

Travel to the Murray Region

Year ended December 2017
Quarterly Tracking of Selected Measures

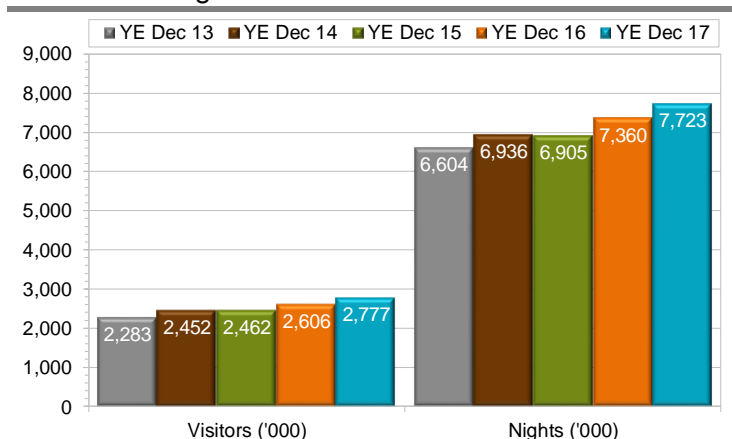


Travel to the Murray region

For the period January 2017 to December 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

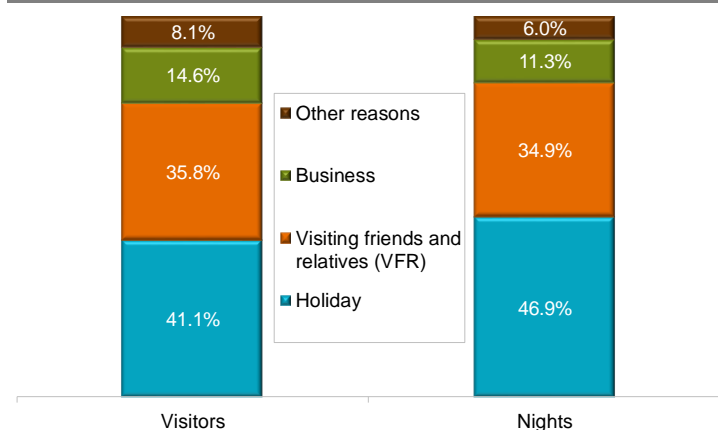


The Murray region received nearly 2.8 million domestic overnight visitors - up by 6.6% on YE Dec 16. Visitors spent over 7.7 million nights in the region - up by 4.9% on YE Dec 16.

Market share

The region received 7.4% of visitors and 6.5% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 16, the share of visitors and the share of nights were down by 0.2% pts each.

Purpose of visit to the Murray region



'Holiday' (41.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (35.8%) and 'business' (14.6%). Compared to YE Dec 16, 'VFR' increased by 4.4% pts while 'holiday' decreased by 3.2% pts.

'Holiday' (46.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (34.9%) and 'business' (11.3%). Compared to YE Dec 16, 'VFR' increased by 1.8% pts while 'holiday' decreased by 2.1% pts.

Accommodation

'Friends or relatives property' (33.8%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (21.3%) and 'caravan park or commercial camping ground' (17.1%).

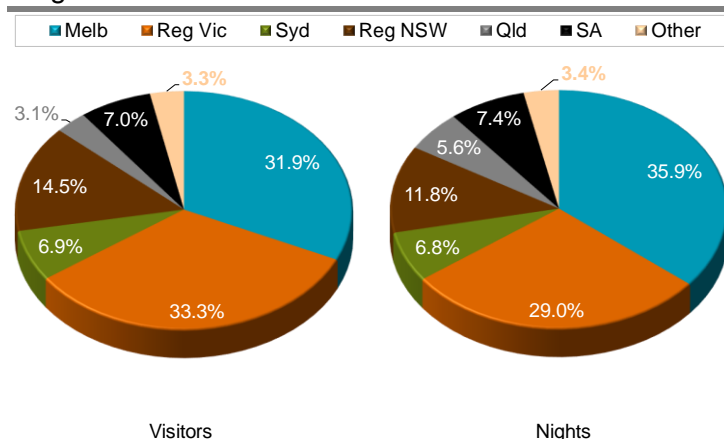
Compared to YE Dec 16, 'standard hotel or motor inn, below 4 star' increased by 2.0% pts while 'caravan park or commercial camping ground' decreased by 1.1% pts.

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 17, 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 65.2% of visitors and 64.9% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were up by 4.1% and nights were up by 4.7%.

NSW contributed 21.4% of visitors and 18.6% of nights in the region. Compared to YE Dec 16, NSW visitors were up by 20.2% and nights were up by 17.8%.

South Australia contributed 7.0% of visitors and 7.4% of nights in the region. Compared to YE Dec 16, visitors from South Australia were up by 3.6% and nights were up by 8.5%.

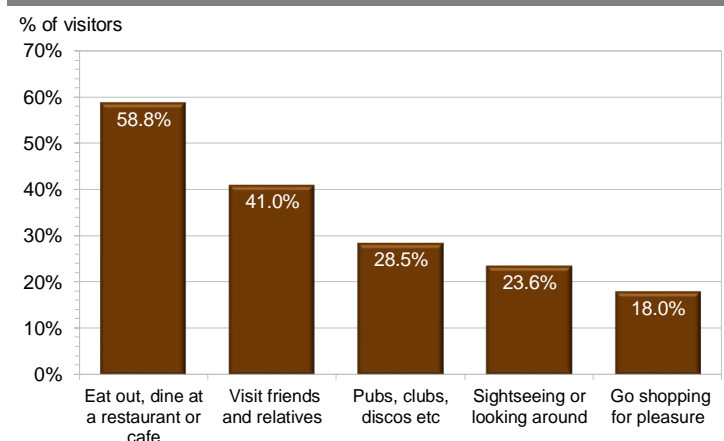
Length of stay

Visitors stayed, on average, 2.8 nights in the region – unchanged on YE Dec 16.

Age

'65 years and over' (23.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.5%) and '55 to 64 years' (17.3%).

Activities



'Eat out, dine at a restaurant or cafe' (58.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent over \$1.1 billion in the region - an average of \$145 per night.

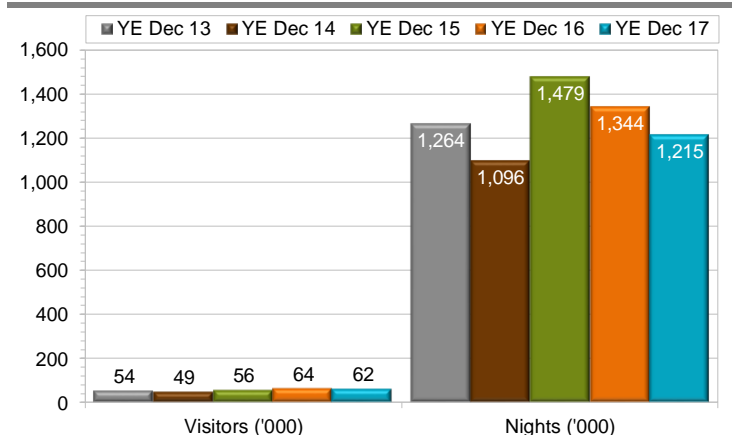
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

Travel to the Murray region

For the period January 2017 to December 2017

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 62,400 international overnight visitors - down by 1.9% on YE Dec 16. Visitors spent over 1.2 million nights in the region - down by 9.6% on YE Dec 16.

Market share

The region received 4.9% of visitors and 5.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 16, the share of visitors was down by 0.6% pts and the share of nights was down by 1.2% pts.

Purpose of visit to the Murray region

'Holiday' (51.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.7%) and 'business' (8.8%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.8%	13	Netherlands	2.1%
2	New Zealand	13.3%	14	Italy	2.1%
3	USA	7.0%	15	Switzerland	2.1%
4	Germany	6.5%	16	Scandinavia	2.0%
5	Mainland China	4.4%	17	Singapore	1.1%
6	India	4.4%	18	Indonesia	0.3%
7	Canada	3.6%	19	South Korea	0.1%
8	France	3.1%	20	Thailand	0.1%
9	Malaysia	3.1%			
10	Taiwan	3.1%		Other Asia	4.1%
11	Japan	2.9%		Other Europe	4.8%
12	Hong Kong	2.7%		Other Countries	9.4%

The UK (17.8%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (39.2%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (21.7%) and 'backpacker or hostel' (13.7%).

Age

'25 to 34 years' (27.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.3%).

Expenditure⁽⁴⁾

International overnight visitors spent \$55 million in the region - an average of \$46 per night.

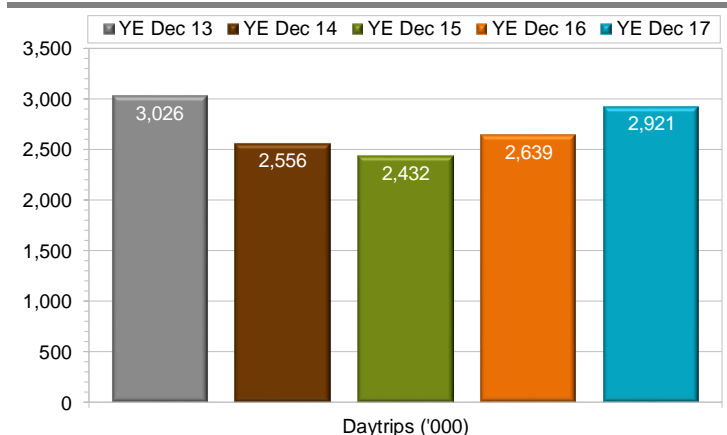
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 2.9 million domestic daytrip visitors - up by 10.7% on YE Dec 16.

Market share

The region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 16, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (44.2%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (28.5%) and 'business' (11.0%).

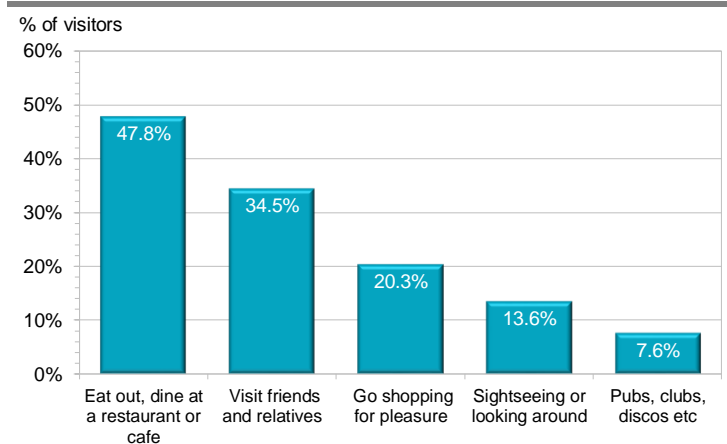
Age

'65 years and over' (21.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.0%) and '55 to 64 years' (19.0%).

Gender

More visitors to the region were male (52.5%) than female (47.5%).

Activities



'Eat out, dine at a restaurant or cafe' (47.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

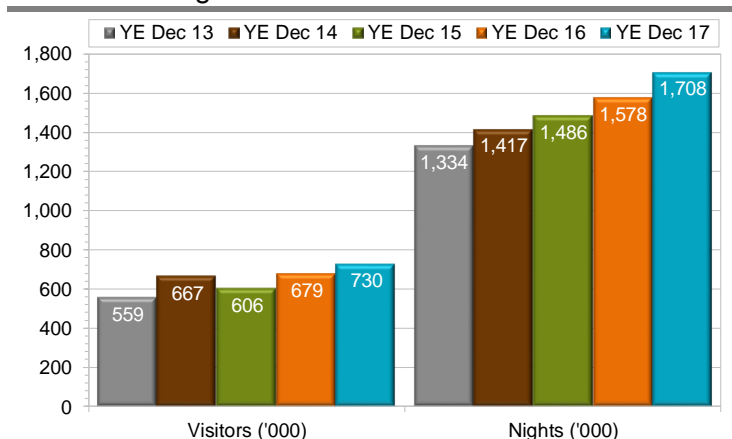
Domestic daytrip visitors spent \$393 million in the region - an average of \$134 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

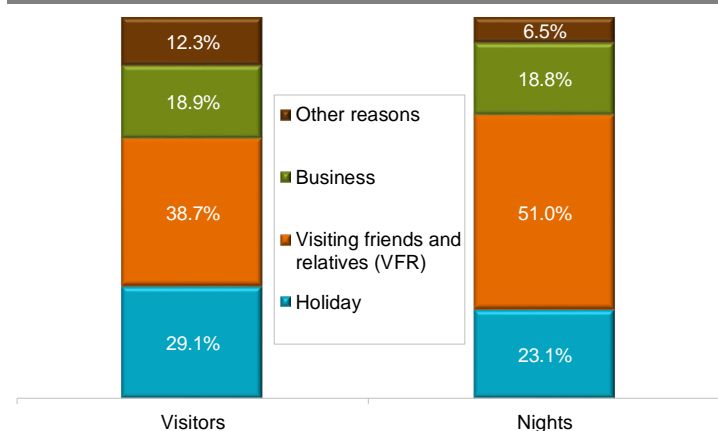


Albury / Wodonga received 730,000 domestic overnight visitors - up by 7.5% on YE Dec 16. Visitors spent over 1.7 million nights in the region - up by 8.2% on YE Dec 16.

Market share

The region received 26.3% of visitors and 22.1% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was up by 0.2% pts and the share of nights was up by 0.7% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (38.7%) was the largest purpose for **visitors** to the region, followed by 'holiday' (29.1%) and 'business' (18.9%). Compared to YE Dec 16, 'other reasons' grew by 1.1% pts while 'VFR' declined by 1.8% pts.

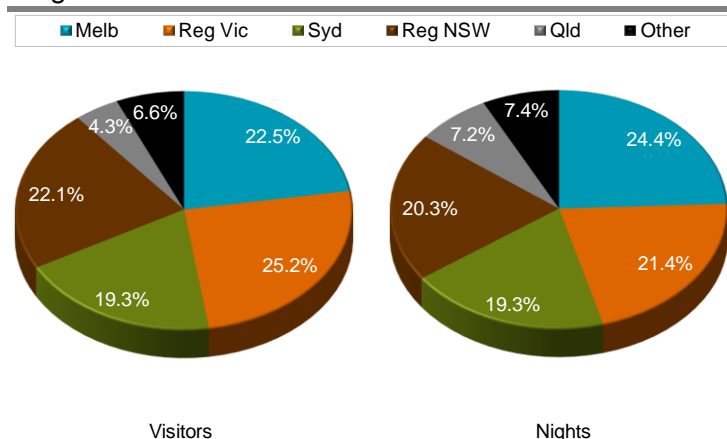
'VFR' (51.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (23.1%) and 'business' (18.8%). Compared to YE Dec 16, 'business' grew by 5.7% pts while 'holiday' declined by 5.8% pts.

Accommodation

'Friends or relatives property' (44.4%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (29.4%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (6.3%).

Compared to YE Dec 16, 'standard hotel or motor inn, below 4 star' increased by 4.6% pts while 'caravan park or commercial camping ground' declined by 2.6% pts.

Origin



The region received 47.6% of visitors and 45.8% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were up by 6.0% and nights were up by 14.7%.

New South Wales contributed 41.4% of visitors and 39.6% of nights in the region. Compared to YE Dec 16, NSW visitors were up by 22.5% and nights were up by 16.4%.

Queensland contributed 4.3% of visitors and 7.2% of nights in the region.

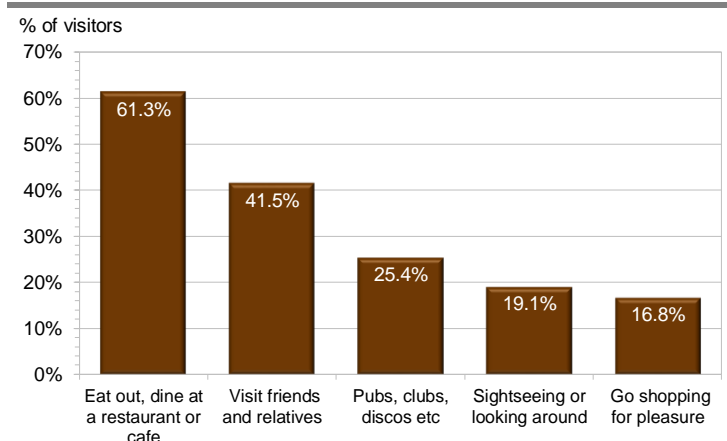
Length of stay

Visitors stayed on average 2.3 nights in the region – unchanged on the YE Dec 16.

Age

'65 years and over' (21.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.4%) and '25 to 34 years' (17.3%).

Activities



'Eat out, dine at a restaurant or cafe' (61.3%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (41.5%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (25.4%).

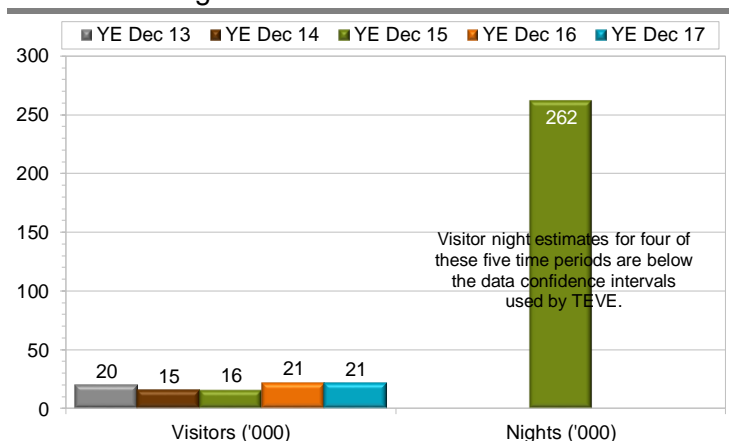
Expenditure⁽²⁾

Domestic overnight visitors spent \$239 million in the region - an average of \$140 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 21,100 international overnight visitors - down by 1.0% on YE Dec 16. Visitor night estimates for four of these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 33.8% of visitors to the Murray region. Compared to YE Dec 16, the share of visitors was up by 0.3% pts.

Purpose of visit to Albury / Wodonga

'Visiting friends and relatives' (45.4%) was the largest purpose for visitors to the region, followed by 'holiday' (33.9%) and 'business' (14.3%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.5%	13	Italy	1.8%
2	New Zealand	12.7%	14	Singapore	0.9%
3	Germany	5.9%	15	Indonesia	0.8%
4	USA	5.5%	16	Japan	0.5%
5	India	5.3%	17	Hong Kong	0.5%
6	Canada	4.4%	18	South Korea	0.4%
7	France	3.3%	19	Taiwan	0.0%
8	Scandinavia	3.2%	19	Thailand	0.0%
9	Switzerland	2.4%			
10	Mainland China	2.2%		Other Asia	10.0%
11	Netherlands	2.0%		Other Europe	5.6%
12	Malaysia	1.9%		Other Countries	9.0%

The UK (21.5%) was the region's largest source market of visitors, followed by New Zealand (12.7%) and Germany (5.9%).

Accommodation

'Friends or relatives property' (47.4%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (38.4%).

Age

'25 to 34 years' (24.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.4%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 17.

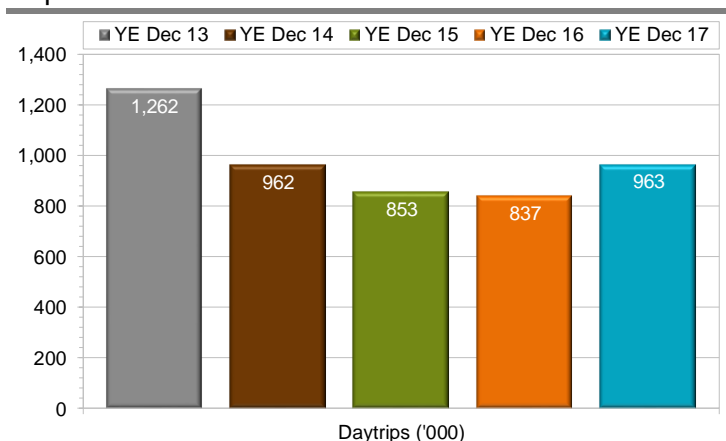
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received 963,000 domestic daytrip visitors - up by 15.1% on YE Dec 16.

Market share

The region received 33.0% of daytrips to the Murray region. Compared to YE Dec 16, the share was up by 1.3% pts.

Main purpose of trip

'Holiday' (44.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.5%) and 'medical reasons' (10.8%).

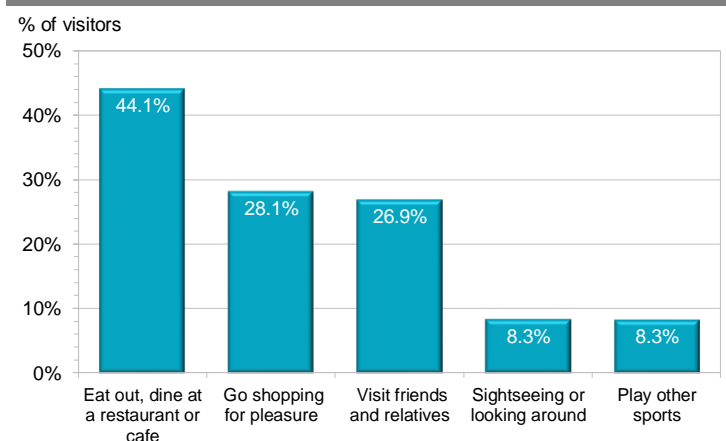
Age

'35 to 44 years' (20.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.7%) and '45 to 54 years' (18.1%).

Gender

More visitors to the region were female (57.5%) than male (42.5%).

Activities



'Eat out, dine at a restaurant or cafe' (44.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$112 million in the region - an average of \$116 per visitor.

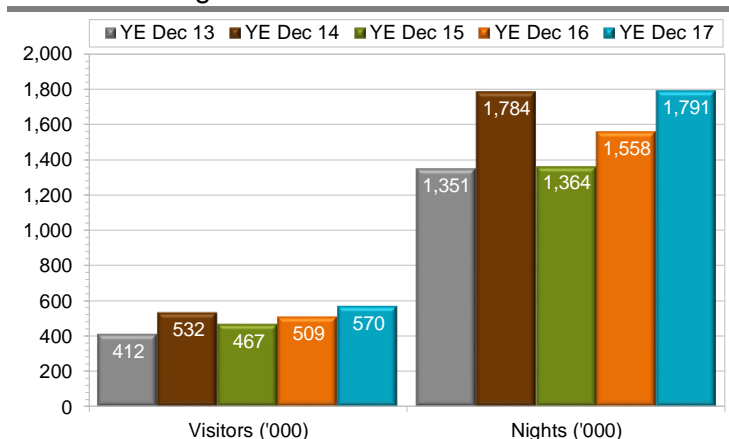
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

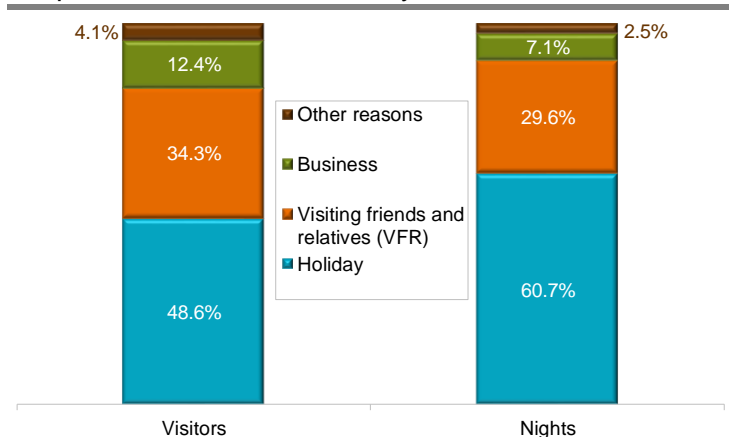


Sun Country received 570,000 domestic overnight visitors - up by 12.0% on YE Dec 16. Visitors spent nearly 1.8 million nights in the region - up by 14.9% on YE Dec 16.

Market share

The region received 20.5% of visitors and 23.2% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was up by 1.0 pt and the share of nights was up by 2.0 pts.

Purpose of visit to Sun Country



'Holiday' (48.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.3%) and 'business' (12.4%). Compared to YE Dec 16, 'VFR' grew by 4.7 pts while 'holiday' declined by 5.6% pts.

'Holiday' (60.7%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.6%) and 'business' (7.1%). Compared to YE Dec 16, 'holiday' grew by 2.0 pts while 'other reasons' declined by 2.0 pts.

Accommodation

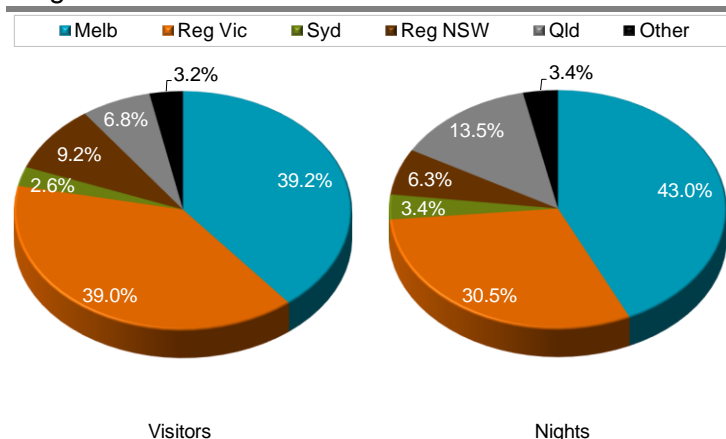
'Friends or relatives property' (35.9%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (18.2%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (11.8%).

Compared to YE Dec 16, 'friends or relatives property' grew by 2.7 pts while 'standard hotel or motor inn, below 4 star' declined by 4.4% pts.

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

(1) Source: National Visitor Survey, YE Dec 17, Tourism Research Australia (TRA)

Origin



The region received 78.2% of visitors and 73.5% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were up by 9.5% and nights were up by 13.5%.

New South Wales contributed 11.8% of visitors and 9.6% of nights in the region. Compared to YE Dec 16, NSW visitors were down by 2.6%.

Queensland contributed 6.8% of visitors and 13.5% of nights in the region.

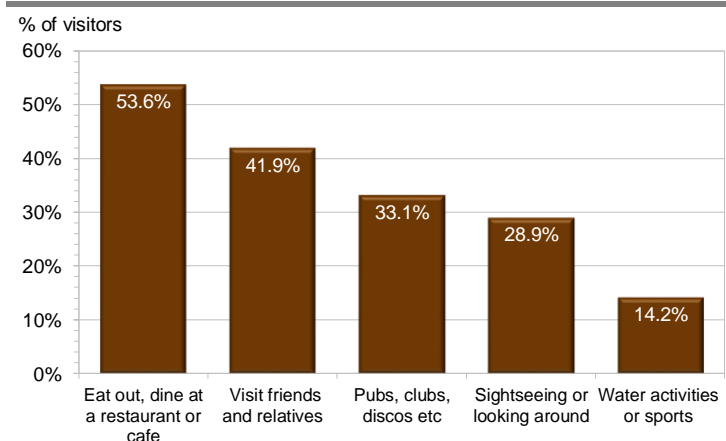
Length of stay

Visitors stayed on average 3.1 nights in the region – unchanged on the YE Dec 16.

Age

'65 years and over' (25.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.5%) and '35 to 44 years' (15.7%).

Activities



'Eat out, dine at a restaurant or cafe' (53.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.9%) and 'pubs, clubs, discos etc' (33.1%).

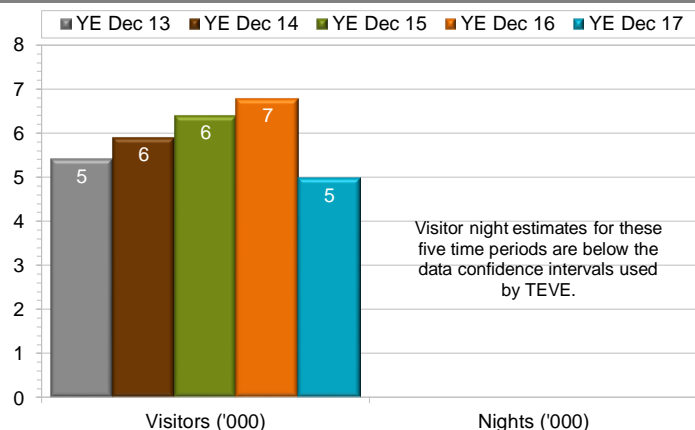
Expenditure⁽²⁾

Domestic overnight visitors spent \$232 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 17.

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 5,000 international overnight visitors - down by 26.7% on YE Dec 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 8.0% of international visitors to the Murray region. Compared to YE Dec 16, the share was down by 2.7% pts.

Purpose of visit to Sun Country

'Visiting friends and relatives' (56.2%) was the largest purpose for visitors to the region, followed by 'holiday' (35.5%) and 'business' (5.5%).

Origin

No.	Market	Share	No.	Market	Share
1	India	19.2%	13	Singapore	0.0%
2	United Kingdom	13.5%	13	Indonesia	0.0%
3	New Zealand	13.1%	13	Thailand	0.0%
4	USA	11.1%	13	South Korea	0.0%
5	Canada	8.9%	13	Germany	0.0%
6	Mainland China	5.9%	13	France	0.0%
7	Japan	5.5%	13	Netherlands	0.0%
8	Taiwan	5.4%	13	Switzerland	0.0%
9	Hong Kong	2.9%			
10	Italy	2.4%		Other Asia	2.5%
11	Malaysia	1.5%		Other Europe	5.1%
12	Scandinavia	0.9%		Other Countries	1.9%

India (19.2%) was the region's largest source market of visitors, followed by the UK (13.5%) and New Zealand (13.1%).

Accommodation

'Caravan park or commercial camping ground' (33.0%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (30.0%).

Age

'25 to 34 years' (29.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.1%) and '55 to 64 years' (16.7%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 17.

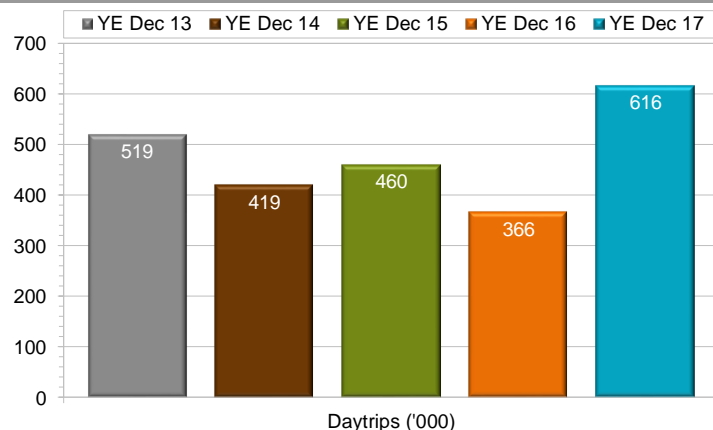
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 616,000 domestic daytrips - up by 68.4% on YE Dec 16.

Market share

The region received 21.1% of daytrips to the Murray region. Compared to YE Dec 16, the share was up by 7.2% pts.

Main purpose of trip

'Holiday' (56.0%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (28.6%) and 'medical reasons' (4.9%).

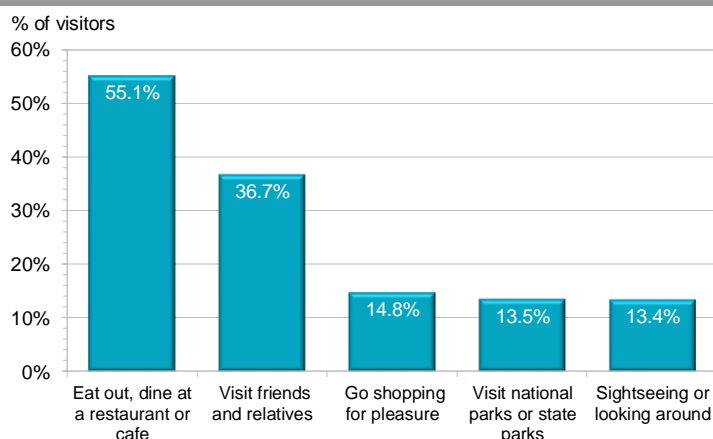
Age

'65 years and over' (24.2%) was the biggest age group of daytrip visitors to the region, followed by '35 to 44 years' (19.7%) and '25 to 34 years' (18.2%).

Gender

More visitors to the region were male (66.4%) than female (33.6%).

Activities



'Eat out, dine at a restaurant or cafe' (55.1%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (36.7%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$84 million in the region - an average of \$136 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

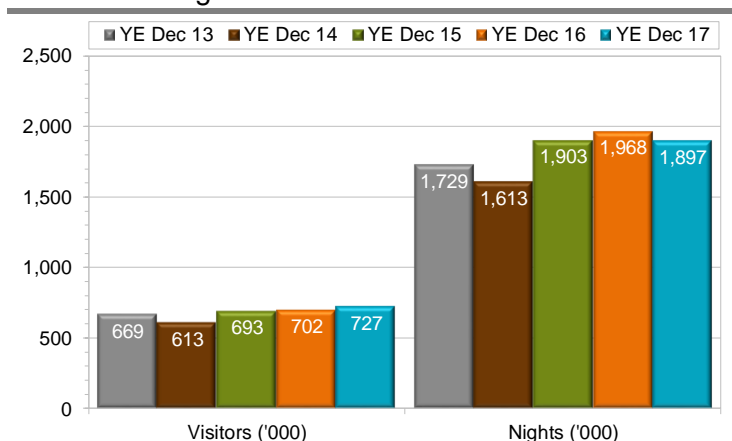
(5) Source: National Visitor Survey, YE Dec 17, TRA

Travel to Echuca / Moama

For the period January 2017 to December 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

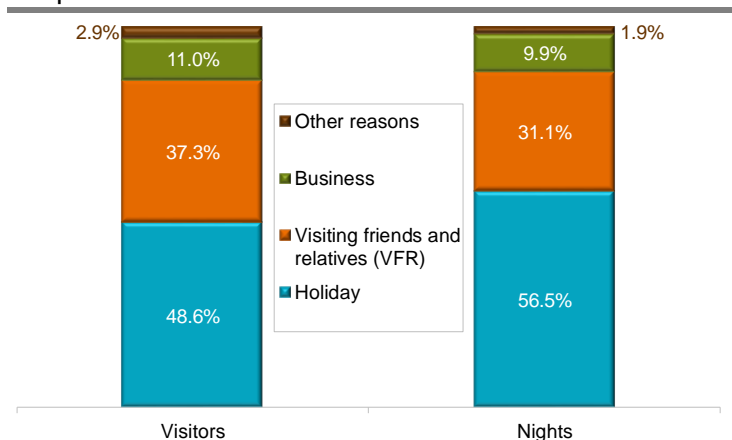


Echuca / Moama received 727,000 domestic overnight visitors – up by 3.6% on YE Dec 16. Visitors spent almost 1.9 million nights in the region - down by 3.6% on YE Dec 16.

Market share

The region received 26.2% of visitors and 24.6% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was down by 0.7% pts and the share of nights was down by 2.1% pts.

Purpose of visit to Echuca / Moama



'Holiday' (48.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (37.3%) and 'business' (11.0%). Compared to YE Dec 16, 'VFR' grew by 5.7% pts while 'holiday' declined by 3.4% pts.

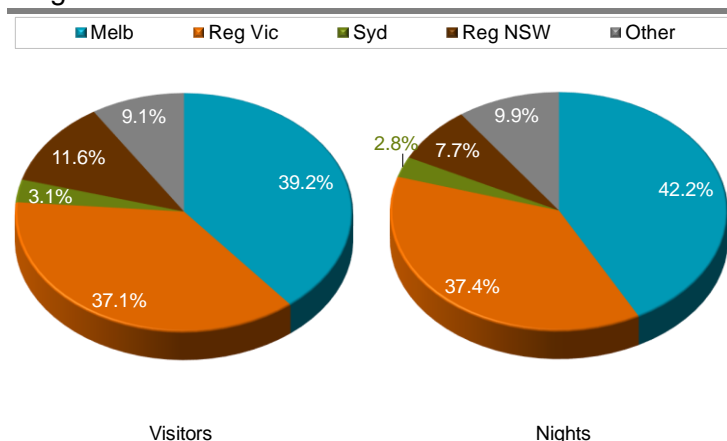
'Holiday' (56.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (31.1%) and 'business' (9.9%). Compared to YE Dec 16, 'VFR' grew by 3.8% pts while 'business' declined by 2.6% pts.

Accommodation

'Friends or relatives property' (29.9%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (25.3%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (20.8%).

Compared to YE Dec 16, 'caravan park or commercial camping ground' grew by 3.9% pts while 'friends or relatives property' declined by 1.6% pts.

Origin



The region received 76.3% of visitors and 79.6% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were down by 3.1% and nights were down by 7.0%.

New South Wales contributed 14.7% of visitors and 10.5% of nights in the region. Compared to YE Dec 16, NSW visitors were up by 62.6%

South Australia contributed 3.8% of visitors and 3.9% of nights in the region.

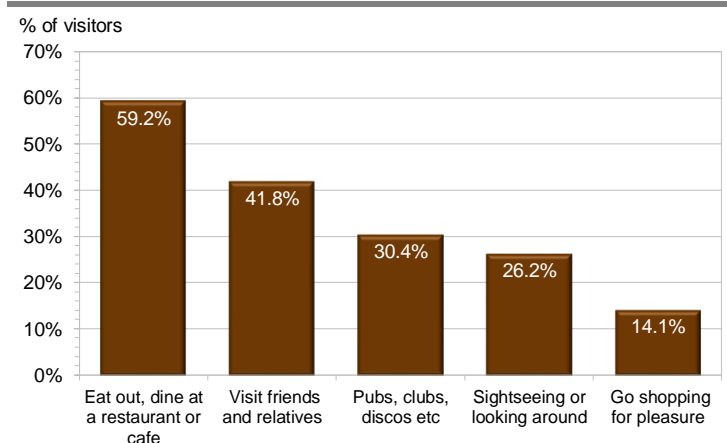
Length of stay

Visitors stayed on average 2.6 nights in the region – down by 0.2 nights on the YE Dec 16.

Age

'65 years and over' (24.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.5%) and '45 to 54 years' (16.8%).

Activities



'Eat out, dine at a restaurant or cafe' (59.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.8%) and 'pubs, clubs, discos etc' (30.4%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$250 million in the region - an average of \$132 per night.

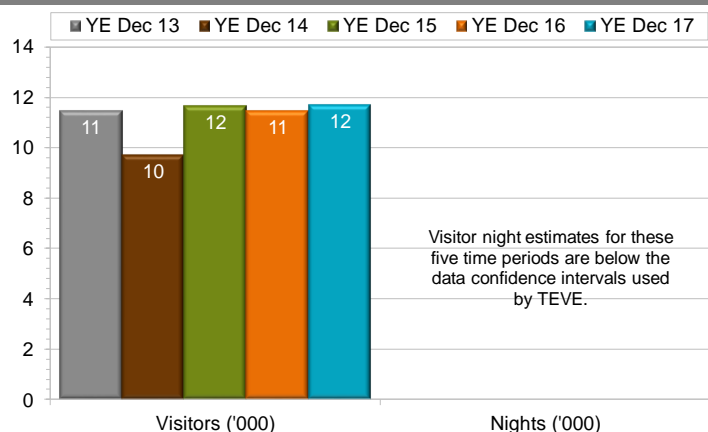
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

Travel to Echuca / Moama

For the period January 2017 to December 2017

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 11,700 international overnight visitors - up by 2.1% on YE Dec 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 18.7% of visitors to the Murray region. Compared to YE Dec 16, the share was up by 0.7% pts.

Purpose of visit to Echuca / Moama

'Holiday' (59.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.4%) and 'business' (12.6%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	30.5%	13	India	1.0%
2	United Kingdom	22.2%	14	Malaysia	0.8%
3	Netherlands	6.4%	15	Singapore	0.0%
4	Germany	4.5%	15	Indonesia	0.0%
5	Japan	3.7%	15	Thailand	0.0%
6	Mainland China	3.6%	15	South Korea	0.0%
7	Hong Kong	3.3%	15	France	0.0%
8	Scandinavia	2.9%	15	Switzerland	0.0%
9	USA	2.9%			
10	Italy	1.4%		Other Asia	0.0%
11	Taiwan	1.2%		Other Europe	1.6%
12	Canada	1.0%		Other Countries	12.9%

New Zealand (30.5%) was the region's largest source market of visitors, followed by the United Kingdom (22.2%) and Netherlands (6.4%).

Accommodation

'Rented house, apartment, flat or unit' (25.7%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (22.3%).

Age

'65 years and over' (25.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (24.7%) and '35 to 44 years' (15.6%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Dec 17.

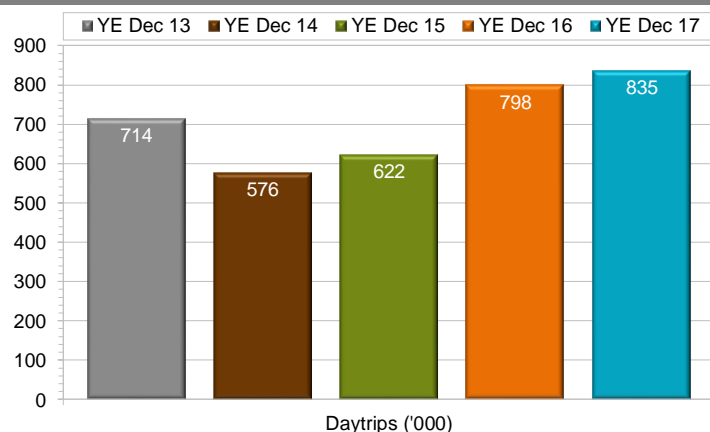
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 835,000 domestic daytrip visitors - up by 4.6% on YE Dec 16.

Market share

The region received 28.6% of daytrips to the Murray region. Compared to YE Dec 16, the share was down by 1.6% pts.

Main purpose of trip

'Holiday' (35.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.0%) and 'business' (16.9%).

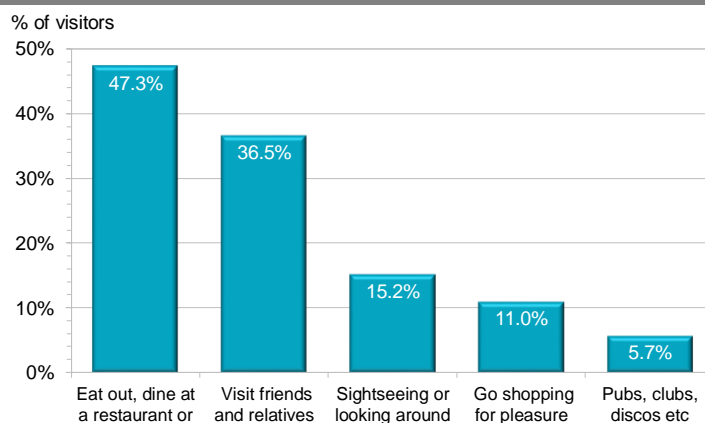
Age

'65 years and over' (22.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.8%) and '45 to 54 years' (16.7%).

Gender

More visitors to the region were male (54.4%) than female (45.6%).

Activities



'Eat out, dine at a restaurant or cafe' (47.3%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$113 million in the region - an average of \$135 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA

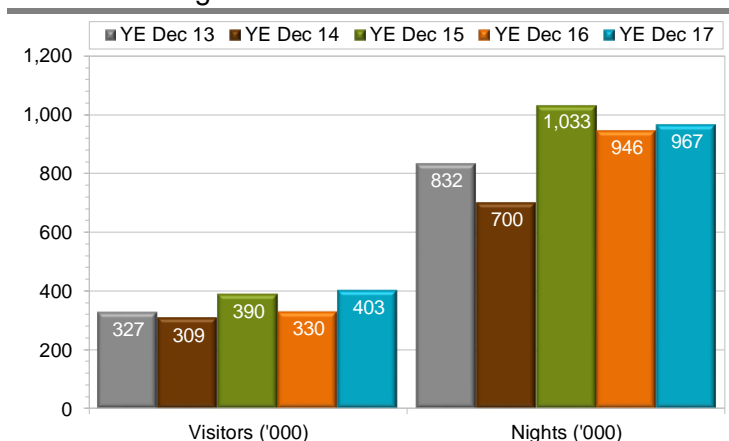
Page 2 of 2

Travel to the Swan Hill region

For the period January 2017 to December 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

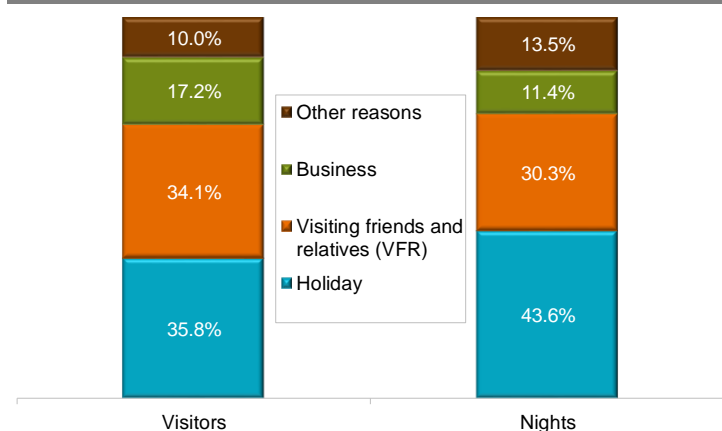


The Swan Hill region received 403,000 domestic overnight visitors - up by 22.4% on YE Dec 16. Visitors spent 967,000 nights in the region - up by 2.2% on YE Dec 16.

Market share

The region received 14.5% of visitors and 12.5% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was up by 1.8% pts and the share of nights was down by 0.4% pts.

Purpose of visit to the Swan Hill region



'Holiday' (35.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.1%) and 'business' (17.2%). Compared to YE Dec 16, 'VFR' increased by 4.3% pts while 'holiday' declined by 9.6% pts.

'Holiday' (43.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.3%) and 'business' (11.4%). Compared to YE Dec 16, 'other reasons' grew by 9.6% pts while 'VFR' declined by 5.4% pts.

Accommodation

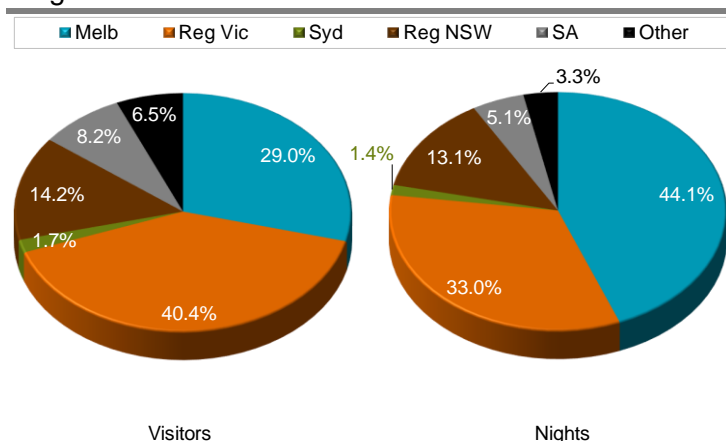
'Friends or relatives property' (32.0%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (24.4%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (20.8%).

Compared to YE Dec 16, 'standard hotel or motor inn, below 4 star' grew by 10.8% pts while 'friends or relatives property' declined by 8.3% pts.

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

(1) Source: National Visitor Survey, YE Dec 17, Tourism Research Australia (TRA)

Origin



The region received 69.4% of visitors and 77.1% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were up by 20.4% and nights were up by 20.5%.

New South Wales contributed 15.9% of visitors and 14.5% of nights in the region.

South Australia contributed 8.2% of visitors and 5.1% of nights in the region.

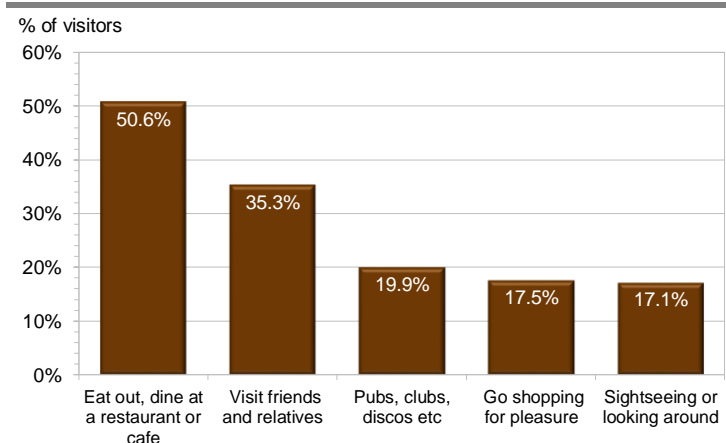
Length of stay

Visitors stayed on average 2.4 nights in the region – down by 0.5 nights on the YE Dec 16.

Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.2%) and '55 to 64 years' (17.0%).

Activities



'Eat out, dine at a restaurant or cafe' (50.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (35.3%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (19.9%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$165 million in the region - an average of \$171 per night.

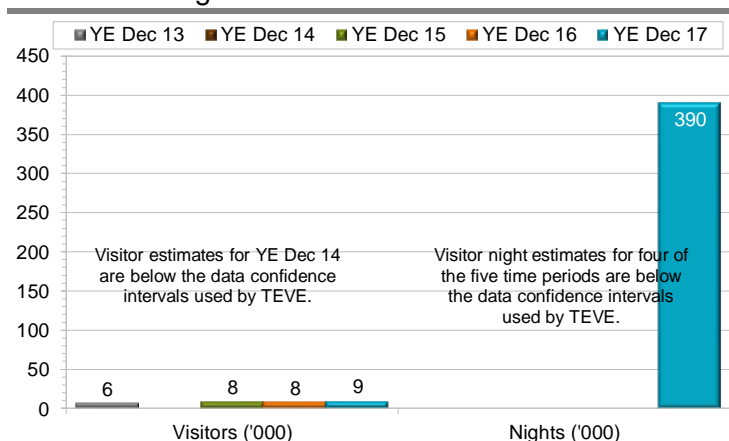
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

Travel to the Swan Hill region

For the period January 2017 to December 2017

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 9,400 international overnight visitors – up by 21.1% on YE Dec 16. Visitors spent 390,000 nights in the region.

Market share

The region received 15.1% of visitors and 32.1% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was up by 2.9% pts.

Purpose of visit to the Swan Hill region

'Holiday' (64.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.3%) and 'employment' (4.1%).

Origin

No.	Market	Share	No.	Market	Share
1	Taiwan	11.9%	13	Scandinavia	1.5%
2	Hong Kong	11.6%	14	Switzerland	1.5%
3	Malaysia	11.0%	15	Singapore	0.0%
4	Germany	10.0%	15	Indonesia	0.0%
5	USA	9.5%	15	Thailand	0.0%
6	United Kingdom	8.7%	15	South Korea	0.0%
7	Japan	4.4%	15	India	0.0%
8	France	2.8%	15	Netherlands	0.0%
9	Italy	2.7%			
10	New Zealand	2.1%		Other Asia	0.0%
11	Mainland China	1.9%		Other Europe	7.4%
12	Canada	1.6%		Other Countries	11.4%

Taiwan (11.9%) was the region's largest source market of international visitors, followed by Hong Kong (11.6%).

Accommodation

'Rented house, apartment, flat or unit' (58.2%) was the most popular accommodation type used for international nights in the region, followed by 'caravan park or commercial camping ground' (13.1%).

Age

'25 to 34 years' (49.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.7%).

Expenditure⁽⁴⁾

International overnight visitors spent \$14 million in the region - an average of \$36 per night.

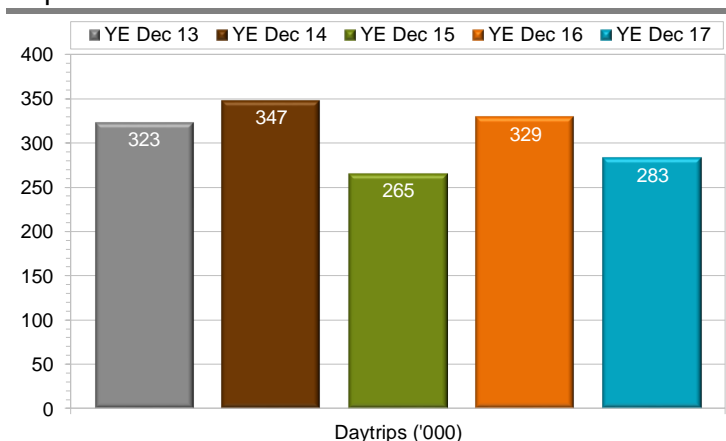
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 283,000 domestic daytrip visitors - down by 14.0% on YE Dec 16.

Market share

The region received 9.7% of daytrips to the Murray region. Compared to YE Dec 16, the share was down by 2.8% pts.

Main purpose of trip

'Holiday' (41.5%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (31.6%) and 'business' (12.5%).

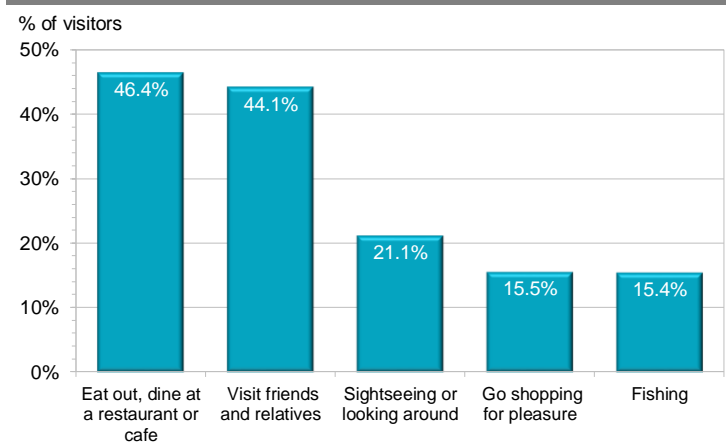
Age

'35 to 44 years' (21.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.9%) and '15 to 24 years' (18.0%).

Gender

More visitors to the region were male (58.6%) than female (41.4%).

Activities



'Eat out, dine at a restaurant or cafe' (46.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

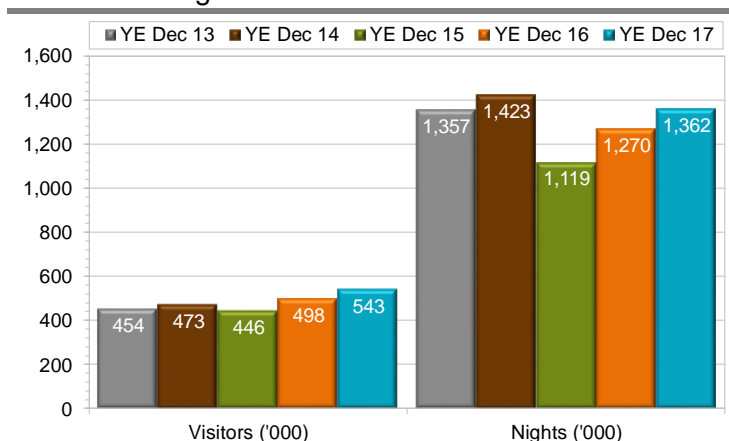
Domestic daytrip visitors spent \$46 million in the region - an average of \$162 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

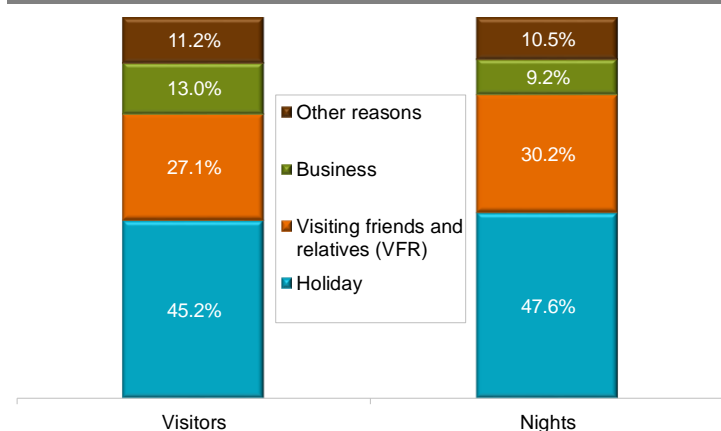


Mildura / Wentworth received 543,000 domestic overnight visitors - up by 8.9% on YE Dec 16. Visitors spent nearly 1.4 million nights in the region - up by 7.2% on YE Dec 16.

Market share

The region received 19.5% of visitors and 17.6% of nights in the Murray region. Compared to YE Dec 16, 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 Mildura / Wentworth



'Holiday' (45.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.1%) and 'business' (13.0%). Compared to YE Dec 16, 'VFR' increased by 7.8% pts while 'business' decreased by 12.5% pts.

'Holiday' (47.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.2%) and 'business' (9.2%). Compared to YE Dec 16, 'VFR' increased by 7.0% pts while 'business' decreased by 6.4% pts.

Accommodation

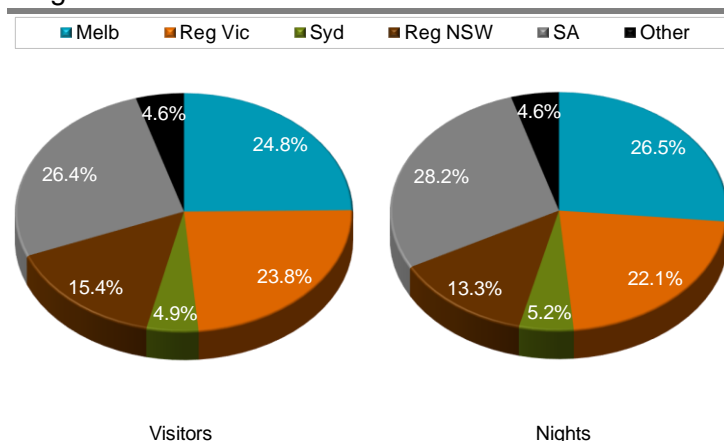
'Friends or relatives property' (24.7%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (22.0%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (15.1%).

Compared to YE Dec 16, 'friends or relatives property' grew by 0.5% pts while 'caravan park or commercial camping ground' declined by 3.5% pts.

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

(1) Source: National Visitor Survey, YE Dec 17, Tourism Research Australia (TRA)

Origin



The region received 48.6% of visitors and 48.6% of nights from **Victoria**. Compared to YE Dec 16, Victorian visitors were up by 8.5% and nights were down by 6.0%.

NSW contributed 20.3% of visitors and 18.5% of nights in the region. Compared to YE Dec 16, visitors from NSW were down by 0.4%.

South Australia contributed 26.4% of visitors and 28.2% of nights in the region. Compared to YE Dec 16, visitors from South Australia were up by 34.0%.

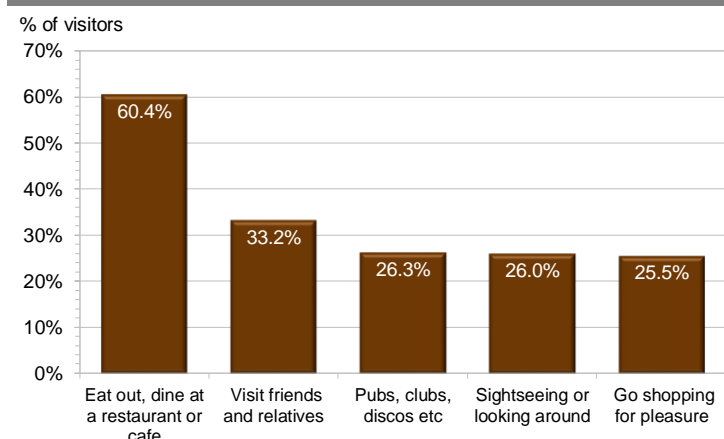
Length of stay

Visitors stayed, on average, 2.5 nights in the region – unchanged on the YE Dec 16.

Age

'65 years and over' (28.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.4%) and '55 to 64 years' (18.2%).

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 \$236 million in the region - an average of \$173 per night.

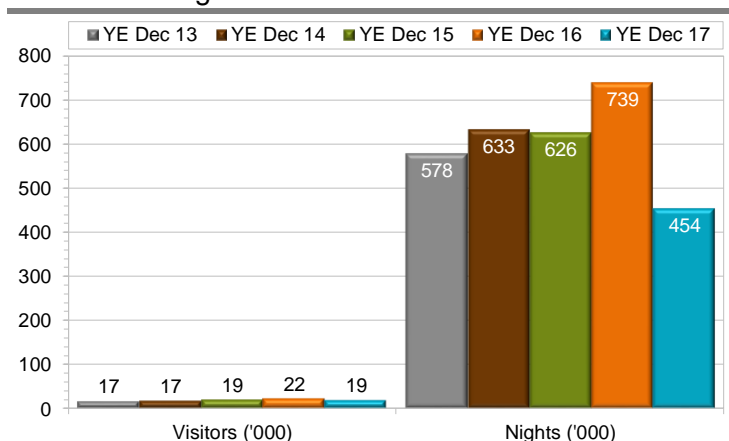
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

Travel to Mildura / Wentworth

For the period January 2017 to December 2017

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 19,000 international overnight visitors - down by 15.3% on YE Dec 16. Visitors spent 454,100 nights in the region - down by 38.6% on YE Dec 16.

Market share

The region received 30.4% of visitors and 37.4% of nights in the Murray region. Compared to YE Dec 16, the share of visitors was down by 4.9% pts and the share of nights was down by 17.6% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (63.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.3%) and 'employment' (9.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	18.4%	13	Singapore	2.5%
2	USA	8.1%	14	Italy	1.9%
3	New Zealand	7.9%	15	Netherlands	1.8%
4	Mainland China	7.3%	16	Hong Kong	0.9%
5	Germany	7.1%	17	Thailand	0.2%
6	France	5.2%	18	Scandinavia	0.2%
7	Japan	4.7%	19	Indonesia	0.0%
8	India	4.3%	19	South Korea	0.0%
9	Malaysia	3.6%			
10	Switzerland	3.3%		Other Asia	1.7%
11	Taiwan	3.3%		Other Europe	3.6%
12	Canada	3.2%		Other Countries	10.8%

The UK (18.4%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (31.5%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (27.5%) and 'friends or relatives property' (16.7%).

Age

'25 to 34 years' (24.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$17 million in the region - an average of \$38 per night.

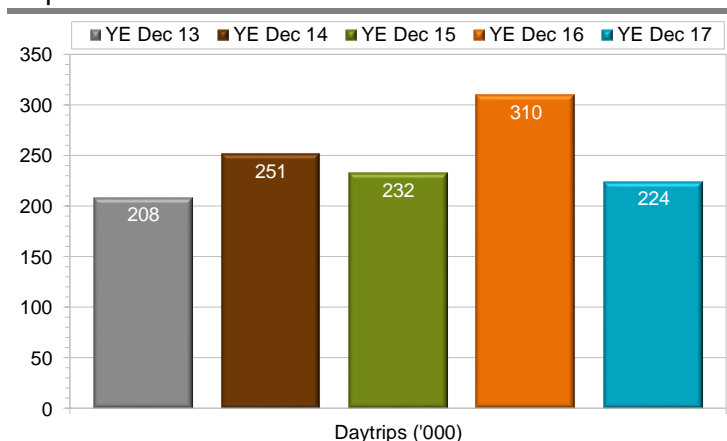
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 224,000 domestic daytrip visitors - down by 27.7% on YE Dec 16.

Market share

The region received 7.7% of daytrips to the Murray region. Compared to YE Dec 16, the share was down by 4.1% pts.

Main purpose of trip

'Holiday' (48.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (38.2%) and 'business' (9.4%).

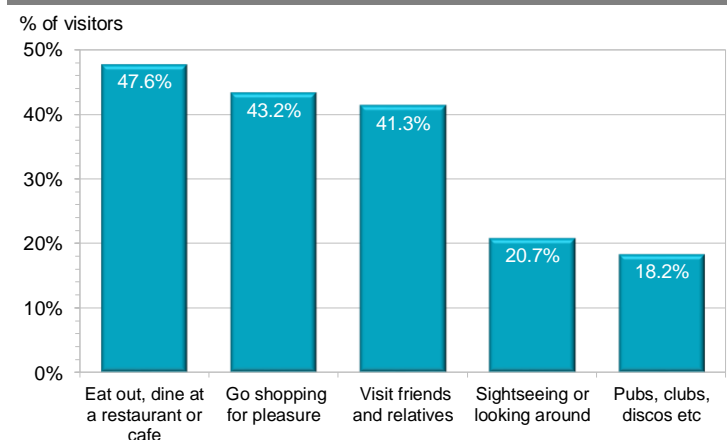
Age

'65 years and over' (33.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (25.8%) and '15 to 24 years' (19.7%).

Gender

More visitors to the region were female (58.0%) than male (42.0%).

Activities



'Eat out, dine at a restaurant or cafe' (47.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$38 million in the region - an average of \$169 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 17.

(5) Source: National Visitor Survey, YE Dec 17, TRA