

# Travel to the Murray Region

Year ended June 2019  
Quarterly Tracking of Selected Measures

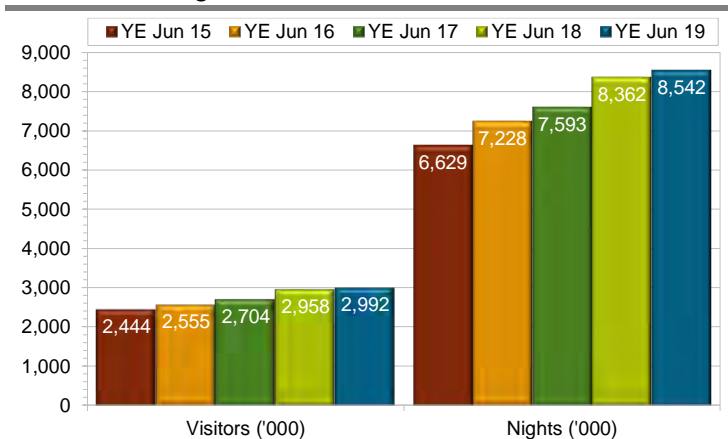


*Image Credit: Destination NSW*

**Murray**  
REGIONAL TOURISM

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

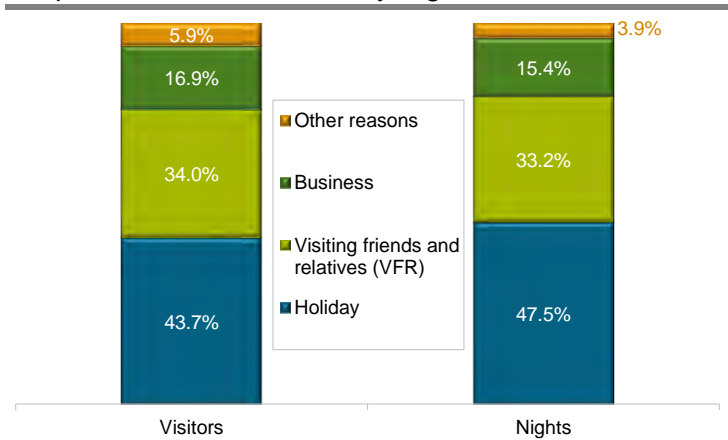


The Murray region received almost 3.0 million domestic overnight visitors - up by 1.1% on YE Jun 18. Visitors spent over 8.5 million nights in the region - up by 2.2% on YE Jun 18.

### Market share

The region received 6.8% of visitors and 6.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 18, the share of visitors was down by 0.7% pts and the share of nights was down by 0.5% pts.

### Purpose of visit to the Murray region



'Holiday' (43.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.0%) and 'business' (16.9%). Compared to YE Jun 18, 'VFR' increased by 0.4% pts while 'other reasons' decreased by 0.5% pts.

'Holiday' (47.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.2%) and 'business' (15.4%). Compared to YE Jun 18, 'business' increased by 1.1% pts while 'other reasons' decreased by 1.2% pts.

### Accommodation

'Friends or relatives property' (34.2%) was the most popular accommodation type used for **nights** in the region, followed by 'standard hotel or motor inn, below 4 star' (18.1%) and 'caravan park or commercial camping ground' (15.3%).

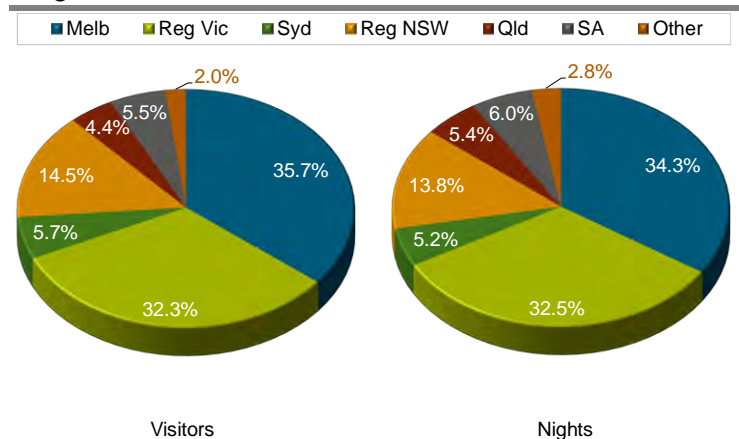
Compared to YE Jun 18, 'friends or relatives property' increased by 2.9% pts while 'caravan park or commercial camping ground' decreased by 3.5% pts.

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 Jun 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 68.0% of visitors and 66.8% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were up by 2.7% and nights were down by 0.6%.

**NSW** contributed 20.2% of visitors and 19.0% of nights in the region. Compared to YE Jun 18, NSW visitors were down by 1.4% and nights were up by 12.0%.

**South Australia** contributed 5.5% of visitors and 6.0% of nights in the region. Compared to YE Jun 18, visitors from South Australia were down by 16.9% and nights were down by 11.5%.

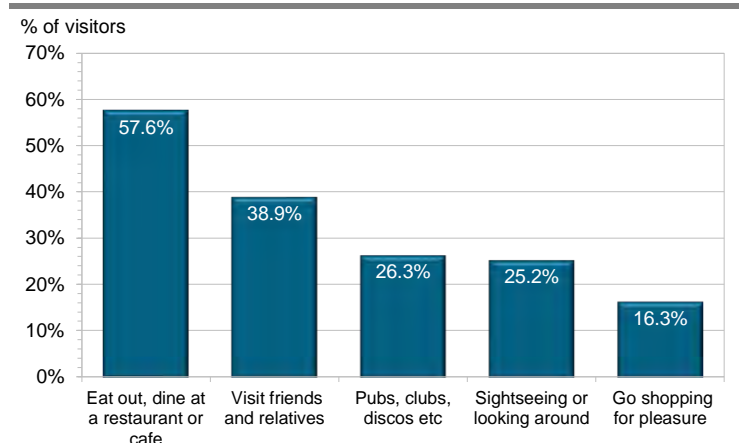
### Length of stay

Visitors stayed, on average, 2.9 nights in the region - up by 0.1 night on YE Jun 18.

### Age

'65 years and over' (21.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.2%) and '55 to 64 years' (16.0%).

### Activities



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

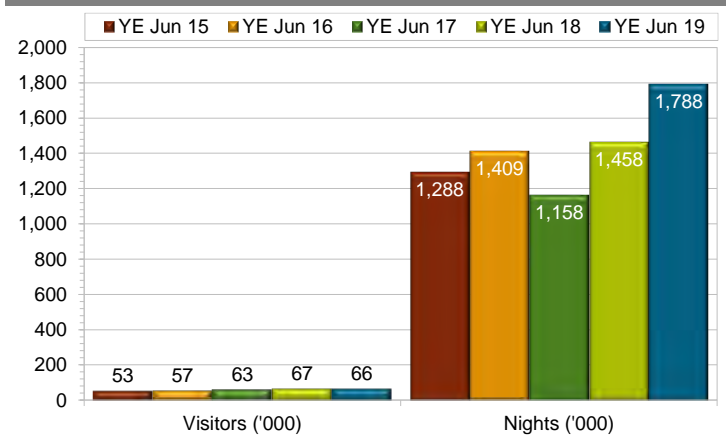
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent over \$1.3 billion in the region - an average of \$155 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



The Murray region received 66,200 international overnight visitors - down by 1.5% on YE Jun 18. Visitors spent nearly 1.8 million nights in the region - up by 22.6% on YE Jun 18.

### Market share

The region received 4.9% of visitors and 7.4% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 18, the share of visitors was down by 0.3% pts and the share of nights was up by 0.8% pts.

### Purpose of visit to the Murray region

'Holiday' (43.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.3%) and 'business' (10.1%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.9%	13	Korea	2.2%
2	New Zealand	14.5%	14	Indonesia	2.0%
3	USA	7.2%	15	Hong Kong	2.0%
4	Mainland China	5.9%	16	Scandinavia	1.7%
5	Canada	5.2%	17	Italy	1.6%
6	Germany	3.8%	18	Thailand	1.4%
7	Malaysia	3.5%	19	Switzerland	1.2%
8	Japan	3.3%	20	India	1.1%
9	Taiwan	3.3%			
10	Netherlands	3.3%		Other Asia	3.4%
11	France	2.9%		Other Europe	6.7%
12	Singapore	2.3%		Other Countries	6.6%

The United Kingdom (14.9%) was the region's largest source of visitors, followed by New Zealand (14.5%) and the USA (7.2%).

### Accommodation

'Rented house, apartment, flat or unit' (34.3%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (28.6%).

### Age

'25 to 34 years' (25.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.0%).

### Expenditure<sup>(4)</sup>

International overnight visitors spent \$77 million in the region - an average of \$43 per night.

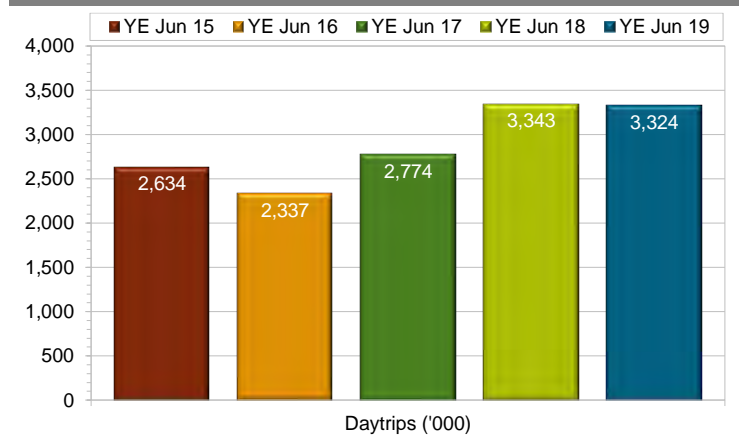
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 19.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



The Murray region received over 3.3 million domestic daytrip visitors - down by 0.6% on YE Jun 18.

### Market share

The region received 4.0% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 18, the share was down by 0.4% pts.

### Main purpose of trip

'Holiday' (42.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.4%) and 'business' (16.2%).

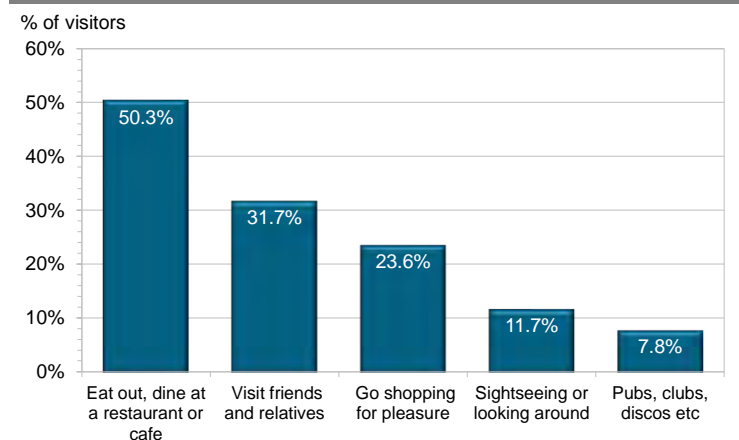
### Age

'65 years and over' (23.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.2%) and '55 to 64 years' (16.4%).

### Gender

More visitors to the region were female (51.8%) than male (48.2%).

### Activities



'Eat out, dine at a restaurant or cafe' (50.3%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(6)</sup>

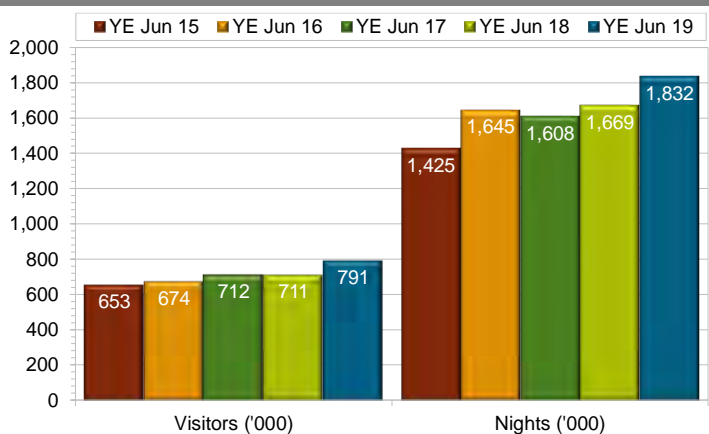
Domestic daytrip visitors spent \$526 million in the region - an average of \$158 per visitor.

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

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

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

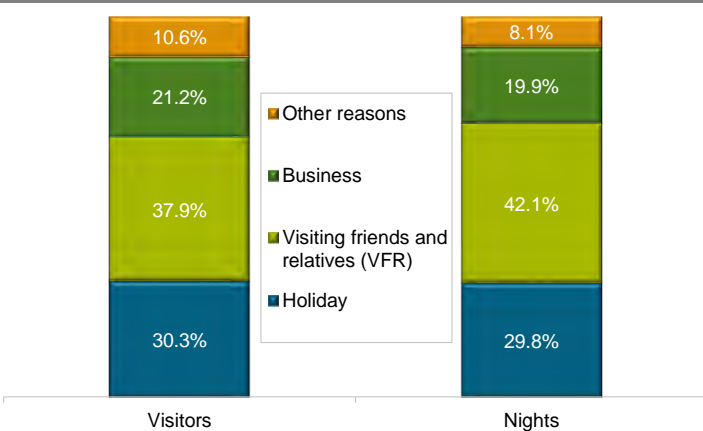


Albury / Wodonga received 791,000 domestic overnight visitors - up by 11.3% on YE Jun 18. Visitors spent over 1.8 million nights in the region - up by 9.7% on YE Jun 18.

### Market share

The region received 26.4% of visitors and 21.4% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was up by 2.4% pts and the share of nights was up by 1.4% pts.

### Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (37.9%) was the largest purpose for **visitors** to the region, followed by 'holiday' (30.3%) and 'business' (21.2%). Compared to YE Jun 18, 'holiday' grew by 2.8% pts while 'VFR' declined by 4.9% pts.

'VFR' (42.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (29.8%) and 'business' (19.9%). Compared to YE Jun 18, 'holiday' grew by 7.1% pts while 'VFR' declined by 9.7% pts.

### Accommodation

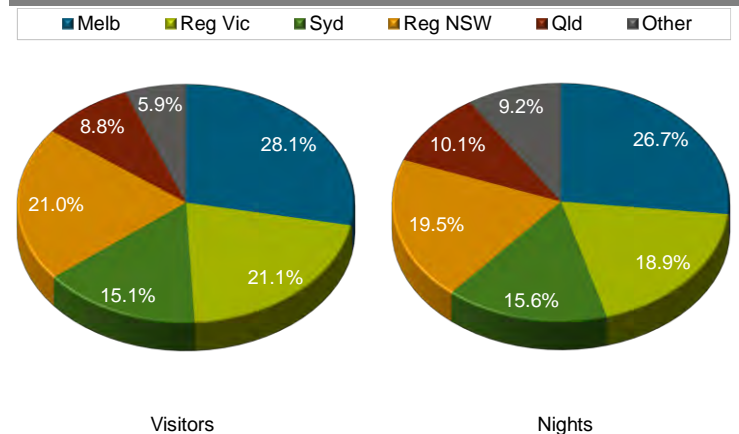
'Friends or relatives property' (43.6%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (23.8%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (8.9%).

Compared to YE Jun 18, 'caravan park or commercial camping ground' increased by 3.4% pts while 'standard hotel or motor inn, below 4 star' declined by 4.0% pts.

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

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

### Origin



The region received 49.2% of visitors and 45.6% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were up by 13.1% and nights were down by 1.0%.

**New South Wales** contributed 36.1% of visitors and 35.1% of nights in the region. Compared to YE Jun 18, NSW visitors were up by 6.3% and nights were up by 20.9%.

**Queensland** contributed 8.8% of visitors and 10.1% of nights in the region. Compared to YE Jun 18, Queensland visitors were up by 33.7%.

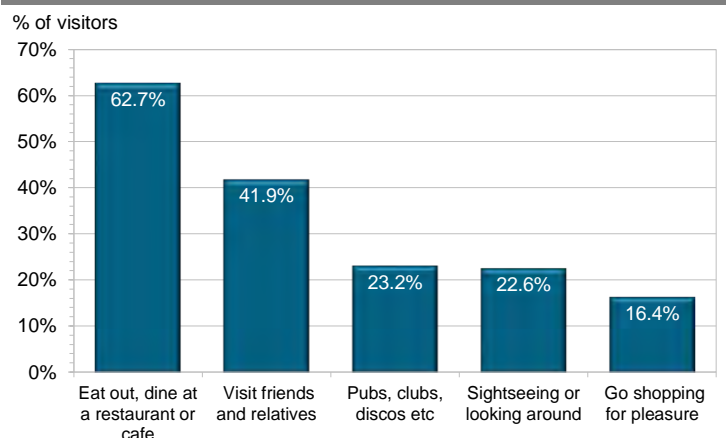
### Length of stay

Visitors stayed, on average, 2.3 nights in the region – unchanged on the YE Jun 18.

### Age

'65 years and over' (23.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.4%) and '35 to 44 years' (16.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (62.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (41.9%) was the 2<sup>nd</sup> most popular.

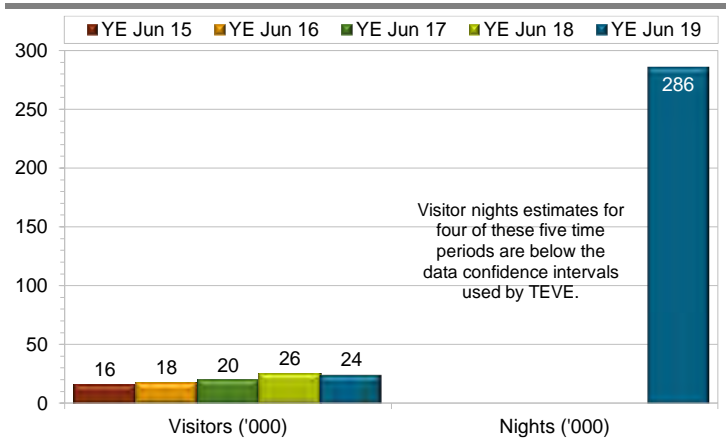
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$368 million in the region - an average of \$201 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Albury / Wodonga received 24,400 international overnight visitors - down by 5.0% on YE Jun 18. Visitors spent 285,700 nights in the region.

### Market share

The region received 36.8% of visitors and 16.0% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 1.4% pts and the share of nights was up by 0.7% pts.

### Purpose of visit to Albury / Wodonga

'Holiday' (50.8%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (33.5%) and 'business' (8.6%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	14.5%	13	Switzerland	2.0%
2	United Kingdom	14.0%	14	Italy	1.5%
3	Mainland China	10.7%	15	Indonesia	1.4%
4	Canada	7.3%	16	Taiwan	1.2%
5	Germany	5.2%	17	Hong Kong	1.1%
6	USA	5.1%	18	Netherlands	0.8%
7	Singapore	3.9%	19	Korea	0.2%
8	France	3.5%	20	Scandinavia	0.0%
9	Japan	3.1%			
10	Malaysia	2.9%		Other Asia	0.3%
11	Thailand	2.3%		Other Europe	9.4%
12	India	2.1%		Other Countries	7.4%

New Zealand (14.5%) was the region's largest source market of visitors, followed by the United Kingdom (14.0%) and Mainland China (10.7%).

### Accommodation

'Friends or relatives property' (67.7%) was the most popular accommodation type used for **nights** in the region, followed by 'homestay' (11.6%).

### Age

'25 to 34 years' (25.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.4%).

### Expenditure<sup>(4)</sup>

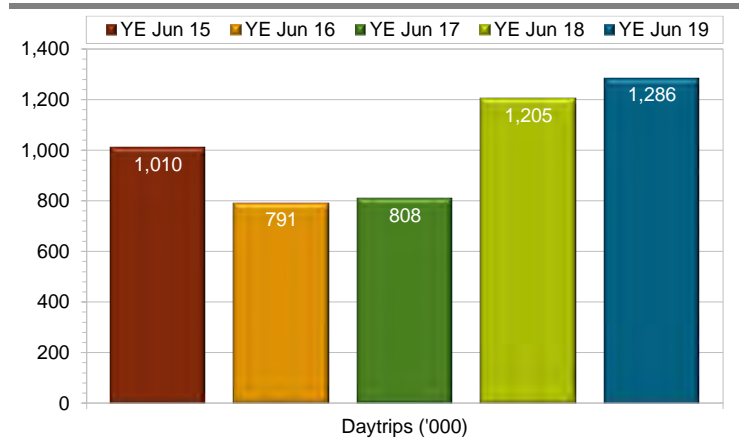
International overnight visitors spent \$15 million in the region - an average of \$52 per night.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Albury / Wodonga received nearly 1.3 million domestic daytrip visitors - up by 6.7% on YE Jun 18.

### Market share

The region received 38.7% of daytrips to the Murray region. Compared to YE Jun 18, the share was up by 2.6% pts.

### Main purpose of trip

'Holiday' (34.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.4%) and 'medical reasons' (16.2%).

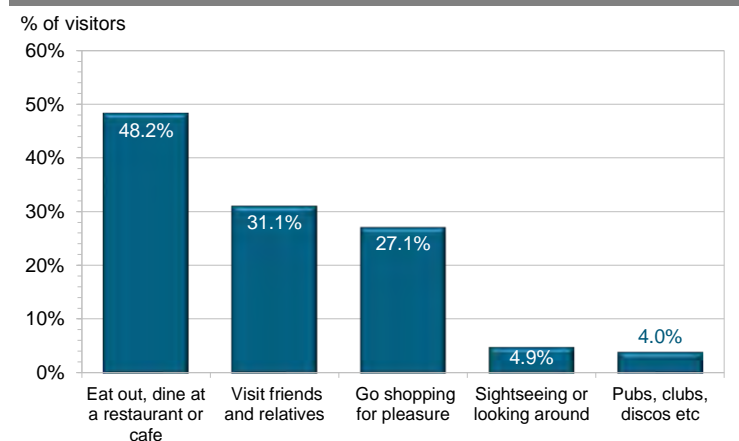
### Age

'65 years and over' (29.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.1%) and '45 to 54 years' (17.0%).

### Gender

More visitors to the region were female (55.0%) than male (45.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (48.2%) was the most popular activity undertaken by visitors to the region.

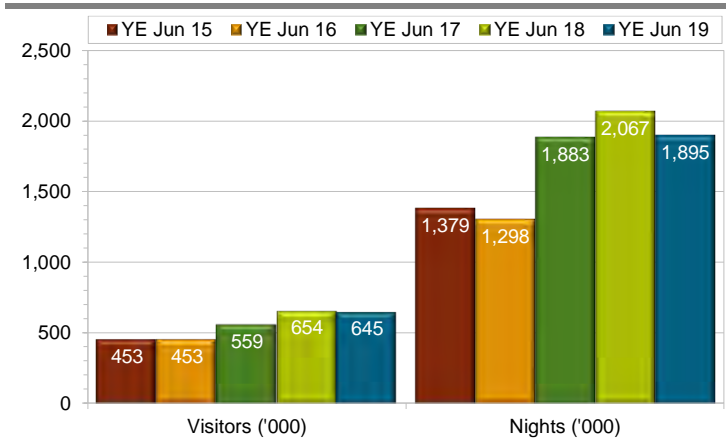
### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$245 million in the region - an average of \$190 per visitor.

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

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

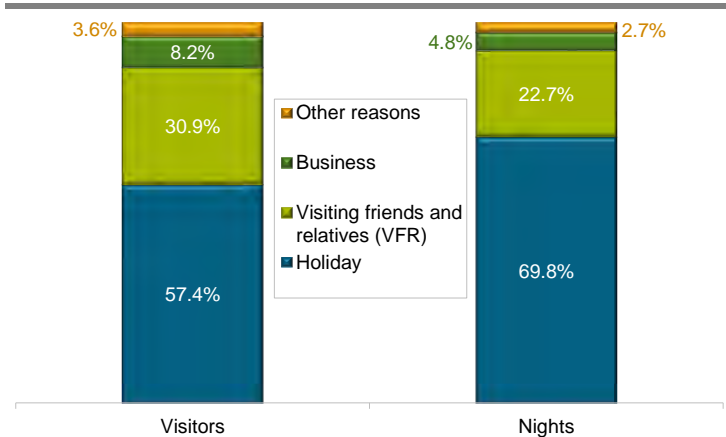


Sun Country received 645,000 domestic overnight visitors - down by 1.3% on YE Jun 18. Visitors spent almost 1.9 million nights in the region - down by 8.3% on YE Jun 18.

### Market share

The region received 21.6% of visitors and 22.2% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 0.5% pts and the share of nights was down by 2.5% pts.

### Purpose of visit to Sun Country



'Holiday' (57.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (30.9%) and 'business' (8.2%). Compared to YE Jun 18, 'holiday' grew by 3.1% pts while 'business' declined by 2.1% pts.

'Holiday' (69.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (22.7%) and 'business' (4.8%). Compared to YE Jun 18, 'holiday' grew by 4.7% pts while 'VFR' declined by 3.6% pts.

### Accommodation

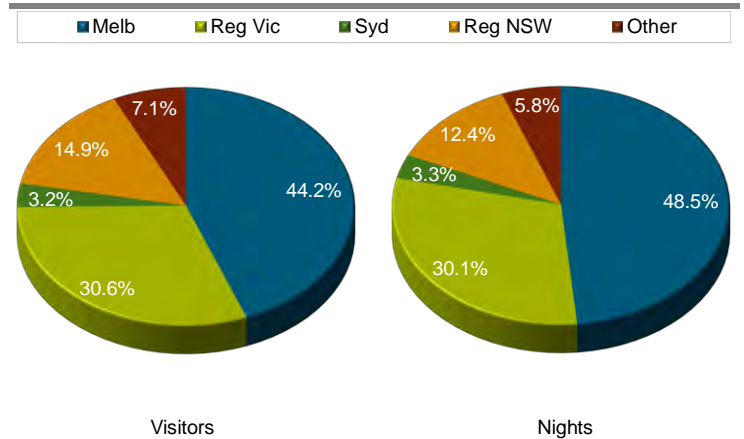
'Friends or relatives property' (25.3%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping - non commercial' (22.8%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (16.9%).

Compared to YE Jun 18, 'caravan or camping - non commercial' grew by 4.6% pts while 'caravan park or commercial camping ground' declined by 2.7% pts.

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

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

### Origin



The region received 74.8% of visitors and 78.6% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were down by 4.6% and nights were down by 7.0%.

**New South Wales** contributed 18.1% of visitors and 15.7% of nights in the region. Compared to YE Jun 18, NSW visitors were up by 25.6%.

**Queensland** contributed 4.4% of visitors and 3.0% of nights in the region.

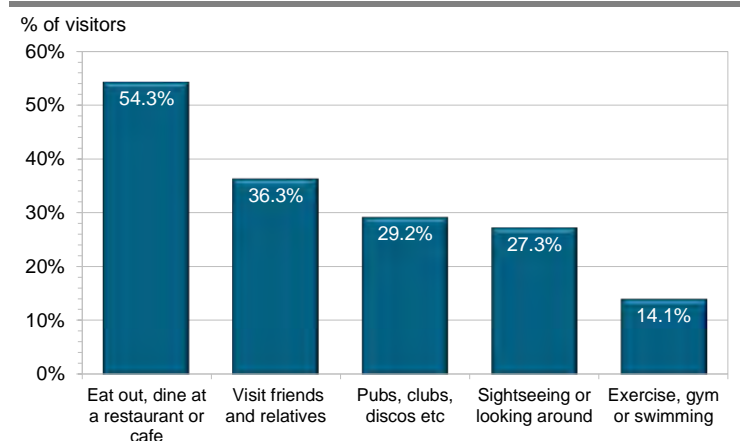
### Length of stay

Visitors stayed, on average, 2.9 nights in the region - down by 0.3 nights on the YE Jun 18.

### Age

'65 years and over' (25.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.0%) and '55 to 64 years' (17.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (54.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.3%) and 'pubs, clubs, discos etc' (29.2%).

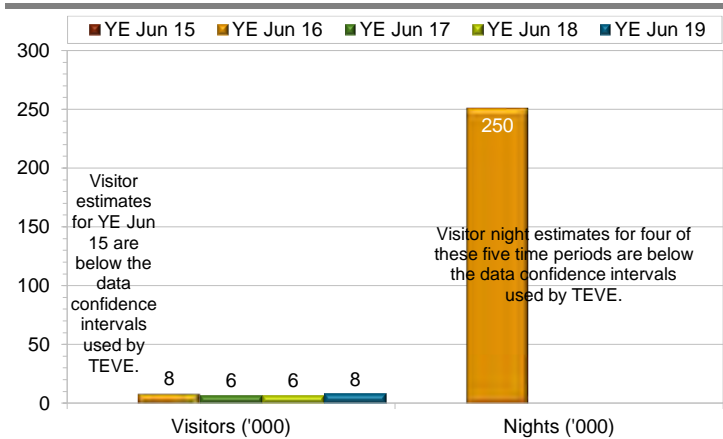
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$248 million in the region - an average of \$131 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Sun Country received 7,700 international overnight visitors - up by 20.9% on YE Jun 18. Visitor night estimates for four of these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 11.7% of visitors and 11.6% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was up by 2.2% pts and the share of nights was down by 2.5% pts.

### Purpose of visit to Sun Country

'Visiting friends and relatives' (56.1%) was the largest purpose for **visitors** to the region, followed by 'holiday' (32.8%) and 'business' (4.3%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	32.7%	13	Italy	0.5%
2	United Kingdom	13.2%	14	Japan	0.0%
3	USA	10.9%	14	Hong Kong	0.0%
4	Taiwan	10.4%	14	Malaysia	0.0%
5	Netherlands	7.2%	14	Indonesia	0.0%
6	Scandinavia	3.7%	14	Thailand	0.0%
7	Switzerland	3.6%	14	Mainland China	0.0%
8	Singapore	3.0%	14	France	0.0%
9	Korea	2.9%			
10	Canada	1.6%		Other Asia	1.0%
11	India	1.3%		Other Europe	7.1%
12	Germany	1.0%		Other Countries	0.0%

New Zealand (32.7%) was the region's largest source market of visitors, followed by the United Kingdom (13.2%) and the USA (10.9%).

### Accommodation

'Friends or relatives property' (44.7%) was the most popular accommodation type used for **nights** in the region, followed by 'homestay' (23.4%).

### Age

'25 to 34 years' (24.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (23.0%).

### Expenditure<sup>(4)</sup>

International overnight visitors spent \$8 million in the region - an average of \$38 per night.

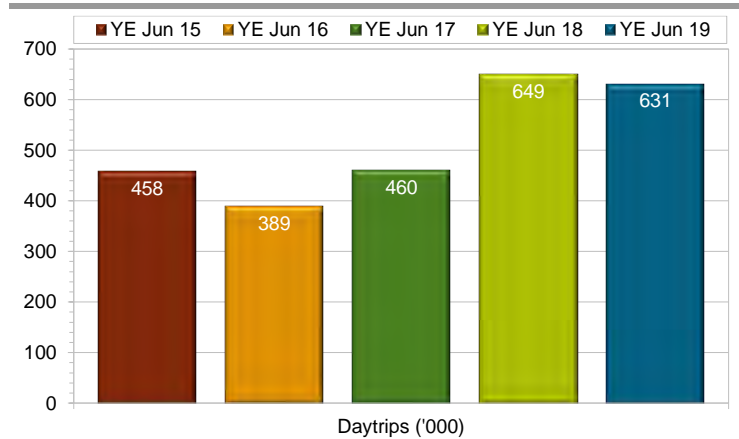
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 19.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Sun Country received 631,000 domestic daytrips - down by 2.9% on YE Jun 18.

### Market share

The region received 19.0% of daytrips to the Murray region. Compared to YE Jun 18, the share was down by 0.4% pts.

### Main purpose of trip

'Holiday' (48.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.5%) and 'business' (12.9%).

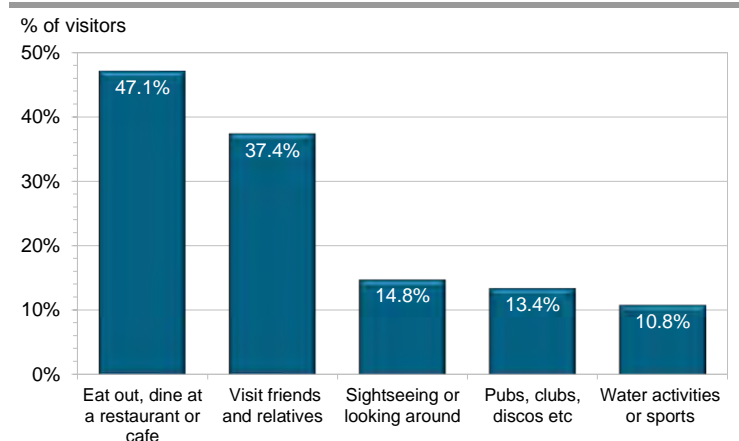
### Age

'45 to 54 years' (26.0%) was the biggest age group of daytrip visitors to the region, followed by '35 to 44 years' (20.5%) and '15 to 24 years' (16.4%).

### Gender

More visitors to the region were male (57.4%) than female (42.6%).

### Activities



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

### Expenditure<sup>(6)</sup>

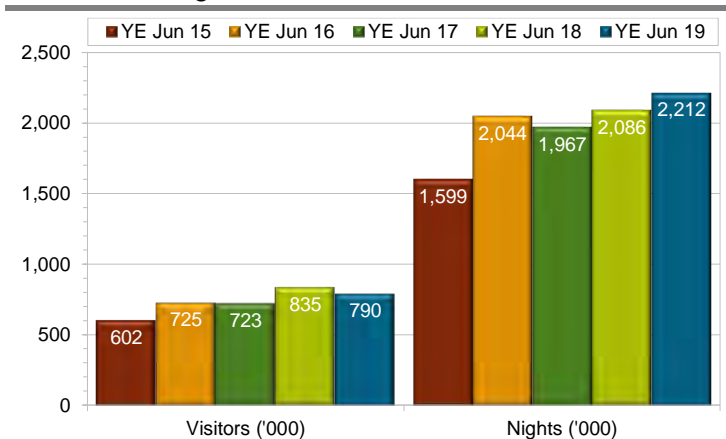
Domestic daytrip visitors spent \$82 million in the region - an average of \$130 per visitor.

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

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

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

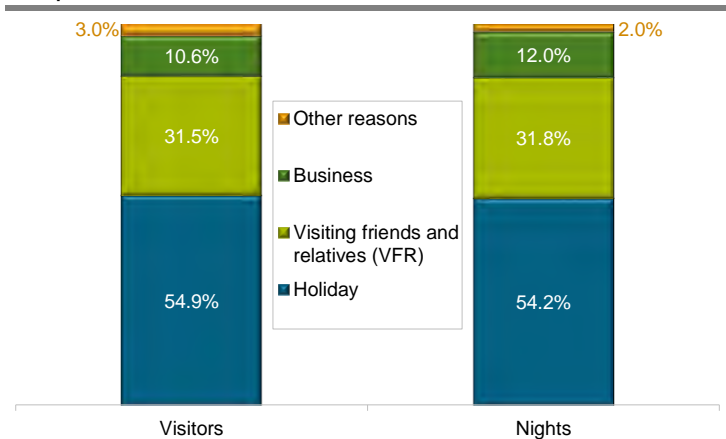


Echuca / Moama received 790,000 domestic overnight visitors – down by 5.4% on YE Jun 18. Visitors spent over 2.2 million nights in the region - up by 6.1% on YE Jun 18.

### Market share

The region received 26.4% of visitors and 25.9% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 1.8% pts and the share of nights was up by 1.0% pt.

### Purpose of visit to Echuca / Moama



'Holiday' (54.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (31.5%) and 'business' (10.6%). Compared to YE Jun 18, 'holiday' grew by 3.0% pts while 'business' declined by 4.9% pts.

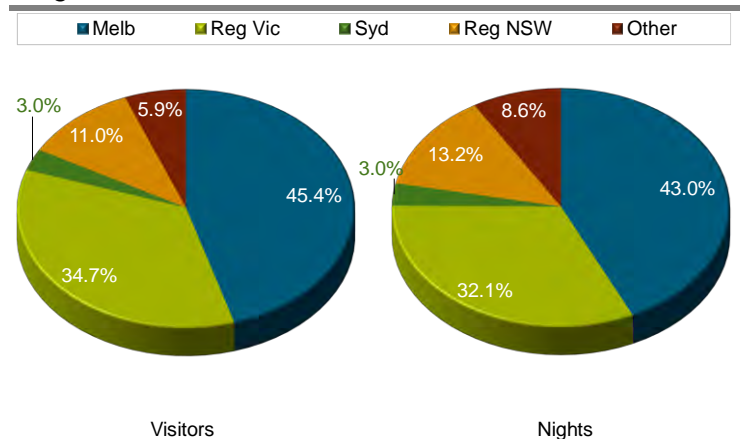
'Holiday' (54.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (31.8%) and 'business' (12.0%). Compared to YE Jun 18, 'VFR' grew by 4.4% pts while 'business' declined by 1.6% pts.

### Accommodation

'Friends or relatives property' (35.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan or camping – non commercial' (17.4%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (16.7%).

Compared to YE Jun 18, 'friends or relatives property' grew by 7.3% pts while 'caravan park or commercial camping ground' declined by 6.9% pts.

### Origin



The region received 80.1% of visitors and 75.1% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were down by 3.6% and nights were down by 1.8%.

**New South Wales** contributed 13.9% of visitors and 16.2% of nights in the region. Compared to YE Jun 18, NSW visitors were down by 7.8%.

**South Australia** contributed 2.5% of visitors and 3.2% of nights in the region.

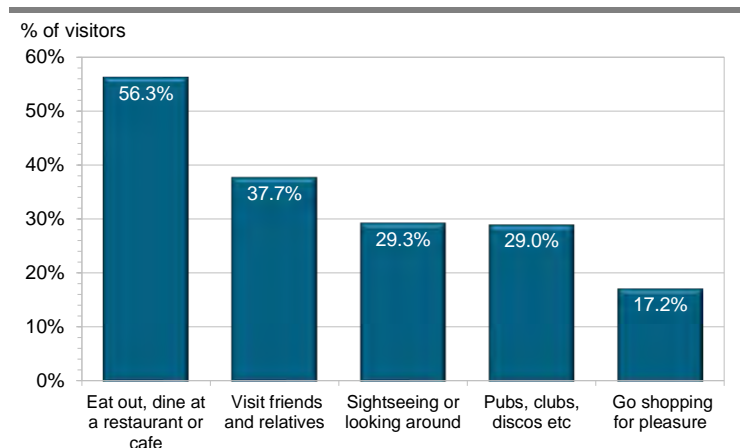
### Length of stay

Visitors stayed, on average, 2.8 nights in the region – up by 0.3 nights on the YE Jun 18.

### Age

'55 to 64 years' (17.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.7%) and '25 to 34 years' (17.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (56.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.7%).

### Expenditure<sup>(2)</sup>

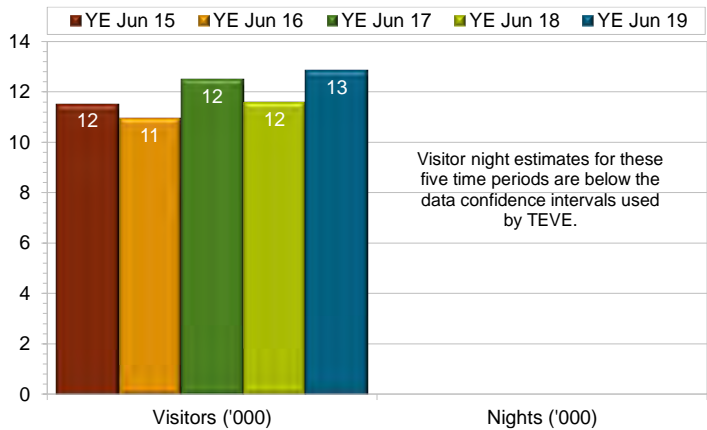
Domestic overnight visitors spent \$339 million in the region - an average of \$153 per night.

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



## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Echuca / Moama received 12,800 international overnight visitors - up by 11.0% on YE Jun 18. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 19.4% of visitors and 12.2% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was up by 2.2% pts and the share of nights was down by 2.4% pts.

### Purpose of visit to Echuca / Moama

'Visiting friends and relatives' (39.7%) was the largest purpose for visitors to the region, followed by 'holiday' (33.3%) and 'business' (23.1%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.1%	13	Taiwan	0.9%
2	United Kingdom	14.4%	14	Mainland China	0.6%
3	USA	10.9%	15	France	0.6%
4	Hong Kong	8.0%	16	Malaysia	0.0%
5	Netherlands	5.2%	16	Korea	0.0%
6	Canada	4.0%	16	India	0.0%
7	Thailand	2.9%	16	Italy	0.0%
8	Indonesia	2.6%	16	Switzerland	0.0%
9	Germany	2.5%			
10	Scandinavia	1.5%		Other Asia	10.6%
11	Singapore	1.5%		Other Europe	10.0%
12	Japan	1.4%		Other Countries	1.5%

New Zealand (21.1%) was the region's largest source market of visitors, followed by the United Kingdom (14.4%) and the USA (10.9%).

### Accommodation

'Friends or relatives property' (52.1%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (10.9%).

### Age

'65 years and over' (28.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (27.9%).

### Expenditure<sup>(4)</sup>

International overnight visitors spent \$12 million in the region - an average of \$53 per night.

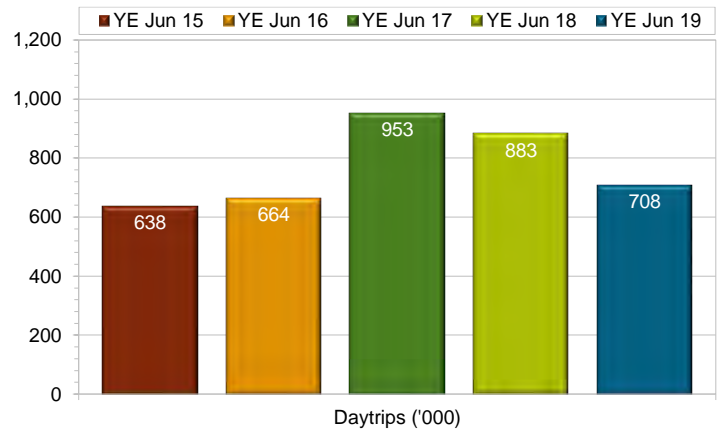
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 19.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Echuca / Moama received 708,000 domestic daytrip visitors - down by 19.8% on YE Jun 18.

### Market share

The region received 21.3% of daytrips to the Murray region. Compared to YE Jun 18, the share was down by 5.1% pts.

### Main purpose of trip

'Holiday' (43.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.7%) and 'business' (17.6%).

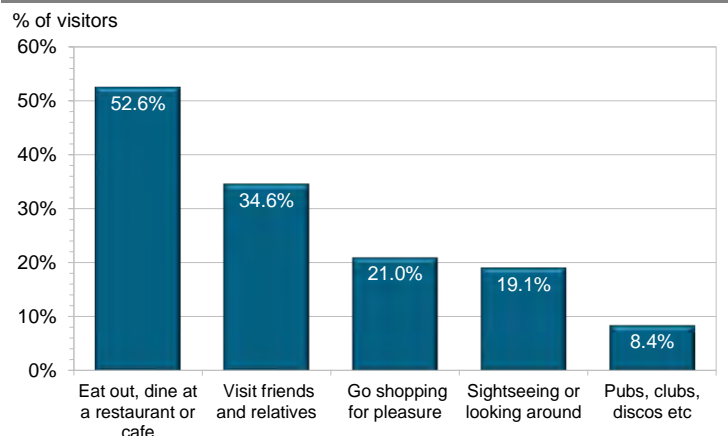
### Age

'65 years and over' (23.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.7%) and '35 to 44 years' (20.4%).

### Gender

More visitors to the region were female (50.2%) than male (49.8%).

### Activities



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

### Expenditure<sup>(6)</sup>

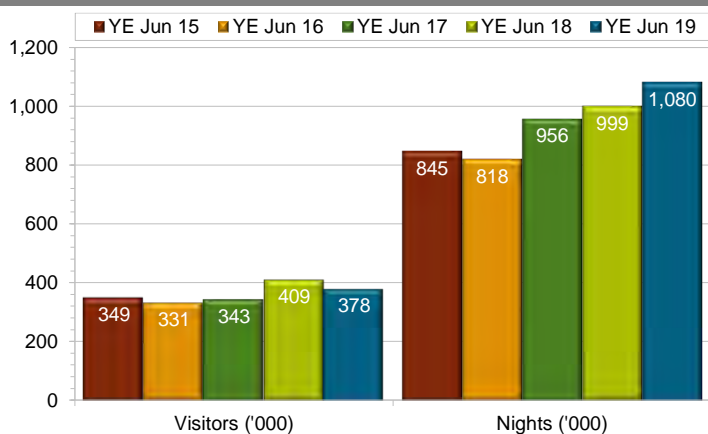
Domestic daytrip visitors spent \$81 million in the region - an average of \$114 per visitor.

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

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

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

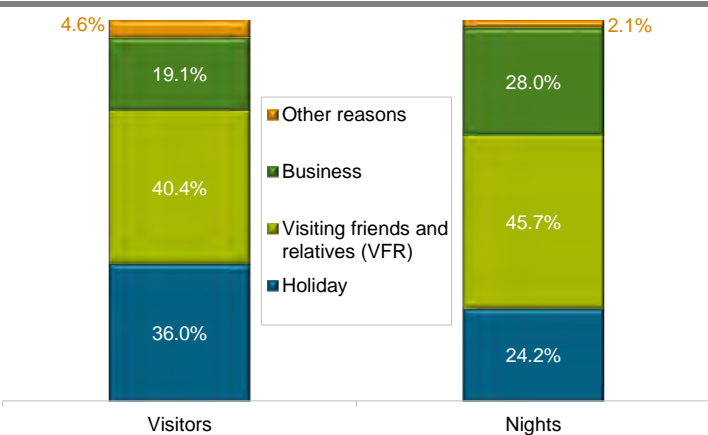


The Swan Hill region received 378,000 domestic overnight visitors - down by 7.6% on YE Jun 18. Visitors spent nearly 1.1 million nights in the region - up by 8.1% on YE Jun 18.

### Market share

The region received 12.6% of both visitors and nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 1.2% pts and the share of nights was up by 0.6% pts.

### Purpose of visit to the Swan Hill region



'Visiting friends and relatives (VFR)' (40.4%) was the largest purpose for **visitors** to the region, followed by 'holiday' (36.0%) and 'business' (19.1%). Compared to YE Jun 18, 'VFR' increased by 12.1% pts while 'other reasons' declined by 6.9% pts.

'VFR' (45.7%) was the largest purpose in terms of **nights** in the region, followed by 'business' (28.0%) and 'holiday' (24.2%). Compared to YE Jun 18, 'VFR' grew by 14.2% pts while 'holiday' declined by 13.5% pts.

### Accommodation

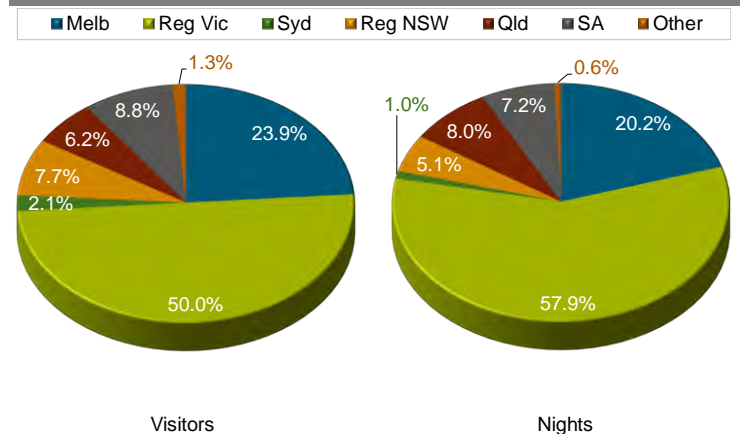
'Friends or relatives property' (44.9%) was the most popular accommodation type used for **nights** in the region. 'Rented house, apartment, flat or unit' (19.2%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (14.6%).

Compared to YE Jun 18, 'rented house, apartment, flat or unit' grew by 16.7% pts while 'caravan park or commercial camping ground' declined by 8.6% pts.

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

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

### Origin



The region received 73.8% of visitors and 78.1% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were down by 9.4% and nights were up by 3.6%.

**New South Wales** contributed 9.9% of visitors and 6.1% of nights in the region.

**South Australia** contributed 8.8% of visitors and 7.2% of nights in the region.

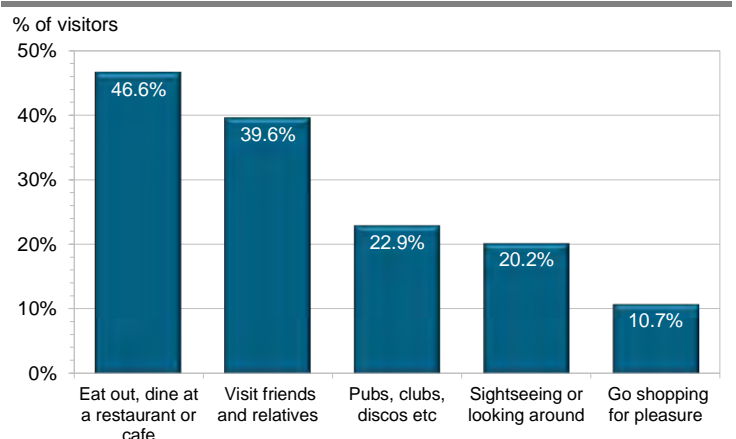
### Length of stay

Visitors stayed, on average, 2.9 nights in the region - up by 0.5 nights on the YE Jun 18.

### Age

'65 years and over' (24.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.7%) and '25 to 34 years' (16.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (46.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (39.6%) was the 2<sup>nd</sup> most popular, followed by 'pubs, clubs, discos etc' (22.9%).

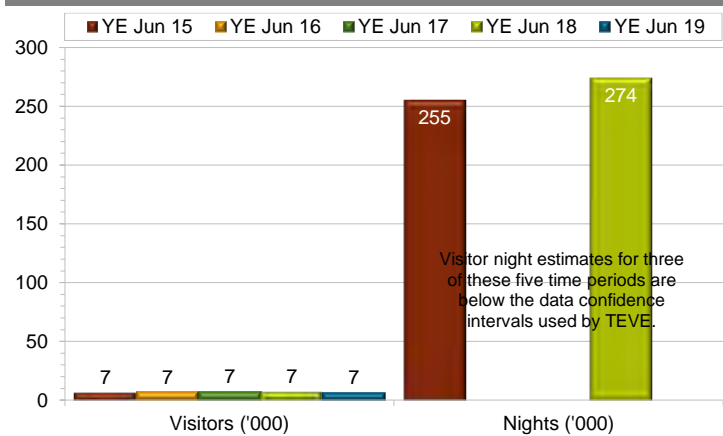
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$101 million in the region - an average of \$94 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



The Swan Hill region received 6,700 international overnight visitors - down by 6.1% on YE Jun 18. Visitor night estimates for three of these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 10.1% of visitors and 13.6% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 0.5% pts and the share of nights was down by 5.2% pts.

### Purpose of visit to the Swan Hill region

'Visiting friends and relatives' (49.0%) was the largest purpose for visitors to the region, followed by 'holiday' (30.2%) and 'employment' (12.6%).

### Origin

No.	Market	Share	No.	Market	Share
1	USA	12.0%	13	France	1.2%
2	Korea	11.3%	14	Mainland China	0.3%
3	Netherlands	10.2%	15	Japan	0.0%
4	New Zealand	10.0%	15	Hong Kong	0.0%
5	Scandinavia	9.0%	15	Singapore	0.0%
6	Indonesia	6.6%	15	Thailand	0.0%
7	United Kingdom	6.3%	15	India	0.0%
8	Malaysia	5.3%	15	Switzerland	0.0%
9	Canada	4.0%			
10	Germany	3.8%		Other Asia	0.0%
11	Italy	2.2%		Other Europe	0.0%
12	Taiwan	1.4%		Other Countries	16.5%

The USA (12.0%) was the region's largest source market of visitors, followed by Korea (11.3%) and the Netherlands (10.2%).

### Accommodation

'Rented house, apartment, flat or unit' (48.4%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (27.6%).

### Age

'35 to 44 years' (23.0%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.9%).

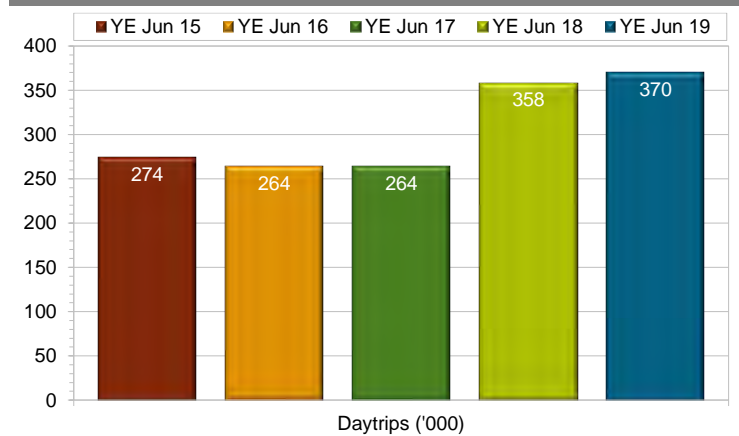
### Expenditure<sup>(4)</sup>

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



The Swan Hill region received 370,000 domestic daytrip visitors - up by 3.4% on YE Jun 18.

### Market share

The region received 11.1% of daytrips to the Murray region. Compared to YE Jun 18, the share was up by 0.4% pts.

### Main purpose of trip

'Holiday' (40.2%) was the largest purpose for visitors to the region, followed by 'business' (22.4%) and 'visiting friends and relatives' (15.1%).

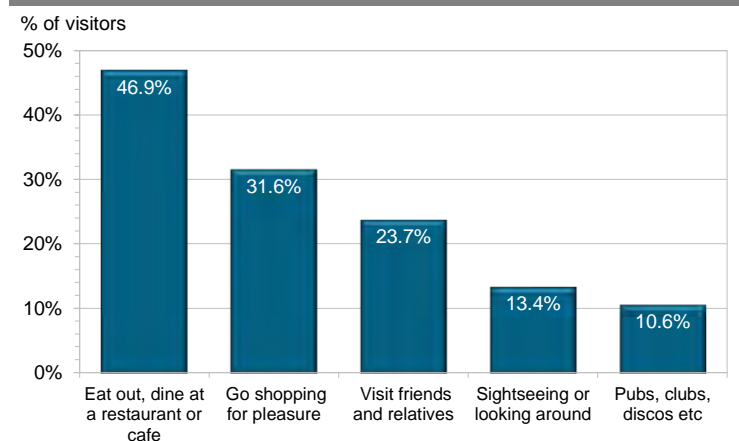
### Age

'55 to 64 years' (33.4%) was the biggest age group of visitors to the region, followed by '65 years and over' (29.7%) and '35 to 44 years' (14.5%).

### Gender

More visitors to the region were female (50.1%) than male (49.9%).

### Activities



'Eat out, dine at a restaurant or cafe' (46.9%) was the most popular activity undertaken by visitors to the region.

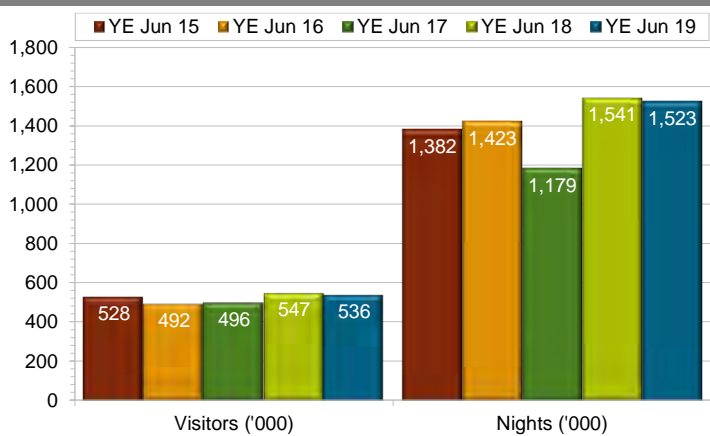
### Expenditure<sup>(6)</sup>

Domestic daytrip visitors spent \$70 million in the region - an average of \$190 per visitor.

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

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

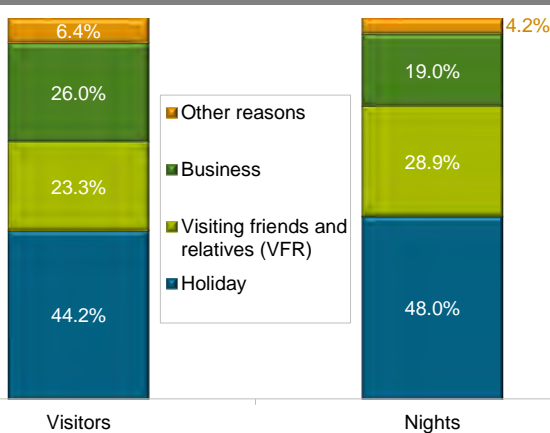


Mildura / Wentworth received 536,000 domestic overnight visitors - down by 2.0% on YE Jun 18. Visitors spent over 1.5 million nights in the region - down by 1.2% on YE Jun 18.

### Market share

The region received 17.9% of visitors and 17.8% of nights in the Murray region. Compared to YE Jun 18, the share of visitors and the share of nights were down by 0.6% pts each.

### Purpose of visit to Mildura / Wentworth



'Holiday' (44.2%) was the largest purpose for **visitors** to the region, followed by 'business' (26.0%) and 'visiting friends and relatives (VFR)' (23.3%). Compared to YE Jun 18, 'business' increased by 6.5% pts while 'VFR' decreased by 3.8% pts.

'Holiday' (48.0%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.9%) and 'business' (19.0%). Compared to YE Jun 18, 'business' increased by 0.6% pts while 'other reasons' decreased by 0.4% pts.

### Accommodation

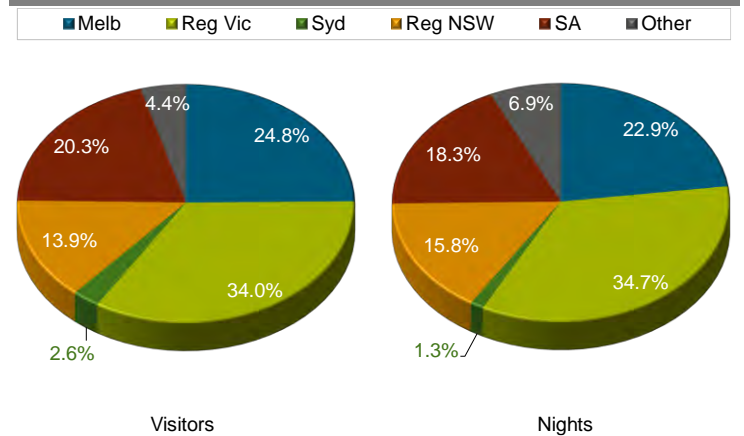
'Standard hotel or motor inn, below 4 star' (26.4%) was the most popular accommodation type used for **nights** in the region. 'Friends or relatives property' (23.9%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (19.6%).

Compared to YE Jun 18, 'standard hotel or motor inn, below 4 star' grew by 5.2% pts while 'friends or relatives property' declined by 3.6% pts.

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

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

### Origin



The region received 58.8% of visitors and 57.6% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were up by 26.7% and nights were up by 10.9%.

**NSW** contributed 16.5% of visitors and 17.1% of nights in the region. Compared to YE Jun 18, visitors from NSW were down by 40.0%.

**South Australia** contributed 20.3% of visitors and 18.3% of nights in the region. Compared to YE Jun 18, visitors from South Australia were down by 10.2%.

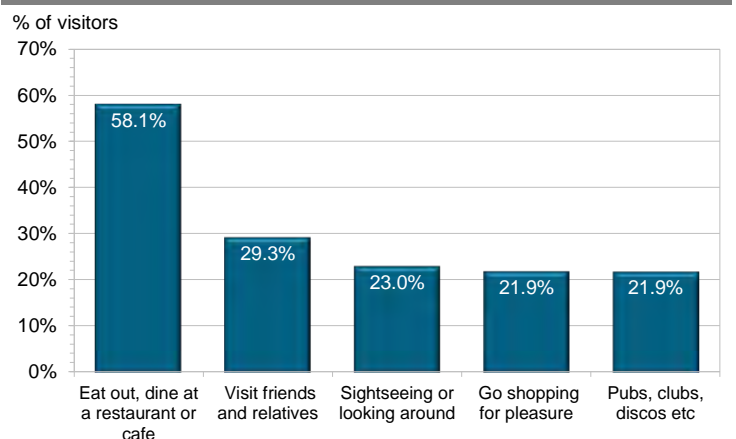
### Length of stay

Visitors stayed, on average, 2.8 nights in the region - unchanged on the YE Jun 18.

### Age

'45 to 54 years' (21.4%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.1%) and '55 to 64 years' (20.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (58.1%) was the most popular activity undertaken by visitors to the region.

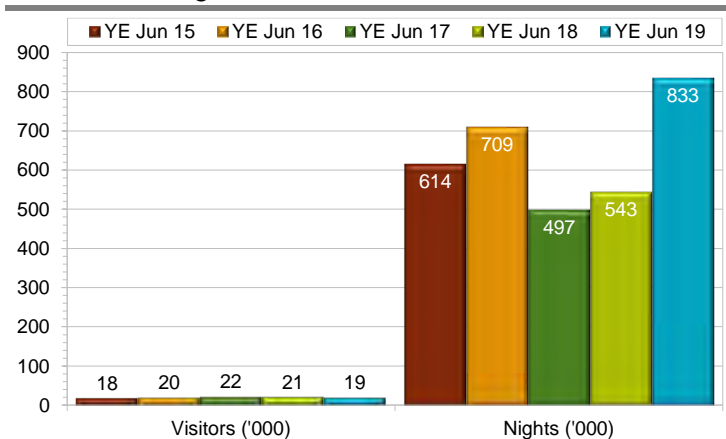
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$269 million in the region - an average of \$177 per night.

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

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Mildura / Wentworth received 19,500 international overnight visitors - down by 7.8% on YE Jun 18. Visitors spent 833,000 nights in the region - up by 53.5% on YE Jun 18.

### Market share

The region received 29.4% of visitors and 46.6% of nights in the Murray region. Compared to YE Jun 18, the share of visitors was down by 2.1% pts and the share of nights was up by 9.4% pts.

### Purpose of visit to Mildura / Wentworth

'Holiday' (51.3%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (23.3%) and 'employment' (14.8%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.8%	13	Korea	2.3%
2	USA	9.9%	14	Indonesia	1.1%
3	Taiwan	7.3%	15	Singapore	0.8%
4	Malaysia	7.2%	16	India	0.7%
5	New Zealand	7.0%	17	Scandinavia	0.3%
6	Japan	6.5%	18	Hong Kong	0.0%
7	Mainland China	6.3%	18	Thailand	0.0%
8	Netherlands	5.7%	18	Switzerland	0.0%
9	France	4.6%			
10	Canada	3.9%		Other Asia	3.7%
11	Germany	3.0%		Other Europe	3.7%
12	Italy	2.6%		Other Countries	6.6%

The United Kingdom (16.8%) was the region's largest source market of visitors. The USA (9.9%) was the 2<sup>nd</sup> largest, followed by Taiwan (7.3%).

### Accommodation

'Rented house, apartment, flat or unit' (50.1%) was the most popular accommodation type used for **nights** in the region, followed by 'backpacker or hostel' (33.3%).

### Age

'25 to 34 years' (31.6%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (27.4%).

### Expenditure<sup>(4)</sup>

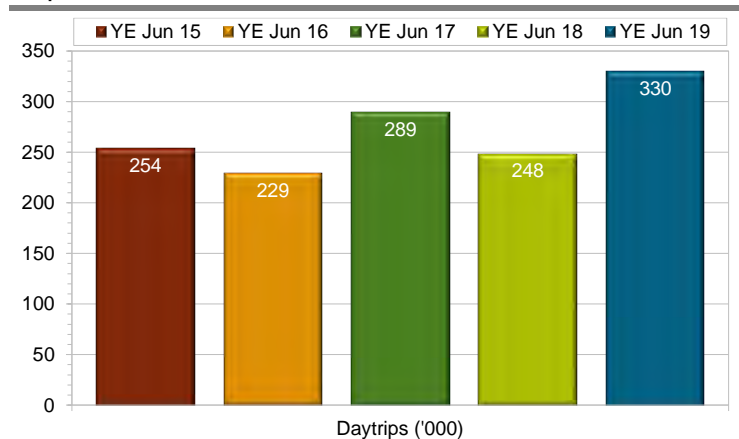
International overnight visitors spent \$34 million in the region - an average of \$40 per night.

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

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Mildura / Wentworth received 330,000 domestic daytrip visitors - up by 32.9% on YE Jun 18.

### Market share

The region received 9.9% of daytrips to the Murray region. Compared to YE Jun 18, the share was up by 2.5% pts.

### Main purpose of trip

'Holiday' (57.6%) was the largest purpose for visitors to the region, followed by 'business' (16.1%) and 'visiting friends and relatives' (13.9%).

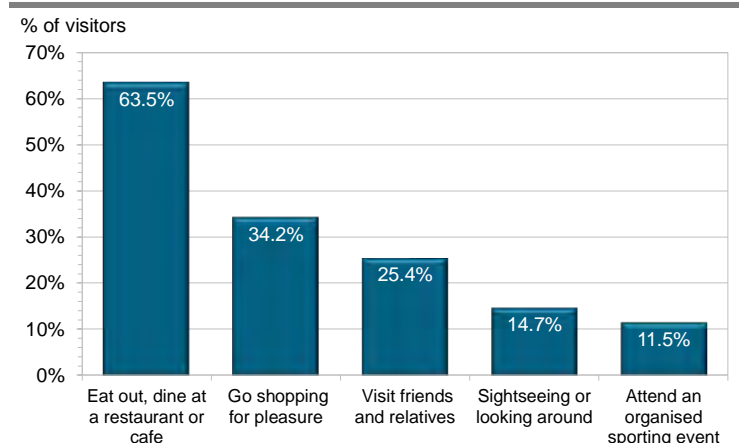
### Age

'15 to 24 years' (29.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.8%) and '25 to 34 years' (16.6%).

### Gender

More visitors to the region were female (62.0%) than male (38.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (63.5%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>(6)</sup>

Expenditure estimates for domestic daytrip visitors in the region are considered statistically unreliable for YE Jun 19.

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