

Travel to the Murray Region

Year ended December 2019 Quarterly
Tracking of Selected Measures

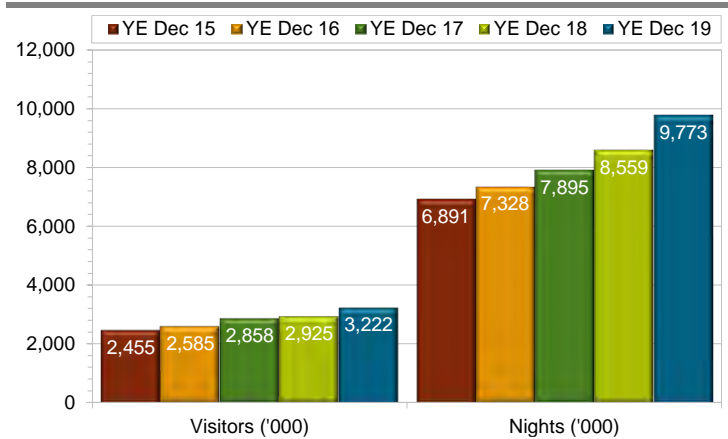


Image Credit: Destination NSW



Domestic Overnight Travel⁽¹⁾

Visitors and nights

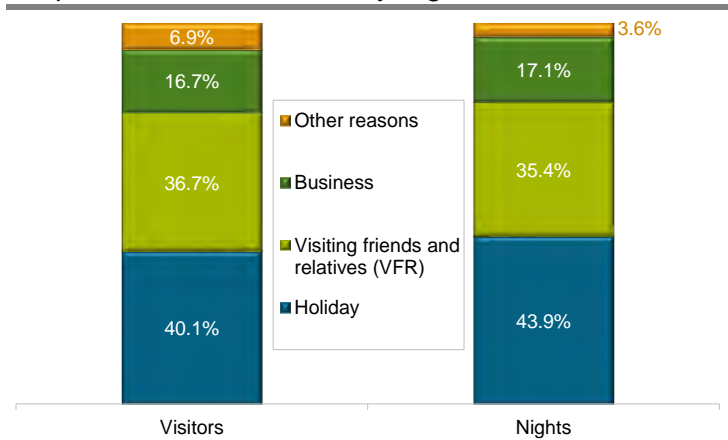


The Murray region received over 3.2 million domestic overnight visitors - up by 10.1% on YE Dec 18. Visitors spent nearly 9.8 million nights in the region - up by 14.2% on YE Dec 18.

Market share

The region received 7.1% of visitors and 7.0% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 18, the share of visitors was down by 0.1% pt and the share of nights was up by 0.2% pts.

Purpose of visit to the Murray region



'Holiday' (40.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (36.7%) and 'business' (16.7%). Compared to YE Dec 18, 'VFR' increased by 4.4% pts while 'holiday' decreased by 5.5% pts.

'Holiday' (43.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.4%) and 'business' (17.1%). Compared to YE Dec 18, 'VFR' increased by 3.3% pts while 'holiday' decreased by 4.0% pts.

Accommodation

'Friends or relatives property' (34.2%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (16.2%) and 'standard hotel or motor inn, below 4 star' (15.6%).

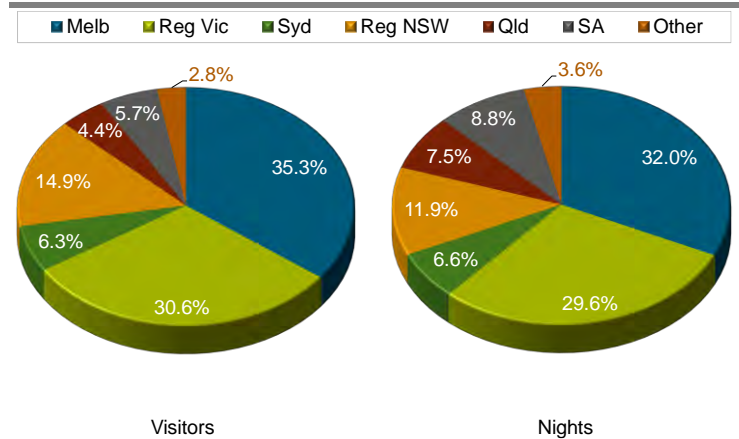
Compared to YE Dec 18, 'caravan or camping non-commercial' increased by 1.8% pts while 'standard hotel or motor inn, below 4 star' decreased by 2.9% pts.

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

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

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

Origin



The region received 65.9% of visitors and 61.5% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were up by 7.9% and nights were up by 2.7%.

NSW contributed 21.2% of visitors and 18.5% of nights in the region. Compared to YE Dec 18, NSW visitors were up by 12.2% and nights were up by 18.6%.

South Australia contributed 5.7% of visitors and 8.8% of nights in the region. Compared to YE Dec 18, visitors from South Australia were up by 5.7% and nights were up by 68.4%.

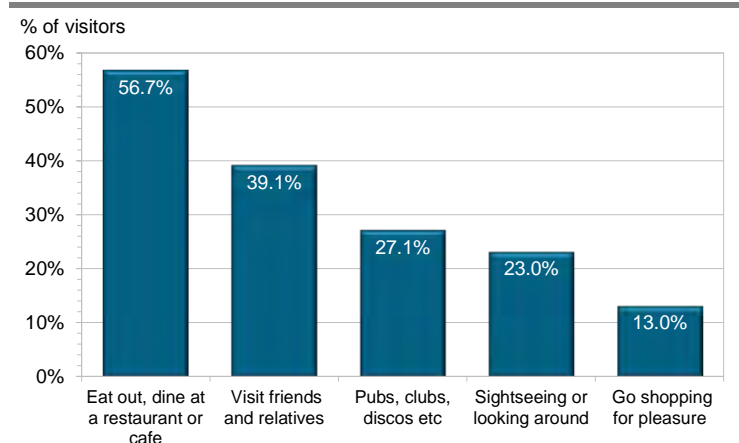
Length of stay

Visitors stayed, on average, 3 nights in the region – up by 0.1 night on YE Dec 18.

Age

'65 years and over' (23.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (16.5%) and '45 to 54 years' (16.4%).

Activities



'Eat out, dine at a restaurant or cafe' (56.7%) was the most popular activity undertaken by visitors to the region.

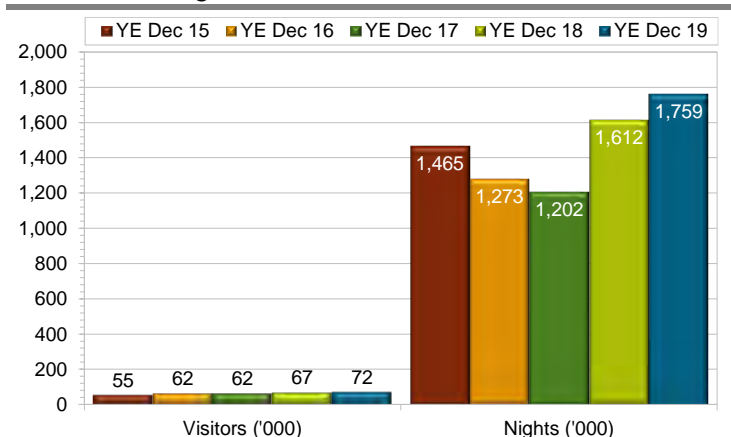
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.5 billion 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 19.

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 72,000 international overnight visitors - up by 8.3% on YE Dec 18. Visitors spent nearly 1.8 million nights in the region - up by 9.1% on YE Dec 18.

Market share

The region received 5.4% of visitors and 7.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 18, the share of visitors was up by 0.4% pts and the share of nights was up by 0.3% pts.

Purpose of visit to the Murray region

'Holiday' (48.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.2%) and 'business' (7.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.8%	13	Taiwan	2.3%
2	New Zealand	13.8%	14	Indonesia	2.2%
3	Mainland China	8.6%	15	Italy	2.2%
4	Germany	5.9%	16	Singapore	1.7%
5	USA	5.3%	17	Korea	1.6%
6	Japan	4.1%	18	Switzerland	0.6%
7	Canada	3.8%	19	India	0.5%
8	France	3.6%	20	Hong Kong	0.4%
9	Netherlands	3.1%			
10	Malaysia	2.9%		Other Asia	5.2%
11	Scandinavia	2.7%		Other Europe	6.0%
12	Thailand	2.3%		Other Countries	5.4%

The United Kingdom (15.8%) was the region's largest source of visitors, followed by New Zealand (13.8%) and Mainland China (8.6%).

Accommodation

'Friends or relatives property' (32.3%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (32.1%).

Age

'25 to 34 years' (26.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.5%).

Expenditure⁽⁴⁾

International overnight visitors spent \$93 million in the region - an average of \$53 per night.

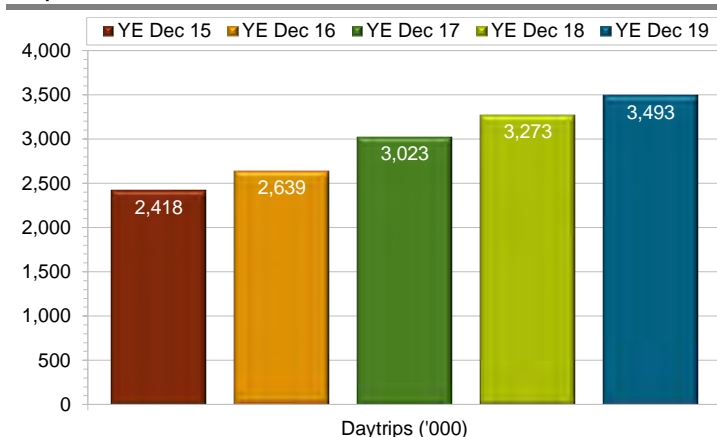
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 3.5 million domestic daytrip visitors - up by 6.7% on YE Dec 18.

Market share

The region received 3.9% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 18, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (45.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.1%) and 'business' (16.1%).

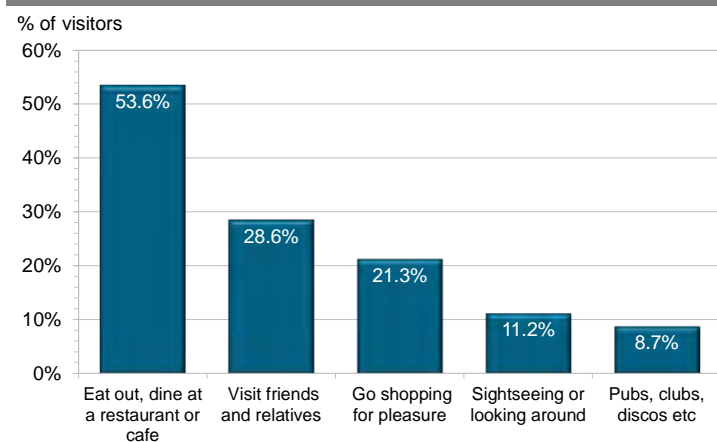
Age

'65 years and over' (23.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (15.9%) and '15 to 24 years' (15.9%).

Gender

More visitors to the region were male (50.5%) than female (49.5%).

Activities



'Eat out, dine at a restaurant or cafe' (53.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

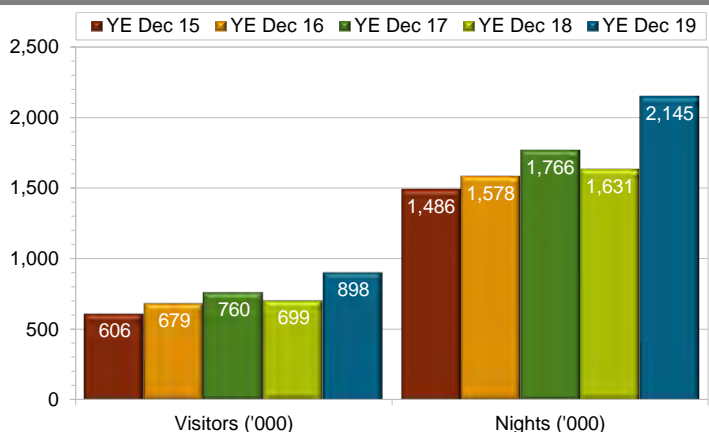
Domestic daytrip visitors spent \$509 million in the region - an average of \$146 per visitor.

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

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights

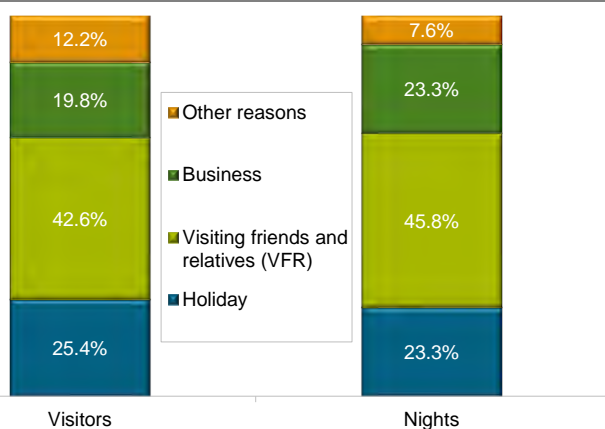


Albury / Wodonga received 898,000 domestic overnight visitors - up by 28.4% on YE Dec 18. Visitors spent over 2.1 million nights in the region - up by 31.5% on YE Dec 18.

Market share

The region received 27.9% of visitors and 21.9% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was up by 4.0% pts and the share of nights was up by 2.8% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (42.6%) was the largest purpose for **visitors** to the region, followed by 'holiday' (25.4%) and 'business' (19.8%). Compared to YE Dec 18, 'other reasons' grew by 4.1% pts while 'holiday' declined by 3.7% pts.

'VFR' (45.8%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (23.3%) and 'business' (23.3%). Compared to YE Dec 18, 'business' grew by 2.4% pts while 'holiday' declined by 4.7% pts.

Accommodation

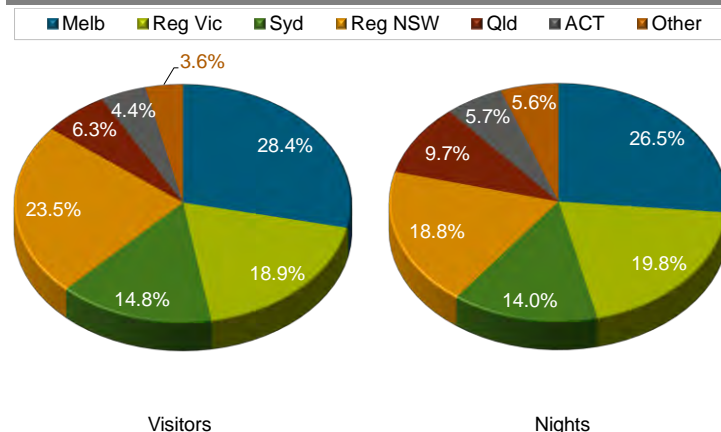
'Friends or relatives property' (40.1%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (19.0%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (11.5%).

Compared to YE Dec 18, 'caravan park or commercial camping ground' increased by 5.1% pts while 'friends or relatives property' declined by 9.6% pts.

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

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

Origin



The region received 47.3% of visitors and 46.3% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were up by 23.8% and nights were up by 29.4%.

New South Wales contributed 38.3% of visitors and 32.7% of nights in the region. Compared to YE Dec 18, NSW visitors were up by 36.1% and nights were up by 30.6%.

Queensland contributed 6.3% of visitors and 9.7% of nights in the region. Compared to YE Dec 18, Queensland visitors were down by 6.2%.

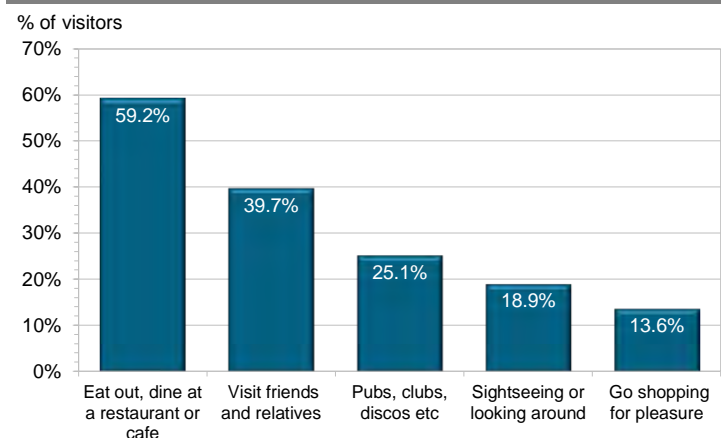
Length of stay

Visitors stayed, on average, 2.4 nights in the region - up by 0.1 night on the YE Dec 18.

Age

'65 years and over' (25.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.4%) and '25 to 34 years' (15.4%).

Activities



'Eat out, dine at a restaurant or cafe' (59.2%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (39.7%) was the 2nd most popular.

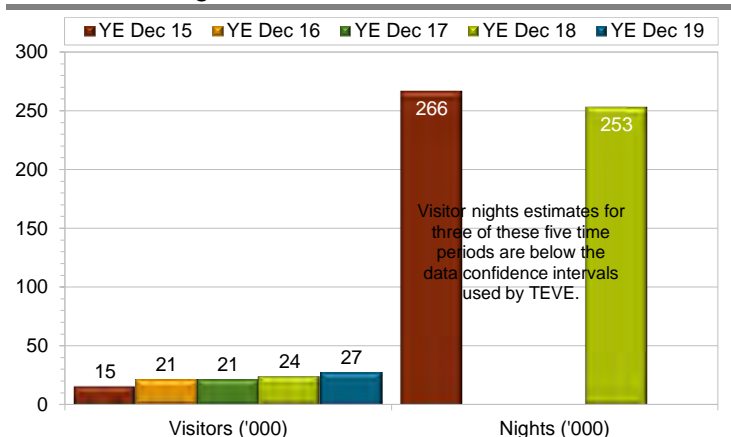
Expenditure⁽²⁾

Domestic overnight visitors spent \$422 million in the region - an average of \$197 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 27,400 international overnight visitors - up by 14.8% on YE Dec 18. Visitor nights estimates for YE Dec 19 are below the data confidence intervals used by TEVE.

Market share

The region received 38.1% of visitors and 13.1% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was up by 2.1% pts and the share of nights was down by 2.6% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (48.5%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (35.2%) and 'business' (7.8%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	16.0%	13	Singapore	1.2%
2	United Kingdom	15.2%	14	Netherlands	1.1%
3	Mainland China	12.4%	15	Hong Kong	1.0%
4	France	7.3%	16	India	0.7%
5	Germany	6.8%	17	Scandinavia	0.7%
6	Canada	5.0%	18	Switzerland	0.5%
7	USA	4.9%	19	Thailand	0.5%
8	Malaysia	4.6%	20	Korea	0.2%
9	Japan	3.7%			
10	Indonesia	2.5%		Other Asia	3.2%
11	Italy	2.4%		Other Europe	5.1%
12	Taiwan	1.2%		Other Countries	3.7%

New Zealand (16.0%) was the region's largest source market of visitors, followed by the United Kingdom (15.2%) and Mainland China (12.4%).

Accommodation

'Friends or relatives property' (59.9%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (15.7%).

Age

'25 to 34 years' (23.1%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.1%).

Expenditure⁽⁴⁾

International overnight visitors spent \$14 million in the region - an average of \$62 per night.

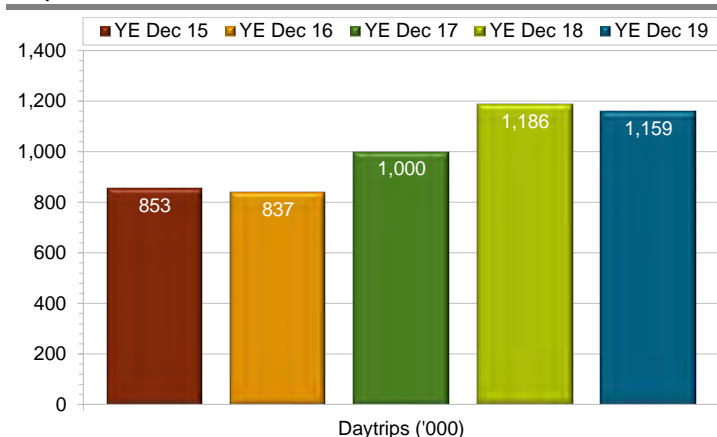
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received nearly 1.2 million domestic daytrip visitors - down by 2.3% on YE Dec 18.

Market share

The region received 33.2% of daytrips to the Murray region. Compared to YE Dec 18, the share was down by 3.1% pts.

Main purpose of trip

'Holiday' (38.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.7%) and 'business' (15.5%).

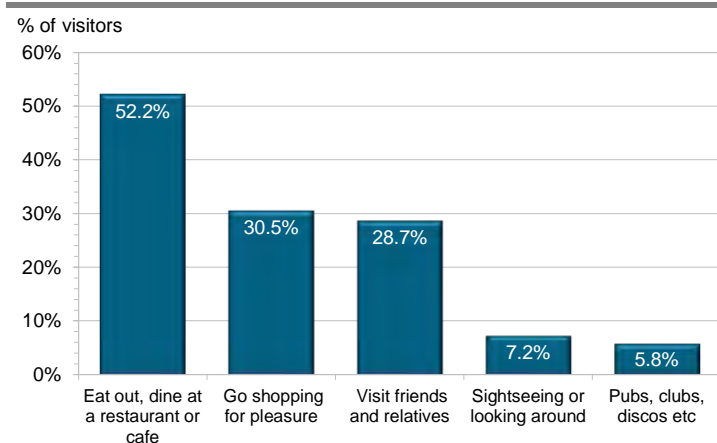
Age

'65 years and over' (28.9%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (16.6%) and '55 to 64 years' (15.9%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (52.2%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

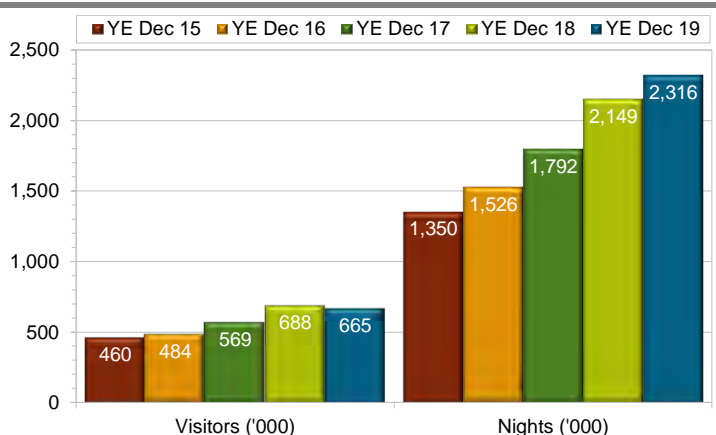
Domestic daytrip visitors spent \$227 million in the region - an average of \$196 per visitor.

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

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Sun Country received 665,000 domestic overnight visitors - down by 3.4% on YE Dec 18. Visitors spent over 2.3 million nights in the region - up by 7.8% on YE Dec 18.

Market share

The region received 20.6% of visitors and 23.7% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 2.9% pts and the share of nights was down by 1.4% pts.

Purpose of visit to Sun Country



'Holiday' (55.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.7%) and 'business' (11.0%). Compared to YE Dec 18, 'business' grew by 4.5% pts while 'holiday' declined by 3.4% pts.

'Holiday' (60.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.1%) and 'business' (12.1%). Compared to YE Dec 18, 'business' grew by 7.9% pts while 'holiday' declined by 4.9% pts.

Accommodation

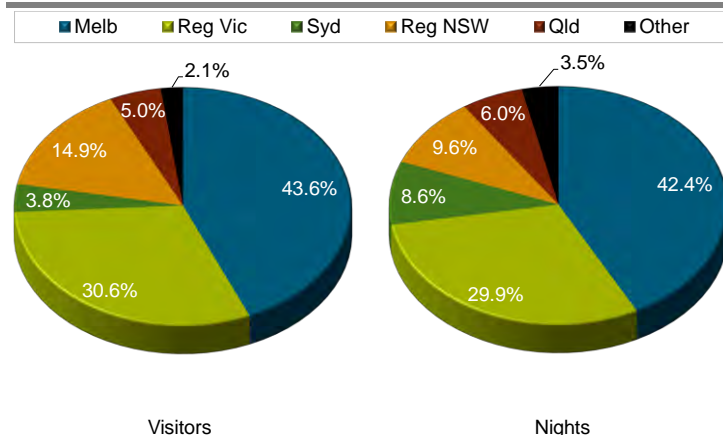
'Friends or relatives property' (27.3%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (16.2%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (16.0%).

Compared to YE Dec 18, 'friends or relatives property' grew by 3.6% pts while 'caravan park or commercial camping ground' declined by 3.1% pts.

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

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

Origin



The region received 74.1% of visitors and 72.3% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were down by 3.7% and nights were up by 1.4%.

New South Wales contributed 18.7% of visitors and 18.2% of nights in the region. Compared to YE Dec 18, NSW visitors were unchanged.

Queensland contributed 5.0% of visitors and 6.0% of nights in the region.

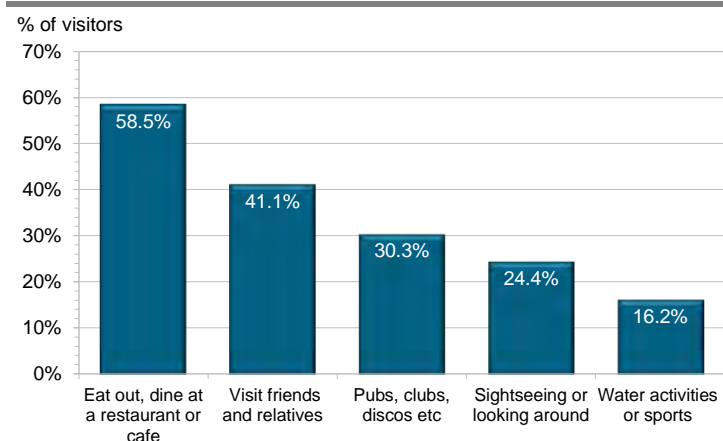
Length of stay

Visitors stayed, on average, 3.5 nights in the region - up by 0.4 nights on the YE Dec 18.

Age

'65 years and over' (27.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.6%) and '25 to 34 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (58.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.1%) and 'pubs, clubs, discos etc' (30.3%).

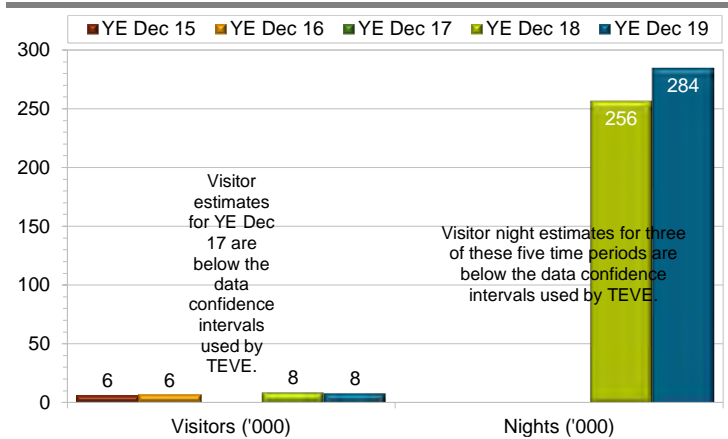
Expenditure⁽²⁾

Domestic overnight visitors spent \$302 million in the region - an average of \$130 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 7,800 international overnight visitors - down by 7.3% on YE Dec 18. Visitors spent 284,000 nights in the region - up by 11.0% on YE Dec 18.

Market share

The region received 10.9% of visitors and 16.1% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 1.8% pts and the share of nights was up by 0.2% pts.

Purpose of visit to Sun Country

'Visiting friends and relatives' (52.8%) was the largest purpose for **visitors** to the region, followed by 'holiday' (34.8%) and 'business' (7.2%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	25.6%	11	Singapore	0.0%
2	USA	10.8%	11	Malaysia	0.0%
3	United Kingdom	9.4%	11	Indonesia	0.0%
4	Taiwan	7.3%	11	Thailand	0.0%
5	Mainland China	7.0%	11	Korea	0.0%
6	Italy	5.4%	11	Canada	0.0%
7	Scandinavia	3.6%	11	Germany	0.0%
8	Switzerland	3.6%	11	France	0.0%
9	India	1.3%			
10	Netherlands	0.3%		Other Asia	4.1%
11	Japan	0.0%		Other Europe	11.2%
				Other Countries	10.4%

New Zealand (25.6%) was the region's largest source market of visitors, followed by the USA (10.8%) and the United Kingdom (9.4%).

Accommodation

'Friends or relatives property' (35.9%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (33.0%).

Age

'25 to 34 years' (34.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (15.2%).

Expenditure⁽⁴⁾

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

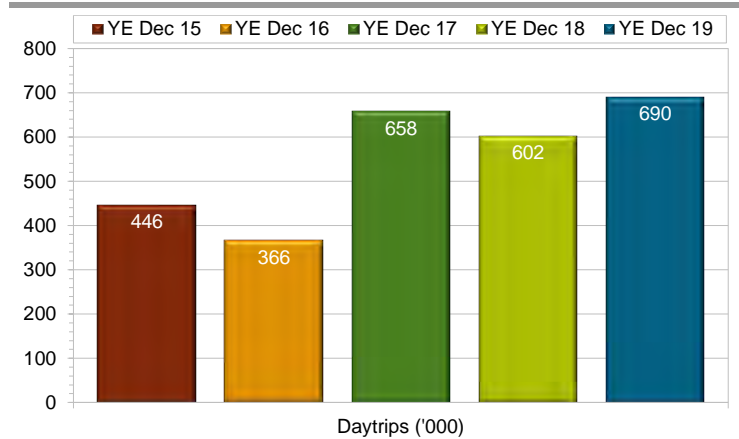
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 690,000 domestic daytrips - up by 14.6% on YE Dec 18.

Market share

The region received 19.8% of daytrips to the Murray region. Compared to YE Dec 18, the share was up by 1.4% pts.

Main purpose of trip

'Holiday' (56.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.6%) and 'business' (9.9%).

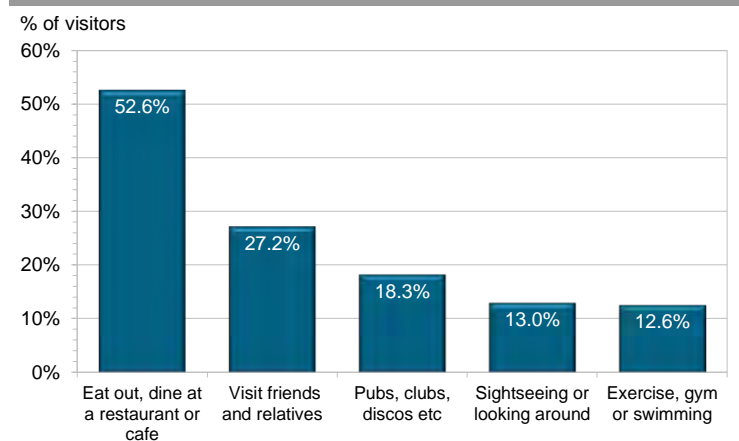
Age

'25 to 34 years' (23.9%) was the biggest age group of daytrip visitors to the region, followed by '45 to 54 years' (22.2%) and '15 to 24 years' (15.8%).

Gender

More visitors to the region were male (55.6%) than female (44.4%).

Activities



'Eat out, dine at a restaurant or cafe' (52.6%) was the most popular activity undertaken by daytrip visitors to the region.

Expenditure⁽⁶⁾

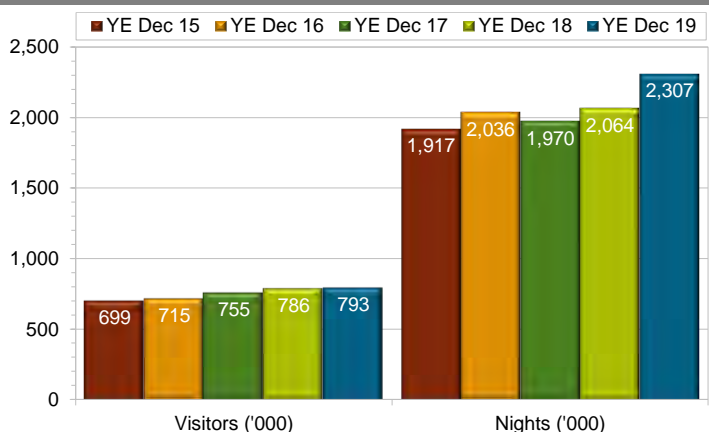
Domestic daytrip visitors spent \$69 million in the region - an average of \$100 per visitor.

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

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Echuca / Moama received 793,000 domestic overnight visitors – up by 0.8% on YE Dec 18. Visitors spent over 2.3 million nights in the region - up by 11.8% on YE Dec 18.

Market share

The region received 24.6% of visitors and 23.6% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 2.3% pts and the share of nights was down by 0.5% pts.

Purpose of visit to Echuca / Moama



'Holiday' (53.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.1%) and 'business' (10.5%). Compared to YE Dec 18, 'VFR' grew by 5.2% pts while 'business' declined by 3.5% pts.

'Holiday' (54.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.9%) and 'business' (14.3%). Compared to YE Dec 18, 'VFR' grew by 3.5% pts while 'holiday' declined by 2.3% pts.

Accommodation

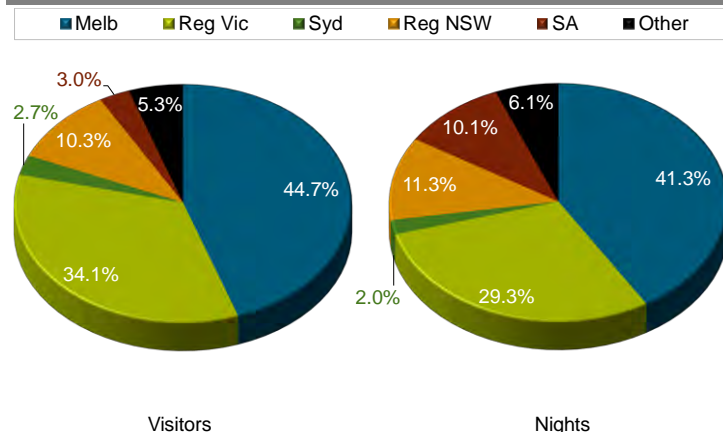
'Friends or relatives property' (31.9%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping – non commercial' (19.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (18.5%).

Compared to YE Dec 18, 'caravan or camping – non commercial' grew by 7.2% pts while 'standard hotel or motor inn, below 4 star' declined by 5.3% pts.

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

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

Origin



The region received 78.8% of visitors and 70.6% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were down by 1.1% and nights were down by 0.8%.

New South Wales contributed 13.0% of visitors and 13.2% of nights in the region. Compared to YE Dec 18, NSW visitors were down by 8.5%.

South Australia contributed 3.0% of visitors and 10.1% of nights in the region.

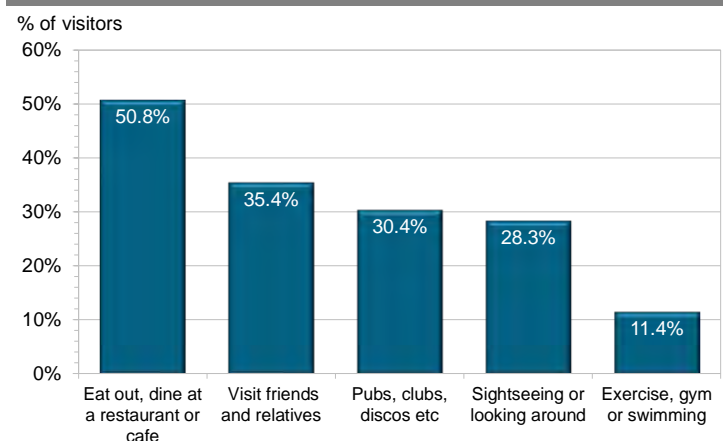
Length of stay

Visitors stayed, on average, 2.9 nights in the region – up by 0.3 nights on the YE Dec 18.

Age

'65 years and over' (21.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.1%) and '25 to 34 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (50.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.4%).

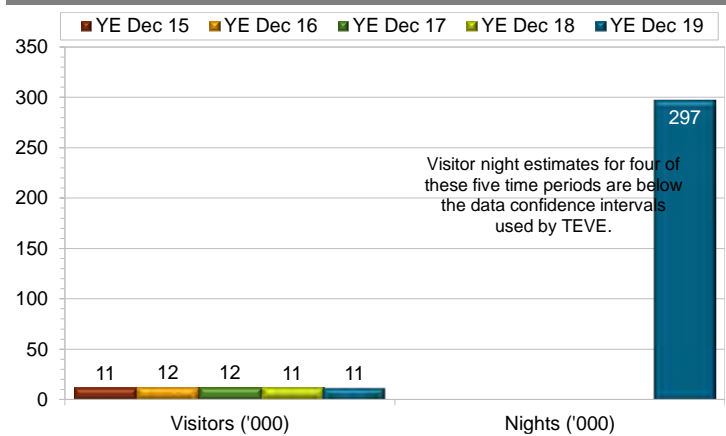
Expenditure⁽²⁾

Domestic overnight visitors spent \$337 million in the region - an average of \$146 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 11,200 international overnight visitors - down by 0.4% on YE Dec 18. Visitors spent 296,700 nights in the region.

Market share

The region received 15.5% of visitors and 16.9% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 1.4% pts and the share of nights was up by 3.0% pts.

Purpose of visit to Echuca / Moama

'Visiting friends and relatives' (44.1%) was the largest purpose for visitors to the region, followed by 'holiday' (33.4%) and 'business' (18.1%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	19.1%	13	France	1.5%
2	United Kingdom	18.8%	14	Hong Kong	0.0%
3	USA	9.0%	14	Singapore	0.0%
4	Germany	5.2%	14	Malaysia	0.0%
5	Netherlands	3.5%	14	Taiwan	0.0%
6	Thailand	3.4%	14	India	0.0%
7	Canada	3.3%	14	Italy	0.0%
8	Mainland China	2.1%	14	Switzerland	0.0%
9	Korea	2.1%			
10	Scandinavia	1.7%		Other Asia	14.4%
11	Indonesia	1.7%		Other Europe	11.0%
12	Japan	1.6%		Other Countries	1.7%

New Zealand (19.1%) was the region's largest source market of visitors, followed by the United Kingdom (18.8%) and the USA (9.0%).

Accommodation

'Friends or relatives property' (60.6%) was the most popular accommodation type used for nights in the region, followed by 'other non-commercial property' (12.0%).

Age

'65 years and over' (27.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (24.0%).

Expenditure⁽⁴⁾

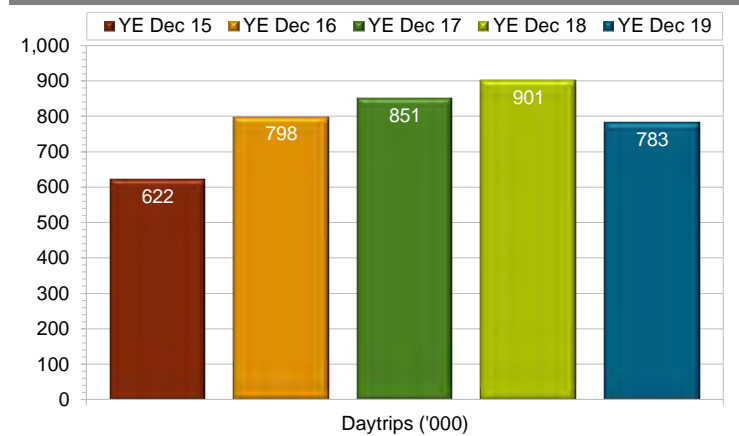
Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Dec 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 783,000 domestic daytrip visitors - down by 13.1% on YE Dec 18.

Market share

The region received 22.4% of daytrips to the Murray region. Compared to YE Dec 18, the share was down by 5.1% pts.

Main purpose of trip

'Holiday' (44.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.0%) and 'business' (16.6%).

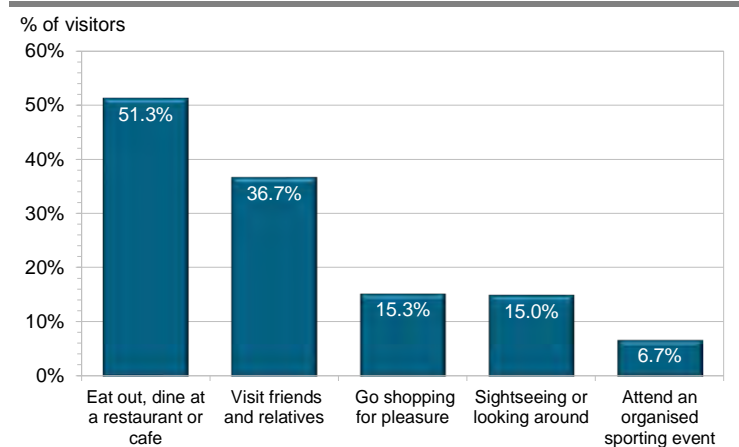
Age

'25 to 34 years' (18.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.0%) and '15 to 24 years' (17.3%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (51.3%) was the most popular activity undertaken by visitors to the region.

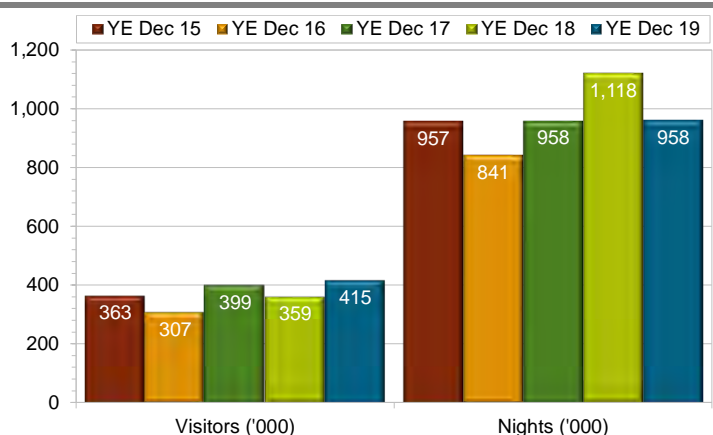
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$76 million in the region - an average of \$98 per visitor.

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights

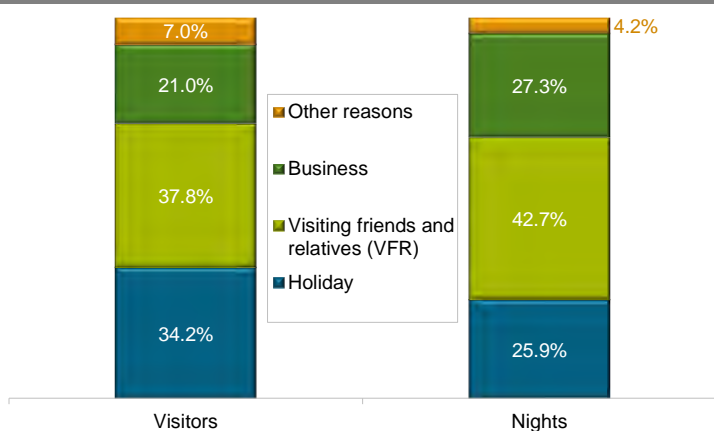


The Swan Hill region received 415,000 domestic overnight visitors – up by 15.6% on YE Dec 18. Visitors spent 958,000 nights in the region - down by 14.3% on YE Dec 18.

Market share

The region received 12.9% of visitors and 9.8% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was up by 0.6% pts and the share of nights was down by 3.3% pts.

Purpose of visit to the Swan Hill region



‘Visiting friends and relatives (VFR)’ (37.8%) was the largest purpose for **visitors** to the region, followed by ‘holiday’ (34.2%) and ‘business’ (21.0%). Compared to YE Dec 18, ‘VFR’ increased by 8.5% pts while ‘holiday’ declined by 13.4% pts.

‘VFR’ (42.7%) was the largest purpose in terms of **nights** in the region, followed by ‘business’ (27.3%) and ‘holiday’ (25.9%). Compared to YE Dec 18, ‘VFR’ grew by 3.4% pts while ‘holiday’ declined by 6.3% pts.

Accommodation

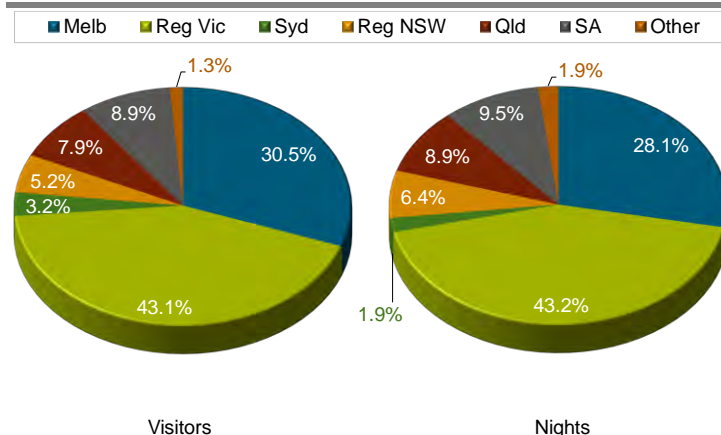
‘Friends or relatives property’ (41.9%) was the most popular accommodation type used for **nights** in the region. ‘Standard hotel or motor inn, below 4 star’ (22.5%) was the 2nd most popular accommodation used, followed by ‘caravan park or commercial camping ground’ (13.7%).

Compared to YE Dec 18, ‘standard hotel or motor inn, below 4 star’ grew by 10.3% pts while ‘rented house, apartment, flat or unit’ declined by 8.2% pts.

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

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

Origin



The region received 73.6% of visitors and 71.3% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were up by 16.2% and nights were down by 23.6%.

New South Wales contributed 8.4% of visitors and 8.3% of nights in the region.

South Australia contributed 8.9% of visitors and 9.5% of nights in the region.

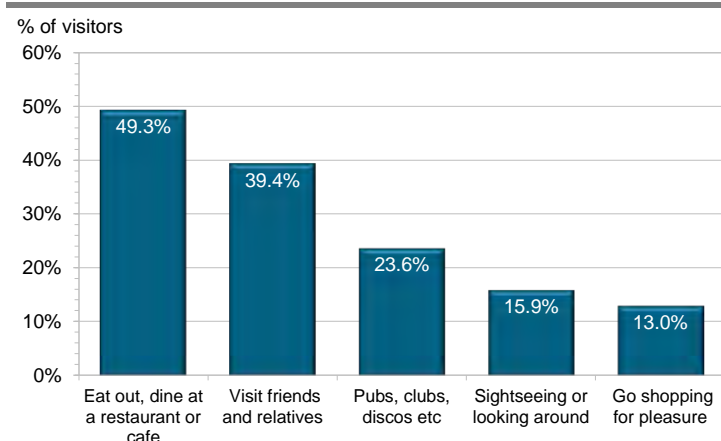
Length of stay

Visitors stayed, on average, 2.3 nights in the region – down by 0.8 nights on the YE Dec 18.

Age

‘65 years and over’ (23.5%) was the biggest age group of visitors to the region, followed by ‘25 to 34 years’ (19.9%) and ‘55 to 64 years’ (18.8%).

Activities



‘Eat out, dine at a restaurant or cafe’ (49.3%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (39.4%) was the 2nd most popular, followed by ‘pubs, clubs, discos etc’ (23.6%).

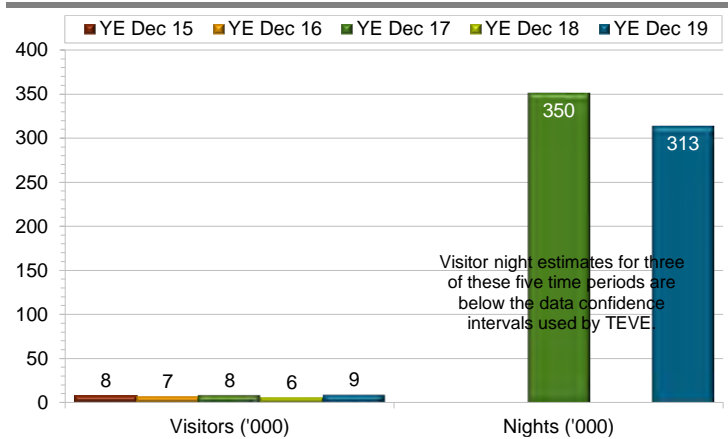
Expenditure⁽²⁾

Domestic overnight visitors spent \$118 million in the region - an average of \$123 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 8,800 international overnight visitors - up by 53.4% on YE Dec 18. Visitors spent 313,200 nights in the region.

Market share

The region received 12.2% of visitors and 17.8% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was up by 3.6% pts and the share of nights was up by 10.4% pts.

Purpose of visit to the Swan Hill region

'Holiday' (44.1%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (41.6%) and 'employment' (9.6%).

Origin

No.	Market	Share	No.	Market	Share
1	Netherlands	16.8%	13	Taiwan	1.1%
2	United Kingdom	11.1%	14	India	0.7%
3	Germany	10.8%	15	Japan	0.0%
4	New Zealand	9.5%	15	Hong Kong	0.0%
5	Korea	8.6%	15	Singapore	0.0%
6	Mainland China	8.4%	15	Thailand	0.0%
7	USA	6.1%	15	Canada	0.0%
8	Indonesia	5.0%	15	Switzerland	0.0%
9	Italy	3.8%			
10	France	2.4%		Other Asia	0.8%
11	Scandinavia	2.2%		Other Europe	0.0%
12	Malaysia	1.9%		Other Countries	10.7%

Netherlands (16.8%) was the region's largest source market of visitors. The United Kingdom (11.1%) was the 2nd largest, followed by Germany (10.8%).

Accommodation

'Rented house, apartment, flat or unit' (49.1%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (33.3%).

Age

'25 to 34 years' (32.1%) was the biggest age group of visitors to the region, followed by '65 years and over' (28.5%).

Expenditure⁽⁴⁾

International overnight visitors spent \$14 million in the region - an average of \$44 per night.

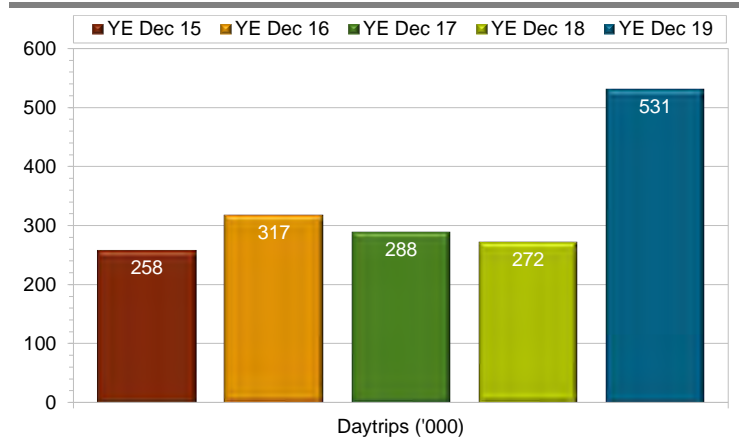
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 531,000 domestic daytrip visitors - up by 95.3% on YE Dec 18.

Market share

The region received 15.2% of daytrips to the Murray region. Compared to YE Dec 18, the share was up by 6.9% pts.

Main purpose of trip

'Holiday' (32.9%) was the largest purpose for visitors to the region, followed by 'business' (27.1%) and 'medical reasons' (15.8%).

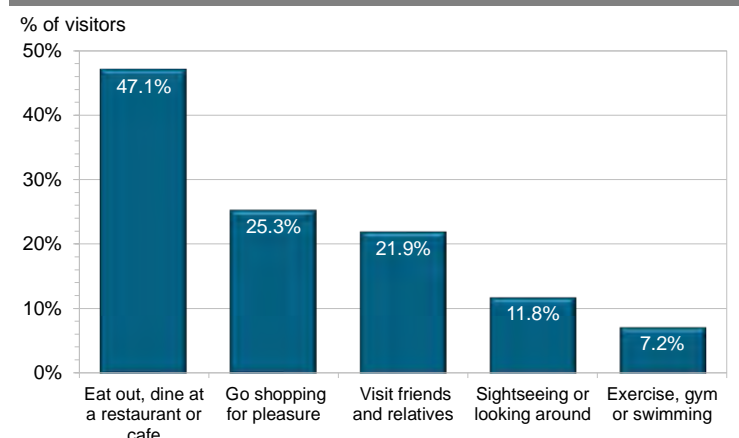
Age

'65 years and over' (31.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (26.2%) and '35 to 44 years' (12.0%).

Gender

More visitors to the region were male (55.3%) than female (44.7%).

Activities



'Eat out, dine at a restaurant or cafe' (47.1%) was the most popular activity undertaken by visitors to the region, followed by 'go shopping for pleasure' (25.3%).

Expenditure⁽⁶⁾

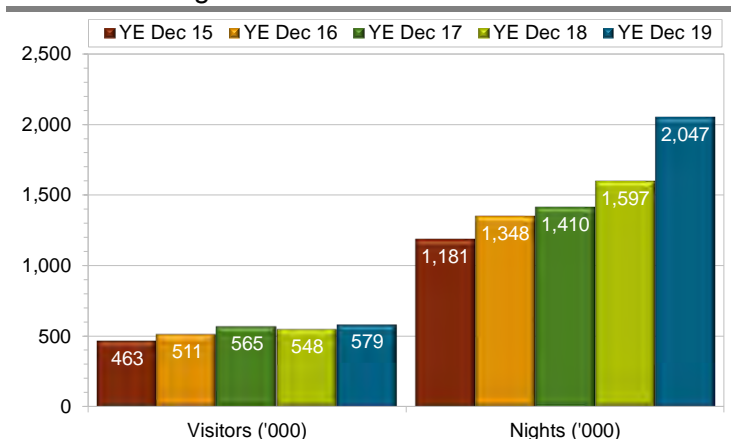
Domestic daytrip visitors spent \$97 million in the region - an average of \$183 per visitor.

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

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights

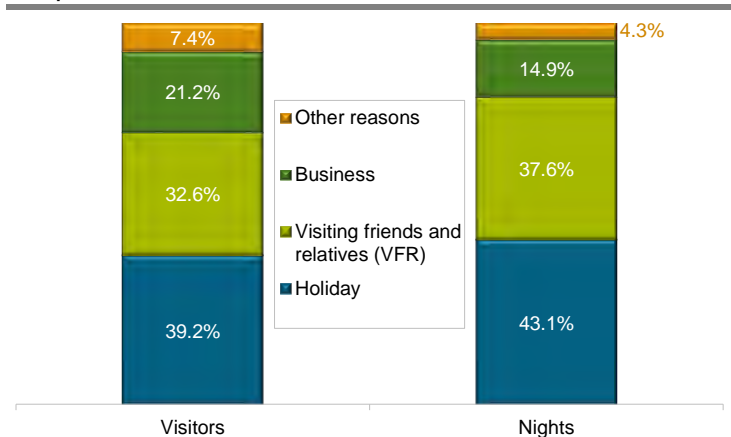


Mildura / Wentworth received 579,000 domestic overnight visitors - up by 5.7% on YE Dec 18. Visitors spent over 2.0 million nights in the region - up by 28.1% on YE Dec 18.

Market share

The region received 18.0% of visitors and 20.9% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 0.7% pts and the share of nights was up by 2.2% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (39.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.6%) and 'business' (21.2%). Compared to YE Dec 18, 'VFR' increased by 8.9% pts while 'business' decreased by 9.6% pts.

'Holiday' (43.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (37.6%) and 'business' (14.9%). Compared to YE Dec 18, 'VFR' increased by 9.0% pts while 'business' decreased by 9.7% pts.

Accommodation

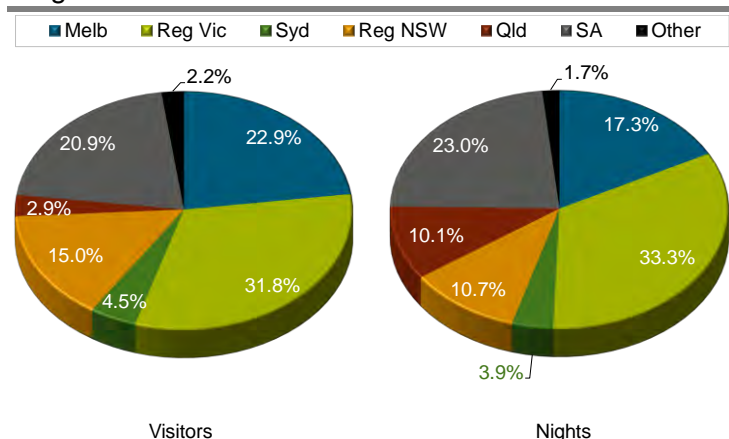
'Friends or relatives property' (34.6%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (20.0%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (17.4%).

Compared to YE Dec 18, 'friends or relatives property' grew by 10.1% pts while 'standard hotel or motor inn, below 4 star' declined by 8.4% pts.

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

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

Origin



The region received 54.7% of visitors and 50.6% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were up by 9.7% and nights were up by 14.8%.

NSW contributed 19.4% of visitors and 14.7% of nights in the region. Compared to YE Dec 18, visitors from NSW were down by 9.1%.

South Australia contributed 20.9% of visitors and 23.0% of nights in the region. Compared to YE Dec 18, visitors from South Australia were up by 12.8%.

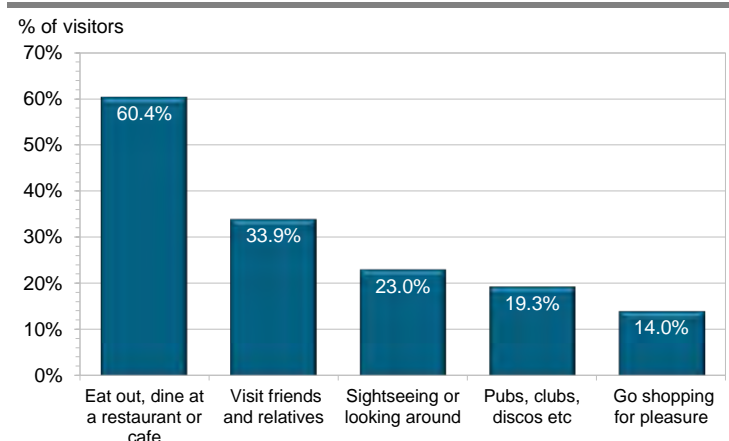
Length of stay

Visitors stayed, on average, 3.5 nights in the region - up by 0.6 nights on the YE Dec 18.

Age

'65 years and over' (24.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.9%) and '45 to 54 years' (17.6%).

Activities



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

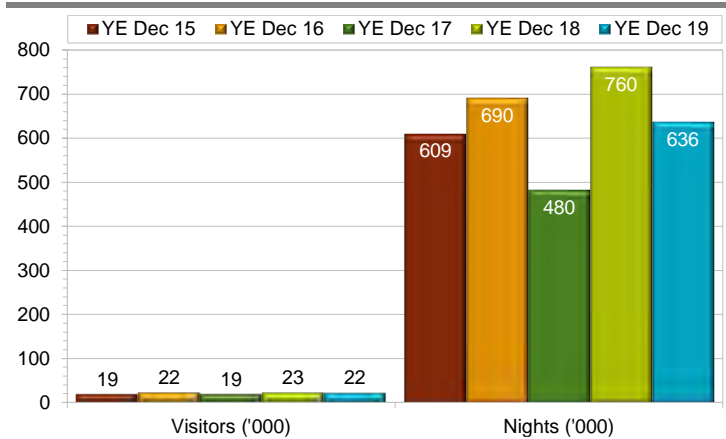
Expenditure⁽²⁾

Domestic overnight visitors spent \$291 million in the region - an average of \$142 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 22,000 international overnight visitors - down by 2.6% on YE Dec 18. Visitors spent 635,600 nights in the region - down by 16.3% on YE Dec 18.

Market share

The region received 30.6% of visitors and 36.1% of nights in the Murray region. Compared to YE Dec 18, the share of visitors was down by 3.4% pts and the share of nights was down by 11.0% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (62.4%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (22.1%) and 'business' (7.4%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.2%	13	USA	1.8%
2	Mainland China	9.0%	14	Italy	1.5%
3	Japan	8.0%	15	France	1.5%
4	Germany	6.7%	16	Indonesia	1.3%
5	New Zealand	6.5%	17	Korea	0.4%
6	Thailand	5.3%	18	Hong Kong	0.0%
7	Scandinavia	5.0%	18	India	0.0%
8	Netherlands	4.8%	18	Switzerland	0.0%
9	Canada	4.4%			
10	Taiwan	4.4%		Other Asia	5.1%
11	Singapore	3.9%		Other Europe	5.4%
12	Malaysia	3.6%		Other Countries	4.2%

The United Kingdom (17.2%) was the region's largest source market of visitors. Mainland China (9.0%) was the 2nd largest, followed by Japan (8.0%).

Accommodation

'Rented house, apartment, flat or unit' (40.7%) was the most popular accommodation type used for **nights** in the region, followed by 'backpacker or hostel' (37.9%).

Age

'25 to 34 years' (33.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.3%).

Expenditure⁽⁴⁾

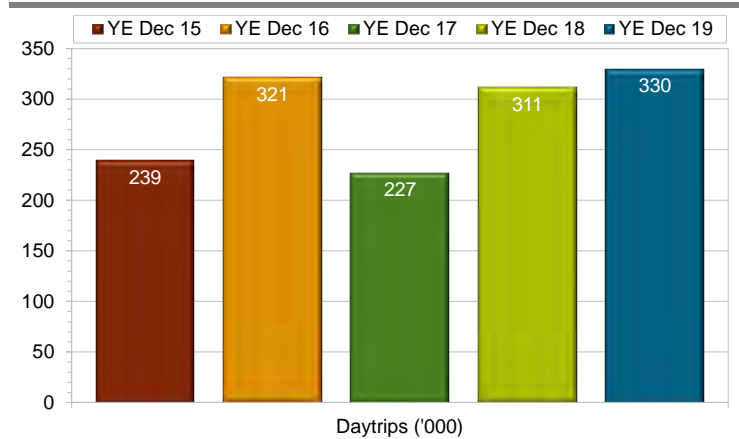
International overnight visitors spent \$35 million in the region - an average of \$56 per night.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 330,000 domestic daytrip visitors - up by 6.0% on YE Dec 18.

Market share

The region received 9.4% of daytrips to the Murray region. Compared to YE Dec 18, the share was down by 0.1% pt.

Main purpose of trip

'Holiday' (68.4%) was the largest purpose for visitors to the region, followed by 'business' (12.6%) and 'visiting friends and relatives' (10.0%).

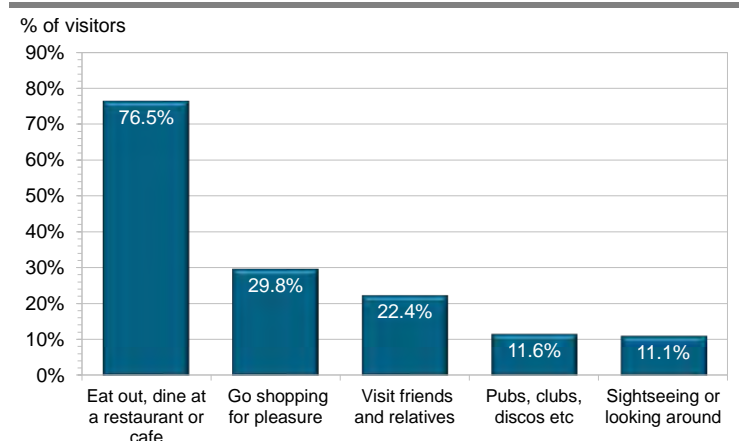
Age

'15 to 24 years' (32.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.4%) and '65 years and over' (17.2%).

Gender

More visitors to the region were female (60.5%) than male (39.5%).

Activities



'Eat out, dine at a restaurant or cafe' (76.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$39 million in the region - an average of \$117 per visitor.

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