

# Travel to the Murray Region

Year ended March 2017  
Quarterly Tracking of Selected Measures

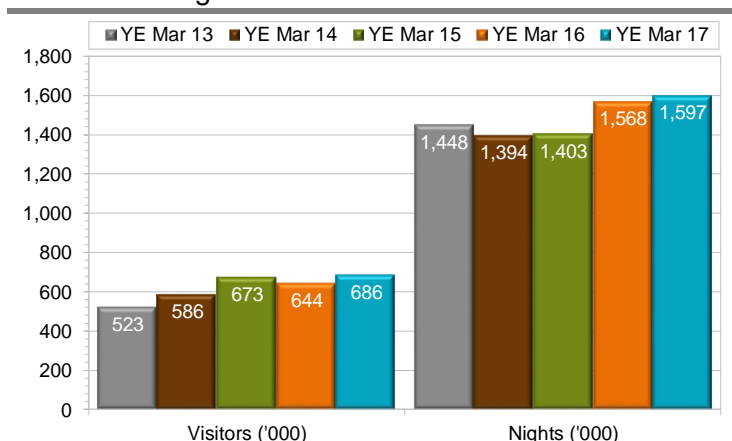
RESEARCH REPORT



*Murray*  
REGIONAL TOURISM

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

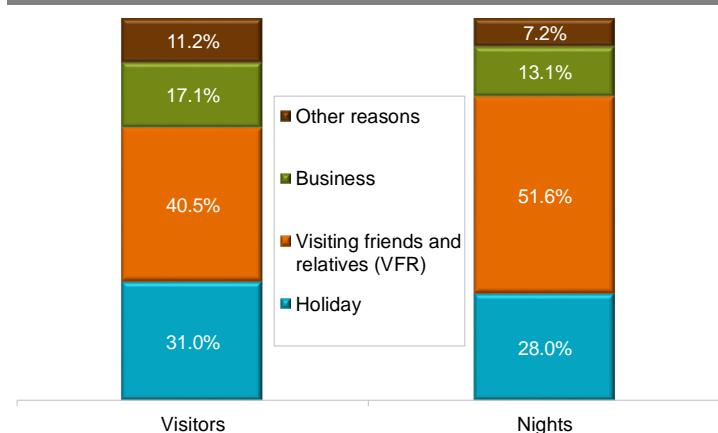


Albury / Wodonga received 686,000 domestic overnight visitors - up by 6.5% on YE Mar 16. Visitors spent almost 1.6 million nights in the region - up by 1.9% on YE Mar 16.

### Market share

The region received 25.9% of visitors and 21.5% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was down by 0.4% pts and the share of nights was down by 0.7% pts.

### Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (40.5%) was the largest purpose for **visitors** to the region, followed by 'holiday' (31.0%) and 'business' (17.1%). Compared to YE Mar 16, 'holiday' grew by 10.9% pts while 'business' declined by 6.3% pts.

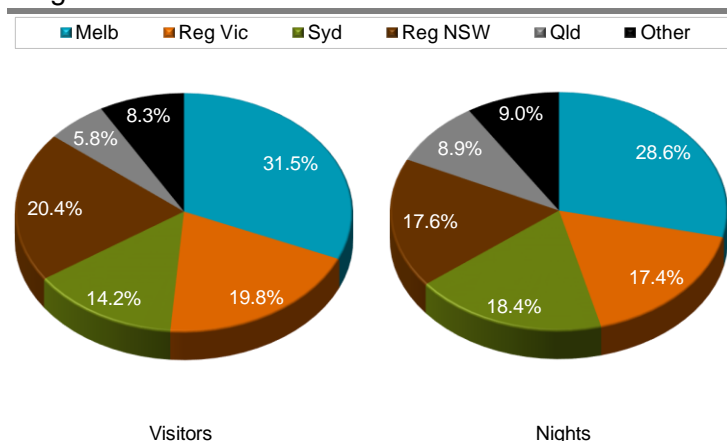
'VFR' (51.6%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (28.0%) and 'business' (13.1%). Compared to YE Mar 16, 'holiday' grew by 11.1% pts while 'business' declined by 7.3% pts.

### Accommodation

'Friends or relatives property' (46.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (22.3%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan or camping - non commercial' (9.2%).

Compared to YE Mar 16, 'caravan or camping - non commercial' increased by 6.6% pts while 'friends or relatives property' declined by 6.5% pts.

### Origin



The region received 51.3% of visitors and 46.0% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were up by 12.2% and nights were up by 18.6%.

**New South Wales** contributed 34.6% of visitors and 36.1% of nights in the region. Compared to YE Mar 16, NSW visitors were up by 2.1% and nights were down by 9.7%.

**Queensland** contributed 5.8% of visitors and 8.9% of nights in the region.

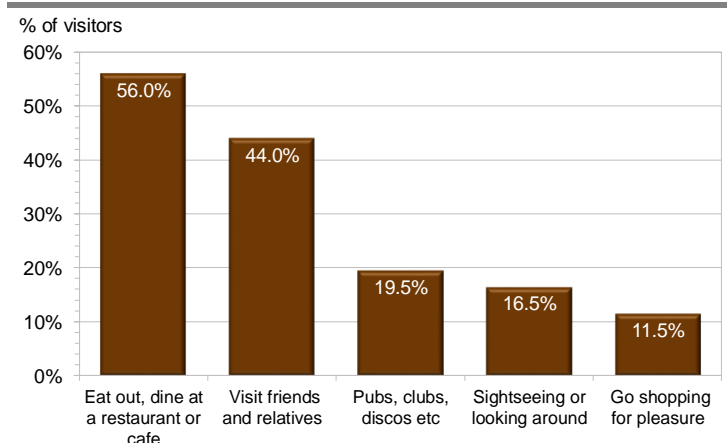
### Length of stay

Visitors stayed on average 2.3 nights in the region - down by 0.1 night on the YE Mar 16.

### Age

'55 to 64 years' (20.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.1%) and '35 to 44 years' (20.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (56.0%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (44.0%) was the 2<sup>nd</sup> most popular, followed by 'pubs, clubs, discos etc' (19.5%).

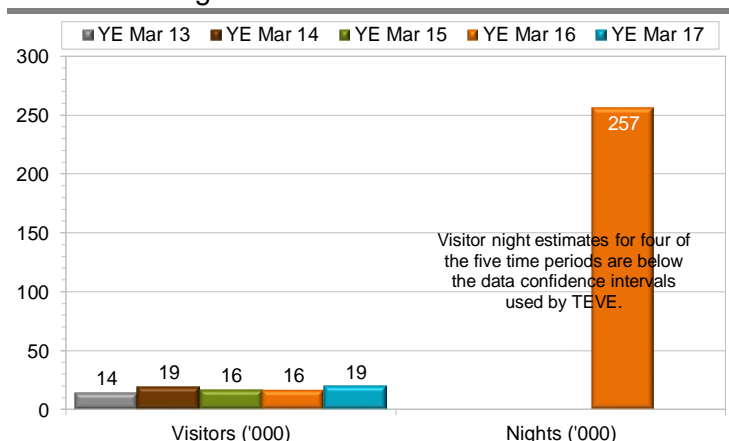
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$196 million in the region - an average of \$123 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Albury / Wodonga received 19,400 international overnight visitors - up by 18.4% on YE Mar 16. Visitor night estimates for four of the five time periods are below the data confidence intervals used by TEVE, incl YE Mar 17.

### Market share

The region received 31.9% of visitors to the Murray region. Compared to YE Mar 16, the share of visitors was up by 2.7% pts.

### Purpose of visit to Albury / Wodonga

'Holiday' (47.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.0%) and 'business' (14.1%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	19.1%	13	Netherlands	2.3%
2	USA	8.4%	14	Japan	2.0%
3	Germany	7.0%	15	Indonesia	1.4%
4	Mainland China	6.5%	16	Hong Kong	1.1%
5	United Kingdom	6.1%	17	South Korea	0.9%
6	France	5.2%	18	Italy	0.7%
7	Malaysia	4.8%	19	Switzerland	0.7%
8	India	4.2%	20	Taiwan	0.0%
9	Thailand	4.2%			
10	Scandinavia	3.7%		Other Asia	3.1%
11	Canada	2.4%		Other Europe	11.8%
12	Singapore	2.4%		Other Countries	1.7%

New Zealand (19.1%) was the region's largest source market of visitors, followed by the USA (8.4%) and Germany (7.0%).

### Accommodation

'Friends or relatives property' (58.2%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (24.0%).

### Age

'25 to 34 years' (30.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.1%).

### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 17.

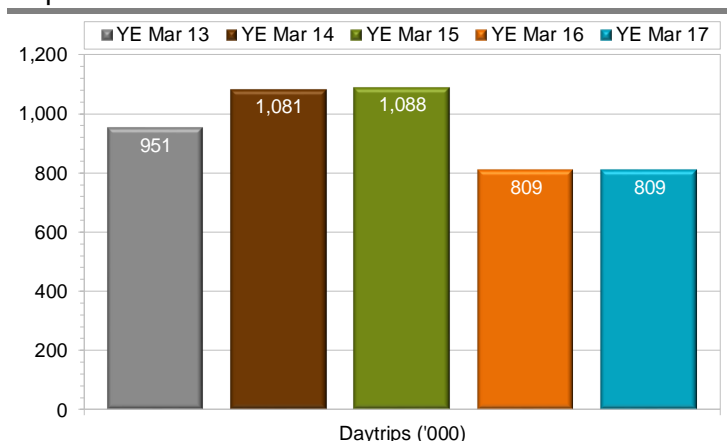
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Albury / Wodonga received 809,000 domestic daytrip visitors - unchanged on YE Mar 16.

### Market share

The region received 30.8% of daytrips to the Murray region. Compared to YE Mar 16, the share was down by 1.7% pts.

### Main purpose of trip

'Holiday' (31.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.2%) and 'medical reasons' (20.1%).

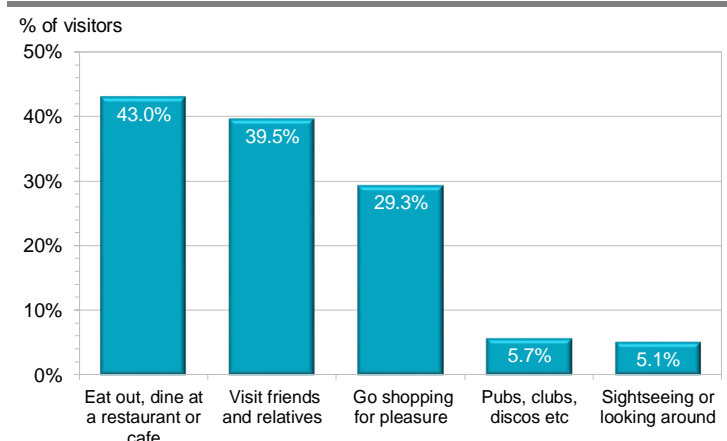
### Age

'65 years and over' (19.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.2%) and '45 to 54 years' (16.6%).

### Gender

More visitors to the region were female (64.0%) than male (36.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (43.0%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$95 million in the region - an average of \$117 per visitor.

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

(5) Source: National Visitor Survey, YE Mar 17, TRA

Page 2 of 2

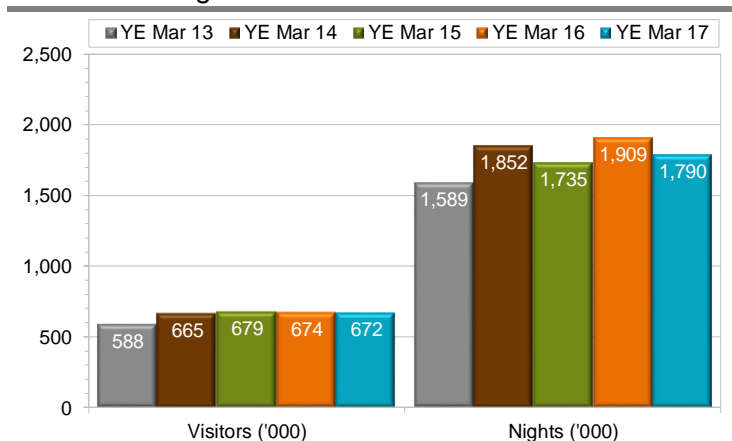


# Travel to Echuca / Moama

## For the period April 2016 to March 2017

### Domestic Overnight Travel<sup>(1)</sup>

#### Visitors and nights

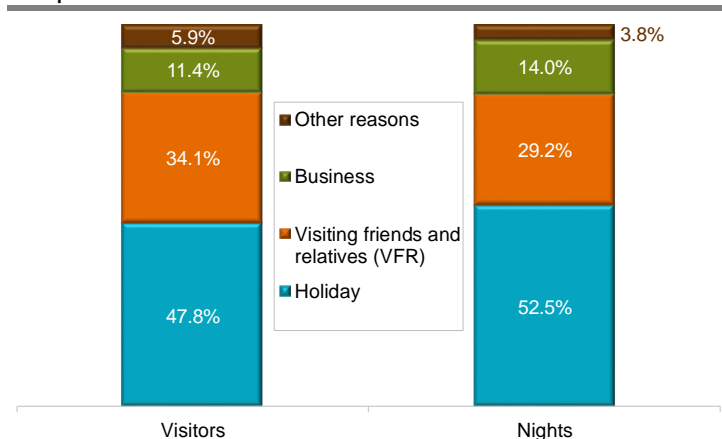


Echuca / Moama received 672,000 domestic overnight visitors – down by 0.3% on YE Mar 16. Visitors spent nearly 1.8 million nights in the region - down by 6.2% on YE Mar 16.

#### Market share

The region received 25.4% of visitors and 24.1% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was down by 2.1% pts and the share of nights was down by 2.9% pts.

#### Purpose of visit to Echuca / Moama



'Holiday' (47.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.1%) and 'business' (11.4%). Compared to YE Mar 16, 'VFR' grew by 6.3% pts while 'holiday' declined by 11.5% pts.

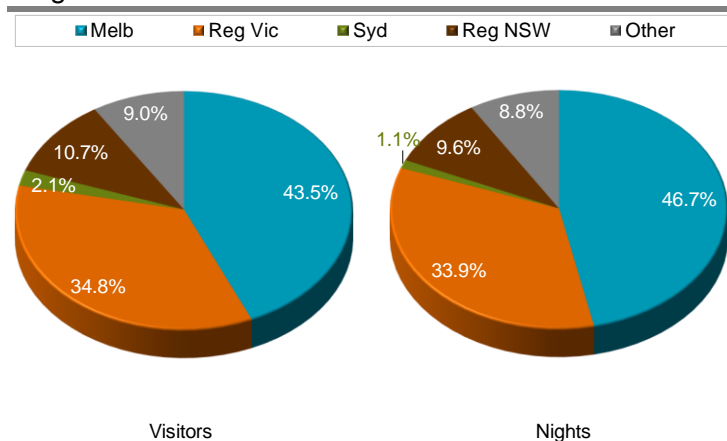
'Holiday' (52.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.2%) and 'business' (14.0%). Compared to YE Mar 16, 'business' grew by 8.0% pts while 'holiday' declined by 13.2% pts.

#### Accommodation

'Friends or relatives property' (26.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (24.2%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (22.5%).

Compared to YE Mar 16, 'standard hotel or motor inn, below 4 star' grew by 8.6% pts while 'friends or relatives property' declined by 1.7% pts.

#### Origin



The region received 78.2% of visitors and 80.5% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were down by 4.2% and nights were down by 9.8%.

**New South Wales** contributed 12.8% of visitors and 10.7% of nights in the region.

**South Australia** contributed 2.9% of visitors and 2.7% of nights in the region.

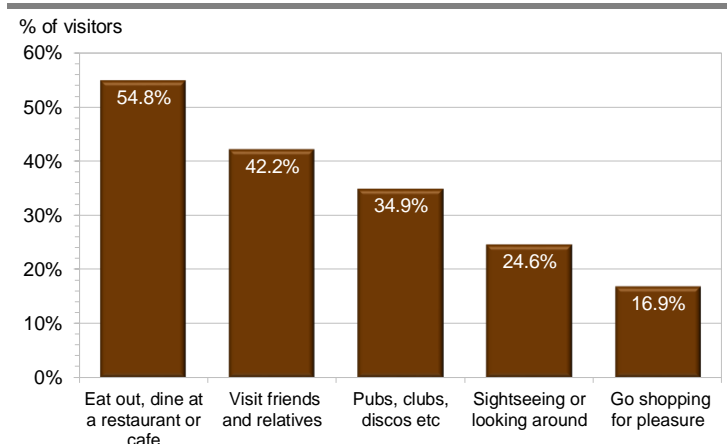
#### Length of stay

Visitors stayed on average 2.7 nights in the region – down by 0.1 night on the YE Mar 16.

#### Age

'65 years and over' (23.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.5%) and '55 to 54 years' (16.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (54.8%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (42.2%) was the 2<sup>nd</sup> most popular, followed by 'pubs, clubs, discos etc' (34.9%).

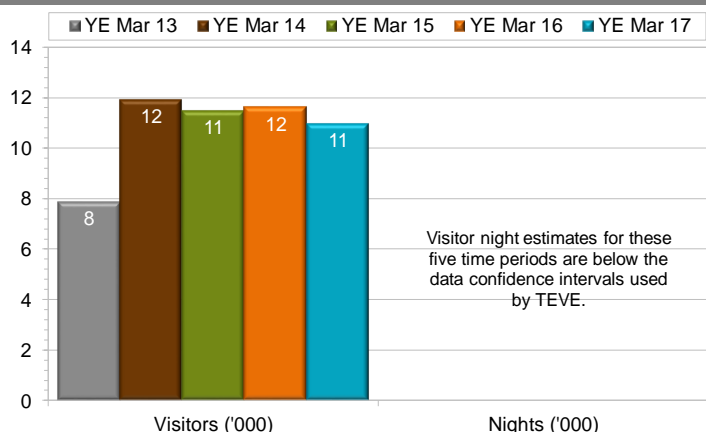
#### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$227 million in the region - an average of \$127 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Echuca / Moama received 11,000 international overnight visitors - down by 5.7% on YE Mar 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 18.0% of visitors to the Murray region. Compared to YE Mar 16, the share was down by 2.6% pts.

### Purpose of visit to Echuca / Moama

'Holiday' (68.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.8%) and 'business' (6.3%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	25.6%	13	Malaysia	0.8%
2	United Kingdom	15.0%	14	Japan	0.7%
3	USA	12.6%	15	Switzerland	0.4%
4	Scandinavia	6.6%	16	Singapore	0.0%
5	Hong Kong	4.8%	16	South Korea	0.0%
6	Netherlands	4.5%	16	India	0.0%
7	Germany	4.4%	16	France	0.0%
8	Indonesia	2.8%	16	Italy	0.0%
9	Taiwan	2.0%			
10	Canada	1.3%		Other Asia	0.0%
11	Mainland China	1.1%		Other Europe	6.7%
12	Thailand	0.8%		Other Countries	9.7%

New Zealand (25.6%) was the region's largest source market of visitors, followed by the United Kingdom (15.0%) and the USA (12.6%).

### Accommodation

'Rented house, apartment, flat or unit' (37.1%) was the most popular accommodation type used for international nights in the region, followed by 'other private accommodation' (23.6%).

### Age

'65 years and over' (30.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.6%). '55 to 64 years' (15.1%)

### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 17.

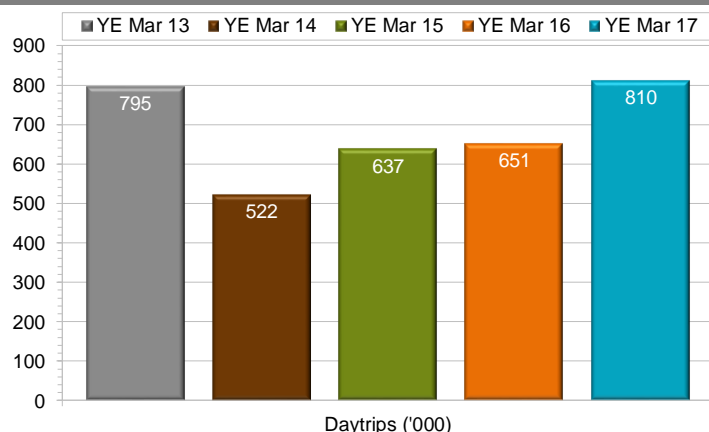
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Echuca / Moama received 810,000 domestic daytrip visitors - up by 24.4% on YE Mar 16.

### Market share

The region received 30.8% of daytrips to the Murray region. Compared to YE Mar 16, the share was up by 4.7% pts.

### Main purpose of trip

'Holiday' (41.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.8%) and 'business' (16.1%).

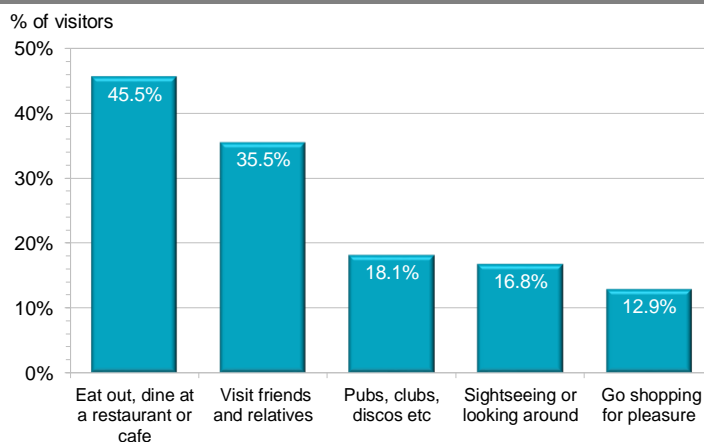
### Age

'65 years and over' (24.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.2%) and '45 to 54 years' (17.0%).

### Gender

More visitors to the region were male (53.1%) than female (46.9%).

### Activities



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

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$102 million in the region - an average of \$126 per visitor.

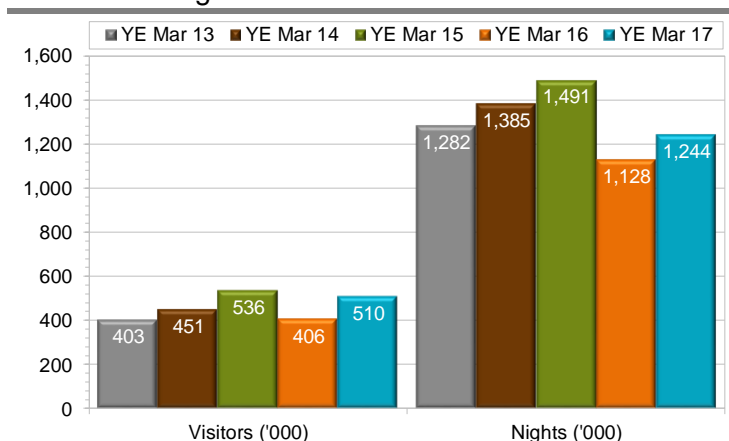
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

(5) Source: National Visitor Survey, YE Mar 17, TRA

Page 2 of 2

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

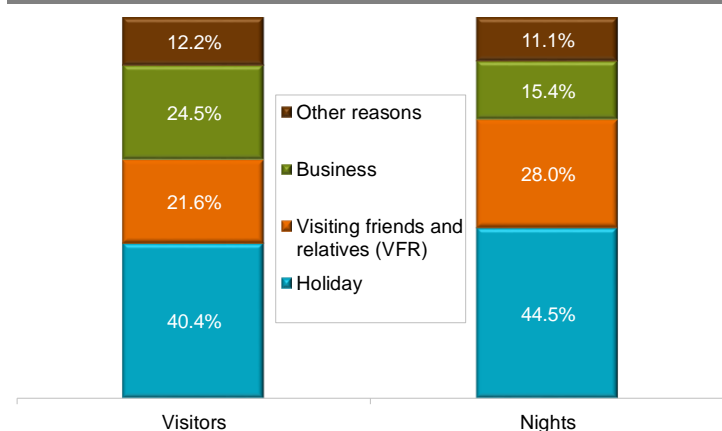


Mildura / Wentworth received 510,000 domestic overnight visitors - up by 25.6% on YE Mar 16. Visitors spent over 1.2 million nights in the region - up by 10.2% on YE Mar 16.

### Market share

The region received 19.2% of visitors and 16.7% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was up by 2.6 pts and the share of nights was up by 0.8 pts.

### Purpose of visit to Mildura / Wentworth



'Holiday' (40.4%) was the largest purpose for **visitors** to the region, followed by 'business' (24.5%) and 'visiting friends and relatives (VFR)' (21.6%). Compared to YE Mar 16, 'business' increased by 9.1 pts while 'holiday' decreased by 9.7 pts.

'Holiday' (44.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.0%) and 'business' (15.4%). Compared to YE Mar 16, 'VFR' increased by 6.9% pts while 'holiday' decreased by 16.4 pts.

### Accommodation

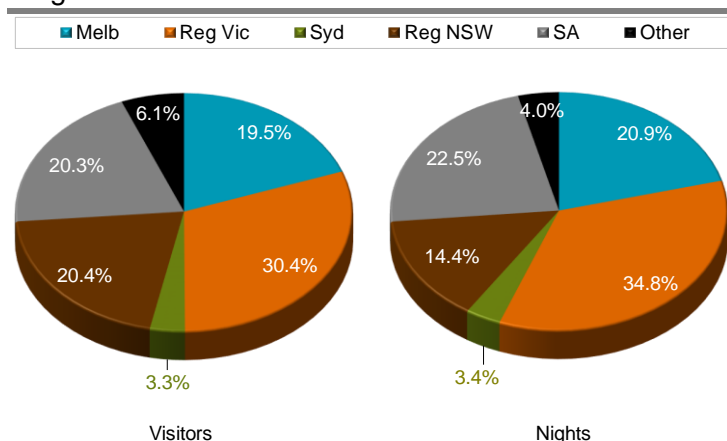
'Friends or relatives property' (27.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (24.8%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (14.9%).

Compared to YE Mar 16, 'standard hotel or motor inn, below 4 star' grew by 4.6% pts while 'caravan park or commercial camping ground' declined by 6.4% pts.

Mildura / Wentworth includes: Irymple, Merbein, Mildura, Mildura Region, Red Cliffs, and Wentworth - Buronga

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

### Origin



The region received 49.9% of visitors and 55.7% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were up by 20.6% and nights were up by 18.5%.

**NSW** contributed 23.8% of visitors and 17.8% of nights in the region. Compared to YE Mar 16, visitors from NSW were up by 64.0%.

**South Australia** contributed 20.3% of visitors and 22.5% of nights in the region. Compared to YE Mar 16, visitors from South Australia were up by 12.5%.

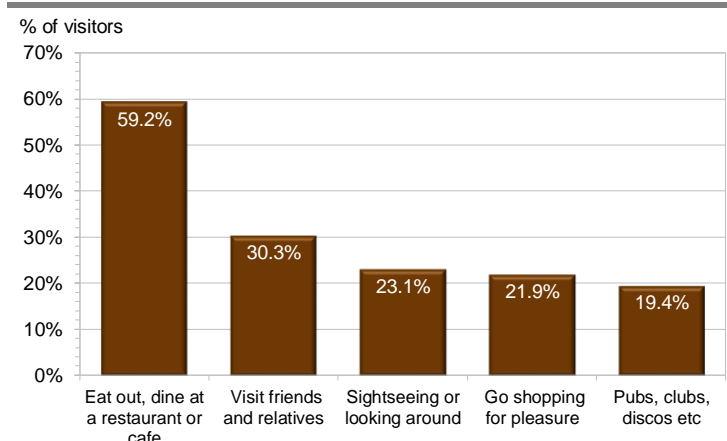
### Length of stay

Visitors stayed, on average, 2.4 nights in the region – down by 0.4 nights on the YE Mar 16.

### Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.7%) and '35 to 44 years' (17.7%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.2%) was the most popular activity undertaken by visitors to the region.

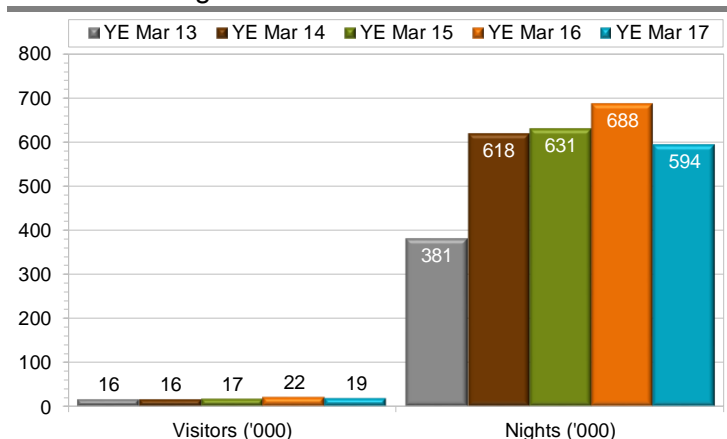
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$216 million in the region - an average of \$174 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Mildura / Wentworth received 19,400 international overnight visitors - down by 11.0% on YE Mar 16. Visitors spent 593,300 nights in the region - down by 13.7% on YE Mar 16.

### Market share

The region received 31.8% of visitors and 48.0% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was down by 6.9% pts and the share of nights was down by 0.4% pts.

### Purpose of visit to Mildura / Wentworth

'Holiday' (58.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.9%) and 'business' (7.4%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.3%	13	Scandinavia	1.9%
2	Malaysia	11.6%	14	Japan	1.9%
3	New Zealand	9.7%	15	Switzerland	1.8%
4	Mainland China	7.9%	16	Hong Kong	1.6%
5	USA	7.0%	17	India	1.1%
6	Taiwan	5.7%	18	Indonesia	0.7%
7	Germany	3.5%	19	Canada	0.5%
8	Thailand	2.6%	20	South Korea	0.5%
9	Singapore	2.6%			
10	Netherlands	2.5%		Other Asia	1.7%
11	Italy	2.1%		Other Europe	3.7%
12	France	1.9%		Other Countries	6.1%

The UK (21.3%) was the region's largest source of visitors.

### Accommodation

'Rented house, apartment, flat or unit' (40.7%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (21.3%) and 'friends or relatives property' (17.5%).

### Age

'25 to 34 years' (28.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.8%).

### Expenditure<sup>(4)</sup>

International overnight visitors spent \$21 million in the region - an average of \$35 per night.

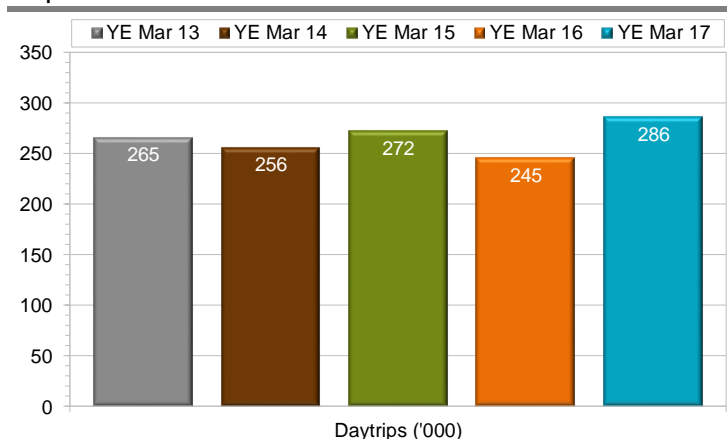
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Mildura / Wentworth received 286,000 domestic daytrip visitors - up by 16.6% on YE Mar 16.

### Market share

The region received 10.9% of daytrips to the Murray region. Compared to YE Mar 16, the share was up by 1.0% pt.

### Main purpose of trip

'Holiday' (52.9%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (17.6%) and 'business' (11.2%).

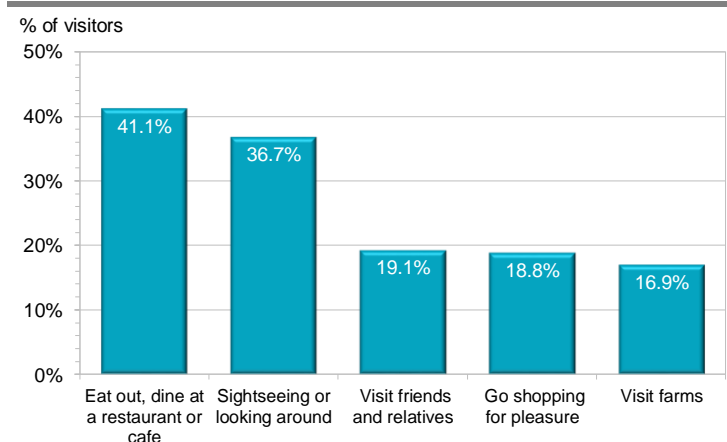
### Age

'15 to 24 years' (39.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (24.9%) and '35 to 44 years' (13.6%).

### Gender

More visitors to the region were female (51.8%) than male (48.2%).

### Activities



'Eat out, dine at a restaurant or cafe' (41.1%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$41 million in the region - an average of \$144 per visitor.

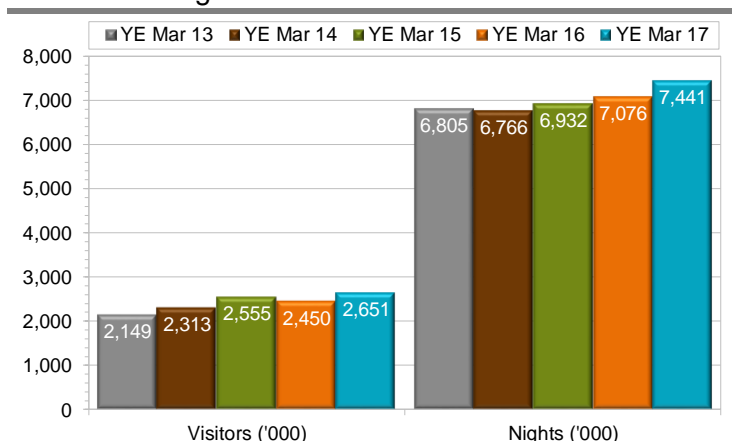
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

(5) Source: National Visitor Survey, YE Mar 17, TRA

Page 2 of 2

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

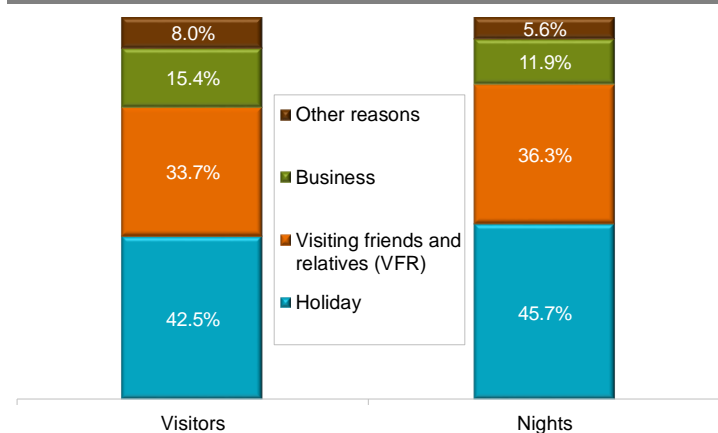


The Murray region received nearly 2.7 million domestic overnight visitors - up by 8.2% on YE Mar 16. Visitors spent over 7.4 million nights in the region - up by 5.2% on YE Mar 16.

### Market share

The region received 7.6% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 16, the share of visitors was up by 0.3% pts and the share of nights was up by 0.1% pt.

### Purpose of visit to the Murray region



'Holiday' (42.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.7%) and 'business' (15.4%). Compared to YE Mar 16, 'VFR' increased by 1.7% pts while 'holiday' decreased by 3.4% pts.

'Holiday' (45.7%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (36.3%) and 'business' (11.9%). Compared to YE Mar 16, 'VFR' increased by 5.5% pts while 'holiday' decreased by 8.5% pts.

### Accommodation

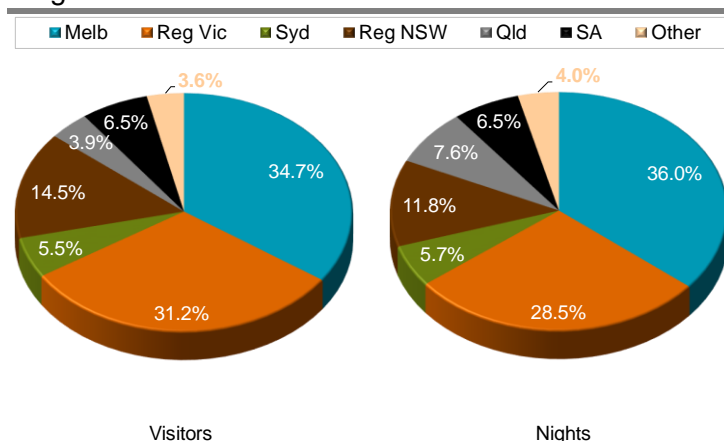
'Friends or relatives property' (35.6%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (19.3%) and 'caravan park or commercial camping ground' (17.6%).

Compared to YE Mar 16, 'friends or relatives property' increased by 2.9% pts while 'caravan park or commercial camping ground' decreased by 2.0% pts.

The Murray region includes: Mildura region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

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

### Origin



The region received 65.9% of visitors and 64.5% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were up by 6.1% and nights were up by 2.2%.

**NSW** contributed 20.0% of visitors and 17.4% of nights in the region. Compared to YE Mar 16, NSW visitors were up by 12.1% and nights were up by 2.4%.

**South Australia** contributed 6.5% of visitors and 6.5% of nights in the region. Compared to YE Mar 16, visitors from South Australia were up by 17.3%.

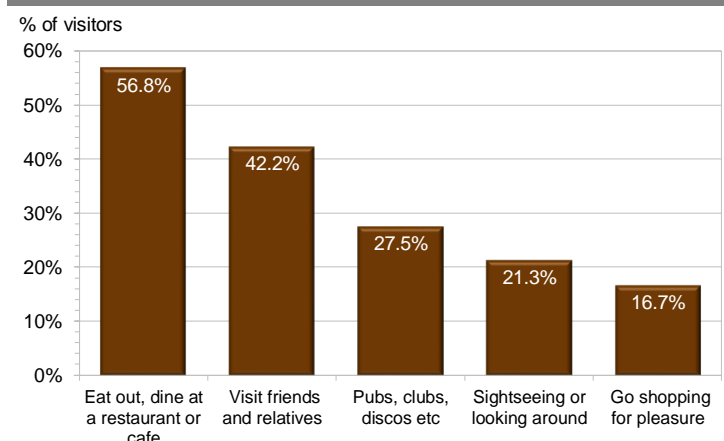
### Length of stay

Visitors stayed, on average, 2.8 nights in the region – down by 0.1 night on YE Mar 16.

### Age

'65 years and over' (21.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.2%) and '45 to 54 years' (17.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (56.8%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(2)</sup>

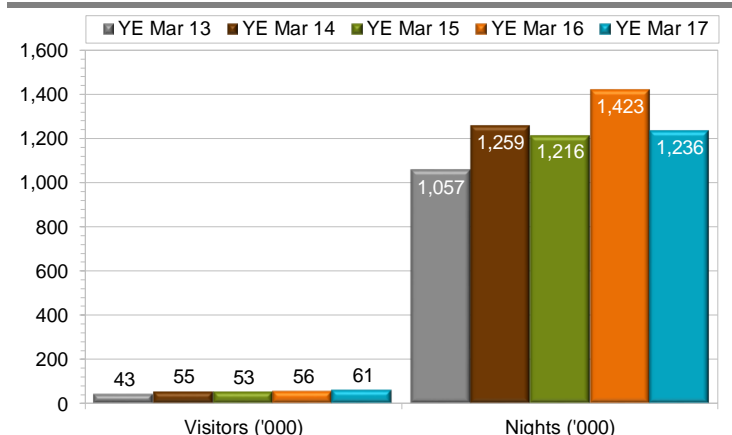
Domestic overnight visitors spent over \$1.0 billion in the region - an average of \$139 per night.

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



## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



The Murray region received 61,000 international overnight visitors - up by 8.3% on YE Mar 16. Visitors spent over 1.2 million nights in the region - down by 13.1% on YE Mar 16.

### Market share

The region received 5.2% of visitors and 5.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 16, the share of visitors was unchanged and the share of nights was down by 1.4% pts.

### Purpose of visit to the Murray region

'Holiday' (53.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.0%) and 'business' (10.8%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	15.9%	13	Hong Kong	2.0%
2	United Kingdom	14.5%	14	Japan	1.8%
3	USA	9.5%	15	India	1.7%
4	Malaysia	7.1%	16	Singapore	1.6%
5	Mainland China	5.5%	17	Switzerland	1.5%
6	Germany	4.6%	18	Canada	1.5%
7	Indonesia	4.2%	19	Italy	0.9%
8	Taiwan	3.6%	20	South Korea	0.5%
9	Scandinavia	3.2%			
10	France	2.6%		Other Asia	2.2%
11	Thailand	2.3%		Other Europe	6.1%
12	Netherlands	2.2%		Other Countries	4.9%

New Zealand (15.9%) was the region's largest source of visitors.

### Accommodation

'Rented house, apartment, flat or unit' (37.9%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (23.5%) and 'backpacker or hostel' (13.8%).

### Age

'25 to 34 years' (27.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (16.9%).

### Expenditure<sup>(4)</sup>

International overnight visitors spent \$51 million in the region - an average of \$42 per night.

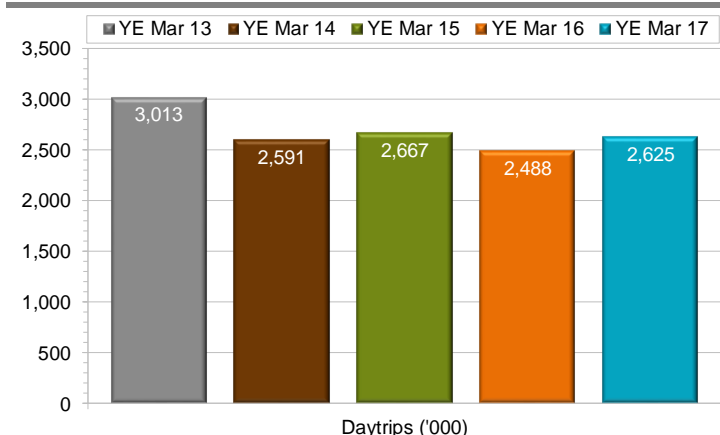
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



The Murray region received over 2.6 million domestic daytrip visitors - up by 5.5% on YE Mar 16.

### Market share

The region received 3.8% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 16, the share was unchanged.

### Main purpose of trip

'Holiday' (44.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.7%) and 'business' (11.9%).

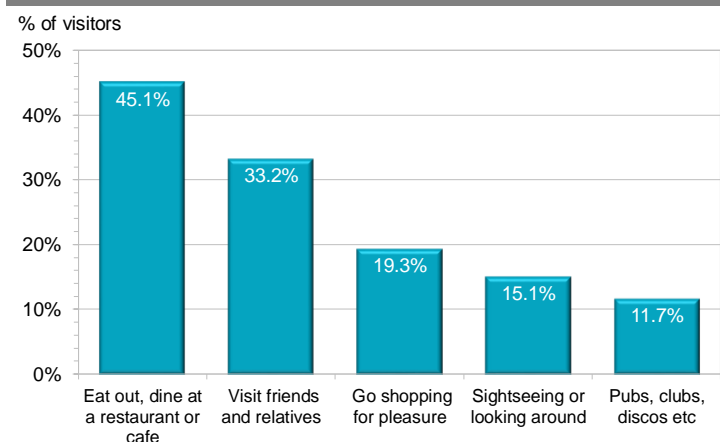
### Age

'65 years and over' (25.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.6%) and '55 to 64 years' (16.0%).

### Gender

More visitors to the region were female (52.7%) than male (47.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (45.1%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$334 million in the region - an average of \$127 per visitor.

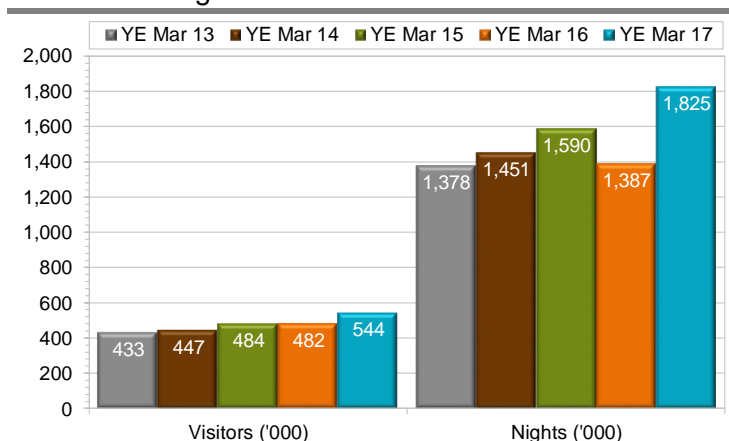
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 17.

(5) Source: National Visitor Survey, YE Mar 17, TRA

Page 2 of 2

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

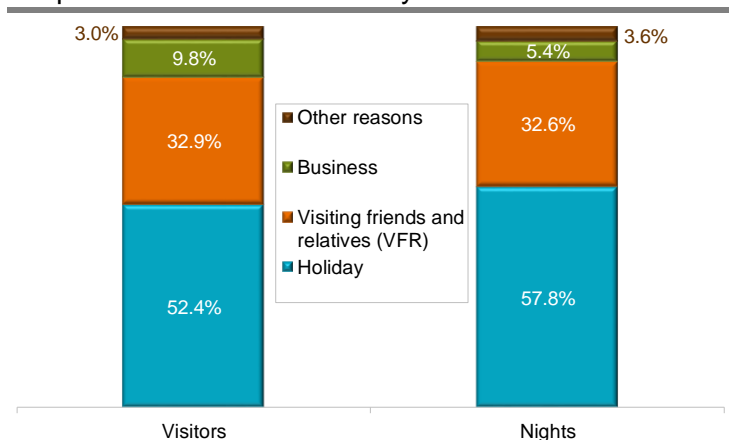


Sun Country received 544,000 domestic overnight visitors - up by 13.0% on YE Mar 16. Visitors spent over 1.8 million nights in the region - up by 31.6% on YE Mar 16.

### Market share

The region received 20.5% of visitors and 24.5% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was up by 0.8 pts and the share of nights was up by 4.9 pts.

### Purpose of visit to Sun Country



'Holiday' (52.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.9%) and 'business' (9.8%). Compared to YE Mar 16, 'business' grew by 7.2 pts while 'holiday' declined by 7.5 pts.

'Holiday' (57.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (32.6%) and 'business' (5.4%). Compared to YE Mar 16, 'business' grew by 3.2 pts while 'holiday' declined by 7.8 pts.

### Accommodation

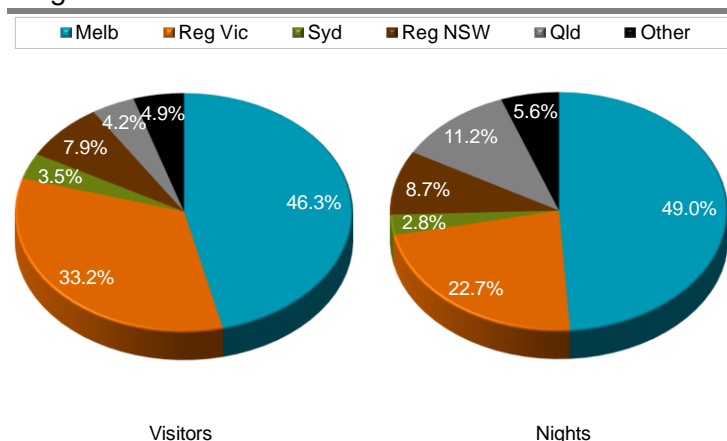
'Friends or relatives property' (35.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.5%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (13.4%).

Compared to YE Mar 16, 'caravan park or commercial camping ground' grew by 1.9 pts while 'standard hotel or motor inn, below 4 star' declined by 1.6 pts.

Sun Country includes: Cobram, Moira, Numurkah, Yarrawonga, Corowa, Corowa Region, and Tocumwal - Finley - Jerilderie.

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

### Origin



The region received 79.5% of visitors and 71.7% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were up by 10.4% and nights were up by 15.1%.

**New South Wales** contributed 11.4% of visitors and 11.5% of nights in the region. Compared to YE Mar 16, NSW visitors were down by 20.0%.

**Queensland** contributed 4.2% of visitors and 11.2% of nights in the region.

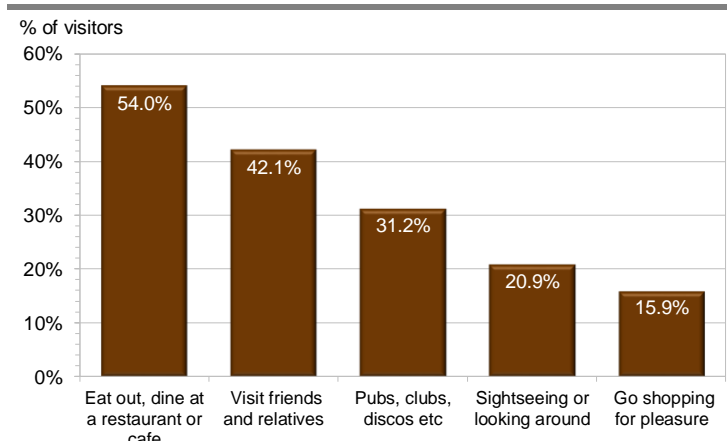
### Length of stay

Visitors stayed on average 3.4 nights in the region - up by 0.5 nights on the YE Mar 16.

### Age

'65 years and over' (26.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.0%) and '45 to 54 years' (16.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (54.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.1%) and 'pubs, clubs, discos etc' (31.2%).

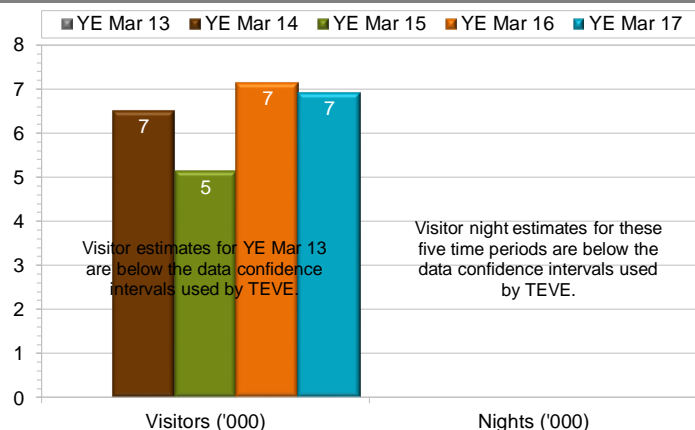
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$231 million in the region - an average of \$127 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Sun Country received 6,900 international overnight visitors - down by 3.2% on YE Mar 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 11.4% of international visitors to the Murray region. Compared to YE Mar 16, the share was down by 1.3% pts.

### Purpose of visit to Sun Country

'Holiday' (44.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.8%) and 'business' (14.0%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	20.3%	13	Singapore	0.0%
2	New Zealand	18.8%	13	Thailand	0.0%
3	USA	9.4%	13	South Korea	0.0%
4	Taiwan	8.4%	13	Germany	0.0%
5	Indonesia	7.3%	13	Scandinavia	0.0%
6	Mainland China	4.2%	13	France	0.0%
7	India	4.0%	13	Italy	0.0%
8	Japan	4.0%	13	Switzerland	0.0%
9	Malaysia	3.8%			
10	Canada	2.5%		Other Asia	1.8%
11	Hong Kong	2.1%		Other Europe	4.5%
12	Netherlands	1.2%		Other Countries	7.7%

The United Kingdom (20.3%) was the region's largest source market of visitors, followed by New Zealand (18.8%) and the USA (9.4%).

### Accommodation

'Rented house, apartment, flat or unit' (43.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (27.7%).

### Age

'25 to 34 years' (29.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.3%) and '15 to 24 years' (19.1%).

### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 17.

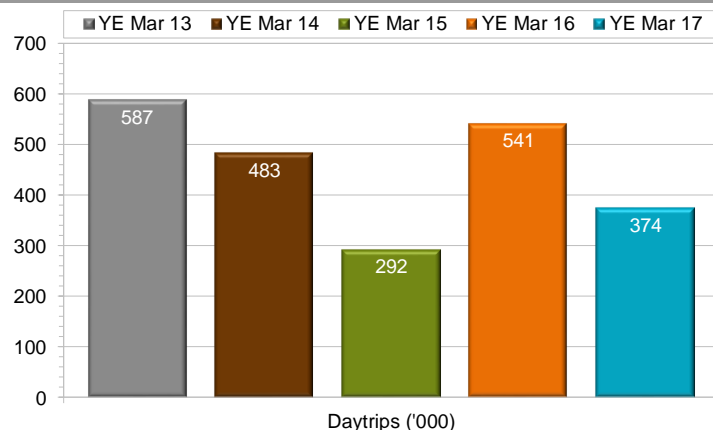
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Sun Country received 374,000 domestic daytrips - down by 30.9% on YE Mar 16.

### Market share

The region received 14.2% of daytrips to the Murray region. Compared to YE Mar 16, the share was down by 7.5% pts.

### Main purpose of trip

'Holiday' (62.0%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (28.6%) and 'business' (4.8%).

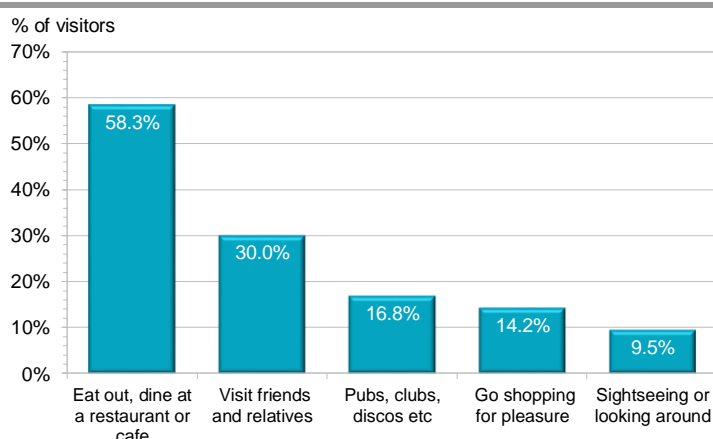
### Age

'65 years and over' (35.5%) was the biggest age group of daytrip visitors to the region, followed by '25 to 34 years' (19.7%) and '45 to 54 years' (12.8%).

### Gender

More visitors to the region were male (52.3%) than female (47.7%).

### Activities



'Eat out, dine at a restaurant or cafe' (58.3%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (30.0%).

### Expenditure<sup>(6)</sup>

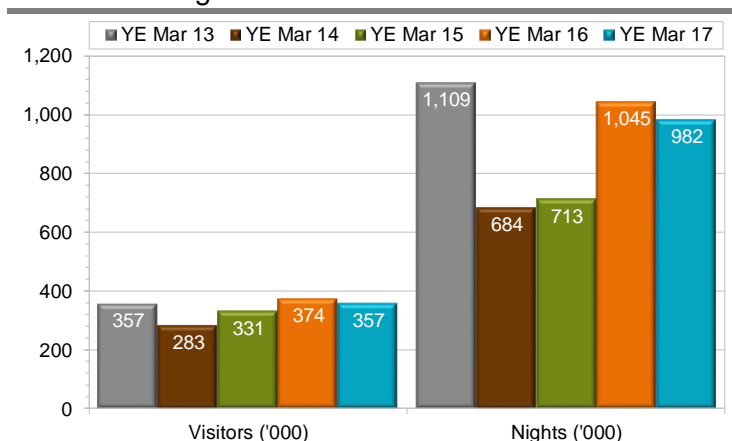
Domestic daytrip visitors spent \$47 million in the region - an average of \$125 per visitor.

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

(5) Source: National Visitor Survey, YE Mar 17, TRA

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

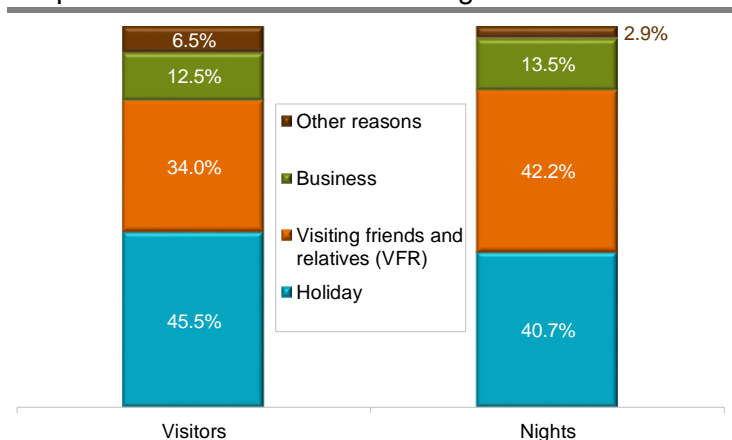


The Swan Hill region received 357,000 domestic overnight visitors - down by 4.6% on YE Mar 16. Visitors spent 982,000 nights in the region - down by 6.1% on YE Mar 16.

### Market share

The region received 13.5% of visitors and 13.2% of nights in the Murray region. Compared to YE Mar 16, the share of visitors was down by 1.8% pts and the share of nights was down by 1.6% pts.

### Purpose of visit to the Swan Hill region



'Holiday' (45.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.0%) and 'business' (12.5%). Compared to YE Mar 16, 'VFR' increased by 14.0% pts while 'holiday' declined by 8.9% pts.

'VFR' (42.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (40.7%) and 'business' (13.5%). Compared to YE Mar 16, 'VFR' grew by 24.5% pts while 'holiday' declined by 23.9% pts.

### Accommodation

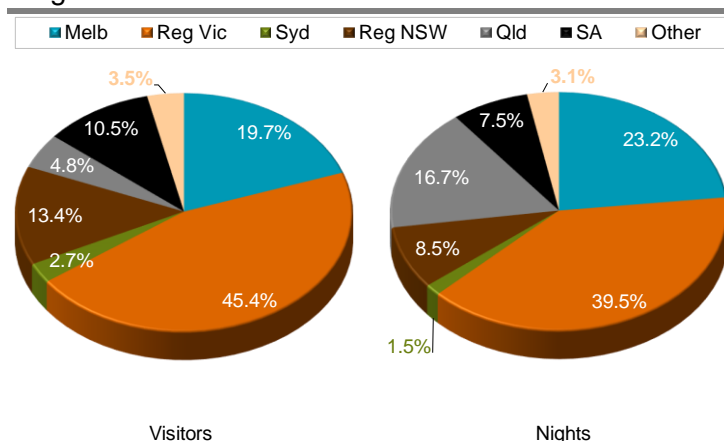
'Friends or relatives property' (46.2%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.1%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (12.6%).

Compared to YE Mar 16, 'friends or relatives property' grew by 29.1% pts while 'standard hotel or motor inn, below 4 star' declined by 12.1% pts.

The Swan Hill region includes: Gannawarra, Kerang, Robinvale, Swan Hill, Swan Hill Region, and Wentworth-Balranald Region.

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

### Origin



The region received 65.0% of visitors and 62.7% of nights from **Victoria**. Compared to YE Mar 16, Victorian visitors were down by 9.4% and nights were down by 18.3%.

**New South Wales** contributed 16.1% of visitors and 10.0% of nights in the region. Compared to YE Mar 16, NSW visitors were up by 3.5%.

**South Australia** contributed 10.5% of visitors and 7.5% of nights in the region.

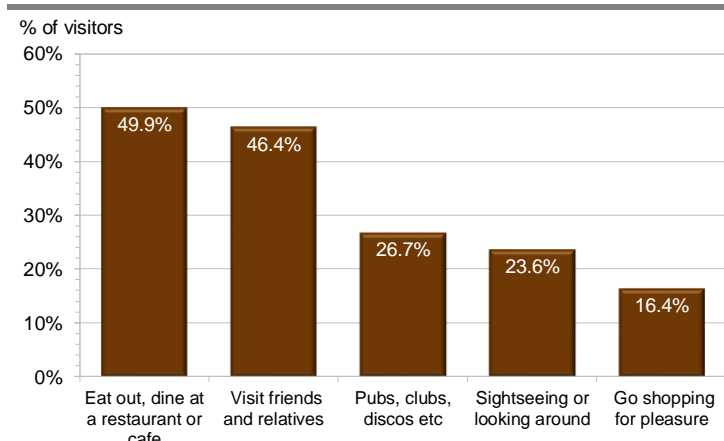
### Length of stay

Visitors stayed on average 2.7 nights in the region - down by 0.1 night on the YE Mar 16.

### Age

'65 years and over' (23.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.6%) and '55 to 64 years' (15.1%).

### Activities



'Eat out, dine at a restaurant or cafe' (49.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (46.4%) and 'pubs, clubs, discos etc' (26.7%).

### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$163 million in the region - an average of \$166 per night.

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

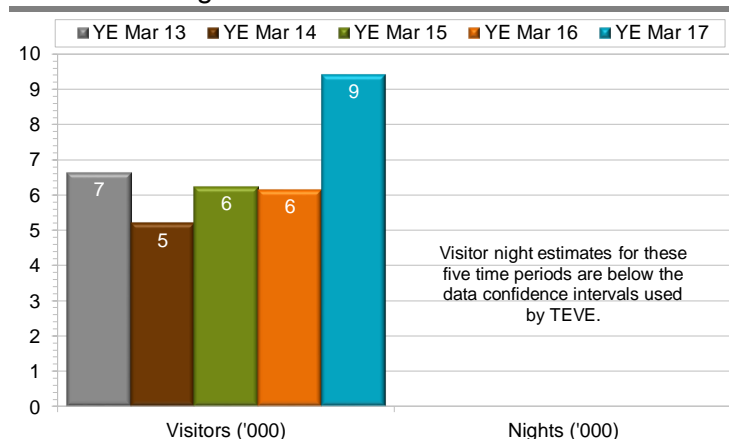


# Travel to the Swan Hill region

## For the period April 2016 to March 2017

### International Overnight Travel<sup>(3)</sup>

#### Visitors and nights



The Swan Hill region received 9,400 international overnight visitors – up by 52.8% on YE Mar 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

#### Market share

The region received 15.4% of visitors to the Murray region. Compared to YE Mar 16, the share was up by 4.5% pts.

#### Purpose of visit to the Swan Hill region

'Holiday' (49.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.4%) and 'business' (11.9%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.5%	13	Japan	0.0%
2	Indonesia	14.1%	13	Singapore	0.0%
3	Malaysia	13.2%	13	Thailand	0.0%
4	USA	12.4%	13	South Korea	0.0%
5	Taiwan	7.9%	13	India	0.0%
6	New Zealand	7.3%	13	Canada	0.0%
7	Germany	7.1%	13	Italy	0.0%
8	Switzerland	3.9%	13	Netherlands	0.0%
9	Scandinavia	3.0%			
10	Hong Kong	3.0%		Other Asia	4.1%
11	France	2.1%		Other Europe	1.9%
12	Mainland China	1.2%		Other Countries	4.4%

The United Kingdom (14.5%) was the region's largest source market of international visitors, followed by Indonesia (14.1%) and Malaysia (13.2%).

#### Accommodation

'Rented house, apartment, flat or unit' (38.2%) was the most popular accommodation type used for international nights in the region, followed by 'caravan park or commercial camping ground' (23.0%).

#### Age

'25 to 34 years' (26.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (23.0%).

#### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 17.

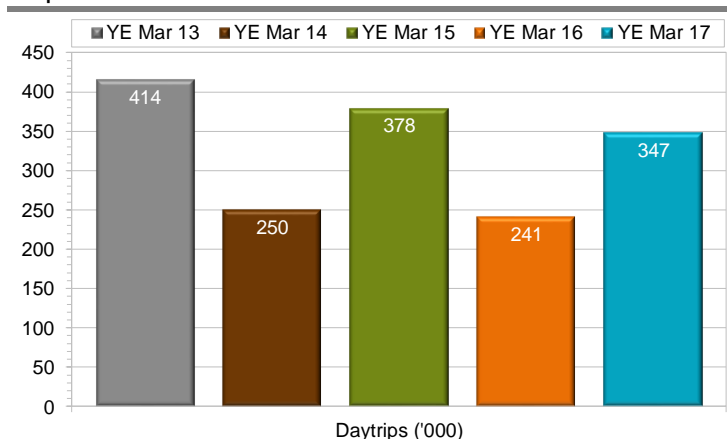
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 17.

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

(3) Source: International Visitor Survey, YE Mar 17, TRA

### Domestic Daytrip Travel<sup>(5)</sup>

#### Trips



The Swan Hill region received 347,000 domestic daytrip visitors - up by 44.0% on YE Mar 16.

#### Market share

The region received 13.2% of daytrips to the Murray region. Compared to YE Mar 16, the share was up by 3.5% pts.

#### Main purpose of trip

'Holiday' (57.5%) was the largest purpose for visitors to the region, followed by 'business' (21.0%) and 'medical reasons' (10.4%).

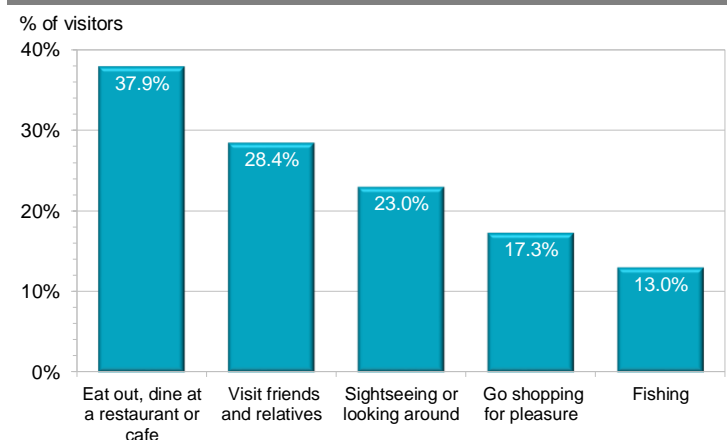
#### Age

'65 years and over' (32.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (24.3%) and '45 to 54 years' (20.8%).

#### Gender

More visitors to the region were male (54.2%) than female (45.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (37.9%) was the most popular activity undertaken by visitors to the region.

#### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$49 million in the region - an average of \$142 per visitor.

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

(5) Source: National Visitor Survey, YE Mar 17, TRA