

Travel to the Murray Region

Year ended June 2021
Quarterly Tracking of Selected Measures



DOMESTIC TRAVEL TO MURRAY REGION


July 2020 to June 2021

and change on July 2019 to June 2020

Domestic overnight travel

	2.1 million	↓ -18.3%
	6.6 million	↓ -19.5%
	\$924 million	↓ -24.7%

Total domestic travel

	4.5 million	↓ -15.9%
	6.6 million	↓ -19.5%
	\$1.2 billion	↓ -26.0%

Domestic daytrip travel

	2.4 million	↓ -13.7%
	\$304 million	↓ -29.6%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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

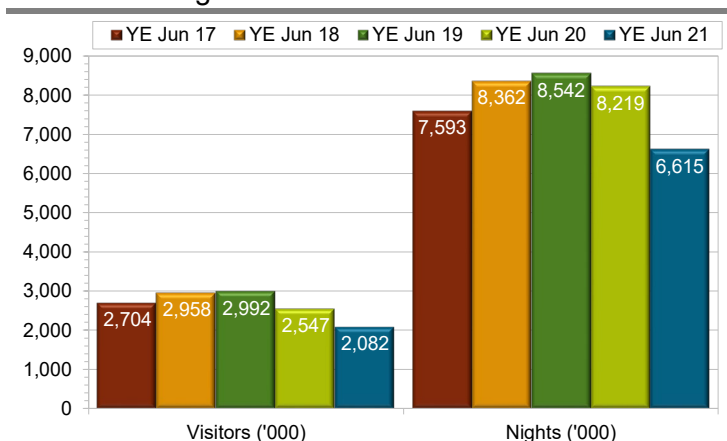
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period July 2020 to June 2021

Overnight travel

Visitors and nights



The Murray region received nearly 2.1 million overnight visitors - down by 18.3% on YE Jun 20. Visitors spent over 6.6 million nights in the region - down by 19.5% on YE Jun 20.

Expenditure ⁽²⁾

Overnight visitors spent \$924 million in the Murray region - down by 24.7% on YE Jun 20. On average, visitors spent \$140 per night - down by 6.5% on YE Jun 20.

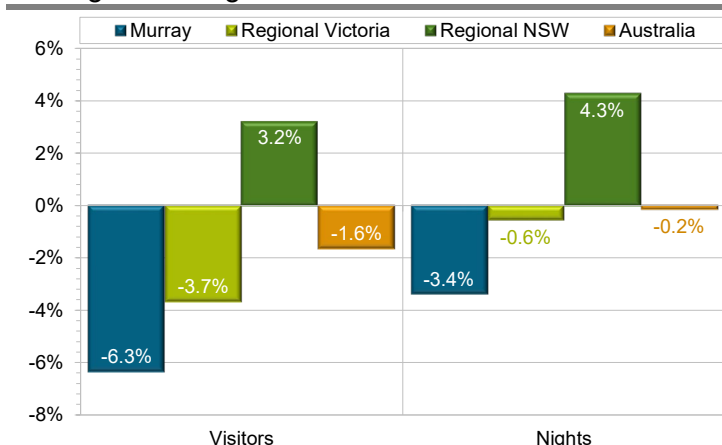
(2) Sources: NVS & Regional Expenditure Model, YE Jun 21, TRA.

Market share

The overnight sector represented 46.5% all domestic visitors to the Murray region - down by 1.4% pts on YE Jun 20. The overnight sector contributed 75.2% of total domestic spend in the region - up by 1.2% pts on YE Jun 20.

The Murray region received 5.6% of visitors and 5.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 20, the share of visitors was down by 1.5% pts and the share of nights was down by 1.8% pts.

Average annual growth - YE Jun 17 to YE Jun 21



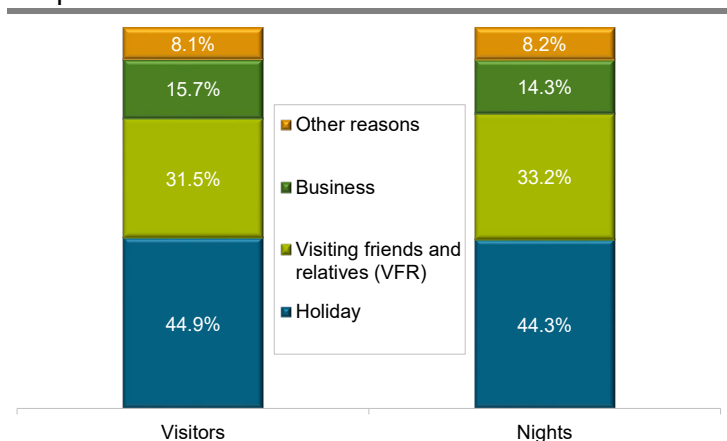
Over the period YE Jun 17 to YE Jun 21, the Murray region had an average annual decline of -6.3% in **visitors**. The region had a higher decline than regional Victoria and Australia. Regional NSW experienced growth over the period.

The Murray region had an average annual decline of -3.4% in **nights** over the period. The region had a higher decline than regional Victoria and Australia. Regional NSW 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.

(1) Source: National Visitor Survey (NVS), YE Jun 21, Tourism Research Australia (TRA) – unless otherwise specified

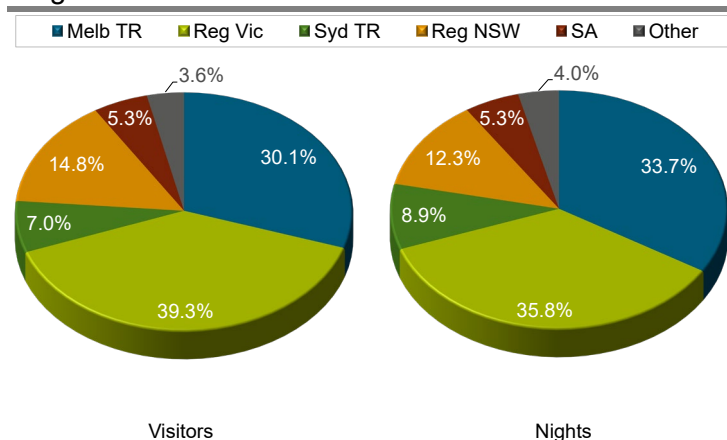
Purpose of visit



'Holiday' (44.9%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (31.5%) was the 2nd largest purpose, followed by 'business' (15.7%). Compared to YE Jun 20, 'holiday' increased by 6.4% pts whilst 'VFR' decreased by 5.9% pts.

'Holiday' (44.3%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (33.2%) was the 2nd largest purpose, followed by 'business' (14.3%). Compared to YE Jun 20, 'holiday' increased by 2.0% pts whilst 'VFR' decreased by 2.8% pts.

Origin



The Murray region received 69.4% of visitors and 69.5% of nights from **Victoria**. Compared to YE Jun 20, Victorian visitors were down by 14.6% and nights were down by 8.8%.

NSW contributed 21.8% of visitors and 21.2% of nights in the region. Compared to YE Jun 20, NSW visitors were down by 14.9% and nights were down by 5.8%.

South Australia contributed 5.3% of visitors and 5.3% of nights in the region. Compared to YE Jun 20, visitors from South Australia were down by 18.3%.

Other states contributed 3.6% of visitors and 4.0% of nights in the region. Compared to YE Jun 20, visitors from other states were down by 60.5%.

Month returned from trip

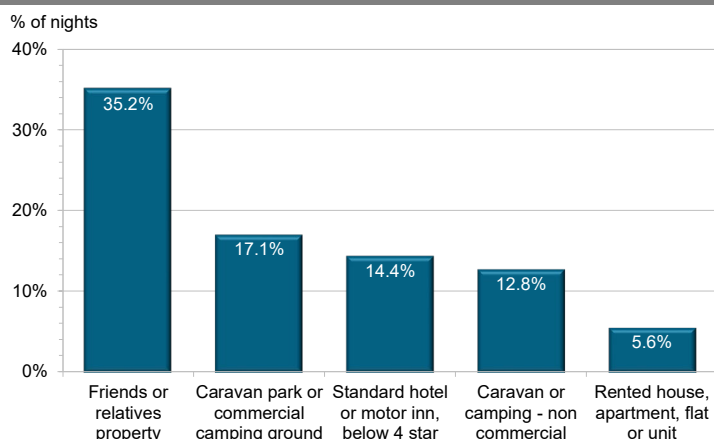
April (16.0%) was the most popular month for visitors to return from their trip to the Murray region. January (13.9%) was the 2nd most popular month to return, followed by March (13.0%).

Domestic travel to the Murray region ⁽¹⁾

For the period July 2020 to June 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (35.2%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Jun 20, 'caravan or camping – non commercial' increased by 3.7% pts whilst 'caravan park or commercial camping ground' decreased by 3.0% pts.

Length of stay

Visitors stayed, on average, 3.2 nights in the Murray region – unchanged on YE Jun 20.

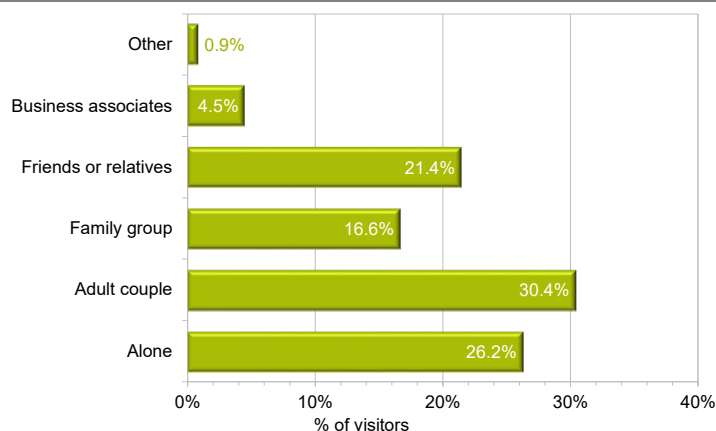
Activities

'Eat out, dine at a restaurant or cafe' (51.4%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (27.0%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (25.3%).

All transport

'Private vehicle or company car' (94.8%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (2.3%) was the 2nd most popular transport used, followed by 'rental car' (1.0%).

Travel party



'Adult couple' (30.4%) was the most common travel party description of visitors to the Murray region. 'Alone' (26.2%) was the 2nd most common travel party description.

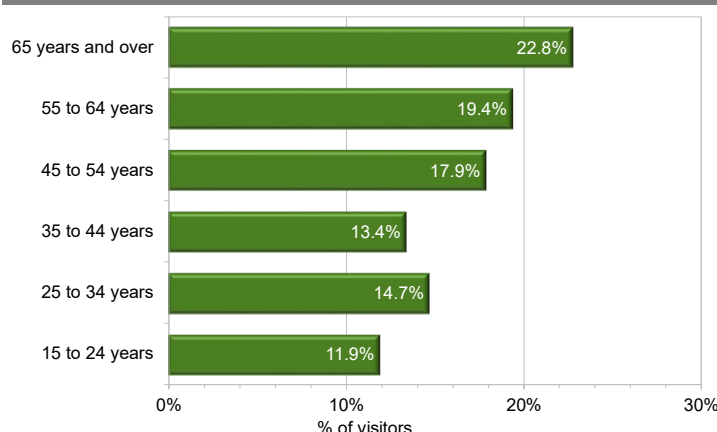
Number of stopovers on trip

Nearly ¾ (72.6%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.4%) had two stopovers on the trip.

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

(1) Source: NVS, YE Jun 21, TRA – unless otherwise specified

Age



'65 years and over' (22.8%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (19.4%) was the 2nd biggest age group, followed by '45 to 54 years' (17.9%).

Gender

More visitors to the Murray region were male (55.2%) than female (44.8%).

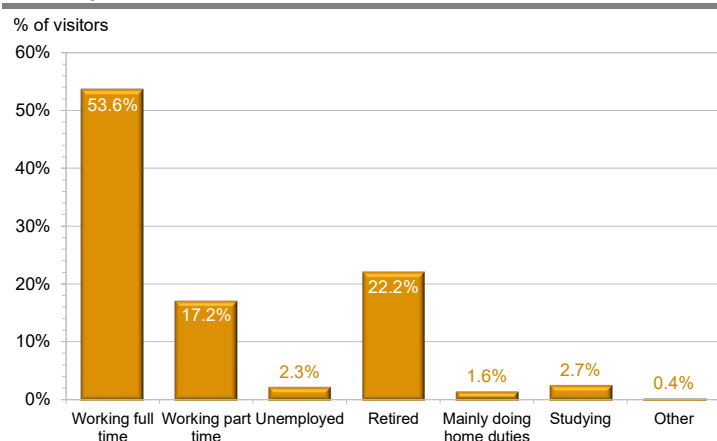
Lifecycle

'Older non-working' (22.8%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (20.4%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (18.7%).

Marital status

More visitors to the Murray region were married or part of a couple (70.3%) than single (29.6%).

Employment



'Working full time' (53.6%) was the most common employment status of visitors to the Murray region. 'Retired' (22.2%) was the 2nd most common employment status, followed by 'working part time' (17.2%).

Annual household income

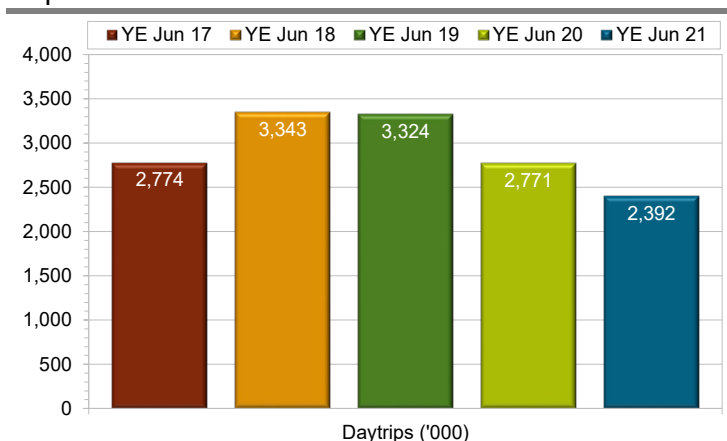
The average annual household income was \$125,487 amongst visitors to the Murray region. Over 3/10 (30.7%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (19.4%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period July 2020 to June 2021

Daytrip travel

Trips



The Murray region received nearly 2.4 million daytrip visitors - down by 13.7% on YE Jun 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$304 million in the Murray region - down by 29.6% on YE Jun 20. On average, visitors spent \$127 per trip - down by 18.4% on YE Jun 20.

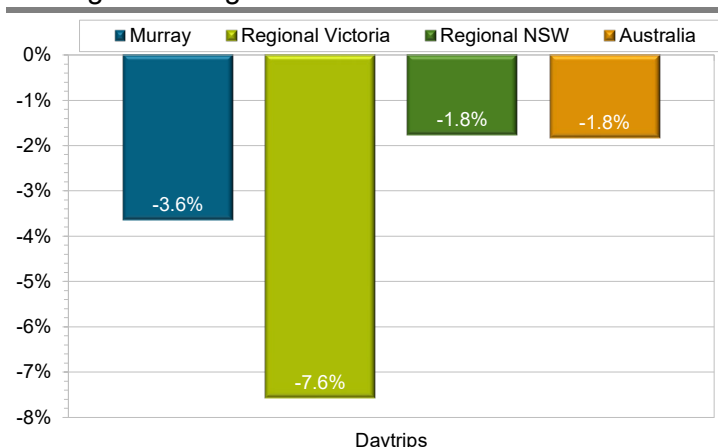
(2) Sources: NVS & Regional Expenditure Model, YE Jun 21, TRA.

Market share

The daytrip sector represented 53.5% all domestic visitors to the Murray region - up by 1.4% pts on YE Jun 20. The daytrip sector contributed 24.8% of total domestic spend in the region - down by 1.2% pts on YE Jun 20.

The Murray region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 20, the share was up by 0.3% pts.

Average annual growth - YE Jun 17 to YE Jun 21

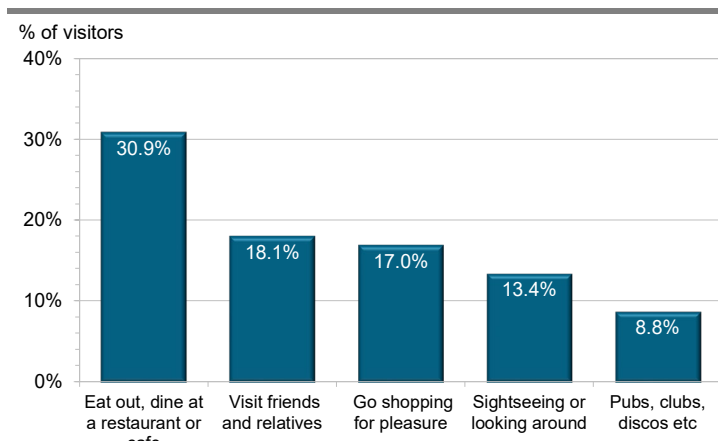


Over the period YE Jun 17 to YE Jun 21, the Murray region had an average annual decline of -3.6% in daytrips. The region had a lower decline than regional Victoria, but a higher decline than regional NSW and Australia.

Main purpose of trip

'Holiday' (36.4%) was the largest purpose for visitors to the Murray region. 'Business' (24.4%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (20.7%). Compared to YE Jun 20, 'business' grew by 6.5% pts whilst 'holiday' fell by 5.4% pts.

Activities



'Eat out, dine at a restaurant or cafe' (30.9%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.3%) was the most popular transport used by visitors to the Murray region. 'Bus or coach' (0.8%) was the 2nd most popular transport used.

Origin

The Murray region received (63.9%) of daytrip visitors from Victoria. NSW contributed (35.3%) and South Australia (0.8%) of daytrip visitors to the region. The Murray tourism region (25.3%) was the Murray region's largest individual source market.

Age

'65 years and over' (29.3%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (17.3%) was the 2nd biggest age group, followed by '45 to 54 years' (15.5%).

Month travelled

December (12.2%) was the most popular month for a daytrip to the Murray region. May (12.0%) was the 2nd most popular month to travel, followed by June (10.9%).

Total domestic travel

Visitors, nights and spend

	YE Jun 17	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	Change on last year
Domestic visitors (million)						
Overnight visitors	2.7	3.0	3.0	2.5	2.1	-18.3%
Daytrip visitors	2.8	3.3	3.3	2.8	2.4	-13.7%
Total domestic visitors	5.5	6.3	6.3	5.3	4.5	-15.9%
Domestic nights (million)						
Total domestic nights	7.6	8.4	8.5	8.2	6.6	-19.5%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,004	\$1,290	\$1,328	\$1,227	\$924	-24.7%
Daytrip spend ⁽²⁾	\$351	\$450	\$526	\$432	\$304	-29.6%
Total domestic spend ⁽²⁾	\$1,355	\$1,740	\$1,854	\$1,659	\$1,228	-26.0%

The Murray region received nearly 4.5 million domestic visitors - down by 15.9% on YE Jun 20. Visitors spent over 6.6 million nights in the region - down by 19.5% on YE Jun 20. In total, domestic visitors spent over \$1.2 billion on travel to the Murray region - down by 26.0% on YE Jun 20.

(2) Sources: NVS & Regional Expenditure Model, YE Jun 21, TRA.

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

(1) Source: NVS, YE Jun 21, TRA - unless otherwise specified

DOMESTIC TRAVEL TO ALBURY / WODONGA

July 2020 to June 2021

and change on July 2019 to June 2020

Domestic overnight travel



510 thousand ↓ -21.6%



1.5 million ↓ -7.0%



\$247 million ↓ -21.4%

Total domestic travel



1.3 million ↓ -19.1%



1.5 million ↓ -7.0%



\$397 million ↓ -27.2%

Domestic daytrip travel



768 thousand ↓ -17.3%



\$149 million ↓ -35.1%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.




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

DOMESTIC TRAVEL TO SUN COUNTRY




July 2020 to June 2021

and change on July 2019 to June 2020



Domestic overnight travel

	434 thousand	↓ -20.8%
	1.7 million	↓ -12.4%
	\$187 million	↓ -23.0%

Total domestic travel

	889 thousand	↓ -12.8%
	1.7 million	↓ -12.4%
	\$217 million	↓ -20.2%

Domestic daytrip travel

	456 thousand	↓ -3.7%
	\$30 million	↑ 2.8%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.




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

DOMESTIC TRAVEL TO ECHUCA / MOAMA




July 2020 to June 2021

and change on July 2019 to June 2020



Domestic overnight travel

	541 thousand	↓ -15.2%
	1.6 million	↓ -25.1%
	\$242 million	↓ -23.8%

Total domestic travel

	1.2 million	↓ -9.8%
	1.6 million	↓ -25.1%
	\$297 million	↓ -26.3%

Domestic daytrip travel

	666 thousand	↓ -4.8%
	\$55 million	↓ -35.7%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.







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

DOMESTIC TRAVEL TO SWAN HILL REGION

July 2020 to June 2021

and change on July 2019 to June 2020




Domestic overnight travel

	344 thousand		5.6%
	796 thousand		-8.9%
	\$99 million		-8.7%

Total domestic travel

	572 thousand		-20.4%
	796 thousand		-8.9%
	\$117 million		-30.1%

Domestic daytrip travel

	228 thousand		-42.0%
	np		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

July 2020 to June 2021

and change on July 2019 to June 2020



Domestic overnight travel

	346 thousand	↓ -29.4%
	1.1 million	↓ -37.2%
	\$148 million	↓ -39.1%

Total domestic travel

	621 thousand	↓ -19.2%
	1.1 million	↓ -37.2%
	\$201 million	↓ -26.3%

Domestic daytrip travel

	275 thousand	↓ -1.0%
	np	np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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