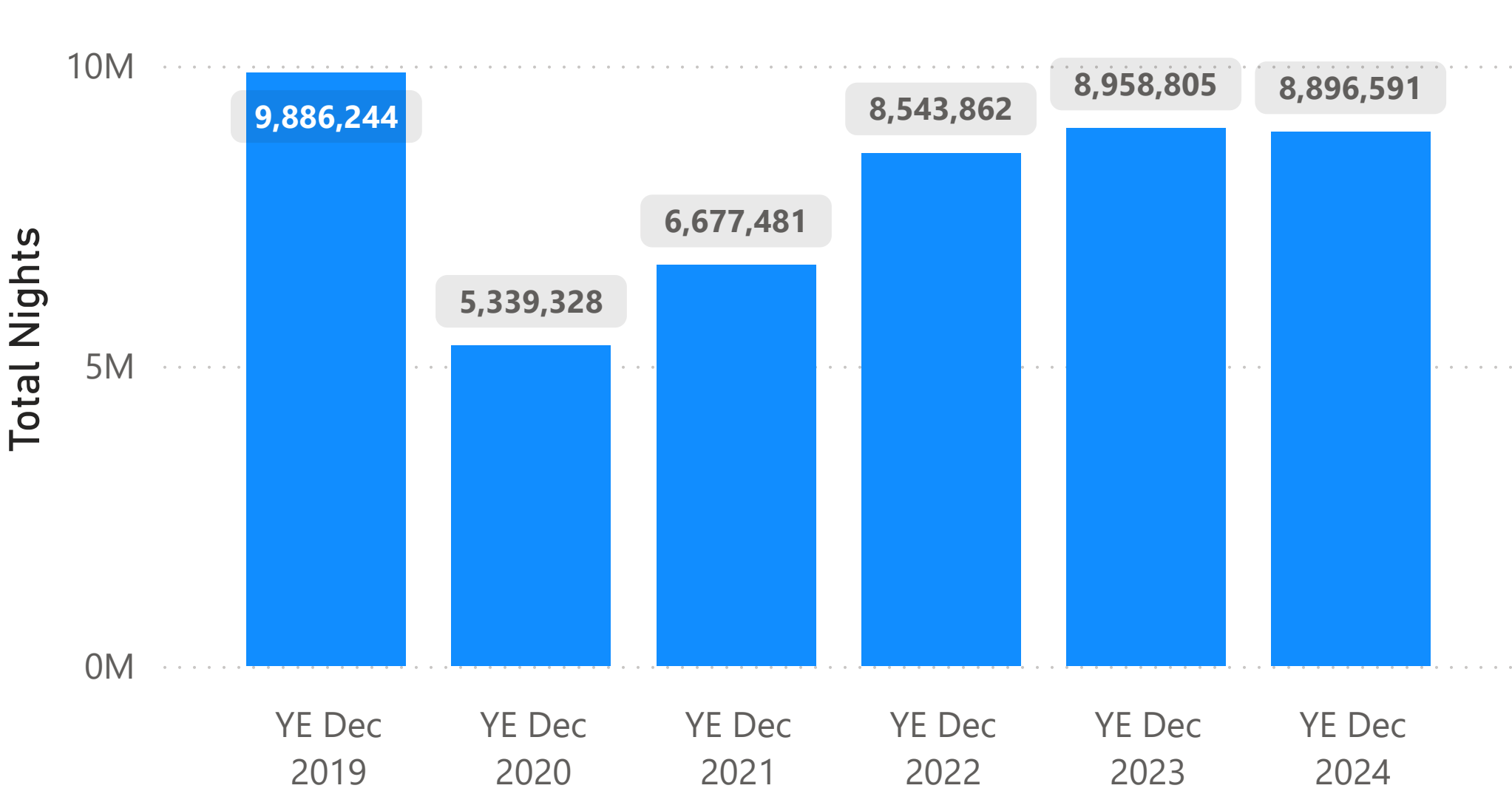
International Spend



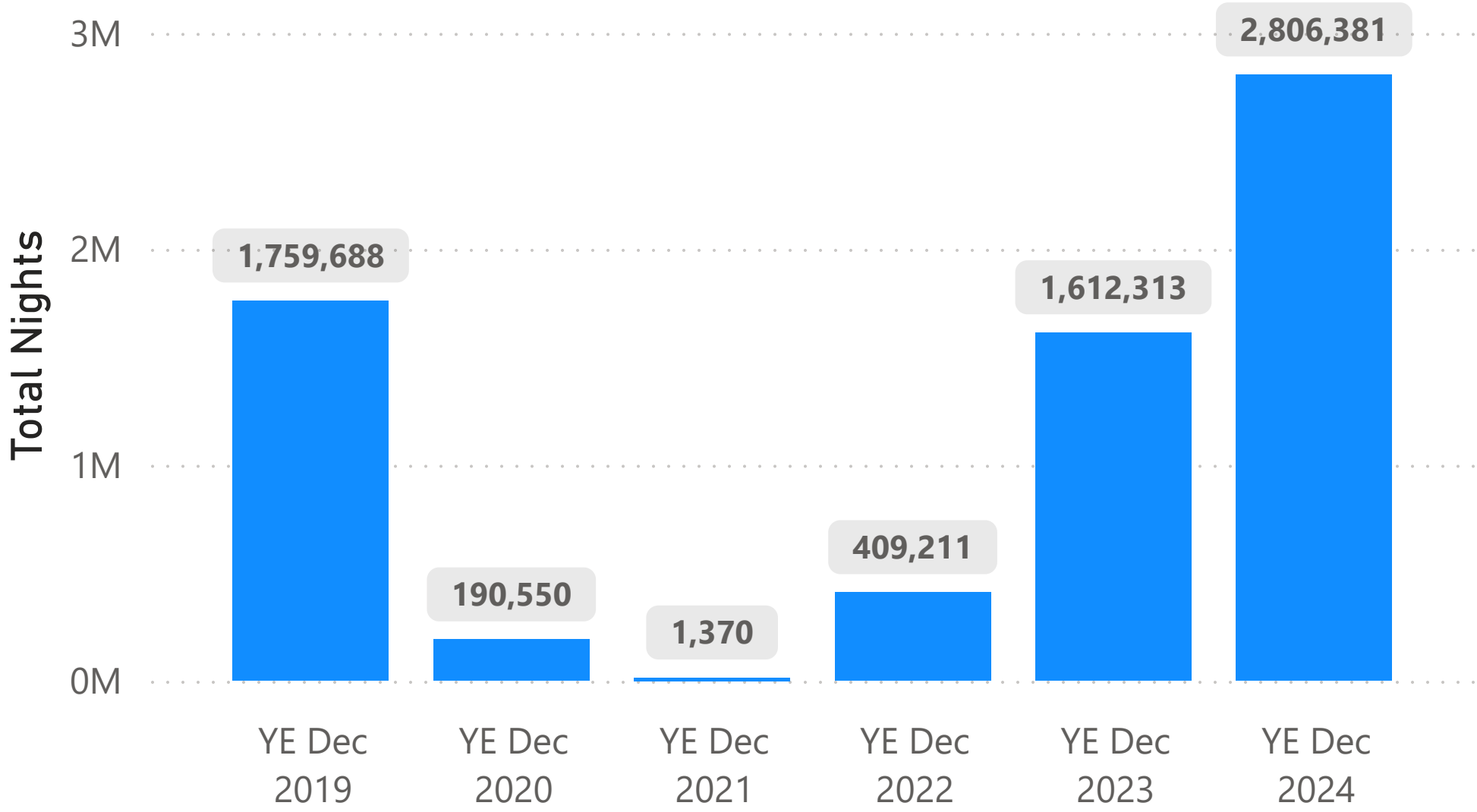
Total Nights



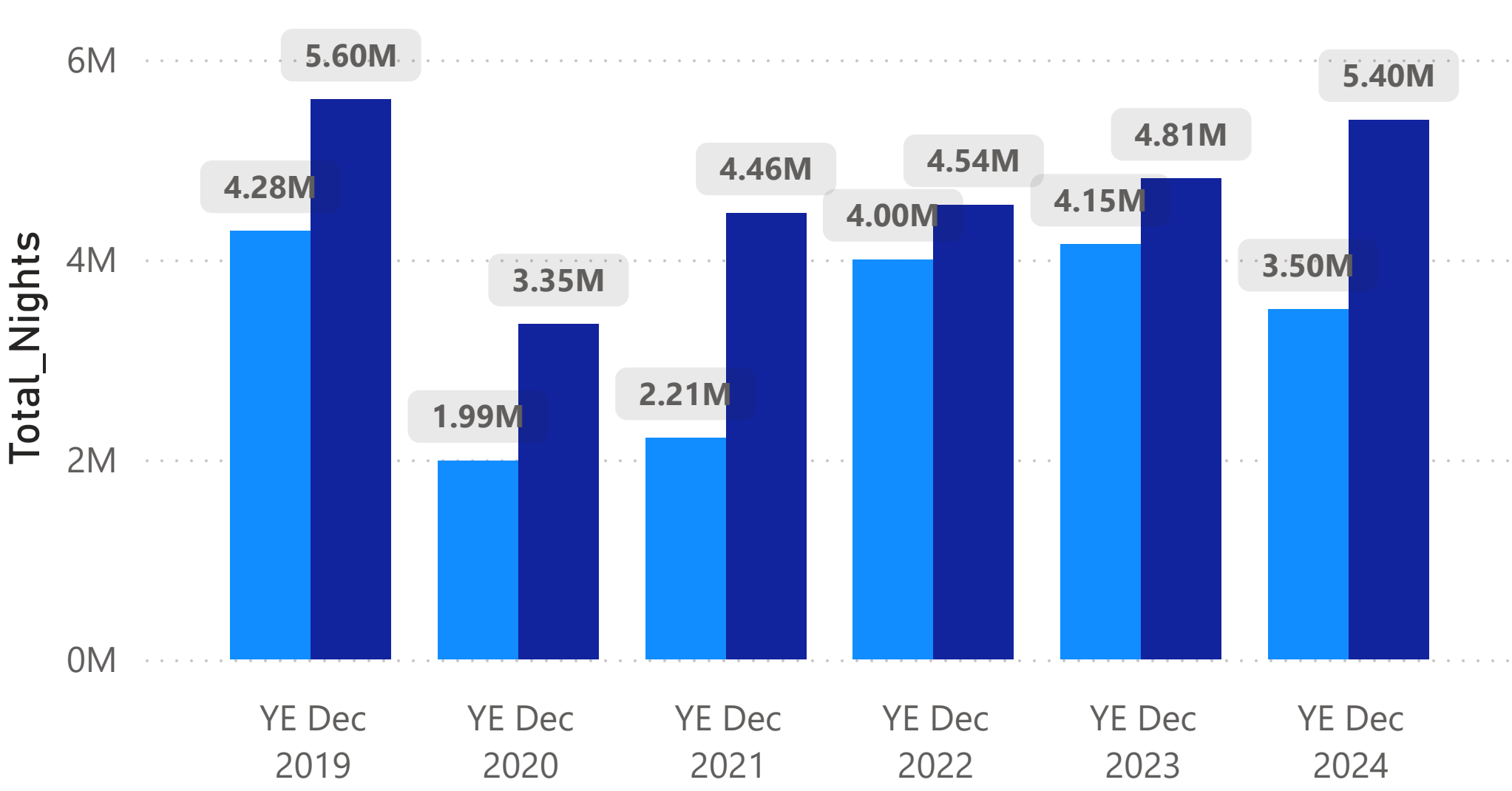
Domestic Overnight Nights



International Nights

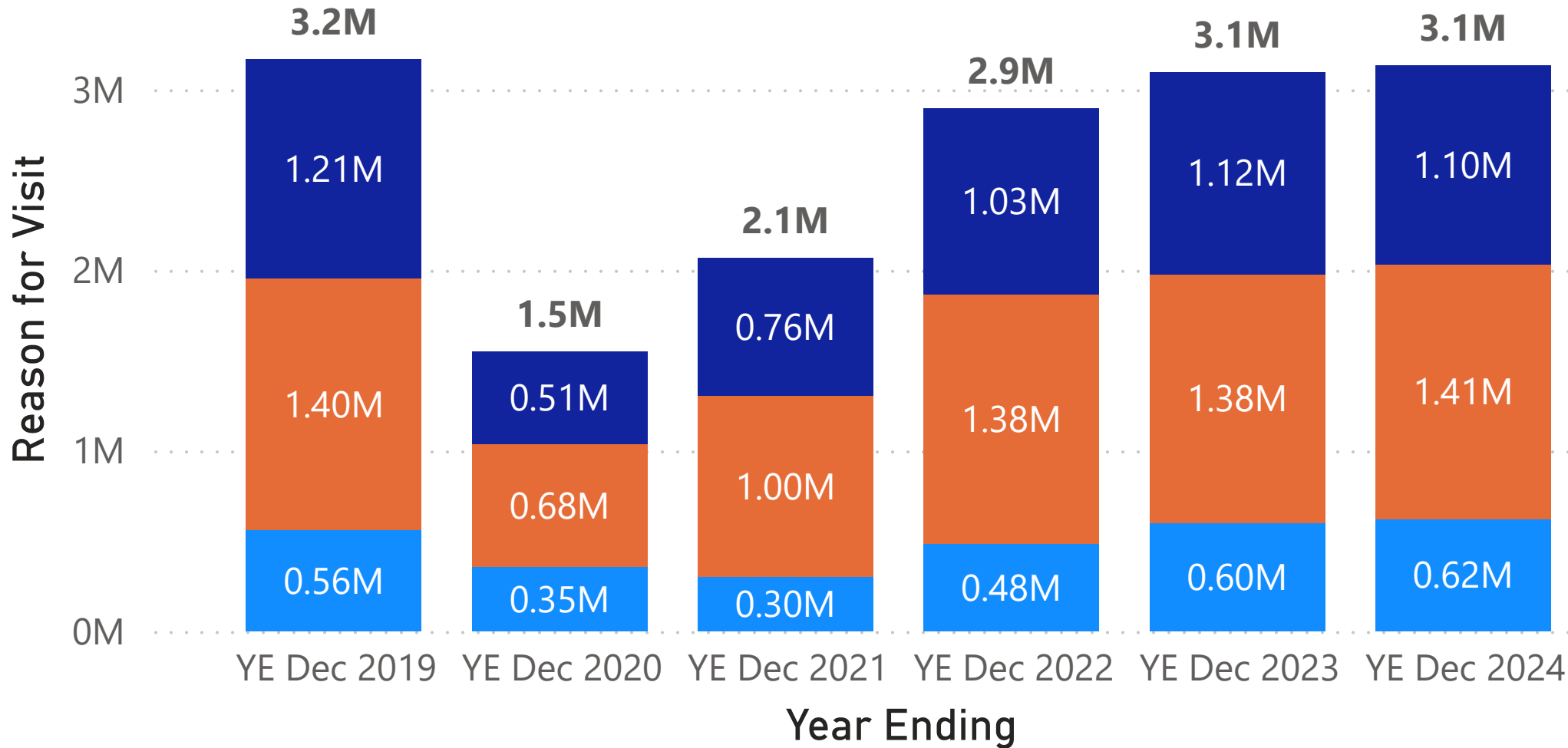


Visitor Type ● Domestic overnight:Interstate ● Domestic overnight:Intrastate

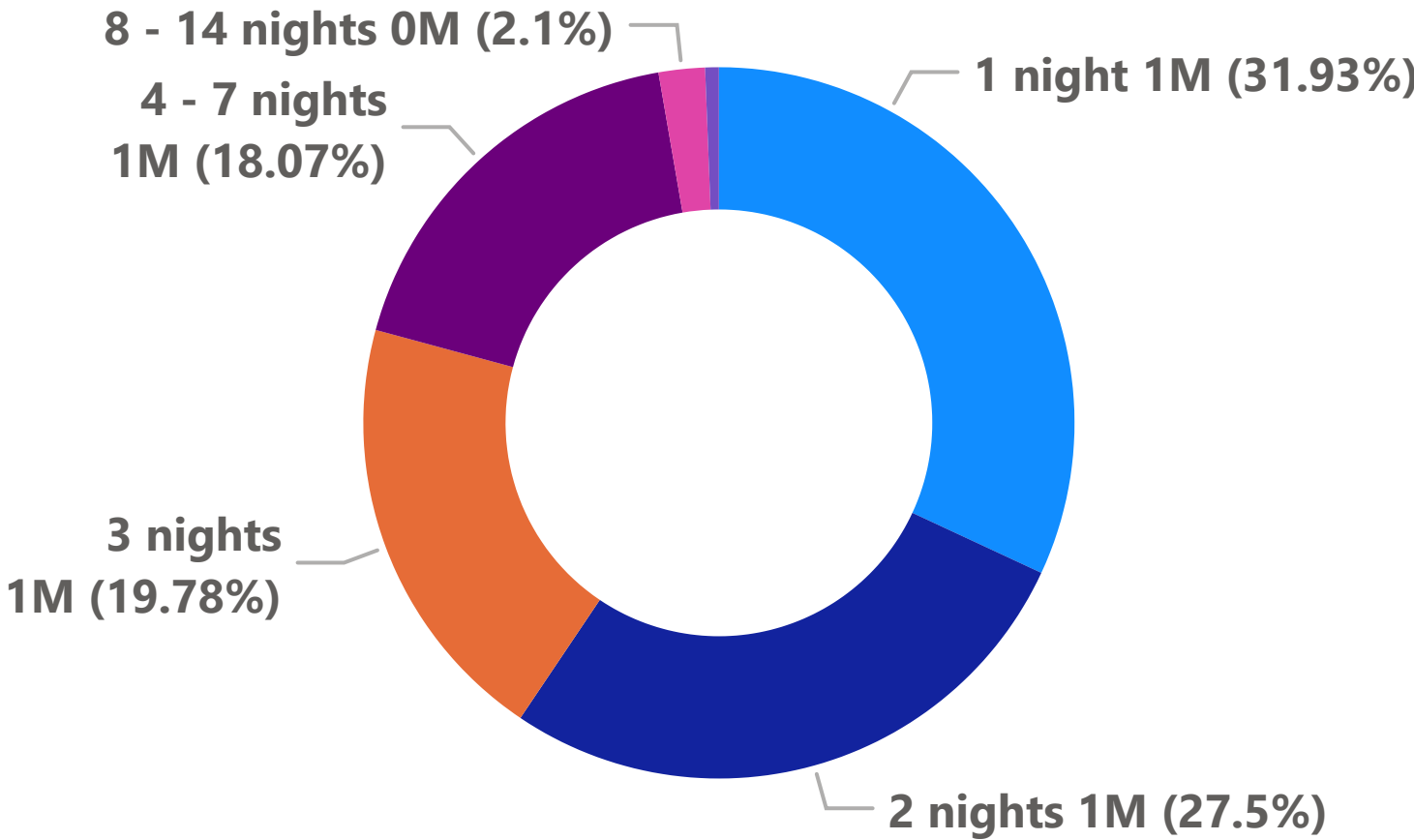


Reason for Visit (Overnight Visitors)

Reason For Visit Business Holiday VFR



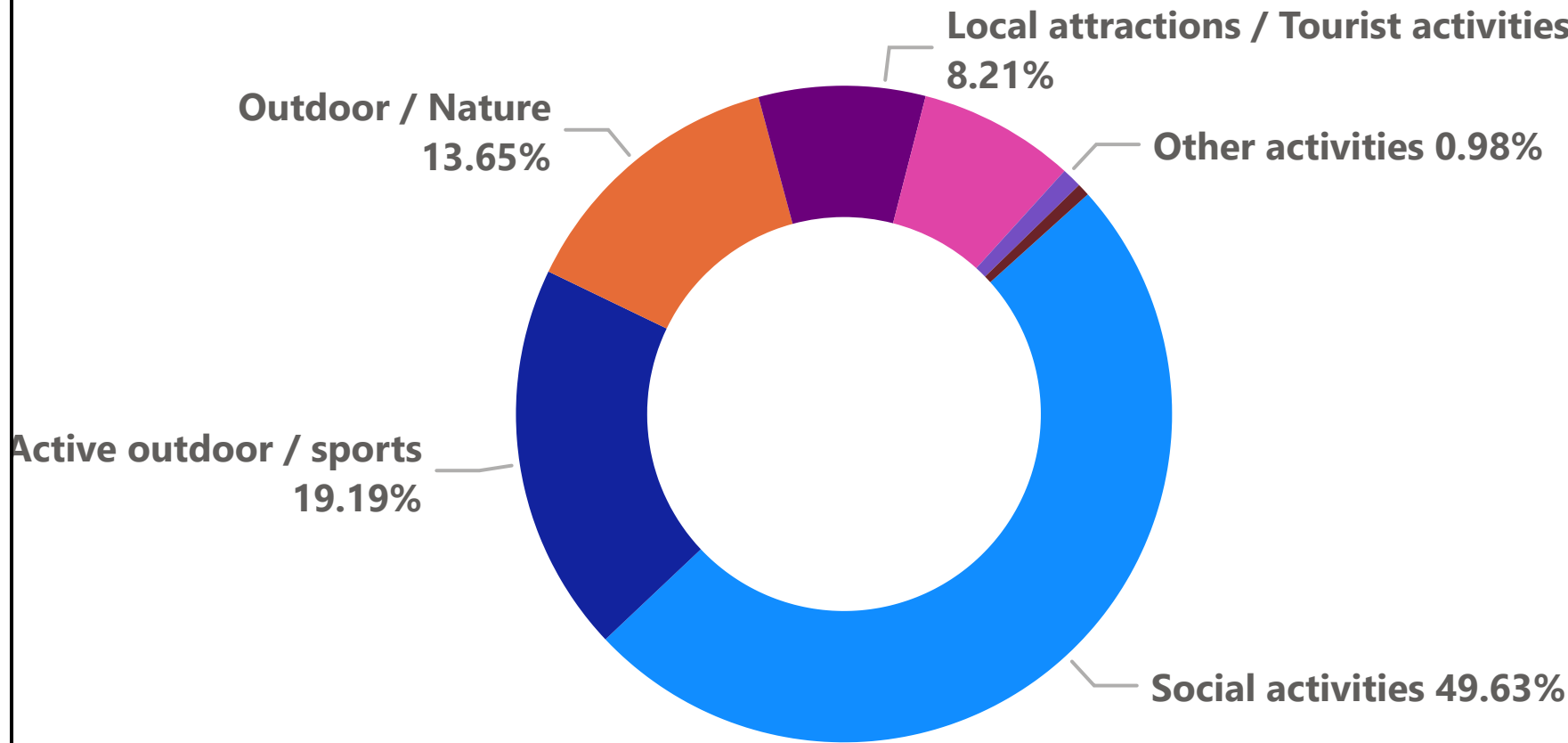
Number of Nights (Overnight Visitors)



Top 10 Activity Detail (Overnight Visitors)

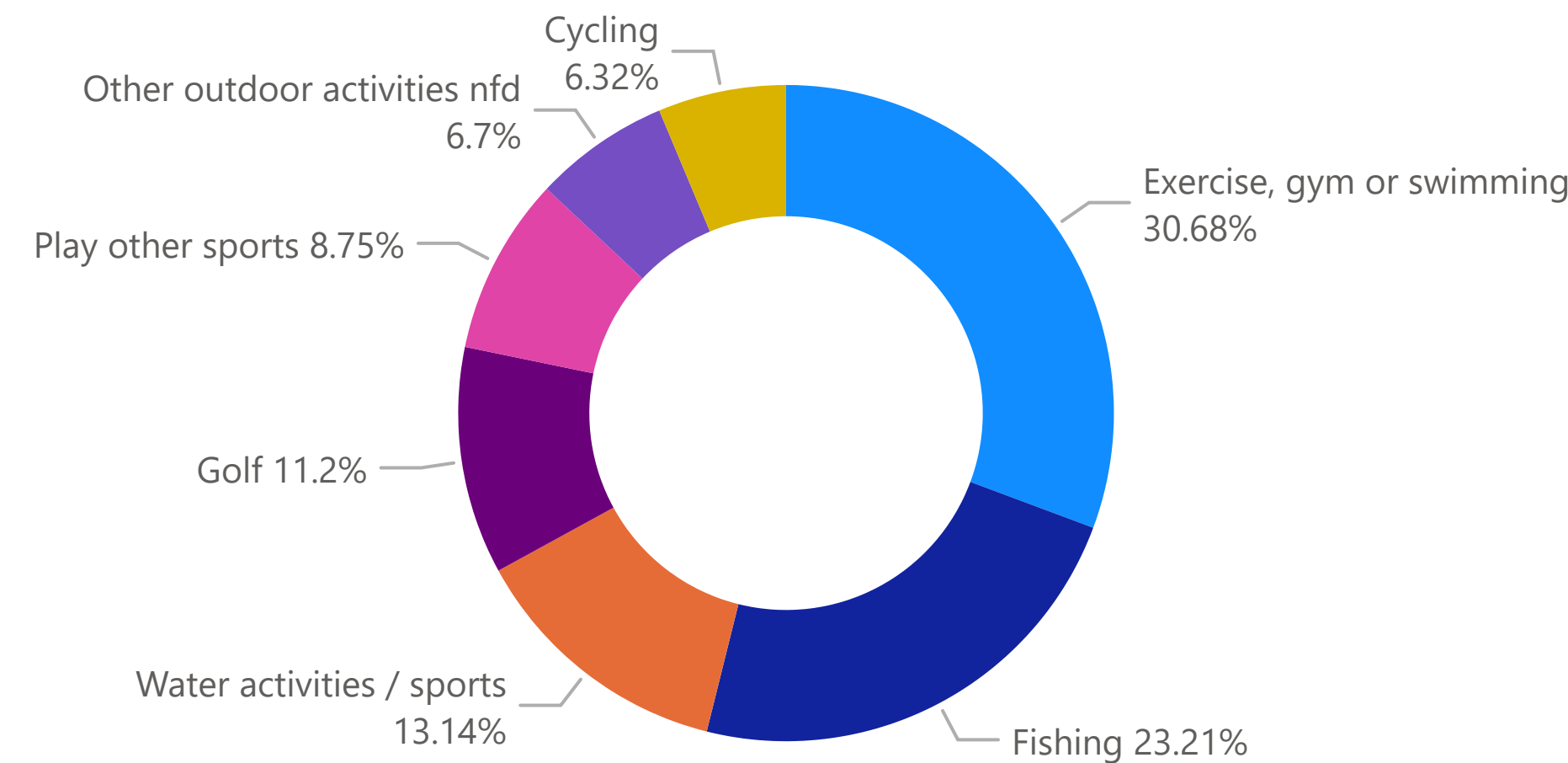


Main Activity (Overnight Trips)

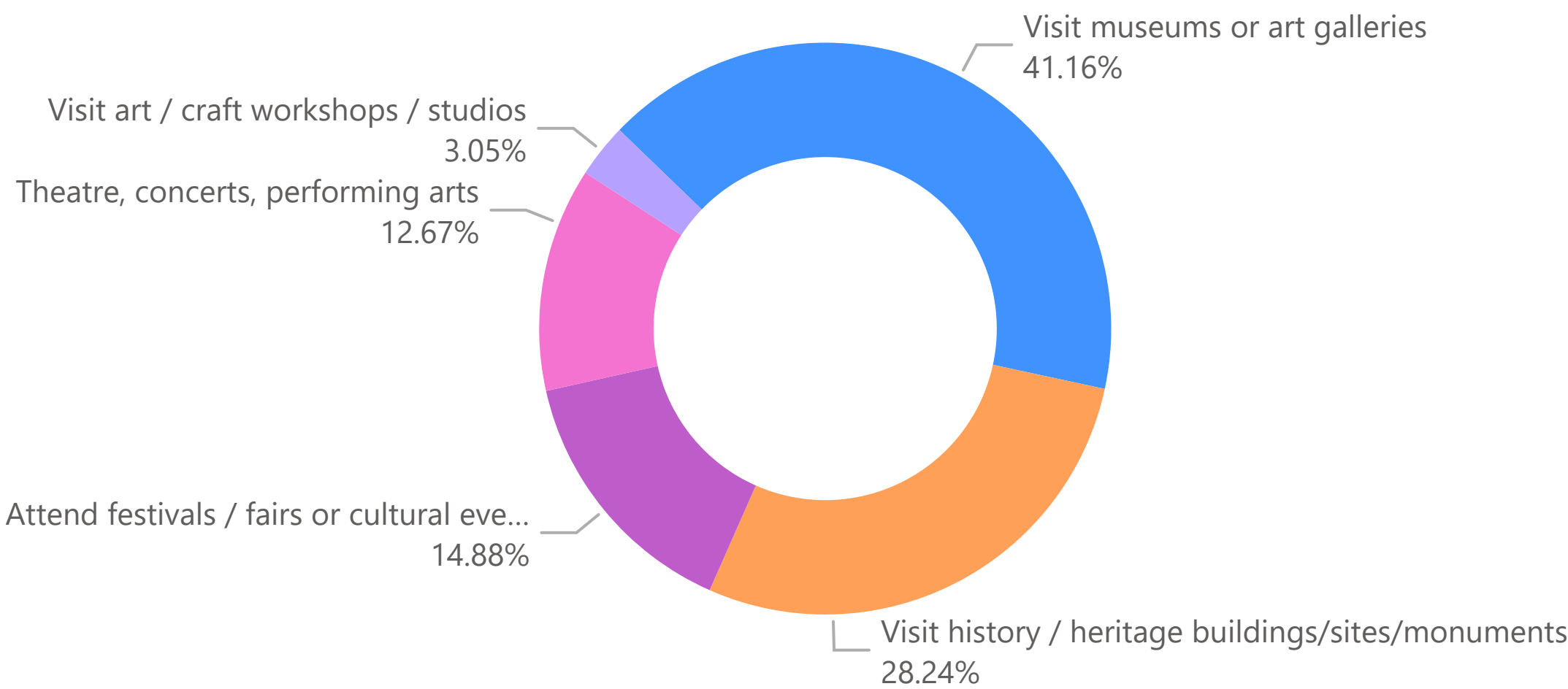


Year Ending December 2024

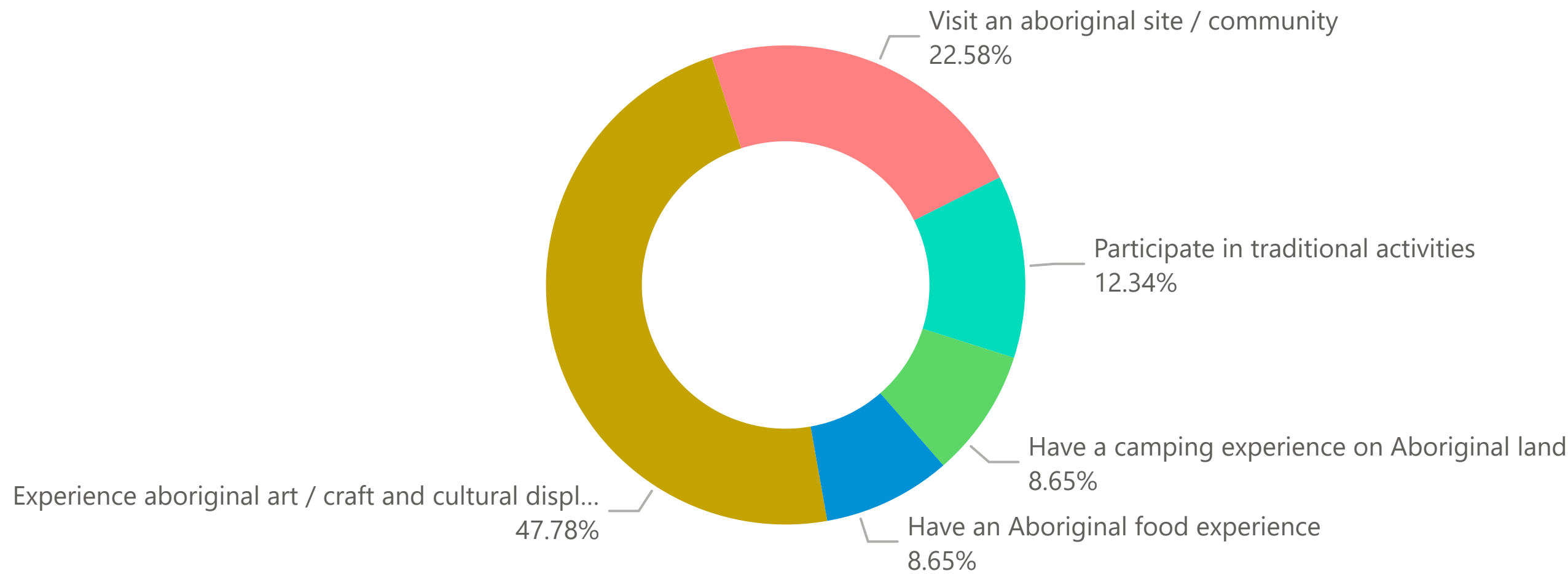
Active outdoor/Sports (Overnight Trips)



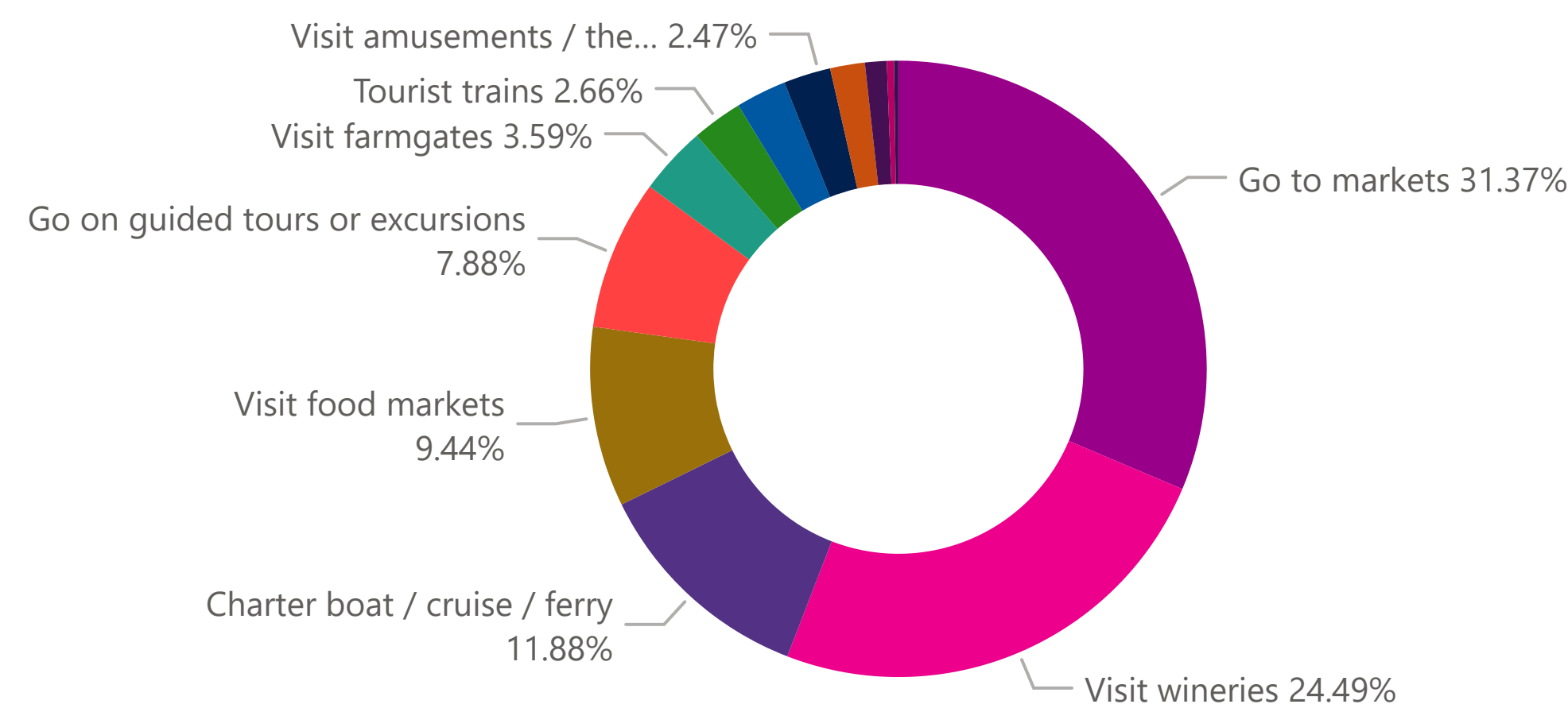
Arts/Heritage (Overnight Trips)



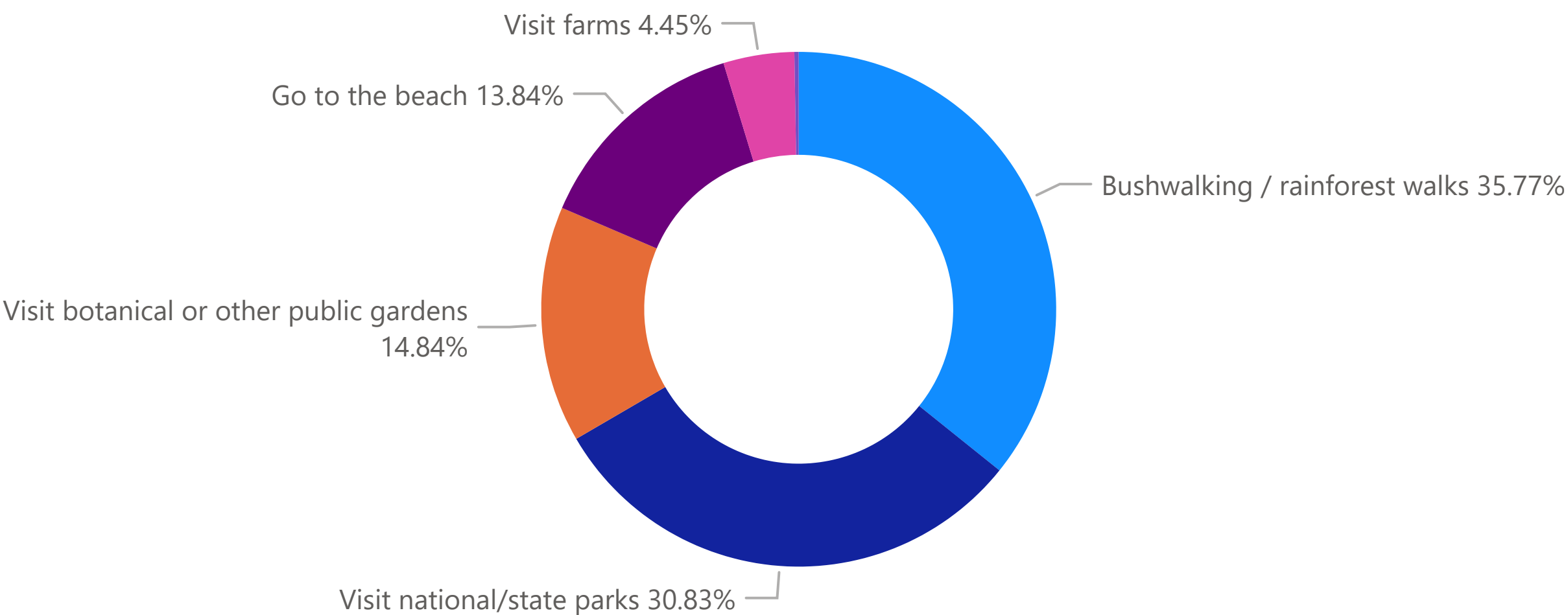
Indigenous Culture Activities (Overnight Trips)



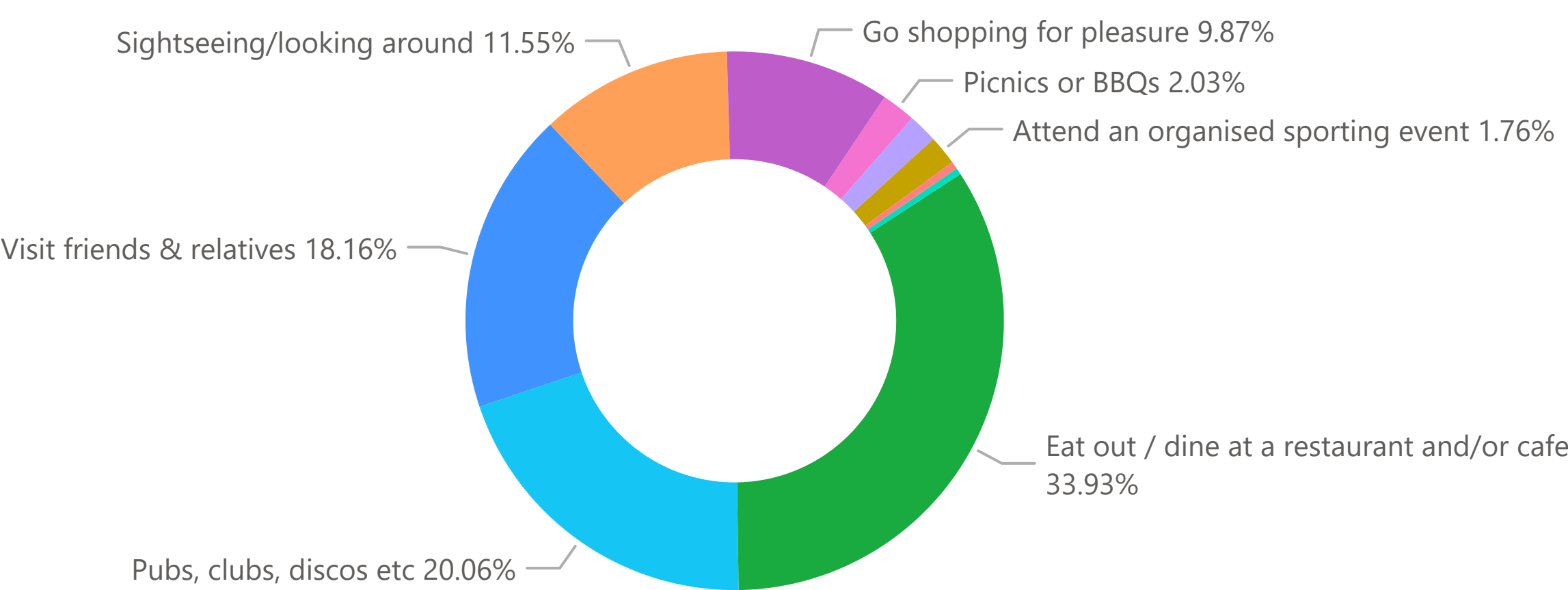
Local Attractions/Tourist Activities (Overnight Trips)



Outdoor/Nature (Overnight Trips)



Social Activities (Overnight Trips)



Year Ending December 2024

Domestic Day

2,930,772

Total Visitors

Domestic Day

\$541.4M

Total Spend (\$)

Domestic Overnight

3,295,024

Total Visitors

Domestic Overnight

\$1.83bn

Total Spend (\$)

Traveller Type	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	2,930,772	\$541,378,012	0
Domestic overnight	3,295,024	\$1,833,956,014	8,896,591
International	69,626	\$126,946,366	2,806,381
Total	6,295,422	\$2,502,280,391	11,702,972

Year on Year Change % Dec 2024 Vs Dec 2023			
Traveller Type	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	6.90%	-10.75%	
Domestic overnight	0.15%	2.93%	-0.69%
International	22.81%	63.90%	74.06%
Total	3.40%	1.48%	10.71%

Traveller Type	Average Spend (\$)
Domestic day	\$170
Domestic overnight	\$501
International	\$1,358
Total	\$345

Visitor Type	Total_Visitors	Total_Spend (\$)	Total_Nights
Domestic day:Interstate	1,036,843	\$193,235,574	0
Domestic day:Intrastate	1,893,929	\$348,142,438	0
Domestic overnight:Interstate	1,337,627	\$723,593,896	3,500,117
Domestic overnight:Intrastate	1,957,397	\$1,110,362,118	5,396,474
Total	6,225,796	\$2,375,334,026	8,896,591

Y-Y % Change YE Dec 2024 Vs YE Dec 2023			
Visitor Type	Total_Visitors	Total_Spend (\$)	Total_Nights
Domestic day:Interstate	12.26%	-14.68%	
Domestic day:Intrastate	4.17%	-8.40%	
Domestic overnight:Interstate	-15.59%	-12.30%	-15.66%
Domestic overnight:Intrastate	14.77%	16.07%	12.22%
Total	3.22%	-0.54%	-0.69%



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Mildura Wentworth



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Year Ending
December 2024



Mildura Wentworth

909,357

Total Visitors (All)

Mildura Wentworth

254,333

Day Trips

Mildura Wentworth

630,819

Overnight Trips

Mildura Wentworth

24,205

International Visitors

Mildura Wentworth

87,796

Day Trips (Interstate)

Mildura Wentworth

166,537

Day Trips (Intrastate)

Mildura Wentworth

282,010

Overnight Trips (Interstate)

Mildura Wentworth

348,809

Overnight Trips (Intrastate)



Mildura Wentworth

1,851,751

Domestic Overnight Nights

Mildura Wentworth

755,004

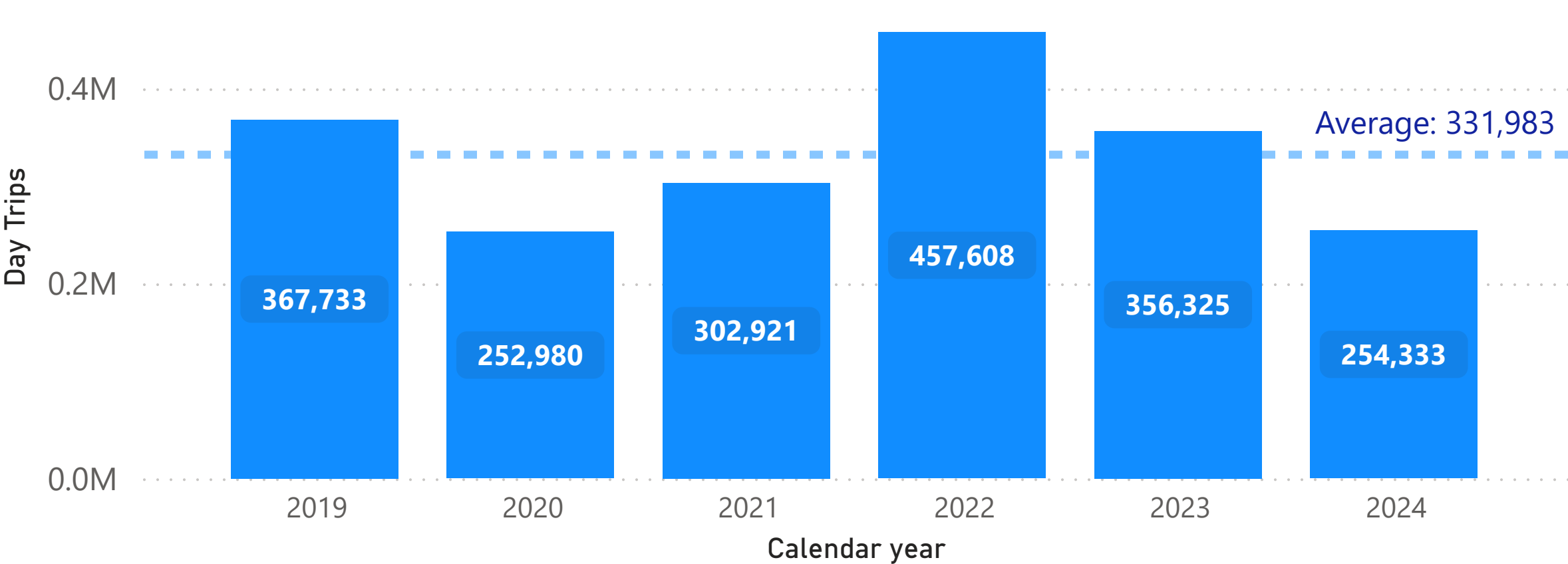
Domestic Overnight Nights (Interstate)

Mildura Wentworth

1,096,747

Domestic Overnight Nights (Intrastate)

Day Trips
Mildura Wentworth

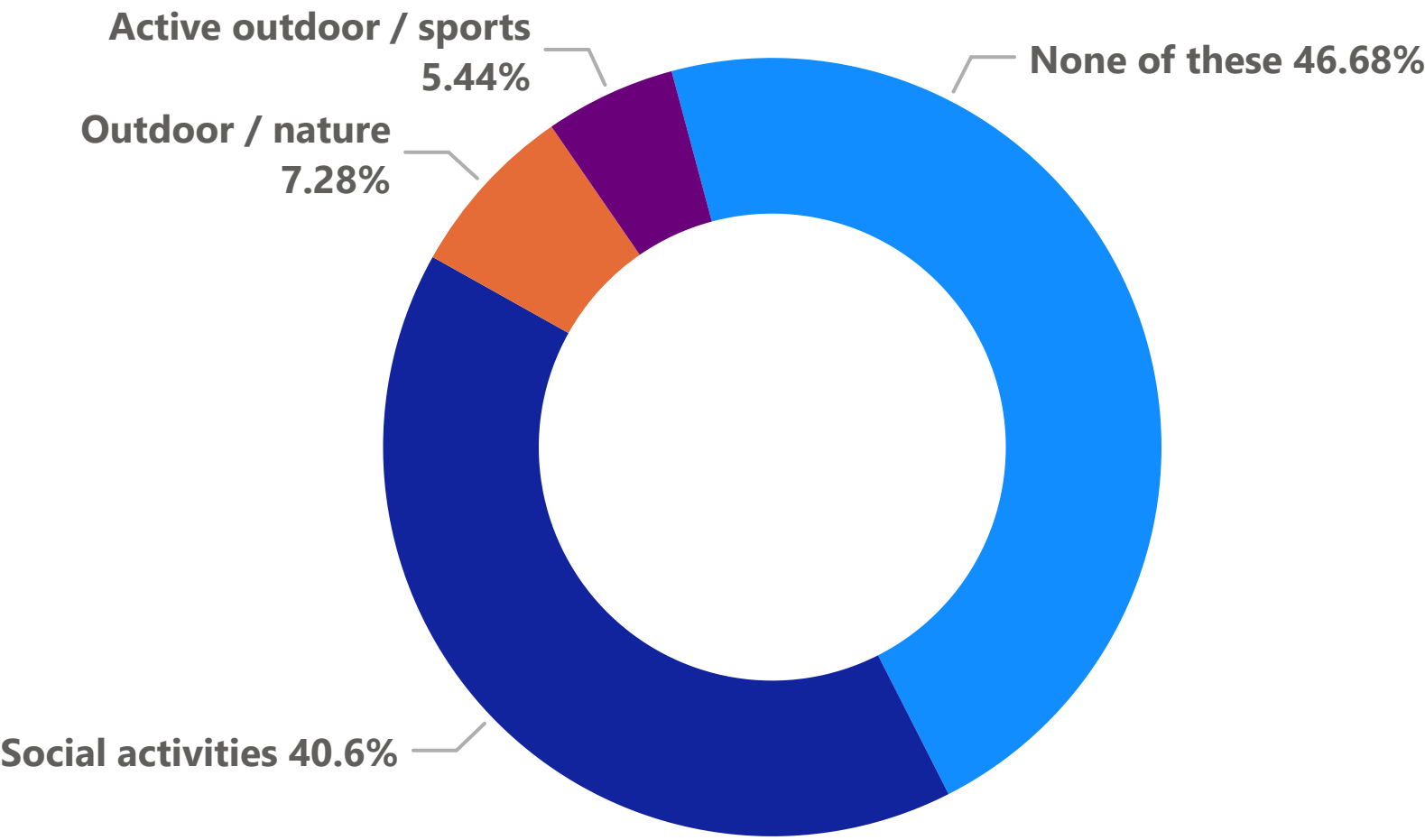


Mildura Wentworth
Calendar year Day Trips (Interstate) Day Trips (Intrastate)

2019	168,303	199,430
2020	96,355	156,625
2021	136,640	166,281
2022	204,753	252,855
2023	141,718	214,607
2024	87,796	166,537

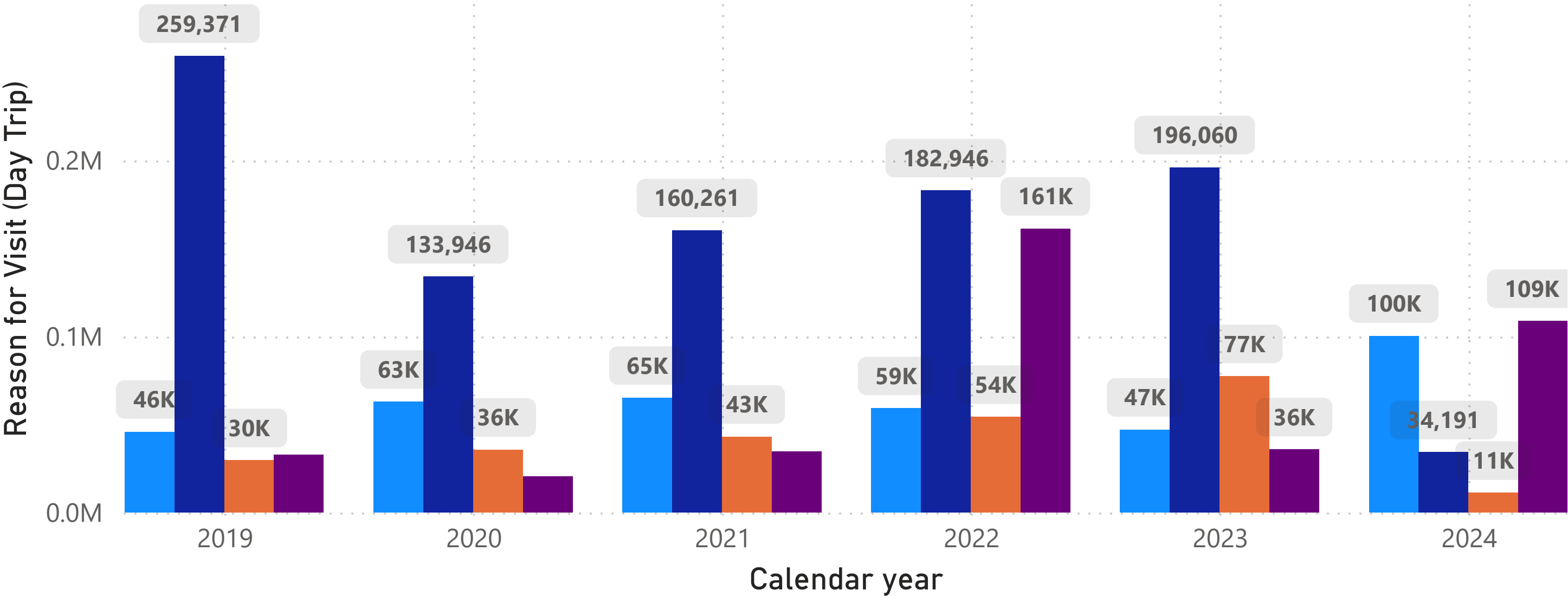
Zero Values = No Data Reported for Period

Day Trip Main Activity
Mildura Wentworth

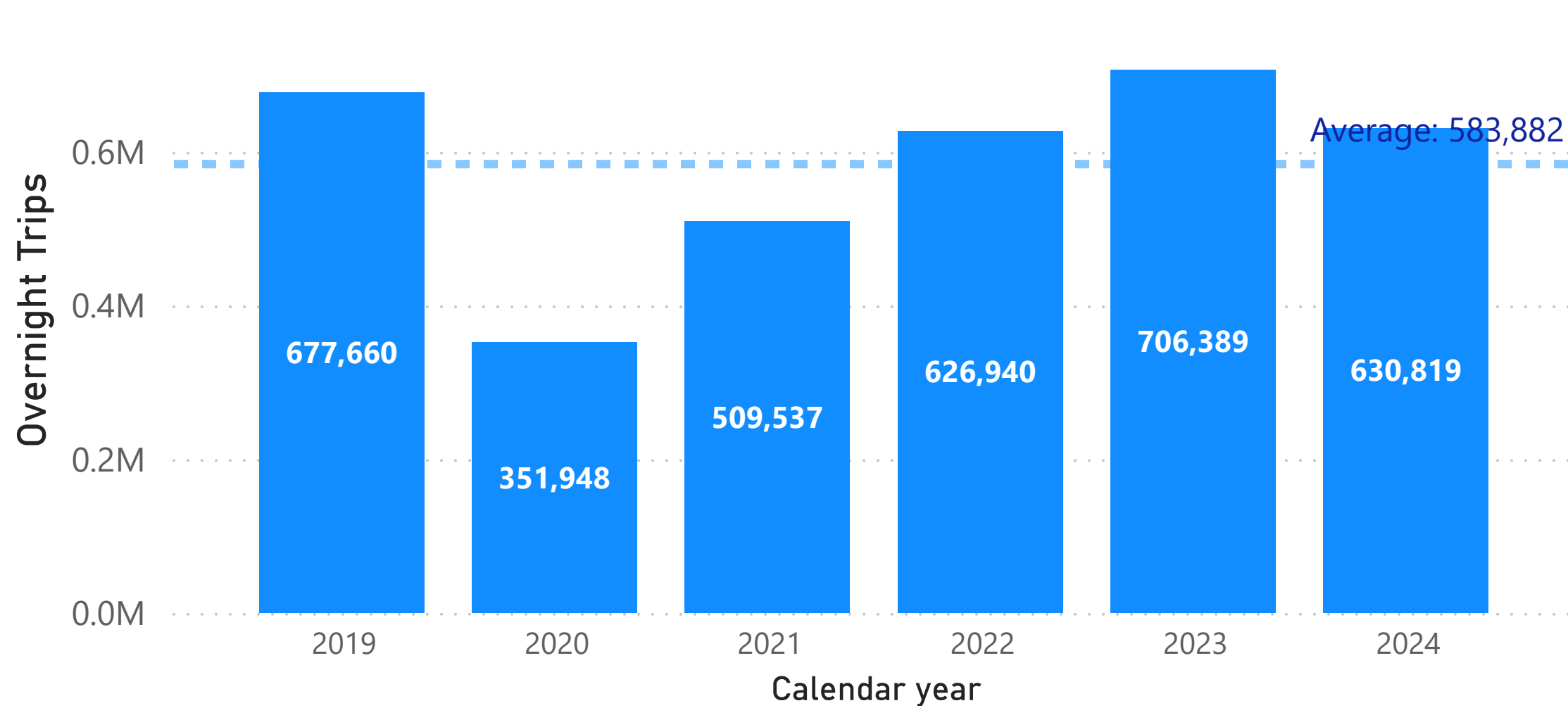


Reason for Visit (Day Trip)
Mildura Wentworth

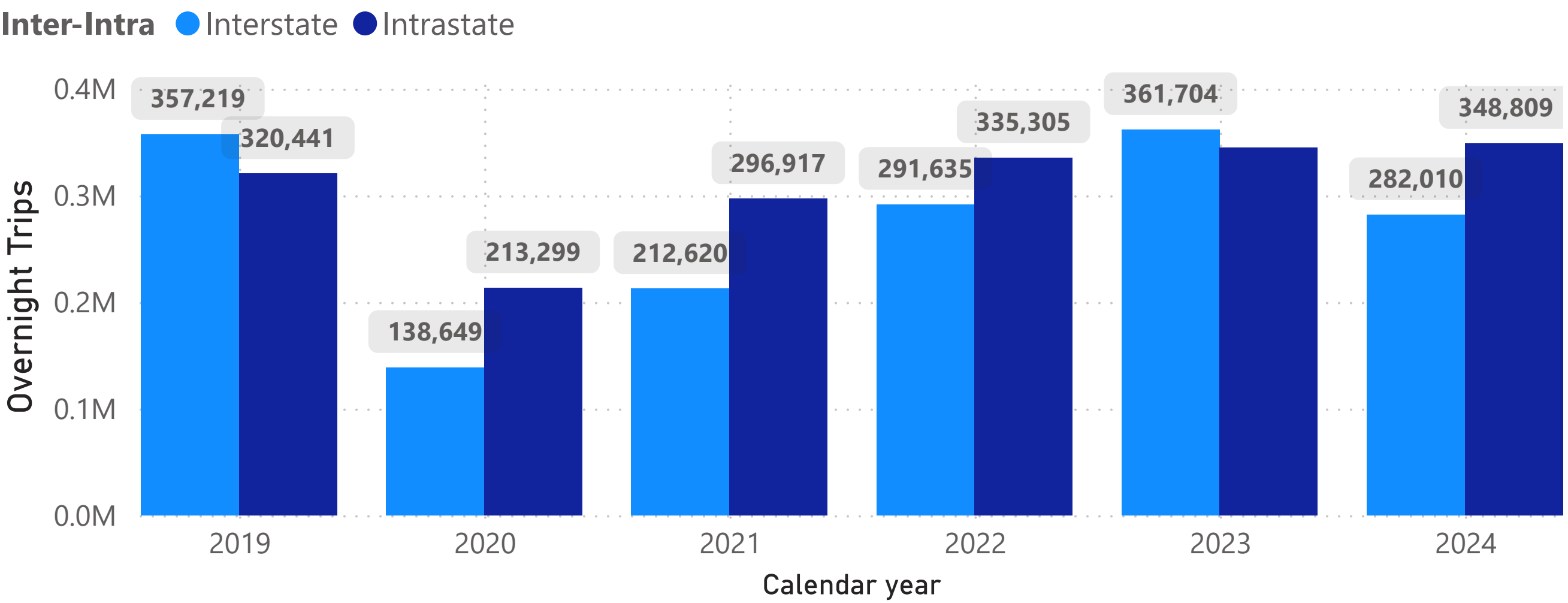
Day Reason for Visit Business Holiday Other reason Visiting friends and relatives



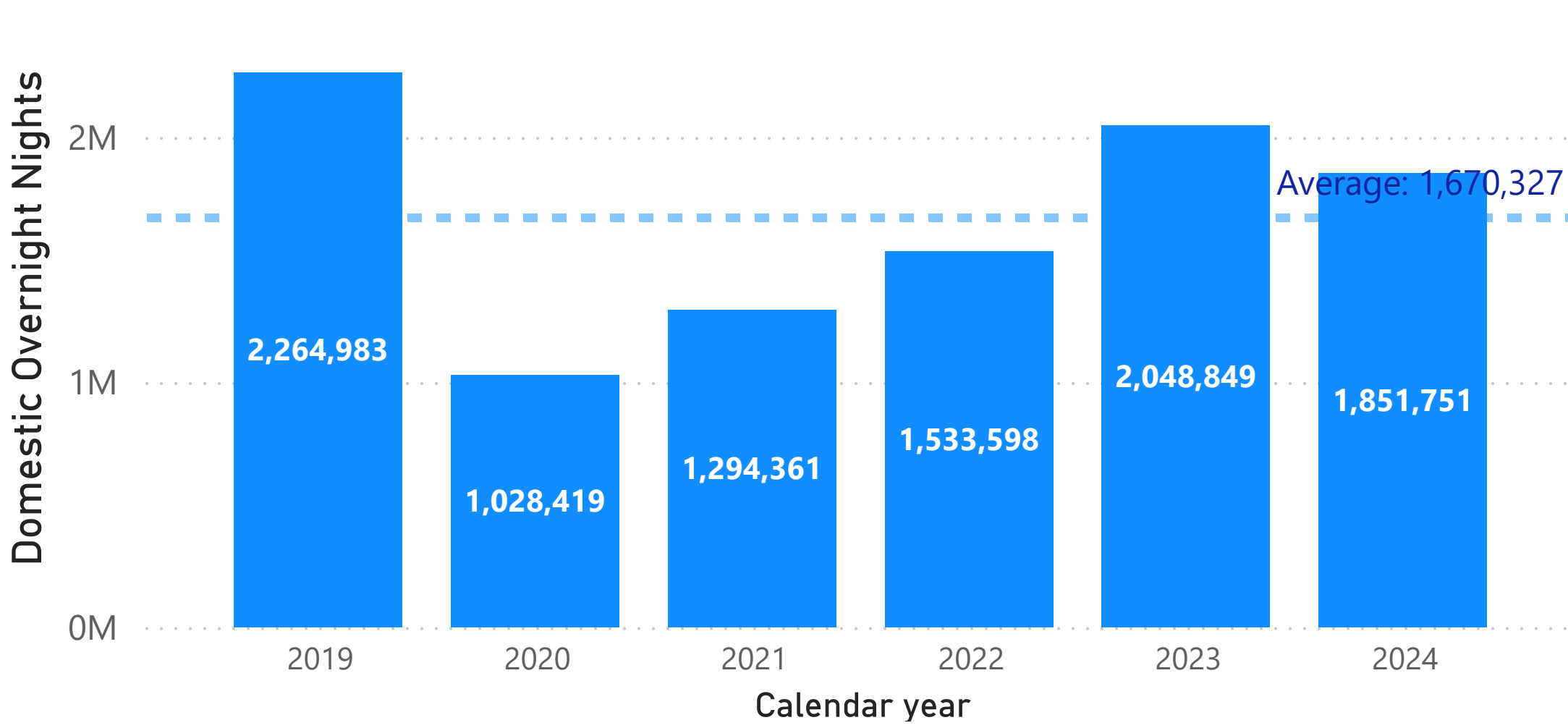
Overnight Trips
Mildura Wentworth



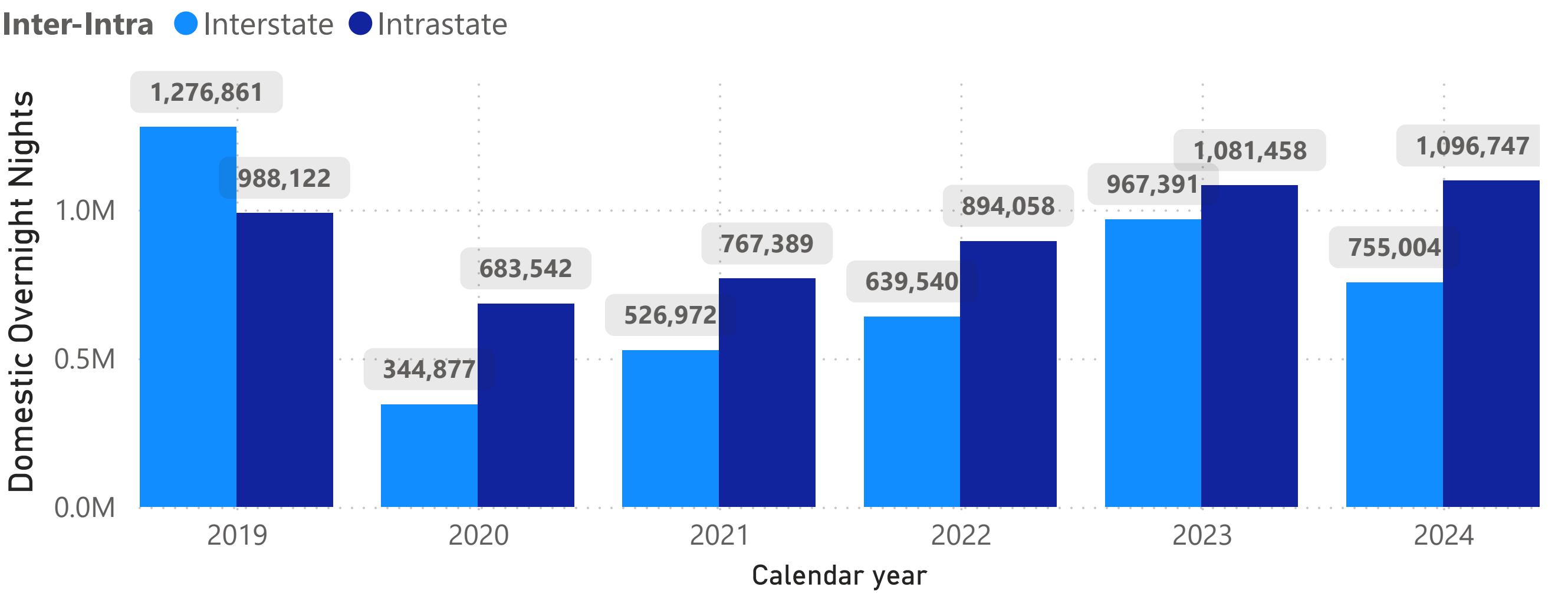
Overnight Trips Interstate - Intrastate
Mildura Wentworth



Overnight Nights
Mildura Wentworth



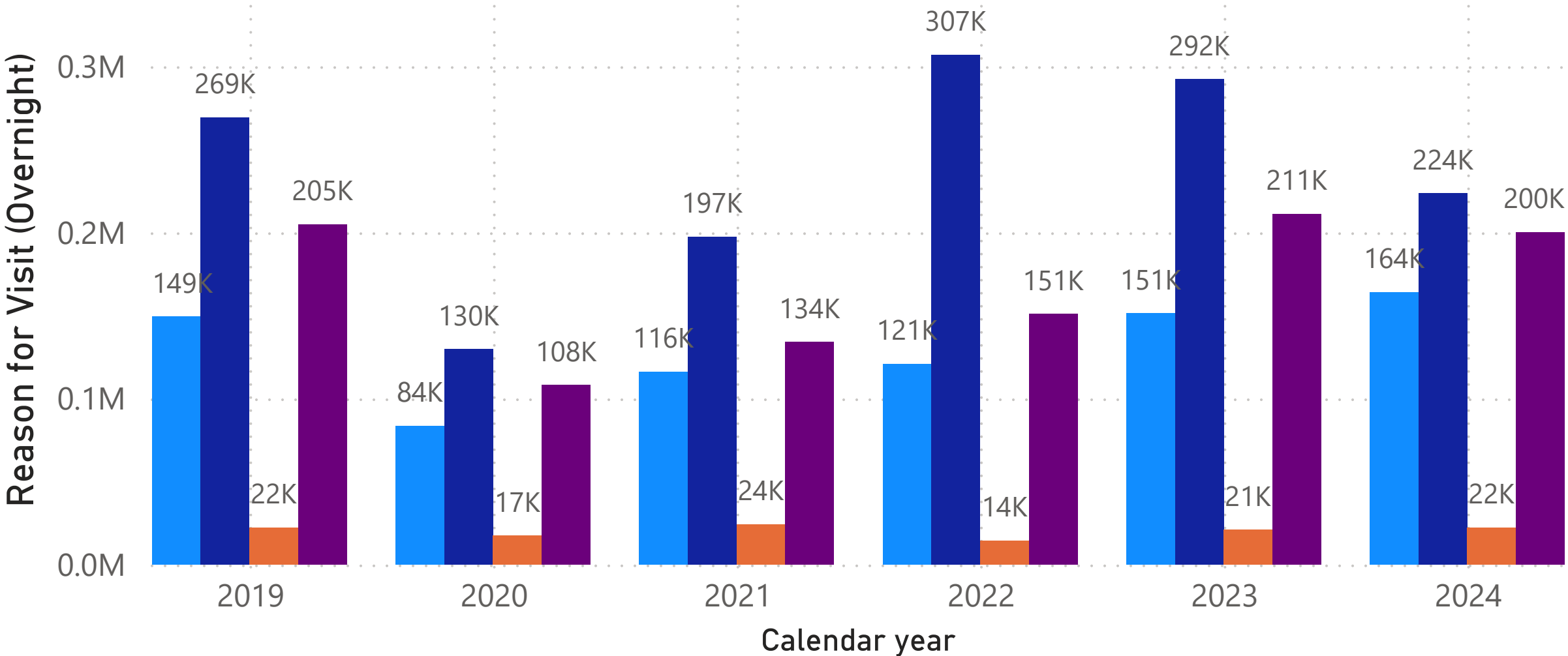
Overnight Nights Interstate - Intrastate
Mildura Wentworth



Reason for Visit (Overnight)

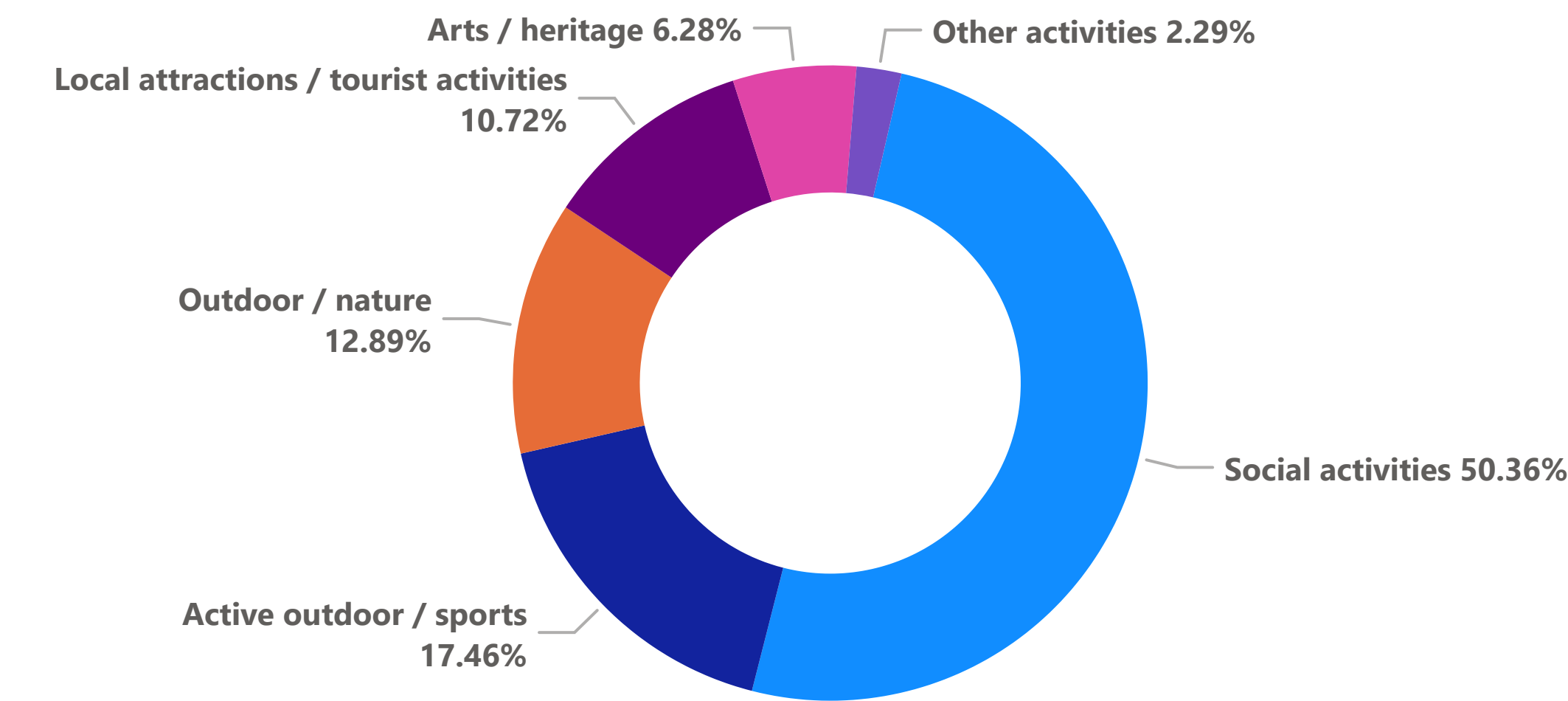
Mildura Wentworth

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



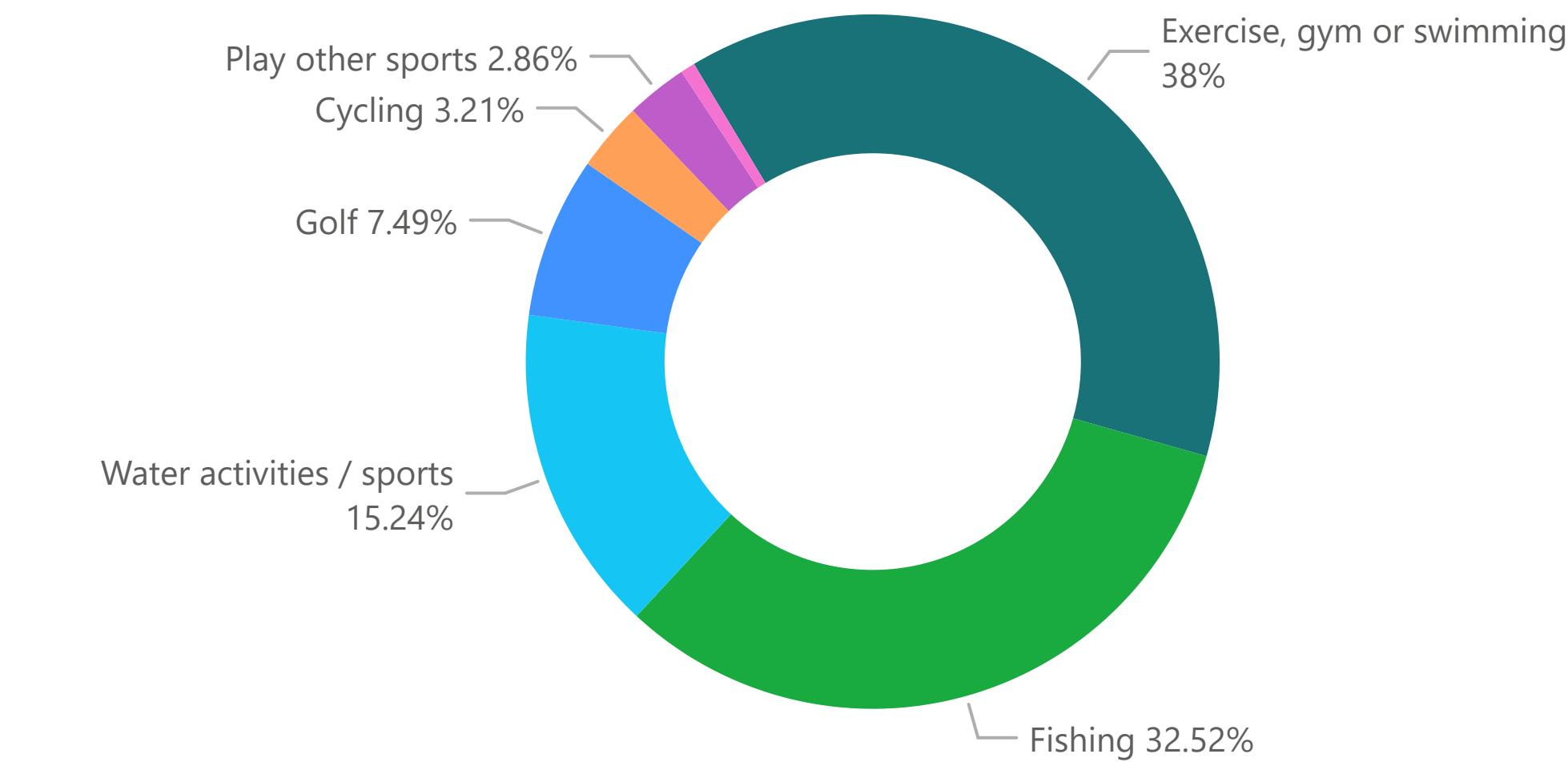
Overnight Main Activity

Mildura Wentworth



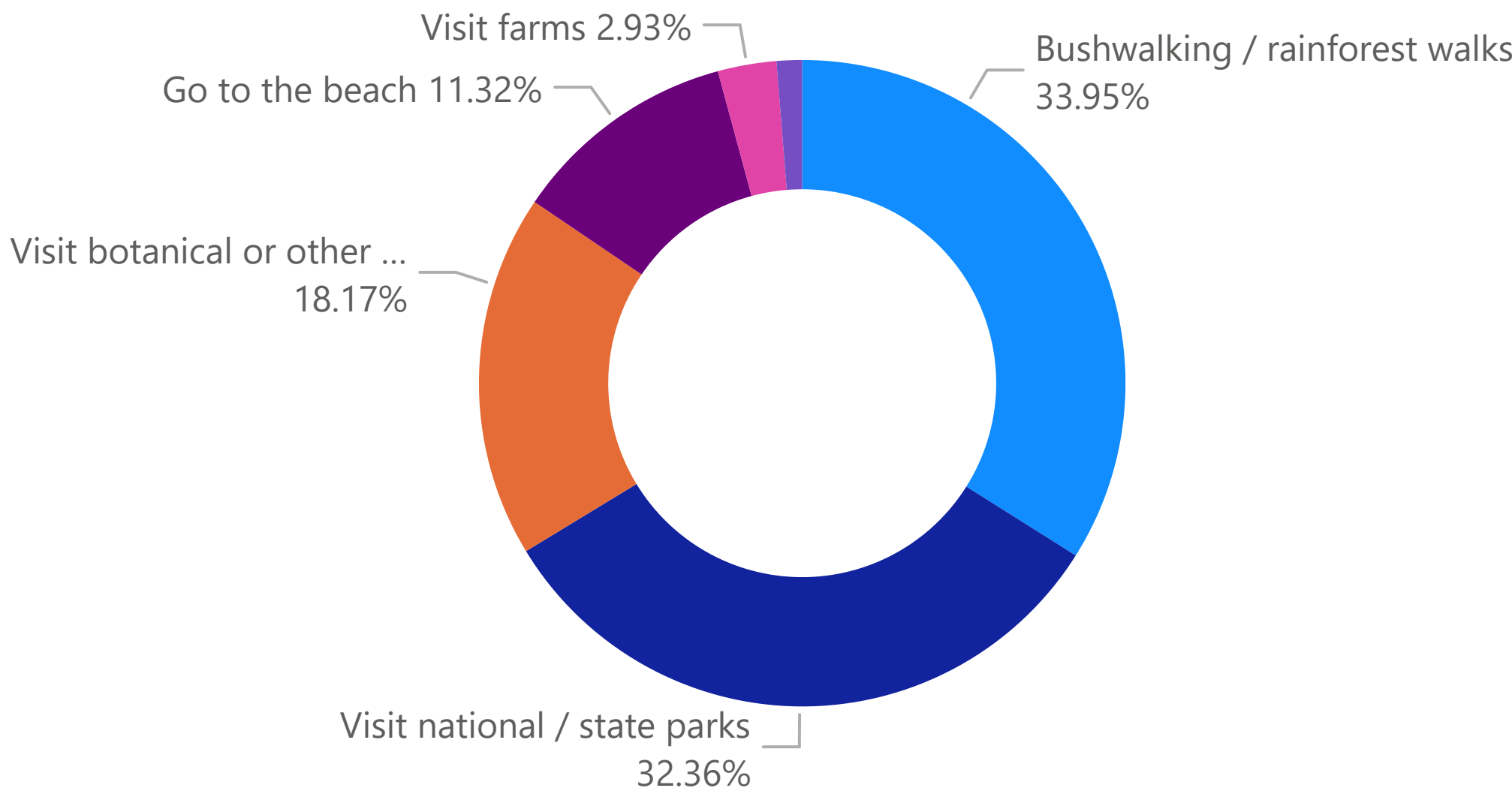
Mildura Wentworth

Active outdoor / sports



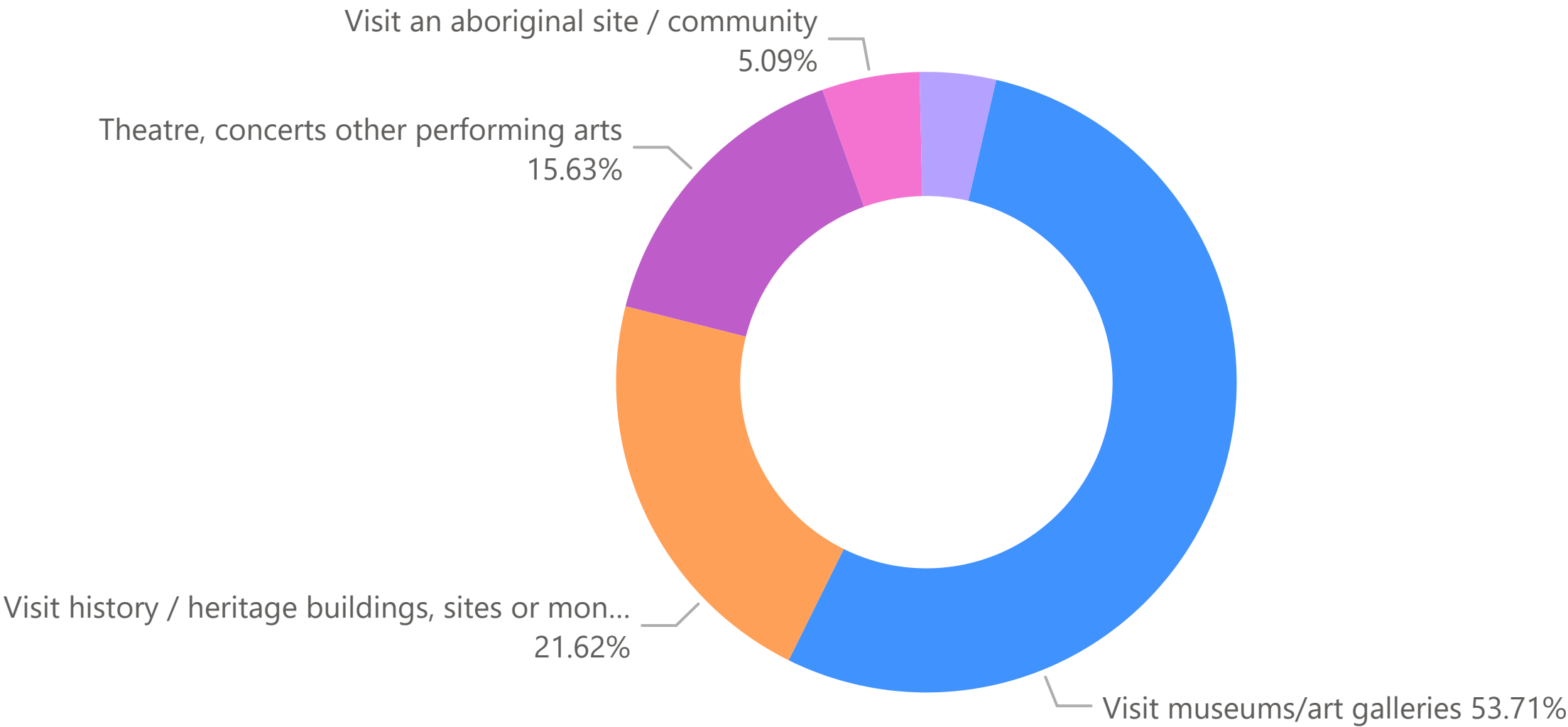
Mildura Wentworth

Outdoor / nature



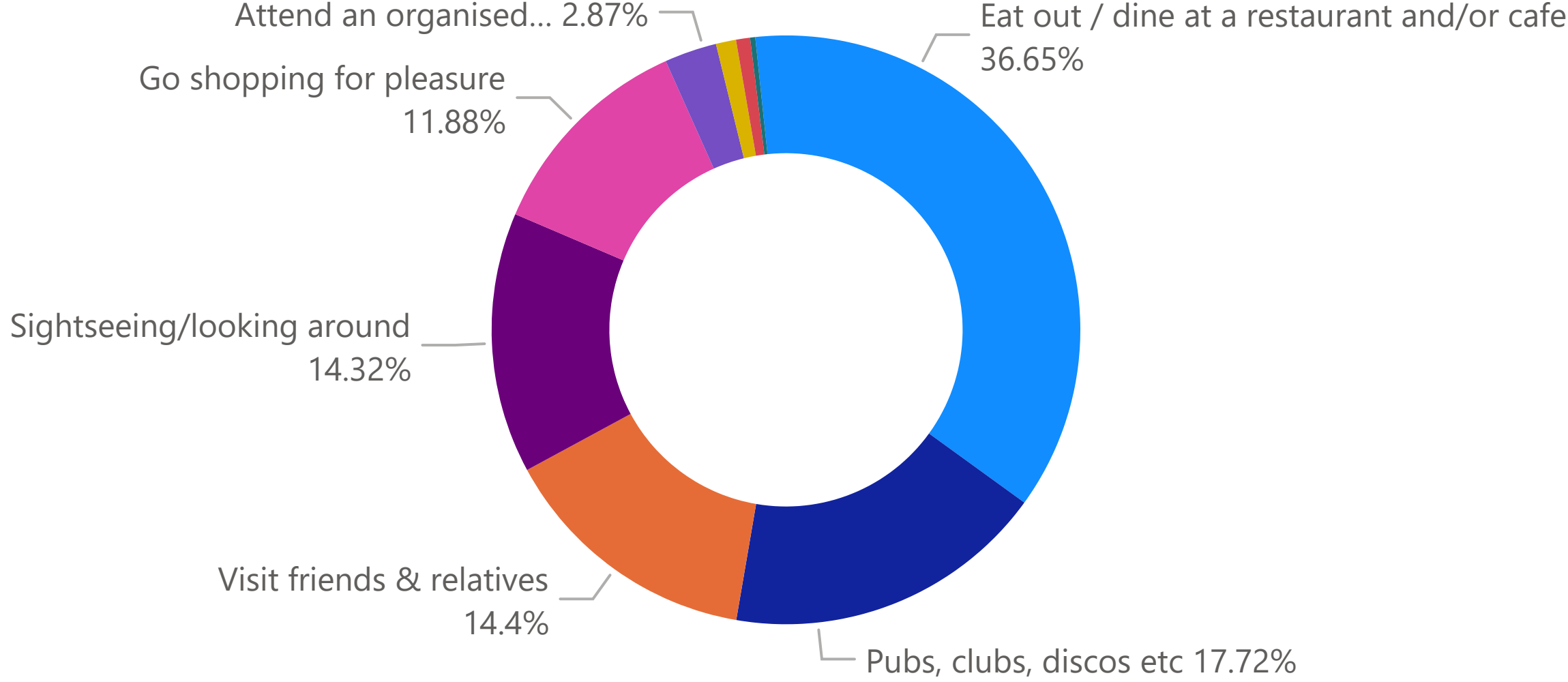
Mildura Wentworth

Arts / heritage



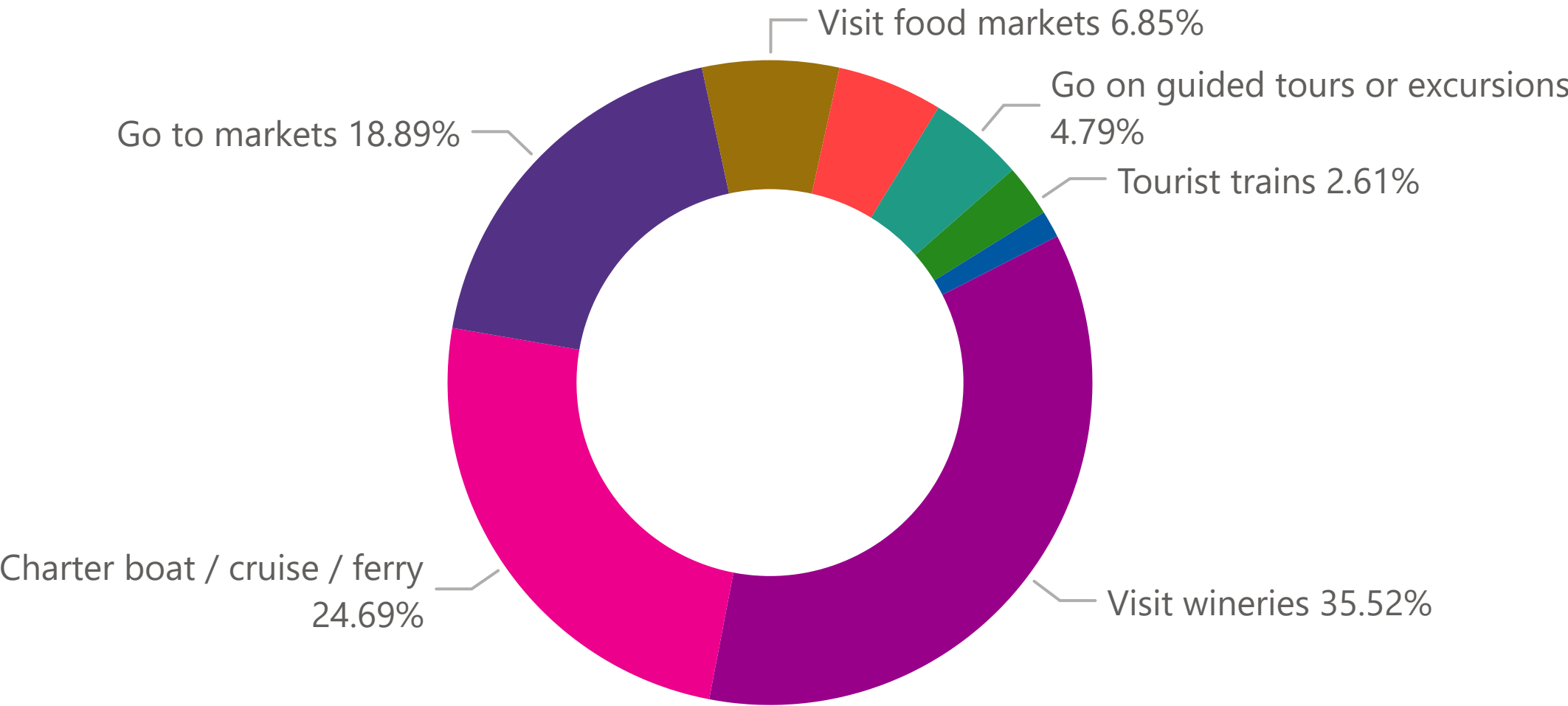
Mildura Wentworth

Social activities



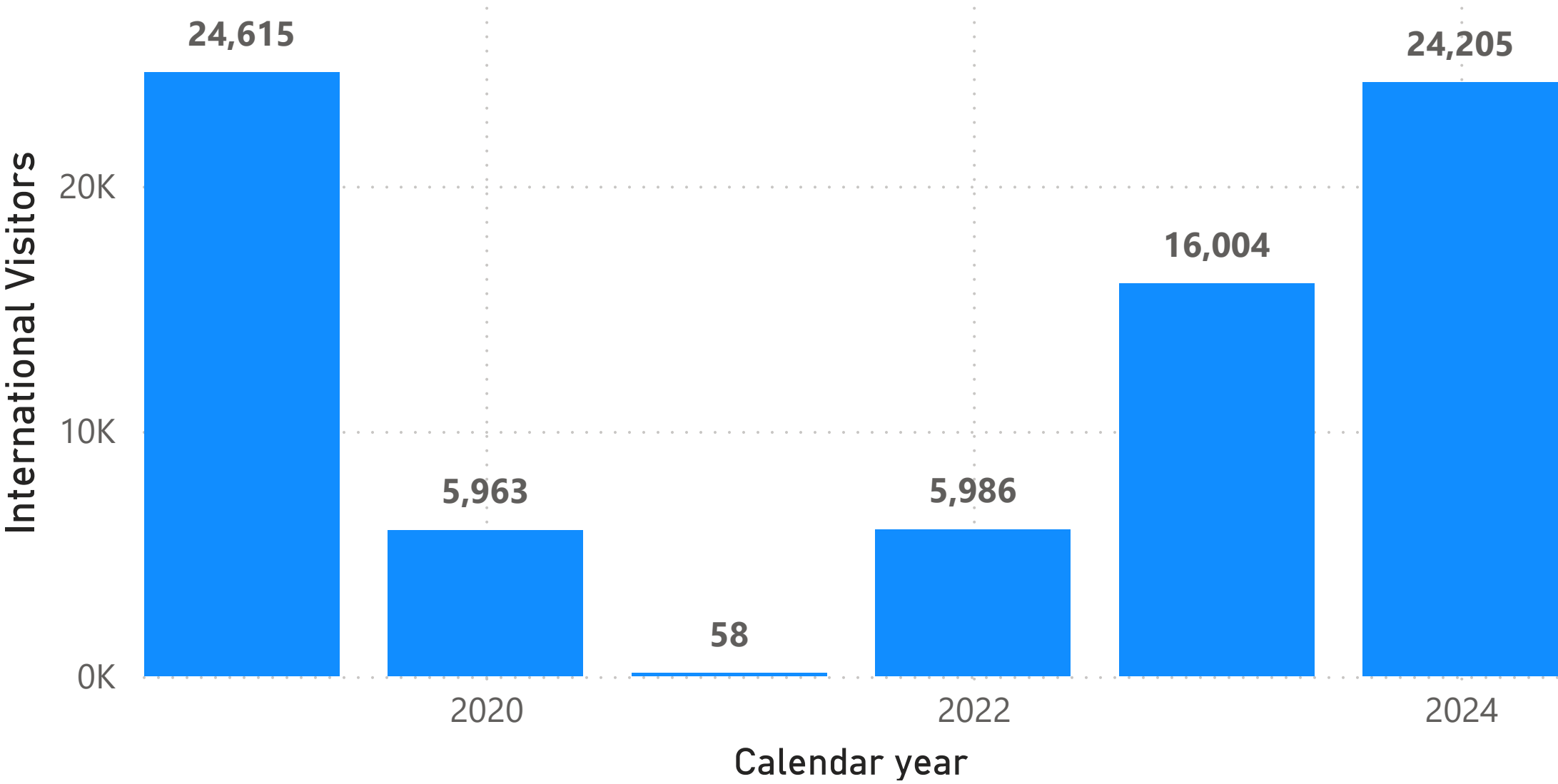
Mildura Wentworth

Local attractions / tourist activities



International Visitors

Mildura Wentworth



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Swan Hill

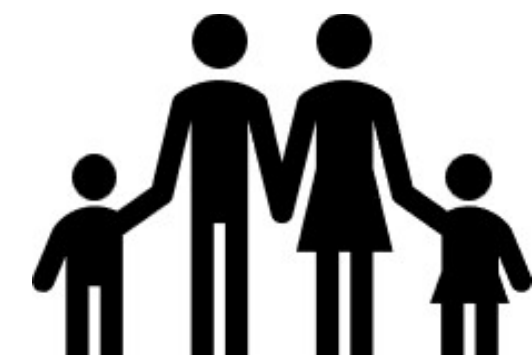


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Year Ending
December 2024



Swan Hill

718,316

Total Visitors (All)

Swan Hill

357,084

Day Trips

Swan Hill

354,273

Overnight Trips

Swan Hill

6,959

International Visitors

Swan Hill

119,916

Day Trips (Interstate)

Swan Hill

237,168

Day Trips (Intrastate)

Swan Hill

102,746

Overnight Trips (Interstate)

Swan Hill

251,527

Overnight Trips (Intrastate)



Swan Hill

998,136

Domestic Overnight Nights

Swan Hill

328,701

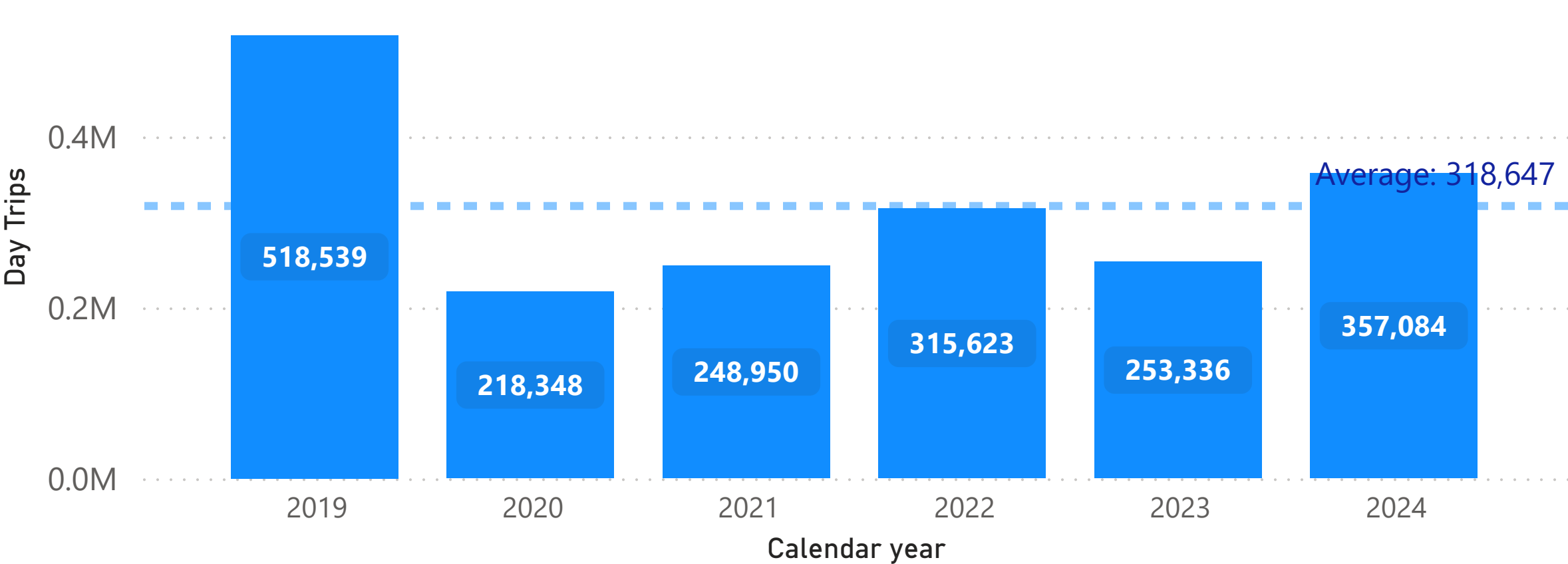
Domestic Overnight Nights (Interstate)

Swan Hill

669,435

Domestic Overnight Nights (Intrastate)

Day Trips
Swan Hill

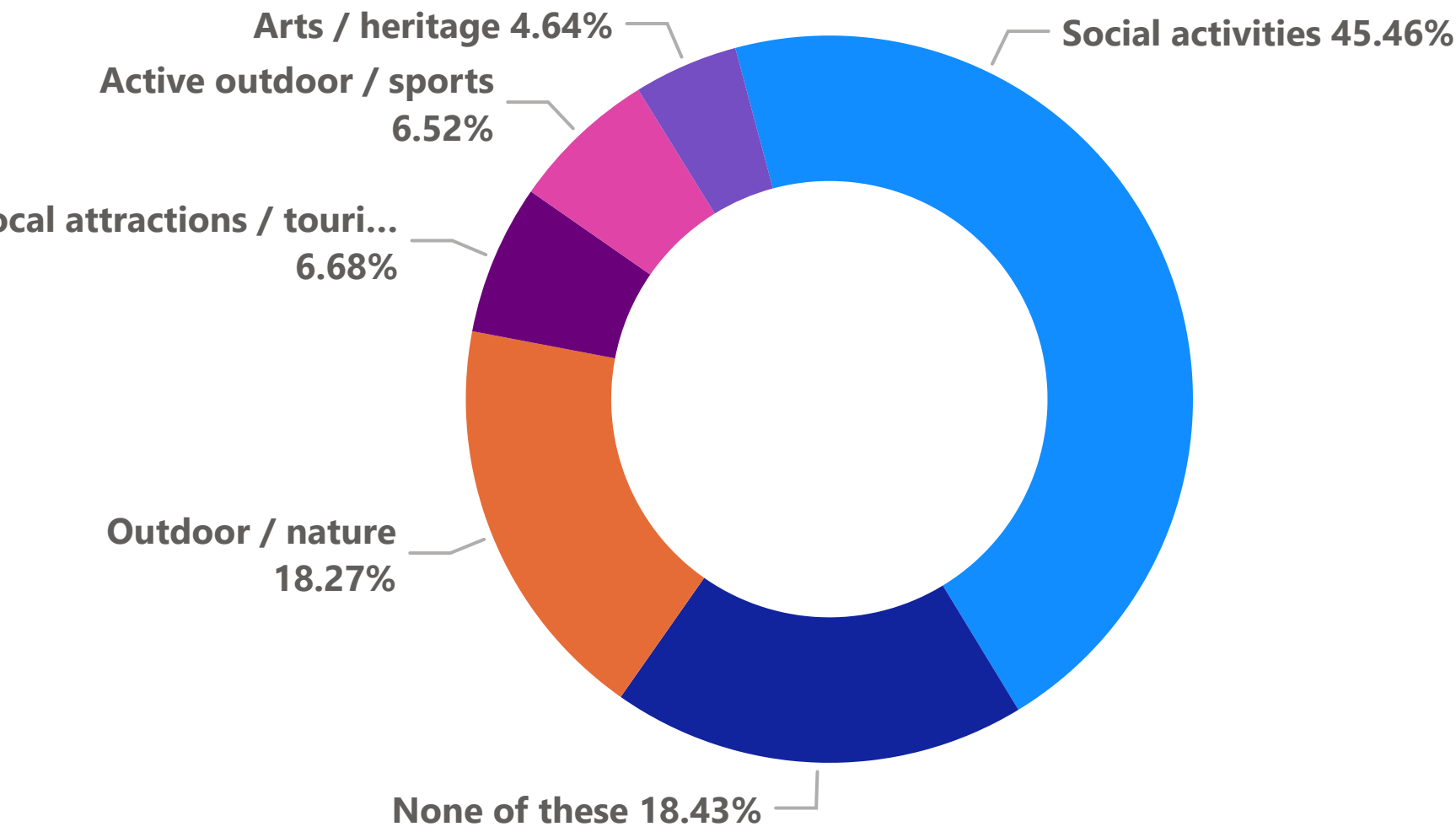


Swan Hill

Calendar year	Day Trips (Interstate)	Day Trips (Intrastate)
2019	116,650	401,889
2020	6,013	212,335
2021	20,965	227,985
2022	33,935	281,688
2023	49,798	203,538
2024	119,916	237,168

Zero Values = No Data Reported for Period

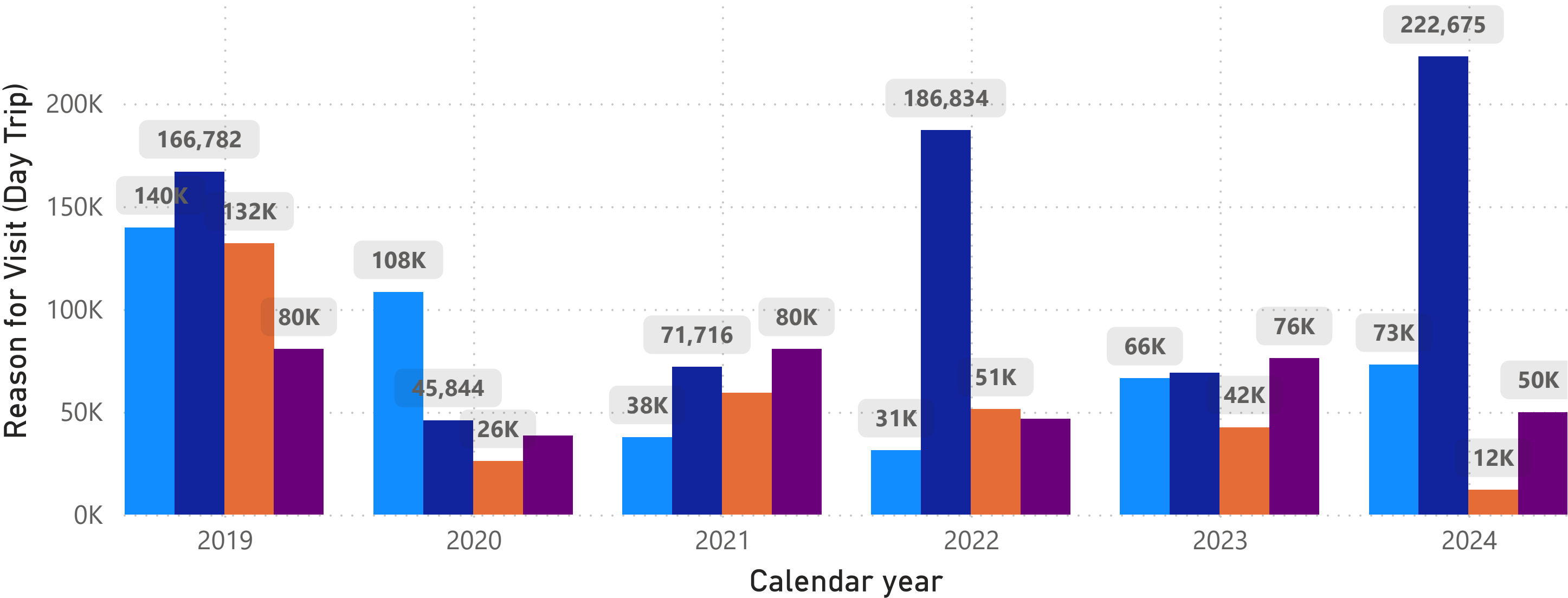
Day Trip Main Activity
Swan Hill



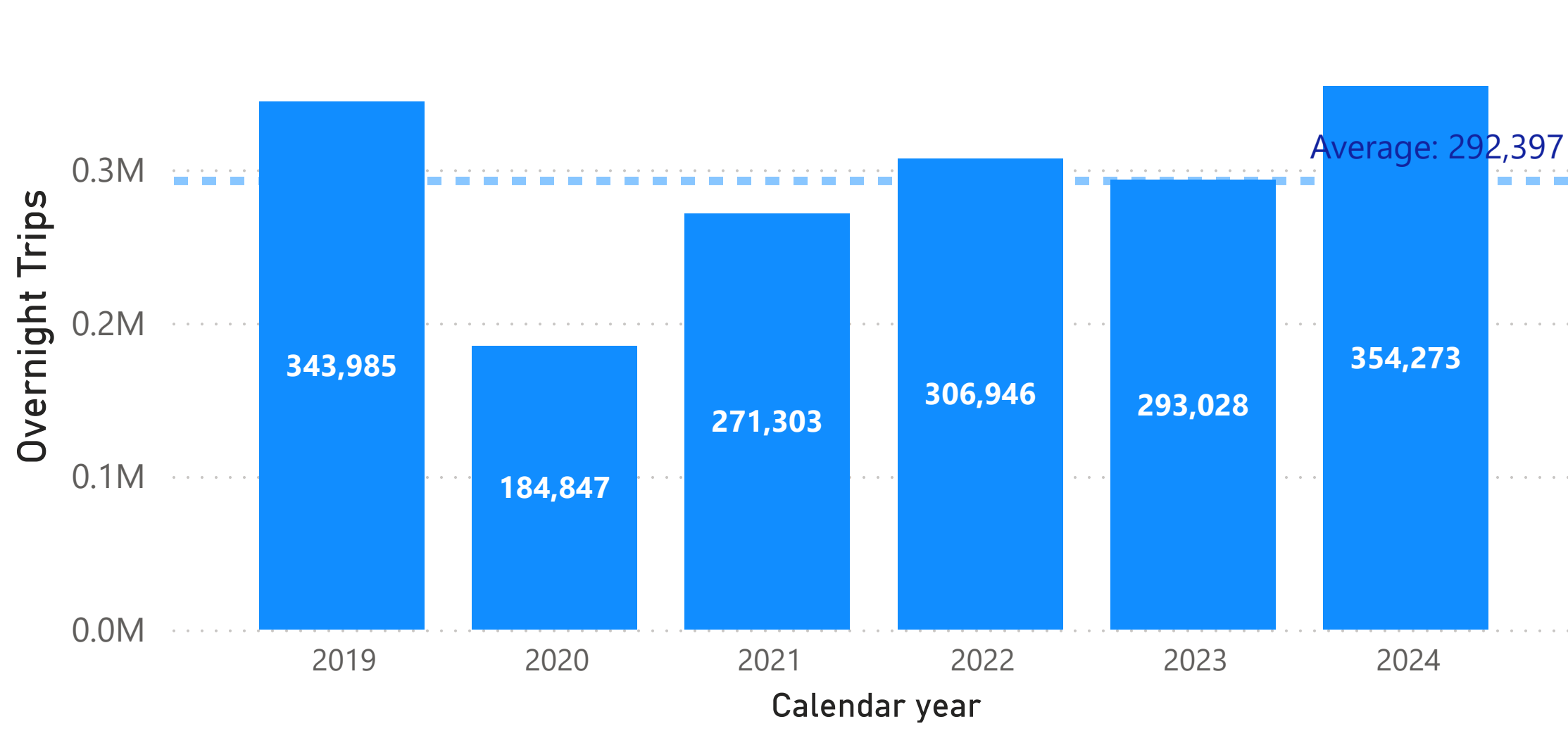
Reason for Visit (Day Trip)

Swan Hill

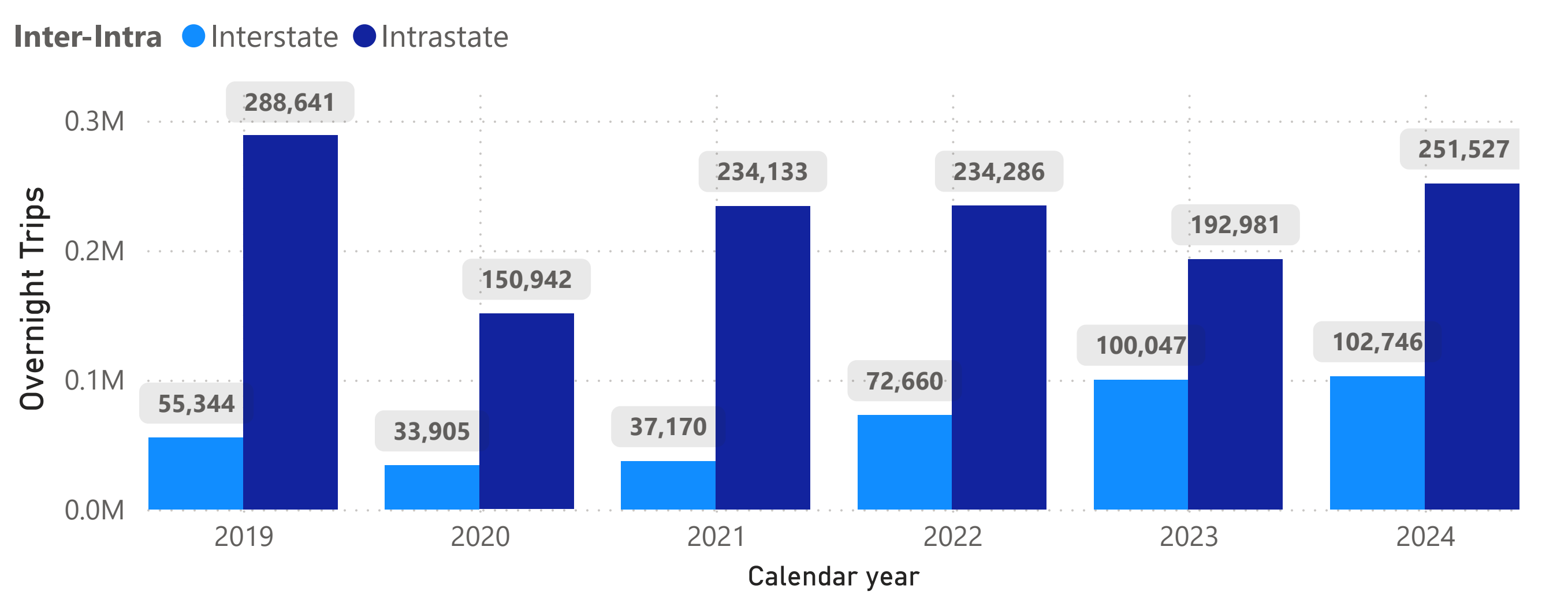
Day Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



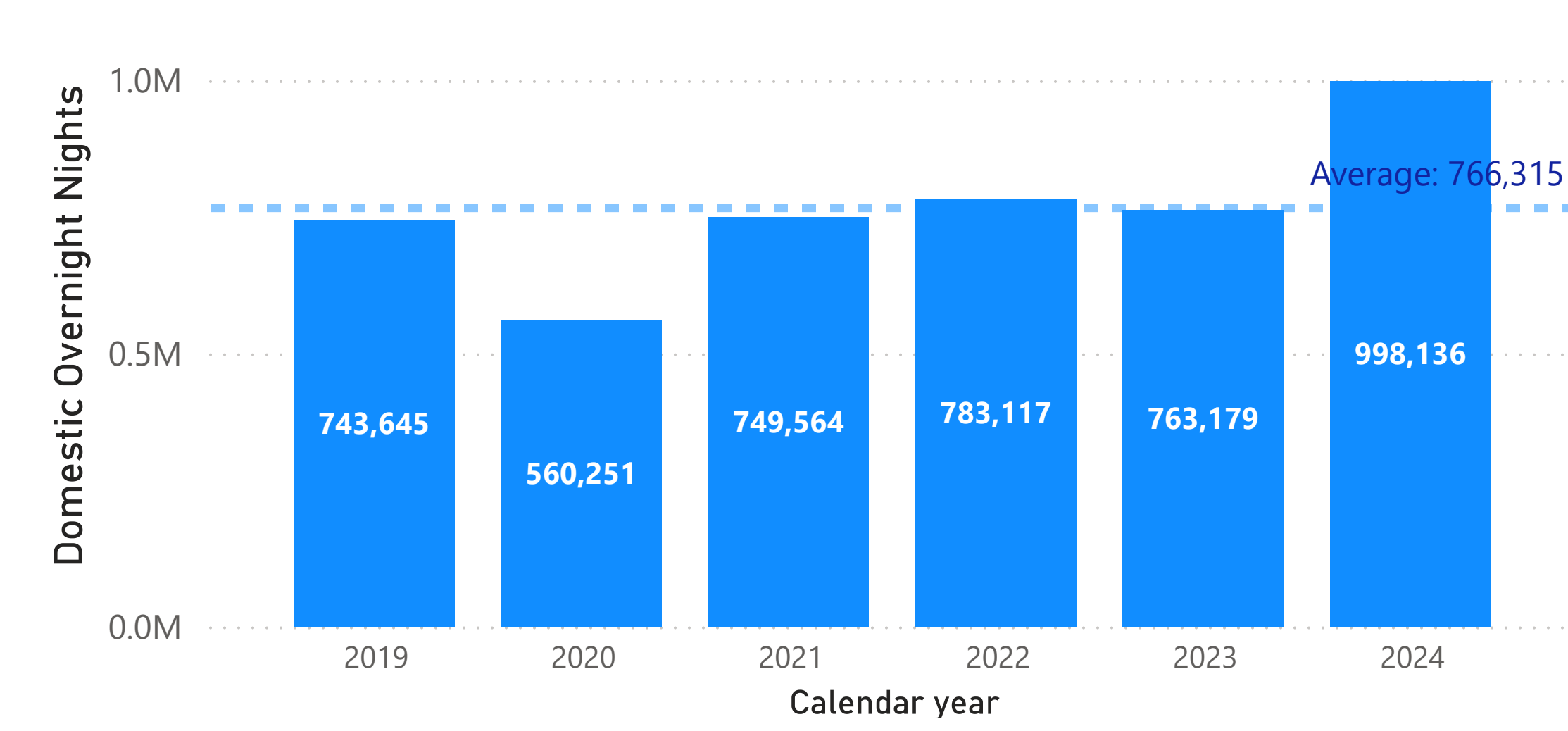
Overnight Trips
Swan Hill



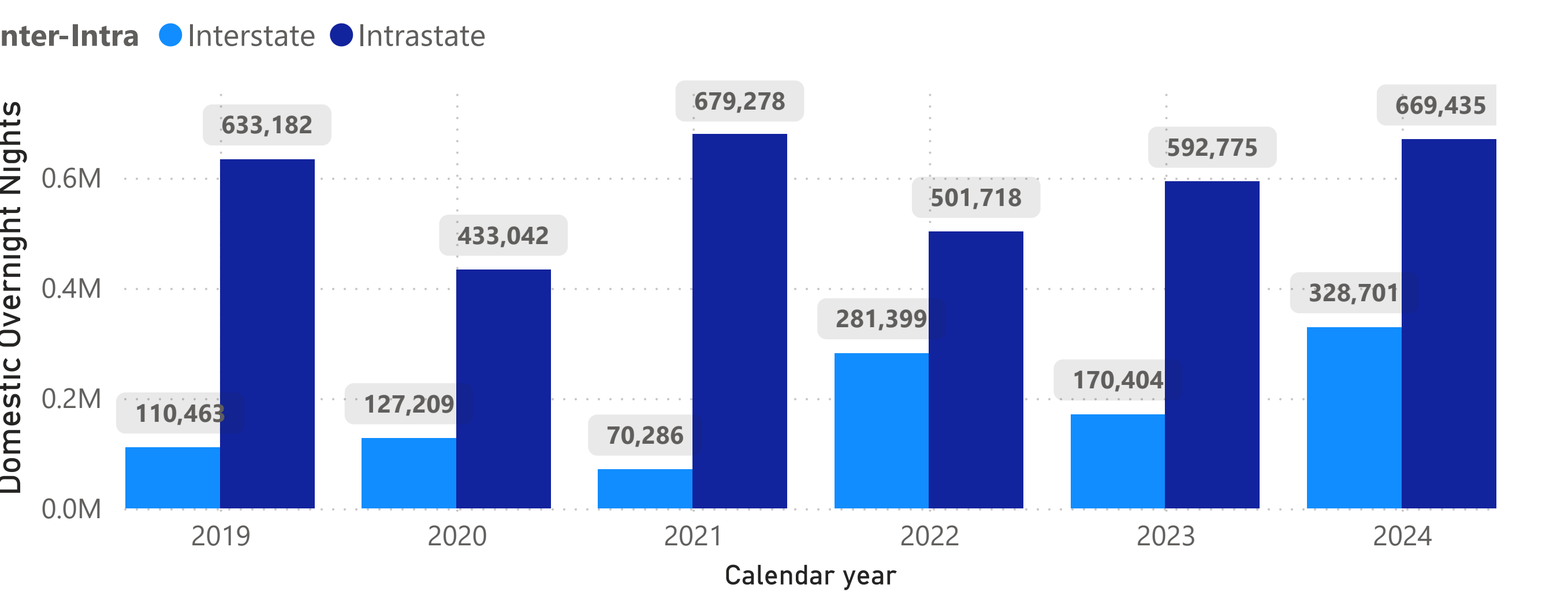
Overnight Trips Interstate - Intrastate
Swan Hill



Overnight Nights
Swan Hill



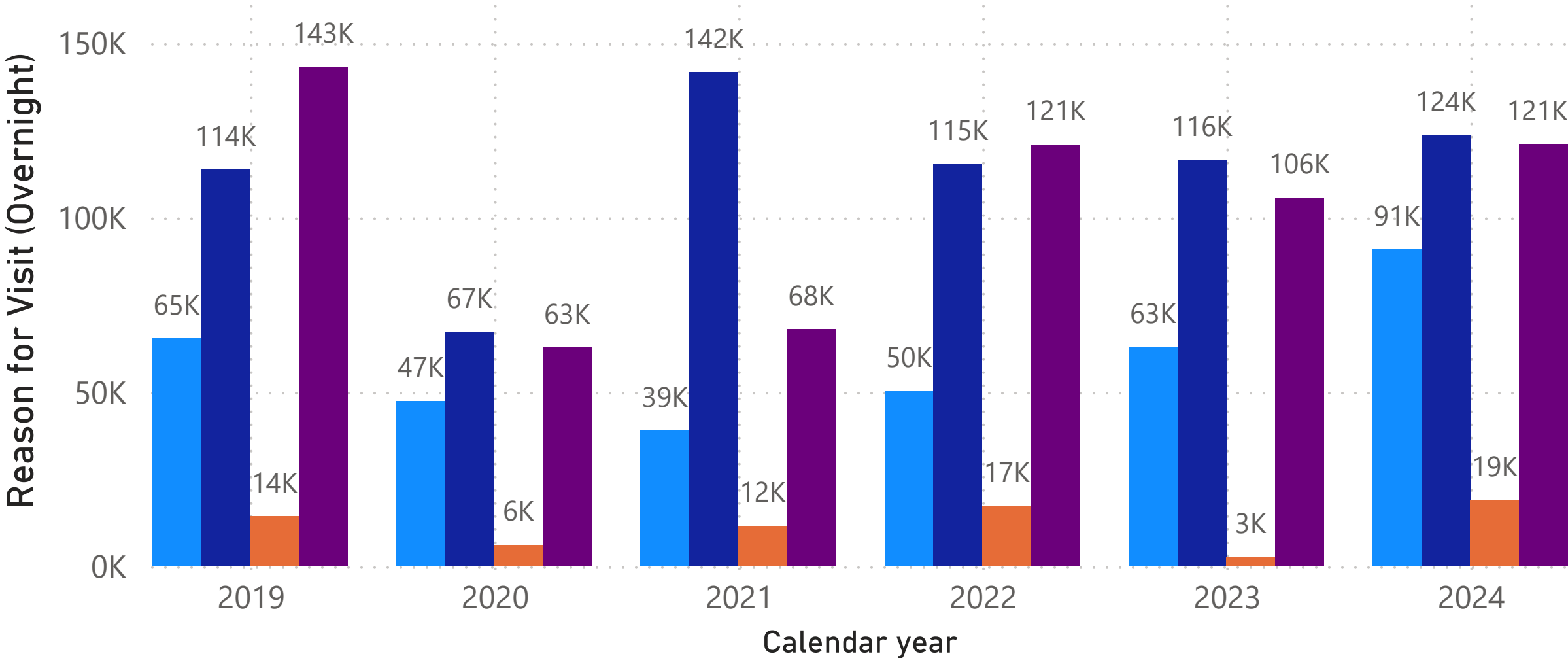
Overnight Nights Interstate - Intrastate
Swan Hill



Reason for Visit (Overnight)

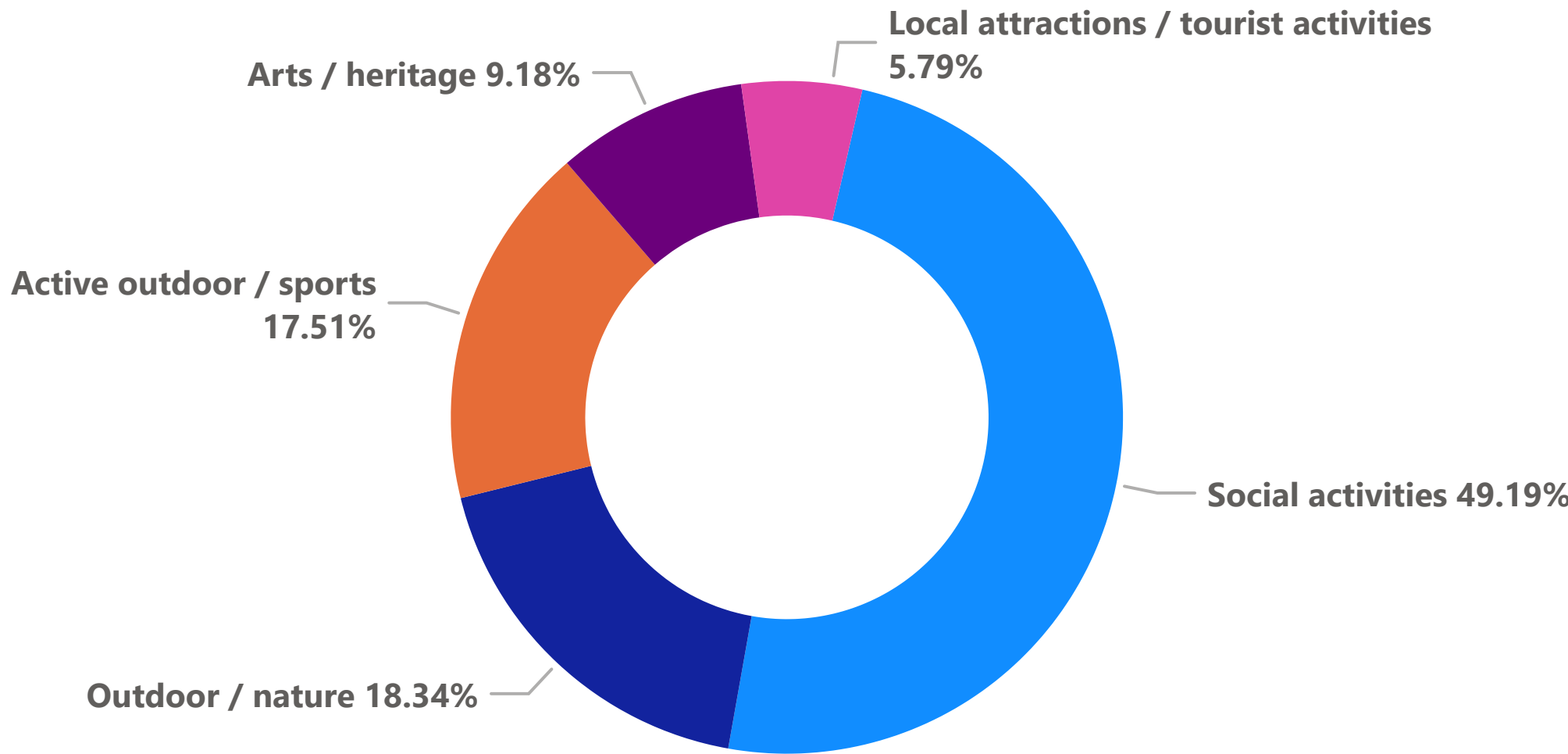
Swan Hill

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



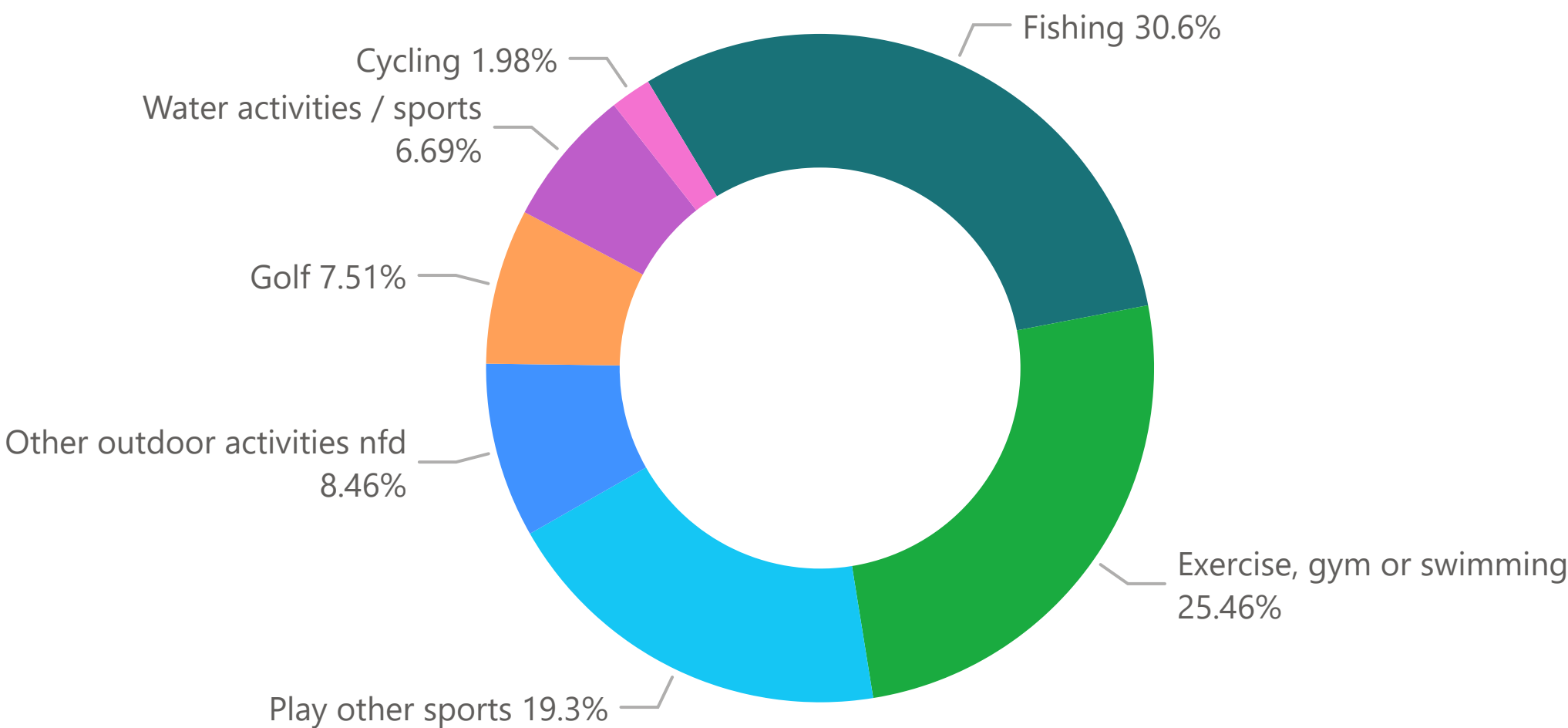
Overnight Main Activity

Swan Hill



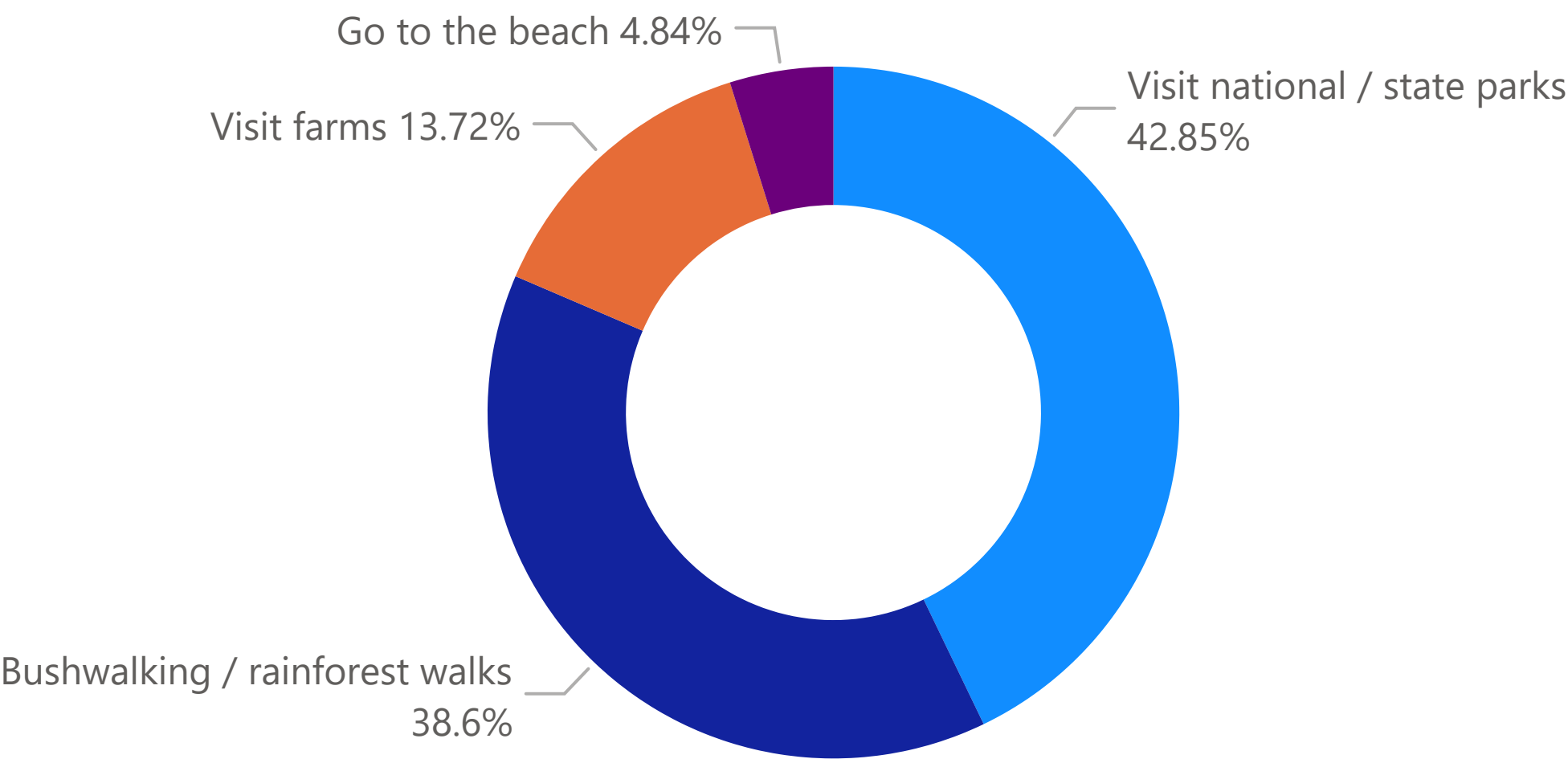
Swan Hill

Active outdoor / sports



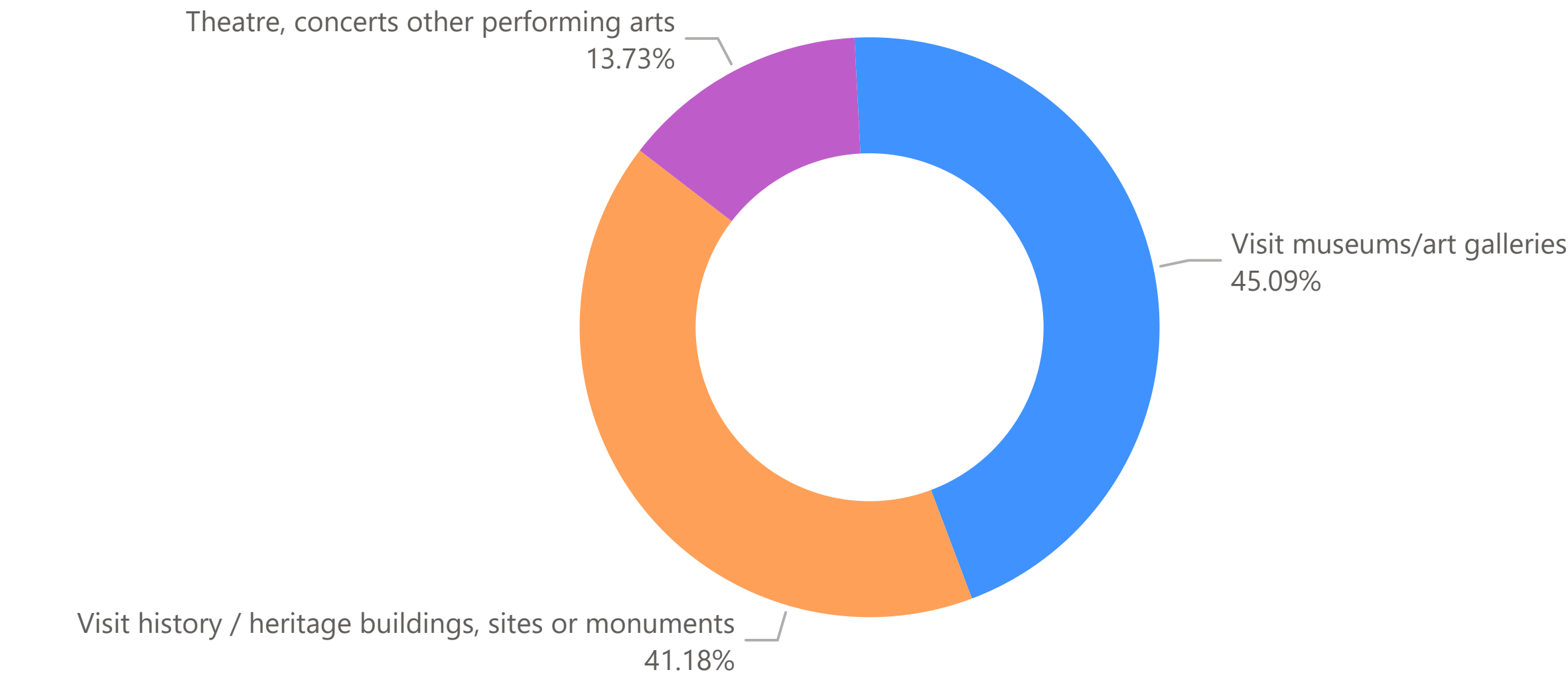
Swan Hill

Outdoor / nature



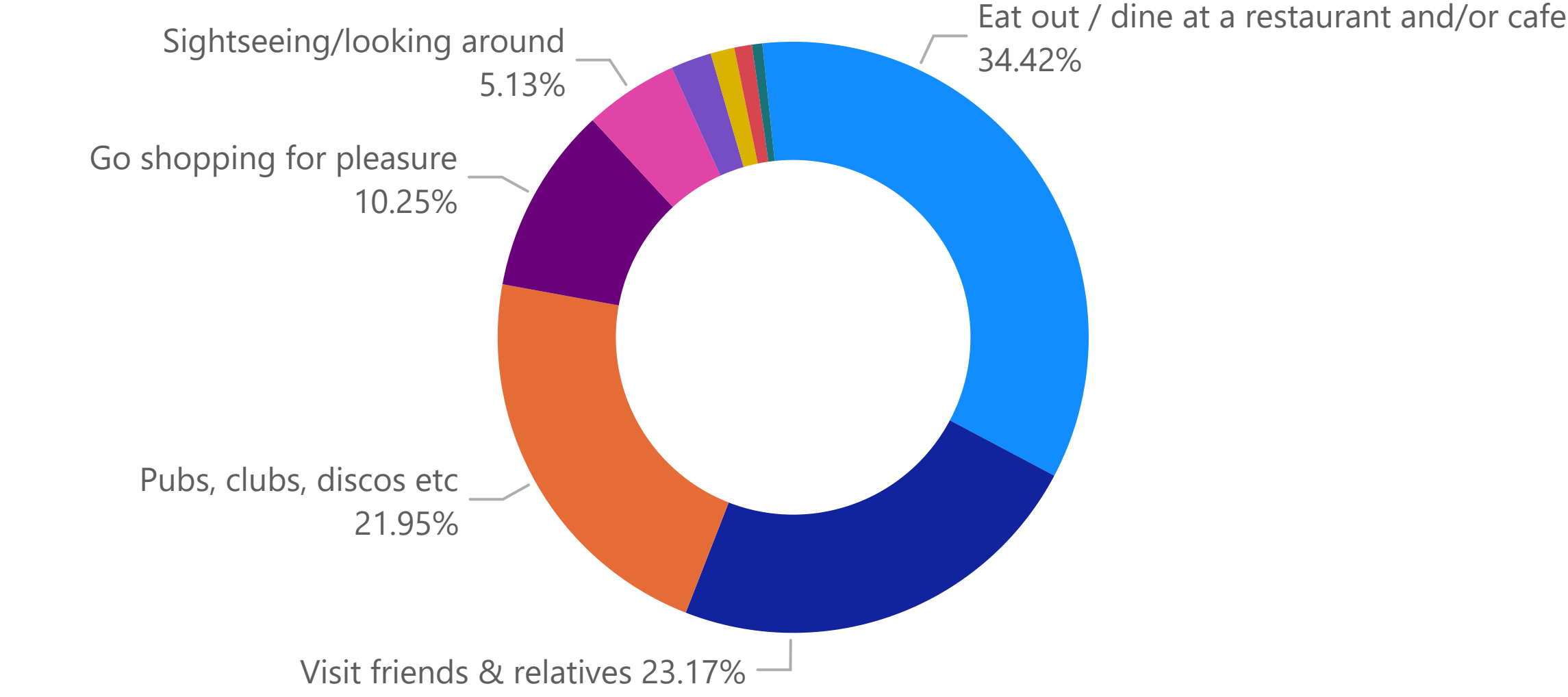
Swan Hill

Arts / heritage



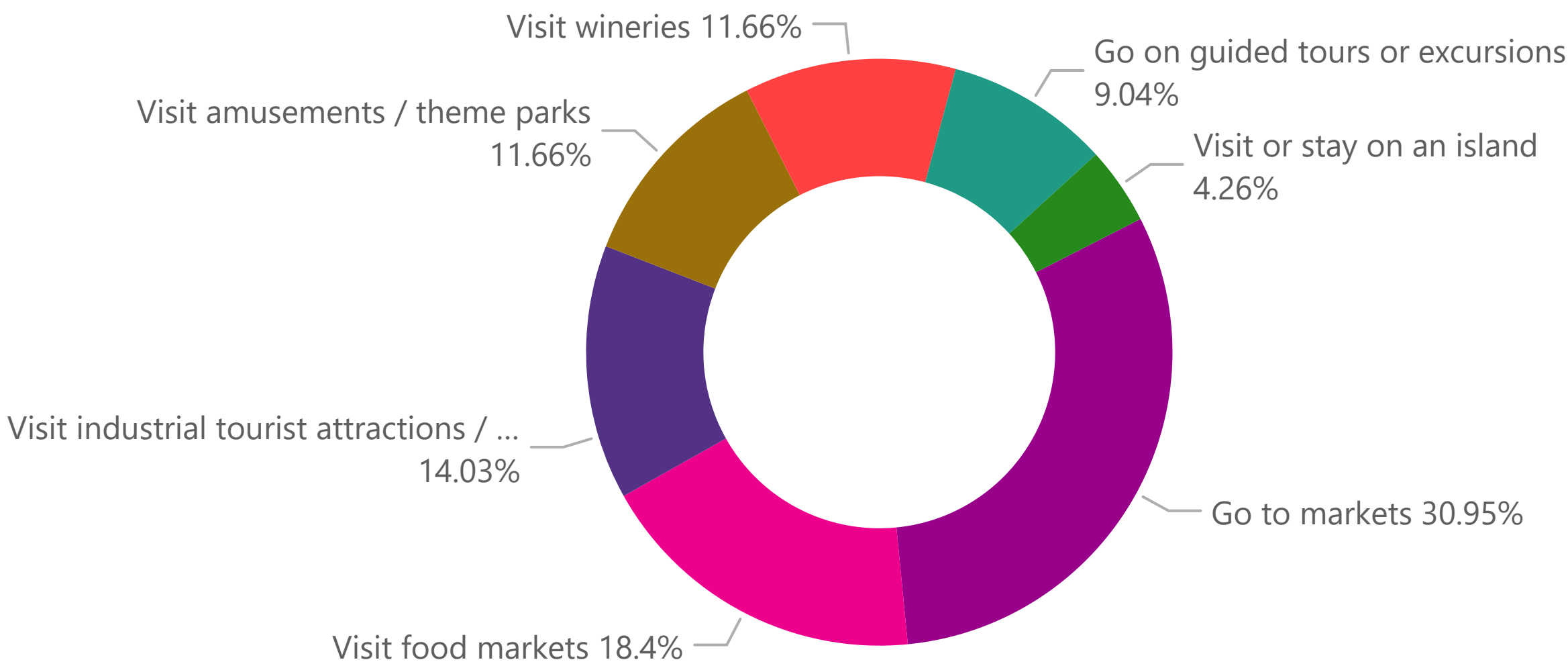
Swan Hill

Social activities



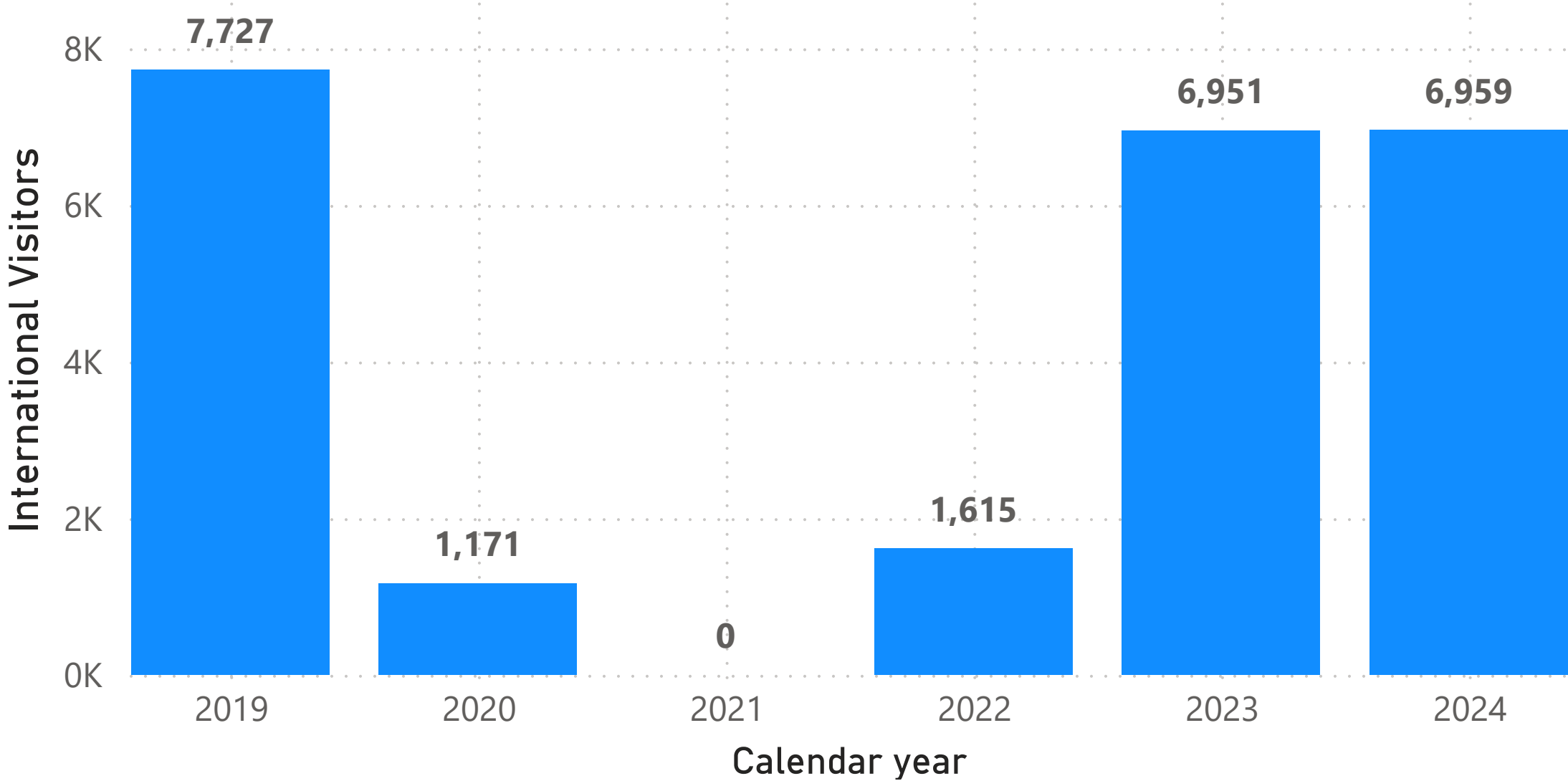
Swan Hill

Local attractions / tourist activities



International Visitors

Swan Hill



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Echuca
Moama



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Year Ending
December 2024



Echuca Moama

1,161,082

Total Visitors (All)

Echuca Moama

537,099

Day Trips

Echuca Moama

618,310

Overnight Trips

Echuca Moama

5,673

International Visitors

Echuca Moama

55,587

Day Trips (Interstate)

Echuca Moama

481,512

Day Trips (Intrastate)

Echuca Moama

196,878

Overnight Trips (Interstate)

Echuca Moama

421,432

Overnight Trips (Intrastate)



Echuca Moama

1,613,924

Domestic Overnight Nights

Echuca Moama

535,008

Domestic Overnight Nights (Interstate)

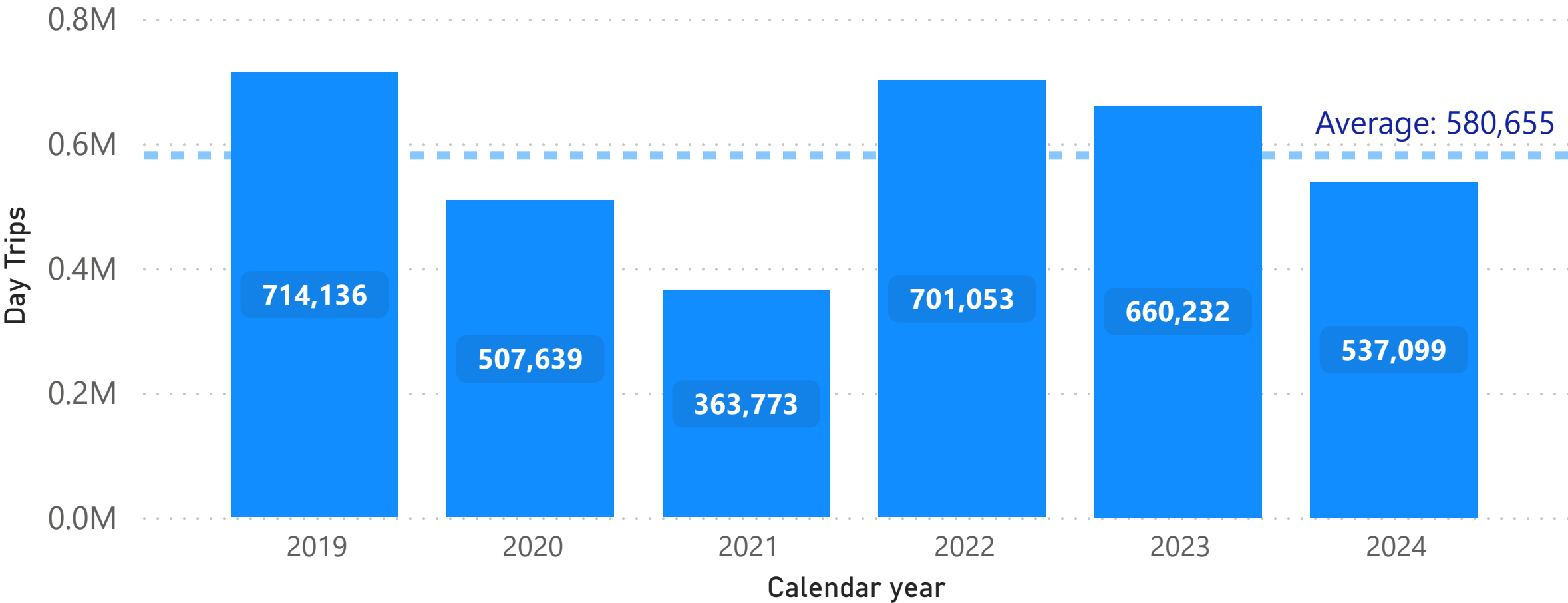
Echuca Moama

1,078,916

Domestic Overnight Nights (Intrastate)

Day Trips

Echuca Moama



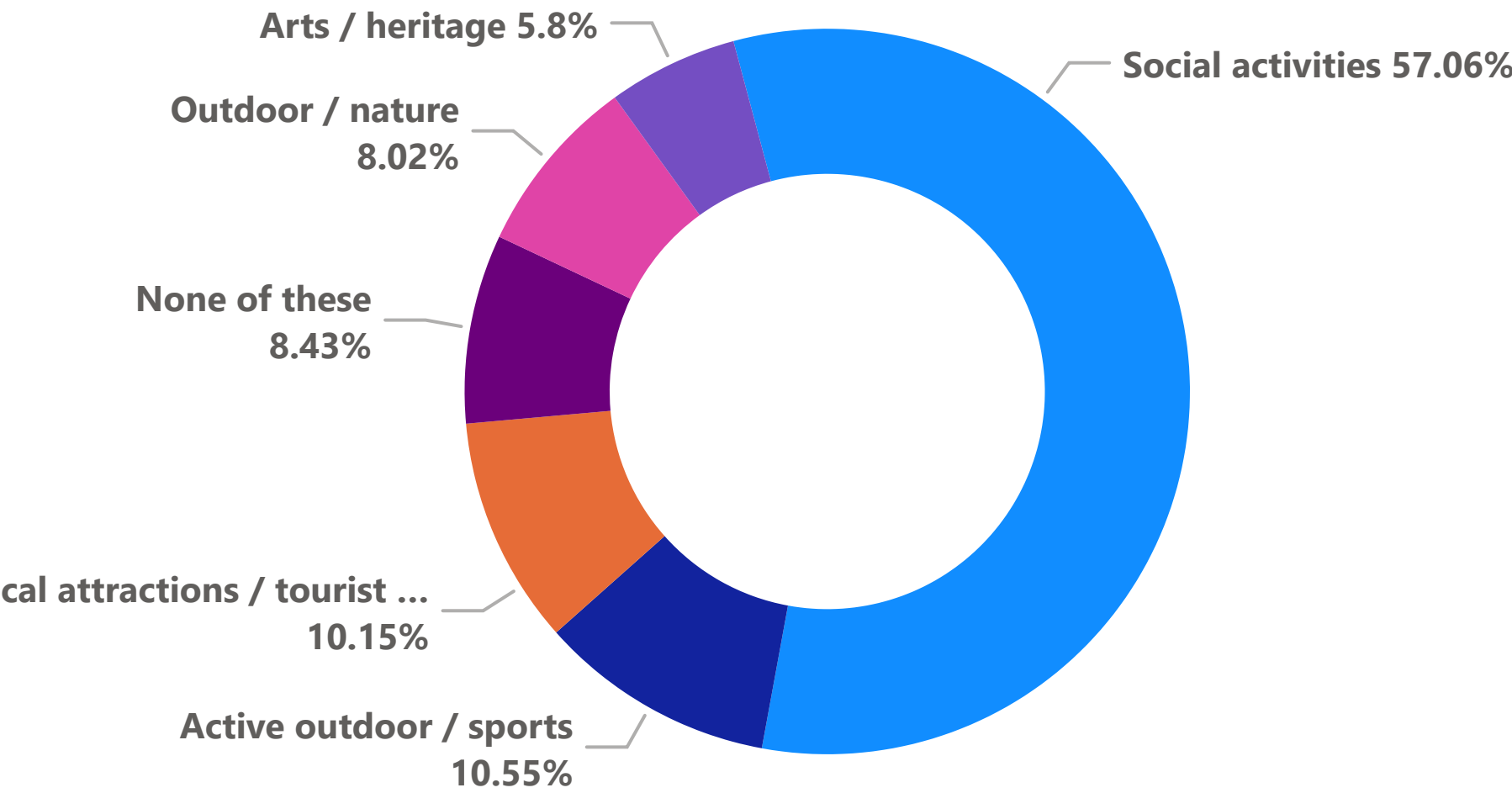
Echuca Moama

Calendar year	Day Trips (Interstate)	Day Trips (Intrastate)
2019	141,569	572,567
2020	75,419	432,220
2021	75,253	288,520
2022	124,208	576,845
2023	62,912	597,320
2024	55,587	481,512

Zero Values = No Data Reported for Period

Day Trip Main Activity

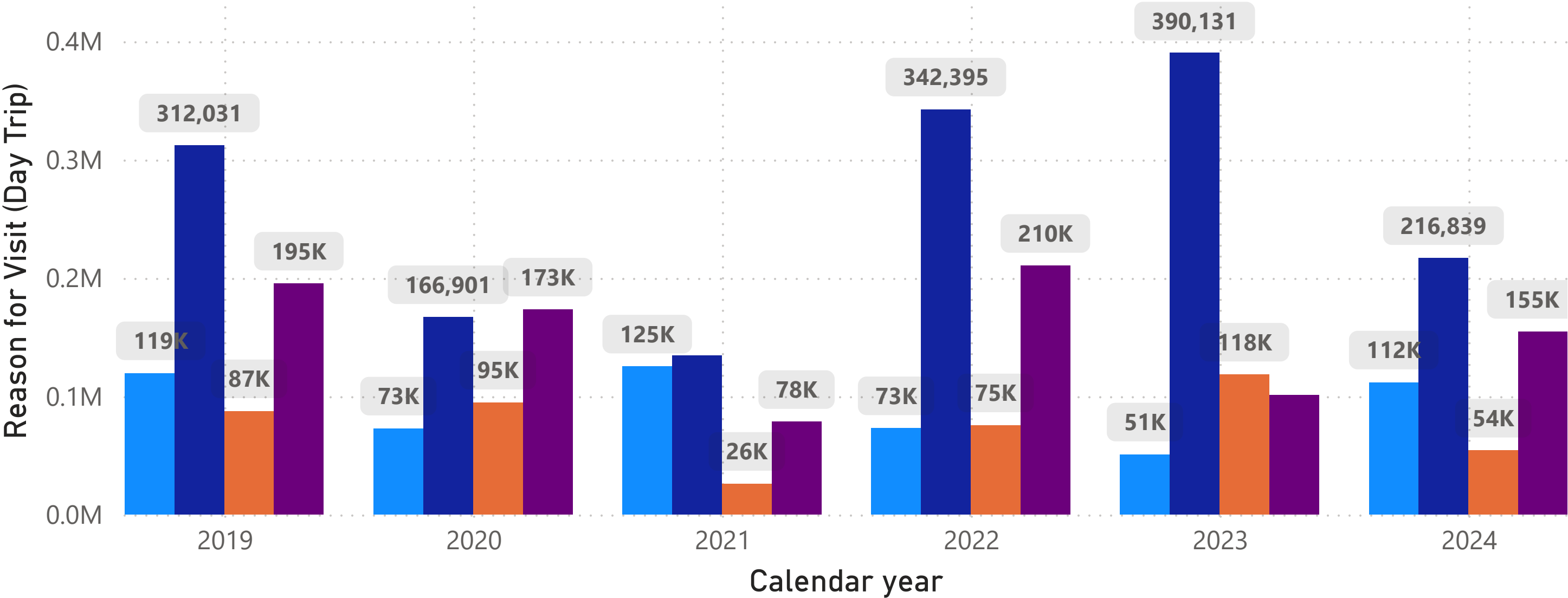
Echuca Moama



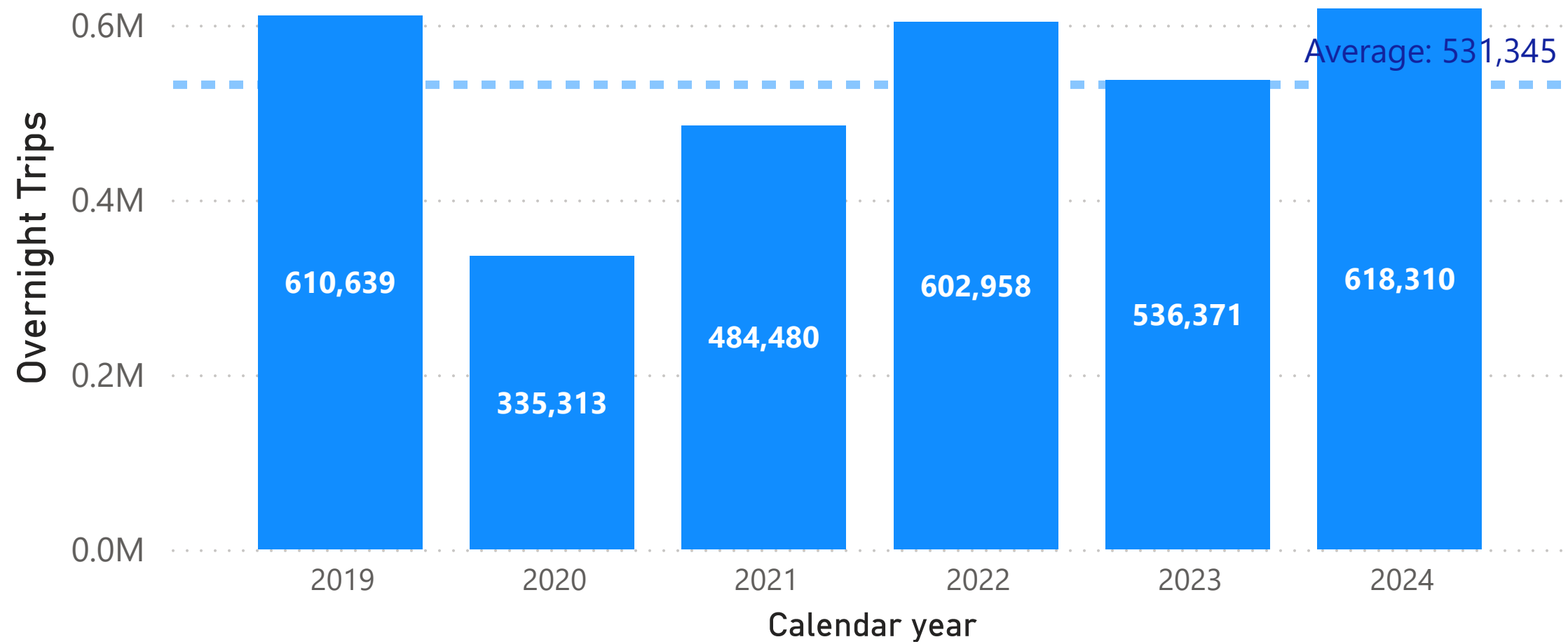
Reason for Visit (Day Trip)

Echuca Moama

Day Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives

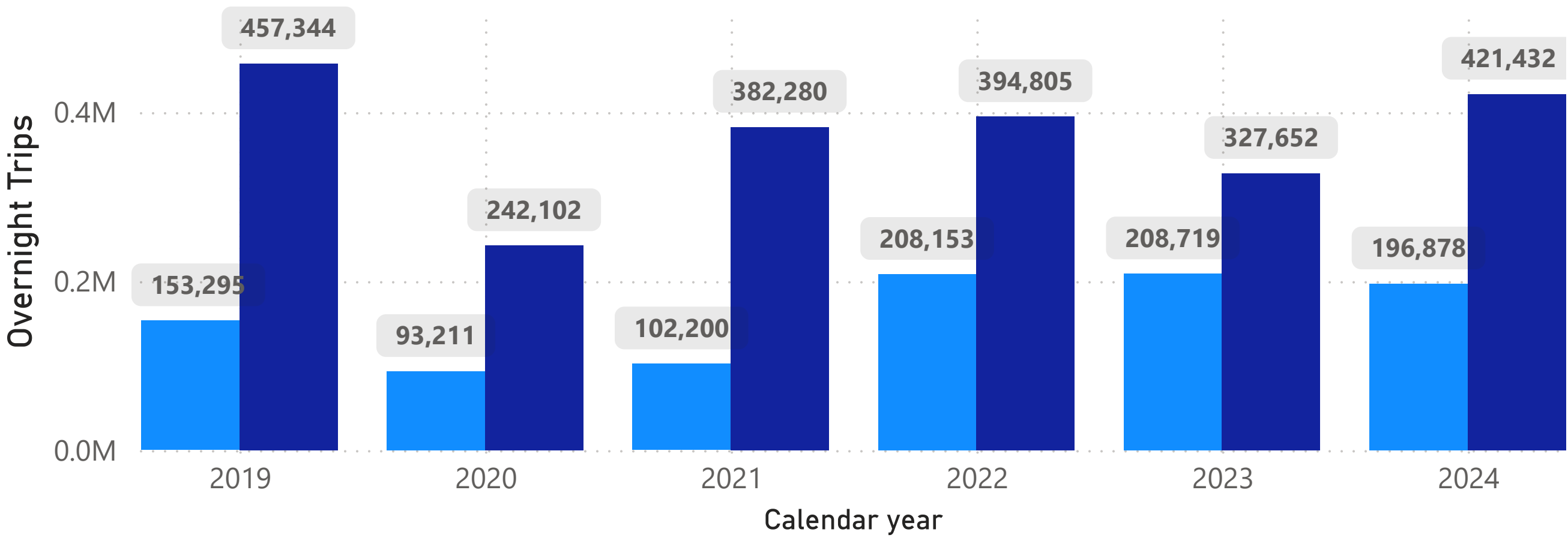


Overnight Trips
Echuca Moama

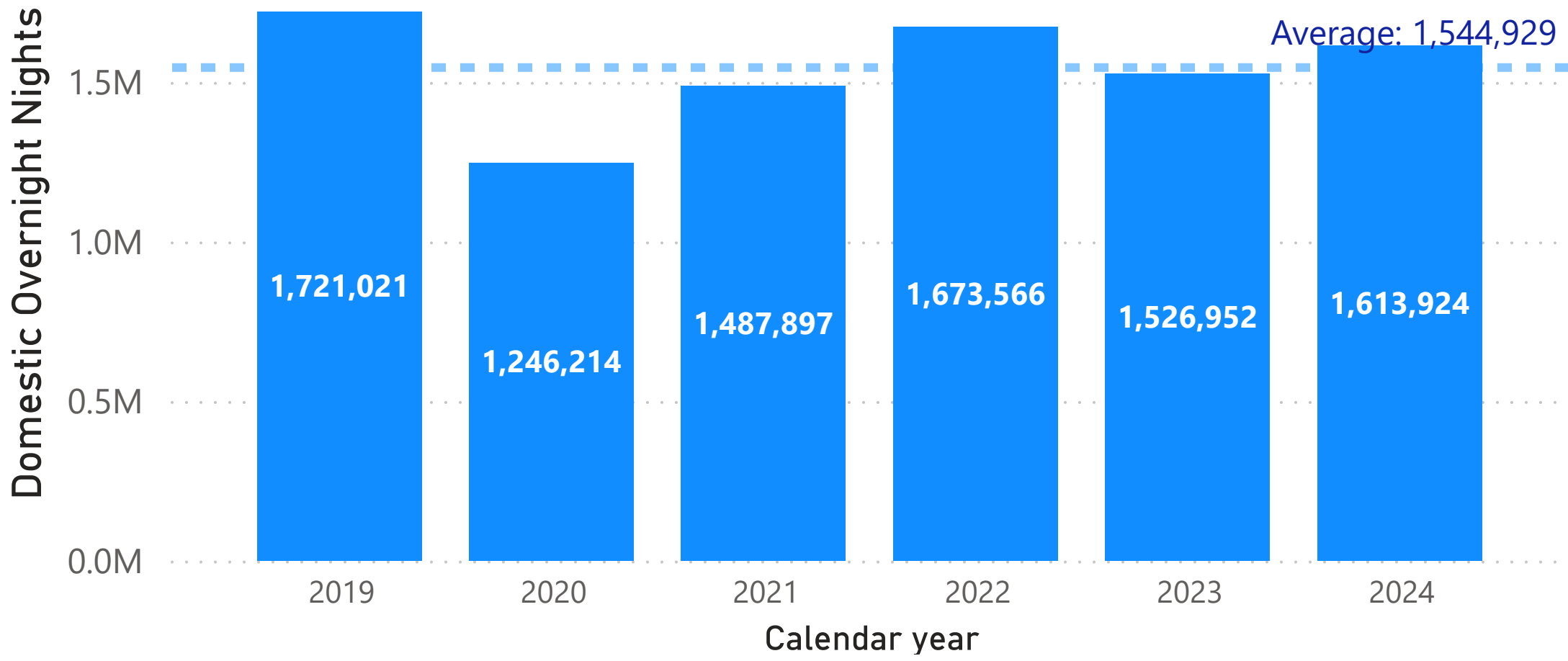


Overnight Trips Interstate - Intrastate
Echuca Moama

Inter-Intra ● Interstate ● Intrastate

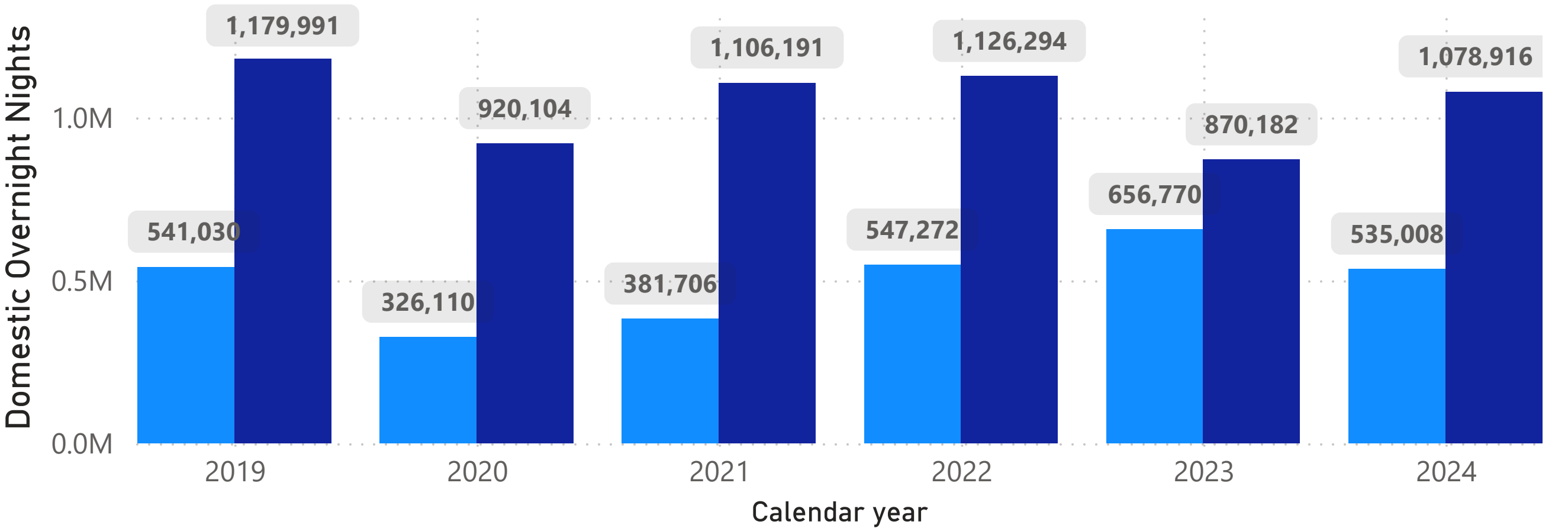


Overnight Nights
Echuca Moama



Overnight Nights Interstate - Intrastate
Echuca Moama

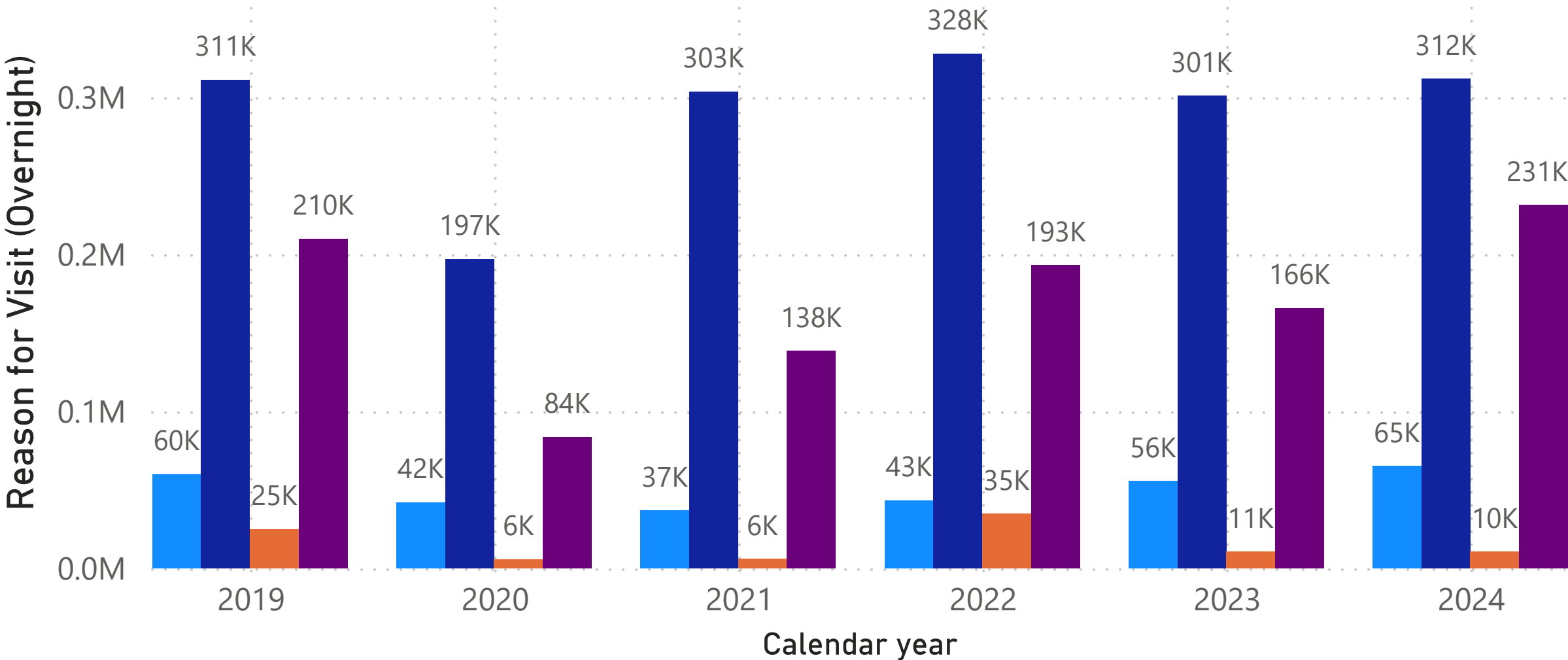
Inter-Intra ● Interstate ● Intrastate



Reason for Visit (Overnight)

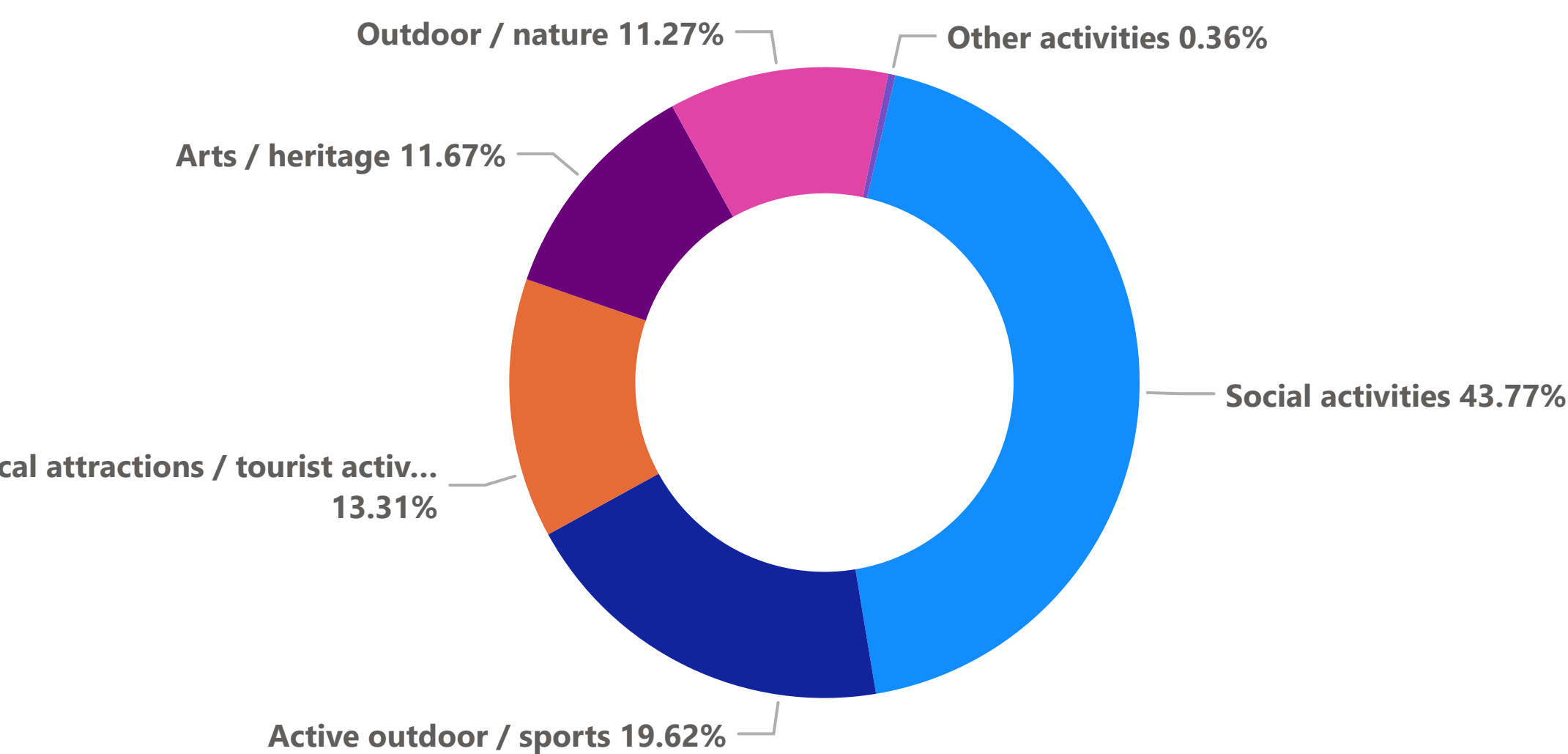
Echuca Moama

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



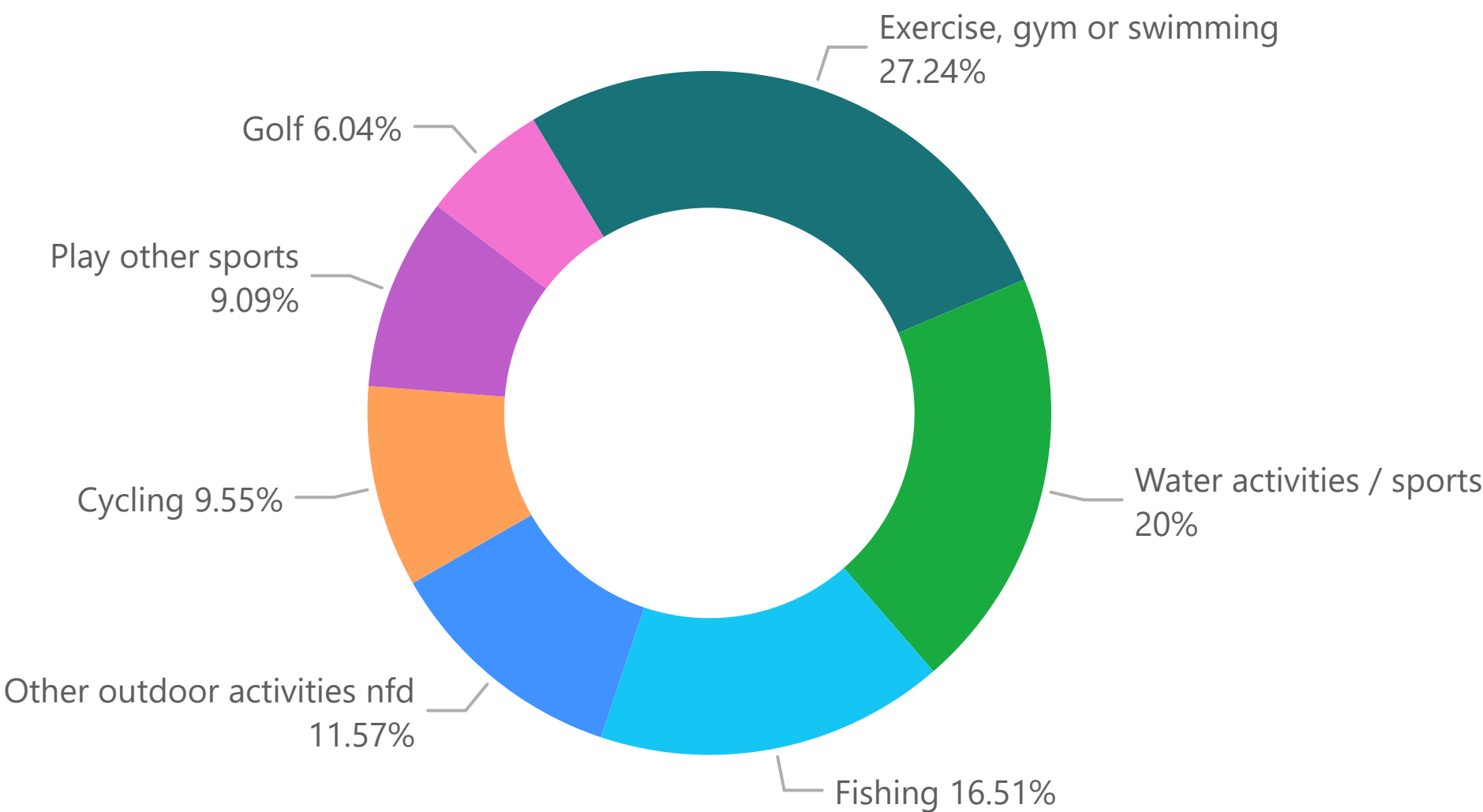
Overnight Main Activity

Echuca Moama



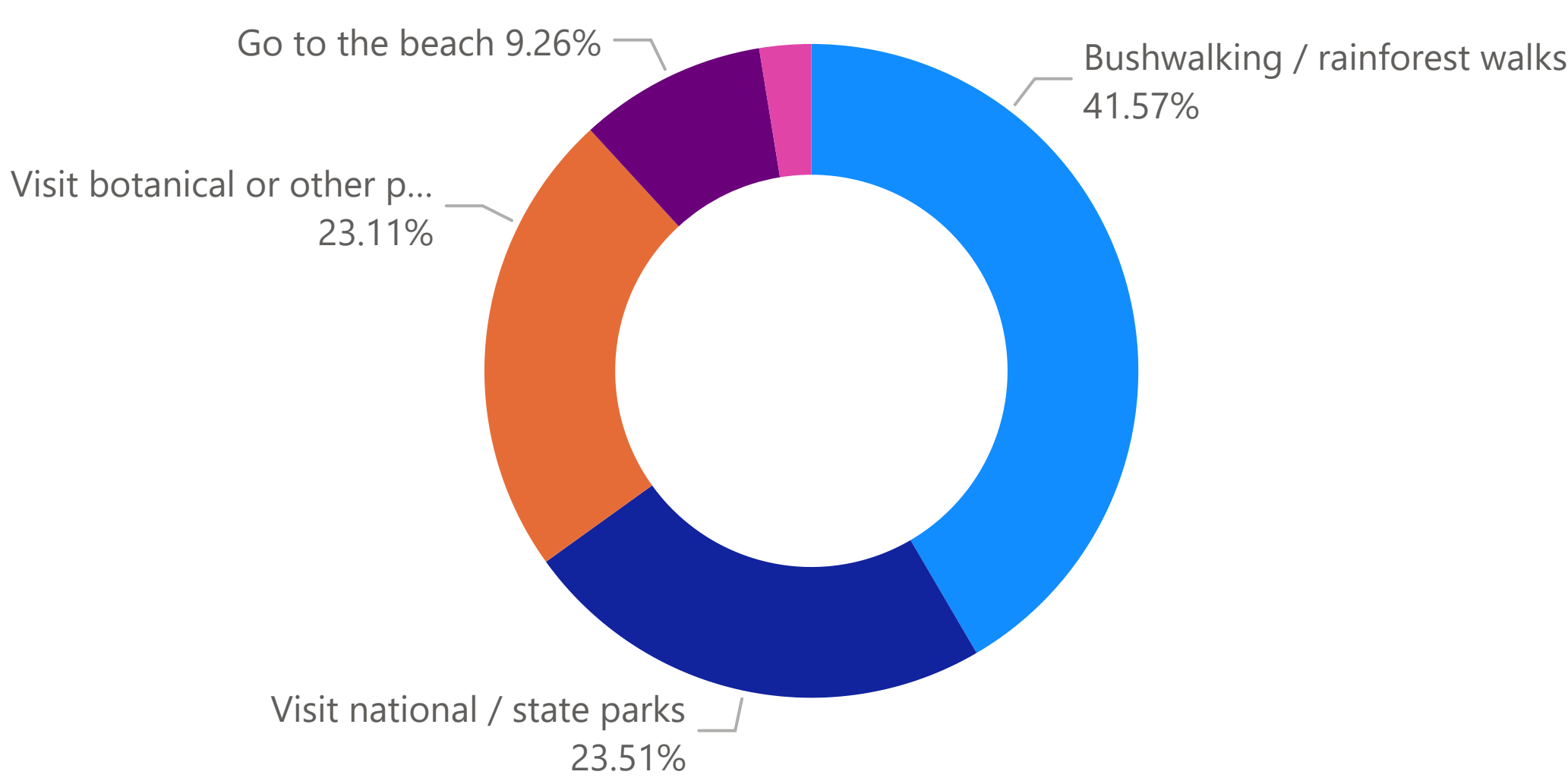
Echuca Moama

Active outdoor / sports



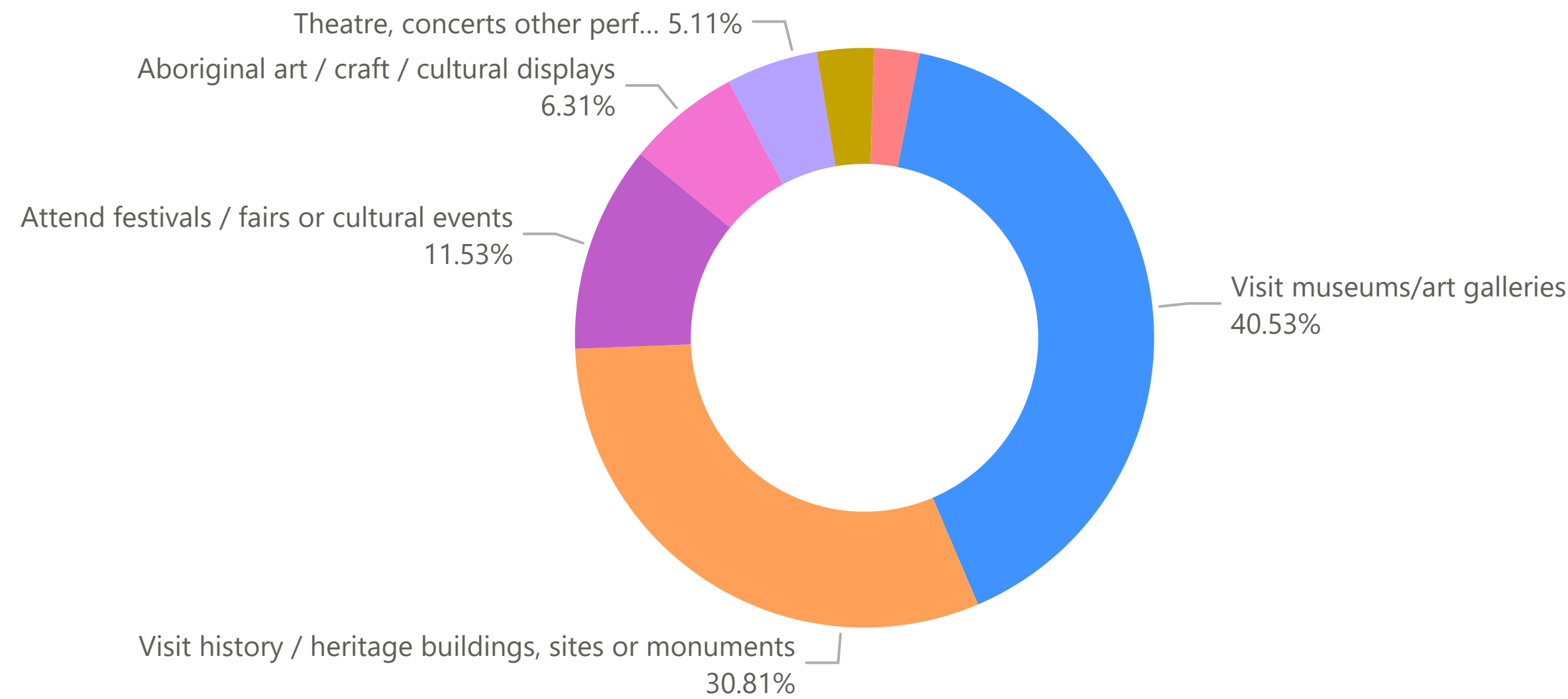
Echuca Moama

Outdoor / nature



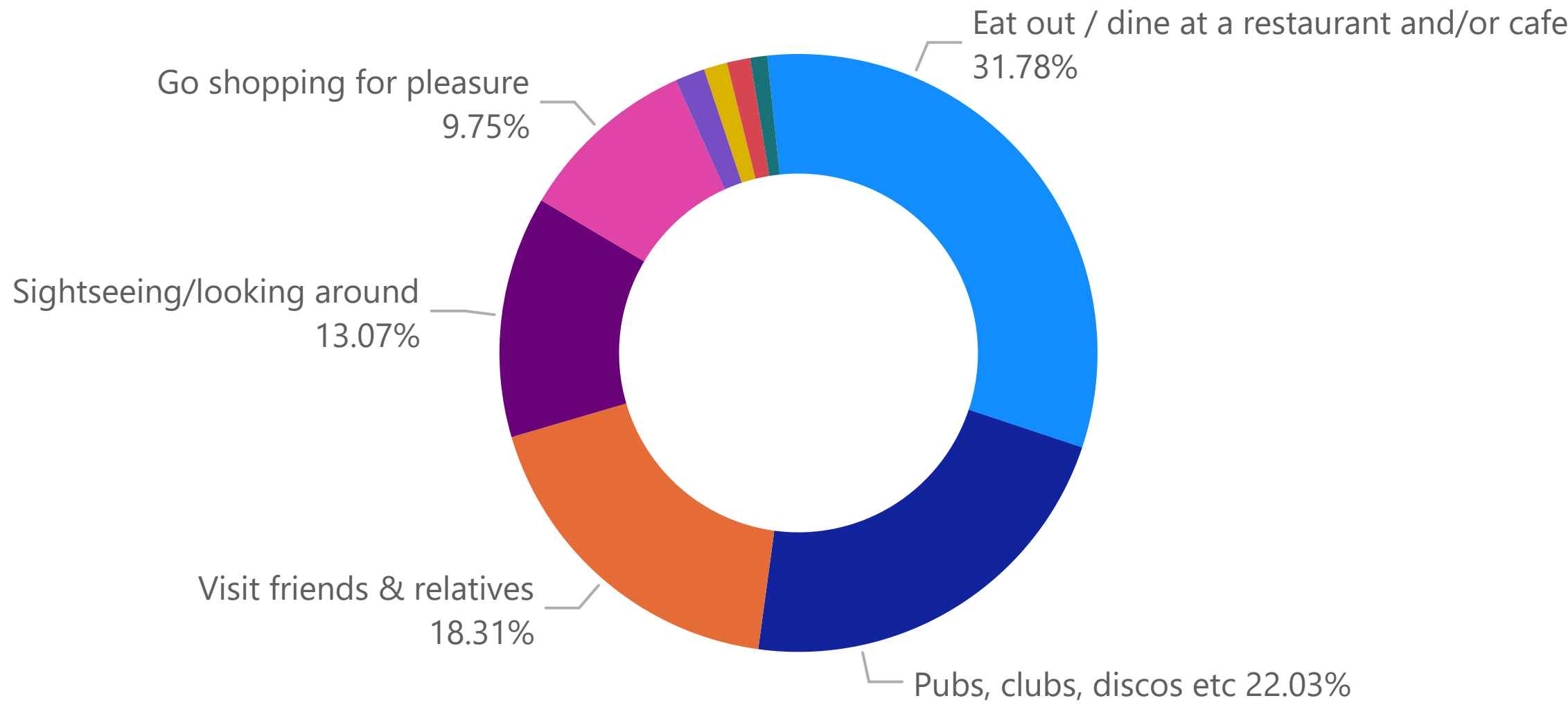
Echuca Moama

Arts / heritage



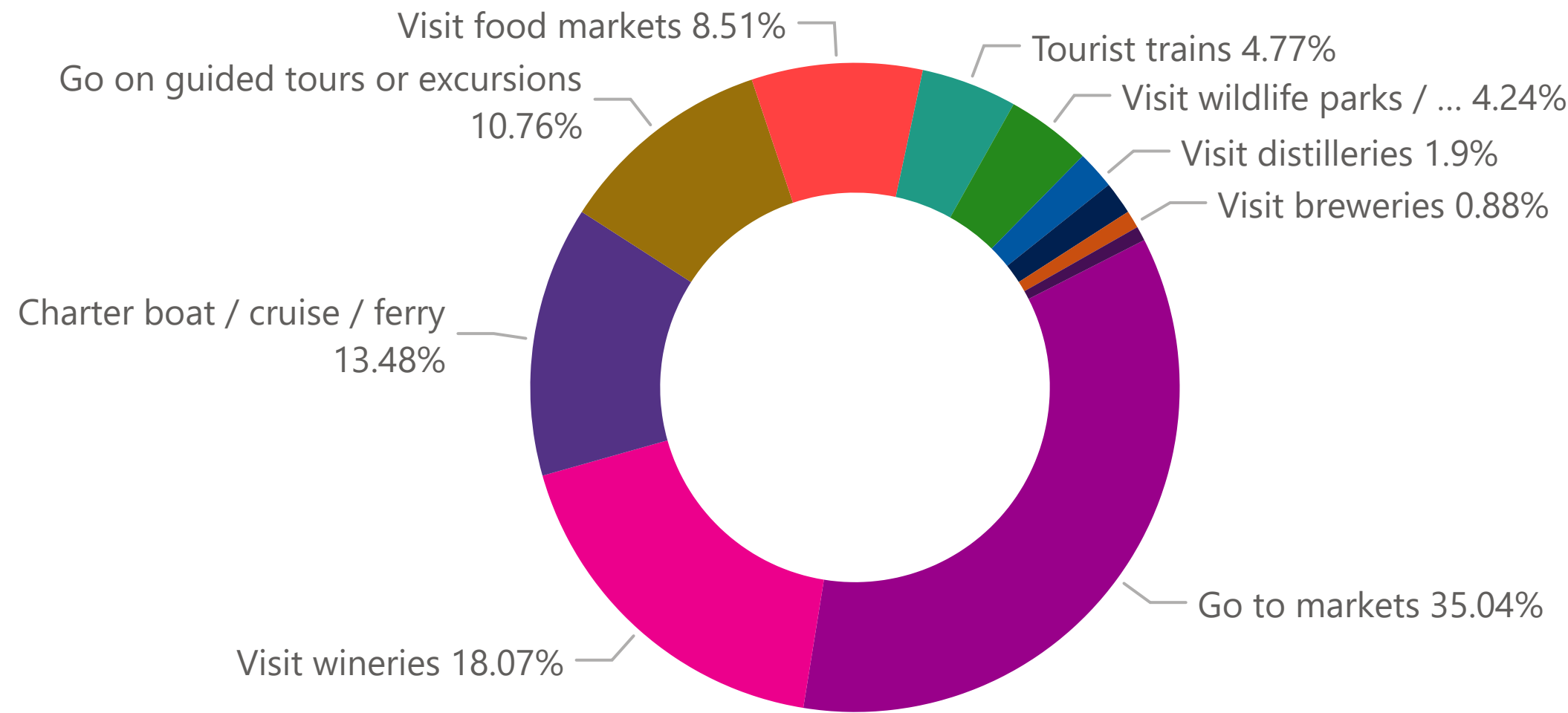
Echuca Moama

Social activities



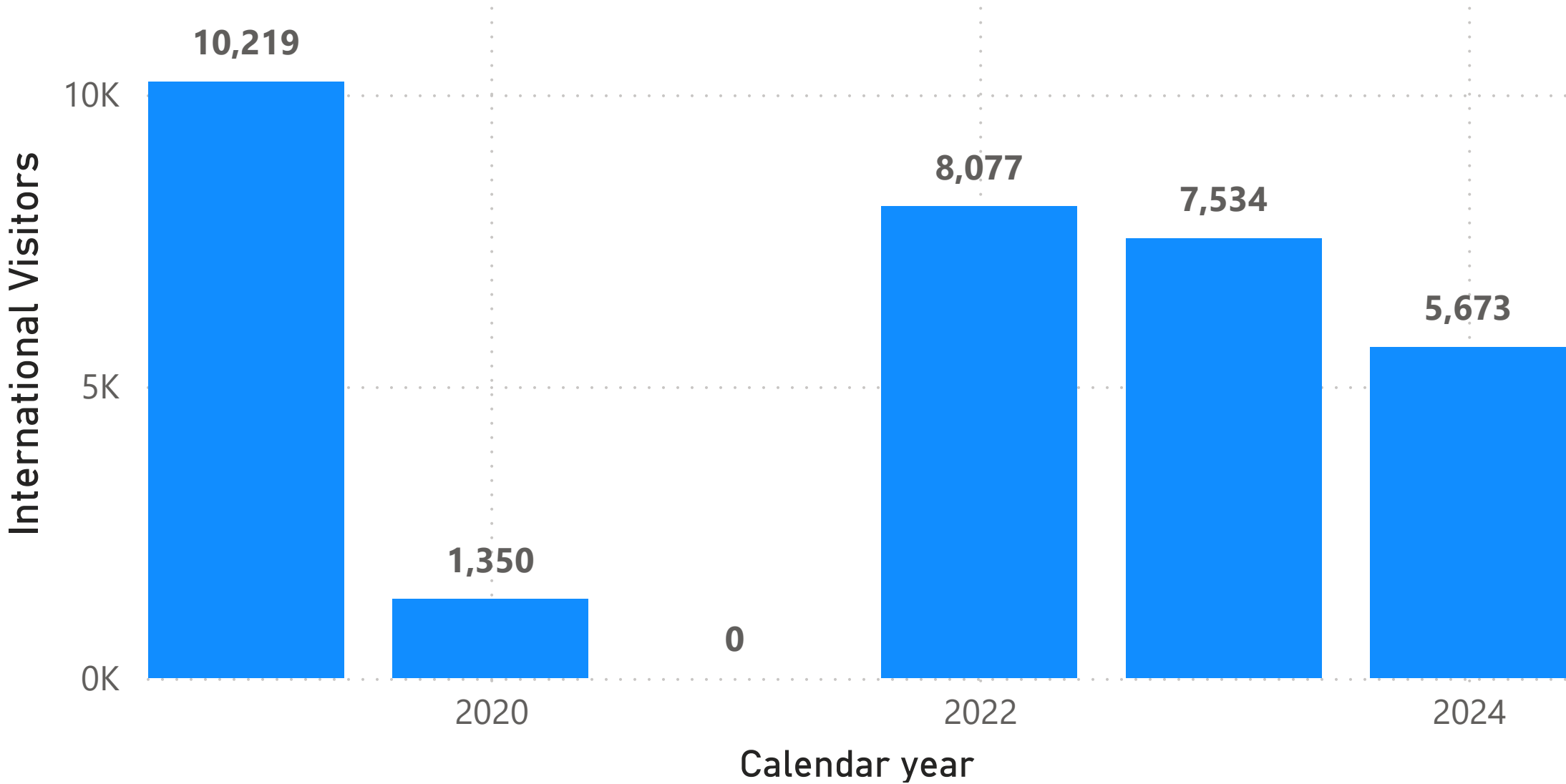
Echuca Moama

Local attractions / tourist activities



International Visitors

Echuca Moama



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Edward River

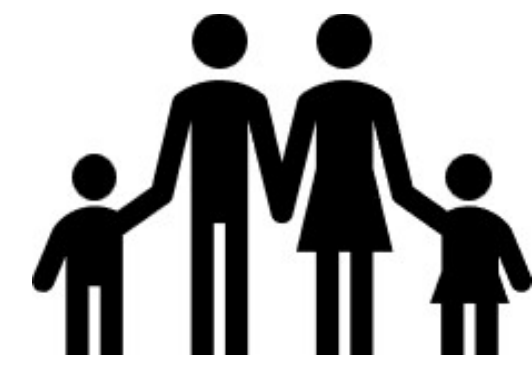


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Year Ending
December 2024



Edward River

422,004

Total Visitors (All)

Edward River

199,522

Day Trips

Edward River

220,823

Overnight Trips

Edward River

1,659

International Visitors

Edward River

91,831

Day Trips (Interstate)

Edward River

107,691

Day Trips (Intrastate)

Edward River

142,958

Overnight Trips (Interstate)

Edward River

77,865

Overnight Trips (Intrastate)



Edward River

819,285

Domestic Overnight Nights

Edward River

561,265

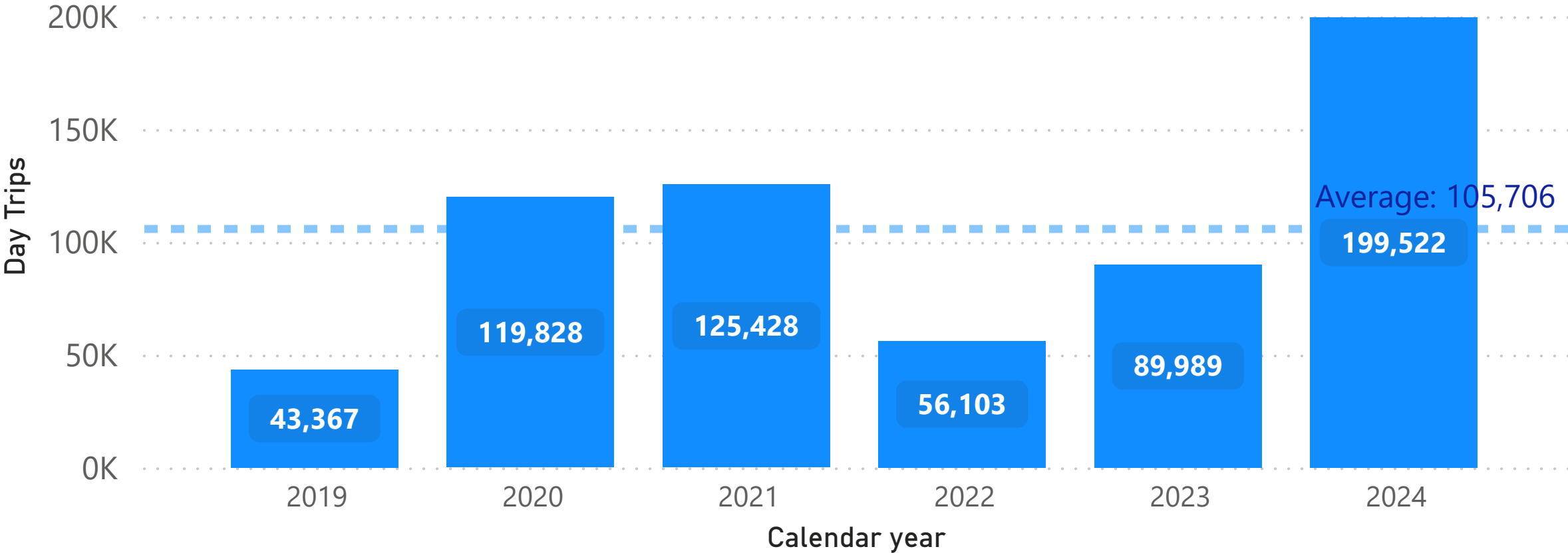
Domestic Overnight Nights (Interstate)

Edward River

258,020

Domestic Overnight Nights (Intrastate)

Day Trips
Edward River

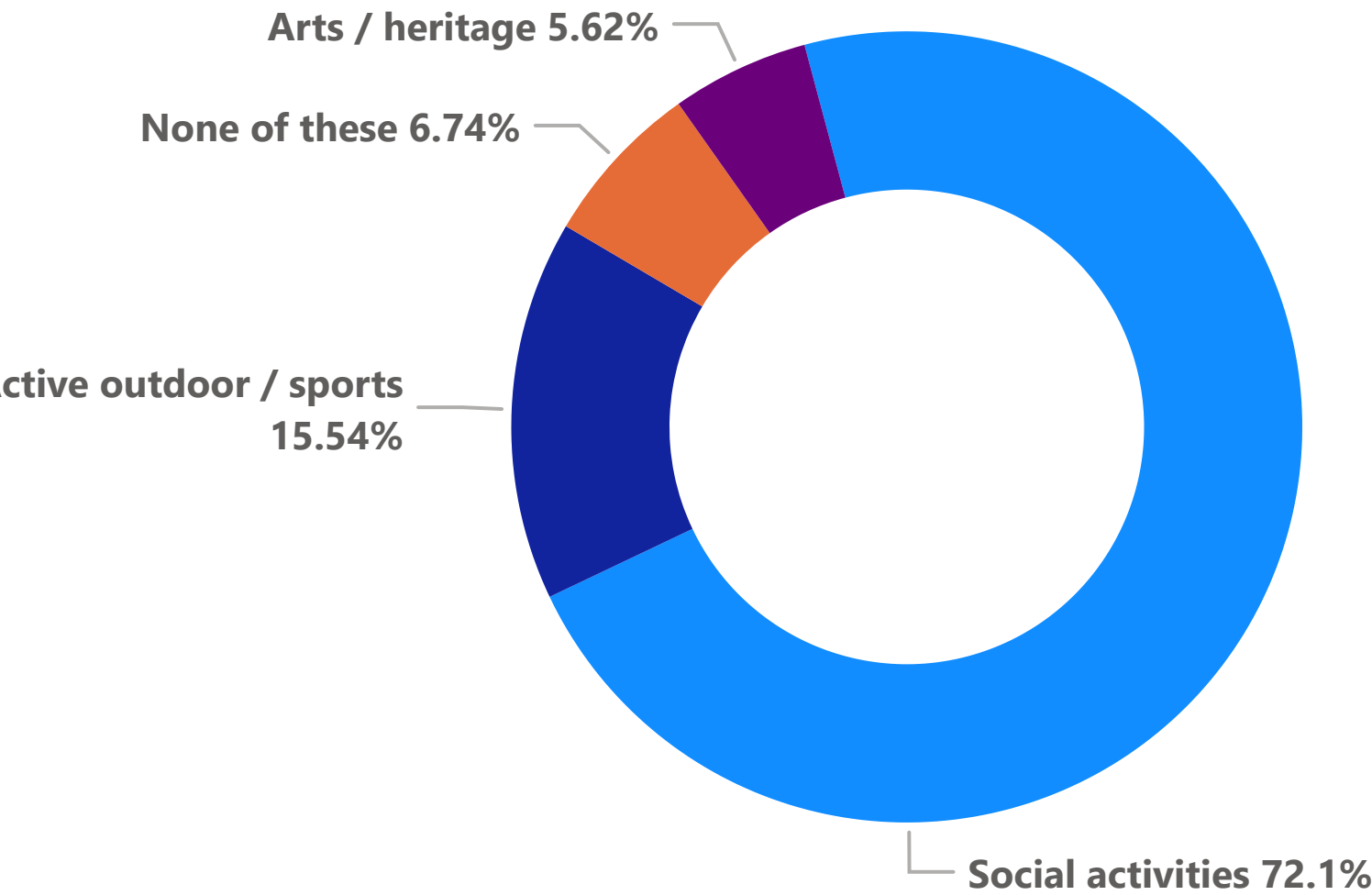


Edward River

Calendar year	Day Trips (Interstate)	Day Trips (Intrastate)
2019	15,413	954
2020	15,073	104,755
2021	53,008	72,420
2022	33,822	22,281
2023	4,711	65,278
2024	91,831	107,691

Zero Values = No Data Reported for Period

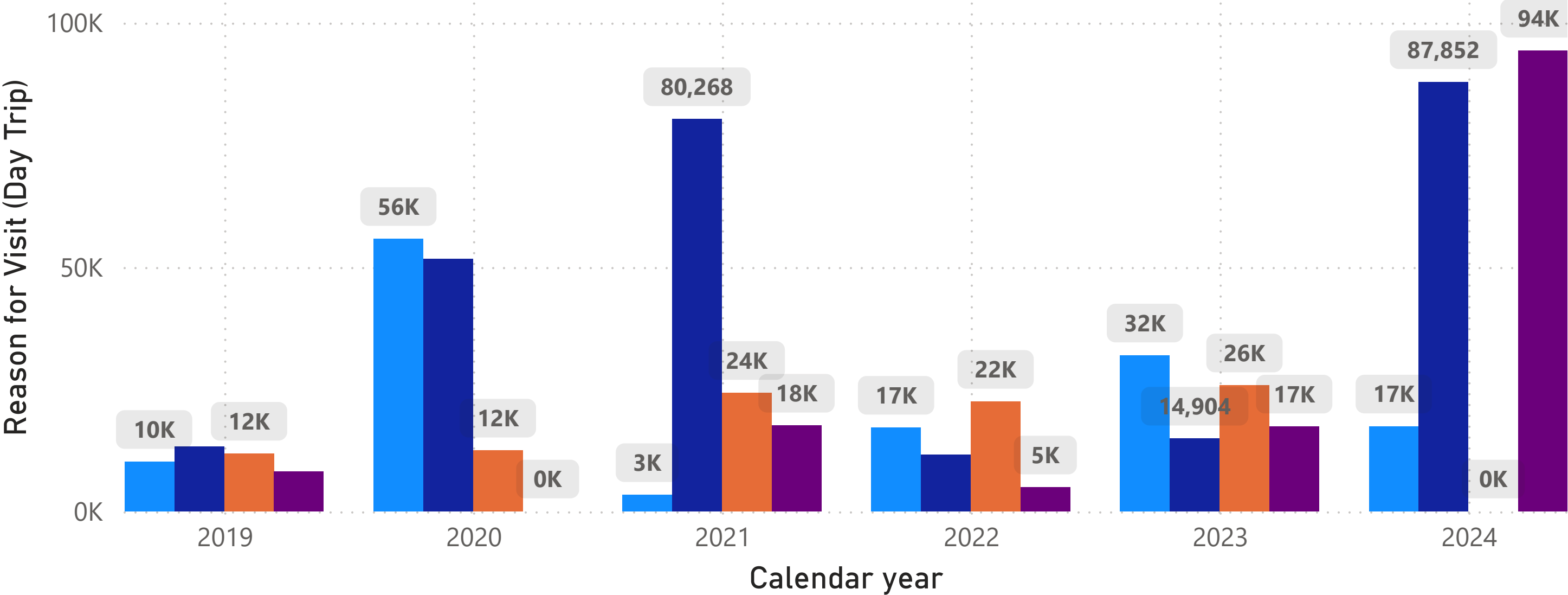
Day Trip Main Activity
Edward River



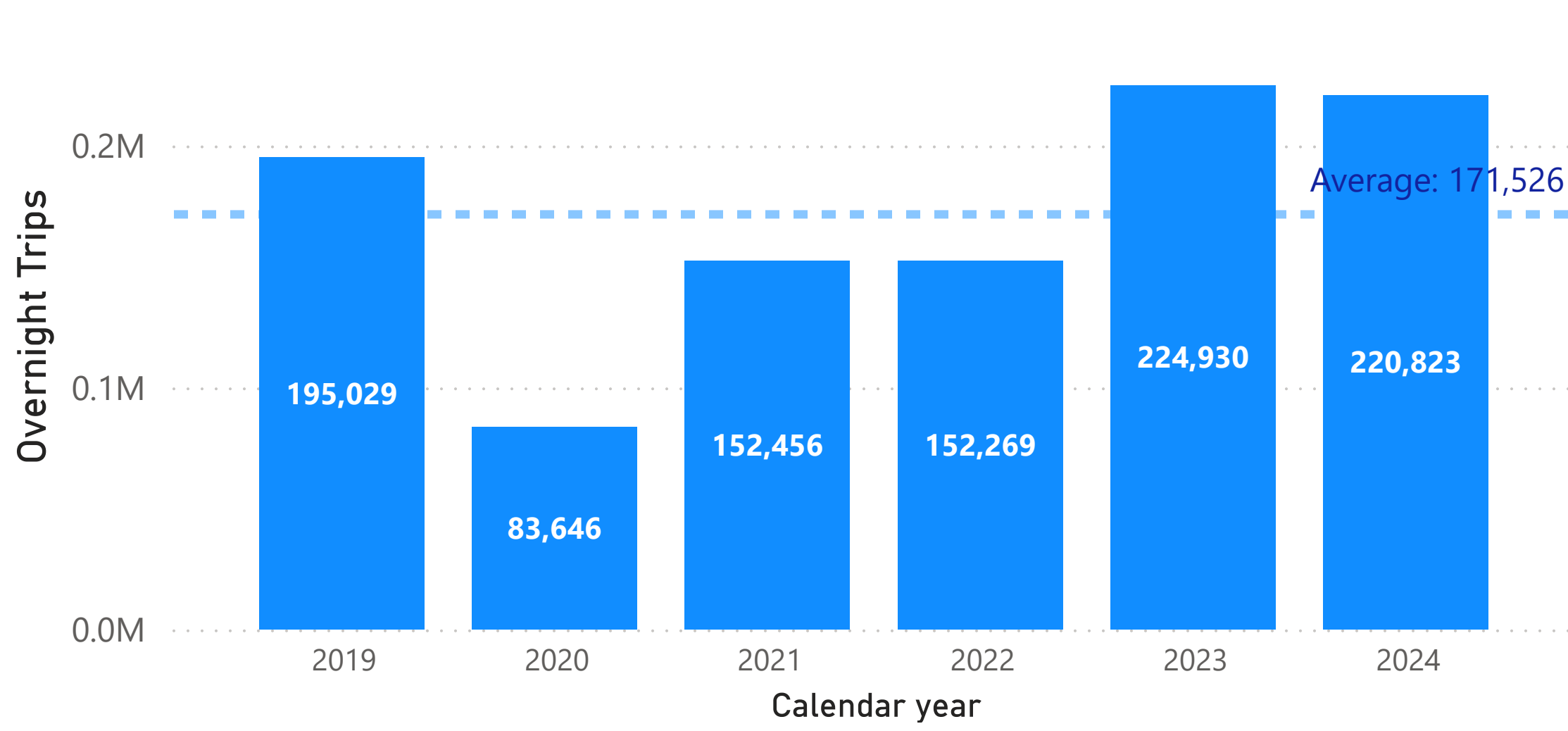
Reason for Visit (Day Trip)

Edward River

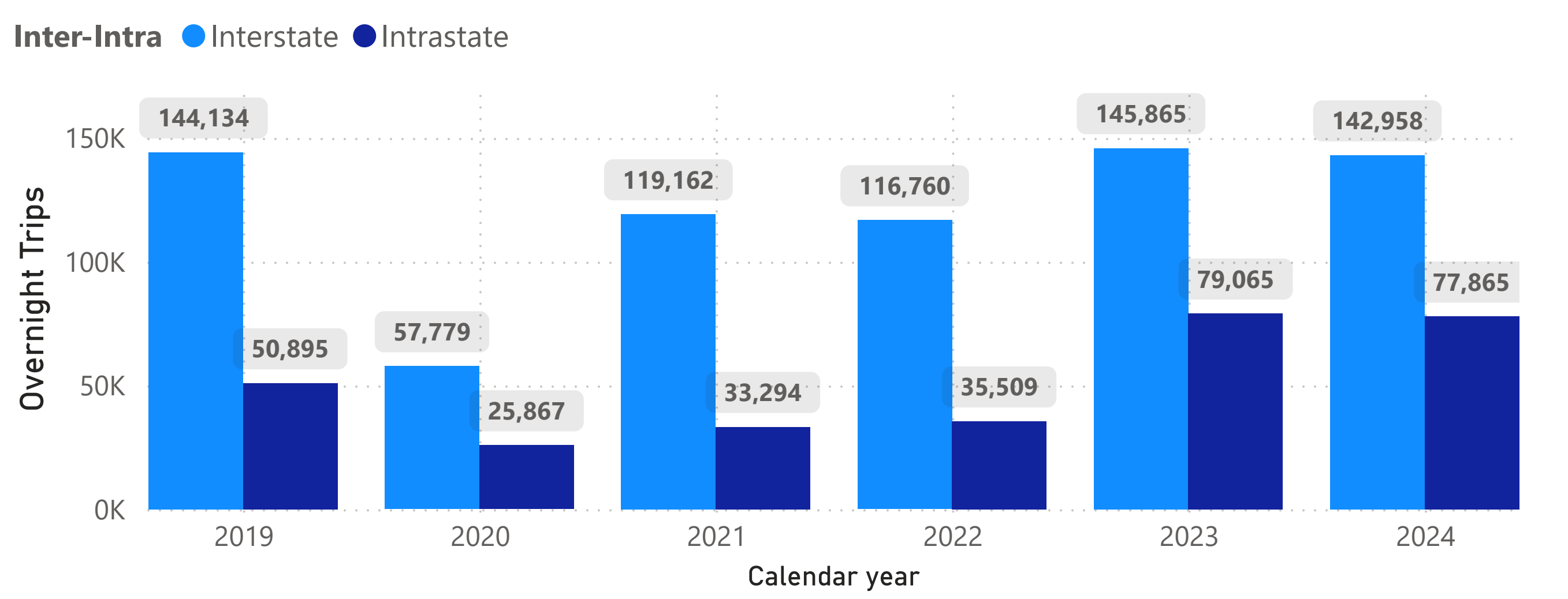
Day Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



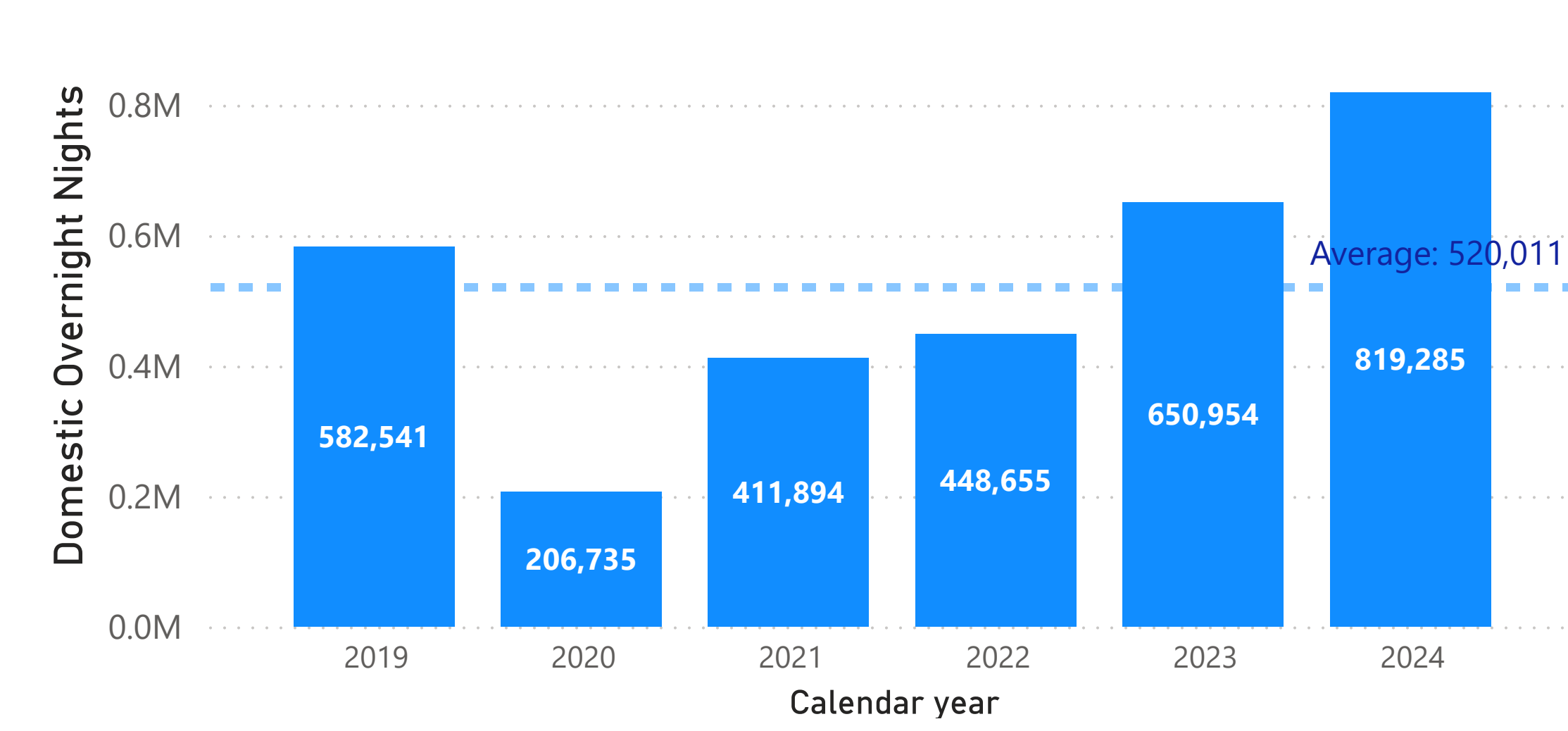
Overnight Trips
Edward River



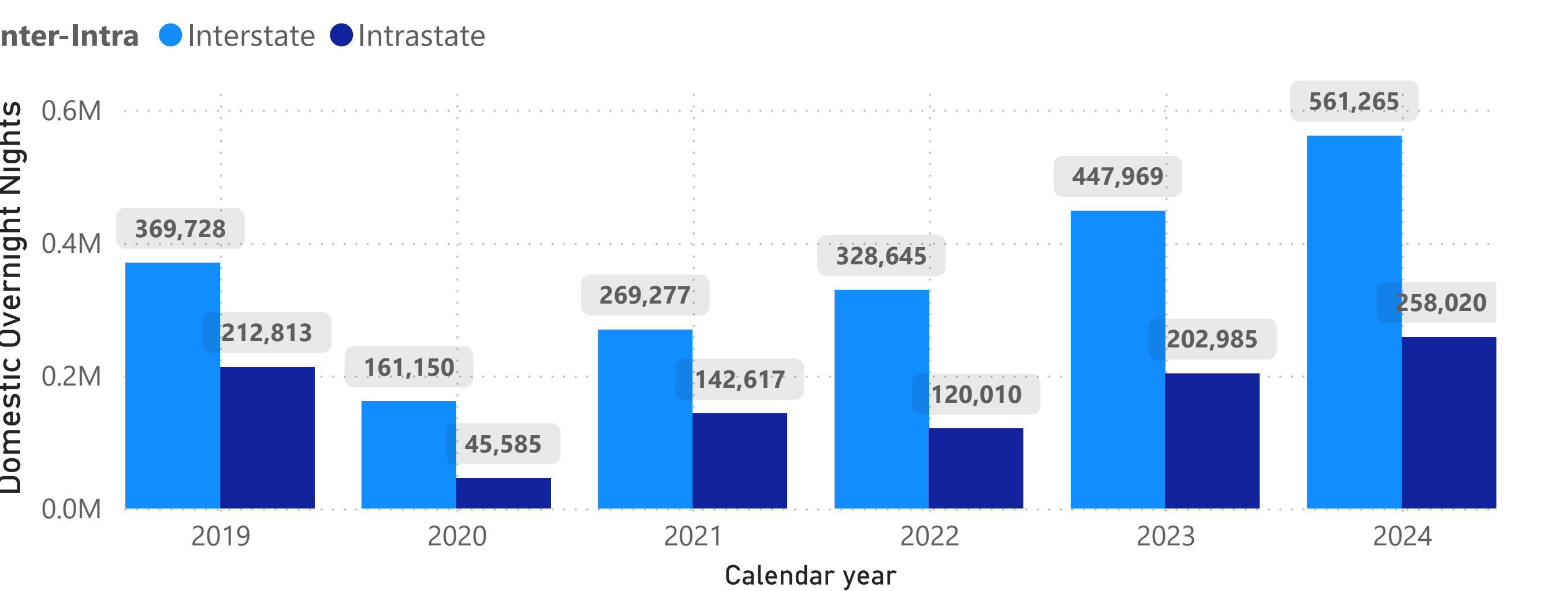
Overnight Trips Interstate - Intrastate
Edward River



Overnight Nights
Edward River



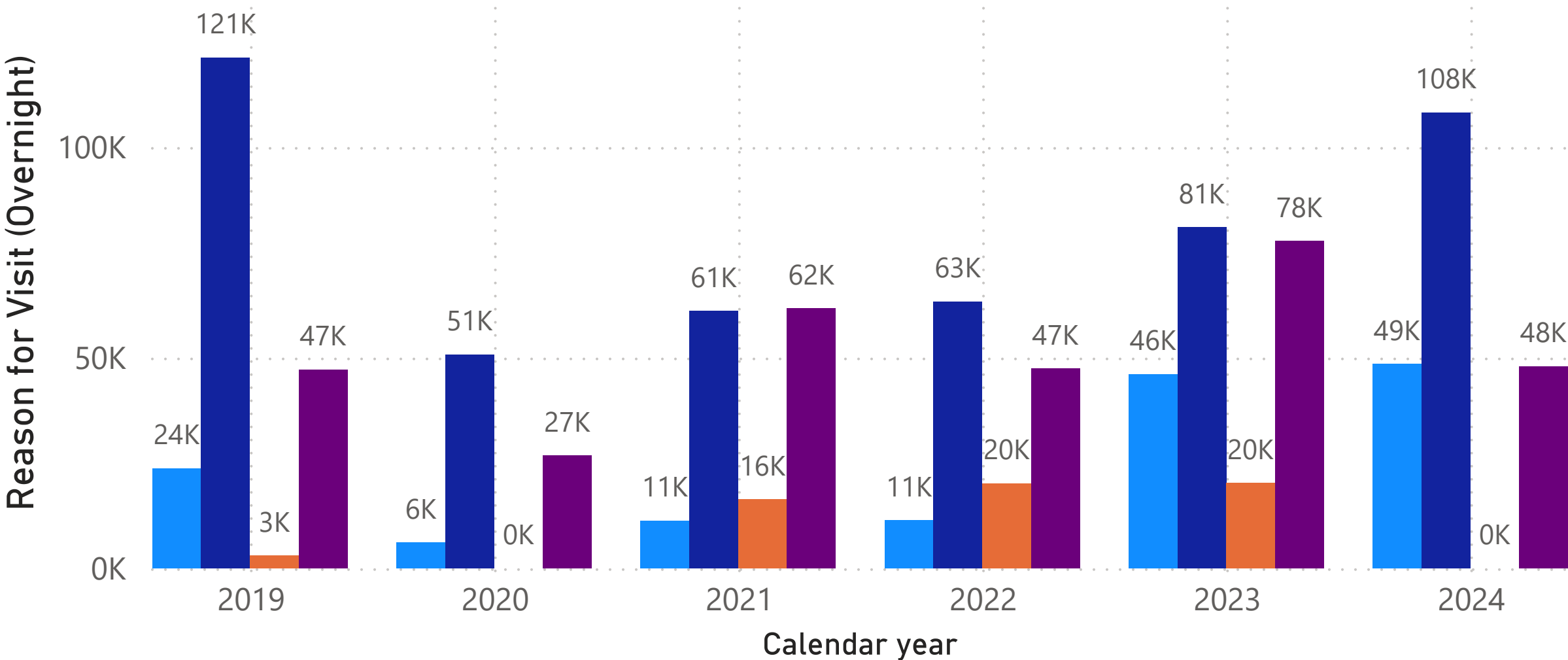
Overnight Nights Interstate - Intrastate
Edward River



Reason for Visit (Overnight)

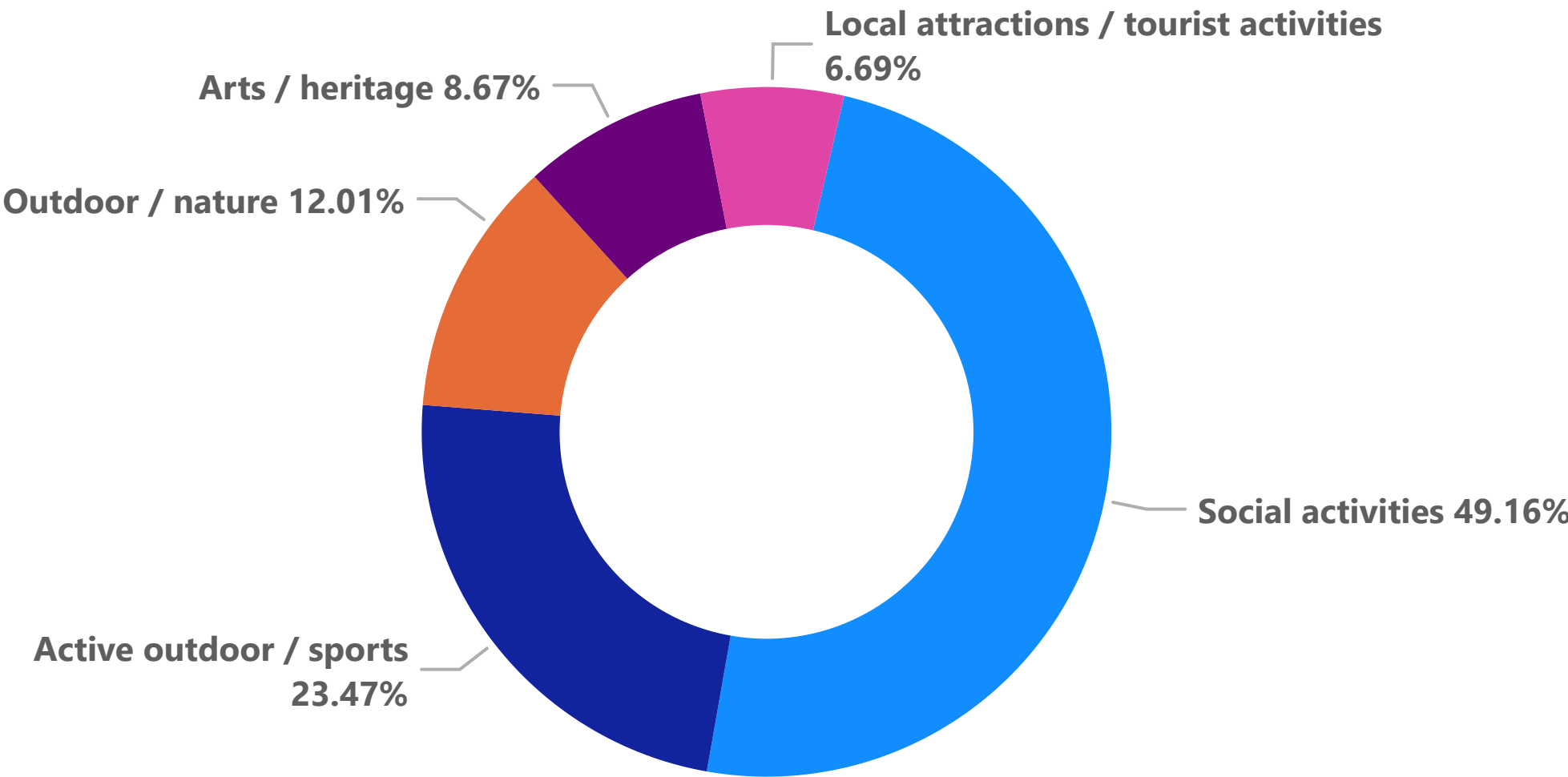
Edward River

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



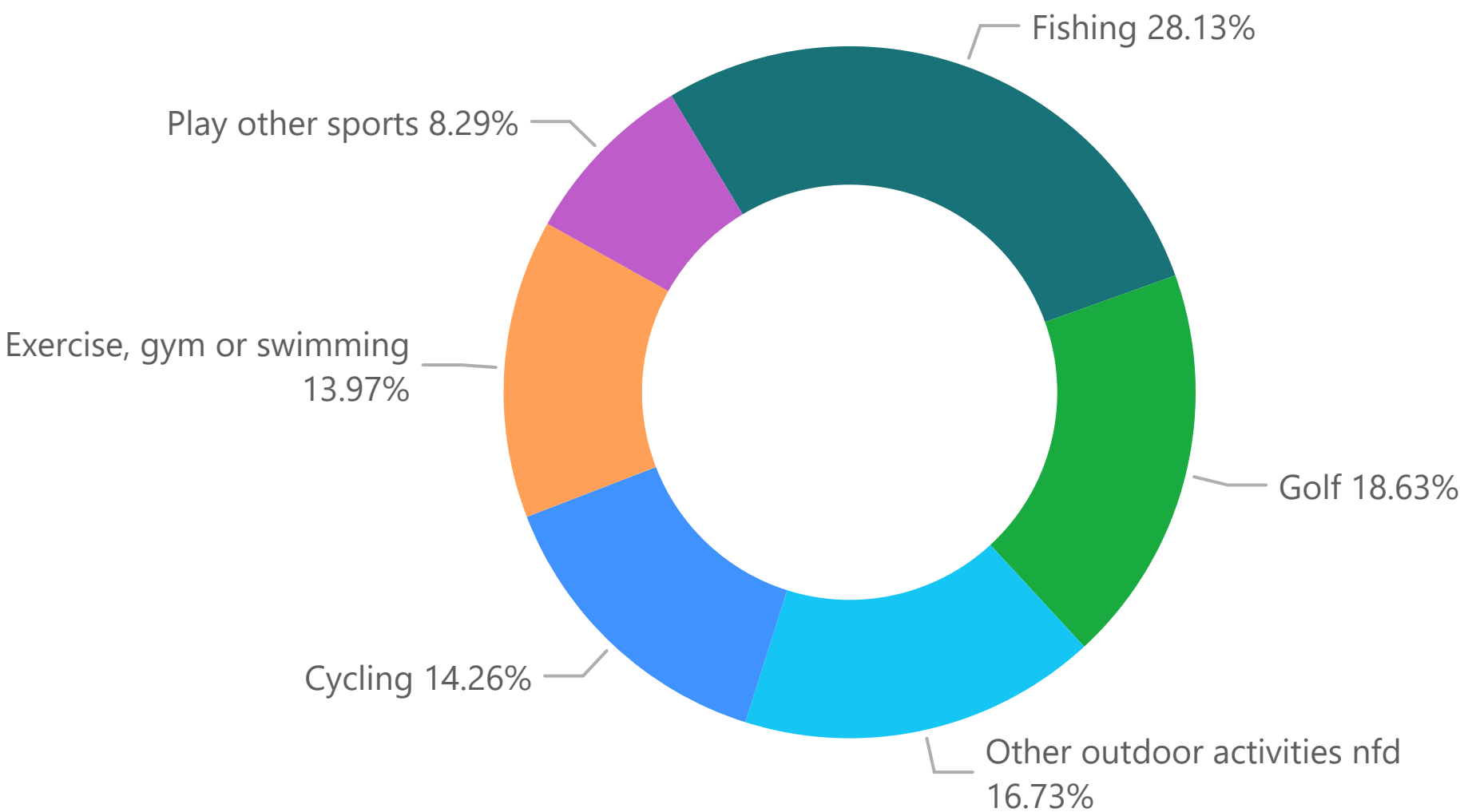
Overnight Main Activity

Edward River



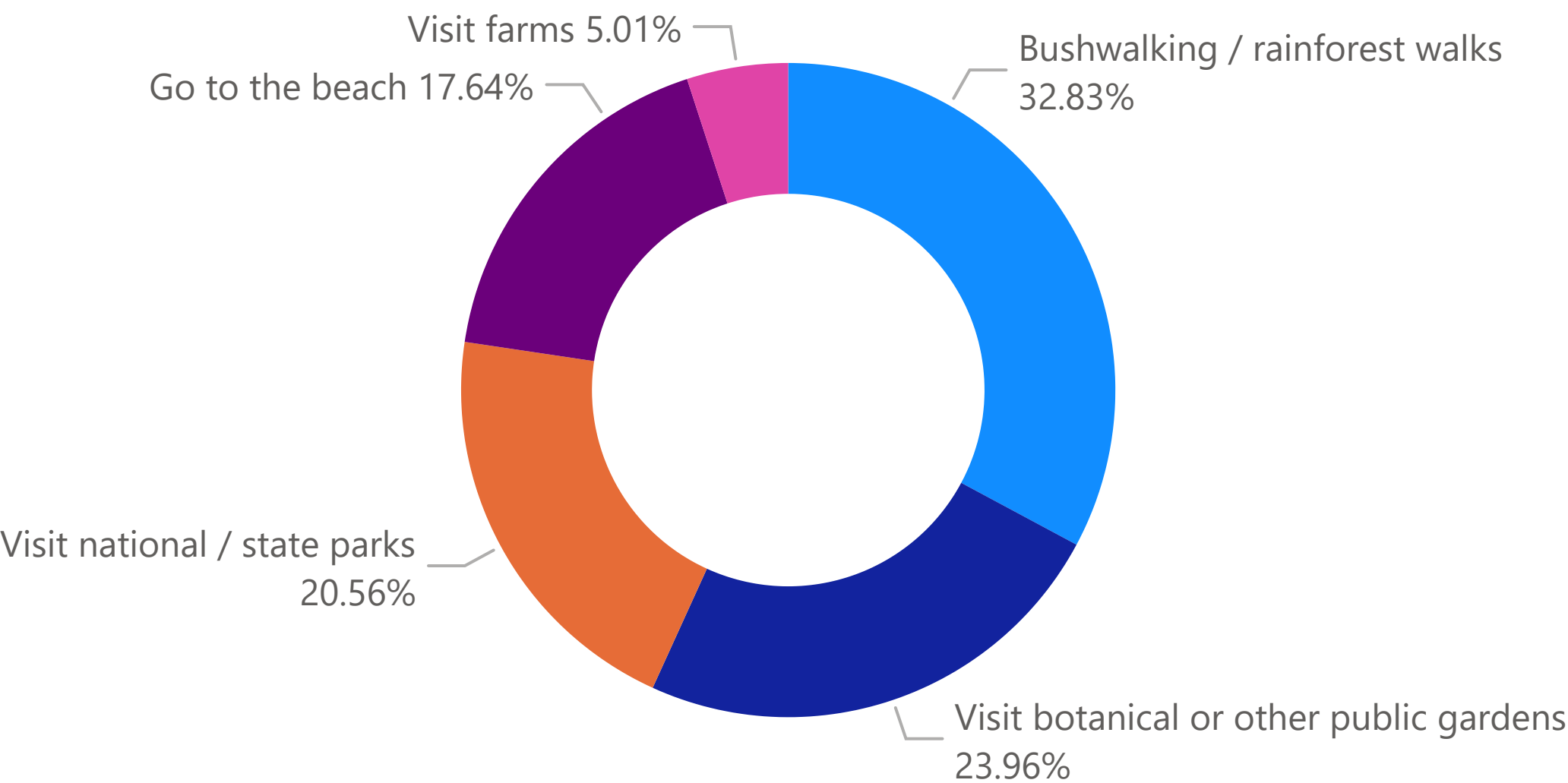
Edward River

Active outdoor / sports

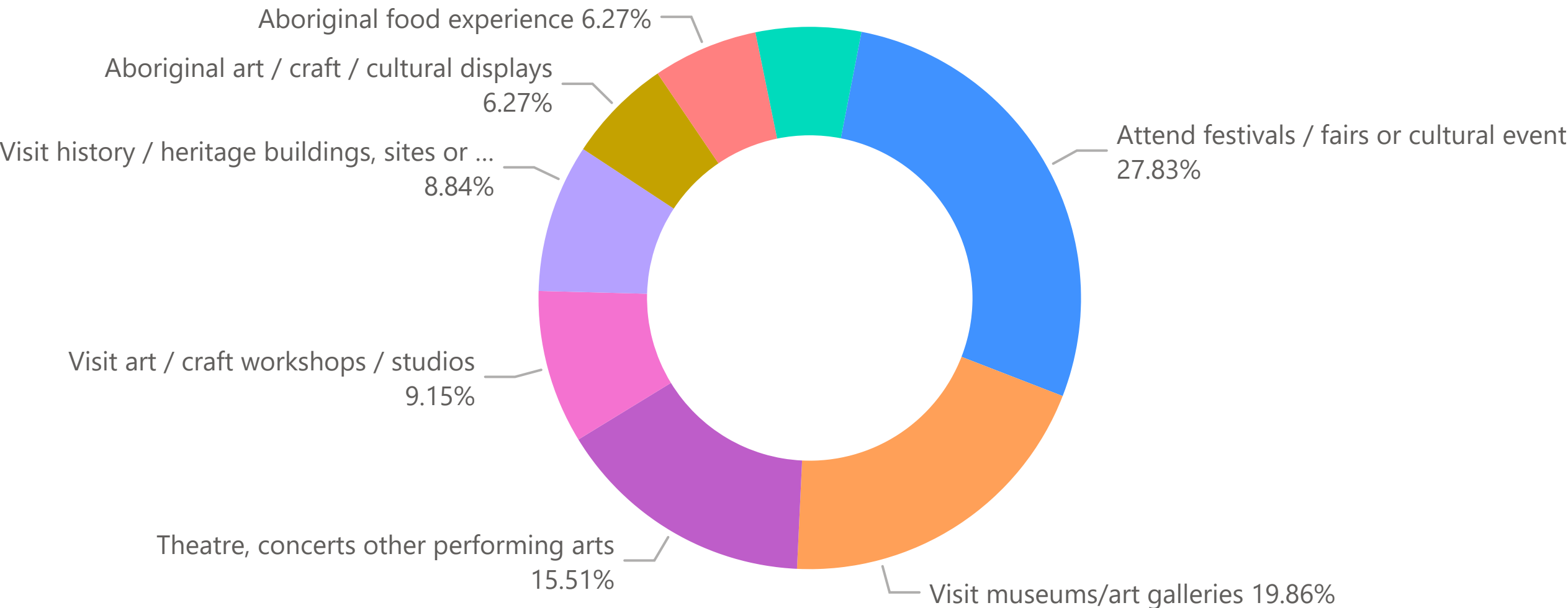


Edward River

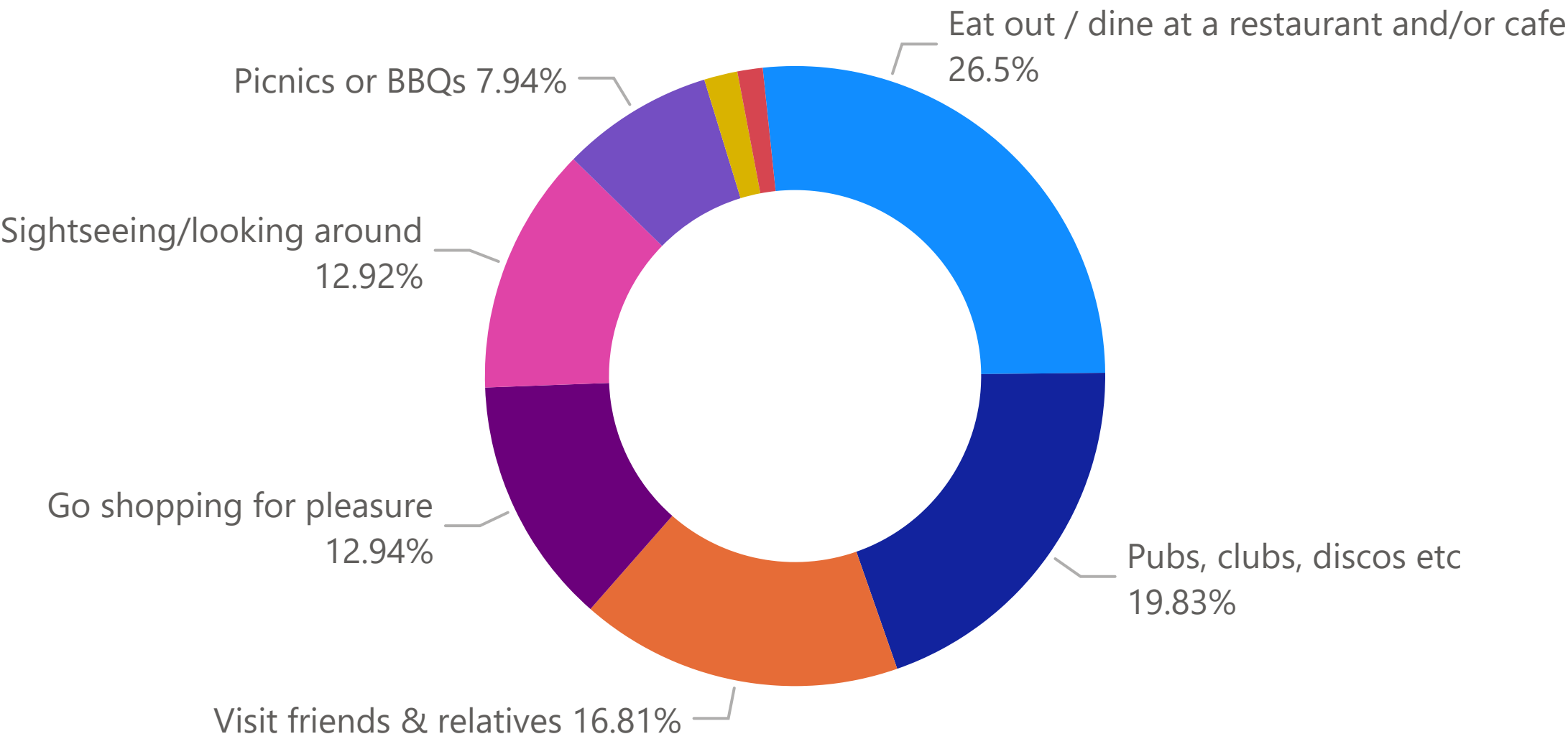
Outdoor / nature



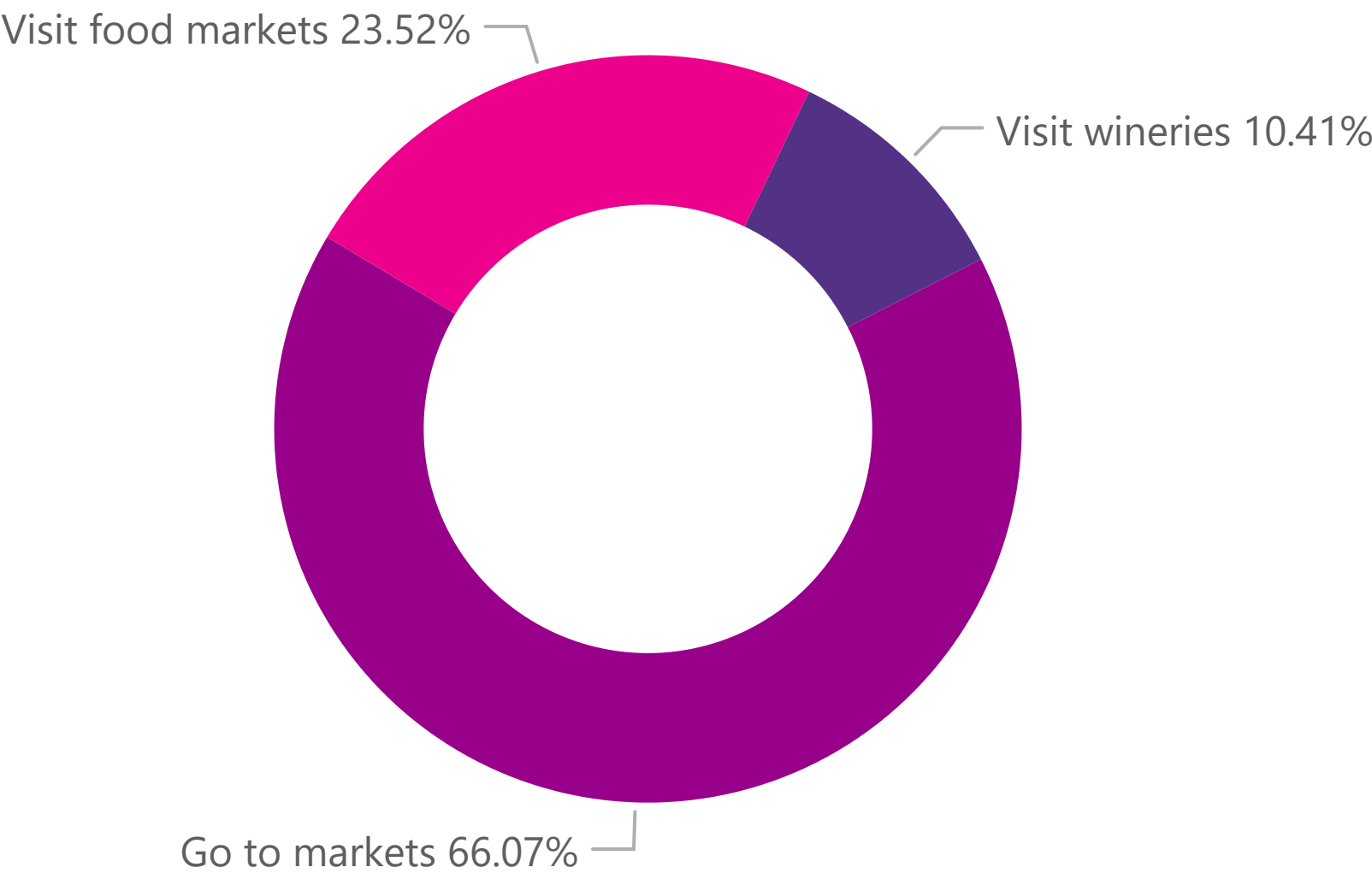
Edward River
Arts / heritage



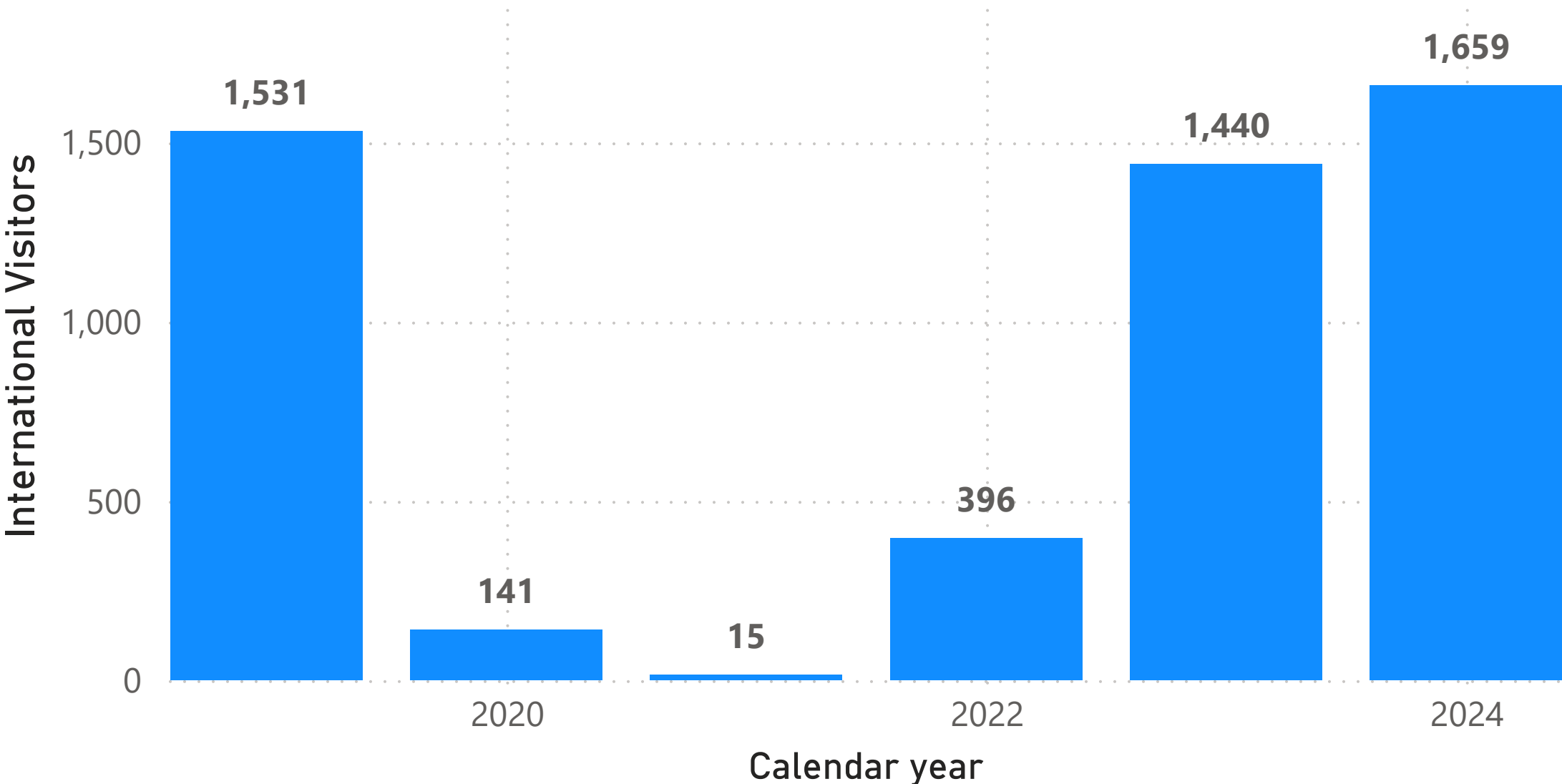
Edward River
Social activities



Edward River
Local attractions / tourist activities



International Visitors
Edward River



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Sun Country



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Year Ending
December 2024



Sun Country

1,297,959

Total Visitors (All)

Sun Country

586,342

Day Trips

Sun Country

705,325

Overnight Trips

Sun Country

6,292

International Visitors

Sun Country

276,537

Day Trips (Interstate)

Sun Country

309,805

Day Trips (Intrastate)

Sun Country

242,589

Overnight Trips (Interstate)

Sun Country

462,736

Overnight Trips (Intrastate)



Sun Country

1,843,958

Domestic Overnight Nights

Sun Country

561,847

Domestic Overnight Nights (Interstate)

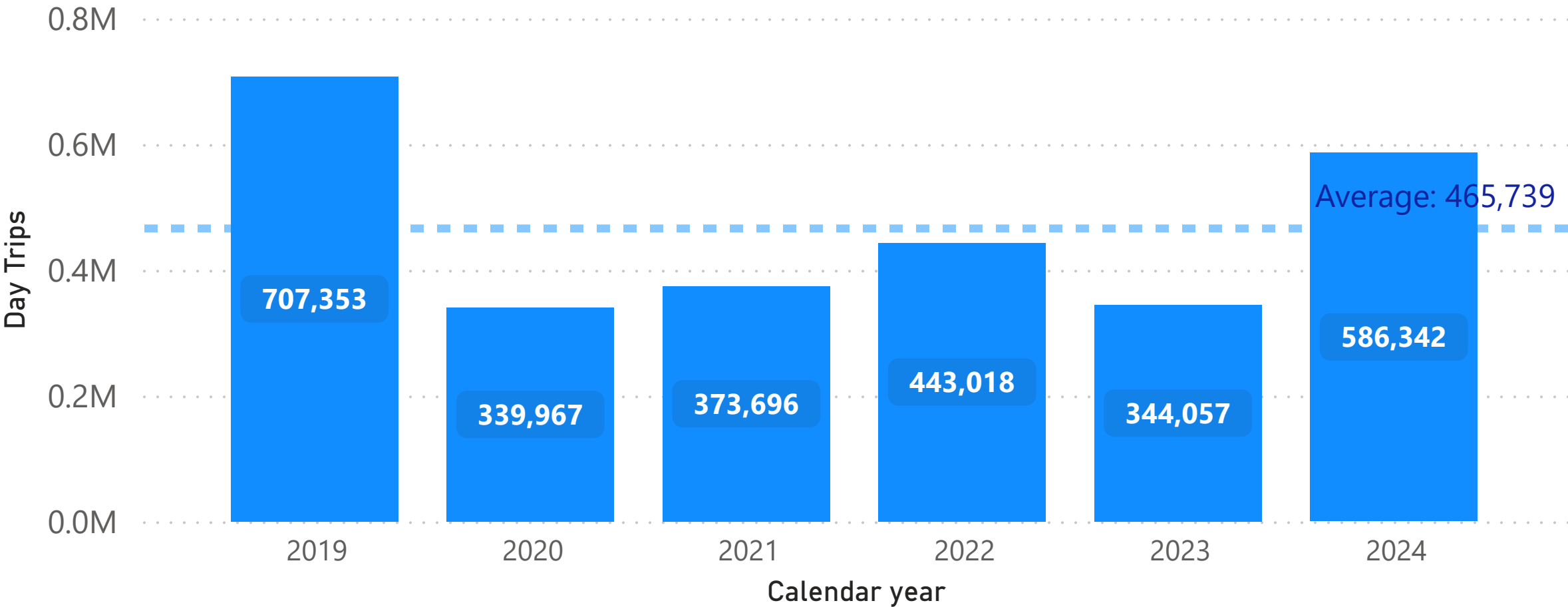
Sun Country

1,282,111

Domestic Overnight Nights (Intrastate)

Day Trips

Sun Country



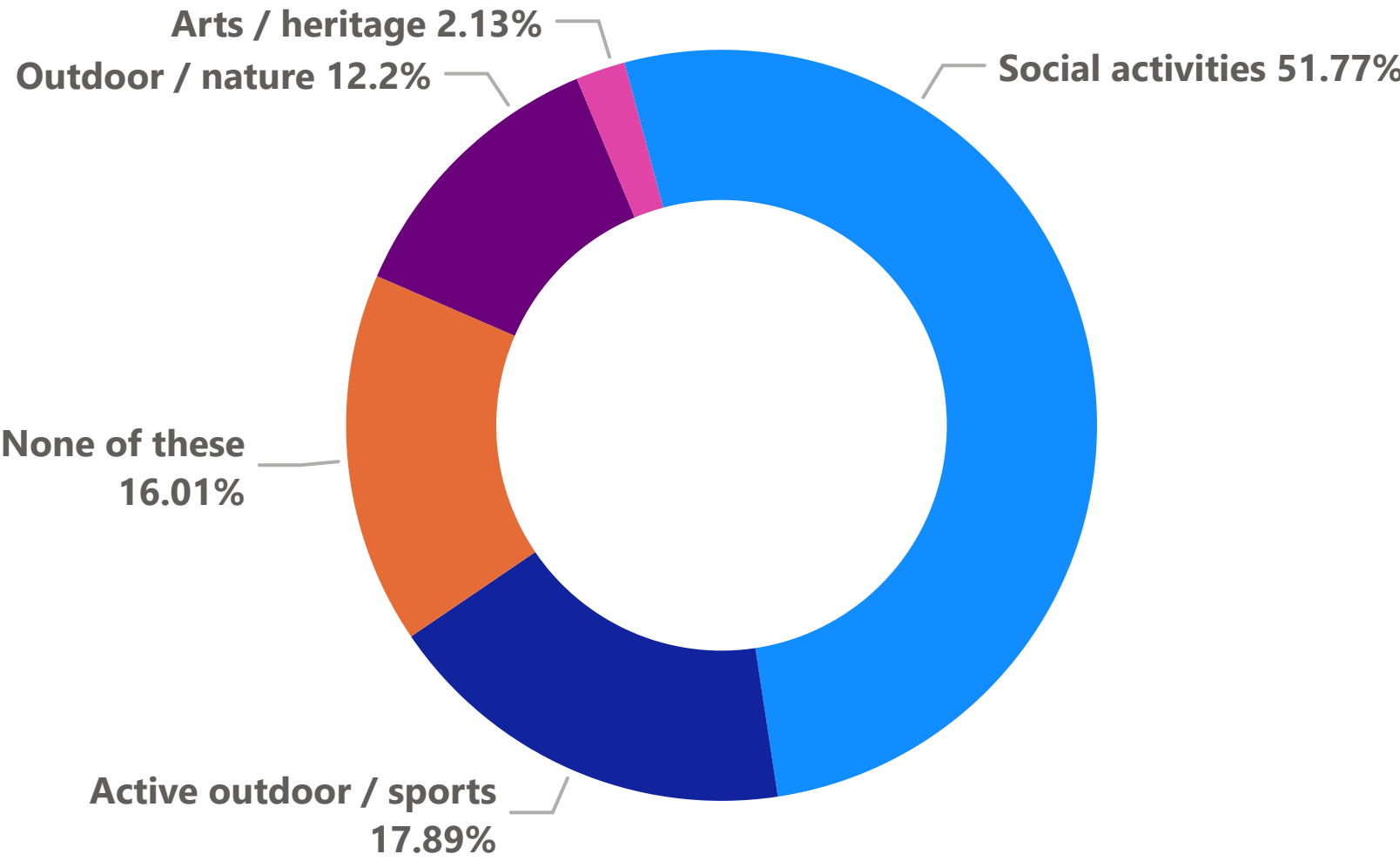
Sun Country

Calendar year	Day Trips (Interstate)	Day Trips (Intrastate)
2019	268,128	439,225
2020	48,811	291,156
2021	98,105	275,591
2022	132,397	310,621
2023	9,183	264,874
2024	276,537	309,805

Zero Values = No Data Reported for Period

Day Trip Main Activity

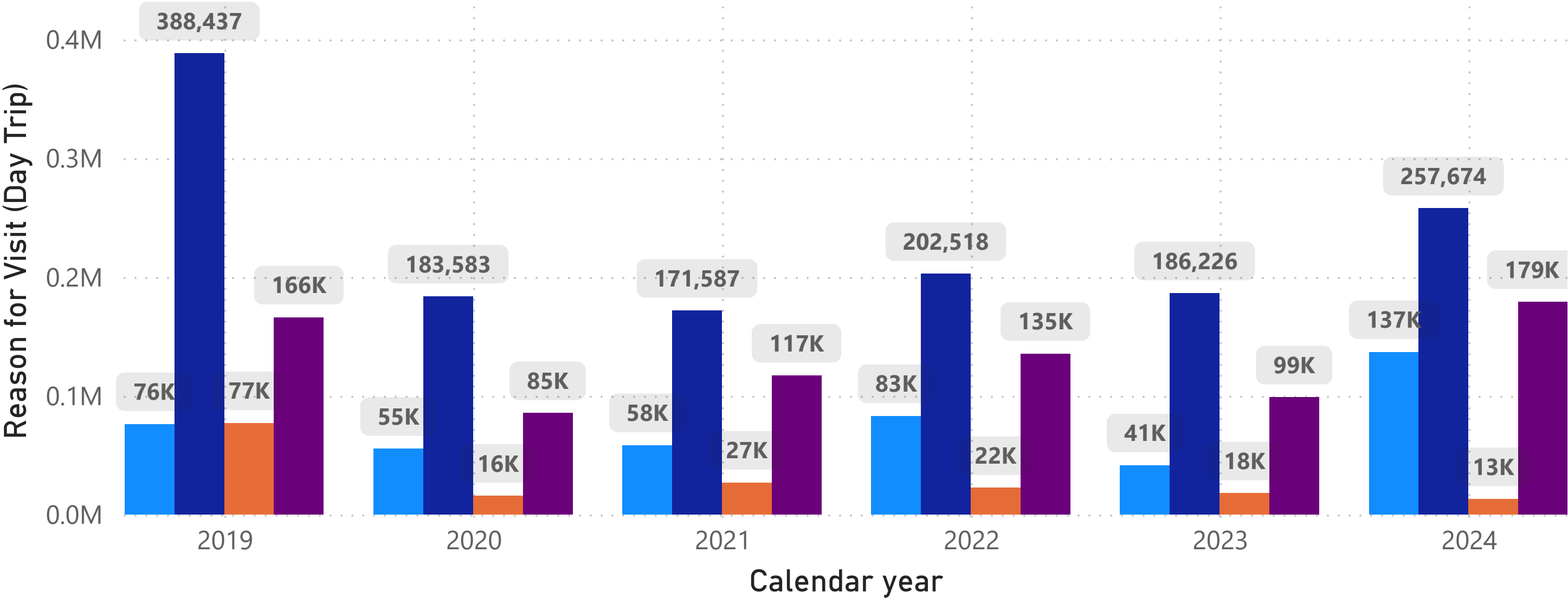
Sun Country



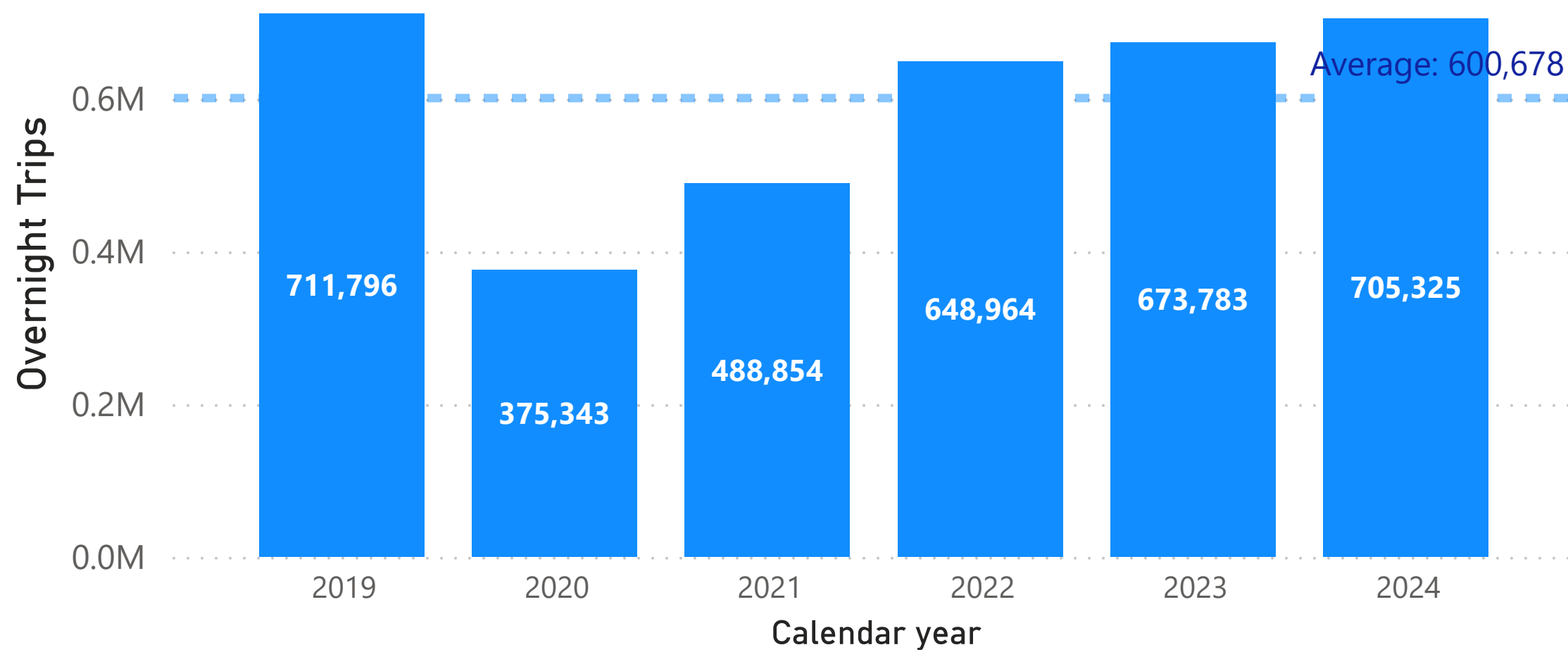
Reason for Visit (Day Trip)

Sun Country

Day Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives

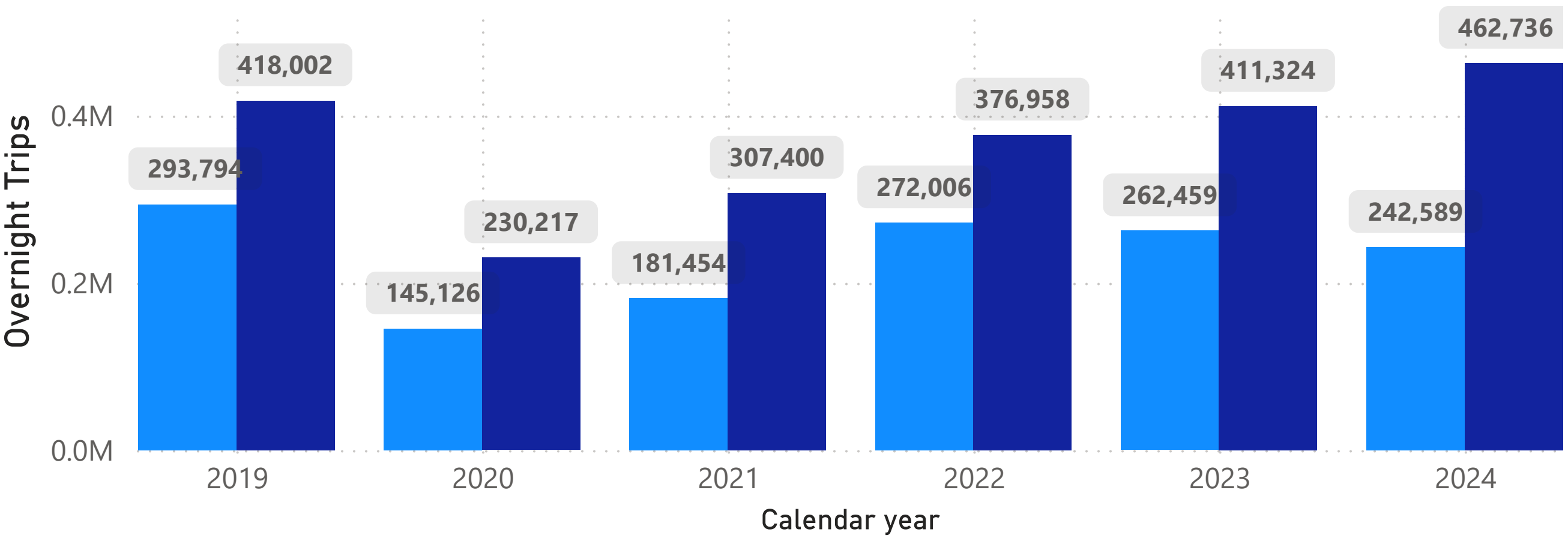


Overnight Trips
Sun Country

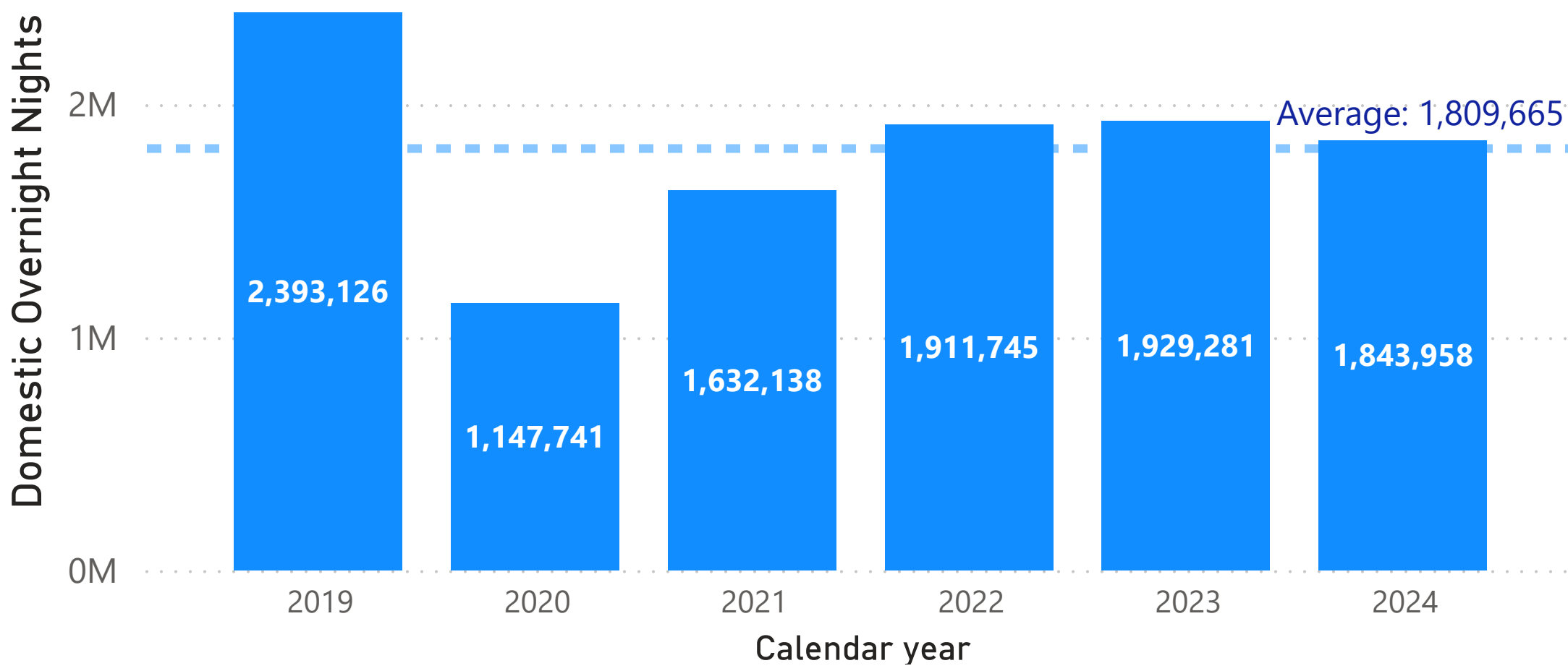


Overnight Trips Interstate - Intrastate
Sun Country

Inter-Intra ● Interstate ● Intrastate

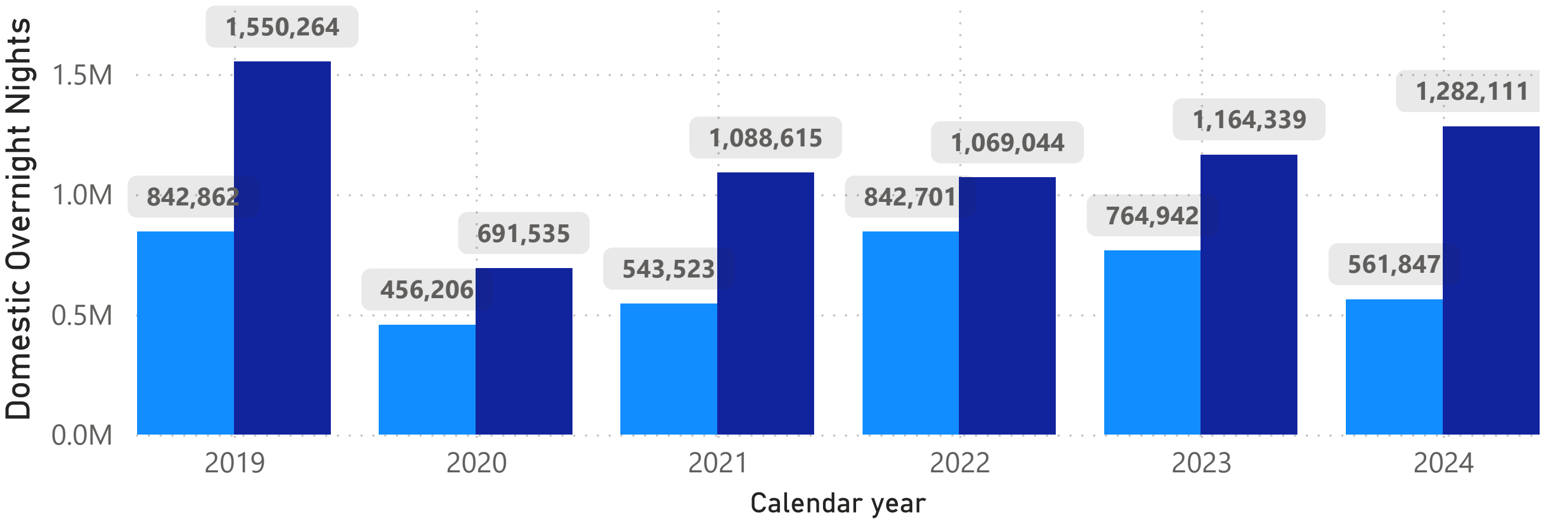


Overnight Nights
Sun Country



Overnight Nights Interstate - Intrastate
Sun Country

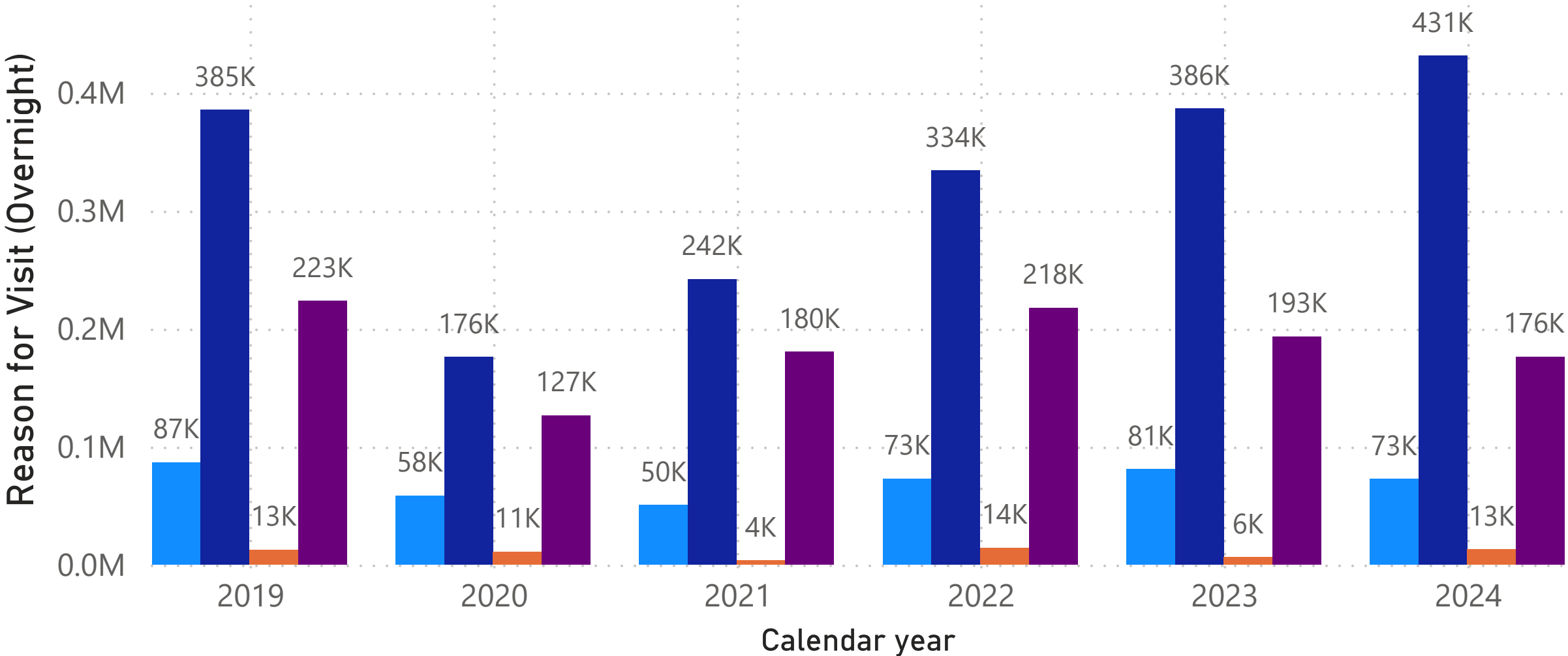
Inter-Intra ● Interstate ● Intrastate



Reason for Visit (Overnight)

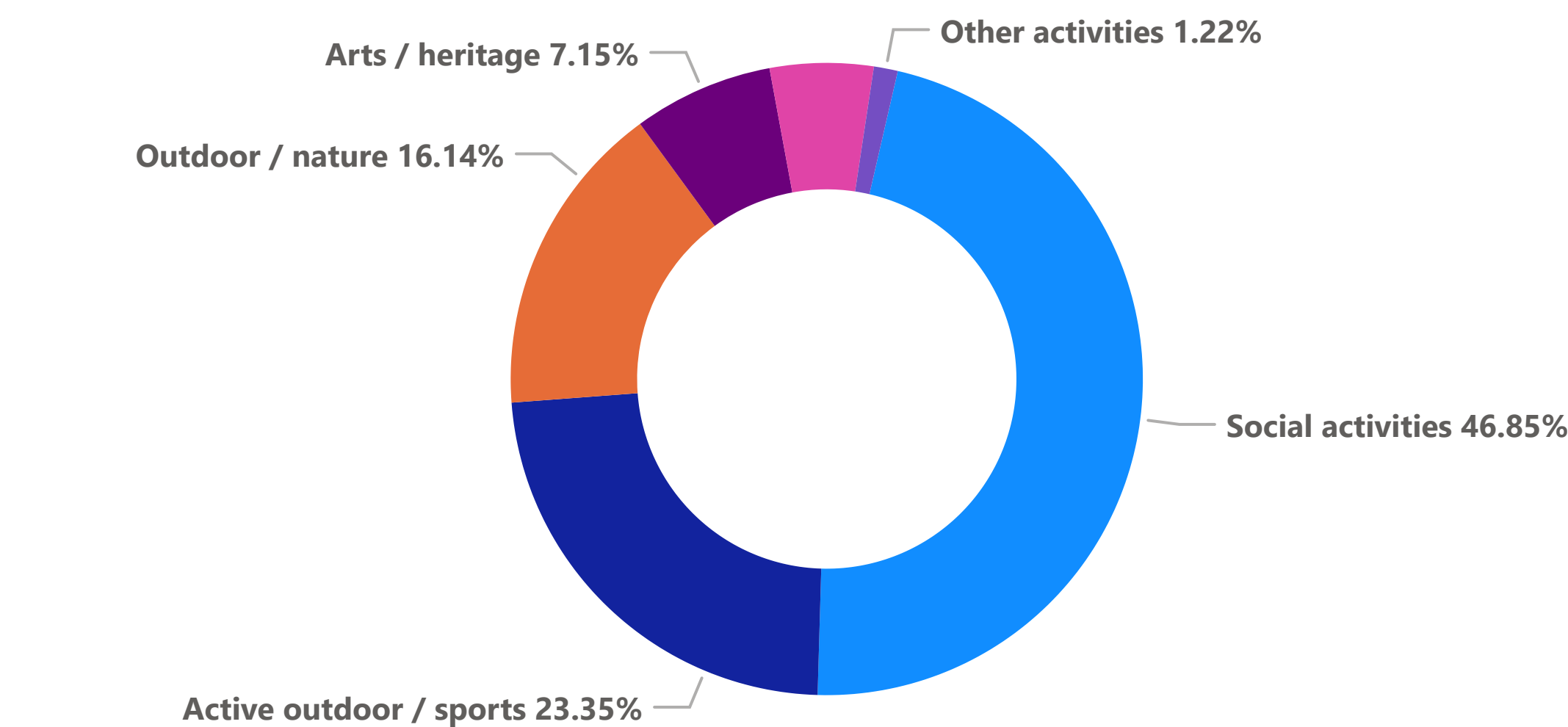
Sun Country

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



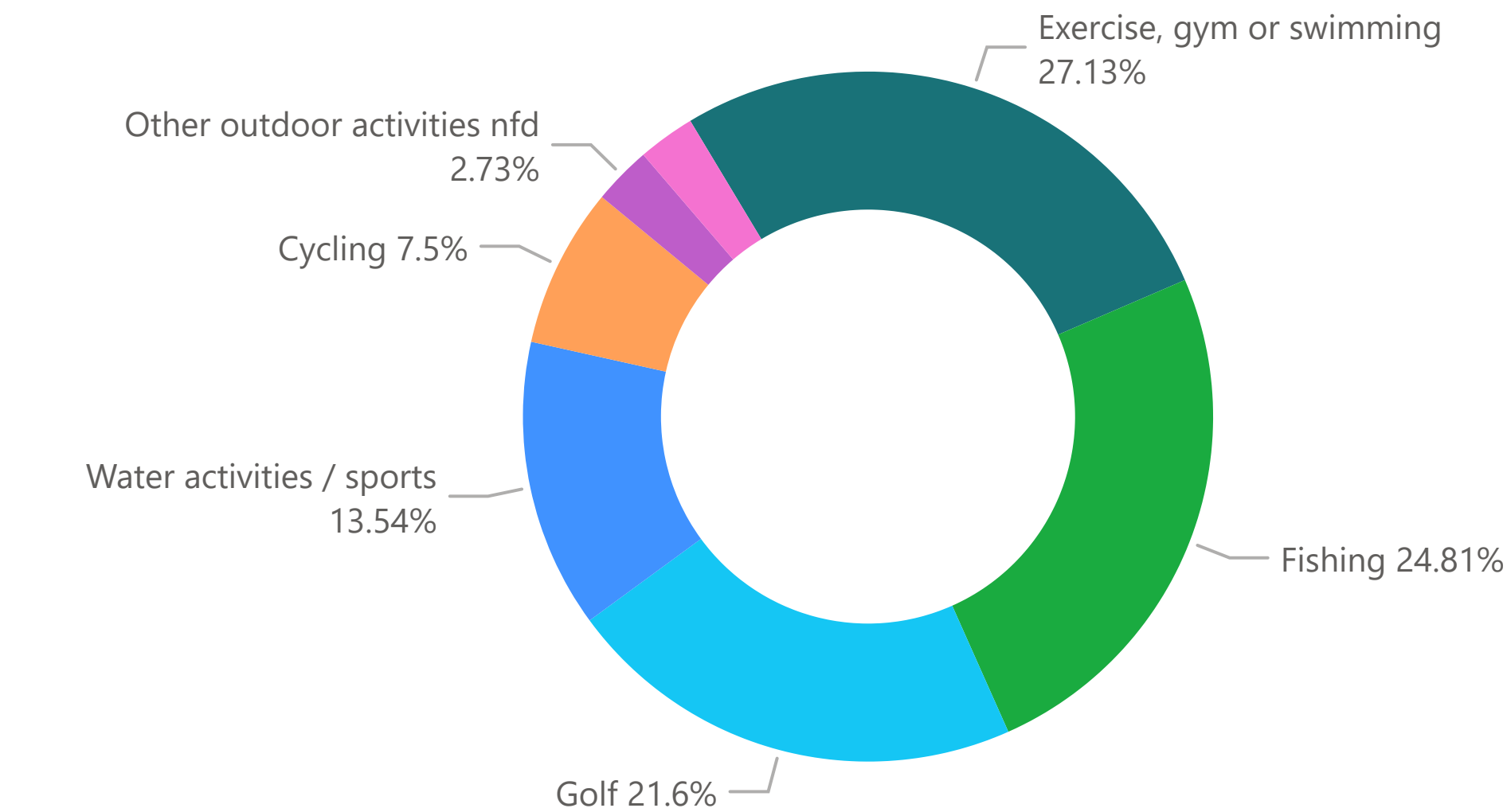
Overnight Main Activity

Sun Country



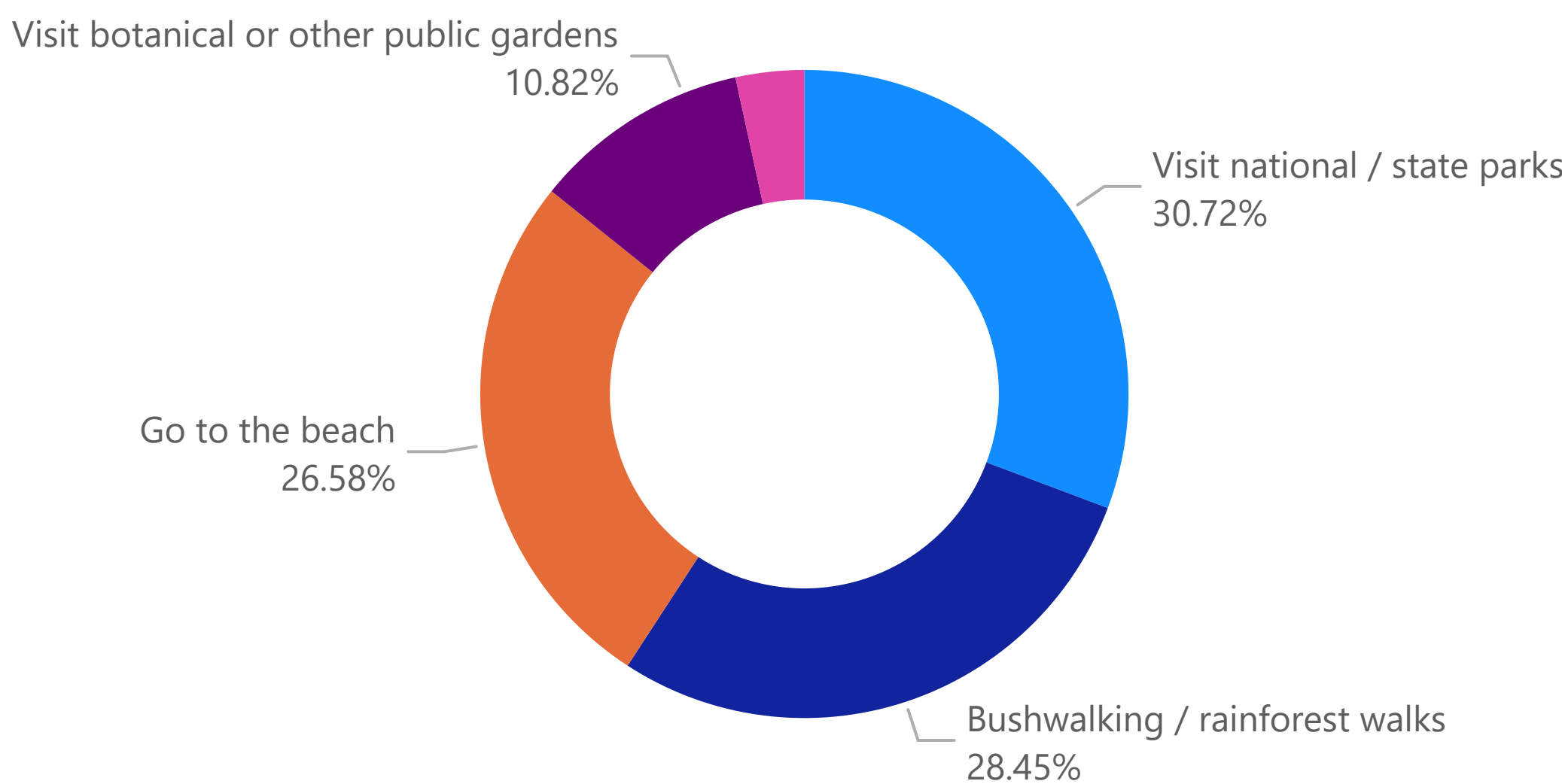
Sun Country

Active outdoor / sports



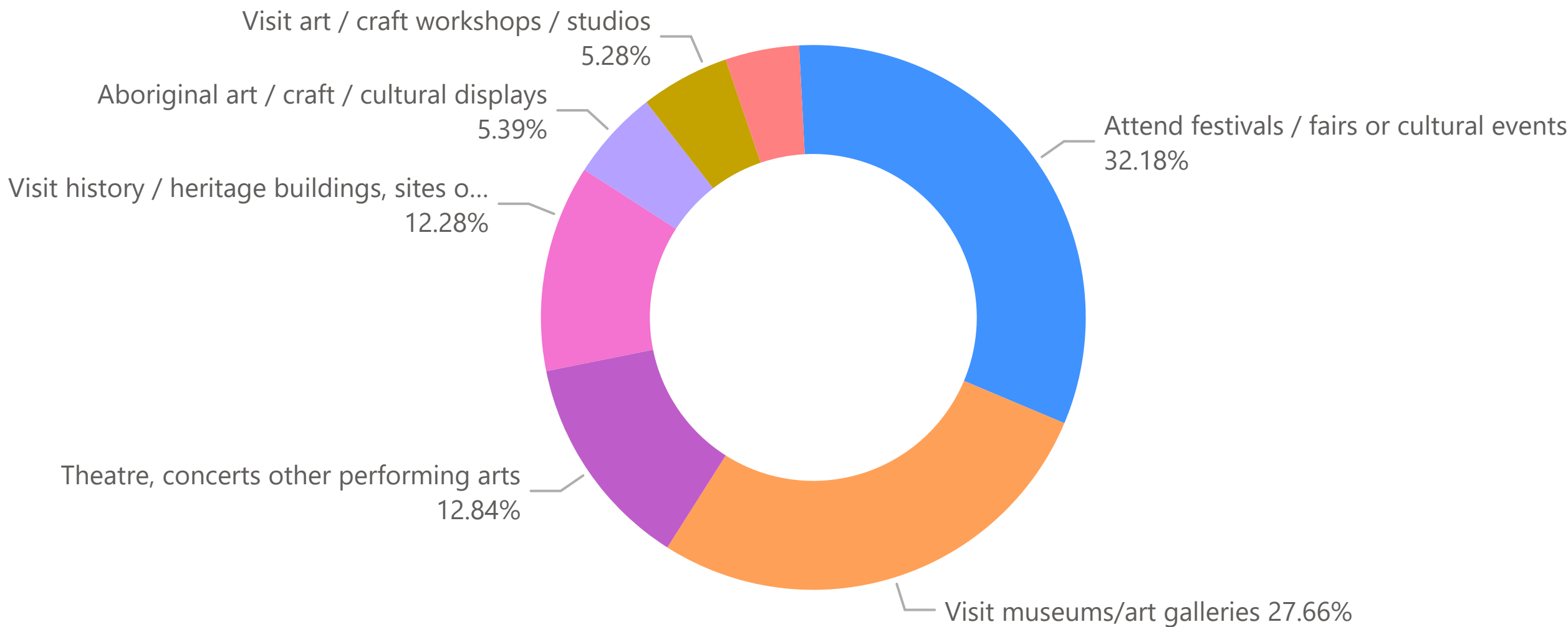
Sun Country

Outdoor / nature



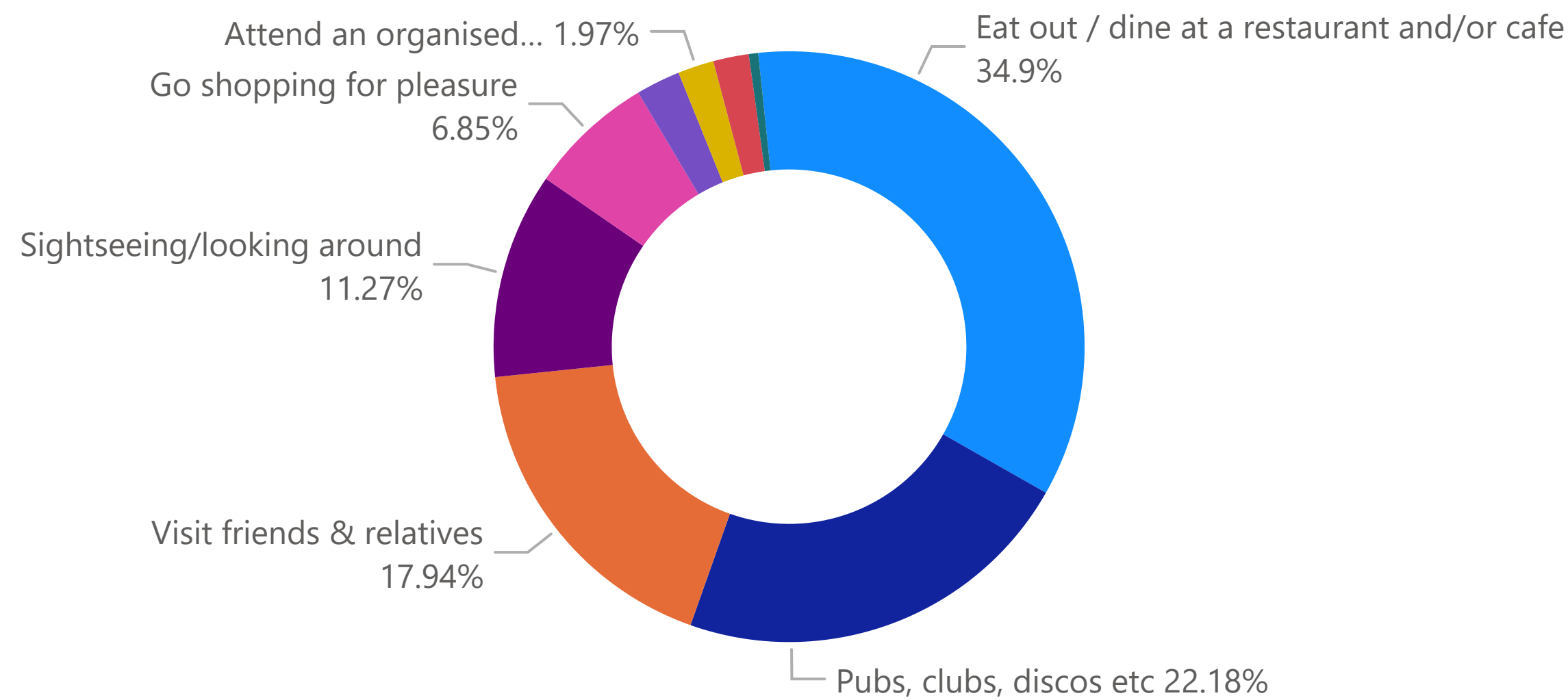
Sun Country

Arts / heritage



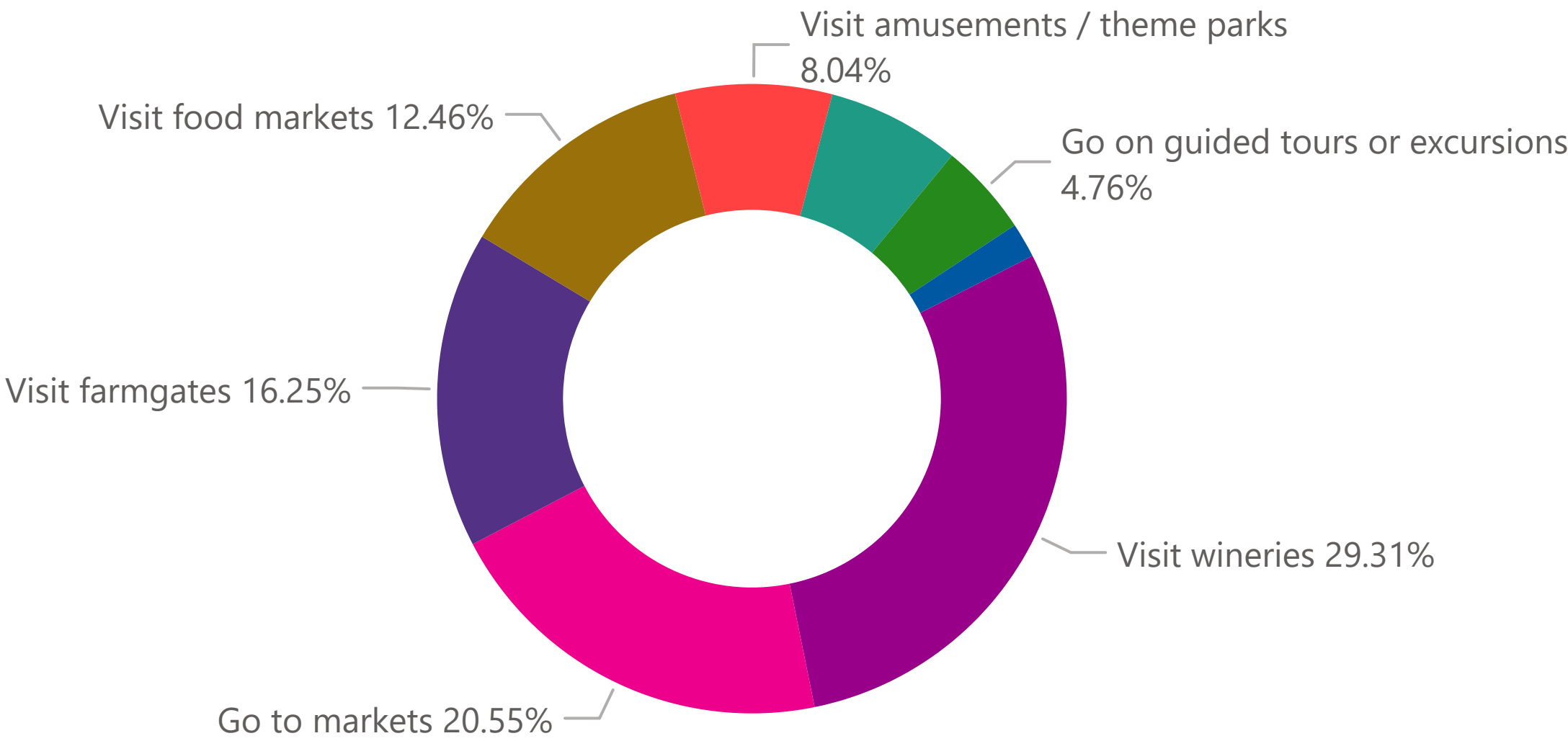
Sun Country

Social activities



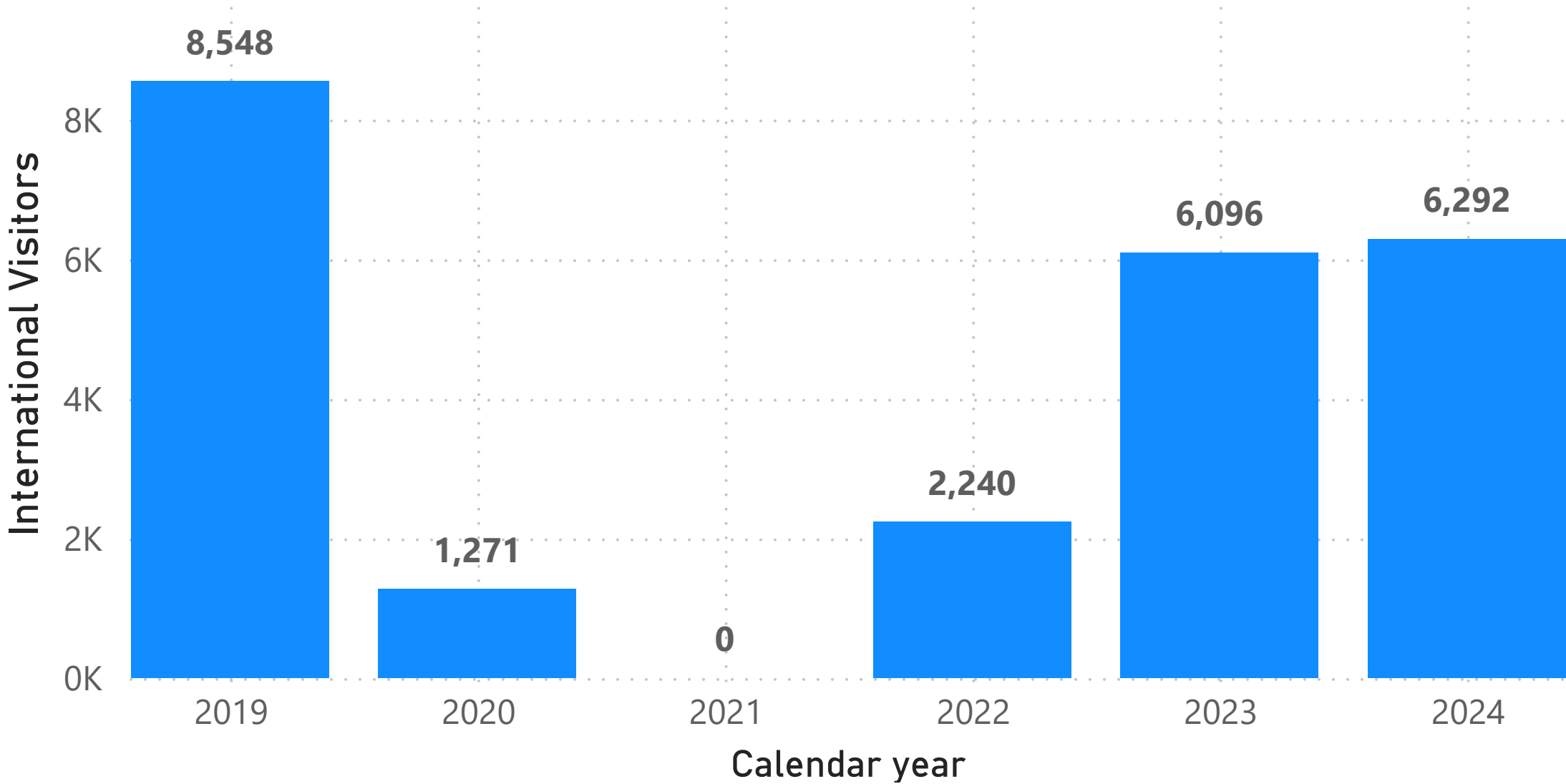
Sun Country

Local attractions / tourist activities



International Visitors

Sun Country



Murray Regional Tourism

Tourism Research Australia Year End December 2024 Domestic and International Visitor Survey Data

Albury
Wodonga



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Year Ending
December 2024



Albury Wodonga

1,869,575

Total Visitors (All)

Albury Wodonga

996,390

Day Trips

Albury Wodonga

847,001

Overnight Trips

Albury Wodonga

26,184

International Visitors

Albury Wodonga

405,176

Day Trips (Interstate)

Albury Wodonga

591,214

Day Trips (Intrastate)

Albury Wodonga

397,530

Overnight Trips (Interstate)

Albury Wodonga

449,471

Overnight Trips (Intrastate)



Albury Wodonga

1,769,529

Domestic Overnight Nights

Albury Wodonga

758,290

Domestic Overnight Nights (Interstate)

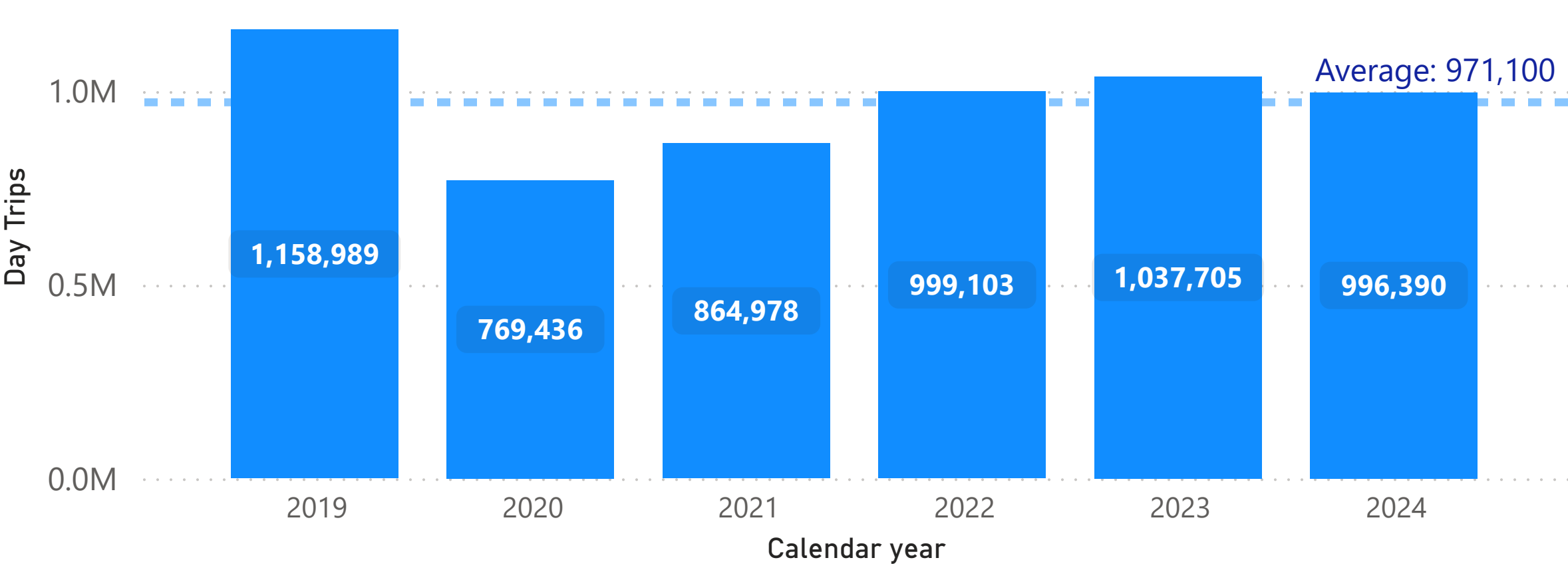
Albury Wodonga

1,011,239

Domestic Overnight Nights (Intrastate)

Day Trips

Albury Wodonga



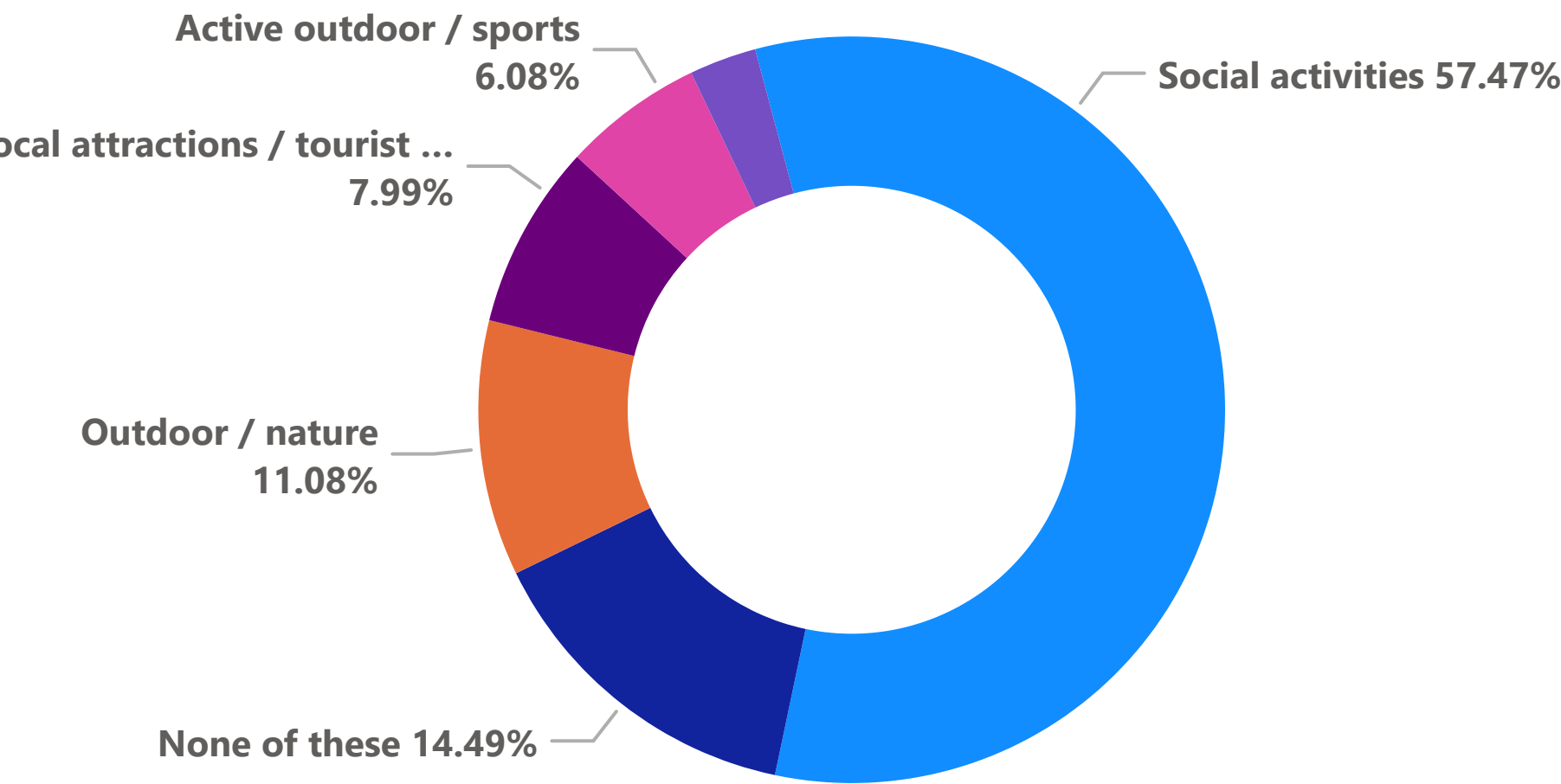
Albury Wodonga

Calendar year	Day Trips (Interstate)	Day Trips (Intrastate)
2019	501,352	657,637
2020	250,587	518,849
2021	305,449	559,529
2022	365,024	634,079
2023	565,287	472,418
2024	405,176	591,214

Zero Values = No Data Reported for Period

Day Trip Main Activity

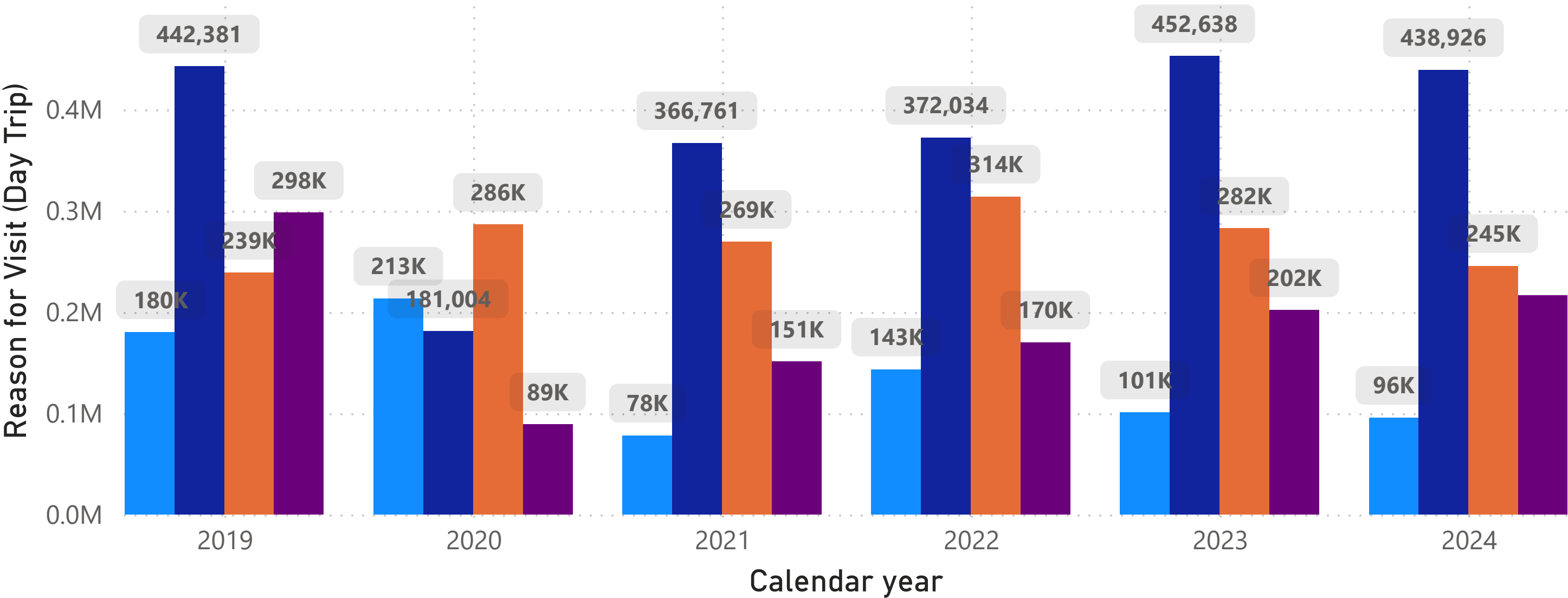
Albury Wodonga



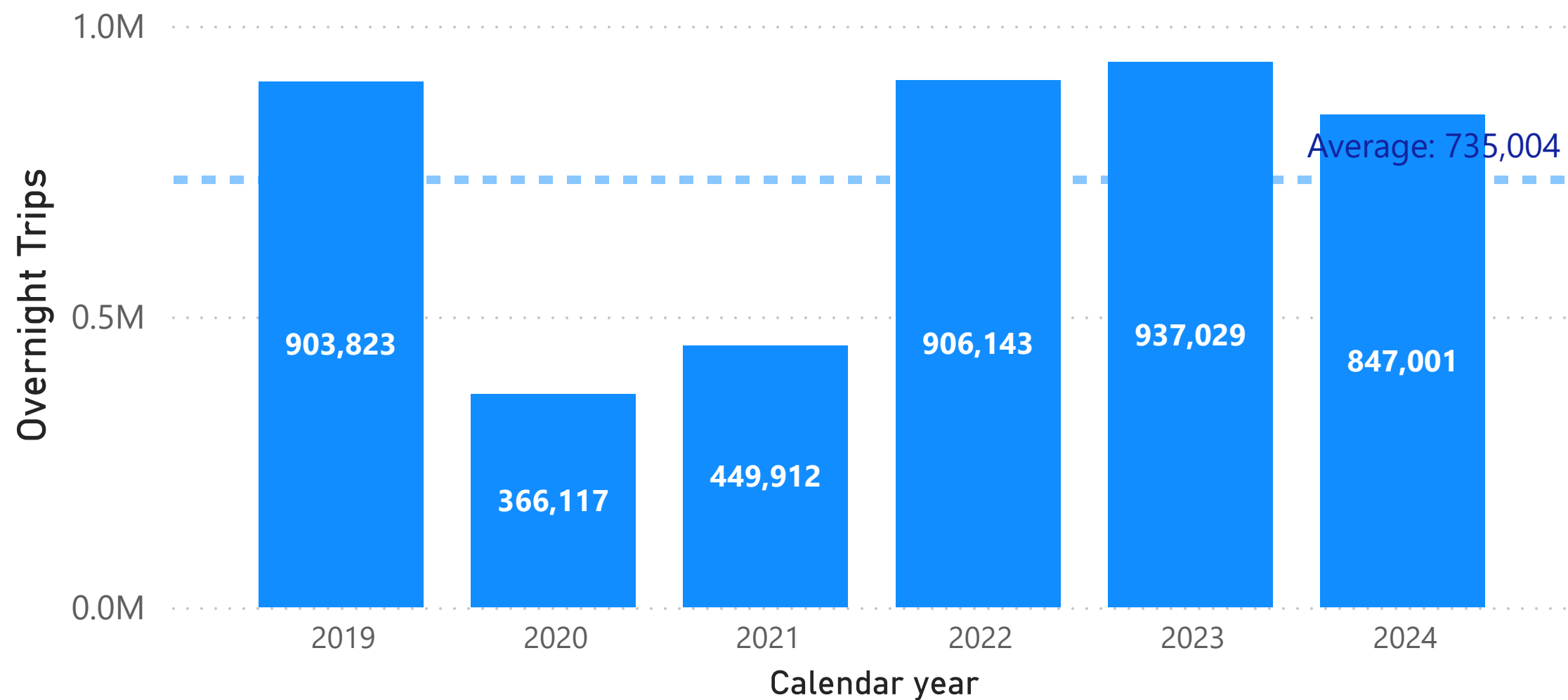
Reason for Visit (Day Trip)

Albury Wodonga

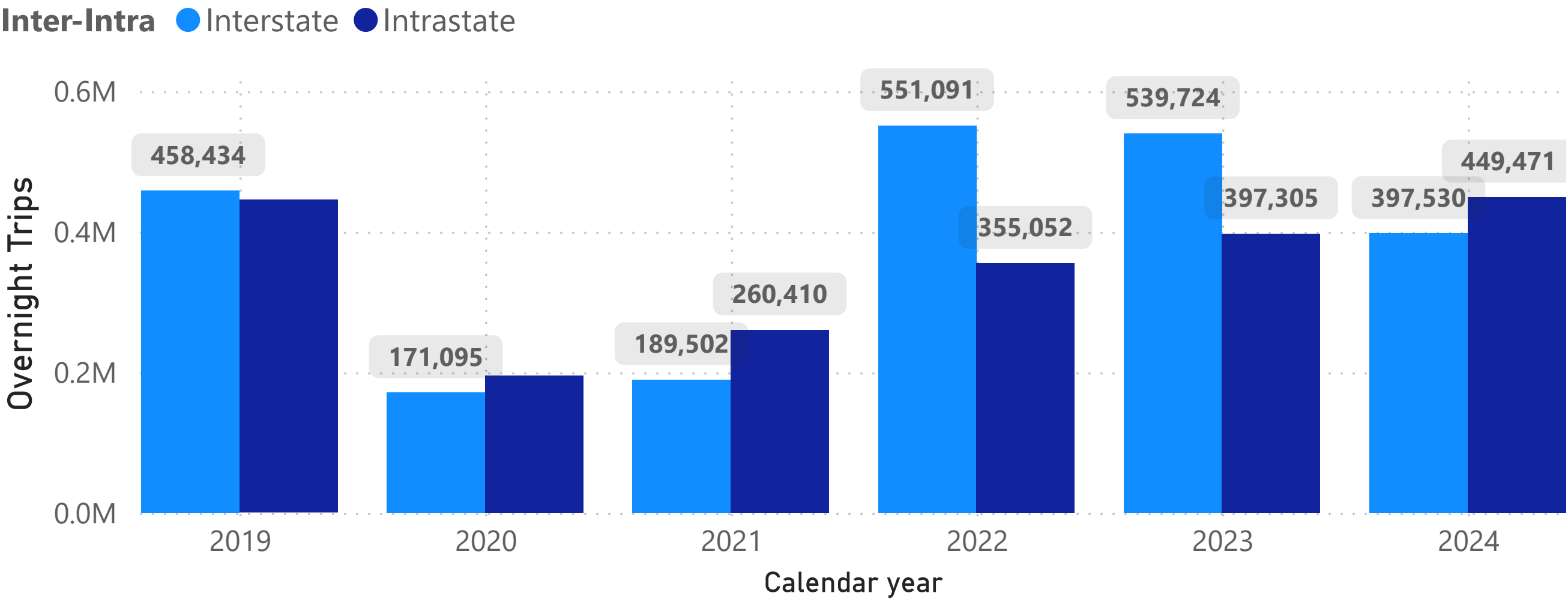
Day Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



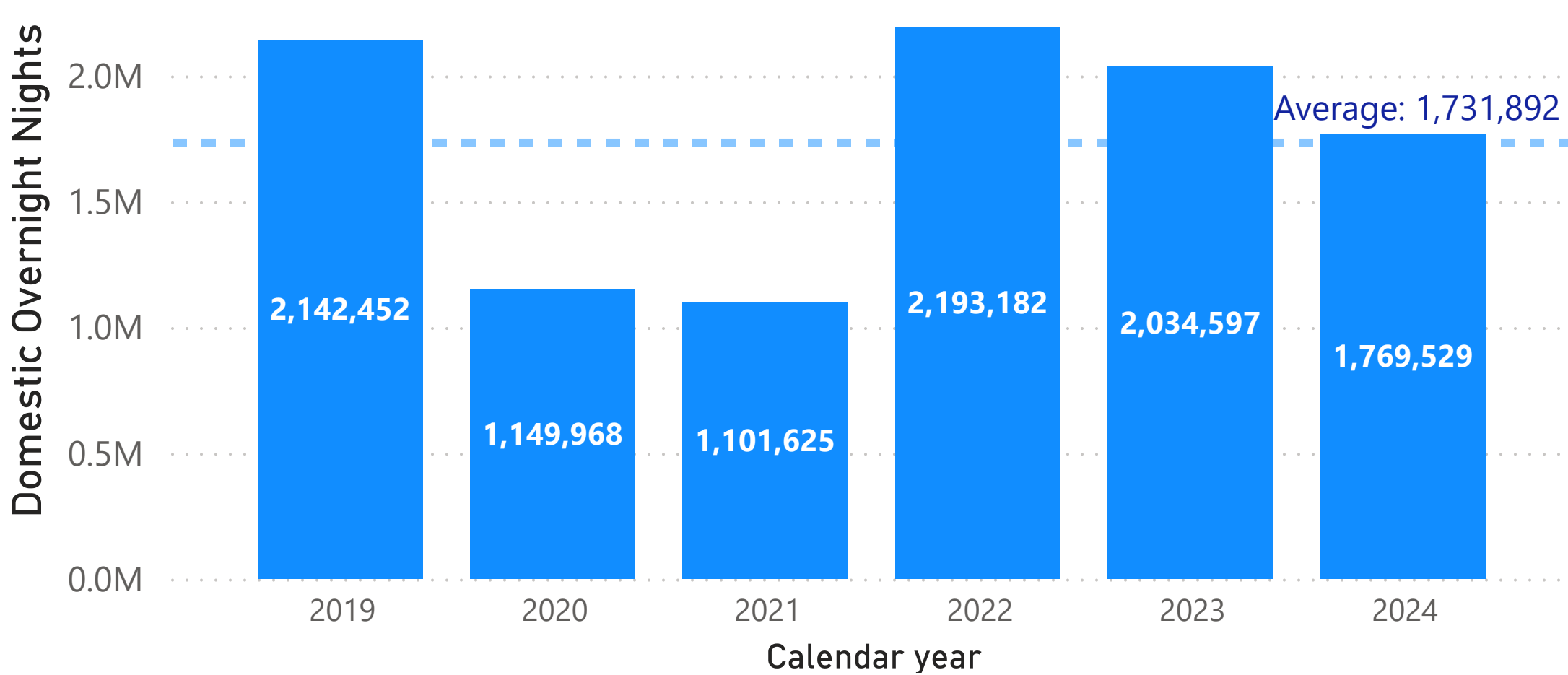
Overnight Trips
Albury Wodonga



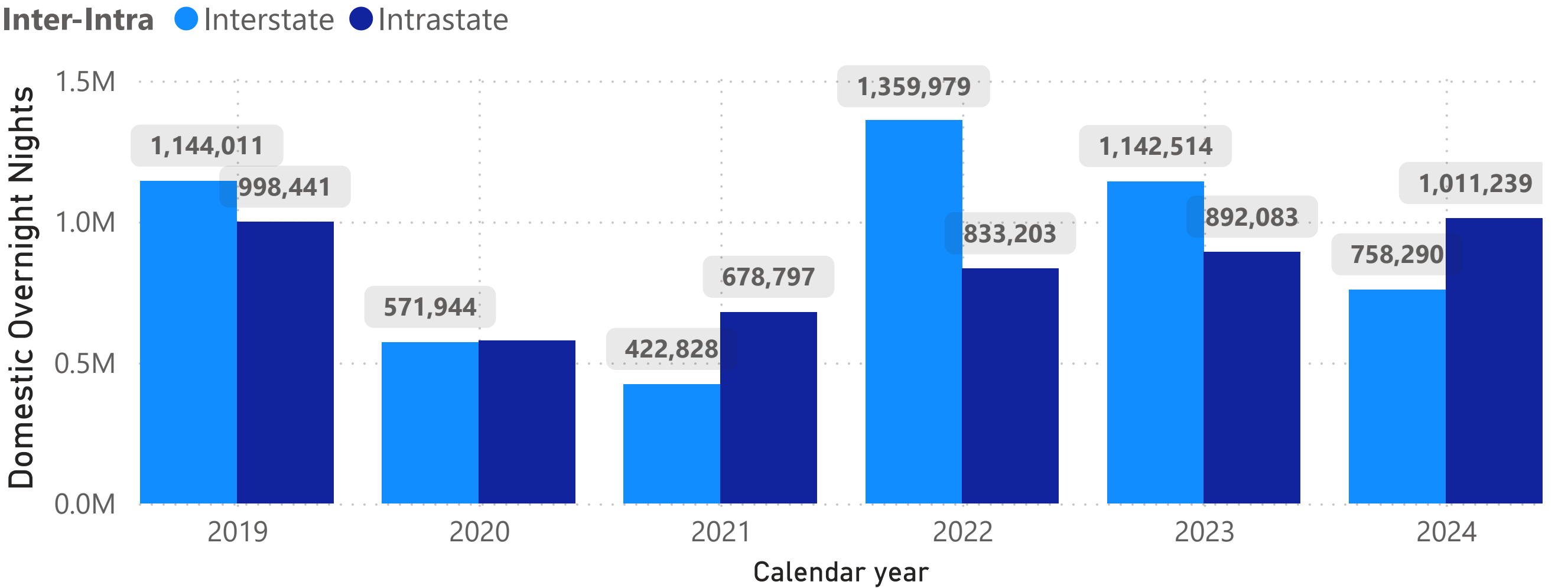
Overnight Trips Interstate - Intrastate
Albury Wodonga



Overnight Nights
Albury Wodonga



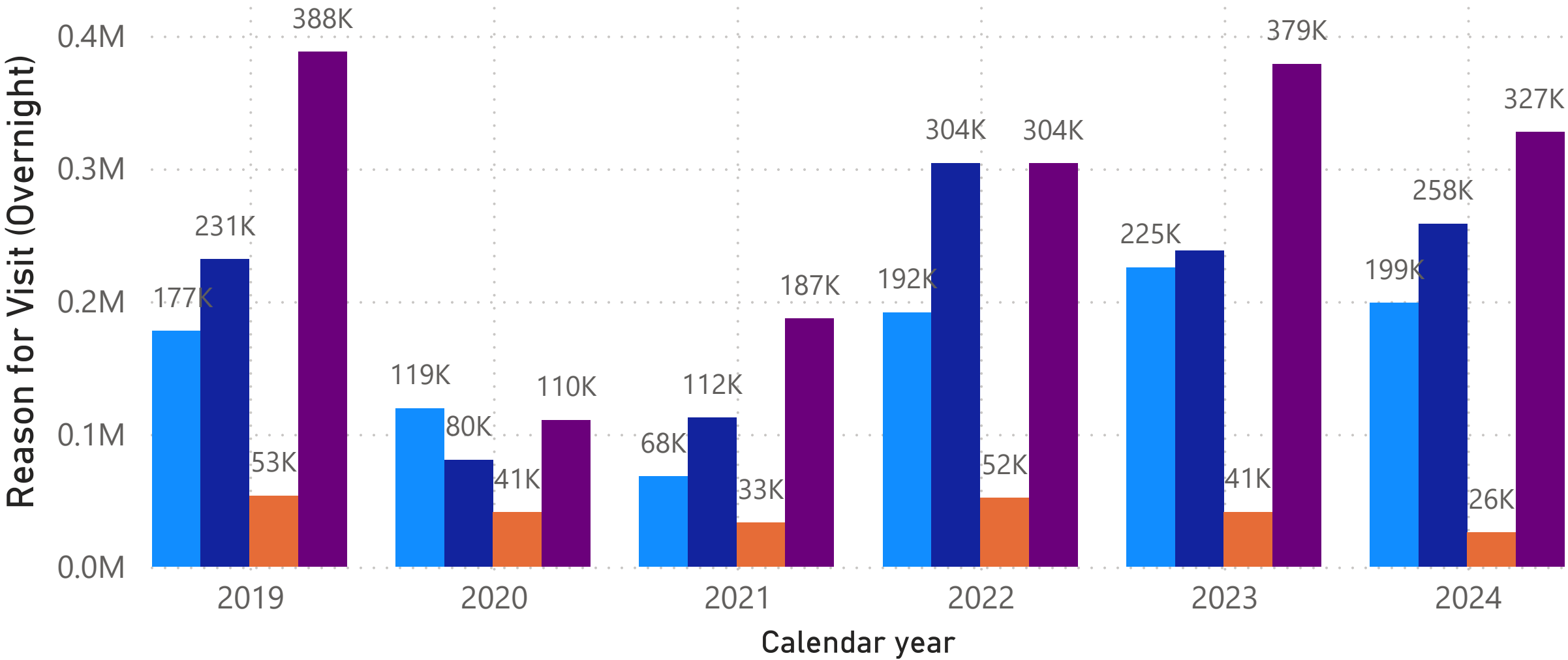
Overnight Nights Interstate - Intrastate
Albury Wodonga



Reason for Visit (Overnight)

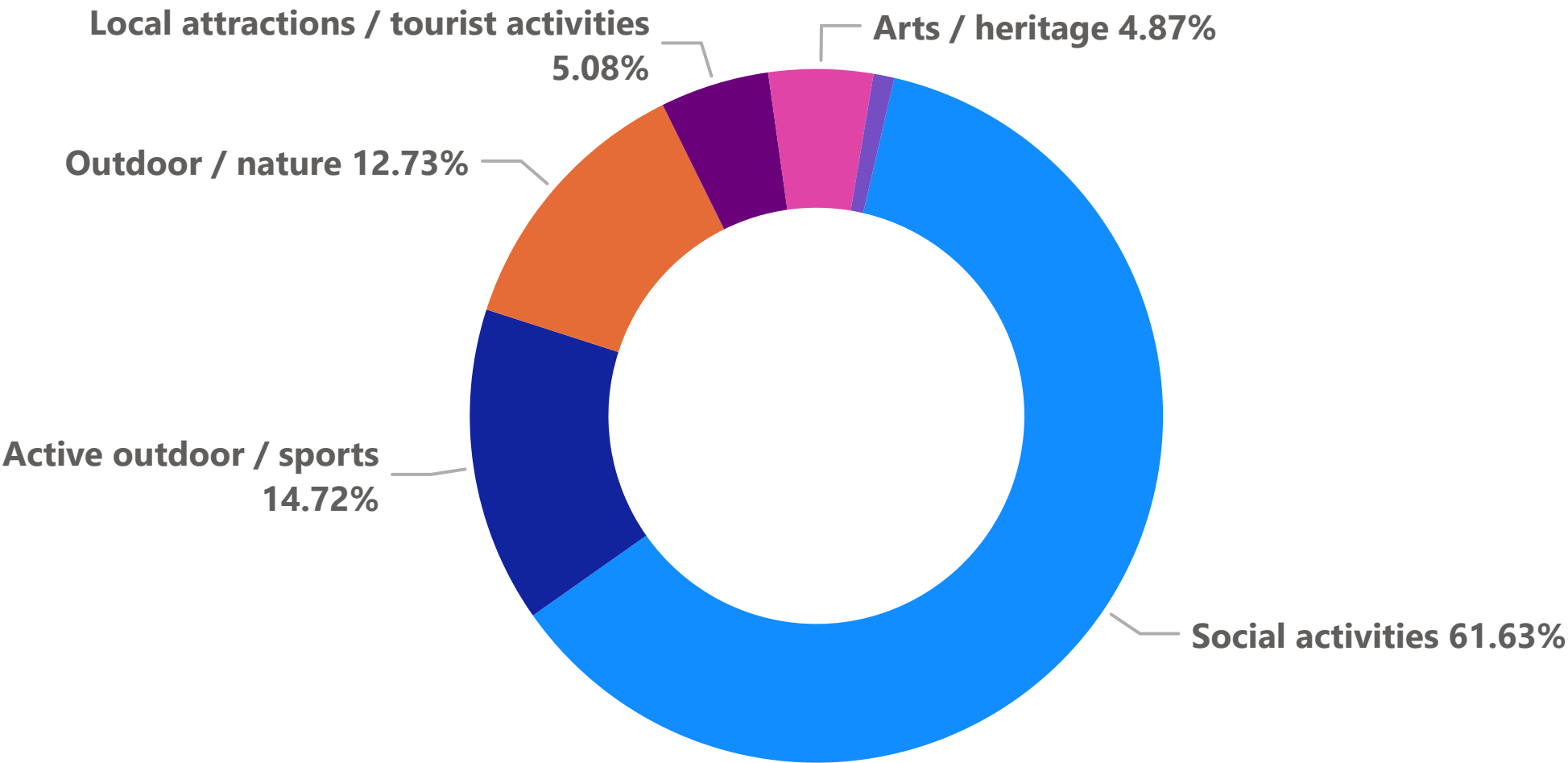
Albury Wodonga

Overnight Reason for Visit Business Holiday Other reason Visiting friends and relatives



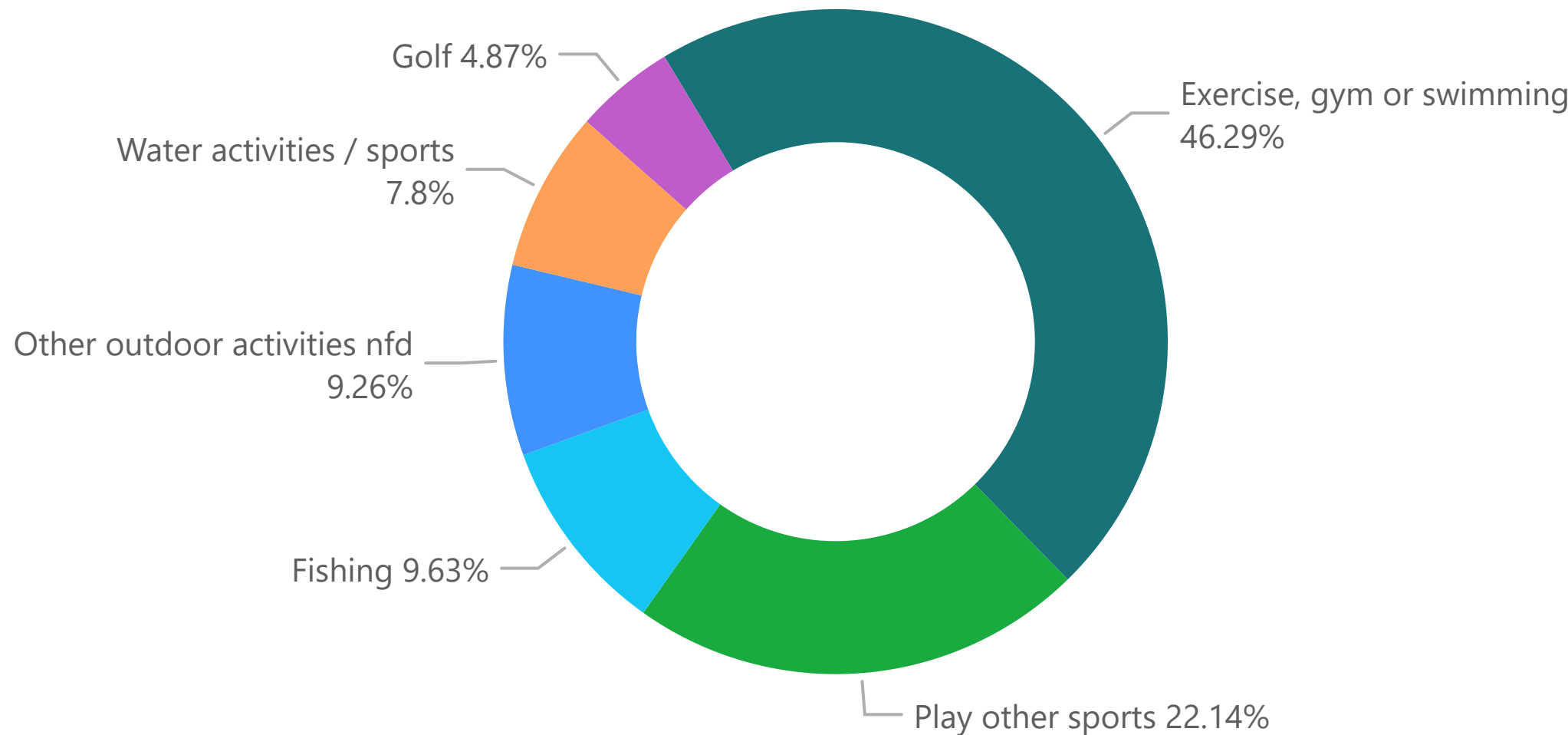
Overnight Main Activity

Albury Wodonga



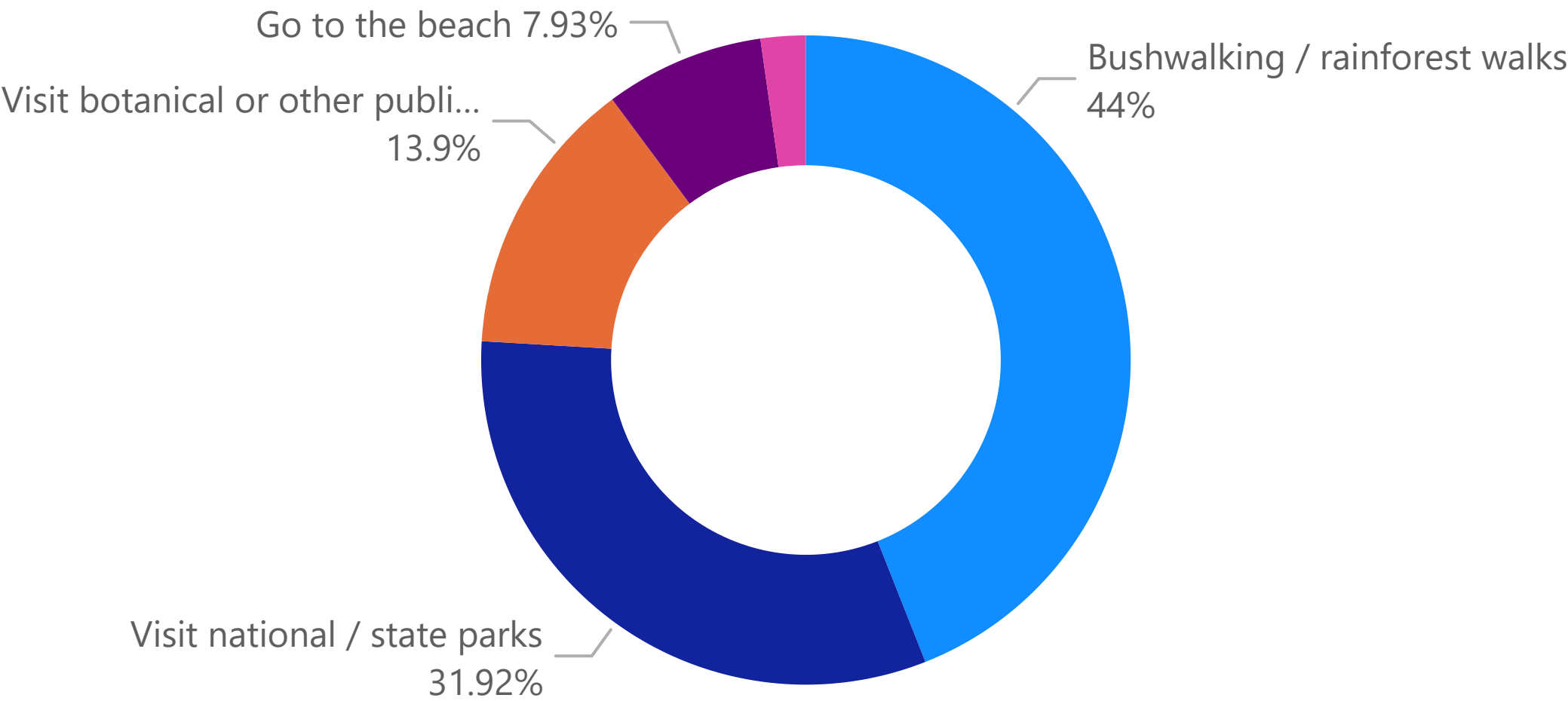
Albury Wodonga

Active outdoor / sports



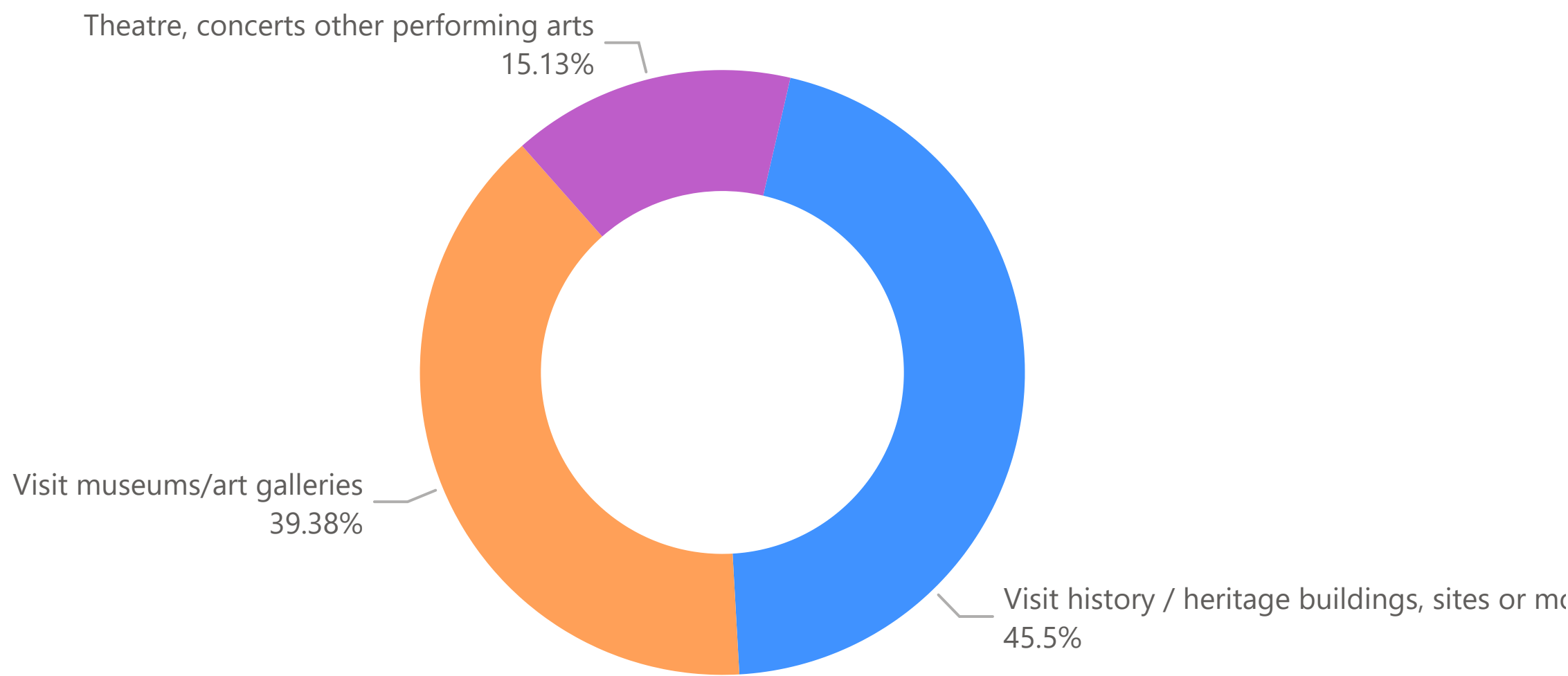
Albury Wodonga

Outdoor / nature



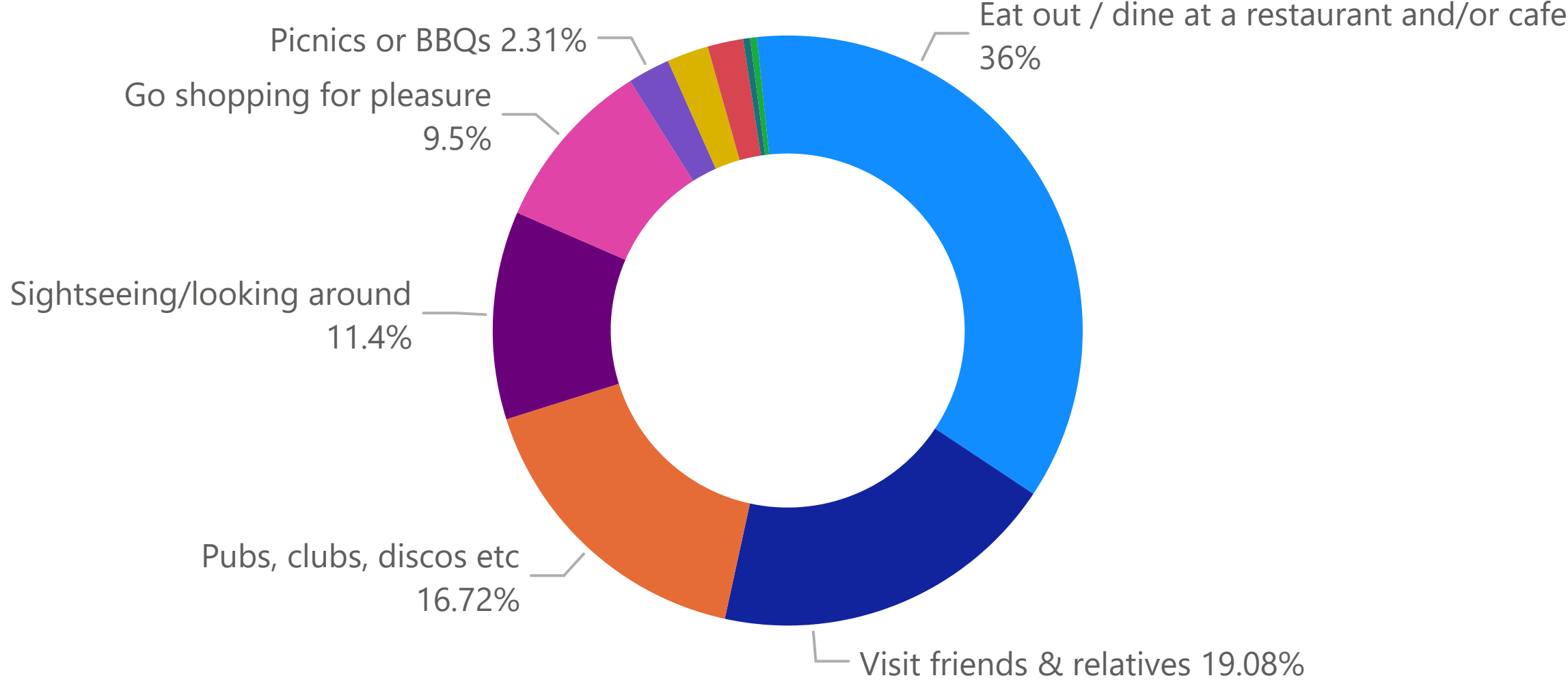
Albury Wodonga

Arts / heritage



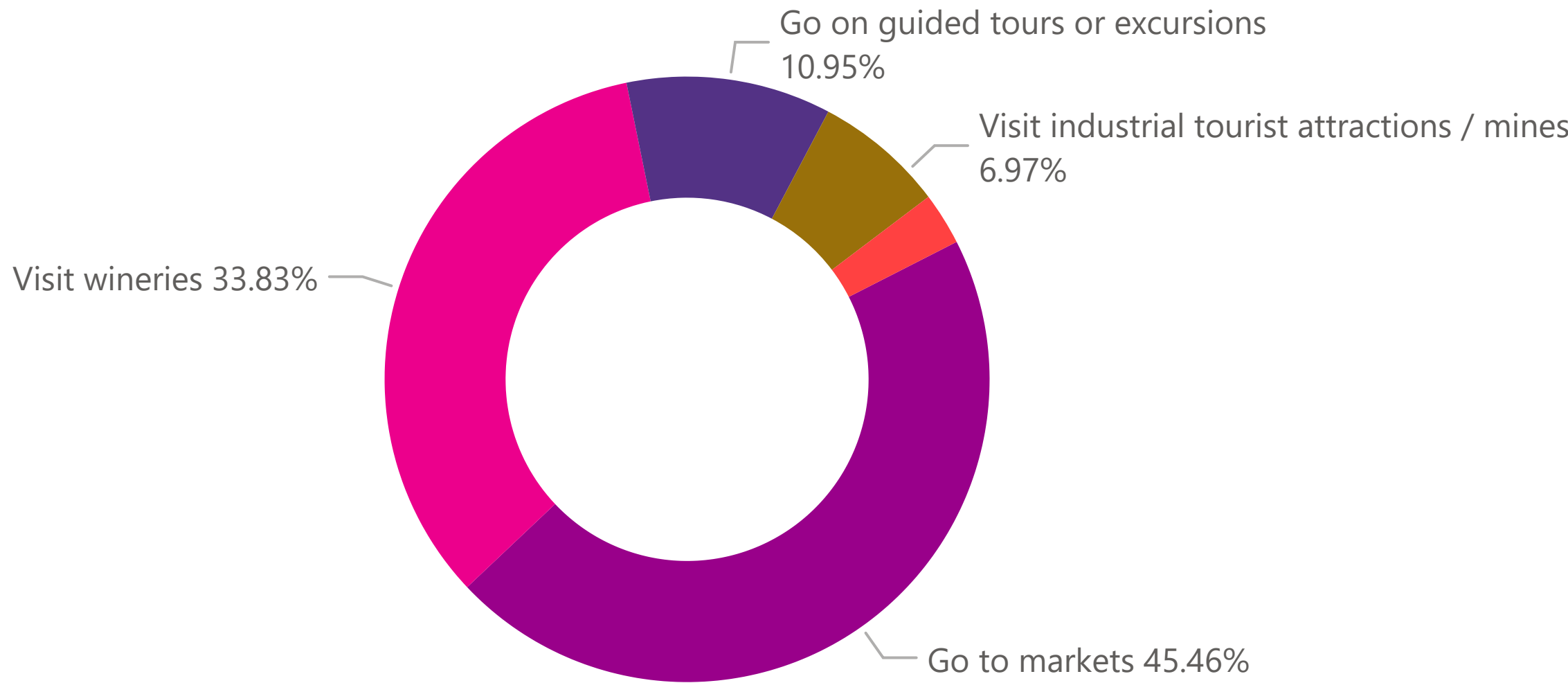
Albury Wodonga

Social activities



Albury Wodonga

Local attractions / tourist activities



International Visitors

Albury Wodonga

