

Travel to the Murray Region

Year ended December 2020
Quarterly Tracking of Selected Measures






Image Credit: Destination NSW






DOMESTIC TRAVEL TO MURRAY REGION

January 2020 to December 2020
and change on January 2019 to December 2019



Domestic overnight travel

	1.6 million	↓ -50.2%
	5.3 million	↓ -45.6%
	\$766 million	↓ -47.9%

Total domestic travel

	3.8 million	↓ -43.2%
	5.3 million	↓ -45.6%
	\$1.1 billion	↓ -44.0%

Domestic daytrip travel

	2.2 million	↓ -36.7%
	\$342 million	↓ -32.7%



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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.

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

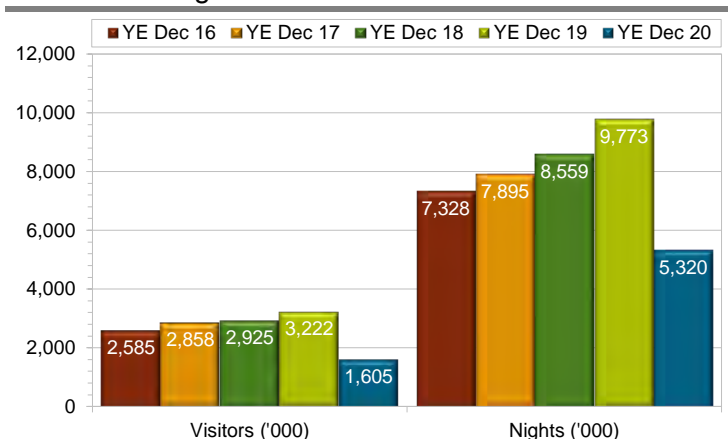
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period January 2020 to December 2020

Overnight travel

Visitors and nights



The Murray region received over 1.6 million overnight visitors - down by 50.2% on YE Dec 19. Visitors spent over 5.3 million nights in the region - down by 45.6% on YE Dec 19.

Expenditure ⁽²⁾

Overnight visitors spent \$766 million in the Murray region - down by 47.9% on YE Dec 19. On average, visitors spent \$144 per night - down by 4.2% on YE Dec 19.

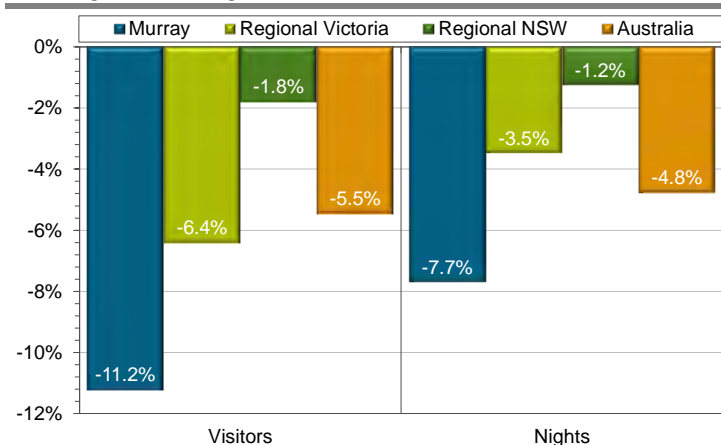
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Market share

The overnight sector represented 42.1% all domestic visitors to the Murray region - down by 5.9% pts on YE Dec 19. The overnight sector contributed 69.1% of total domestic spend in the region - down by 5.2% pts on YE Dec 19.

The Murray region received 5.4% of visitors and 5.2% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 19, the share of visitors was down by 1.7% pts and the share of nights was down by 1.8% pts.

Average annual growth - YE Dec 16 to YE Dec 20



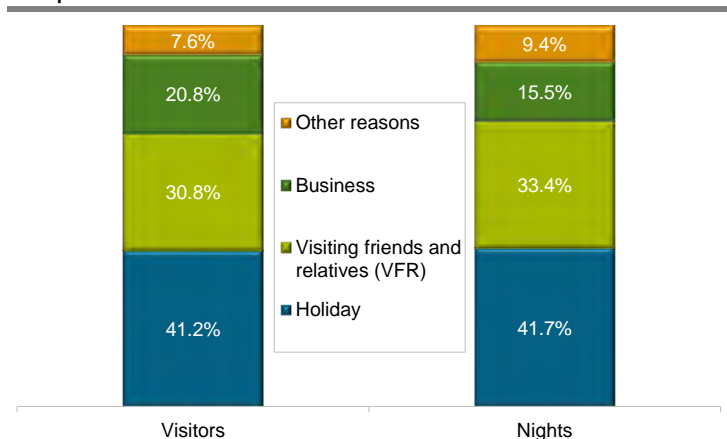
Over the period YE Dec 16 to YE Dec 20, the Murray region had an average annual decline of -11.2% in **visitors**. The region had a larger decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -7.7% in **nights** over the period. The region had a larger decline than regional Victoria, regional NSW and Australia.

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 (NVS), YE Dec 20, Tourism Research Australia (TRA) – unless otherwise specified

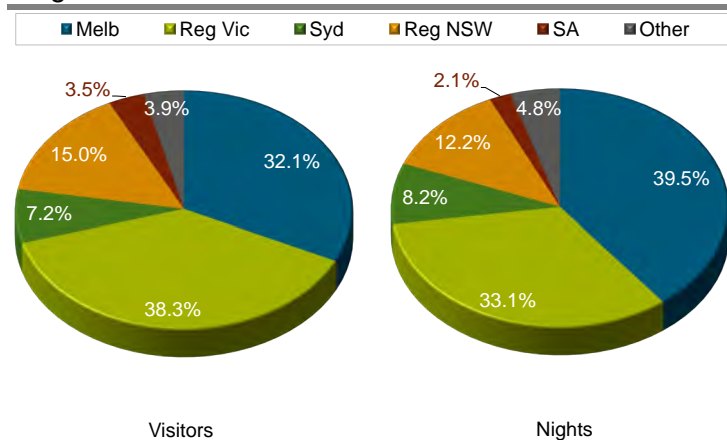
Purpose of visit



'Holiday' (41.2%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (30.8%) was the 2nd largest purpose, followed by 'business' (20.8%). Compared to YE Dec 19, 'business' increased by 4.1% pts whilst 'VFR' decreased by 5.9% pts.

'Holiday' (41.7%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (33.4%) was the 2nd largest purpose, followed by 'business' (15.5%). Compared to YE Dec 19, 'other reasons' increased by 5.8% pts whilst 'holiday' decreased by 2.2% pts.

Origin



The Murray region received 70.4% of visitors and 72.7% of nights from **Victoria**. Compared to YE Dec 19, Victorian visitors were down by 46.8% and nights were down by 35.7%.

NSW contributed 22.2% of visitors and 20.4% of nights in the region. Compared to YE Dec 19, NSW visitors were down by 47.9% and nights were down by 39.9%.

South Australia contributed 3.5% of visitors and 2.1% of nights in the region. Compared to YE Dec 19, visitors from South Australia were down by 69.3%.

Month returned from trip

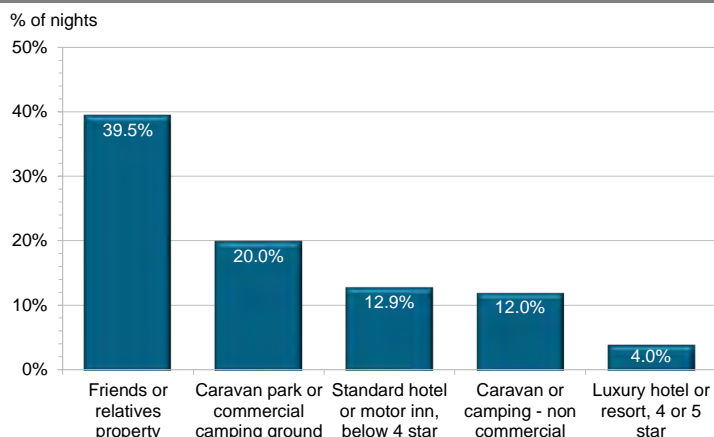
January (22.2%) was the most popular month for visitors to return from their trip to the Murray region. February (12.0%) was the 2nd most popular month to return from the trip, followed by March (11.2%). Note: these three months were not affected by Covid-19 travel restrictions.

Domestic travel to the Murray region ⁽¹⁾

For the period January 2020 to December 2020

Overnight travel (cont)

Accommodation



'Friends or relatives property' (39.5%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Dec 19, 'friends or relatives property' increased by 5.3% pts whilst 'standard hotel or motor inn, below 4 star' decreased by 2.7% pts.

Length of stay

Visitors stayed, on average, 3.3 nights in the Murray region – up by 0.3 nights on YE Dec 19.

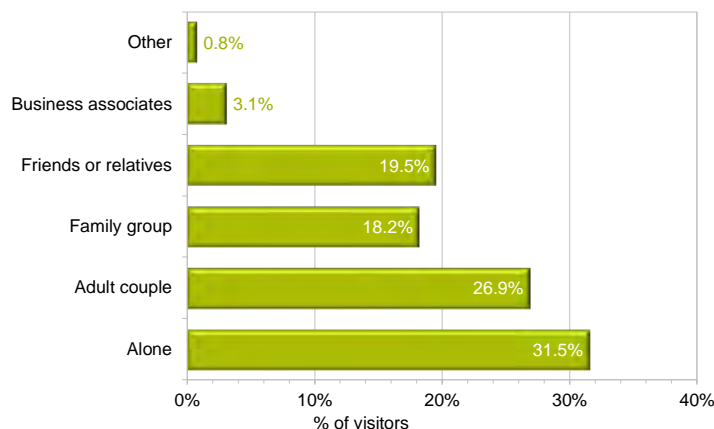
Activities

'Eat out, dine at a restaurant or cafe' (44.0%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (32.6%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (22.6%).

All transport

'Private vehicle or company car' (93.2%) was the most popular transport used by visitors to the Murray region. 'Railway' (2.2%) was the 2nd most popular transport used, followed by 'aircraft' (1.5%).

Travel party



'Alone' (31.5%) was the most common travel party description of visitors to the Murray region. 'Adult couple' (26.9%) was the 2nd most common travel party description.

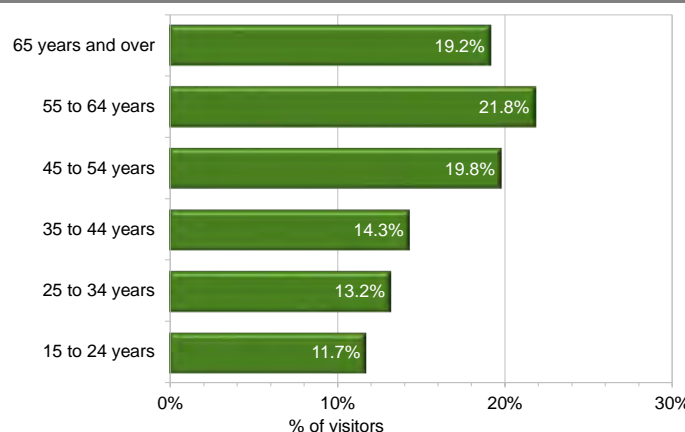
Number of stopovers on trip

Nearly ¾ (71.6%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.7%) had two stopovers on the trip.

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

(1) Source: NVS, YE Dec 20, TRA – unless otherwise specified

Age



'55 to 64 years' (21.8%) was the biggest age group of visitors to the Murray region. '45 to 54 years' (19.8%) was the 2nd biggest age group, followed by '65 years and over' (19.2%).

Gender

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

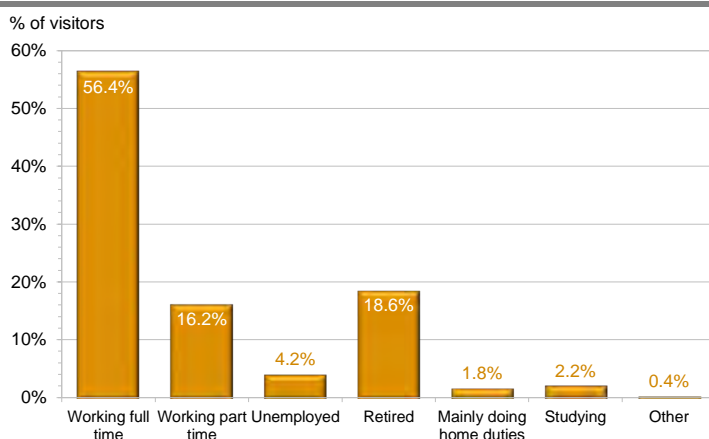
Lifecycle

'Parent with youngest child aged under 15' (20.9%) was the largest lifecycle group of visitors to the Murray region. 'Older non-working' (19.9%) was the 2nd largest lifecycle group, followed by 'older working' (19.9%).

Marital status

More visitors to the Murray region were married or part of a couple (70.4%) than single (29.5%).

Employment



'Working full time' (56.4%) was the most common employment status of visitors to the Murray region. 'Retired' (18.6%) was the 2nd most common employment status, followed by 'working part time' (16.2%).

Annual household income

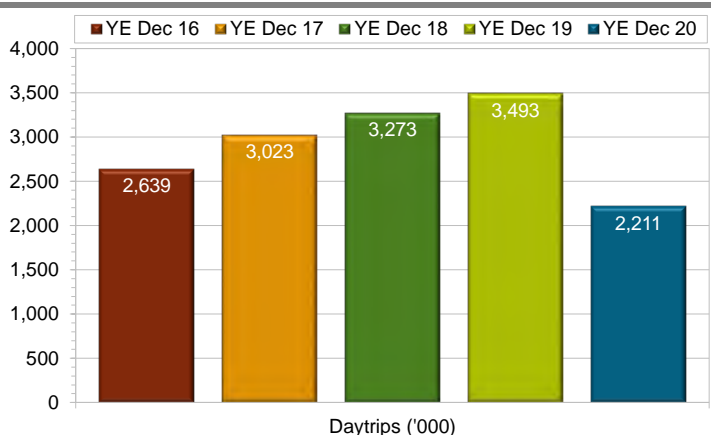
The average annual household income was \$122,605 amongst visitors to the Murray region. Nearly 3/10 (28.6%) of visitors had an annual household income of '\$150,000+'. Note: nearly ¼ (22.6%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period January 2020 to December 2020

Daytrip travel

Trips



The Murray region received over 2.2 million daytrip visitors - down by 36.7% on YE Dec 19.

Expenditure ⁽²⁾

Daytrip visitors spent \$342 million in the Murray region - down by 32.7% on YE Dec 19. On average, visitors spent \$155 per trip - up by 6.3% on YE Dec 19.

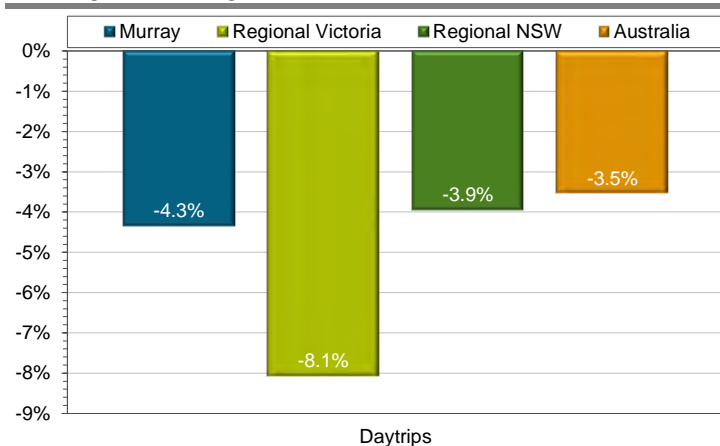
⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Market share

The daytrip sector represented 57.9% all domestic visitors to the Murray region - up by 5.9% pts on YE Dec 19. The daytrip sector contributed 30.9% of total domestic spend in the region - up by 5.2% pts on YE Dec 19.

The Murray region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 19, the share was up by 0.2% pts.

Average annual growth - YE Dec 16 to YE Dec 20

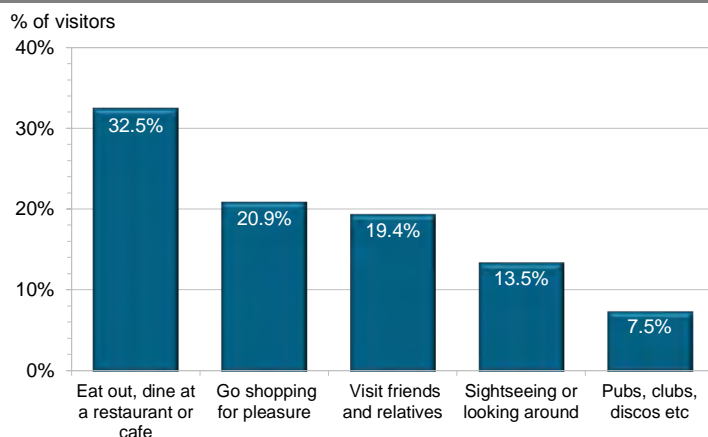


Over the period YE Dec 16 to YE Dec 20, the Murray region had an average annual decline of -4.3% in daytrips. The region had a smaller decline than regional Victoria, but larger than regional NSW and Australia.

Main purpose of trip

'Holiday' (34.5%) was the largest purpose for visitors to the Murray region. 'Business' (25.7%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (18.5%). Compared to YE Dec 19, 'business' grew by 9.6% pts whilst 'holiday' fell by 10.8% pts.

Activities



'Eat out, dine at a restaurant or cafe' (32.5%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.2%) was the most popular transport used by visitors to the Murray region. 'Bus or coach' (0.8%) was the 2nd most popular transport used, followed by 'rental car' (0.6%).

Age

'65 years and over' (27.2%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (18.5%) was the 2nd biggest age group, followed by '25 to 34 years' (16.1%).

Gender

More visitors to the Murray region were male (55.9%) than female (44.1%).

Month travelled

December (13.2%) was the most popular month for a daytrip to the Murray region. January (12.3%) was the 2nd most popular month to travel, followed by September (10.5%).

Total domestic travel

Visitors, nights and spend

	YE Dec 16	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	Change on last year
Domestic visitors (million)						
Overnight visitors	2.6	2.9	2.9	3.2	1.6	-50.2%
Daytrip visitors	2.6	3.0	3.3	3.5	2.2	-36.7%
Total domestic visitors	5.2	5.9	6.2	6.7	3.8	-43.2%
Domestic nights (million)						
Total domestic nights	7.3	7.9	8.6	9.8	5.3	-45.6%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$997	\$1,142	\$1,326	\$1,470	\$766	-47.9%
Daytrip spend ⁽²⁾	\$352	\$398	\$471	\$509	\$342	-32.7%
Total domestic spend ⁽²⁾	\$1,349	\$1,539	\$1,797	\$1,978	\$1,108	-44.0%

The Murray region received over 3.8 million domestic visitors - down by 43.2% on YE Dec 19. Visitors spent over 5.3 million nights in the region - down by 45.6% on YE Dec 19. In total, domestic visitors spent over \$1.1 billion on travel to the Murray region - down by 44.0% on YE Dec 19.

⁽²⁾ Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

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




DOMESTIC TRAVEL TO ALBURY / WODONGA

January 2020 to December 2020
and change on January 2019 to December 2019



Domestic overnight travel

	353 thousand	↓ -60.6%
	1.1 million	↓ -46.4%
	\$192 million	↓ -54.4%

Total domestic travel

	1.1 million	↓ -45.4%
	1.1 million	↓ -46.4%
	\$365 million	↓ -43.7%

Domestic daytrip travel

	769 thousand	↓ -33.6%
	\$173 million	↓ -23.9%






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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.



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

DOMESTIC TRAVEL TO SUN COUNTRY

January 2020 to December 2020
and change on January 2019 to December 2019

Domestic overnight travel		
	353 thousand	↓ -46.9%
	1.1 million	↓ -51.3%
	\$137 million	↓ -54.5%

Total domestic travel		
	696 thousand	↓ -48.7%
	1.1 million	↓ -51.3%
	\$164 million	↓ -55.7%

Domestic daytrip travel		
	343 thousand	↓ -50.3%
	\$27 million	↓ -60.8%






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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.



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

DOMESTIC TRAVEL TO ECHUCA / MOAMA

January 2020 to December 2020
and change on January 2019 to December 2019

Domestic overnight travel		
	424 thousand	↓ -46.4%
	1.5 million	↓ -36.4%
	\$219 million	↓ -35.2%

Total domestic travel		
	1.1 million	↓ -33.2%
	1.5 million	↓ -36.4%
	\$290 million	↓ -30.0%

Domestic daytrip travel		
	627 thousand	↓ -19.9%
	\$71 million	↓ -7.3%



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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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




DOMESTIC TRAVEL TO SWAN HILL REGION

January 2020 to December 2020
and change on January 2019 to December 2019



Domestic overnight travel

	273 thousand	↓ -34.1%
	735 thousand	↓ -23.3%
	\$99 million	↓ -15.9%

Total domestic travel

	524 thousand	↓ -44.6%
	735 thousand	↓ -23.3%
	\$126 million	↓ -41.4%

Domestic daytrip travel

	251 thousand	↓ -52.7%
	np	np



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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

January 2020 to December 2020
and change on January 2019 to December 2019



Domestic overnight travel

	261 thousand	↓ -55.0%
	840 thousand	↓ -58.9%
	\$119 million	↓ -59.2%

Total domestic travel

	481 thousand	↓ -47.1%
	840 thousand	↓ -58.9%
	\$163 million	↓ -50.5%

Domestic daytrip travel

	220 thousand	↓ -33.2%
	np	np



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Sources: National Visitor Survey (NVS) and Tourism Research Australia's (TRA) expenditure allocation method applied to NVS data, YE Dec 20, TRA.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.