

Travel to the Murray Region

Year ended December 2018
Quarterly Tracking of Selected Measures

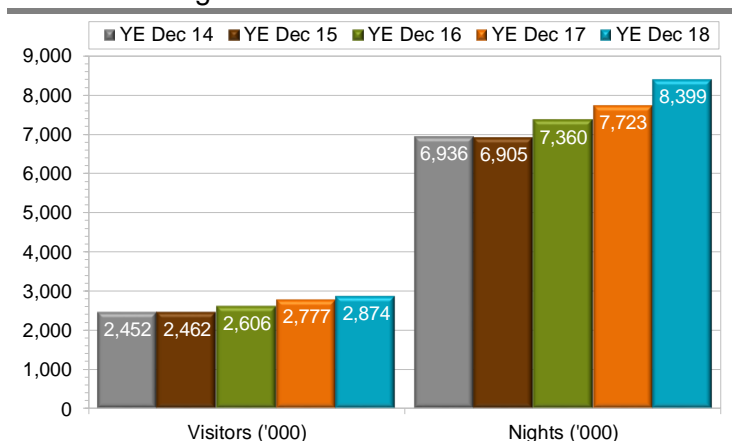


Travel to the Murray region

For the period January 2018 to December 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

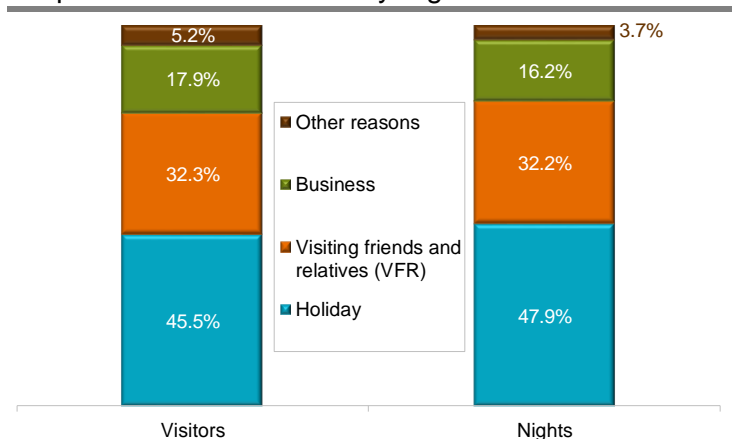


The Murray region received nearly 2.9 million domestic overnight visitors - up by 3.5% on YE Dec 17. Visitors spent almost 8.4 million nights in the region - up by 8.8% on YE Dec 17.

Market share

The region received 7.2% of visitors and 6.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.2% pts and the share of nights was up by 0.3% pts.

Purpose of visit to the Murray region



'Holiday' (45.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.3%) and 'business' (17.9%). Compared to YE Dec 17, 'holiday' increased by 3.4% pts while 'VFR' decreased by 3.7% pts.

'Holiday' (47.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (32.2%) and 'business' (16.2%). Compared to YE Dec 17, 'business' increased by 4.9% pts while 'VFR' decreased by 2.9% pts.

Accommodation

'Friends or relatives property' (32.5%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (18.8%) and 'caravan park or commercial camping ground' (18.6%).

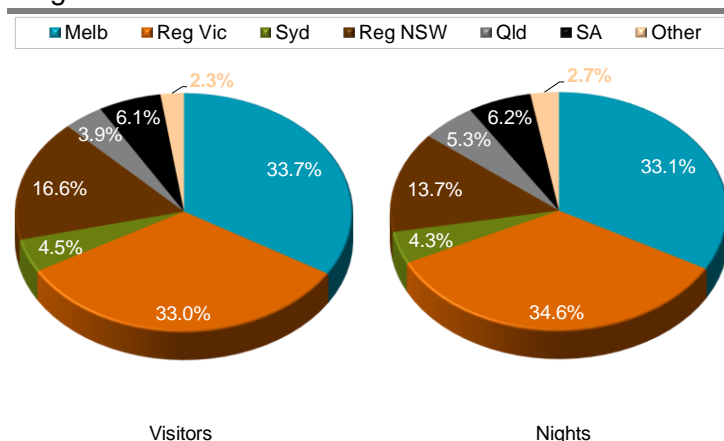
Compared to YE Dec 17, 'caravan park or commercial camping ground' increased by 1.5% pts while 'standard hotel or motor inn, below 4 star' decreased by 2.5% pts.

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

(1) Source: National Visitor Survey, YE Dec 18, 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 66.7% of visitors and 67.8% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were up by 5.9% and nights were up by 13.5%.

NSW contributed 21.1% of visitors and 18.0% of nights in the region. Compared to YE Dec 17, NSW visitors were up by 1.8% and nights were up by 5.2%.

South Australia contributed 6.1% of visitors and 6.2% of nights in the region. Compared to YE Dec 17, visitors from South Australia were down by 10.3% and nights were down by 10.1%.

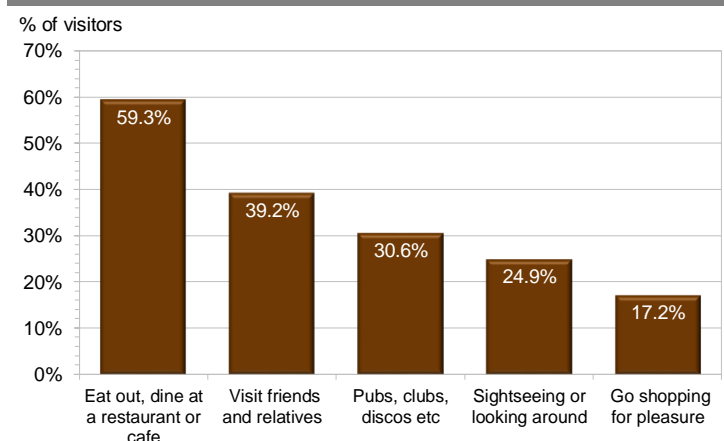
Length of stay

Visitors stayed, on average, 2.9 nights in the region – up by 0.1 night on YE Dec 17.

Age

'45 to 54 years' (21.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.5%) and '55 to 64 years' (16.6%).

Activities



'Eat out, dine at a restaurant or cafe' (59.3%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent over \$1.3 billion in the region - an average of \$156 per night.

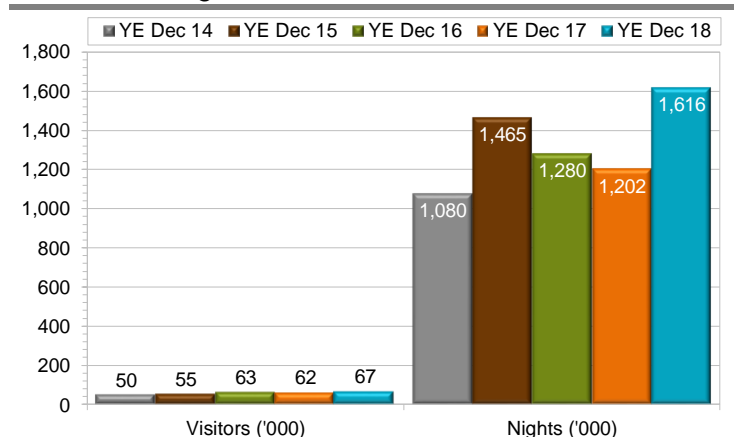
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to the Murray region

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 66,900 international overnight visitors - up by 8.2% on YE Dec 17. Visitors spent over 1.6 million nights in the region - up by 34.5% on YE Dec 17.

Market share

The region received 5.1% of visitors and 7.0% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 17, the share of visitors was up by 0.2% pts and the share of nights was up by 1.7% pts.

Purpose of visit to the Murray region

'Holiday' (54.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.2%) and 'business' (9.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.8%	13	India	2.9%
2	New Zealand	12.6%	14	Japan	2.6%
3	Germany	7.1%	15	South Korea	2.5%
4	USA	6.6%	16	Italy	2.4%
5	Mainland China	4.2%	17	Singapore	1.8%
6	Hong Kong	3.7%	18	Switzerland	1.3%
7	Canada	3.5%	19	Indonesia	1.2%
8	Malaysia	3.5%	20	Thailand	1.0%
9	Scandinavia	3.3%			
10	France	3.2%		Other Asia	3.1%
11	Netherlands	3.2%		Other Europe	6.2%
12	Taiwan	3.0%		Other Countries	6.3%

The United Kingdom (14.8%) was the region's largest source of visitors, followed by New Zealand (12.6%) and Germany (7.1%).

Accommodation

'Rented house, apartment, flat or unit' (37.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (24.7%).

Age

'25 to 34 years' (27.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.3%).

Expenditure⁽⁴⁾

International overnight visitors spent \$67 million in the region - an average of \$41 per night.

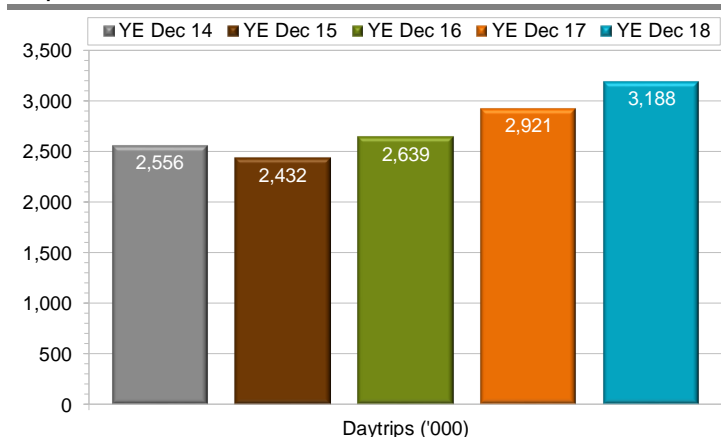
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 3.2 million domestic daytrip visitors - up by 9.1% on YE Dec 17.

Market share

The region received 4.3% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 17, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (43.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.6%) and 'business' (13.2%).

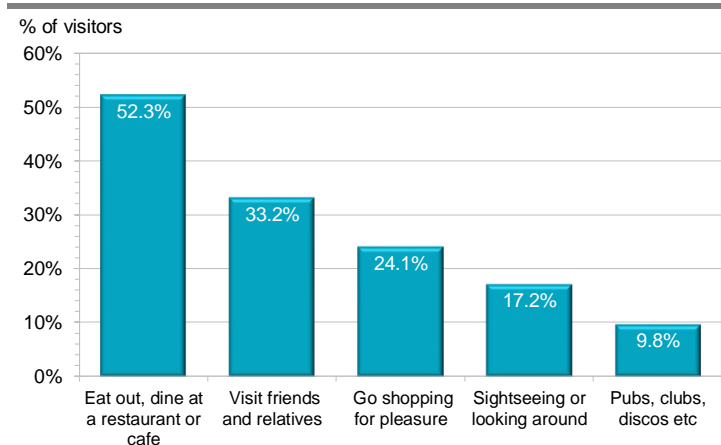
Age

'65 years and over' (24.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.0%) and '45 to 54 years' (16.8%).

Gender

More visitors to the region were male (51.5%) than female (48.5%).

Activities



'Eat out, dine at a restaurant or cafe' (52.3%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

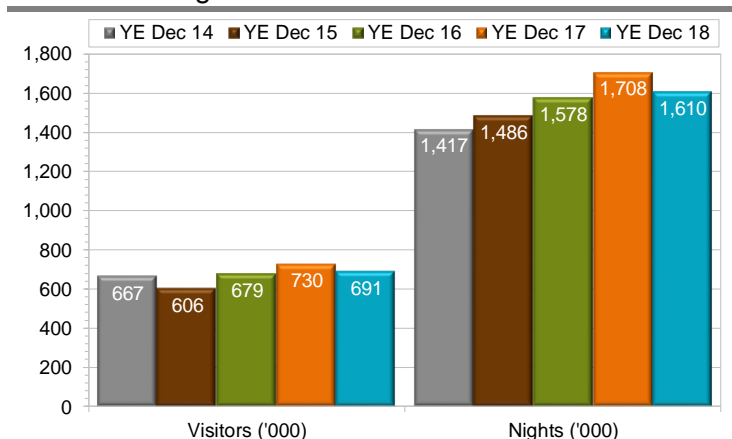
Domestic daytrip visitors spent \$459 million in the region - an average of \$144 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

(5) Source: National Visitor Survey, YE Dec 18, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

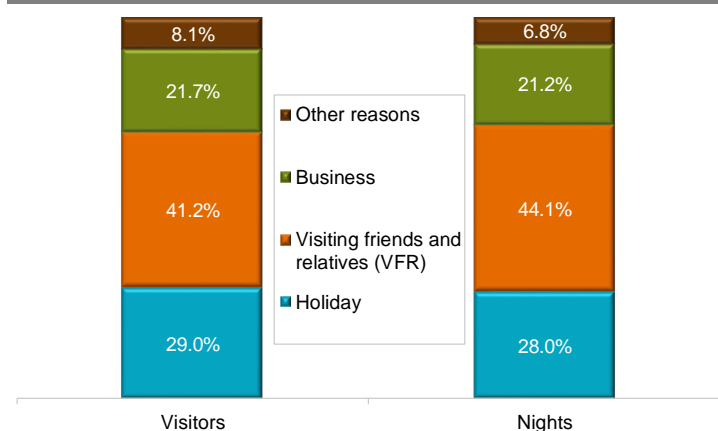


Albury / Wodonga received 691,000 domestic overnight visitors - down by 5.3% on YE Dec 17. Visitors spent over 1.6 million nights in the region - down by 5.7% on YE Dec 17.

Market share

The region received 24.1% of visitors and 19.2% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was down by 2.2% pts and the share of nights was down by 2.9% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (41.2%) was the largest purpose for **visitors** to the region, followed by 'holiday' (29.0%) and 'business' (21.7%). Compared to YE Dec 17, 'business' grew by 2.8% pts while 'other reasons' declined by 4.1% pts.

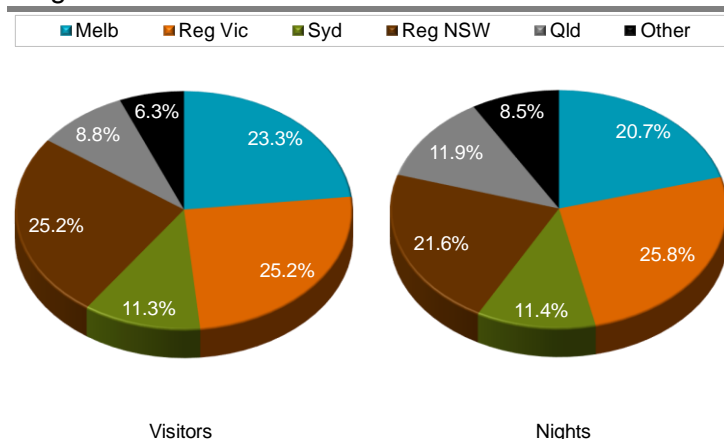
'VFR' (44.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (28.0%) and 'business' (21.2%). Compared to YE Dec 17, 'holiday' grew by 4.7% pts while 'VFR' declined by 7.1% pts.

Accommodation

'Friends or relatives property' (49.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (25.4%) was the 2nd most popular accommodation type, followed by 'luxury hotel or resort, 4 or 5 star' (8.3%).

Compared to YE Dec 17, 'friends or relatives property' increased by 4.9% pts while 'standard hotel or motor inn, below 4 star' declined by 4.0% pts.

Origin



The region received 48.5% of visitors and 46.5% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were down by 3.7% and nights were down by 4.2%.

New South Wales contributed 36.4% of visitors and 33.1% of nights in the region. Compared to YE Dec 17, NSW visitors were down by 16.7% and nights were down by 21.2%.

Queensland contributed 8.8% of visitors and 11.9% of nights in the region.

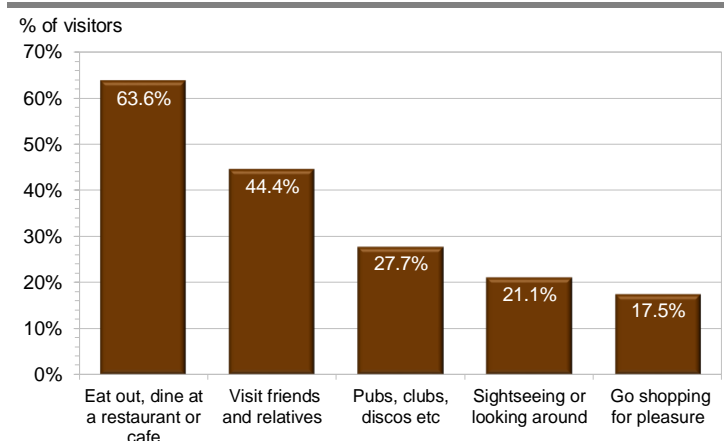
Length of stay

Visitors stayed on average 2.3 nights in the region – unchanged on the YE Dec 17.

Age

'45 to 54 years' (21.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.4%) and '35 to 44 years' (19.3%).

Activities



'Eat out, dine at a restaurant or cafe' (63.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (44.4%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (27.7%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$274 million in the region - an average of \$170 per night.

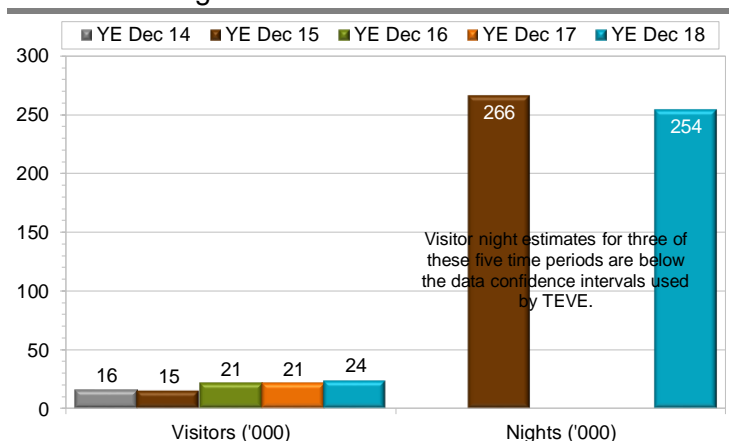
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to Albury / Wodonga

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 23,900 international overnight visitors - up by 13.3% on YE Dec 17. Visitors spent 254,100 nights in the region.

Market share

The region received 35.7% of visitors and 15.7% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was up by 1.6% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (56.6%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (27.6%) and 'business' (13.4%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.3%	13	Thailand	1.8%
2	New Zealand	13.2%	14	Hong Kong	1.5%
3	Germany	8.0%	15	South Korea	1.4%
4	USA	7.9%	16	France	1.2%
5	Scandinavia	5.6%	17	Malaysia	0.8%
6	Canada	5.6%	18	Taiwan	0.5%
7	Mainland China	5.1%	19	Indonesia	0.5%
8	Italy	2.8%	20	Netherlands	0.0%
9	Singapore	2.7%			
10	India	2.6%		Other Asia	0.4%
11	Switzerland	2.4%		Other Europe	11.6%
12	Japan	2.4%		Other Countries	5.7%

The United Kingdom (16.3%) was the region's largest source market of visitors, followed by New Zealand (13.2%) and Germany (8.0%).

Accommodation

'Friends or relatives property' (52.2%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (14.5%).

Age

'25 to 34 years' (23.1%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.0%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 18.

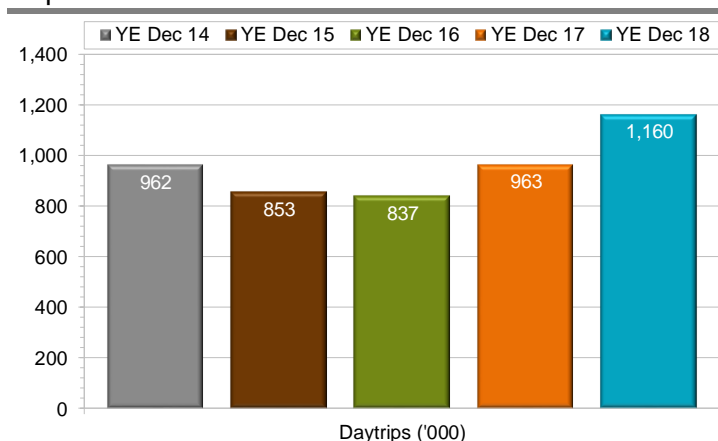
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received nearly 1.2 million domestic daytrip visitors - up by 20.5% on YE Dec 17.

Market share

The region received 36.4% of daytrips to the Murray region. Compared to YE Dec 17, the share was up by 3.4% pts.

Main purpose of trip

'Holiday' (37.4%) was the largest purpose for visitors to the region the region, followed by 'medical reasons' (21.3%) and 'visiting friends and relatives' (17.8%).

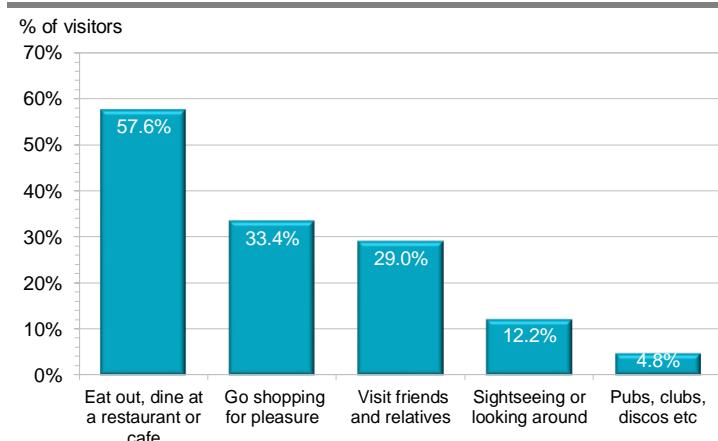
Age

'65 years and over' (26.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.2%) and '25 to 34 years' (15.8%).

Gender

More visitors to the region were female (57.8%) than male (42.2%).

Activities



'Eat out, dine at a restaurant or cafe' (57.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

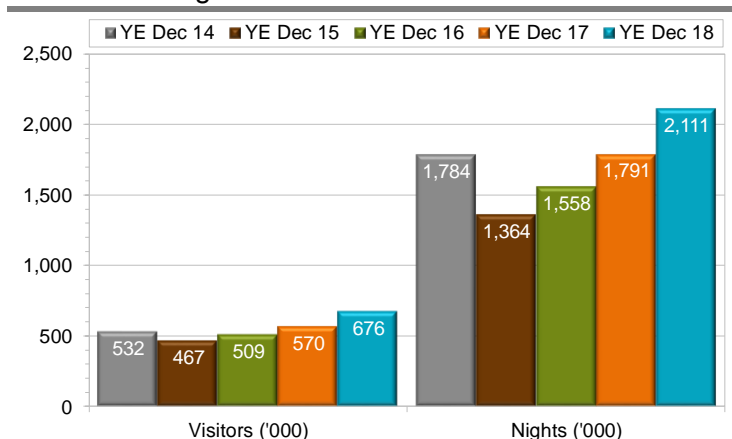
Domestic daytrip visitors spent \$192 million in the region - an average of \$165 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

(5) Source: National Visitor Survey, YE Dec 18, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Sun Country received 676,000 domestic overnight visitors - up by 18.7% on YE Dec 17. Visitors spent over 2.1 million nights in the region - up by 17.9% on YE Dec 17.

Market share

The region received 23.5% of visitors and 25.1% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was up by 3.0 pts and the share of nights was up by 1.9 pts.

Purpose of visit to Sun Country



'Holiday' (58.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (31.7%) and 'business' (6.4%). Compared to YE Dec 17, 'holiday' grew by 9.3 pts while 'business' declined by 6.0 pts.

'Holiday' (65.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (27.6%) and 'business' (4.1%). Compared to YE Dec 17, 'holiday' grew by 4.7 pts while 'business' declined by 2.9 pts.

Accommodation

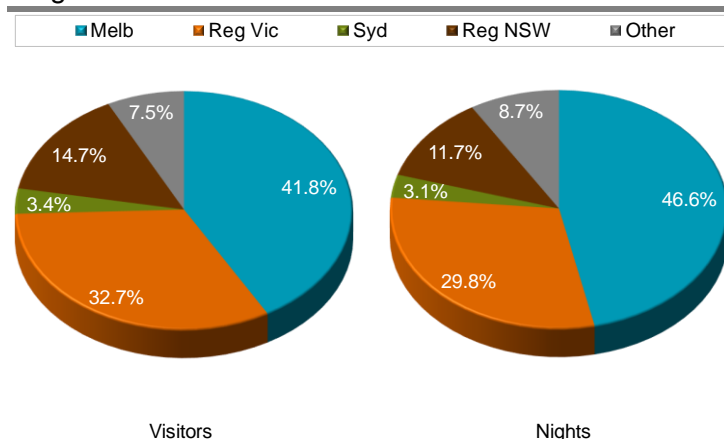
'Friends or relatives property' (23.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.0%) was the 2nd most popular accommodation used, followed by 'caravan or camping - non commercial' (18.9%).

Compared to YE Dec 17, 'caravan or camping - non commercial' grew by 7.2 pts while 'friends or relatives property' declined by 12.1 pts.

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

(1) Source: National Visitor Survey, YE Dec 18, Tourism Research Australia (TRA)

Origin



The region received 74.4% of visitors and 76.5% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were up by 12.9% and nights were up by 22.6%.

New South Wales contributed 18.1% of visitors and 14.8% of nights in the region. Compared to YE Dec 17, NSW visitors were up by 81.7%.

Queensland contributed 3.2% of visitors and 3.4% of nights in the region.

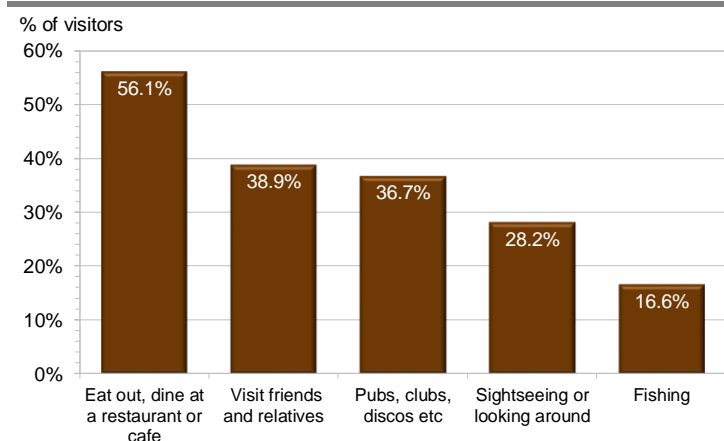
Length of stay

Visitors stayed on average 3.1 nights in the region - unchanged on the YE Dec 17.

Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.2%) and '25 to 34 years' (15.7%).

Activities



'Eat out, dine at a restaurant or cafe' (56.1%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.9%) and 'pubs, clubs, discos etc' (36.7%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$319 million in the region - an average of \$151 per night.

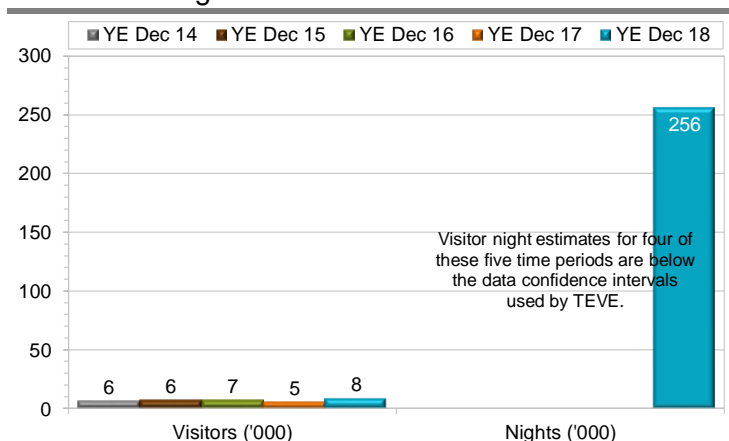
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to Sun Country

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 8,500 international overnight visitors - up by 68.7% on YE Dec 17. Visitors spent 255,900 nights in the region.

Market share

The region received 12.6% of visitors and 15.8% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was up by 4.5% pts.

Purpose of visit to Sun Country

'Holiday' (51.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (42.0%) and 'business' (2.8%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	18.7%	13	Italy	1.8%
2	United Kingdom	15.7%	14	Canada	1.4%
3	Netherlands	9.9%	15	Scandinavia	1.2%
4	India	9.3%	16	Japan	0.0%
5	USA	4.6%	16	Indonesia	0.0%
6	Singapore	4.4%	16	Thailand	0.0%
7	Malaysia	3.8%	16	Mainland China	0.0%
8	Hong Kong	3.8%	16	Switzerland	0.0%
9	Taiwan	3.7%			
10	South Korea	2.6%		Other Asia	12.6%
11	France	2.6%		Other Europe	1.7%
12	Germany	2.0%		Other Countries	0.0%

New Zealand (18.7%) was the region's largest source market of visitors, followed by the United Kingdom (15.7%) and Netherlands (9.9%).

Accommodation

'Friends or relatives property' (52.6%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (23.7%).

Age

'55 to 64 years' (27.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (24.8%) and '25 to 34 years' (20.0%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 18.

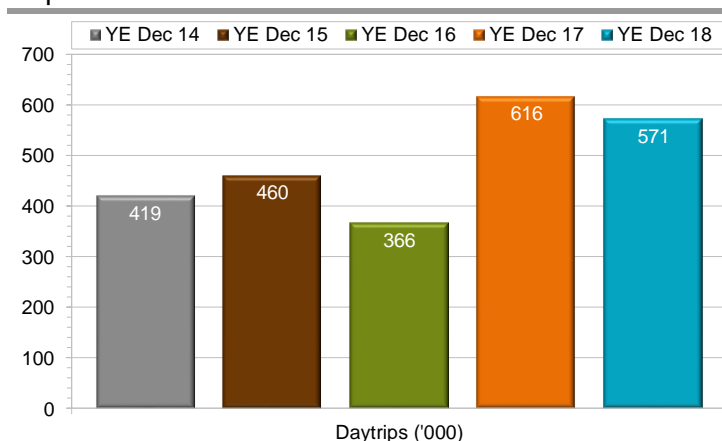
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 571,000 domestic daytrips - down by 7.3% on YE Dec 17.

Market share

The region received 17.9% of daytrips to the Murray region. Compared to YE Dec 17, the share was down by 3.2% pts.

Main purpose of trip

'Holiday' (49.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.5%) and 'business' (8.1%).

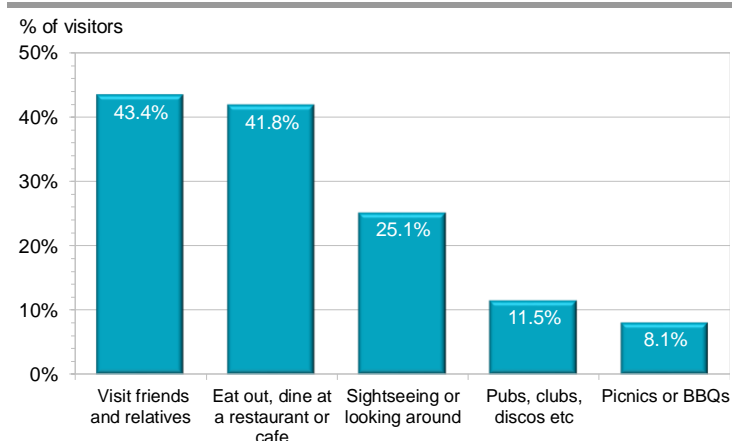
Age

'65 years and over' (26.1%) was the biggest age group of daytrip visitors to the region, followed by '45 to 54 years' (23.7%) and '55 to 64 years' (16.7%).

Gender

More visitors to the region were male (57.3%) than female (42.7%).

Activities



'Visit friends and relatives' (43.4%) was the most popular activity undertaken by daytrip visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$67 million in the region - an average of \$118 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

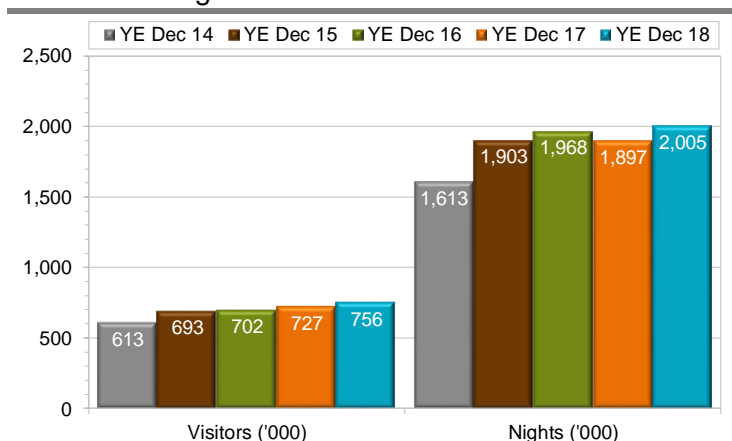
(5) Source: National Visitor Survey, YE Dec 18, TRA

Travel to Echuca / Moama

For the period January 2018 to December 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

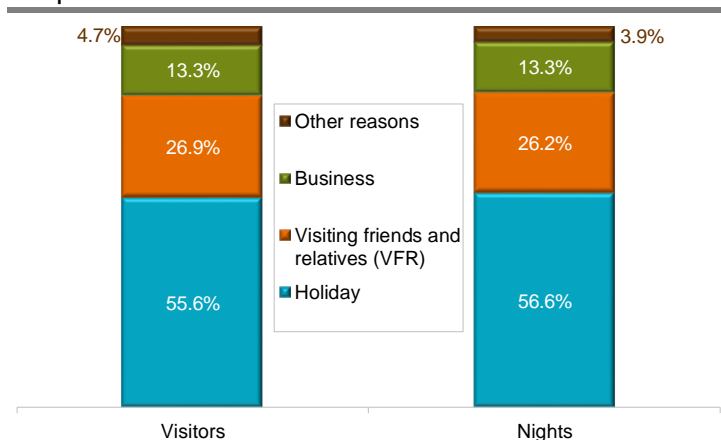


Echuca / Moama received 756,000 domestic overnight visitors – up by 4.0% on YE Dec 17. Visitors spent over 2.0 million nights in the region – up by 5.7% on YE Dec 17.

Market share

The region received 26.3% of visitors and 23.9% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was up by 0.1 pt and the share of nights was down by 0.7% pts.

Purpose of visit to Echuca / Moama



'Holiday' (55.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (26.9%) and 'business' (13.3%). Compared to YE Dec 17, 'holiday' grew by 6.2% pts while 'VFR' declined by 10.4% pts.

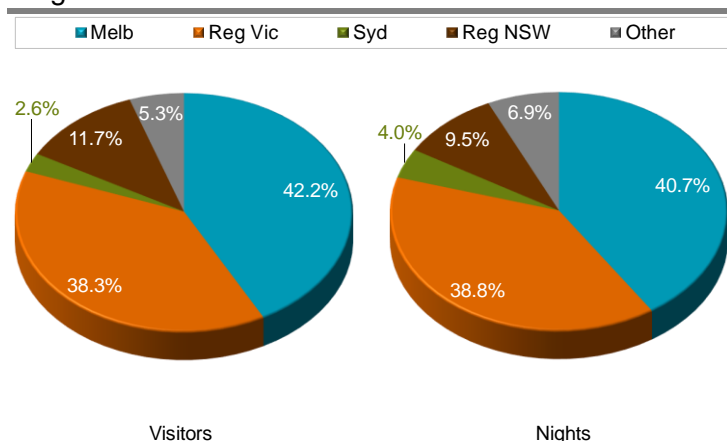
'Holiday' (56.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.2%) and 'business' (13.3%). Compared to YE Dec 17, 'business' grew by 3.4% pts while 'VFR' declined by 4.8% pts.

Accommodation

'Friends or relatives property' (30.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (21.3%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.7%).

Compared to YE Dec 17, 'friends or relatives property' grew by 0.9% pts while 'standard hotel or motor inn, below 4 star' declined by 4.1% pts.

Origin



The region received 80.5% of visitors and 79.5% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were up by 9.8% and nights were up by 5.6%.

New South Wales contributed 14.2% of visitors and 13.6% of nights in the region. Compared to YE Dec 17, NSW visitors were up by 0.7%

South Australia contributed 3.1% of visitors and 3.6% of nights in the region.

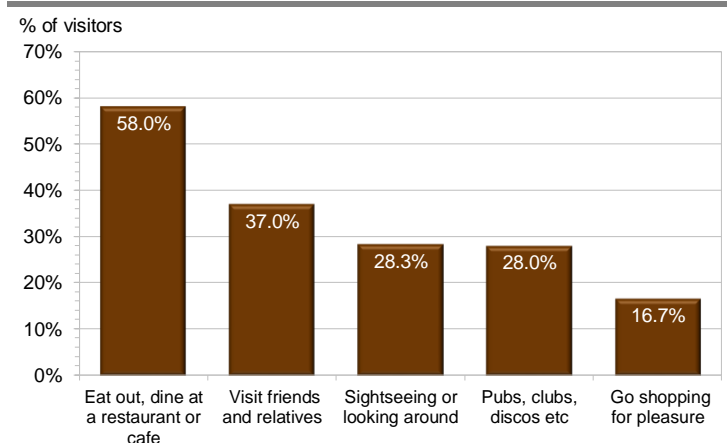
Length of stay

Visitors stayed on average 2.7 nights in the region – up by 0.1 night on the YE Dec 17.

Age

'45 to 54 years' (21.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.1%) and '55 to 64 years' (18.9%).

Activities



'Eat out, dine at a restaurant or cafe' (58.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.0%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$301 million in the region – an average of \$150 per night.

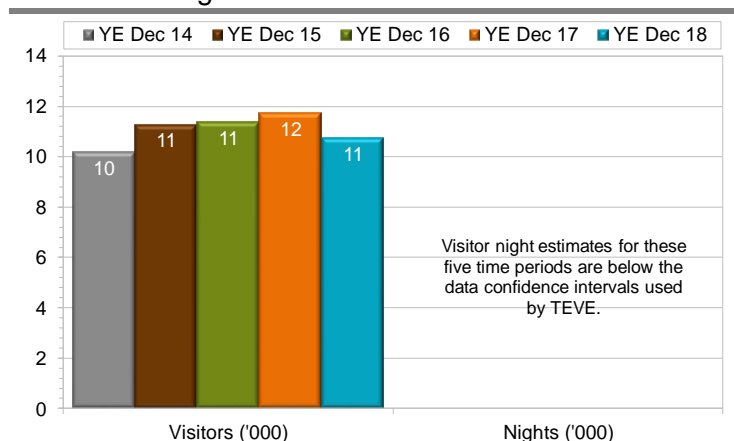
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to Echuca / Moama

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 10,800 international overnight visitors - down by 8.4% on YE Dec 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 16.1% of visitors to the Murray region. Compared to YE Dec 17, the share was down by 2.9% pts.

Purpose of visit to Echuca / Moama

'Holiday' (45.1%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (38.7%) and 'business' (13.1%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	19.2%	13	France	1.7%
2	United Kingdom	15.6%	14	Taiwan	1.1%
3	Hong Kong	9.5%	15	Thailand	0.7%
4	Mainland China	9.0%	16	Japan	0.0%
5	Germany	8.8%	16	Malaysia	0.0%
6	Netherlands	5.7%	16	India	0.0%
7	USA	4.6%	16	Italy	0.0%
8	Indonesia	4.2%	16	Switzerland	0.0%
9	South Korea	2.4%			
10	Canada	2.2%		Other Asia	4.8%
11	Singapore	1.8%		Other Europe	3.8%
12	Scandinavia	1.7%		Other Countries	3.0%

New Zealand (19.2%) was the region's largest source market of visitors, followed by the United Kingdom (15.6%) and Hong Kong (9.5%).

Accommodation

'Rented house, apartment, flat or unit' (39.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (33.6%).

Age

'65 years and over' (25.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (23.6%) and '55 to 64 years' (20.2%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 18.

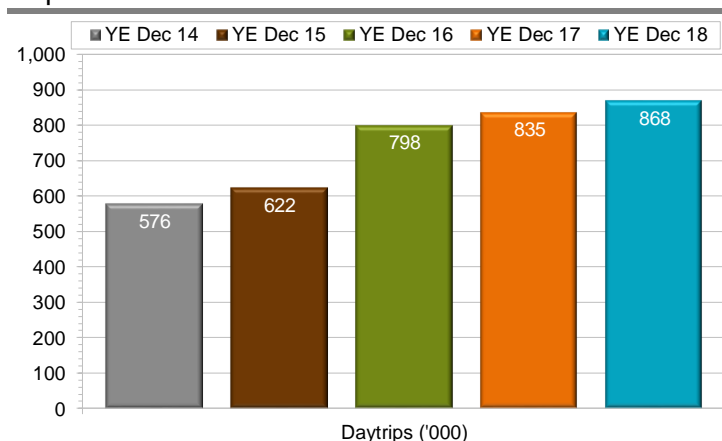
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 868,000 domestic daytrip visitors - up by 3.9% on YE Dec 17.

Market share

The region received 27.2% of daytrips to the Murray region. Compared to YE Dec 17, the share was down by 1.4% pts.

Main purpose of trip

'Visiting friends and relatives' (39.6%) was the largest purpose for visitors to the region the region, followed by 'holiday' (39.2%) and 'business' (10.4%).

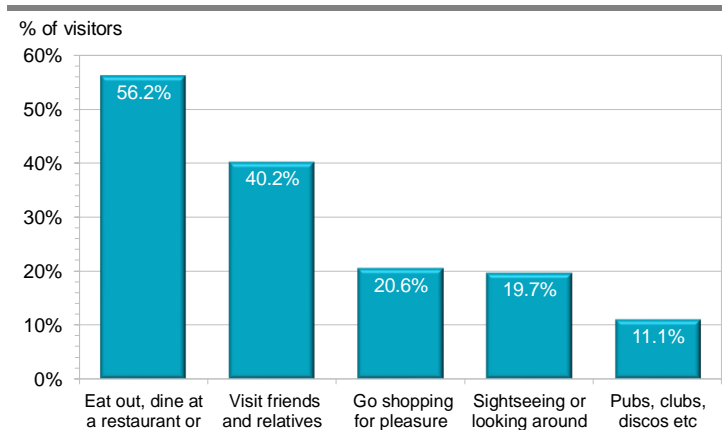
Age

'65 years and over' (24.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.1%) and '35 to 44 years' (18.6%).

Gender

More visitors to the region were male (59.0%) than female (41.0%).

Activities



'Eat out, dine at a restaurant or cafe' (56.2%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$100 million in the region - an average of \$115 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

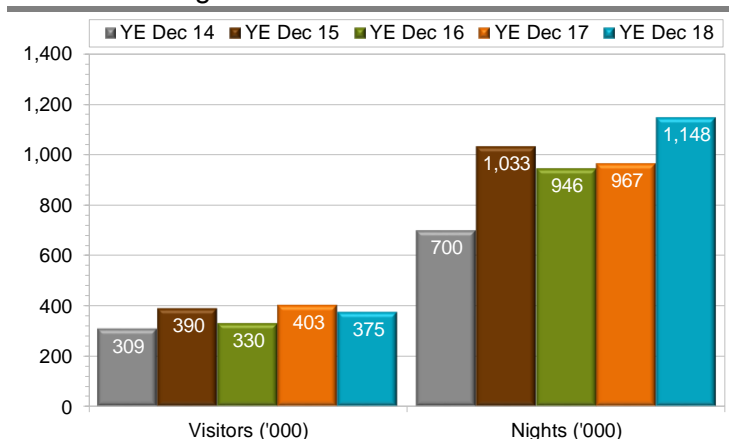
(5) Source: National Visitor Survey, YE Dec 18, TRA

Travel to the Swan Hill region

For the period January 2018 to December 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

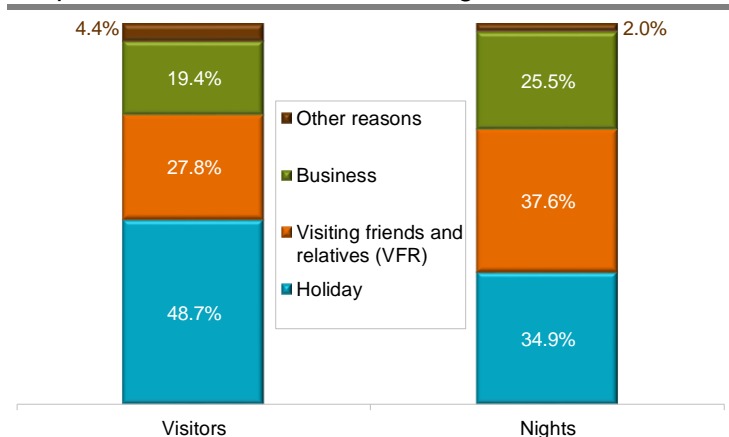


The Swan Hill region received 375,000 domestic overnight visitors - down by 7.0% on YE Dec 17. Visitors spent over 1.1 million nights in the region - up by 18.7% on YE Dec 17.

Market share

The region received 13.1% of visitors and 13.7% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was down by 1.4% pts and the share of nights was up by 1.2% pts.

Purpose of visit to the Swan Hill region



'Holiday' (48.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.8%) and 'business' (19.4%). Compared to YE Dec 17, 'holiday' increased by 10.9% pts while 'VFR' declined by 7.2% pts.

'VFR' (37.6%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (34.9%) and 'business' (25.5%). Compared to YE Dec 17, 'business' grew by 14.2% pts while 'other reasons' declined by 11.5% pts.

Accommodation

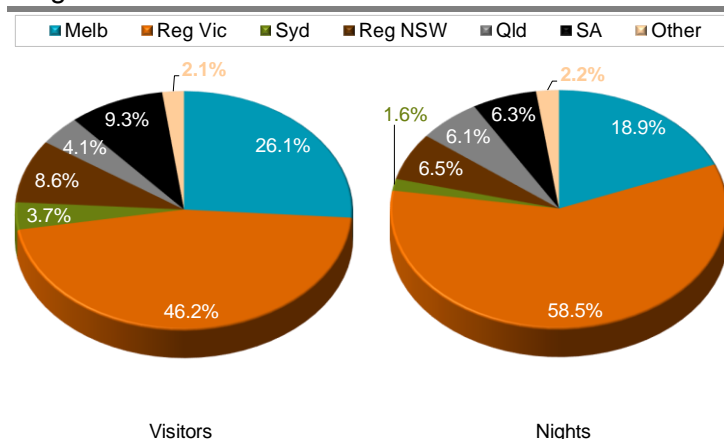
'Friends or relatives property' (37.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.8%) was the 2nd most popular accommodation used, followed by 'rented house, apartment, flat or unit' (12.7%).

Compared to YE Dec 17, 'rented house, apartment, flat or unit' grew by 8.9% pts while 'caravan park or commercial camping ground' declined by 1.0% pt.

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

(1) Source: National Visitor Survey, YE Dec 18, Tourism Research Australia (TRA)

Origin



The region received 72.3% of visitors and 77.4% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were down by 3.2% and nights were up by 19.3%.

New South Wales contributed 12.3% of visitors and 8.1% of nights in the region.

South Australia contributed 9.3% of visitors and 6.3% of nights in the region.

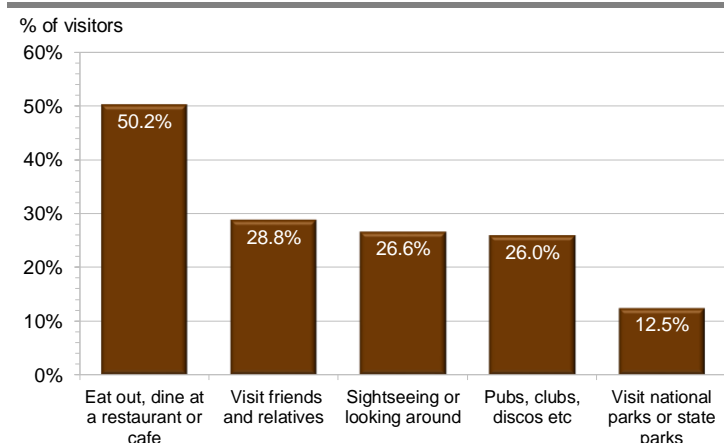
Length of stay

Visitors stayed on average 3.1 nights in the region - up by 0.7 nights on the YE Dec 17.

Age

'65 years and over' (30.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.1%) and '55 to 64 years' (18.0%).

Activities



'Eat out, dine at a restaurant or cafe' (50.2%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (28.8%) was the 2nd most popular, followed by 'sightseeing or looking around' (26.6%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$178 million in the region - an average of \$155 per night.

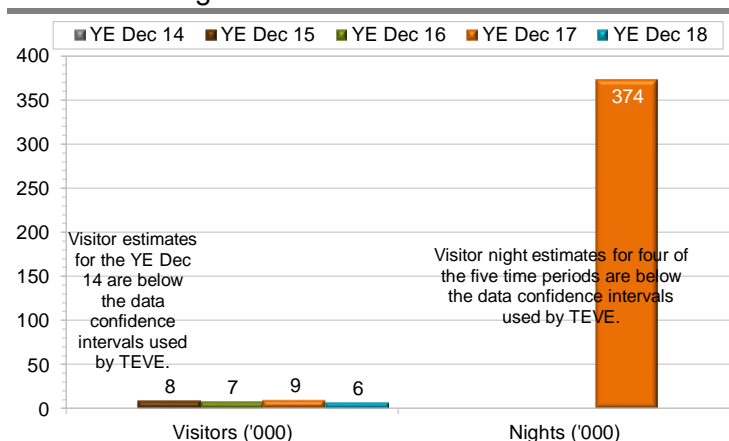
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to the Swan Hill region

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 6,000 international overnight visitors – down by 34.4% on YE Dec 17. Visitor night estimates for four of the five time periods, incl YE Dec 18, are below the data confidence intervals used by TEVE.

Market share

The region received 9.0% of visitors to the Murray region. Compared to YE Dec 17, the share of visitors was down by 5.9% pts.

Purpose of visit to the Swan Hill region

'Holiday' (50.7%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (28.1%) and 'business' (10.1%).

Origin

No.	Market	Share	No.	Market	Share
1	USA	10.9%	13	Japan	2.1%
2	Germany	9.6%	14	Switzerland	0.4%
3	Canada	9.5%	15	Mainland China	0.3%
4	South Korea	7.7%	16	Singapore	0.0%
5	United Kingdom	7.2%	16	Indonesia	0.0%
6	Scandinavia	6.8%	16	Thailand	0.0%
7	New Zealand	6.4%	16	India	0.0%
8	Netherlands	5.8%	16	Italy	0.0%
9	France	4.7%			
10	Taiwan	4.4%		Other Asia	1.8%
11	Malaysia	3.6%		Other Europe	2.8%
12	Hong Kong	3.1%		Other Countries	13.1%

The USA (10.9%) was the region's largest source market of visitors, followed by Germany (9.6%) and Canada (9.5%).

Accommodation

'Rented house, apartment, flat or unit' (55.4%) was the most popular accommodation type used for international nights in the region, followed by 'caravan park or commercial camping ground' (17.1%).

Age

'25 to 34 years' (32.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.4%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 18.

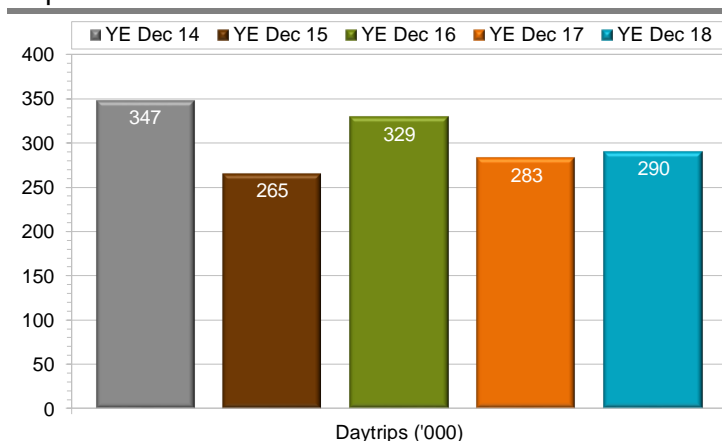
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 290,000 domestic daytrip visitors - up by 2.5% on YE Dec 17.

Market share

The region received 9.1% of daytrips to the Murray region. Compared to YE Dec 17, the share was down by 0.6% pts.

Main purpose of trip

'Holiday' (57.3%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (16.3%) and 'business' (9.4%).

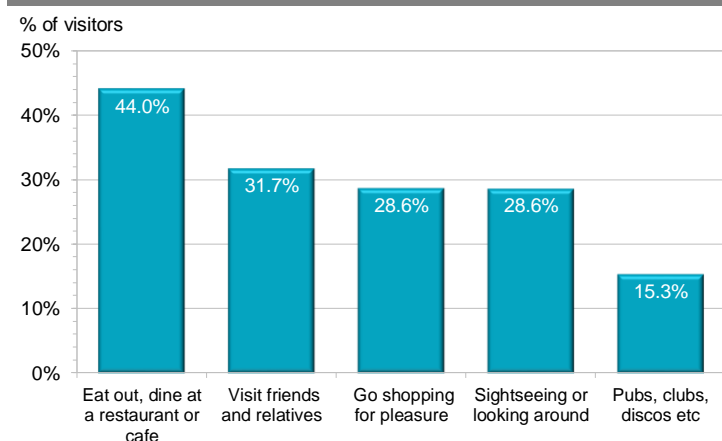
Age

'55 to 64 years' (43.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (22.2%) and '25 to 34 years' (12.7%).

Gender

More visitors to the region were male (51.4%) than female (48.6%).

Activities



'Eat out, dine at a restaurant or cafe' (44.0%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$49 million in the region - an average of \$170 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

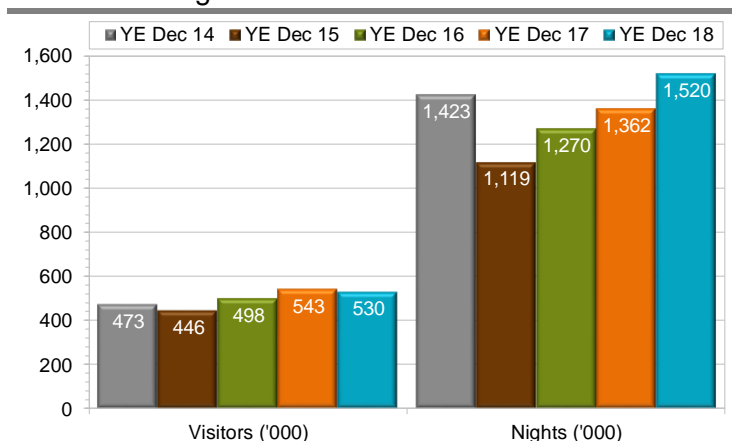
(5) Source: National Visitor Survey, YE Dec 18, TRA

Travel to Mildura / Wentworth

For the period January 2018 to December 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

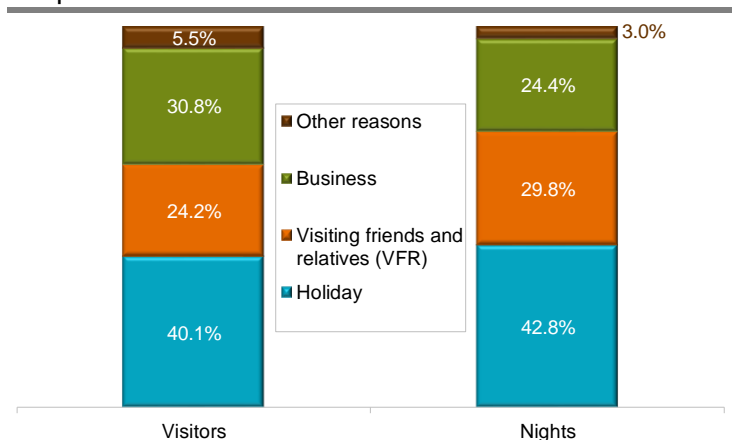


Mildura / Wentworth received 530,000 domestic overnight visitors - down by 2.4% on YE Dec 17. Visitors spent over 1.5 million nights in the region - up by 11.6% on YE Dec 17.

Market share

The region received 18.4% of visitors and 18.1% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was down by 1.1 pts and the share of nights was up by 0.5 pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (40.1%) was the largest purpose for **visitors** to the region, followed by 'business' (30.8%) and 'visiting friends and relatives (VFR)' (24.2%). Compared to YE Dec 17, 'business' increased by 17.8 pts while 'holiday' decreased by 7.9% pts.

'Holiday' (42.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.8%) and 'business' (24.4%). Compared to YE Dec 17, 'business' increased by 15.3% pts while 'other reasons' decreased by 7.5% pts.

Accommodation

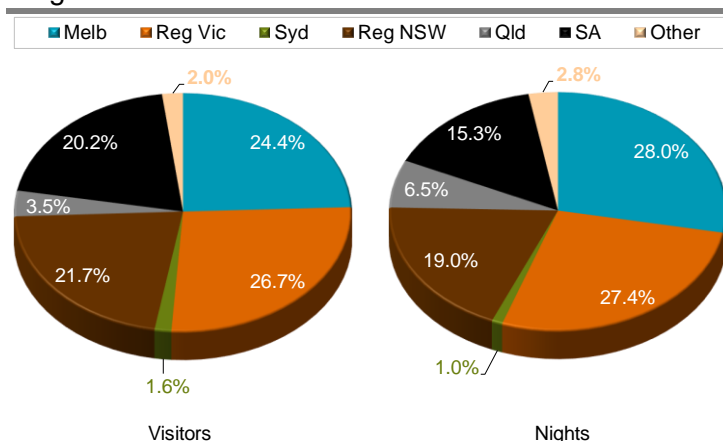
'Standard hotel or motor inn, below 4 star' (26.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (26.7%) was the 2nd most popular accommodation type, followed by 'friends or relatives property' (25.5%).

Compared to YE Dec 17, 'caravan park or commercial camping ground' grew by 11.6% pts while 'friends or relatives property' declined by 0.8% pts.

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

(1) Source: National Visitor Survey, YE Dec 18, Tourism Research Australia (TRA)

Origin



The region received 51.1% of visitors and 55.4% of nights from **Victoria**. Compared to YE Dec 17, Victorian visitors were up by 2.5% and nights were up by 27.1%.

NSW contributed 23.3% of visitors and 20.1% of nights in the region. Compared to YE Dec 17, visitors from NSW were up by 11.7%.

South Australia contributed 20.2% of visitors and 15.3% of nights in the region. Compared to YE Dec 17, visitors from South Australia were down by 25.5%.

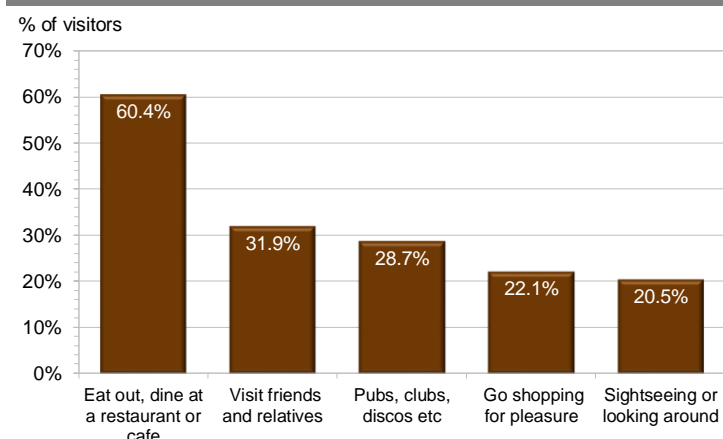
Length of stay

Visitors stayed, on average, 2.9 nights in the region - up by 0.4 nights on the YE Dec 17.

Age

'45 to 54 years' (26.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.2%) and '65 years and over' (17.9%).

Activities



'Eat out, dine at a restaurant or cafe' (60.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent \$235 million in the region - an average of \$155 per night.

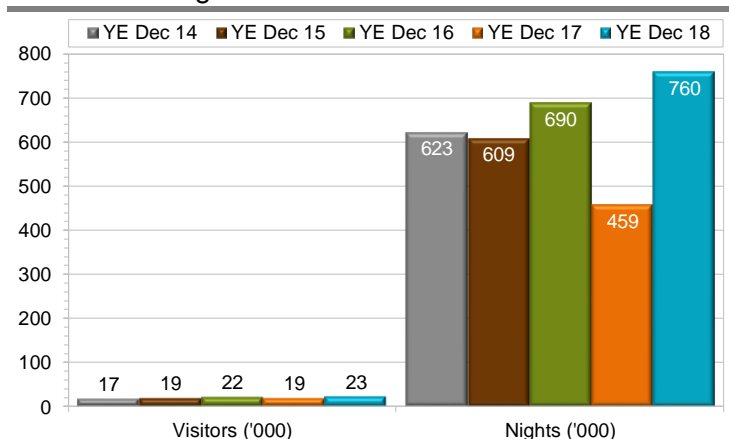
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

Travel to Mildura / Wentworth

For the period January 2018 to December 2018

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 22,600 international overnight visitors - up by 20.9% on YE Dec 17. Visitors spent 759,700 nights in the region - up by 65.7% on YE Dec 17.

Market share

The region received 33.8% of visitors and 47.0% of nights in the Murray region. Compared to YE Dec 17, the share of visitors was up by 3.5 pts and the share of nights was up by 8.8% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (57.8%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (22.9%) and 'employment' (13.0%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.2%	13	India	2.3%
2	USA	10.8%	14	South Korea	2.1%
3	Malaysia	7.2%	15	Switzerland	1.4%
4	France	7.0%	16	Indonesia	0.9%
5	Germany	6.7%	17	Thailand	0.9%
6	New Zealand	6.5%	18	Scandinavia	0.8%
7	Taiwan	6.2%	19	Canada	0.4%
8	Netherlands	5.8%	20	Singapore	0.0%
9	Japan	4.6%			
10	Hong Kong	3.5%		Other Asia	1.1%
11	Italy	3.4%		Other Europe	2.9%
12	Mainland China	2.8%		Other Countries	7.7%

The United Kingdom (15.2%) was the region's largest source market of visitors, followed by the USA (10.8%) and Malaysia (7.2%).

Accommodation

'Rented house, apartment, flat or unit' (45.6%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (29.8%).

Age

'25 to 34 years' (31.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (25.0%).

Expenditure⁽⁴⁾

International overnight visitors spent \$27 million in the region - an average of \$36 per night.

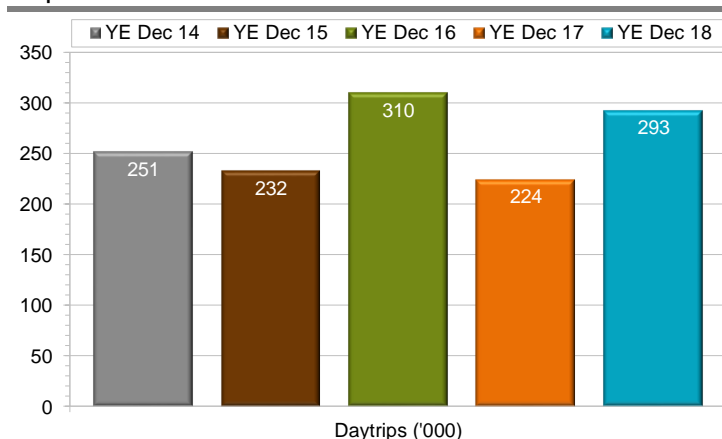
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 18.

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

(3) Source: International Visitor Survey, YE Dec 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 293,000 domestic daytrip visitors - up by 30.6% on YE Dec 17.

Market share

The region received 9.2% of daytrips to the Murray region. Compared to YE Dec 17, the share was up by 1.5% pts.

Main purpose of trip

'Holiday' (48.0%) was the largest purpose for visitors to the region the region, followed by 'business' (25.4%) and 'medical reasons' (10.9%).

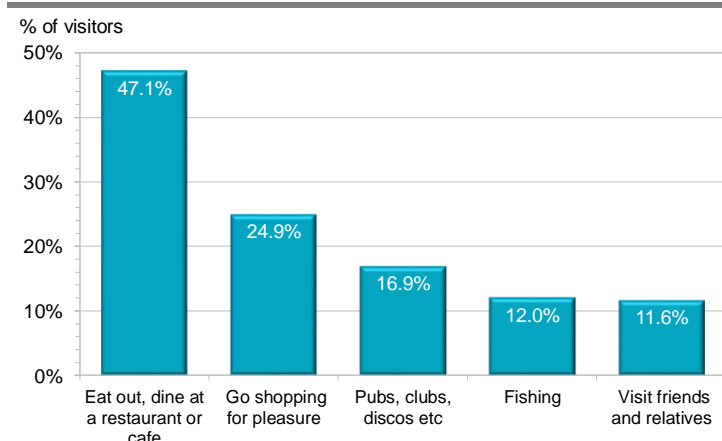
Age

'25 to 34 years' (24.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (23.2%) and '65 years and over' (16.5%).

Gender

More visitors to the region were male (56.1%) than female (43.9%).

Activities



'Eat out, dine at a restaurant or cafe' (47.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$50 million in the region - an average of \$170 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 18.

(5) Source: National Visitor Survey, YE Dec 18, TRA