

Travel to the Murray Region




Year ended June 2023
Quarterly Tracking of Selected Measures






DOMESTIC TRAVEL TO MURRAY REGION

July 2022 to June 2023
and change on July 2021 to June 2022



Domestic overnight travel

| | | | |
|---|---------------|---|-------|
|  | 3.0 million | ↑ | 29.7% |
|  | 8.3 million | ↑ | 16.6% |
|  | \$1.8 billion | ↑ | 51.2% |

Total domestic travel

| | | | |
|---|---------------|---|-------|
|  | 6.2 million | ↑ | 33.1% |
|  | 8.3 million | ↑ | 16.6% |
|  | \$2.4 billion | ↑ | 46.0% |

Domestic daytrip travel

| | | | |
|---|---------------|---|-------|
|  | 3.2 million | ↑ | 36.6% |
|  | \$526 million | ↑ | 30.4% |



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

Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.

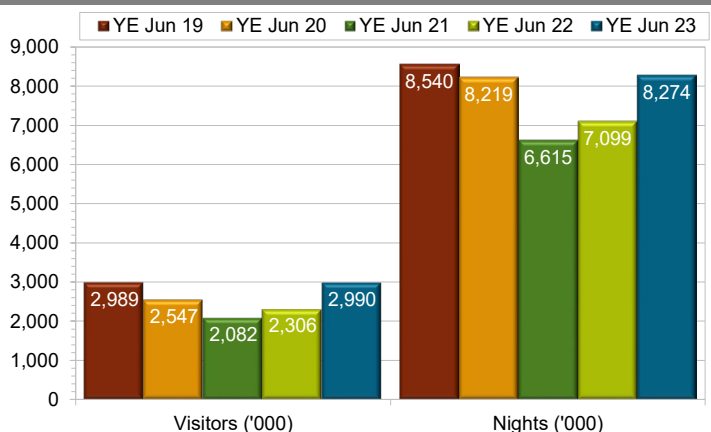
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region

For the period July 2022 to June 2023

Overnight travel

Visitors and nights



The Murray region received nearly 3.0 million overnight visitors - up by 29.7% on YE Jun 22. Visitors spent nearly 8.3 million nights in the region - up by 16.6% on YE Jun 22.

Expenditure

Overnight visitors spent over \$1.8 billion in the Murray region - up by 51.2% on YE Jun 22. On average, visitors spent \$221 per night - up by 29.7% on YE Jun 22.

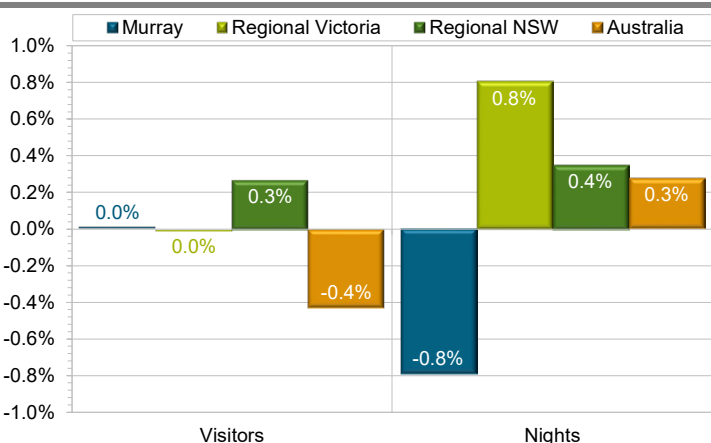
Market share

The overnight sector represented 48.4% all domestic **visitors** to the Murray region - down by 1.3% pts on YE Jun 22.

The overnight sector contributed 77.6% of total domestic **spend** in the region - up by 2.6% pts on YE Jun 22.

The Murray region received 6.7% of overnight visitors and 6.0% of visitor nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 22, the share of visitors was down by 0.2% pts and the share of nights was down by 0.4% pts.

Average annual growth - YE Jun 19 to YE Jun 23



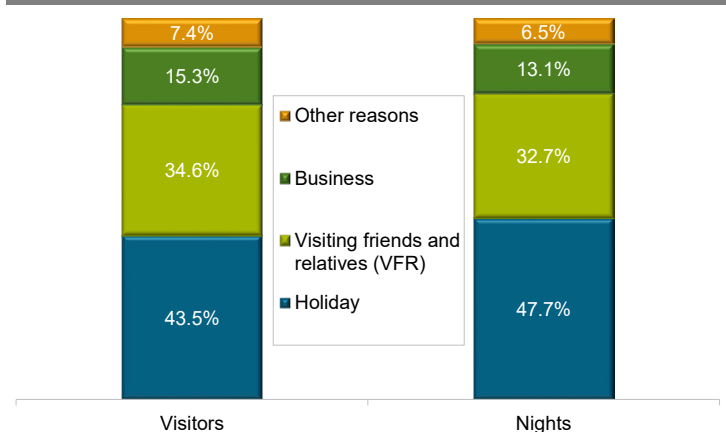
Over the period YE Jun 19 to YE Jun 23, the Murray region had a marginal growth in overnight **visitors**. The region had a higher growth than regional Victoria, but a lower growth than regional NSW. Australia experienced a decline over the period.

The Murray region had an average annual decline of -0.8% in **visitor nights** over the period. Whilst the region had a decline, regional Victoria, regional NSW and Australia experienced growth over the period.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Jun 23, Tourism Research Australia

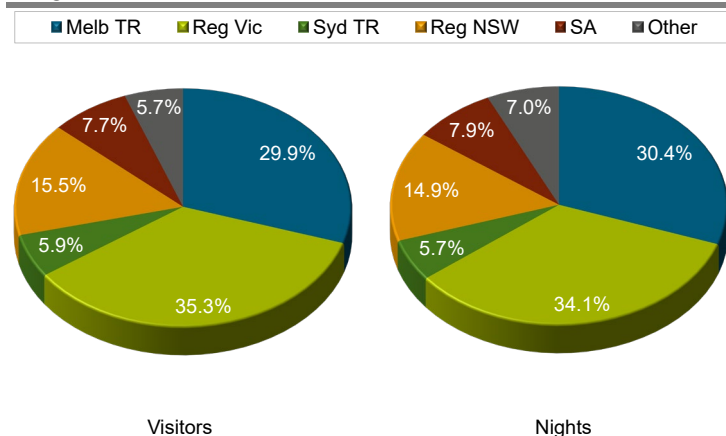
Purpose of visit



'Holiday' (43.5%) was the largest purpose for overnight **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (34.6%) was the 2nd largest purpose, followed by 'business' (15.3%). Compared to YE Jun 22, 'holiday' grew by 1.5% pts whilst 'in transit' fell by 1.4% pts.

'Holiday' (47.7%) was the largest purpose in terms of **visitor nights** in the Murray region. 'VFR' (32.7%) was the 2nd largest purpose, followed by 'business' (13.1%). Compared to YE Jun 22, 'VFR' grew by 2.1% pts whilst 'holiday' fell by 4.6% pts.

Origin



The Murray region received 65.3% of overnight visitors and 64.4% of visitor nights from **Victoria**. Compared to YE Jun 22, Victorian visitors were up by 14.3% and nights were up by 1.2%.

NSW contributed 21.4% of visitors and 20.6% of nights in the region. Compared to YE Jun 22, NSW visitors were up by 53.8% and nights were up by 36.9%.

South Australia contributed 7.7% of visitors and 7.9% of nights in the region. Compared to YE Jun 22, visitors from South Australia were up by 238%.

Other states contributed 5.7% of visitors and 7.0% of nights in the region. Compared to YE Jun 22, visitors from other states were up by 47.5%.

Month returned from trip

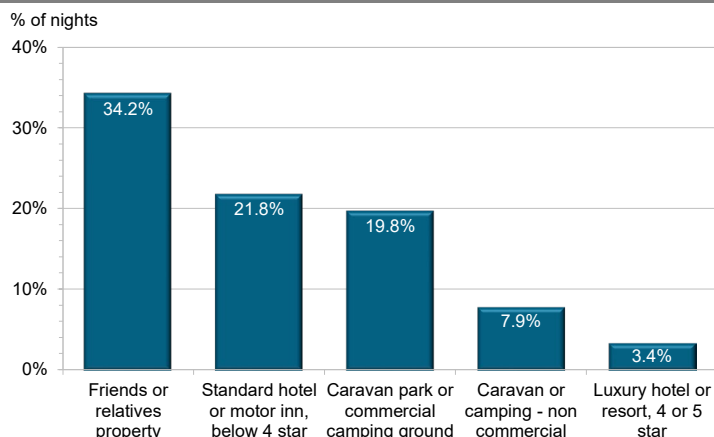
April (11.0%) was the most popular month for overnight visitors to return from their trip to the Murray region. March (10.1%) was the 2nd most popular month to return, followed by January (9.6%).

Domestic travel to the Murray region

For the period July 2022 to June 2023

Overnight travel

Accommodation



‘Friends or relatives property’ (34.2%) was the most popular accommodation type used for **visitor nights** in the Murray region. Compared to YE Jun 22, ‘standard hotel or motor inn, below 4 star’ increased by 6.2% pts whilst ‘caravan park or commercial camping’ decreased by 5.7% pts.

Length of stay

Visitors stayed, on average, 2.8 nights in the Murray region – down by 0.3 nights on YE Jun 22.

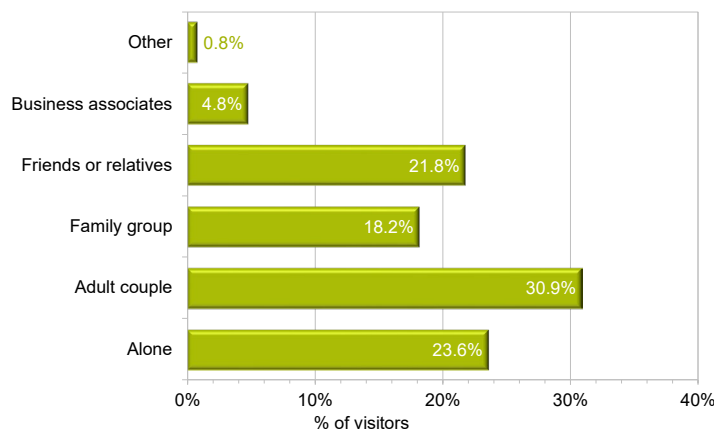
Activities

‘Eat out, dine at a restaurant or cafe’ (58.4%) was the most popular activity undertaken by overnight visitors to the Murray region. ‘Visit friends and relatives’ (34.0%) was the 2nd most popular activity undertaken, followed by ‘pubs, clubs, discos etc’ (27.6%).

All transport

‘Private vehicle or company car’ (90.3%) was the most popular transport used by overnight visitors to the Murray region. ‘Aircraft’ (3.3%) was the 2nd most popular transport used, followed by ‘railway’ (2.4%).

Travel party



‘Adult couple’ (30.9%) was the most common travel party description of overnight visitors to the Murray region. ‘Alone’ (23.6%) was the 2nd most common travel party description.

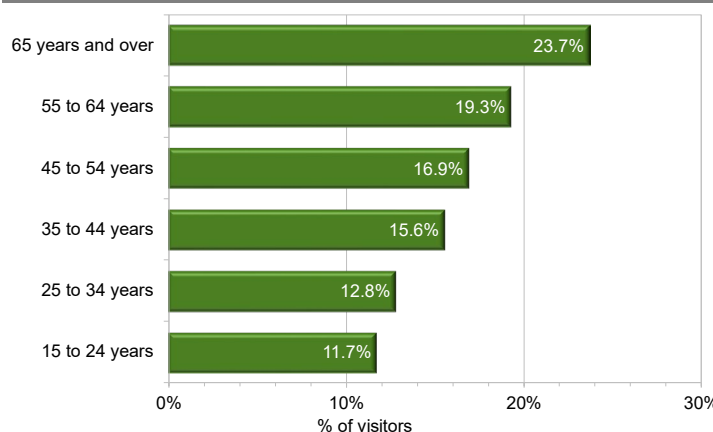
Number of stopovers on trip

Nearly ¾ (73.5%) overnight visitors to the Murray region had one stopover only on the trip. Almost 1/10 (9.8%) had two stopovers on the trip.

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

Source: National Visitor Survey, YE Jun 23, Tourism Research Australia

Age



‘65 years and over’ (23.7%) was the biggest age group of overnight visitors to the Murray region. ‘55 to 64 years’ (19.3%) was the 2nd biggest age group, followed by ‘45 to 54 years’ (16.9%).

Gender

More overnight visitors to the Murray region were male (52.0%) than female (48.0%).

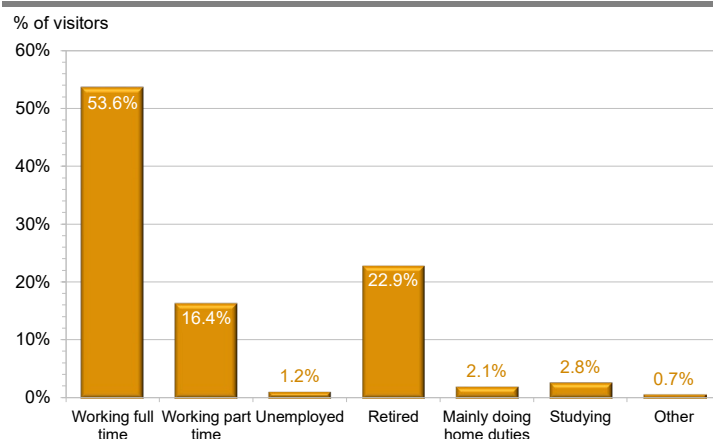
Lifecycle

‘Older non-working’ (22.7%) was the largest lifecycle group of overnight visitors to the Murray region. ‘Parent with youngest child aged under 15’ (21.9%) was the 2nd largest lifecycle group, followed by ‘older working’ (21.5%).

Marital status

More overnight visitors to the Murray region were married or part of a couple (67.1%) than single (32.8%).

Employment



‘Working full time’ (53.6%) was the most common employment status of overnight visitors to the Murray region. ‘Retired’ (22.9%) was the 2nd most common employment status, followed by ‘working part time’ (16.4%).

Annual household income

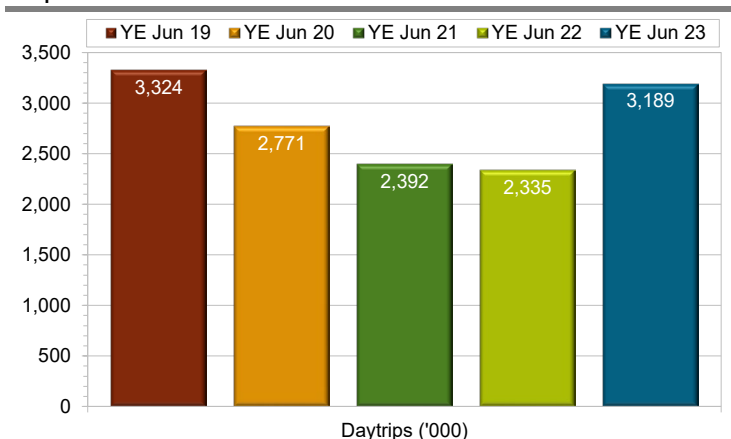
The average annual household income was \$129,933 amongst overnight visitors to the Murray region. Over 1/3 (33.8%) of visitors had an annual household income of ‘\$150,000+’. Note: nearly 1/5 (19.3%) did not provide an income.

Domestic travel to the Murray region

For the period July 2022 to June 2023

Daytrip travel

Trips



The Murray region received nearly 3.2 million daytrip visitors – up by 36.6% on YE Jun 22.

Expenditure

Daytrip visitors spent \$526 million in the Murray region – up by 30.4% on YE Jun 22. On average, visitors spent \$165 per trip - down by 4.6% on YE Jun 22.

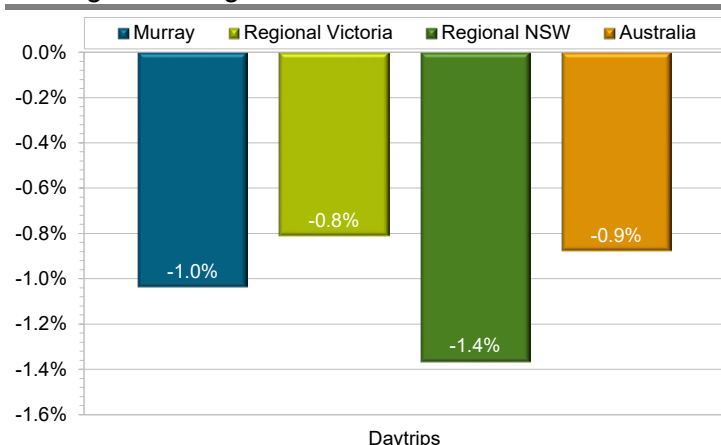
Market share

The daytrip sector represented 51.6% all domestic **visitors** to the Murray region - up by 1.3% pts on YE Jun 22.

The daytrip sector contributed 22.4% of total domestic **spend** in the region - down by 2.6% pts on YE Jun 22.

The Murray region received 4.0% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 22, the share was down by 0.3% pts.

Average annual growth - YE Jun 19 to YE Jun 23

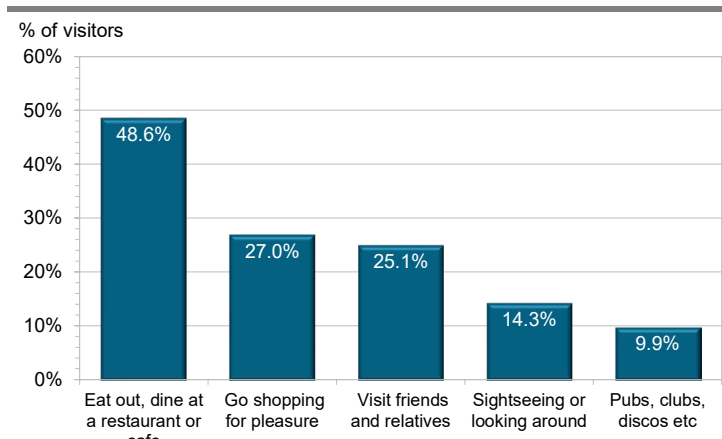


Over the period YE Jun 19 to YE Jun 23, the Murray region had an average annual decline of -1.0% in daytrip visitors. The region had a lower decline than regional NSW, but higher than regional Victoria and Australia.

Main purpose of trip

'Holiday' (48.1%) was the largest purpose for daytrip visitors to the Murray region. 'Visiting friends and relatives (VFR)' (21.8%) was the 2nd largest purpose, followed by 'business' (10.1%). Compared to YE Jun 22, 'holiday' increased by 4.2% pts whilst 'business' decreased by 3.3% pts.

Activities



'Eat out, dine at a restaurant or cafe' (48.6%) was the most popular activity undertaken by daytrip visitors to the Murray region.

Transport

'Private vehicle or company car' (97.2%) was the most popular transport used by daytrip visitors to the Murray region. 'Aircraft' (1.0%) was the 2nd most popular transport used.

Origin

The Murray region received (72.2%) of daytrip visitors from Victoria. NSW contributed (25.0%) and South Australia (2.2%) of daytrip visitors to the region. The Murray (NSW) tourism region (19.5%) was the Murray region's largest individual source market.

Age

'65 years and over' (29.3%) was the biggest age group of daytrip visitors to the Murray region. '55 to 64 years' (19.3%) was the 2nd biggest age group, followed by '45 to 54 years' (18.6%).

Month travelled

July (10.7%) was the most popular month for a daytrip to the Murray region. June (10.2%) was the 2nd most popular month to travel, followed by August (10.0%).

Total domestic travel

Visitors, nights and spend

| | YE Jun 19 | YE Jun 20 | YE Jun 21 | YE Jun 22 | YE Jun 23 | Change on last year |
|------------------------------------|----------------|----------------|----------------|----------------|----------------|---------------------|
| Domestic visitors (million) | | | | | | |
| Overnight visitors | 3.0 | 2.5 | 2.1 | 2.3 | 3.0 | +29.7% |
| Daytrip visitors | 3.3 | 2.8 | 2.4 | 2.3 | 3.2 | +36.6% |
| Total domestic visitors | 6.3 | 5.3 | 4.5 | 4.6 | 6.2 | +33.1% |
| Domestic nights (million) | | | | | | |
| Total domestic nights | 8.5 | 8.2 | 6.6 | 7.1 | 8.3 | +16.6% |
| Domestic spend (\$ million) | | | | | | |
| Overnight spend | \$1,328 | \$1,227 | \$924 | \$1,209 | \$1,828 | +51.2% |
| Daytrip spend | \$526 | \$432 | \$304 | \$404 | \$526 | +30.4% |
| Total domestic spend | \$1,854 | \$1,659 | \$1,228 | \$1,613 | \$2,354 | +46.0% |

The Murray region received nearly 6.2 million domestic **visitors** – up by 33.1% on YE Jun 22. Visitors spent nearly 8.3 million **nights** in the region – up by 16.6% on YE Jun 22. In total, domestic visitors **spent** nearly \$2.4 billion on travel to the Murray region – up by 46.0% on YE Jun 22.

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

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Jun 23, Tourism Research Australia

DOMESTIC TRAVEL TO ALBURY / WODONGA

July 2022 to June 2023

and change on July 2021 to June 2022

Domestic overnight travel

 868 thousand  58.1%

 1.8 million  23.0%

 \$514 million  67.8%

Total domestic travel

 2.0 million  46.3%

 1.8 million  23.0%

 \$686 million  37.1%

Domestic daytrip travel

 1.2 million  38.7%

 \$171 million  -11.5%



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




Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.

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




DOMESTIC TRAVEL TO SUN COUNTRY

July 2022 to June 2023
and change on July 2021 to June 2022



Domestic overnight travel

| | | | |
|---|---------------|---|-------|
|  | 582 thousand | ↑ | 3.0% |
|  | 1.7 million | ↑ | 4.0% |
|  | \$306 million | ↑ | 15.9% |

Total domestic travel

| | | | |
|---|---------------|---|-------|
|  | 989 thousand | ↑ | 5.9% |
|  | 1.7 million | ↑ | 4.0% |
|  | \$355 million | ↑ | 15.0% |

Domestic daytrip travel

| | | | |
|---|--------------|---|--------|
|  | 407 thousand | ↑ | 10.4% |
|  | \$50 million | | chg np |



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




Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.

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




DOMESTIC TRAVEL TO ECHUCA / MOAMA

July 2022 to June 2023
and change on July 2021 to June 2022



Domestic overnight travel

| | | | |
|---|---------------|---|-------|
|  | 804 thousand | ↑ | 21.4% |
|  | 2.2 million | ↑ | 11.7% |
|  | \$436 million | ↑ | 35.5% |

Total domestic travel

| | | | |
|---|---------------|---|-------|
|  | 1.7 million | ↑ | 50.4% |
|  | 2.2 million | ↑ | 11.7% |
|  | \$572 million | ↑ | 47.8% |

Domestic daytrip travel

| | | | |
|---|---------------|---|-------|
|  | 879 thousand | ↑ | 92.4% |
|  | \$136 million | ↑ | 108% |



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

Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.




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

DOMESTIC TRAVEL TO SWAN HILL REGION




July 2022 to June 2023

and change on July 2021 to June 2022



Domestic overnight travel

| | | | |
|---|---------------|---|-------|
|  | 338 thousand | ↓ | -3.1% |
|  | 887 thousand | ↓ | -1.8% |
|  | \$176 million | ↑ | 40.8% |

Total domestic travel

| | | | |
|---|---------------|---|-------|
|  | 683 thousand | ↑ | 1.9% |
|  | 887 thousand | ↓ | -1.8% |
|  | \$254 million | ↑ | 43.0% |

Domestic daytrip travel

| | | | |
|---|--------------|---|--------|
|  | 345 thousand | ↑ | 7.2% |
|  | np | | chg np |



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

Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.



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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

July 2022 to June 2023

and change on July 2021 to June 2022

Domestic overnight travel

 569 thousand  50.5%

 1.6 million  53.3%

 \$396 million  106%

Total domestic travel

 948 thousand  32.5%

 1.6 million  53.3%

 \$488 million  104%

Domestic daytrip travel

 379 thousand chg np

 np chg np



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

Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 23, Tourism Research Australia.