

Travel to the Murray Region

Year ended September 2019
Quarterly Tracking of Selected Measures

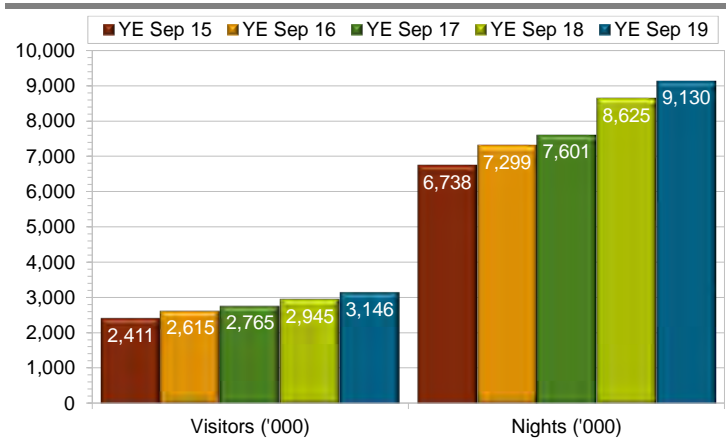


Image Credit: Destination NSW



Domestic Overnight Travel⁽¹⁾

Visitors and nights

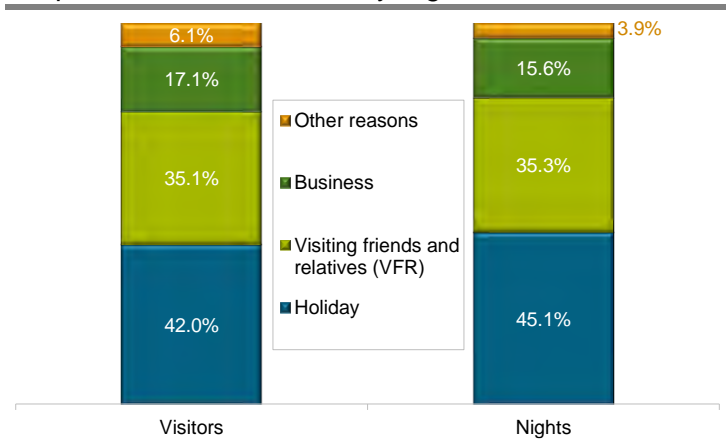


The Murray region received over 3.1 million domestic overnight visitors - up by 6.8% on YE Sep 18. Visitors spent over 9.1 million nights in the region - up by 5.9% on YE Sep 18.

Market share

The region received 7.0% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 18, the share of visitors was down by 0.3% pts and the share of nights was down by 0.2% pts.

Purpose of visit to the Murray region



'Holiday' (42.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (17.1%). Compared to YE Sep 18, 'VFR' increased by 0.8% pts while 'holiday' decreased by 2.3% pts.

'Holiday' (45.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.3%) and 'business' (15.6%). Compared to YE Sep 18, 'business' increased by 1.5% pts while 'holiday' decreased by 2.1% pts.

Accommodation

'Friends or relatives property' (34.8%) was the most popular accommodation type used for **nights** in the region, followed by 'standard hotel or motor inn, below 4 star' (17.0%) and 'caravan park or commercial camping ground' (14.7%).

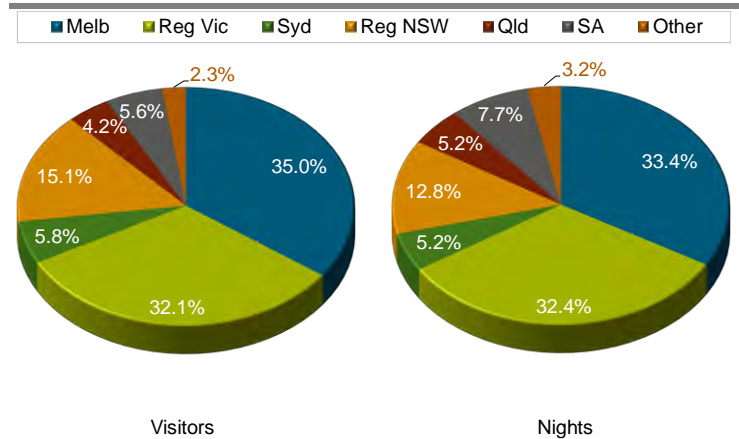
Compared to YE Sep 18, 'friends or relatives property' increased by 1.3% pts while 'caravan park or commercial camping ground' decreased by 4.4% pts.

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

(1) Source: National Visitor Survey, YE Sep 19, Tourism Research Australia (TRA)

MRT works in partnership with Visit Victoria, Destination NSW, Destination Riverina Murray and acknowledges the funding support for this research.

Origin



The region received 67.1% of visitors and 65.8% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were up by 7.6% and nights were up by 3.6%.

NSW contributed 20.9% of visitors and 18.0% of nights in the region. Compared to YE Sep 18, NSW visitors were up by 6.1% and nights were up by 5.2%.

South Australia contributed 5.6% of visitors and 7.7% of nights in the region. Compared to YE Sep 18, visitors from South Australia were down by 3.4% and nights were up by 32.6%.

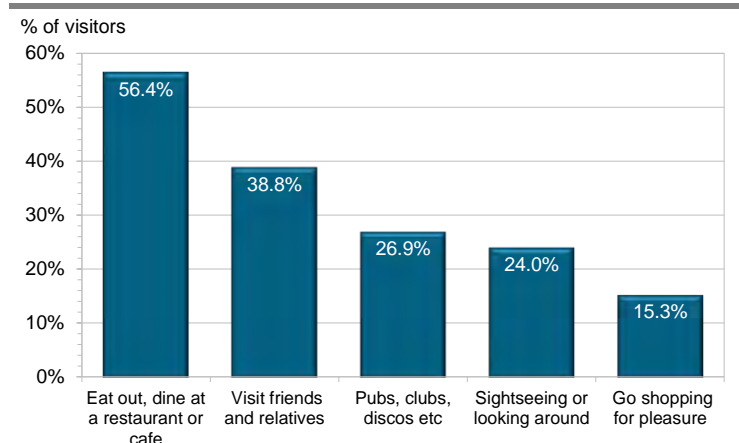
Length of stay

Visitors stayed, on average, 2.9 nights in the region – unchanged on YE Sep 18.

Age

'65 years and over' (22.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (16.7%) and '55 to 64 years' (16.0%).

Activities



'Eat out, dine at a restaurant or cafe' (56.4%) was the most popular activity undertaken by visitors to the region.

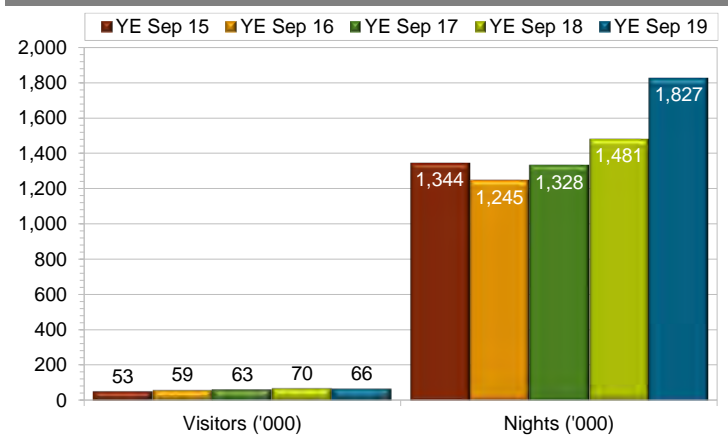
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.4 billion in the region - an average of \$153 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 65,900 international overnight visitors - down by 5.4% on YE Sep 18. Visitors spent over 1.8 million nights in the region - up by 23.4% on YE Sep 18.

Market share

The region received 4.9% of visitors and 7.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 18, the share of visitors was down by 0.5% pts and the share of nights was up by 1.0% pt.

Purpose of visit to the Murray region

'Holiday' (49.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (34.6%) and 'business' (8.0%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.4%	13	Italy	1.8%
2	New Zealand	13.4%	14	Scandinavia	1.7%
3	Mainland China	8.7%	15	Korea	1.7%
4	USA	6.6%	16	Thailand	1.2%
5	Canada	5.4%	17	Switzerland	1.2%
6	Germany	3.9%	18	Singapore	1.1%
7	Malaysia	3.6%	19	India	0.7%
8	Taiwan	3.6%	20	Hong Kong	0.4%
9	Japan	3.0%			
10	Indonesia	2.4%		Other Asia	3.9%
11	Netherlands	2.2%		Other Europe	8.4%
12	France	2.0%		Other Countries	7.5%

The United Kingdom (15.4%) was the region's largest source of visitors, followed by New Zealand (13.4%) and Mainland China (8.7%).

Accommodation

'Rented house, apartment, flat or unit' (35.7%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (29.7%).

Age

'25 to 34 years' (26.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.8%).

Expenditure⁽⁴⁾

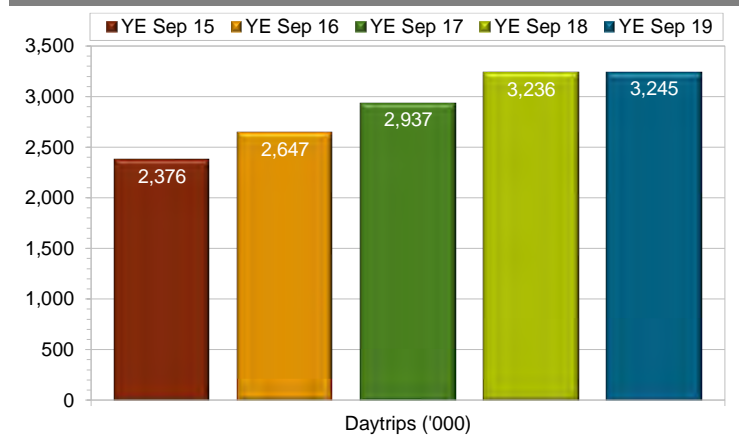
International overnight visitors spent \$93 million in the region - an average of \$51 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 3.2 million domestic daytrip visitors - up by 0.3% on YE Sep 18.

Market share

The region received 3.8% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 18, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (43.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.4%) and 'business' (16.4%).

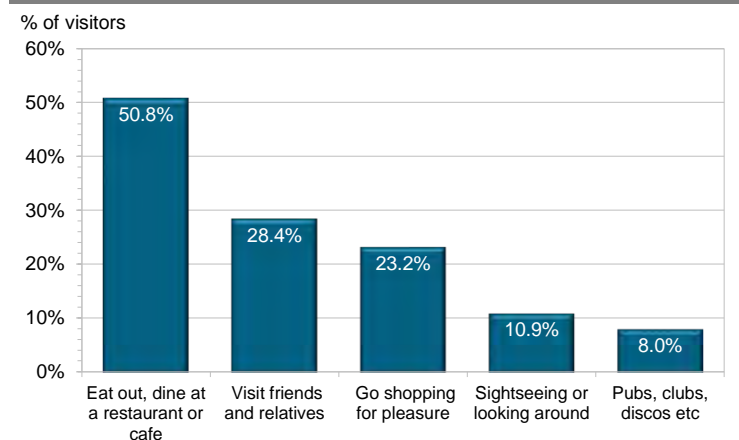
Age

'65 years and over' (25.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.2%) and '35 to 44 years' (15.3%).

Gender

More visitors to the region were male (51.1%) than female (48.9%).

Activities



'Eat out, dine at a restaurant or cafe' (50.8%) was the most popular activity undertaken by visitors to the region.

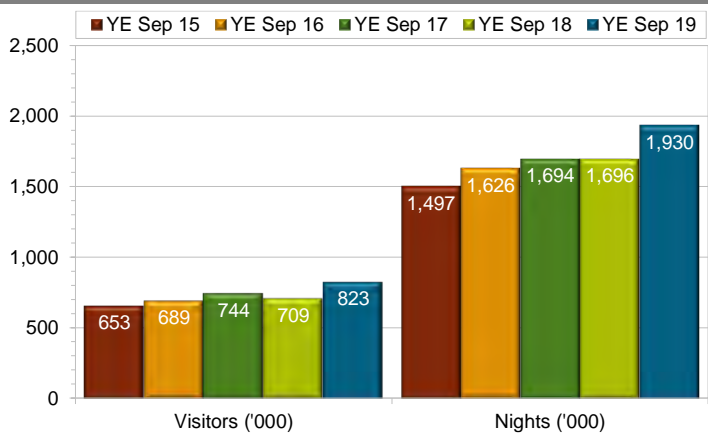
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$522 million in the region - an average of \$161 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

Domestic Overnight Travel⁽¹⁾

Visitors and nights

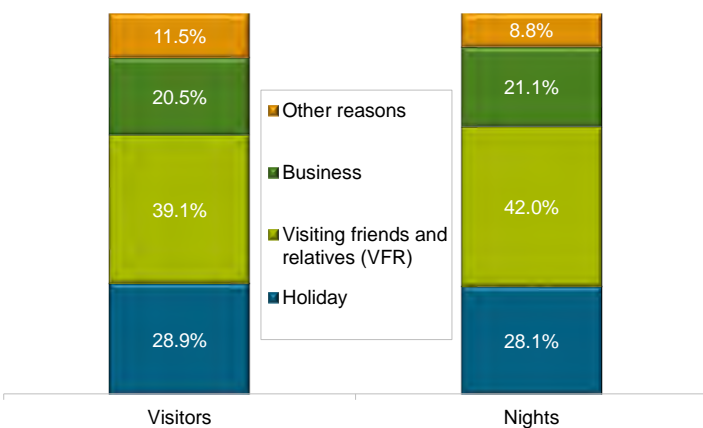


Albury / Wodonga received 823,000 domestic overnight visitors - up by 16.1% on YE Sep 18. Visitors spent over 1.9 million nights in the region - up by 13.8% on YE Sep 18.

Market share

The region received 26.2% of visitors and 21.1% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was up by 2.1% pts and the share of nights was up by 1.4% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (39.1%) was the largest purpose for **visitors** to the region, followed by 'holiday' (28.9%) and 'business' (20.5%). Compared to YE Sep 18, 'holiday' grew by 3.1% pts while 'VFR' declined by 5.0% pts.

'VFR' (42.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (28.1%) and 'business' (21.1%). Compared to YE Sep 18, 'holiday' grew by 6.5% pts while 'VFR' declined by 10.1% pts.

Accommodation

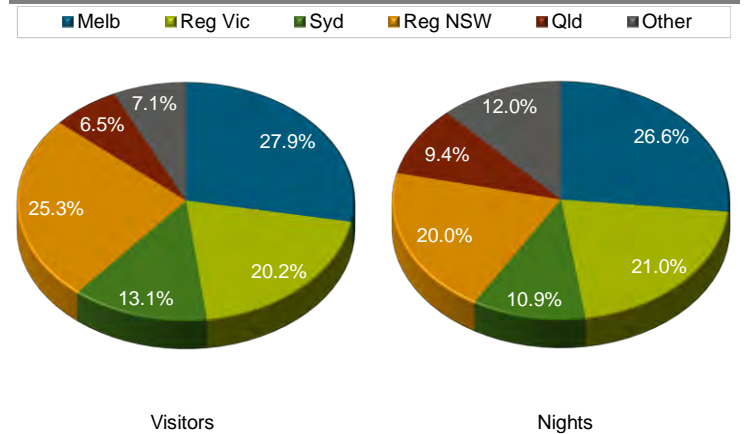
'Friends or relatives property' (39.8%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (21.1%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (11.0%).

Compared to YE Sep 18, 'caravan park or commercial camping ground' increased by 5.8% pts while 'friends or relatives property' declined by 10.7% pts.

Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

(1) Source: National Visitor Survey, YE Sep 19, Tourism Research Australia (TRA)

Origin



The region received 48.0% of visitors and 47.7% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were up by 25.0% and nights were up by 21.6%.

New South Wales contributed 38.4% of visitors and 30.9% of nights in the region. Compared to YE Sep 18, NSW visitors were up by 13.6% and nights were down by 0.9%.

Queensland contributed 6.5% of visitors and 9.4% of nights in the region. Compared to YE Sep 18, Queensland visitors were down by 25.9%.

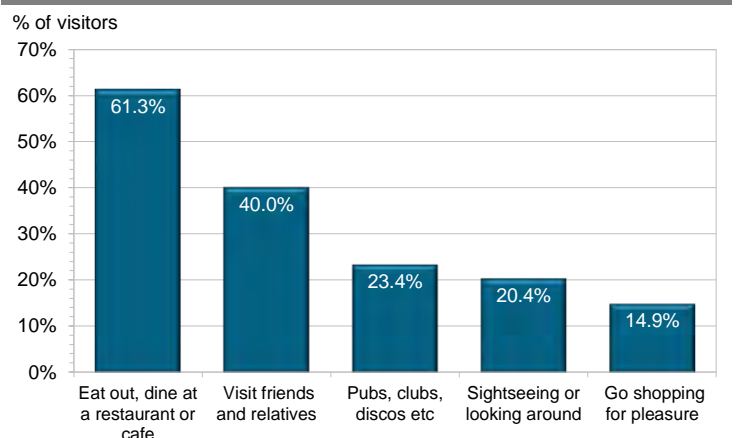
Length of stay

Visitors stayed, on average, 2.3 nights in the region – down by 0.1 night on the YE Sep 18.

Age

'65 years and over' (23.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.1%) and '35 to 44 years' (16.4%).

Activities



'Eat out, dine at a restaurant or cafe' (61.3%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (40.0%) was the 2nd most popular.

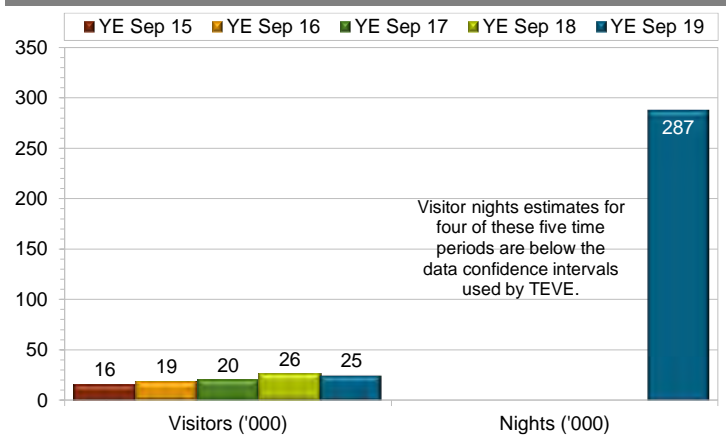
Expenditure⁽²⁾

Domestic overnight visitors spent \$385 million in the region - an average of \$199 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 24,600 international overnight visitors - down by 5.4% on YE Sep 18. Visitors spent 287,200 nights in the region.

Market share

The region received 37.4% of visitors and 15.7% of nights in the Murray region. Compared to YE Sep 18, the share of visitors and the share of nights were both unchanged.

Purpose of visit to Albury / Wodonga

'Holiday' (51.5%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (31.8%) and 'business' (6.6%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.2%	13	Taiwan	1.4%
2	Mainland China	12.8%	14	Japan	1.3%
3	New Zealand	12.5%	15	Hong Kong	1.1%
4	Canada	8.1%	16	India	0.9%
5	Germany	5.5%	17	Netherlands	0.8%
6	USA	5.0%	18	Italy	0.5%
7	Malaysia	4.1%	19	Korea	0.2%
8	Indonesia	2.7%	20	Scandinavia	0.0%
9	France	2.6%			
10	Singapore	2.4%		Other Asia	1.3%
11	Switzerland	2.0%		Other Europe	9.1%
12	Thailand	1.8%		Other Countries	7.5%

The United Kingdom (16.2%) was the region's largest source market of visitors, followed by Mainland China (12.8%) and New Zealand (12.5%).

Accommodation

'Friends or relatives property' (70.0%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (12.6%).

Age

'25 to 34 years' (24.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.8%).

Expenditure⁽⁴⁾

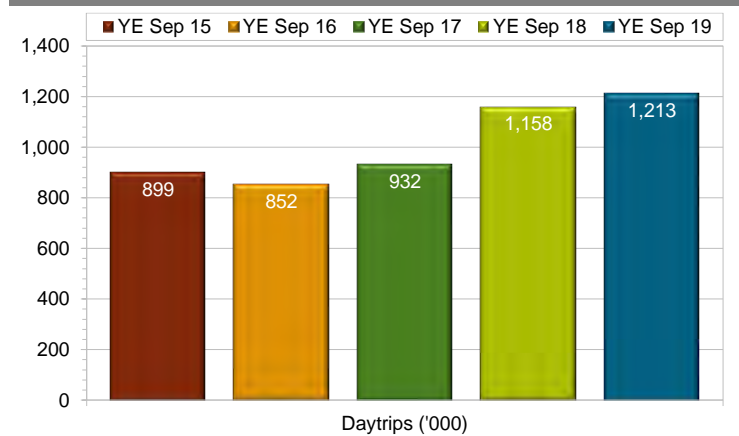
International overnight visitors spent \$15 million in the region - an average of \$52 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received over 1.2 million domestic daytrip visitors - up by 4.7% on YE Sep 18.

Market share

The region received 37.4% of daytrips to the Murray region. Compared to YE Sep 18, the share was up by 1.6% pts.

Main purpose of trip

'Holiday' (37.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.3%) and 'medical reasons' (14.2%).

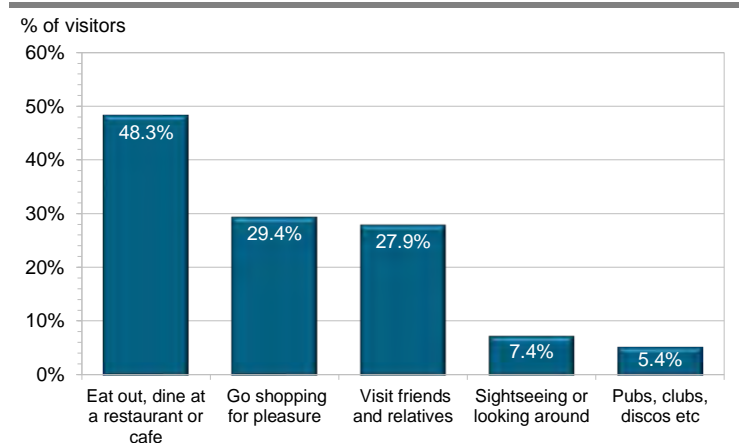
Age

'65 years and over' (30.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.5%) and '35 to 44 years' (15.1%).

Gender

More visitors to the region were female (53.5%) than male (46.5%).

Activities



'Eat out, dine at a restaurant or cafe' (48.3%) was the most popular activity undertaken by visitors to the region.

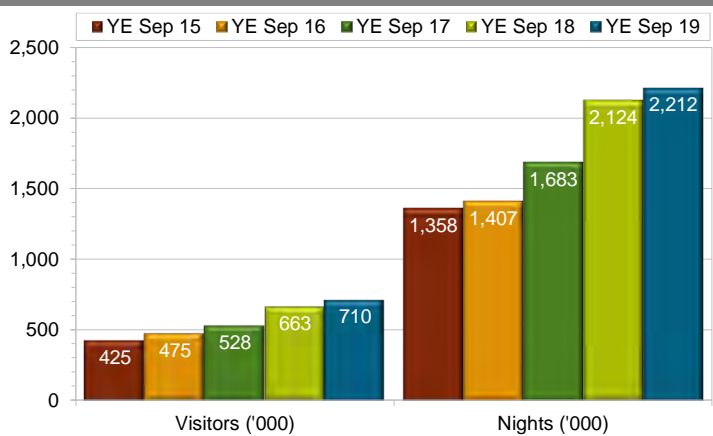
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$261 million in the region - an average of \$215 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Sun Country received 710,000 domestic overnight visitors - up by 7.0% on YE Sep 18. Visitors spent over 2.2 million nights in the region - up by 4.1% on YE Sep 18.

Market share

The region received 22.6% of visitors and 24.2% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was up by 0.1% pt and the share of nights was down by 0.4% pts.

Purpose of visit to Sun Country



'Holiday' (54.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.5%) and 'business' (9.3%). Compared to YE Sep 18, 'business' grew by 1.3% pts while 'holiday' declined by 2.2% pts.

'Holiday' (64.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.7%) and 'business' (5.0%). Compared to YE Sep 18, 'VFR' grew by 1.3% pts while 'holiday' declined by 2.3% pts.

Accommodation

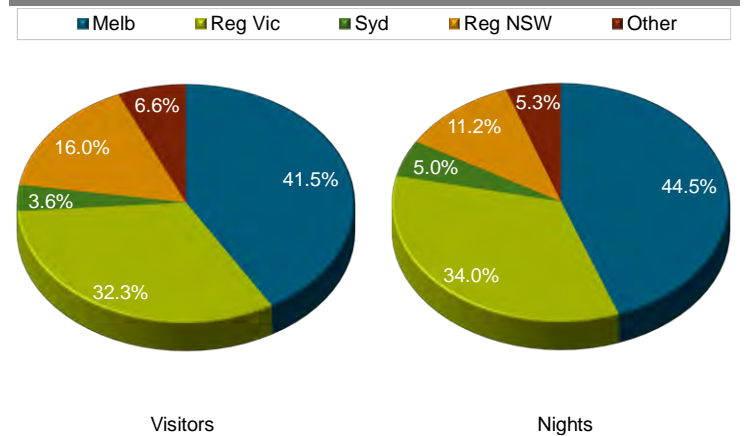
'Friends or relatives property' (29.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (21.2%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (14.5%).

Compared to YE Sep 18, 'friends or relatives property' grew by 5.4% pts while 'caravan park or commercial camping ground' declined by 6.4% pts.

Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

(1) Source: National Visitor Survey, YE Sep 19, Tourism Research Australia (TRA)

Origin



The region received 73.8% of visitors and 78.5% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were unchanged and nights were up by 3.8%.

New South Wales contributed 19.5% of visitors and 16.2% of nights in the region. Compared to YE Sep 18, NSW visitors were up by 44.3%.

Queensland contributed 4.6% of visitors and 3.2% of nights in the region.

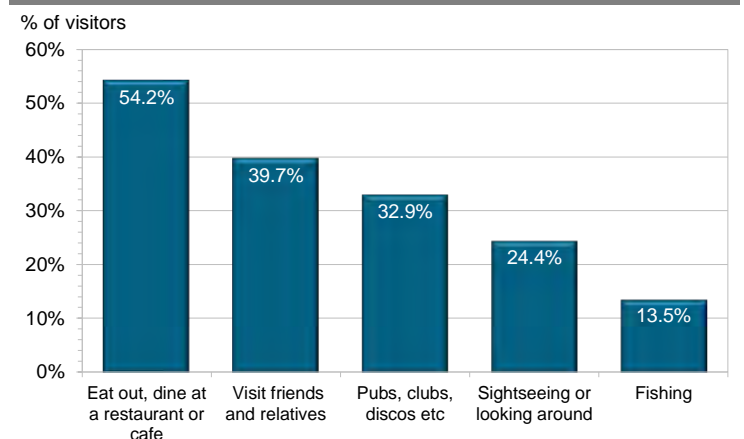
Length of stay

Visitors stayed, on average, 3.1 nights in the region - down by 0.1 night on the YE Sep 18.

Age

'65 years and over' (25.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.9%) and '25 to 34 years' (17.5%).

Activities



'Eat out, dine at a restaurant or cafe' (54.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.7%) and 'pubs, clubs, discos etc' (32.9%).

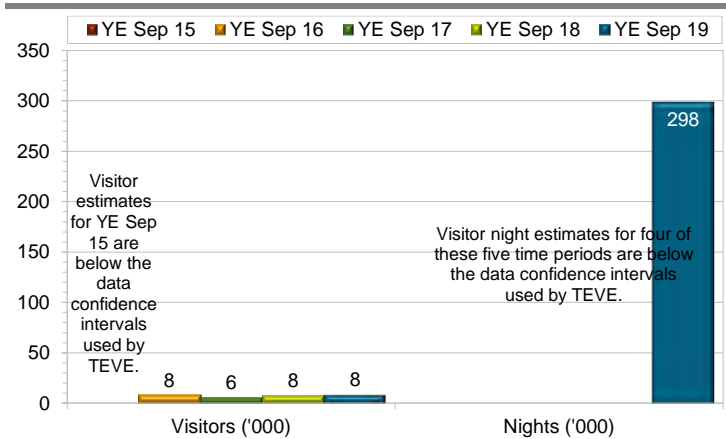
Expenditure⁽²⁾

Domestic overnight visitors spent \$276 million in the region - an average of \$125 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 8,500 international overnight visitors - up by 12.3% on YE Sep 18. Visitors spent 298,200 nights in the region.

Market share

The region received 12.8% of visitors and 16.3% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was up by 2.0% pts and the share of nights was up by 0.5% pts.

Purpose of visit to Sun Country

'Visiting friends and relatives' (48.0%) was the largest purpose for **visitors** to the region, followed by 'holiday' (43.2%) and 'employment' (4.3%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	28.2%	12	Hong Kong	0.0%
2	United Kingdom	13.1%	12	Singapore	0.0%
3	USA	10.0%	12	Malaysia	0.0%
4	Taiwan	8.1%	12	Indonesia	0.0%
5	Italy	5.0%	12	Thailand	0.0%
6	Mainland China	3.8%	12	Canada	0.0%
7	Scandinavia	3.4%	12	Germany	0.0%
8	Switzerland	3.3%	12	France	0.0%
9	Korea	2.6%			
10	India	1.2%		Other Asia	3.8%
11	Netherlands	1.1%		Other Europe	12.1%
12	Japan	0.0%		Other Countries	4.3%

New Zealand (28.2%) was the region's largest source market of visitors, followed by the United Kingdom (13.1%) and the USA (10.0%).

Accommodation

'Rented house, apartment, flat or unit' (35.8%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (31.5%).

Age

'25 to 34 years' (27.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.2%).

Expenditure⁽⁴⁾

International overnight visitors spent \$14 million in the region - an average of \$48 per night.

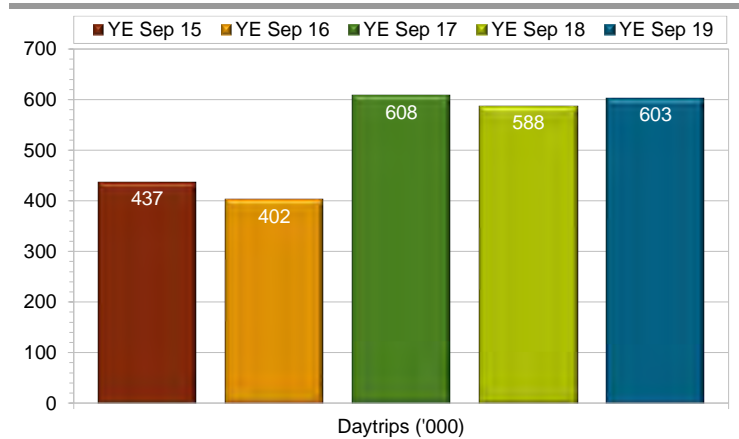
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

(3) Source: International Visitor Survey, YE Sep 19, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 603,000 domestic daytrips - up by 2.5% on YE Sep 18.

Market share

The region received 18.6% of daytrips to the Murray region. Compared to YE Sep 18, the share was up by 0.4% pts.

Main purpose of trip

'Holiday' (52.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.7%) and 'business' (11.6%).

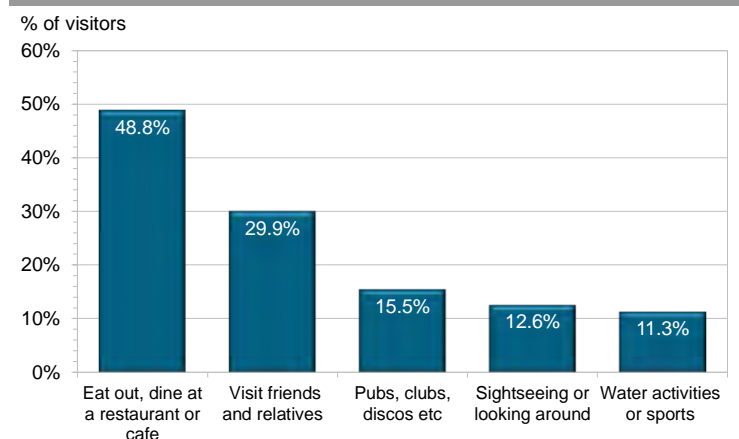
Age

'45 to 54 years' (23.2%) was the biggest age group of daytrip visitors to the region, followed by '35 to 44 years' (22.7%) and '15 to 24 years' (16.6%).

Gender

More visitors to the region were male (58.1%) than female (41.9%).

Activities



'Eat out, dine at a restaurant or cafe' (48.8%) was the most popular activity undertaken by daytrip visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$71 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 Sep 19.

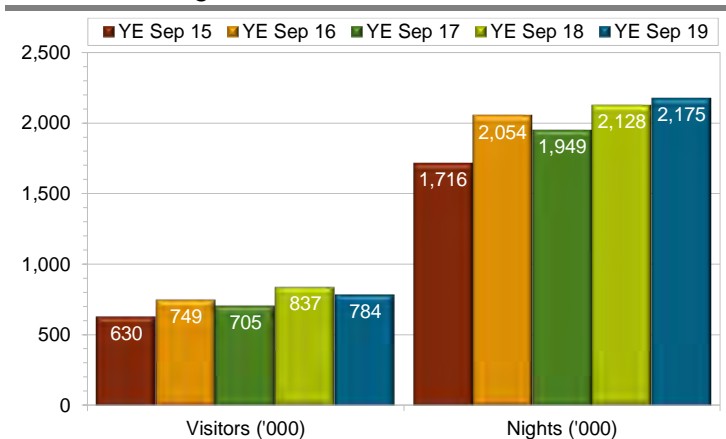
(5) Source: National Visitor Survey, YE Sep 19, TRA

Travel to Echuca / Moama

For the period October 2018 to September 2019

Domestic Overnight Travel⁽¹⁾

Visitors and nights

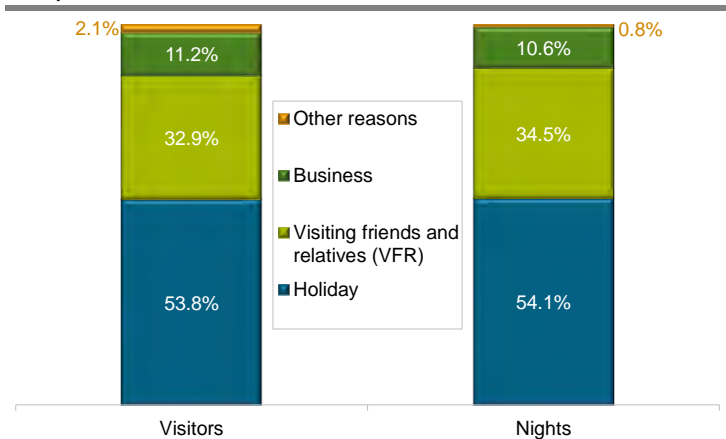


Echuca / Moama received 784,000 domestic overnight visitors – down by 6.4% on YE Sep 18. Visitors spent nearly 2.2 million nights in the region - up by 2.3% on YE Sep 18.

Market share

The region received 24.9% of visitors and 23.8% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was down by 3.5% pts and the share of nights was down by 0.9% pts.

Purpose of visit to Echuca / Moama



'Holiday' (53.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.9%) and 'business' (11.2%). Compared to YE Sep 18, 'VFR' grew by 3.9% pts while 'other reasons' declined by 3.1% pts.

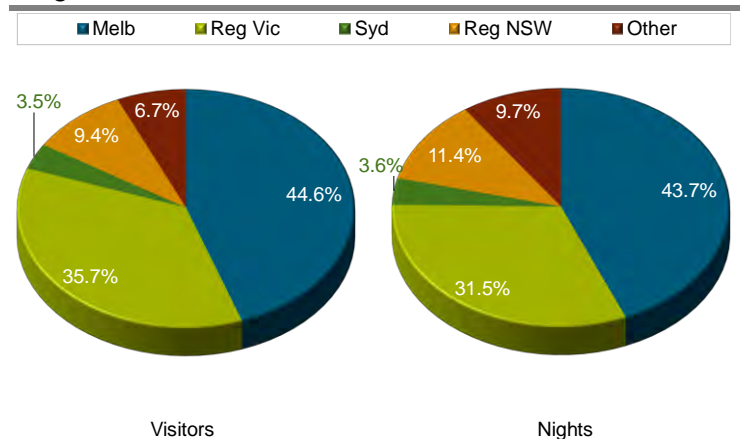
'Holiday' (54.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (34.5%) and 'business' (10.6%). Compared to YE Sep 18, 'VFR' grew by 7.3% pts while 'other reasons' declined by 3.9% pts.

Accommodation

'Friends or relatives property' (37.6%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (18.1%) was the 2nd most popular accommodation type, followed by 'caravan or camping – non commercial' (16.3%).

Compared to YE Sep 18, 'friends or relatives property' grew by 6.2% pts while 'caravan park or commercial camping ground' declined by 5.0% pts.

Origin



The region received 80.3% of visitors and 75.3% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were down by 5.0% and nights were down by 4.1%.

New South Wales contributed 12.9% of visitors and 15.0% of nights in the region. Compared to YE Sep 18, NSW visitors were down by 12.4%.

South Australia contributed 2.3% of visitors and 3.8% of nights in the region.

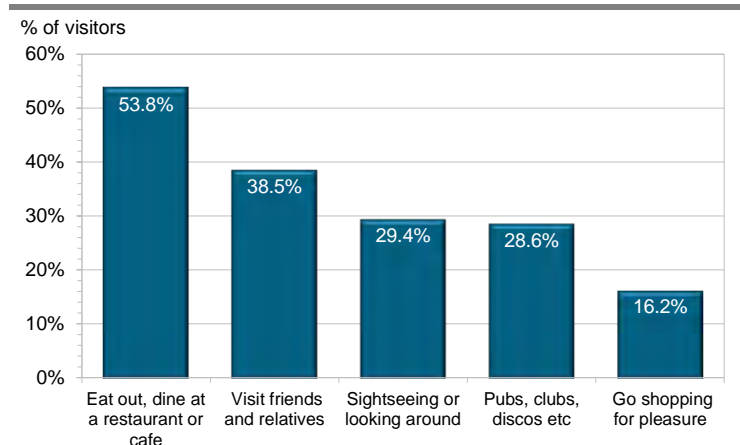
Length of stay

Visitors stayed, on average, 2.8 nights in the region – up by 0.3 nights on the YE Sep 18.

Age

'65 years and over' (19.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.6%) and '25 to 34 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (53.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.5%).

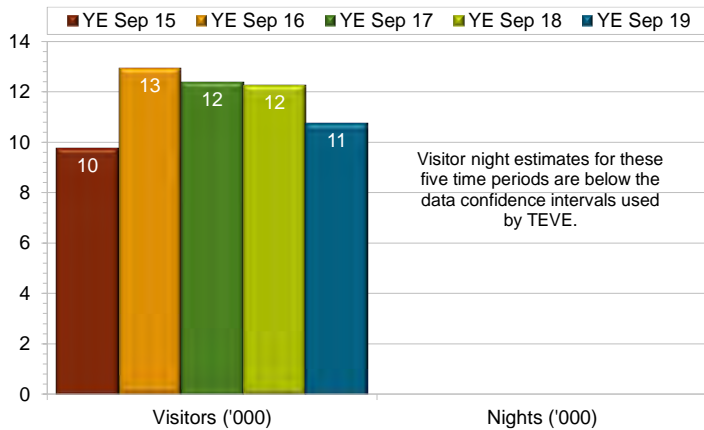
Expenditure⁽²⁾

Domestic overnight visitors spent \$318 million in the region - an average of \$146 per night.

⁽²⁾ Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 10,700 international overnight visitors - down by 12.2% on YE Sep 18. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 16.3% of visitors and 13.0% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was down by 1.3% pts and the share of nights was down by 1.7% pts.

Purpose of visit to Echuca / Moama

'Holiday' (40.9%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (36.1%) and 'business' (19.4%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	22.0%	12	Singapore	0.0%
2	United Kingdom	19.8%	12	Malaysia	0.0%
3	USA	13.0%	12	Taiwan	0.0%
4	Netherlands	4.9%	12	Korea	0.0%
5	Canada	4.7%	12	Mainland China	0.0%
6	Thailand	3.5%	12	India	0.0%
7	Scandinavia	1.8%	12	Italy	0.0%
8	Indonesia	1.8%	12	Switzerland	0.0%
9	Japan	1.6%			
10	France	1.6%		Other Asia	8.9%
11	Germany	1.0%		Other Europe	13.7%
12	Hong Kong	0.0%		Other Countries	1.7%

New Zealand (22.0%) was the region's largest source market of visitors, followed by the United Kingdom (19.8%) and the USA (13.0%).

Accommodation

'Friends or relatives property' (49.7%) was the most popular accommodation type used for **nights** in the region, followed by 'other non-commercial property' (15.1%).

Age

'65 years and over' (36.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (28.4%).

Expenditure⁽⁴⁾

Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Sep 19.

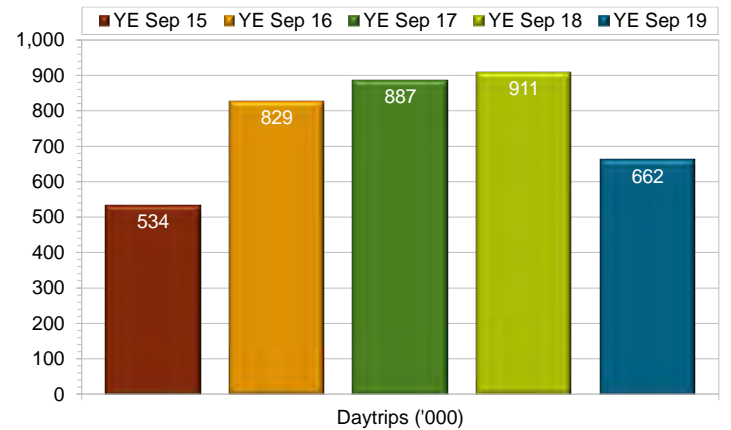
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

(3) Source: International Visitor Survey, YE Sep 19, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 662,000 domestic daytrip visitors - down by 27.3% on YE Sep 18.

Market share

The region received 20.4% of daytrips to the Murray region. Compared to YE Sep 18, the share was down by 7.7% pts.

Main purpose of trip

'Holiday' (41.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.8%) and 'business' (17.4%).

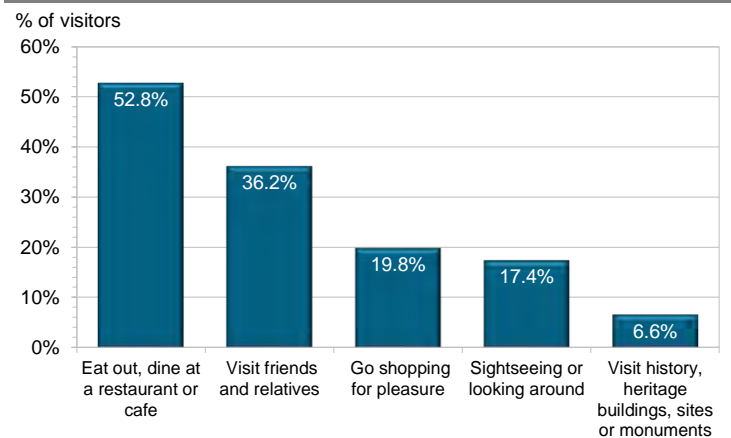
Age

'65 years and over' (25.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.9%) and '35 to 44 years' (17.7%).

Gender

More visitors to the region were male (56.6%) than female (43.4%).

Activities



'Eat out, dine at a restaurant or cafe' (52.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$65 million in the region - an average of \$98 per visitor.

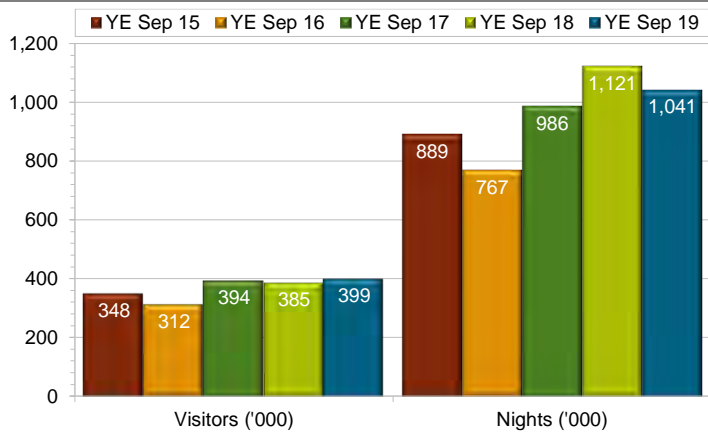
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

(5) Source: National Visitor Survey, YE Sep 19, TRA

Page 2 of 2

Domestic Overnight Travel⁽¹⁾

Visitors and nights

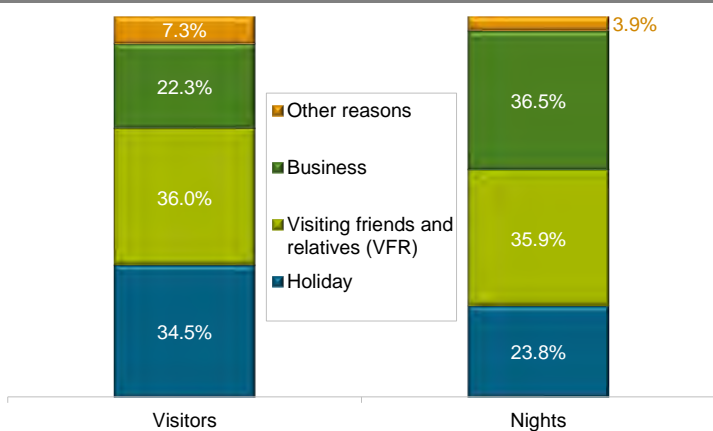


The Swan Hill region received 399,000 domestic overnight visitors – up by 3.6% on YE Sep 18. Visitors spent over 1.0 million nights in the region - down by 7.1% on YE Sep 18.

Market share

The region received 12.7% of visitors and 11.4% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was down by 0.4% pts and the share of nights was down by 1.6% pts.

Purpose of visit to the Swan Hill region



'Visiting friends and relatives (VFR)' (36.0%) was the largest purpose for **visitors** to the region, followed by 'holiday' (34.5%) and 'business' (22.3%). Compared to YE Sep 18, 'VFR' increased by 5.5% pts while 'holiday' declined by 10.2% pts.

'Business' (36.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.9%) and 'holiday' (23.8%). Compared to YE Sep 18, 'business' grew by 22.0% pts while 'holiday' declined by 11.5% pts.

Accommodation

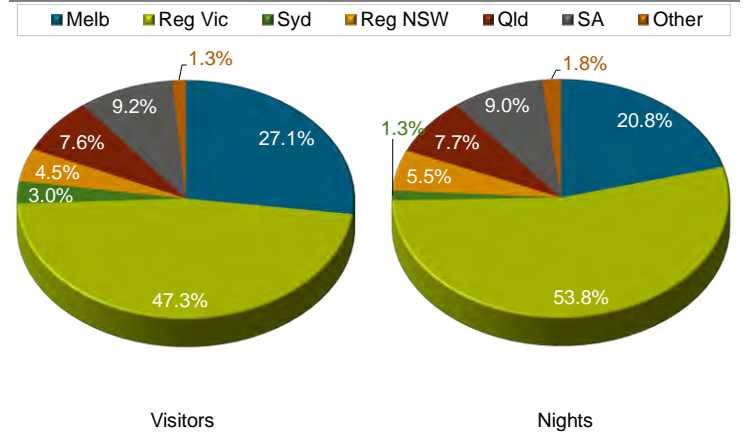
'Friends or relatives property' (34.3%) was the most popular accommodation type used for **nights** in the region. 'Rented house, apartment, flat or unit' (19.9%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (19.8%).

Compared to YE Sep 18, 'rented house, apartment, flat or unit' grew by 18.3% pts while 'friends or relatives property' declined by 3.8% pts.

The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

(1) Source: National Visitor Survey, YE Sep 19, Tourism Research Australia (TRA)

Origin



The region received 74.3% of visitors and 74.6% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were up by 8.1% and nights were down by 9.9%.

New South Wales contributed 7.5% of visitors and 6.9% of nights in the region.

South Australia contributed 9.2% of visitors and 9.0% of nights in the region.

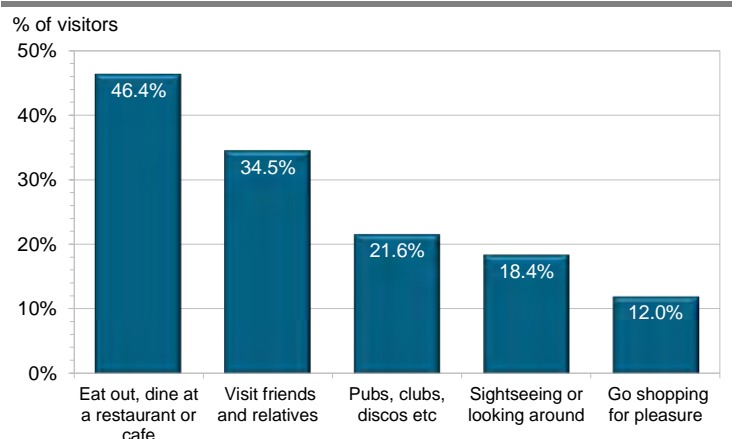
Length of stay

Visitors stayed, on average, 2.6 nights in the region – down by 0.3 nights on the YE Sep 18.

Age

'65 years and over' (23.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.2%) and '55 to 64 years' (17.2%).

Activities



'Eat out, dine at a restaurant or cafe' (46.4%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (34.5%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (21.6%).

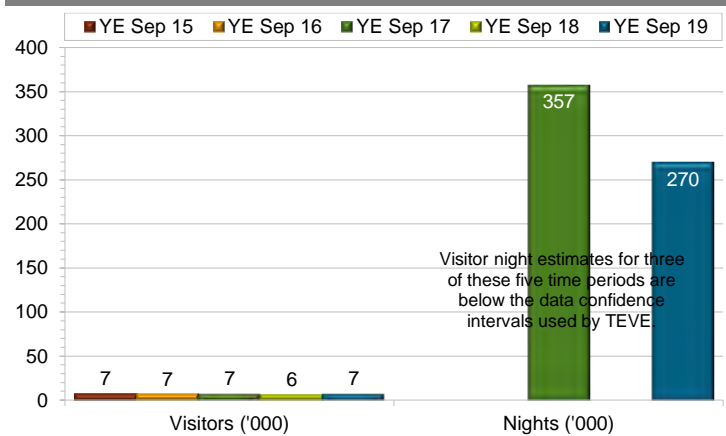
Expenditure⁽²⁾

Domestic overnight visitors spent \$115 million in the region - an average of \$111 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 7,400 international overnight visitors - up by 16.1% on YE Sep 18. Visitors spent 269,700 nights in the region.

Market share

The region received 11.2% of visitors and 14.8% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was up by 2.0% pts and the share of nights was up by 4.6% pts.

Purpose of visit to the Swan Hill region

'Visiting friends and relatives' (47.5%) was the largest purpose for visitors to the region, followed by 'holiday' (34.7%) and 'employment' (11.4%).

Origin

No.	Market	Share	No.	Market	Share
1	USA	12.5%	13	Taiwan	1.3%
2	New Zealand	11.3%	14	France	1.2%
3	Korea	10.2%	15	India	0.9%
4	Netherlands	9.2%	16	Japan	0.0%
5	Scandinavia	8.1%	16	Hong Kong	0.0%
6	Indonesia	5.9%	16	Singapore	0.0%
7	United Kingdom	5.7%	16	Thailand	0.0%
8	Italy	4.5%	16	Switzerland	0.0%
9	Mainland China	4.0%			
10	Canada	3.6%		Other Asia	1.0%
11	Germany	3.4%		Other Europe	0.0%
12	Malaysia	2.2%		Other Countries	14.9%

The USA (12.5%) was the region's largest source market of visitors. New Zealand (11.3%) was the 2nd largest, followed by Korea (10.2%).

Accommodation

'Rented house, apartment, flat or unit' (52.0%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (31.3%).

Age

'25 to 34 years' (26.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.0%).

Expenditure⁽⁴⁾

Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Sep 19.

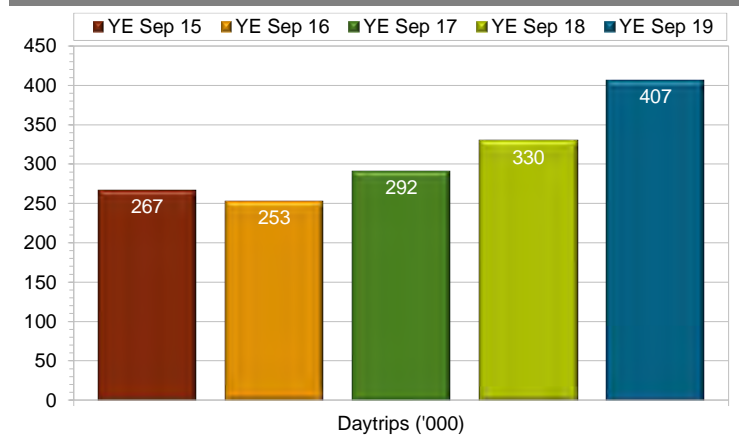
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

(3) Source: International Visitor Survey, YE Sep 19, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 407,000 domestic daytrip visitors - up by 23.3% on YE Sep 18.

Market share

The region received 12.5% of daytrips to the Murray region. Compared to YE Sep 18, the share was up by 2.3% pts.

Main purpose of trip

'Holiday' (35.2%) was the largest purpose for visitors to the region, followed by 'business' (24.2%) and 'visiting friends and relatives' (20.2%).

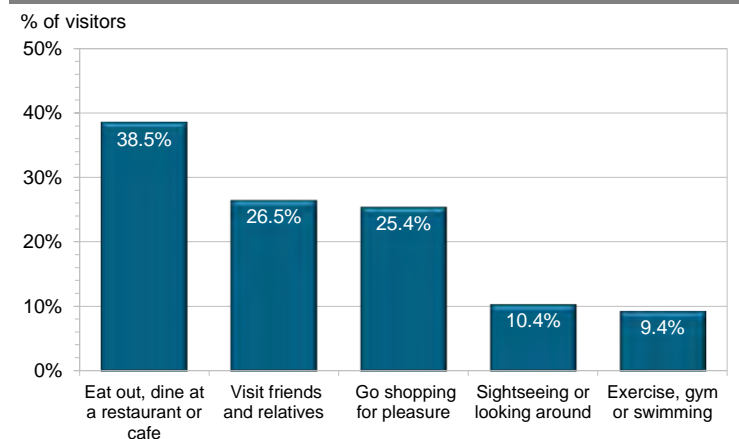
Age

'65 years and over' (36.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (28.3%) and '45 to 54 years' (10.2%).

Gender

More visitors to the region were male (56.9%) than female (43.1%).

Activities



'Eat out, dine at a restaurant or cafe' (38.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

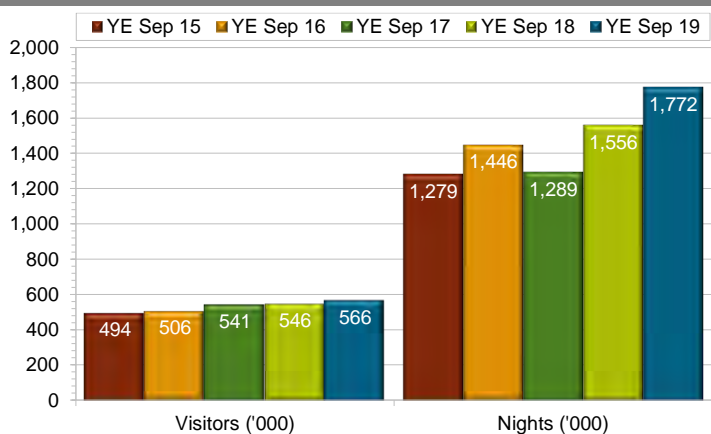
Domestic daytrip visitors spent \$82 million in the region - an average of \$200 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

(5) Source: National Visitor Survey, YE Sep 19, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

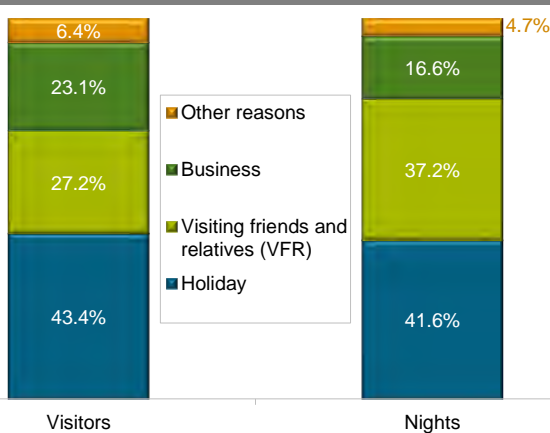


Mildura / Wentworth received 566,000 domestic overnight visitors - up by 3.6% on YE Sep 18. Visitors spent nearly 1.8 million nights in the region - up by 13.9% on YE Sep 18.

Market share

The region received 18.0% of visitors and 19.4% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was down by 0.5% pts and the share of nights was up by 1.4% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (43.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.2%) and 'business' (23.1%). Compared to YE Sep 18, 'VFR' increased by 1.1% pts while 'business' decreased by 1.2% pts.

'Holiday' (41.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (37.2%) and 'business' (16.6%). Compared to YE Sep 18, 'VFR' increased by 7.7% pts while 'business' decreased by 4.5% pts.

Accommodation

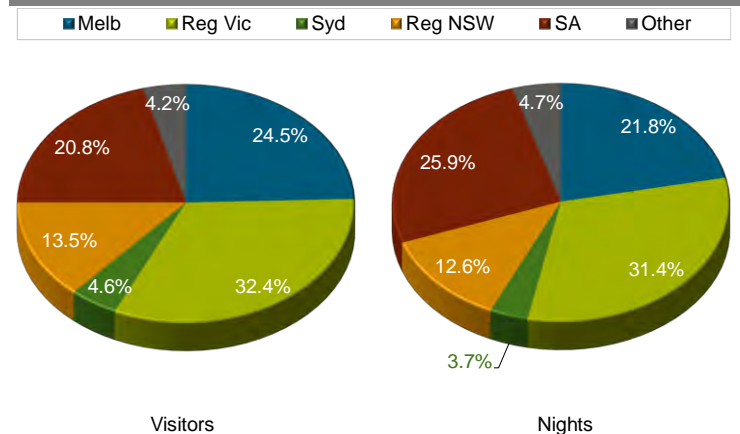
'Friends or relatives property' (32.6%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (22.6%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (15.2%).

Compared to YE Sep 18, 'friends or relatives property' grew by 5.4% pts while 'caravan park or commercial camping ground' declined by 9.4% pts.

Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

(1) Source: National Visitor Survey, YE Sep 19, Tourism Research Australia (TRA)

Origin



The region received 56.9% of visitors and 53.2% of nights from **Victoria**. Compared to YE Sep 18, Victorian visitors were up by 25.3% and nights were up by 16.9%.

NSW contributed 18.1% of visitors and 16.2% of nights in the region. Compared to YE Sep 18, visitors from NSW were down by 25.0%.

South Australia contributed 20.8% of visitors and 25.9% of nights in the region. Compared to YE Sep 18, visitors from South Australia were down by 1.0%.

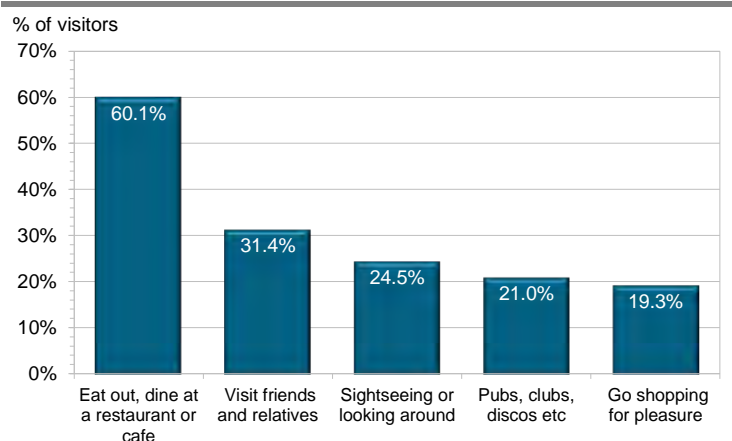
Length of stay

Visitors stayed, on average, 3.1 nights in the region - up by 0.3 nights on the YE Sep 18.

Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.3%) and '45 to 54 years' (20.0%).

Activities



'Eat out, dine at a restaurant or cafe' (60.1%) was the most popular activity undertaken by visitors to the region.

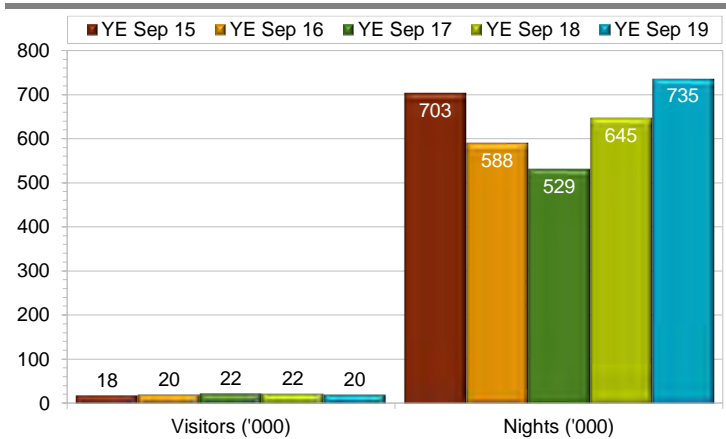
Expenditure⁽²⁾

Domestic overnight visitors spent \$300 million in the region - an average of \$169 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 19,800 international overnight visitors - down by 9.0% on YE Sep 18. Visitors spent 735,000 nights in the region - up by 14.0% on YE Sep 18.

Market share

The region received 30.0% of visitors and 40.2% of nights in the Murray region. Compared to YE Sep 18, the share of visitors was down by 1.2% pts and the share of nights was down by 3.4% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (59.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (21.4%) and 'business' (7.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.1%	13	Indonesia	1.5%
2	Mainland China	10.0%	14	Singapore	0.8%
3	Taiwan	7.7%	15	Korea	0.4%
4	Japan	7.5%	16	Scandinavia	0.3%
5	USA	7.1%	17	India	0.2%
6	Malaysia	7.0%	18	Hong Kong	0.0%
7	New Zealand	6.1%	18	Thailand	0.0%
8	Germany	4.3%	18	Switzerland	0.0%
9	Canada	3.8%			
10	Netherlands	3.5%		Other Asia	5.8%
11	France	2.7%		Other Europe	6.1%
12	Italy	2.5%		Other Countries	7.3%

The United Kingdom (15.1%) was the region's largest source market of visitors. Mainland China (10.0%) was the 2nd largest, followed by Taiwan (7.7%).

Accommodation

'Rented house, apartment, flat or unit' (48.3%) was the most popular accommodation type used for **nights** in the region, followed by 'backpacker or hostel' (33.6%).

Age

'25 to 34 years' (34.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (23.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$36 million in the region - an average of \$49 per night.

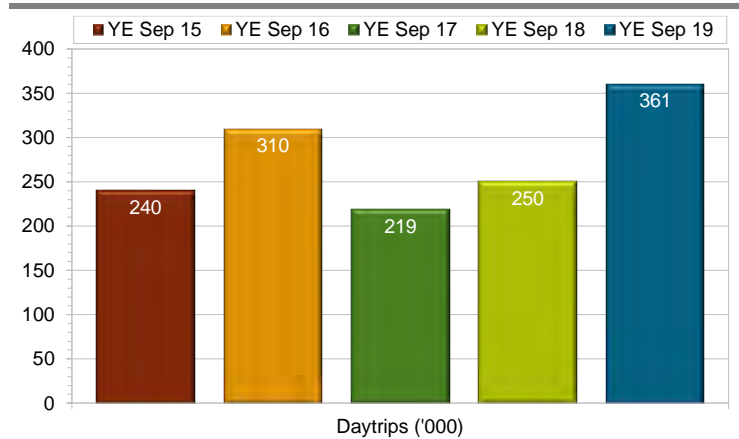
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 19.

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

(3) Source: International Visitor Survey, YE Sep 19, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 361,000 domestic daytrip visitors - up by 44.2% on YE Sep 18.

Market share

The region received 11.1% of daytrips to the Murray region. Compared to YE Sep 18, the share was up by 3.4% pts.

Main purpose of trip

'Holiday' (59.9%) was the largest purpose for visitors to the region, followed by 'business' (23.2%) and 'visiting friends and relatives' (10.0%).

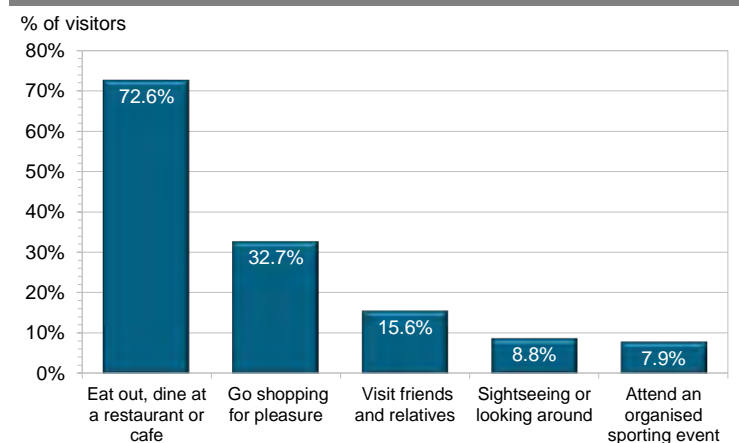
Age

'15 to 24 years' (31.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.7%) and '55 to 64 years' (13.8%).

Gender

More visitors to the region were female (61.3%) than male (38.7%).

Activities



'Eat out, dine at a restaurant or cafe' (72.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Expenditure estimates for domestic daytrip visitors in the region are considered statistically unreliable for YE Sep 19.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 19.

(5) Source: National Visitor Survey, YE Sep 19, TRA