

# Travel to the Murray Region

Year ended December 2022  
Quarterly Tracking of Selected Measures






*Murray*  
REGIONAL TOURISM




# DOMESTIC TRAVEL TO MURRAY REGION

January 2022 to December 2022  
and change on January 2021 to December 2021



## Domestic overnight travel

	3.0 million	↑	38.2%
	8.5 million	↑	28.0%
	\$1.7 billion	↑	84.4%

## Total domestic travel

	6.0 million	↑	34.2%
	8.5 million	↑	28.0%
	\$2.2 billion	↑	71.1%

## Domestic daytrip travel

	3.0 million	↑	30.4%
	\$476 million	↑	35.8%



[visitthemurray.com.au](http://visitthemurray.com.au)

Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

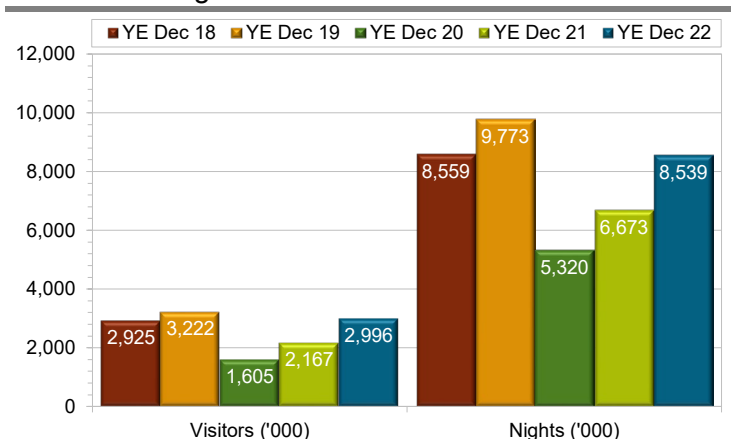
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

# Domestic travel to the Murray region

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights



The Murray region received almost 3.0 million overnight visitors - up by 38.2% on YE Dec 21. Visitors spent over 8.5 million nights in the region - up by 28.0% on YE Dec 21.

#### Expenditure

Overnight visitors spent over \$1.7 billion in the Murray region - up by 84.4% on YE Dec 21. On average, visitors spent \$202 per night - up by 44.1% on YE Dec 21.

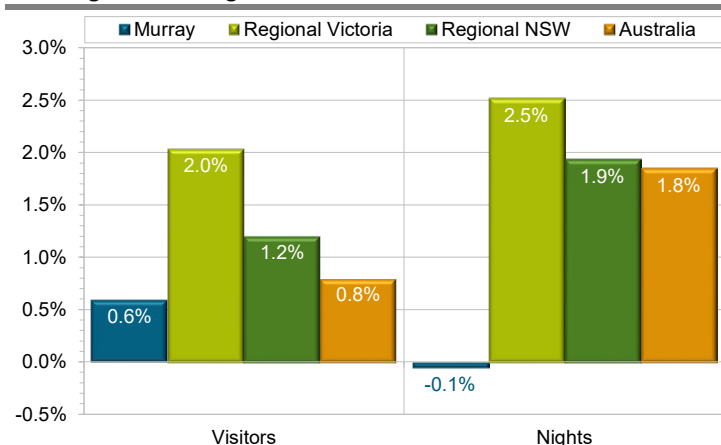
#### Market share

The overnight sector represented 50.2% all domestic **visitors** to the Murray region - up by 1.5% pts on YE Dec 21.

The overnight sector contributed 78.4% of total domestic **spend** in the region - up by 5.7% pts on YE Dec 21.

The Murray region received 6.9% of overnight visitors and 6.3% of visitor nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 21, the share of visitors was up by 0.3% pts and the share of nights was up by 0.3% pts.

#### Average annual growth - YE Dec 18 to YE Dec 22



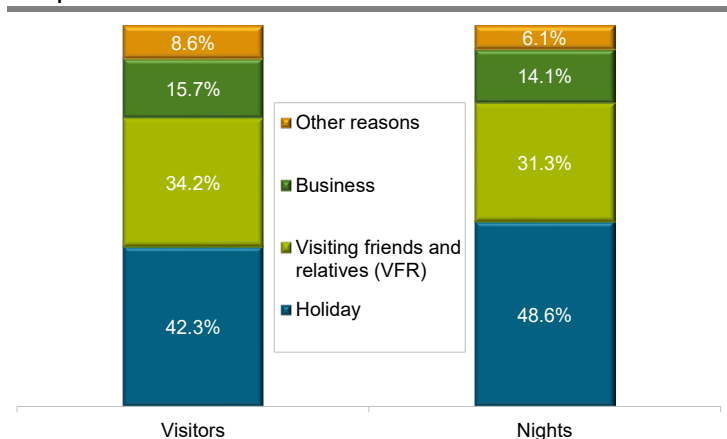
Over the period YE Dec 18 to YE Dec 22, the Murray region had an average annual growth of +0.6% in overnight **visitors**. The region had a lower growth than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -0.1% in **visitor nights** over the period. Whilst the region had a decline, regional Victoria, regional NSW and Australia experienced growth over the period.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

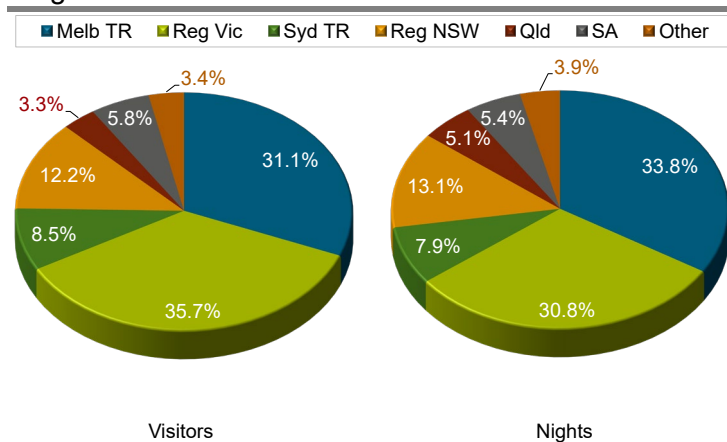
#### Purpose of visit



'Holiday' (42.3%) was the largest purpose for overnight **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (34.2%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (15.7%). Compared to YE Dec 21, 'business' grew by 2.3% pts whilst 'holiday' fell by 1.7% pts.

'Holiday' (48.6%) was the largest purpose in terms of **visitor nights** in the Murray region. 'VFR' (31.3%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (14.1%). Compared to YE Dec 21, 'attend funeral' grew by 2.0% pts whilst 'holiday' fell by 1.4% pts.

#### Origin



The Murray region received 66.9% of overnight visitors and 64.6% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were up by 25.6% and nights were up by 12.2%.

**NSW** contributed 20.7% of visitors and 21.0% of nights in the region. Compared to YE Dec 21, NSW visitors were up by 59.1% and nights were up by 58.0%.

**South Australia** contributed 5.8% of visitors and 5.4% of nights in the region. Compared to YE Dec 21, visitors from South Australia were up by 62.4%.

**Other states** contributed 6.7% of visitors and 9.0% of nights in the region. Compared to YE Dec 21, visitors from other states were up by 163%.

#### Month returned from trip

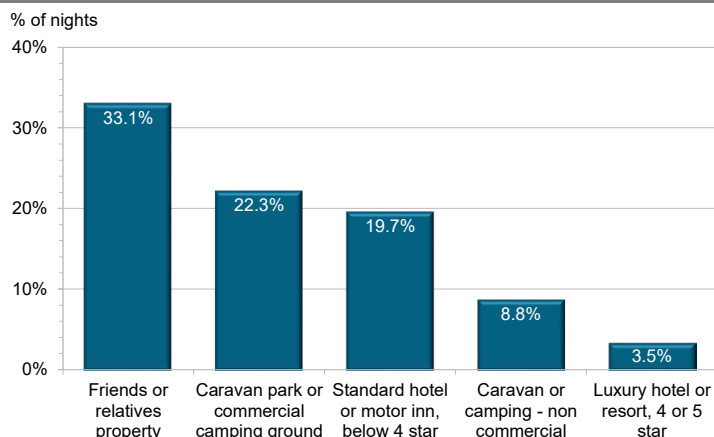
April (10.5%) was the most popular month for overnight visitors to return from their trip to the Murray region. September (9.2%) was the 2<sup>nd</sup> most popular month to return, followed by July (8.9%).

# Domestic travel to the Murray region

## For the period January 2022 to December 2022

### Overnight travel

#### Accommodation



‘Friends or relatives property’ (33.1%) was the most popular accommodation type used for **visitor nights** in the Murray region. Compared to YE Dec 21, ‘standard hotel or motor inn, below 4 star’ increased by 5.4% pts whilst ‘caravan or camping – non commercial’ decreased by 5.2% pts.

#### Length of stay

Visitors stayed, on average, 2.9 nights in the Murray region – down by 0.2 nights on YE Dec 21.

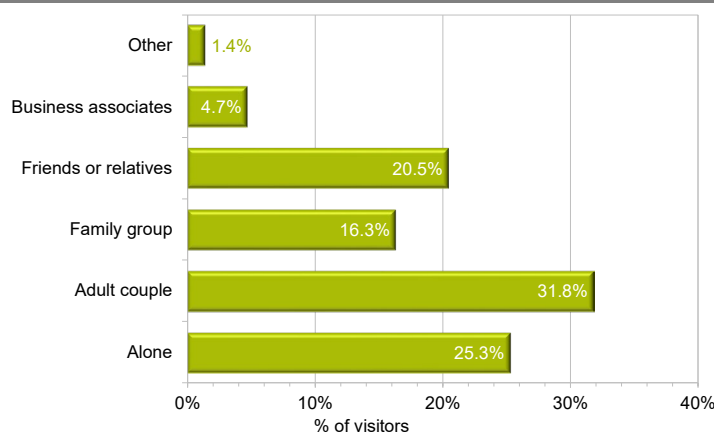
#### Activities

‘Eat out, dine at a restaurant or cafe’ (55.2%) was the most popular activity undertaken by overnight visitors to the Murray region. ‘Visit friends and relatives’ (30.7%) was the 2<sup>nd</sup> most popular activity undertaken, followed by ‘pubs, clubs, discos etc’ (28.5%).

#### All transport

‘Private vehicle or company car’ (90.9%) was the most popular transport used by overnight visitors to the Murray region. ‘Aircraft’ (3.1%) was the 2<sup>nd</sup> most popular transport used, followed by ‘bus or coach’ (1.5%).

#### Travel party



‘Adult couple’ (31.8%) was the most common travel party description of overnight visitors to the Murray region. ‘Alone’ (25.3%) was the 2<sup>nd</sup> most common travel party description.

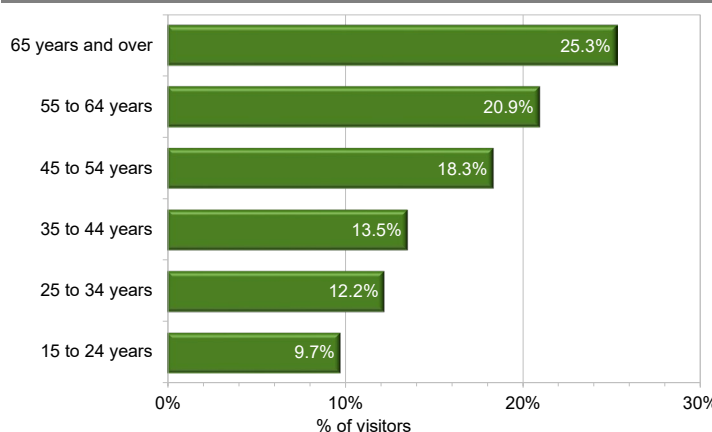
#### Number of stopovers on trip

Nearly ¾ (71.2%) overnight visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.8%) had two stopovers on the trip.

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

Source: National Visitor Survey, YE Dec 22, Tourism Research Australia

#### Age



‘65 years and over’ (25.3%) was the biggest age group of overnight visitors to the Murray region. ‘55 to 64 years’ (20.9%) was the 2<sup>nd</sup> biggest age group, followed by ‘45 to 54 years’ (18.3%).

#### Gender

More overnight visitors to the Murray region were male (50.9%) than female (49.1%).

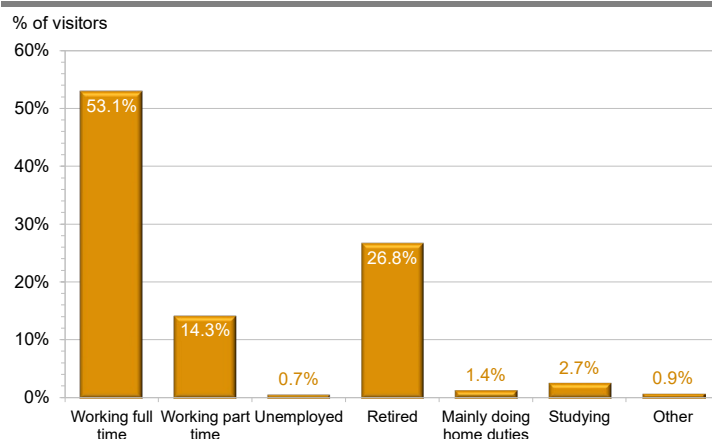
#### Lifecycle

‘Older non-working’ (26.2%) was the largest lifecycle group of overnight visitors to the Murray region. ‘Older working’ (21.3%) was the 2<sup>nd</sup> largest lifecycle group, followed by ‘parent with youngest child aged under 15’ (18.8%).

#### Marital status

More overnight visitors to the Murray region were married or part of a couple (70.3%) than single (29.1%).

#### Employment



‘Working full time’ (53.1%) was the most common employment status of overnight visitors to the Murray region. ‘Retired’ (26.8%) was the 2<sup>nd</sup> most common employment status, followed by ‘working part time’ (14.3%).

#### Annual household income

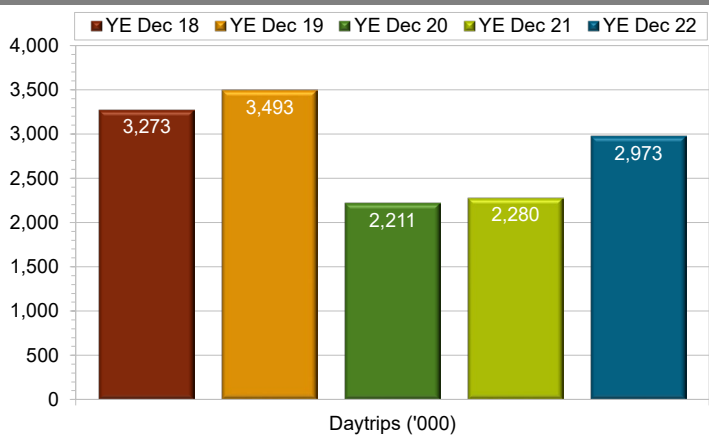
The average annual household income was \$126,668 amongst overnight visitors to the Murray region. Over 3/10 (31.2%) of visitors had an annual household income of ‘\$150,000+’. Note: almost 1/5 (19.8%) did not provide an income.

# Domestic travel to the Murray region

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



The Murray region received nearly 3.0 million daytrip visitors – up by 30.4% on YE Dec 21.

#### Expenditure

Daytrip visitors spent \$476 million in the Murray region – up by 35.8% on YE Dec 21. On average, visitors spent \$160 per trip – up by 4.2% on YE Dec 21.

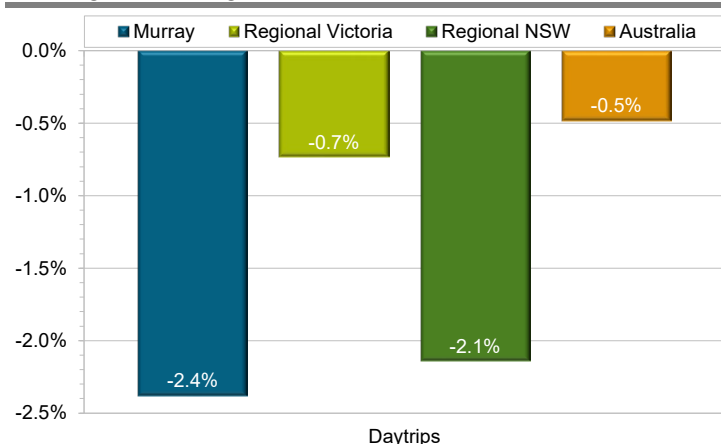
#### Market share

The daytrip sector represented 49.8% all domestic **visitors** to the Murray region - down by 1.5% pts on YE Dec 21.

The daytrip sector contributed 21.6% of total domestic **spend** in the region - down by 5.7% pts on YE Dec 21.

The Murray region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 21, the share was down by 0.1% pt.

#### Average annual growth - YE Dec 18 to YE Dec 22



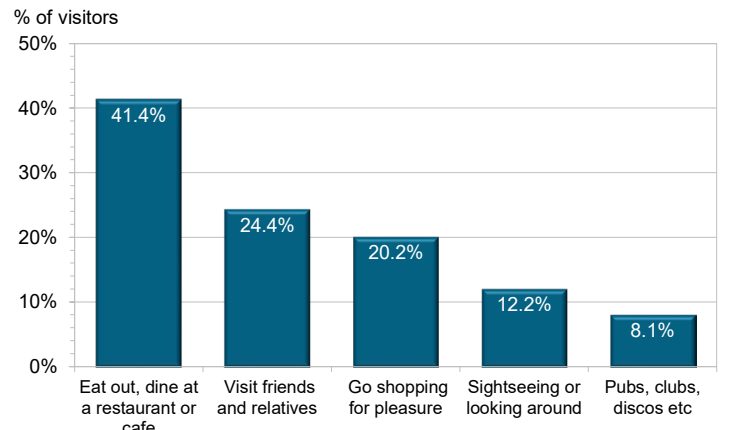
Over the period YE Dec 18 to YE Dec 22, the Murray region had an average annual decline of -2.4% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and Australia.

#### Main purpose of trip

'Holiday' (43.7%) was the largest purpose for daytrip visitors to the Murray region. 'Visiting friends and relatives (VFR)' (24.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (13.7%).

Compared to YE Dec 21, 'VFR' increased by 3.5% pts whilst 'medical reasons' decreased by 5.0% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (41.4%) was the most popular activity undertaken by daytrip visitors to the Murray region.

#### Transport

'Private vehicle or company car' (97.3%) was the most popular transport used by daytrip visitors to the Murray region. 'Aircraft' (1.2%) was the 2<sup>nd</sup> most popular transport used.

#### Origin

The Murray region received (70.5%) of daytrip visitors from Victoria. NSW contributed (26.2%) and South Australia (2.7%) of daytrip visitors to the region. The Murray (NSW) tourism region (20.1%) was the Murray region's largest individual source market.

#### Age

'65 years and over' (26.9%) was the biggest age group of daytrip visitors to the Murray region. '55 to 64 years' (18.9%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (13.8%).

#### Month travelled

July (11.5%) was the most popular month for a daytrip to the Murray region. August (10.7%) was the 2<sup>nd</sup> most popular month to travel, followed by September (10.3%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors (million)</b>						
Overnight visitors	2.9	3.2	1.6	2.2	3.0	+38.2%
Daytrip visitors	3.3	3.5	2.2	2.3	3.0	+30.4%
<b>Total domestic visitors</b>	<b>6.2</b>	<b>6.7</b>	<b>3.8</b>	<b>4.4</b>	<b>6.0</b>	<b>+34.2%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>8.6</b>	<b>9.8</b>	<b>5.3</b>	<b>6.7</b>	<b>8.5</b>	<b>+28.0%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$1,330	\$1,476	\$767	\$935	\$1,724	+84.4%
Daytrip spend	\$471	\$509	\$342	\$351	\$476	+35.8%
<b>Total domestic spend</b>	<b>\$1,801</b>	<b>\$1,985</b>	<b>\$1,109</b>	<b>\$1,286</b>	<b>\$2,200</b>	<b>+71.1%</b>

The Murray region received almost 6.0 million domestic **visitors** – up by 34.2% on YE Dec 21. Visitors spent over 8.5 million **nights** in the region – up by 28.0% on YE Dec 21. In total, domestic visitors **spent** \$2.2 billion on travel to the Murray region – up by 71.1% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.




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

(Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia)




# DOMESTIC TRAVEL TO ALBURY / WODONGA

January 2022 to December 2022  
and change on January 2021 to December 2021



## Domestic overnight travel

	898 thousand	↑	100%
	2.2 million	↑	99.1%
	\$577 million	↑	206%

## Total domestic travel

	1.9 million	↑	44.5%
	2.2 million	↑	99.1%
	\$737 million	↑	91.3%

## Domestic daytrip travel

	1.0 million	↑	15.5%
	\$160 million	↓	-18.7%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

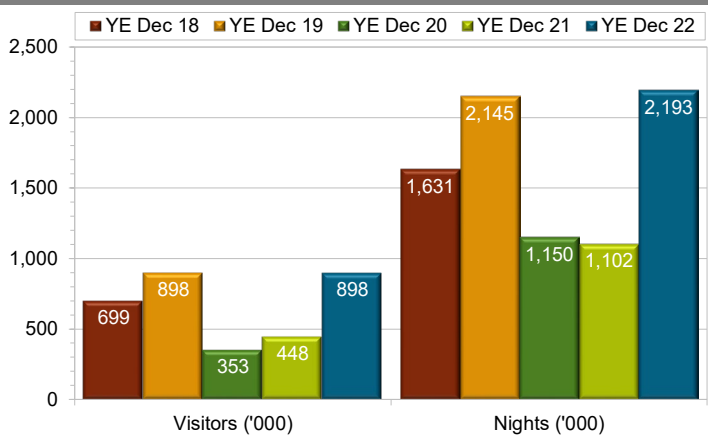
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

# Domestic travel to Albury / Wodonga

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights

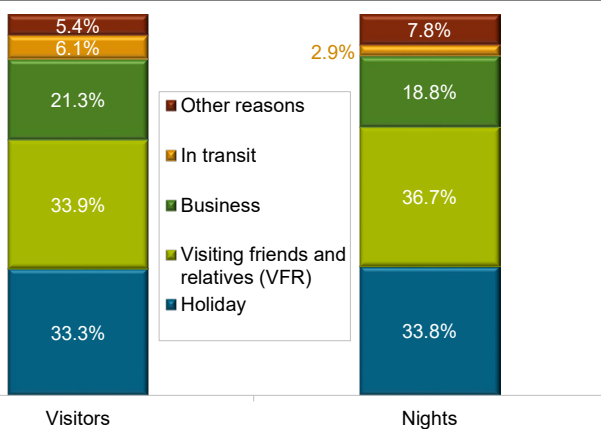


Albury / Wodonga received 898,000 overnight visitors - up by 100% on YE Dec 21. Visitors spent nearly 2.2 million nights in the region – up by 99.1% on YE Dec 21.

#### Market share

Albury / Wodonga received 30.0% of overnight visitors and 25.7% of visitor nights in the Murray region. Compared to YE Dec 21, share of visitors was up by 9.3% pts and share of nights was up by 9.2% pts.

#### Purpose of visit



‘Visiting friends and relatives (VFR)’ (33.9%) was the largest purpose for overnight **visitors** to Albury / Wodonga. ‘Holiday’ (33.3%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (21.3%). Compared to YE Dec 21, ‘holiday’ grew by 8.2% pts whilst ‘VFR’ fell by 7.8% pts.

‘VFR’ (36.7%) was the largest purpose in terms of **visitor nights** in Albury / Wodonga. ‘Holiday’ (33.8%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (18.8%). Compared to YE Dec 21, ‘holiday’ grew by 11.0% pts whilst ‘VFR’ fell by 11.6% pts.

#### Accommodation

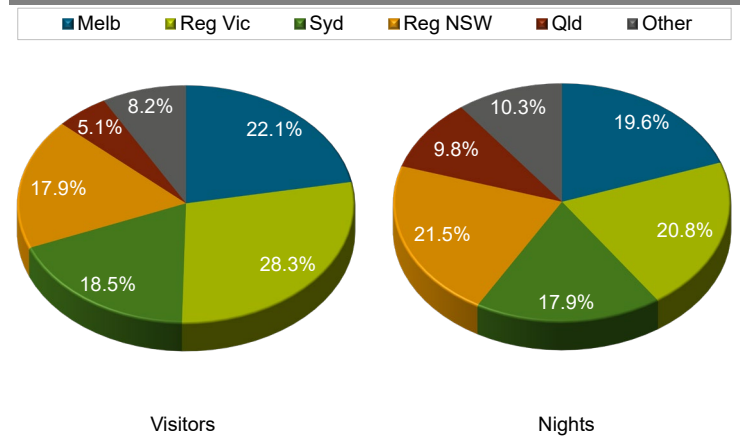
‘Friends or relatives property’ (45.0%) was the most popular accommodation type used for **visitor nights** in Albury / Wodonga. ‘Standard hotel or motor inn, below 4 star’ (22.0%) was the 2<sup>nd</sup> most popular accommodation type, followed by ‘caravan park or commercial camping ground’ (13.7%).

Compared to YE Dec 21, ‘caravan park or commercial camping ground’ increased by 7.7% pts whilst ‘friends or relatives property’ declined by 3.3% pts.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Origin



Albury / Wodonga received 50.4% of overnight visitors and 40.4% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were up by 90.6% and nights were up by 48.0%.

**New South Wales** contributed 36.4% of visitors and 39.4% of nights in the region. Compared to YE Dec 21, NSW visitors were up by 95.3%.

**Other states** contributed 13.3% of visitors and 20.1% of nights in the region. Compared to YE Dec 21, visitors from other states were up by 173%.

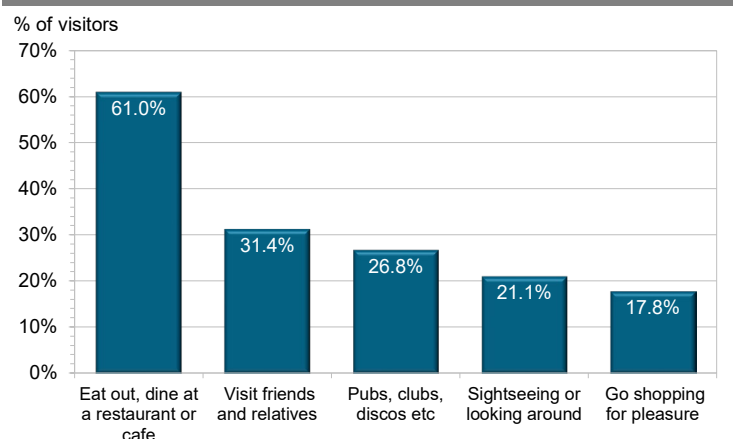
#### Length of stay

Visitors stayed, on average, 2.4 nights in Albury / Wodonga – down by 0.1 night on the YE Dec 21.

#### Age

‘65 years and over’ (26.8%) was the biggest age group of overnight visitors to Albury / Wodonga. ‘55 to 64 years’ (23.1%) was the 2<sup>nd</sup> biggest age group, followed by ‘45 to 54 years’ (19.7%).

#### Activities



‘Eat out, dine at a restaurant or cafe’ (61.0%) was the most popular activity undertaken by overnight visitors to Albury / Wodonga. ‘Visit friends and relatives’ (31.4%) was the 2<sup>nd</sup> most popular activity.

#### Expenditure

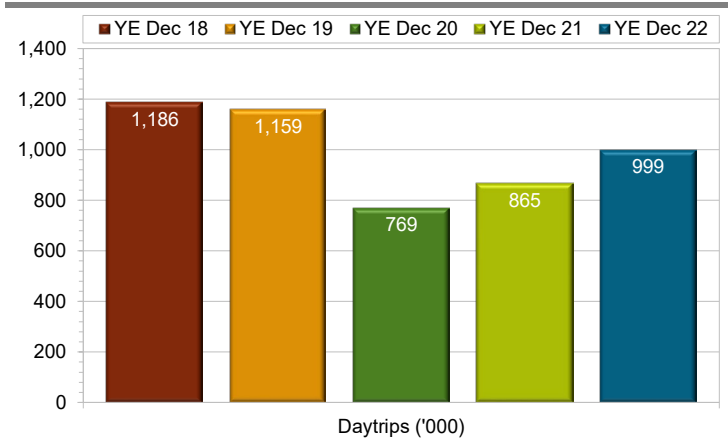
Overnight visitors spent \$577 million in Albury / Wodonga – up by 206% on YE Dec 21. On average, visitors spent \$263 per night – up by 53.9% on YE Dec 21.

# Domestic travel to Albury / Wodonga

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



Albury / Wodonga received almost 1.0 million daytrip visitors – up by 15.5% on YE Dec 21.

#### Expenditure

Daytrip visitors spent \$160 million in Albury / Wodonga – down by 18.7% on YE Dec 21. On average, visitors spent \$160 per trip – down by 29.6% on YE Dec 21.

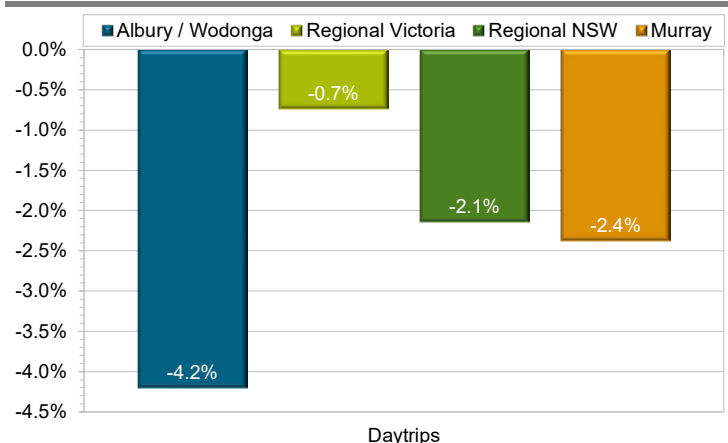
#### Market share

The daytrip sector represented 52.7% all domestic visitors to Albury / Wodonga - down by 13.2% pts on YE Dec 21.

The daytrip sector contributed 21.7% of total domestic spend in the region – down by 29.5% pts on YE Dec 21.

Albury / Wodonga received 33.6% of daytrips to the Murray region. Compared to YE Dec 21, the share was down by 4.3% pts.

#### Average annual growth - YE Dec 18 to YE Dec 22



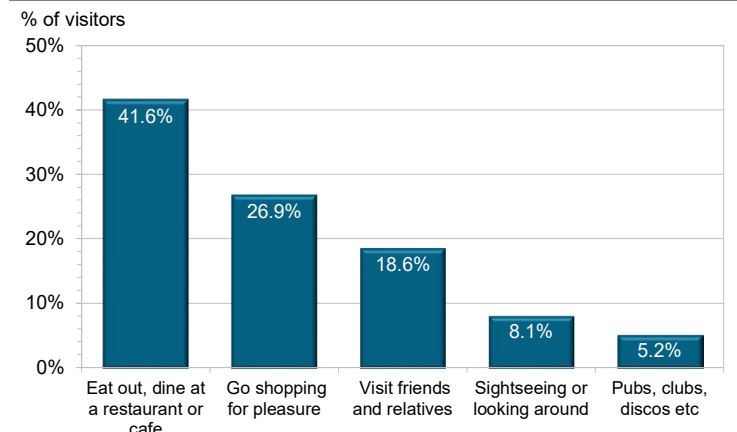
Over the period YE Dec 18 to YE Dec 22, the Albury / Wodonga had an average annual decline of -4.2% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (37.2%) was the largest purpose for daytrip visitors to Albury / Wodonga. 'Visiting friends and relatives (VFR)' (17.0%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (14.3%).

Compared to YE Dec 21, 'personal appointment' increased by 6.3% pts whilst 'medical reasons' decreased by 6.4% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (41.6%) was the most popular activity undertaken by daytrip visitors to Albury / Wodonga.

#### Transport

'Private vehicle or company car' (98.8%) was the most popular transport used by daytrip visitors to Albury / Wodonga. 'Rental car' (0.8%) was the 2<sup>nd</sup> most popular.

#### Origin

Albury / Wodonga received (50.3%) of daytrip visitors from regional NSW. Regional Victoria contributed (42.3%) and Melbourne tourism region (5.5%) of daytrip visitors to the region.

#### Age

'65 years and over' (25.6%) was the biggest age group of daytrip visitors to Albury / Wodonga. '55 to 64 years' (20.7%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (20.7%).

#### Month travelled

September (15.6%) was the most popular month for a daytrip to Albury / Wodonga. July (14.9%) was the 2<sup>nd</sup> most popular month to travel, followed by June (13.9%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	699	898	353	448	898	+100%
Daytrip visitors	1,186	1,159	769	865	999	+15.5%
<b>Total domestic visitors</b>	<b>1,885</b>	<b>2,057</b>	<b>1,123</b>	<b>1,313</b>	<b>1,897</b>	<b>+44.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,631</b>	<b>2,145</b>	<b>1,150</b>	<b>1,102</b>	<b>2,193</b>	<b>+99.1%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$322	\$428	\$193	\$188	\$577	+206%
Daytrip spend	\$226	\$227	\$173	\$197	\$160	-18.7%
<b>Total domestic spend</b>	<b>\$548</b>	<b>\$655</b>	<b>\$366</b>	<b>\$385</b>	<b>\$737</b>	<b>+91.3%</b>

Albury / Wodonga received almost 1.9 million domestic visitors – up by 44.5% on YE Dec 21. Visitors spent nearly 2.2 million nights in the region - up by 99.1% on YE Dec 21.

In total, domestic visitors spent \$737 million on travel to Albury / Wodonga – up by 91.3% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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




(Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia)






# DOMESTIC TRAVEL TO SUN COUNTRY

January 2022 to December 2022  
and change on January 2021 to December 2021



## Domestic overnight travel

	634 thousand	↑	32.4%
	1.9 million	↑	17.1%
	\$324 million	↑	62.6%

## Total domestic travel

	1.1 million	↑	26.3%
	1.9 million	↑	17.1%
	\$379 million	↑	65.6%

## Domestic daytrip travel

	443 thousand	↑	18.6%
	\$54 million	↑	86.4%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

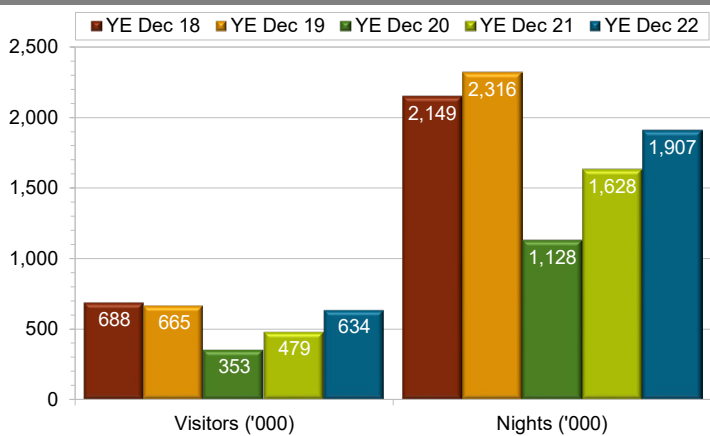
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

# Domestic travel to Sun Country

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights

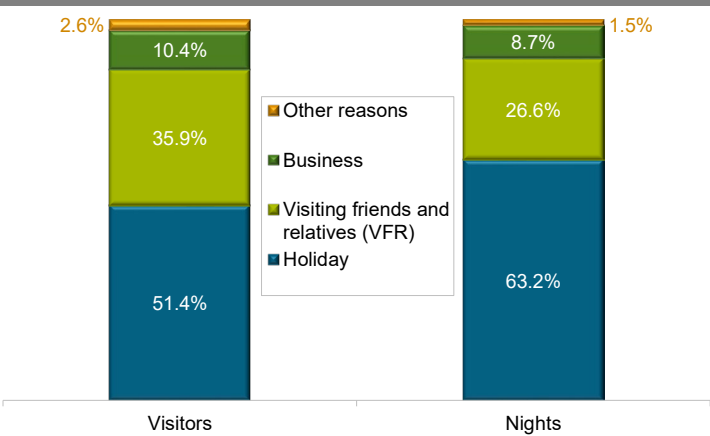


Sun Country received 634,000 overnight visitors – up by 32.4% on YE Dec 21. Visitors spent over 1.9 million nights in the region - up by 17.1% on YE Dec 21.

#### Market share

Sun Country received 21.2% of overnight visitors and 22.3% of visitor nights in the Murray region. Compared to YE Dec 21, share of visitors was down by 0.9% pts and share of nights was down by 2.1% pts.

#### Purpose of visit



'Holiday' (51.4%) was the largest purpose for overnight **visitors** to Sun Country. 'Visiting friends and relatives (VFR)' (35.9%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (10.4%). Compared to YE Dec 21, 'holiday' increased by 2.4% pts whilst 'in transit' declined by 2.3% pts.

'Holiday' (63.2%) was the largest purpose in terms of **visitor nights** in Sun Country. 'VFR' (26.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (8.7%). Compared to YE Dec 21, 'holiday' increased by 12.8% pts whilst 'VFR' declined by 13.1% pts.

#### Accommodation

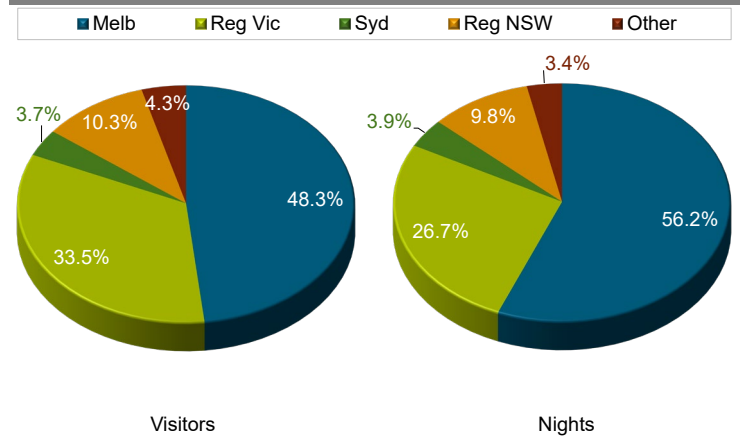
'Friends or relatives property' (28.4%) was the most popular accommodation type used for **visitor nights** in Sun Country. 'Caravan park or commercial camping ground' (24.3%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (14.8%).

Compared to YE Dec 21, 'standard hotel or motor inn, below 4 star' increased by 5.4% pts whilst 'friends or relatives property' decreased by 9.1% pts.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Origin



Sun Country received 81.7% of overnight visitors and 82.8% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were up by 34.6% and nights were up by 34.9%.

**New South Wales** contributed 14.0% of visitors and 13.8% of nights in the region. Compared to YE Dec 21, NSW visitors up by 51.1%.

**Other states** contributed 4.3% of visitors and 3.4% of nights in the region.

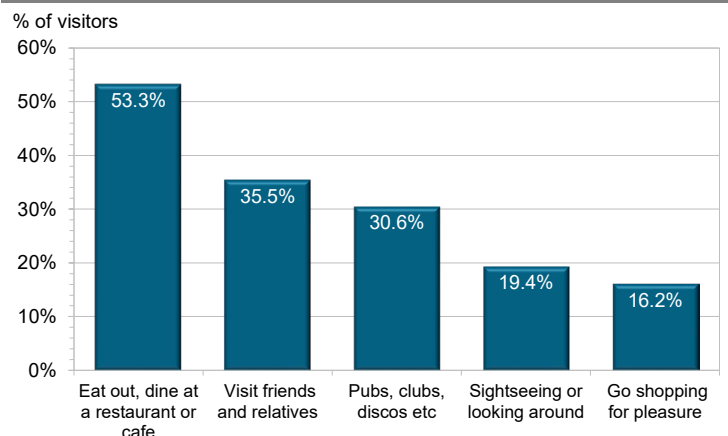
#### Length of stay

Visitors stayed, on average, 3 nights in Sun Country – down by 0.4 nights on the YE Dec 21.

#### Age

'65 years and over' (26.0%) was the biggest age group of overnight visitors to Sun Country. '55 to 64 years' (19.9%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (16.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (53.3%) was the most popular activity undertaken by overnight visitors to Sun Country 'Visit friends and relatives' (35.5%) was the 2<sup>nd</sup> most popular activity, followed by 'pubs, clubs, discos etc' (30.6%).

#### Expenditure

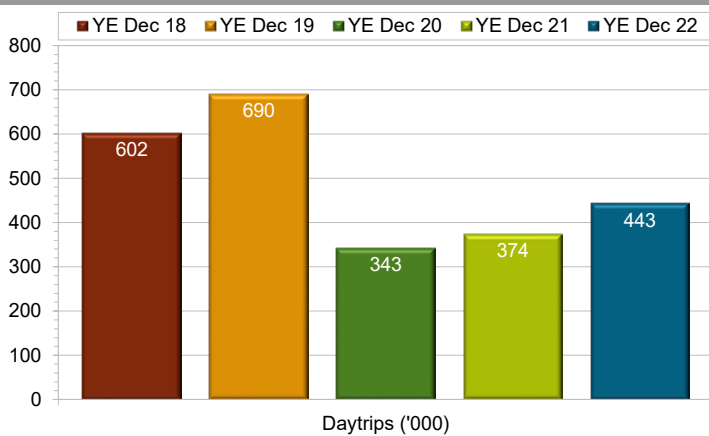
Overnight visitors spent \$324 million in Sun Country – up by 62.6% on YE Dec 21. On average, visitors spent \$170 per night – up by 38.8% on YE Dec 21.

# Domestic travel to Sun Country

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



Sun Country received 443,000 daytrips – up by 18.6% on YE Dec 21.

#### Expenditure

Daytrip visitors spent \$54 million in Sun Country – up by 86.4% on YE Dec 21. On average, visitors spent \$123 per trip – up by 57.2% on YE Dec 21.

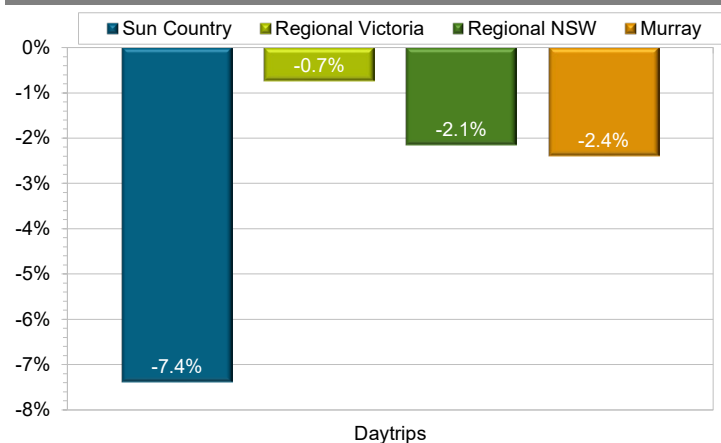
#### Market share

The daytrip sector represented 41.1% all domestic **visitors** to Sun Country - down by 2.7% pts on YE Dec 21.

The daytrip sector contributed 14.4% of total domestic **spend** in the region – up by 1.6% pts on YE Dec 21.

Sun Country received 14.9% of daytrips to the Murray region. Compared to YE Dec 21, the share was down by 1.5% pts.

#### Average annual growth - YE Dec 18 to YE Dec 22



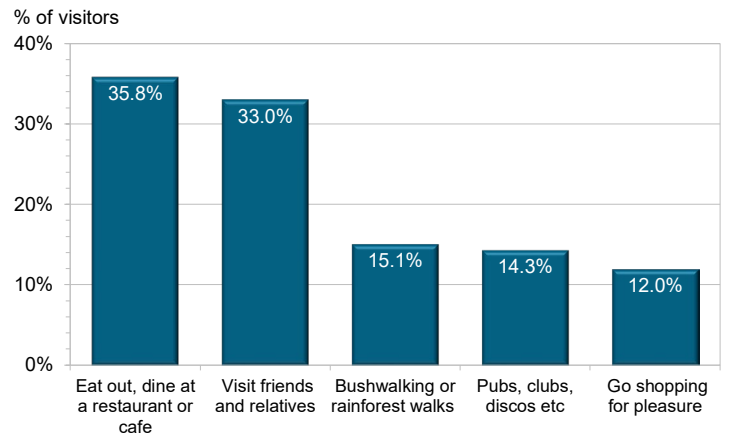
Over the period YE Dec 18 to YE Dec 22, Sun Country had an average annual decline of -7.4% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (45.7%) was the largest purpose for daytrip visitors to Sun Country. 'Visiting friends and relatives (VFR)' (30.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (18.7%).

Compared to YE Dec 21, 'business' increased by 3.1% pts whilst 'medical reasons' declined by 4.2% pts.

#### Activities



'Eat out, dine at restaurant or cafe' (35.8%) was the most popular activity undertaken by daytrip visitors to Sun Country.

#### Transport

'Private vehicle or company car' (100%) was the most popular transport used by daytrip visitors to Sun Country. No other form of transport was reported by survey respondents.

#### Origin

Sun Country received (58.1%) of daytrip visitors from regional Victoria. Regional NSW contributed (28.8%) and Melbourne tourism region (13.0%) of daytrip visitors to the region.

#### Age

'15 to 24 years' (21.6%) was the biggest age group of daytrip visitors to Sun Country. '45 to 54 years' (20.9%) was the 2<sup>nd</sup> biggest age group, followed by '65 years and over' (20.2%).

#### Month travelled

January (15.3%) was the most popular month for a daytrip to Sun Country. July (13.6%) was the 2<sup>nd</sup> most popular month to travel, followed by May (11.5%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	688	665	353	479	634	+32.4%
Daytrip visitors	602	690	343	374	443	+18.6%
<b>Total domestic visitors</b>	<b>1,290</b>	<b>1,355</b>	<b>696</b>	<b>852</b>	<b>1,077</b>	<b>+26.3%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,149</b>	<b>2,316</b>	<b>1,128</b>	<b>1,628</b>	<b>1,907</b>	<b>+17.1%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$272	\$302	\$137	\$199	\$324	+62.6%
Daytrip spend	\$54	\$69	\$27	\$29	\$54	+86%
<b>Total domestic spend</b>	<b>\$326</b>	<b>\$371</b>	<b>\$164</b>	<b>\$229</b>	<b>\$379</b>	<b>+65.6%</b>

Sun Country received nearly 1.1 million domestic **visitors** – up by 26.3% on YE Dec 21. Visitors spent over 1.9 million **nights** in the region – up by 17.1% on YE Dec 21.

In total, domestic visitors **spent** \$379 million on travel to Sun Country – up by 65.6% on YE Dec 21.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.




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



Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

# DOMESTIC TRAVEL TO ECHUCA / MOAMA

January 2022 to December 2022  
and change on January 2021 to December 2021

Domestic overnight travel			
	773 thousand	↑	15.3%
	2.2 million	↑	11.7%
	\$397 million	↑	38.0%

Total domestic travel			
	1.5 million	↑	32.0%
	2.2 million	↑	11.7%
	\$515 million	↑	53.4%

Domestic daytrip travel			
	757 thousand	↑	54.8%
	\$118 million	↑	146%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

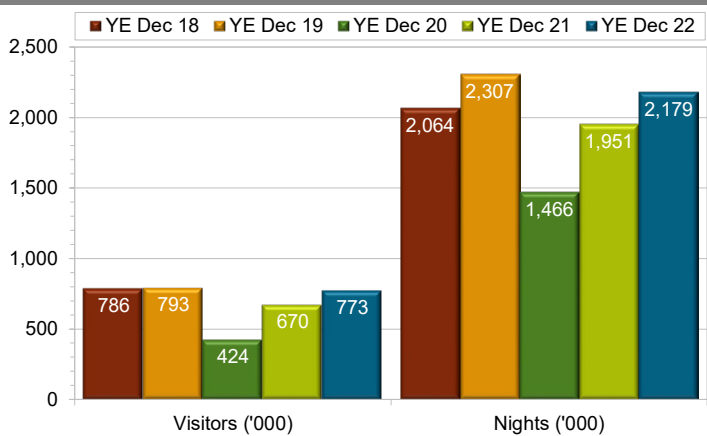
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

# Domestic travel to Echuca / Moama

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights

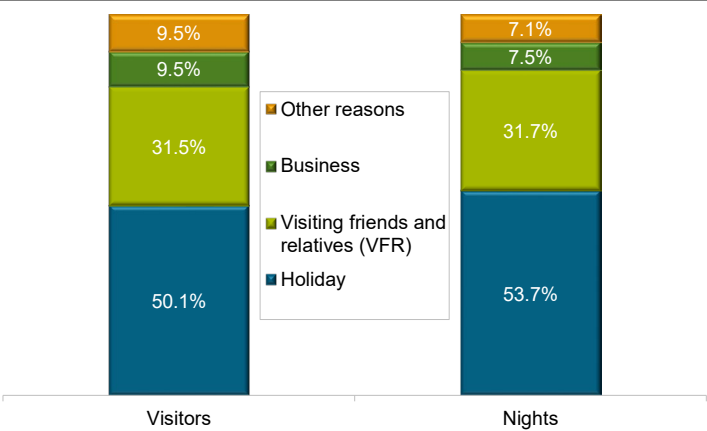


Echuca / Moama received 773,000 overnight visitors – up by 15.3% on YE Dec 21. Visitors spent nearly 2.2 million nights in the region – up by 11.7% on YE Dec 21.

#### Market share

Echuca / Moama received 25.8% of overnight visitors and 25.5% of visitor nights in the Murray region. Compared to YE Dec 21, share of visitors was down by 5.1% pts and share of nights was down by 3.7% pts.

#### Purpose of visit



'Holiday' (50.1%) was the largest purpose for overnight **visitors** to Echuca / Moama. 'Visiting friends and relatives (VFR)' (31.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (9.5%). Compared to YE Dec 21, 'business' increased by 2.6% pts whilst 'holiday' declined by 4.5% pts.

'Holiday' (53.7%) was the largest purpose in terms of **visitor nights** in Echuca / Moama. 'VFR' (31.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (7.5%). Compared to YE Dec 21, 'other nfd' increased by 2.8% pts whilst 'holiday' declined by 5.5% pts.

#### Accommodation

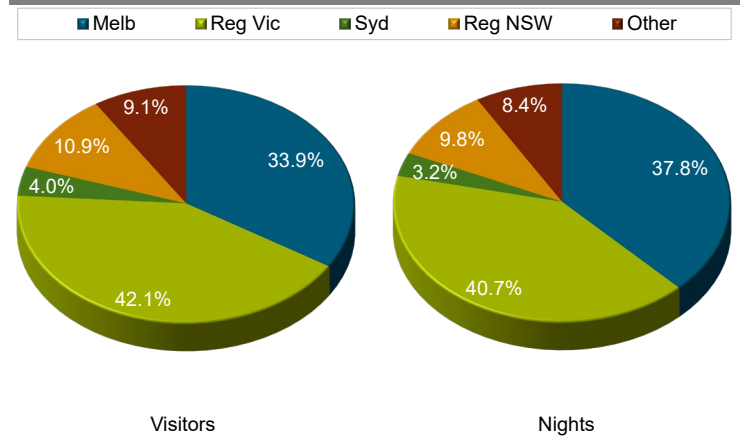
'Friends or relatives property' (30.5%) was the most popular accommodation type used for **visitor nights** in Echuca / Moama. 'Caravan park or commercial camping ground' (26.2%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (20.7%).

Compared to YE Dec 21, 'standard hotel or motor inn, below 4 star' increased by 7.7% pts whilst 'caravan or camping – non commercial' declined by 2.3% pts.

Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Origin



Echuca / Moama received 76.0% of overnight visitors and 78.5% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were down by 0.7% and nights were up by 1.5%.

**New South Wales** contributed 14.9% of visitors and 13.1% of nights in the region. Compared to YE Dec 21, NSW visitors were up by 88.8%.

**Other states** contributed 9.1% of visitors and 8.4% of nights in the region.

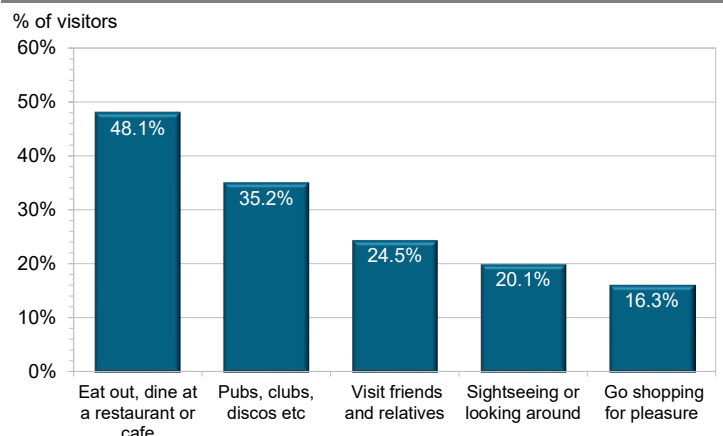
#### Length of stay

Visitors stayed, on average, 2.8 nights in Echuca / Moama – down by 0.1 night on the YE Dec 21.

#### Age

'65 years and over' (24.9%) was the biggest age group of overnight visitors to Echuca / Moama. '45 to 54 years' (21.3%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (19.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (48.1%) was the most popular activity undertaken by overnight visitors to Echuca / Moama. 'Pubs, clubs, discos etc' (35.2%) was the 2<sup>nd</sup> most popular activity, followed by 'visit friends and relatives' (24.5%).

#### Expenditure

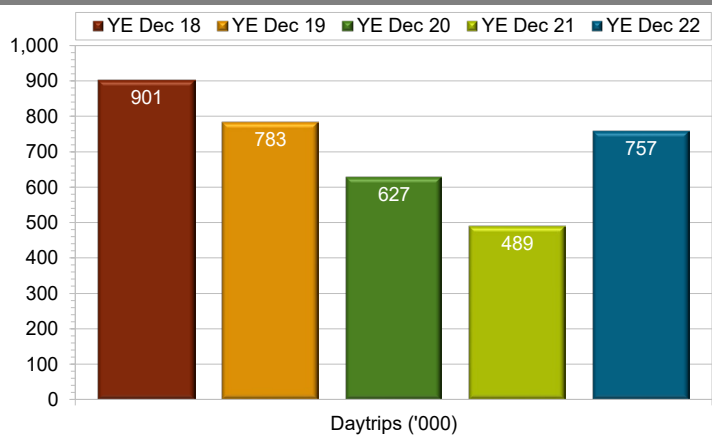
Overnight visitors spent \$397 million in Echuca / Moama – up by 38.0% on YE Dec 21. On average, visitors spent \$182 per night – up by 23.6% on YE Dec 21.

# Domestic travel to Echuca / Moama

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



Echuca / Moama received 757,000 daytrip visitors - up by 54.8% on YE Dec 21.

#### Expenditure

Daytrip visitors spent \$118 million in Echuca / Moama - up by 146% on YE Dec 21. On average, visitors spent \$155 per trip - up by 58.9% on YE Dec 21.

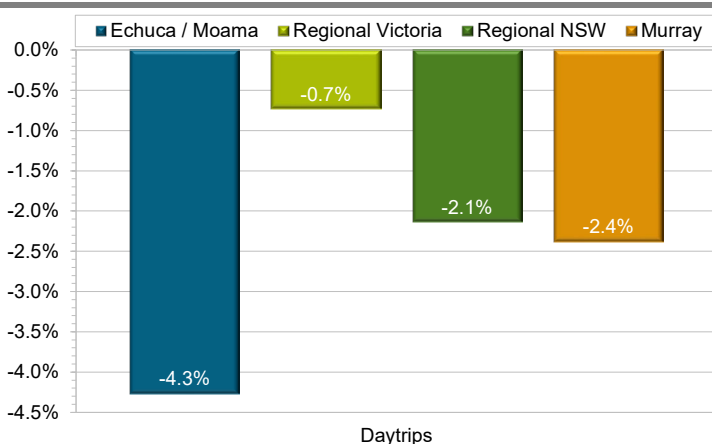
#### Market share

The daytrip sector represented 49.5% all domestic visitors to Echuca / Moama - up by 7.3% pts on YE Dec 21.

The daytrip sector contributed 22.8% of total domestic spend in the region - up by 8.6% pts on YE Dec 21.

Echuca / Moama received 25.5% of daytrips to the Murray region. Compared to YE Dec 21, the share was up by 4.0% pts.

#### Average annual growth - YE Dec 18 to YE Dec 22



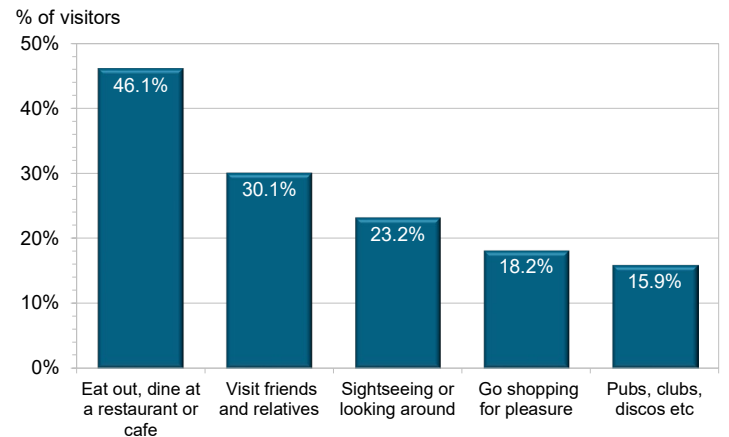
Over the period YE Dec 18 to YE Dec 22, Echuca / Moama had an average annual decline of -4.3% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (46.8%) was the largest purpose for daytrip visitors to Echuca / Moama. 'Visiting friends and relatives (VFR)' (28.4%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (11.9%).

Compared to YE Dec 21, 'VFR' increased by 8.8% pts whilst 'business' declined by 14.4% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (46.1%) was the most popular activity undertaken by daytrip visitors to Echuca / Moama.

#### Transport

'Private vehicle or company car' (97.4%) was the most popular transport used by daytrip visitors to Echuca / Moama. 'Bus or coach' (2.6%) was the 2<sup>nd</sup> most popular transport used.

#### Origin

Echuca / Moama received (67.0%) of daytrip visitors from regional Victoria. Melbourne tourism region contributed (25.5%) and regional NSW contributed (7.5%) of daytrip visitors to the region.

#### Age

'65 years and over' (35.3%) was the biggest age group of daytrip visitors to Echuca / Moama. '55 to 64 years' (23.7%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (20.1%).

#### Month travelled

April (17.0%) was the most popular month for a daytrip to Echuca / Moama. November (15.5%) was the 2<sup>nd</sup> most popular month to travel, followed by October (12.3%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	786	793	424	670	773	+15.3%
Daytrip visitors	901	783	627	489	757	+54.8%
<b>Total domestic visitors</b>	<b>1,688</b>	<b>1,576</b>	<b>1,052</b>	<b>1,160</b>	<b>1,530</b>	<b>+32.0%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,064</b>	<b>2,307</b>	<b>1,466</b>	<b>1,951</b>	<b>2,179</b>	<b>+11.7%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$318	\$337	\$219	\$288	\$397	+38.0%
Daytrip spend	\$106	\$76	\$71	\$48	\$118	+146%
<b>Total domestic spend</b>	<b>\$424</b>	<b>\$414</b>	<b>\$290</b>	<b>\$336</b>	<b>\$515</b>	<b>+53.4%</b>

Echuca / Moama received over 1.5 million domestic visitors – up by 32.0% on YE Dec 21. Visitors spent nearly 2.2 million nights in the region – up by 11.7% on YE Dec 21.

In total, domestic visitors spent 515 million on travel to Echuca / Moama – up by 53.4% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.




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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia




# DOMESTIC TRAVEL TO SWAN HILL REGION

January 2022 to December 2022  
and change on January 2021 to December 2021



## Domestic overnight travel

	395 thousand	↑	21.5%
	937 thousand	↑	8.9%
	\$157 million	↑	77.2%

## Total domestic travel

	755 thousand	↑	31.5%
	937 thousand	↑	8.9%
	\$235 million	↑	98.8%

## Domestic daytrip travel

	360 thousand	chg np	
	np	chg np	



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

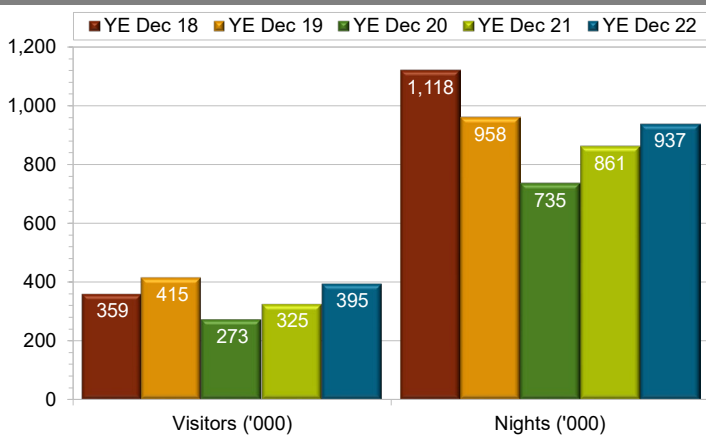
The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

# Domestic travel to the Swan Hill region

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights

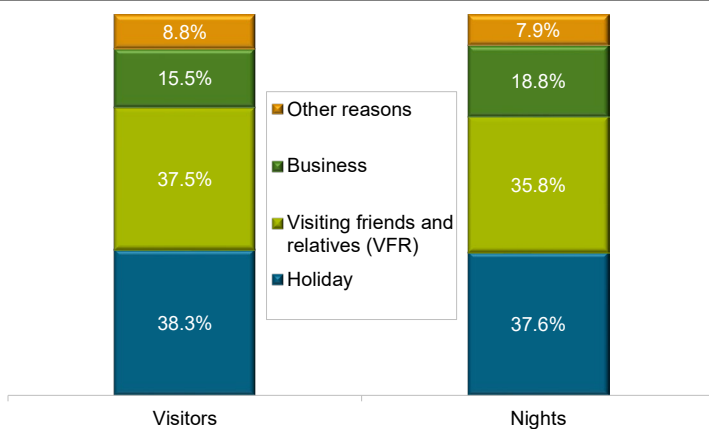


The Swan Hill region received 395,000 overnight visitors – up by 21.5% on YE Dec 21. Visitors spent 937,000 nights in the region – up by 8.9% on YE Dec 21.

#### Market share

The Swan Hill region received 13.2% of overnight visitors and 11.0% of visitor nights in the Murray region. Compared to YE Dec 21, share of visitors was down by 1.8% pts and share of nights was down by 1.9% pts.

#### Purpose of visit



'Holiday' (38.3%) was the largest purpose for overnight **visitors** to the Swan Hill region. 'Visiting friends and relatives (VFR)' (37.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (15.5%). Compared to YE Dec 21, 'VFR' increased by 16.1% pts whilst 'holiday' declined by 14.1% pts.

'Holiday' (37.6%) was the largest purpose in terms of **visitor nights** in the Swan Hill region. 'VFR' (35.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (18.8%). Compared to YE Dec 21, 'VFR' increased by 22.2% pts whilst 'holiday' declined by 35.2% pts.

#### Accommodation

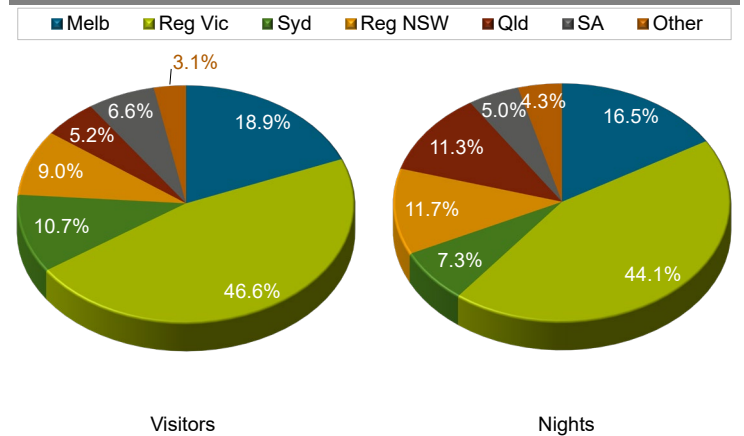
'Friends or relatives property' (29.1%) was the most popular accommodation type used for **visitor nights** in the Swan Hill region. 'Caravan park or commercial camping ground' (20.3%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (20.2%).

Compared to YE Dec 21, 'friends or relatives property' increased by 10.5% pts whilst 'caravan or camping – non commercial' declined by 15.3% pts.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Origin



The Swan Hill region received 65.5% of overnight visitors and 60.5% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were up by 6.2% and nights were down by 21.4%.

**New South Wales** contributed 19.6% of visitors and 19.0% of nights in the region. Compared to YE Dec 21, NSW visitors were up by 40.6%.

**South Australia** contributed 6.6% of visitors and 5.0% of nights in the region.

**Other states** contributed 8.3% of visitors and 15.5% of nights in the region.

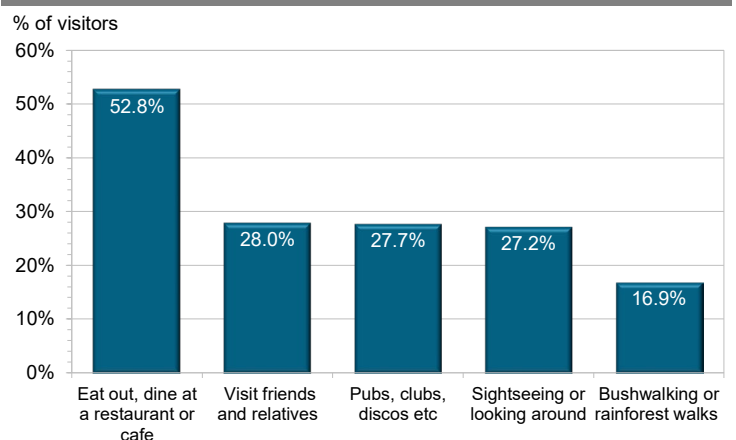
#### Length of stay

Visitors stayed, on average, 2.4 nights in the Swan Hill region - down by 0.2 nights on the YE Dec 21.

#### Age

'55 to 64 years' (22.5%) was the biggest age group of overnight visitors to the Swan Hill region. '65 years and over' (22.0%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (18.9%).

#### Activities



'Eat out, dine at a restaurant or cafe' (52.8%) was the most popular activity undertaken by overnight visitors to the Swan Hill region. 'Visit friends and relatives' (28.0%) was the 2<sup>nd</sup> most popular.

#### Expenditure

Overnight visitors spent \$157 million in the Swan Hill region – up by 77.2% on YE Dec 21. On average, visitors spent \$167 per night – up by 62.7% on YE Dec 21.

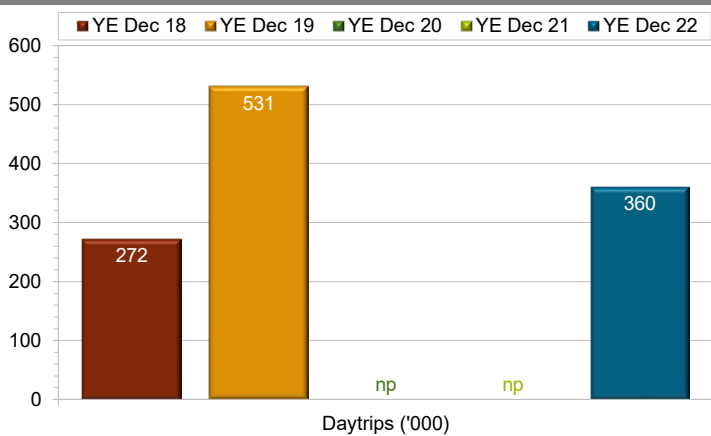


# Domestic travel to the Swan Hill region

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



The Swan Hill region received 360,000 daytrip visitors – change on YE Dec 21 is not publishable.

#### Expenditure

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Dec 22 are below the data confidence intervals used by TRA.

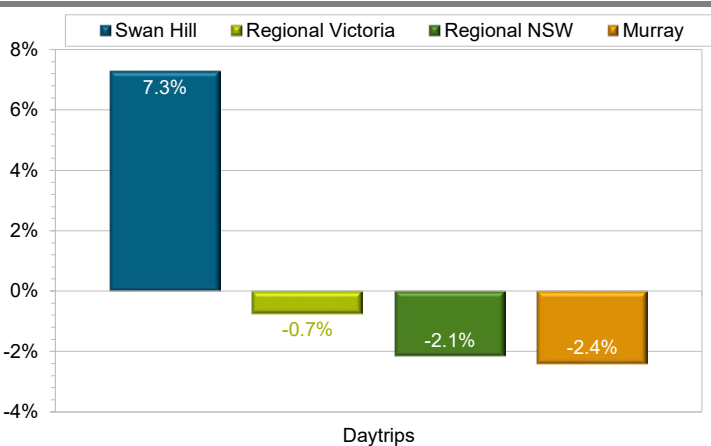
#### Market share

The daytrip sector represented 47.7% all domestic **visitors** to the Swan Hill region - change on YE Dec 21 is not publishable.

The daytrip sector's contribution to total domestic **spend** is not publishable as the expenditure estimates for the Swan Hill region are below the data confidence intervals used by TRA.

The Swan Hill region received 12.1% of daytrips to the Murray region - change on YE Dec 21 is not publishable.

#### Average annual growth - YE Dec 18 to YE Dec 22



Over the period YE Dec 18 to YE Dec 22, the Swan Hill region had an average annual growth of +7.3% in daytrip visitors. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline over the period.

#### Main purpose of trip

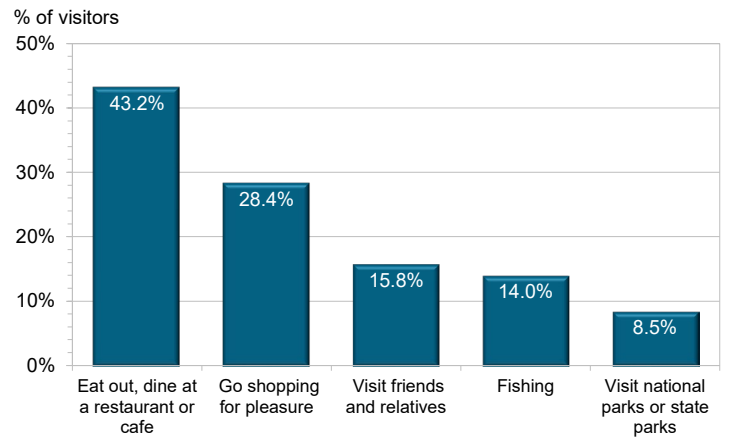
'Holiday' (57.3%) was the largest purpose for daytrip visitors to the Swan Hill region. 'Visiting friends and relatives (VFR)' (14.5%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (10.1%).

Change on YE Dec 21 is not publishable.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Activities



'Eat out, dine at a restaurant or cafe' (43.2%) was the most popular activity undertaken by daytrip visitors to the Swan Hill region.

#### Transport

'Private vehicle or company car' (95.1%) was the most popular transport used by daytrip visitors to the Swan Hill region. 'Railway' (4.9%) was the 2<sup>nd</sup> most popular.

#### Origin

The Swan Hill region received (76.0%) of daytrip visitors from regional Victoria. Melbourne tourism region contributed (13.1%) and regional NSW (11.0%) of daytrip visitors to the region.

#### Age

'65 years and over' (34.9%) was the biggest age group of daytrip visitors to the Swan Hill region. '15 to 24 years' (23.9%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (15.0%).

#### Month travelled

August (20.7%) was the most popular month for a daytrip to the Swan Hill region. April (16.5%) was the 2<sup>nd</sup> most popular month to travel, followed by May (12.1%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	359	415	273	325	395	+21.5%
Daytrip visitors	272	531	np	np	360	np
<b>Total domestic visitors</b>	<b>630</b>	<b>945</b>	<b>524</b>	<b>574</b>	<b>755</b>	<b>+31.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,118</b>	<b>958</b>	<b>735</b>	<b>861</b>	<b>937</b>	<b>+8.9%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$116	\$118	\$99	\$89	\$157	+77.2%
Daytrip spend	\$31	\$97	np	np	np	na
<b>Total domestic spend</b>	<b>\$147</b>	<b>\$215</b>	<b>\$126</b>	<b>\$118</b>	<b>\$235</b>	<b>+98.8%</b>

The Swan Hill region received 755,000 domestic **visitors** – up by 31.5% on YE Dec 21. Visitors spent 937,000 **nights** in the region – up by 8.9% on YE Dec 21.




In total, domestic visitors **spent** \$235 million on travel to the Swan Hill region - up by 98.8% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.




# DOMESTIC TRAVEL TO MILDURA / WENTWORTH

January 2022 to December 2022  
and change on January 2021 to December 2021



## Domestic overnight travel

	488 thousand	↑	23.2%
	1.3 million	↑	16.9%
	\$268 million	↑	57.4%

## Total domestic travel

	902 thousand	↑	28.9%
	1.3 million	↑	16.9%
	\$334 million	↑	53.7%

## Domestic daytrip travel

	413 thousand	↑	36.4%
	np		chg np



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

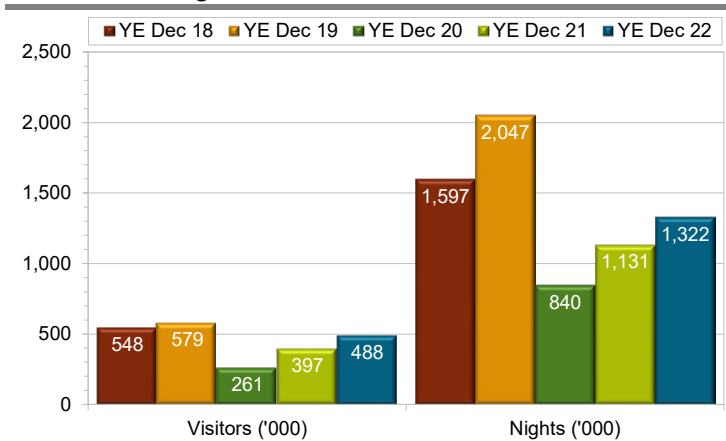
Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 22, Tourism Research Australia.

# Domestic travel to Mildura / Wentworth

## For the period January 2022 to December 2022

### Overnight travel

#### Visitors and nights

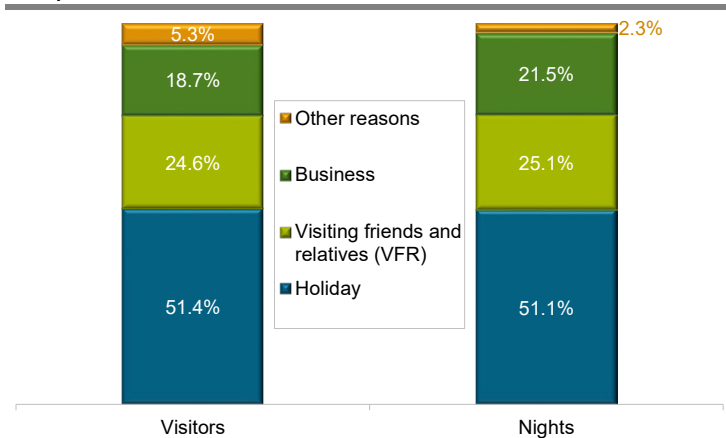


Mildura / Wentworth received 488,000 overnight visitors – up by 23.2% on YE Dec 21. Visitors spent over 1.3 million nights in the region - up by 16.9% on YE Dec 21.

#### Market share

Mildura / Wentworth received 16.3% of overnight visitors and 15.5% of visitor nights in the Murray region. Compared to YE Dec 21, share of visitors was down by 2.0% pts and share of nights was down by 1.5% pts.

#### Purpose of visit



'Holiday' (51.4%) was the largest purpose for overnight **visitors** to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (24.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (18.7%). Compared to YE Dec 21, 'holiday' increased by 13.4% pts whilst 'business' decreased by 7.9% pts.

'Holiday' (51.1%) was the largest purpose in terms of **visitor nights** in Mildura / Wentworth. 'VFR' (25.1%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (21.5%). Compared to YE Dec 21, 'holiday' increased by 8.7% pts whilst 'in transit' decreased by 2.8% pts.

#### Accommodation

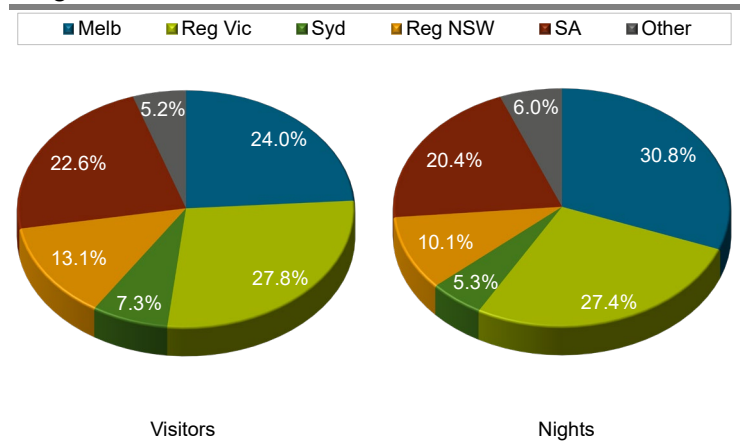
'Caravan park or commercial camping' (28.6%) was the most popular accommodation type used for **visitor nights** in Mildura / Wentworth. 'Friends or relatives property' (27.5%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (21.0%).

Compared to YE Dec 21, 'caravan park or commercial camping' increased by 12.8% pts whilst 'caravan or camping – non commercial' decreased by 11.6% pts.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia

#### Origin



Mildura / Wentworth received 51.8% of overnight visitors and 58.2% of visitor nights from **Victoria**. Compared to YE Dec 21, Victorian visitors were up by 0.5% and nights were up by 4.4%.

**NSW** contributed 20.5% of visitors and 15.4% of nights in the region. Compared to YE Dec 21, NSW visitors were up by 65.3%.

**South Australia** contributed 22.6% of visitors and 20.4% of nights in the region. Compared to YE Dec 21, South Australian visitors were up by 52.4%.

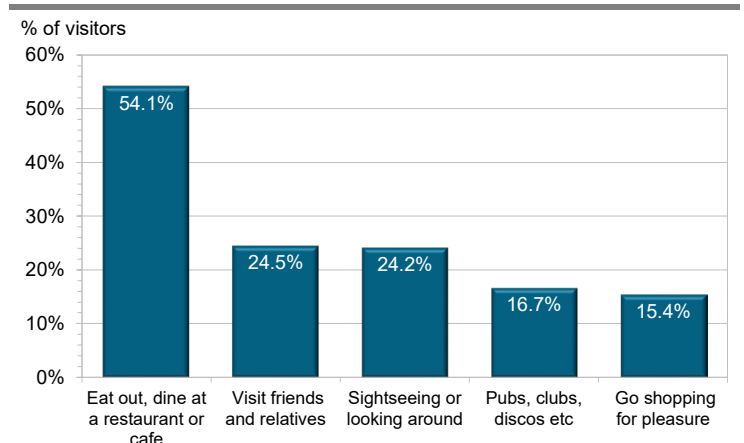
#### Length of stay

Visitors stayed, on average, 2.7 nights in Mildura / Wentworth – down by 0.2 nights on the YE Dec 21.

#### Age

'65 years and over' (31.7%) was the biggest age group of overnight visitors to Mildura / Wentworth. '55 to 64 years' (19.0%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (16.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (54.1%) was the most popular activity undertaken by overnight visitors to Mildura / Wentworth. 'Visit friends and relatives' (24.5%) was the 2<sup>nd</sup> most popular activity, followed by 'sightseeing or looking around' (24.2%).

#### Expenditure

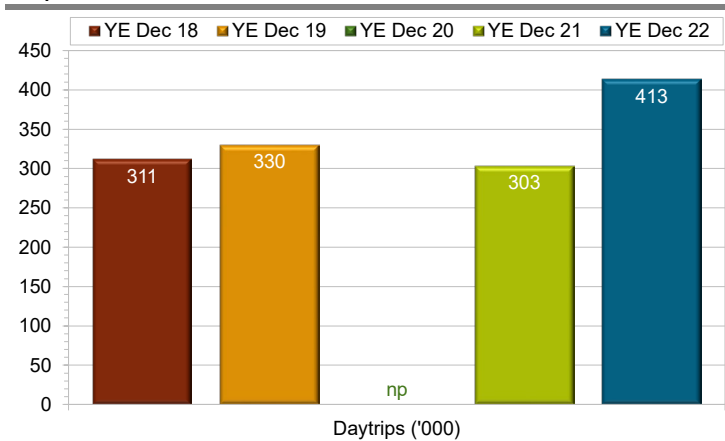
Overnight visitors spent \$268 million in Mildura / Wentworth – up by 57.4% on YE Dec 21. On average, visitors spent \$203 per night – up by 34.7% on YE Dec 21.

# Domestic travel to Mildura / Wentworth

## For the period January 2022 to December 2022

### Daytrip travel

#### Trips



Mildura / Wentworth received 413,000 daytrip visitors – up by 36.4% on YE Dec 21.

#### Expenditure

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Dec 22 are below the data confidence intervals used by TRA.

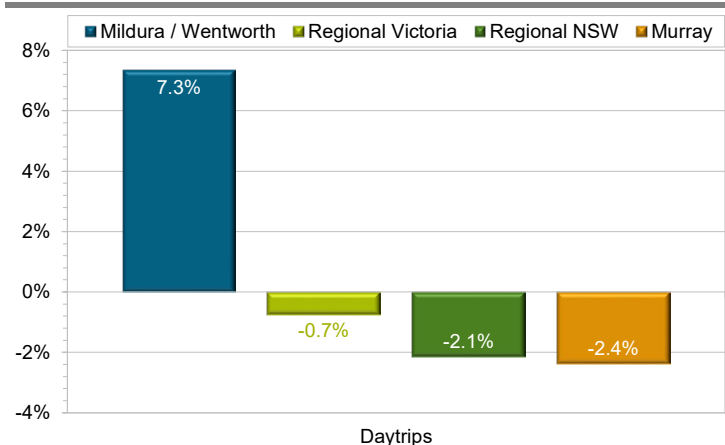
#### Market share

The daytrip sector represented 45.8% all domestic **visitors** to Mildura / Wentworth - up by 2.5% pts on YE Dec 21.

The daytrip sector contribution to total domestic **spend** is not publishable as the expenditure estimates for Mildura / Wentworth are below the data confidence intervals used by TRA.

Mildura / Wentworth received 13.9% of daytrips to the Murray region. Compared to YE Dec 21, the share was up by 0.6% pts.

#### Average annual growth - YE Dec 18 to YE Dec 22



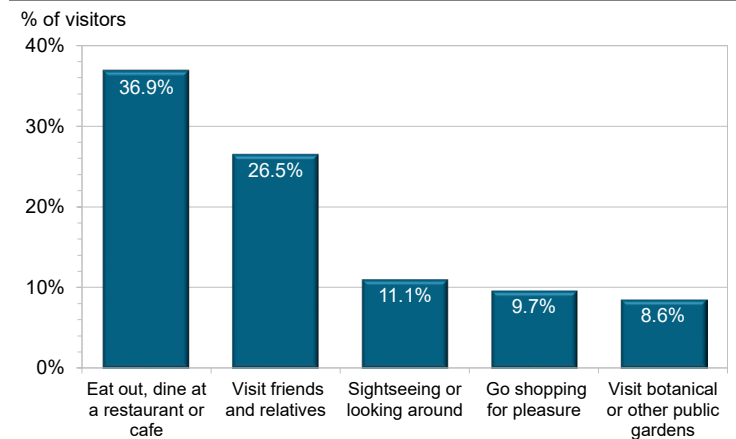
Over the period YE Dec 18 to YE Dec 22, Mildura / Wentworth had an average annual growth of +7.3% in daytrip visitors. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline over the period.

#### Main purpose of trip

'Holiday' (39.5%) was the largest purpose for daytrip visitors to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (37.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (14.3%).

Compared to YE Dec 21, 'VFR' increased by 26.2% pts whilst 'holiday' declined by 13.4% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (36.9%) was the most popular activity undertaken by daytrip visitors to Mildura / Wentworth.

#### Transport

'Private vehicle or company car' (92.5%) was the most popular transport used by visitors to Mildura / Wentworth. 'Aircraft' (7.5%) was the 2<sup>nd</sup> most popular.

#### Origin

Mildura / Wentworth received (55.2%) of daytrip visitors from regional Victoria. South Australia contributed (19.3%) and Melbourne tourism region (13.0%) of daytrip visitors to the region.

#### Age

'25 to 34 years' (29.2%) was the biggest age group of daytrip visitors to Mildura / Wentworth. '35 to 44 years' (21.8%) was the 2<sup>nd</sup> biggest age group, followed by '65 years and over' (14.8%).

#### Month travelled

June (16.9%) was the most popular month for a daytrip to Mildura / Wentworth. August (13.9%) was the 2<sup>nd</sup> most popular month to travel, followed by March (11.0%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	548	579	261	397	488	+23.2%
Daytrip visitors	311	330	np	303	413	+36.4%
<b>Total domestic visitors</b>	<b>859</b>	<b>909</b>	<b>481</b>	<b>699</b>	<b>902</b>	<b>+28.9%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,597</b>	<b>2,047</b>	<b>840</b>	<b>1,131</b>	<b>1,322</b>	<b>+16.9%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$303	\$291	\$119	\$171	\$268	+57.4%
Daytrip spend	np	\$39	np	np	np	na
<b>Total domestic spend</b>	<b>\$357</b>	<b>\$329</b>	<b>\$163</b>	<b>\$217</b>	<b>\$334</b>	<b>+53.7%</b>

Mildura / Wentworth received 902,000 domestic **visitors** – up by 28.9% on YE Dec 21. Visitors spent over 1.3 million **nights** in the region – up by 16.9% on YE Dec 21.

In total, domestic visitors **spent** \$334 million on travel to Mildura / Wentworth – up by 53.7% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 22, Tourism Research Australia