

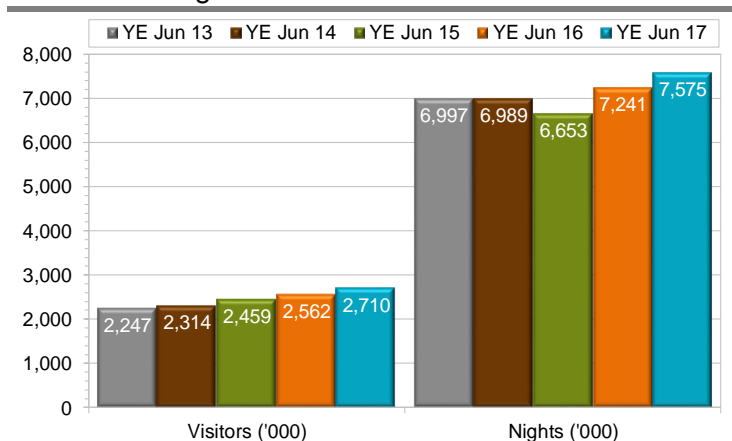
Travel to the Murray Region

Year ended June 2017
Quarterly Tracking of Selected Measures



Domestic Overnight Travel⁽¹⁾

Visitors and nights

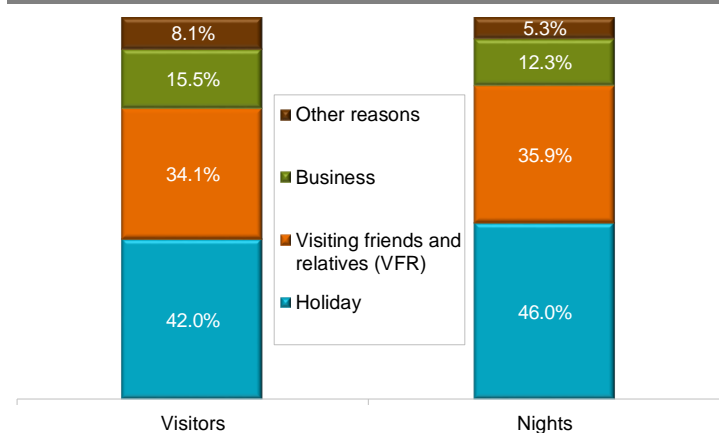


The Murray region received over 2.7 million domestic overnight visitors - up by 5.8% on YE Jun 16. Visitors spent nearly 7.6 million nights in the region - up by 4.6% on YE Jun 16.

Market share

The region received 7.5% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 16, the share of visitors was down by 0.1% pt and the share of nights was unchanged.

Purpose of visit to the Murray region



'Holiday' (42.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.1%) and 'business' (15.5%). Compared to YE Jun 16, 'VFR' increased by 2.0% pts while 'holiday' decreased by 2.2% pts.

'Holiday' (46.0%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.9%) and 'business' (12.3%). Compared to YE Jun 16, 'VFR' increased by 4.1% pts while 'holiday' decreased by 5.3% pts.

Accommodation

'Friends or relatives property' (35.3%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (20.6%) and 'caravan park or commercial camping ground' (16.3%).

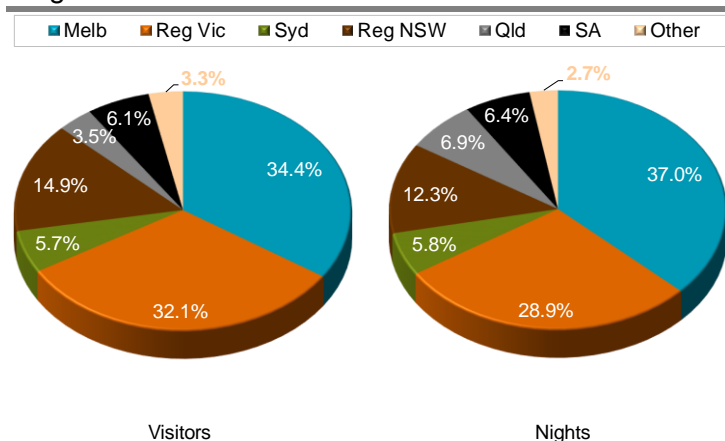
Compared to YE Jun 16, 'standard hotel or motor inn, below 4 star' increased by 2.1% pts while 'caravan park or commercial camping ground' decreased by 1.8% pts.

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 Jun 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 66.4% of visitors and 65.9% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were up by 6.3% and nights were up by 6.0%.

NSW contributed 20.6% of visitors and 18.1% of nights in the region. Compared to YE Jun 16, NSW visitors were up by 9.8% and nights were up by 7.1%.

South Australia contributed 6.1% of visitors and 6.4% of nights in the region. Compared to YE Jun 16, visitors from South Australia were up by 2.5%.

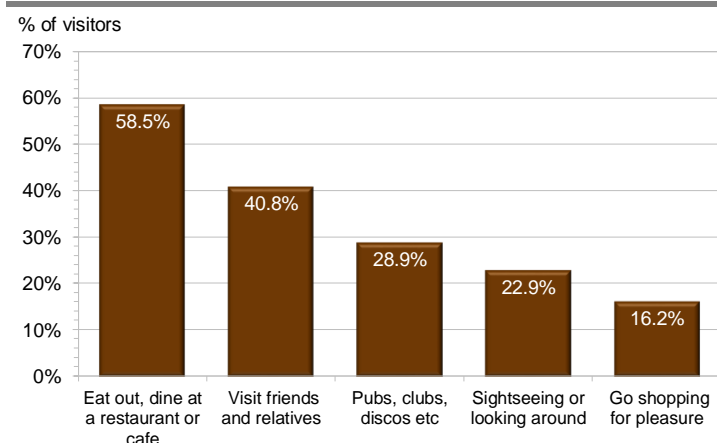
Length of stay

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

Age

'65 years and over' (21.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.7%) and '45 to 54 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (58.5%) was the most popular activity undertaken by visitors to the region.

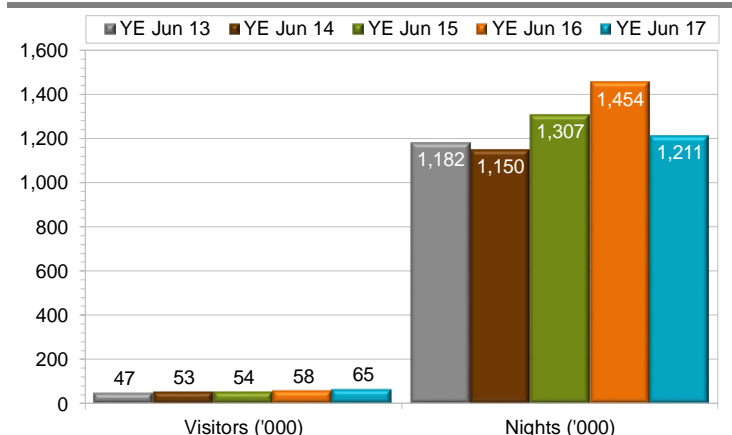
Expenditure⁽²⁾

Domestic overnight visitors spent over \$1.0 billion in the region - an average of \$133 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 64,500 international overnight visitors - up by 11.1% on YE Jun 16. Visitors spent over 1.2 million nights in the region - down by 16.7% on YE Jun 16.

Market share

The region received 5.3% of both visitors and nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 16, the share of visitors was unchanged and the share of nights was down by 1.7% pts.

Purpose of visit to the Murray region

'Holiday' (55.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.3%) and 'business' (9.3%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.2%	13	Japan	2.0%
2	New Zealand	14.4%	14	Indonesia	1.9%
3	USA	10.1%	15	Switzerland	1.9%
4	Mainland China	6.3%	16	Canada	1.7%
5	Malaysia	5.2%	17	Thailand	1.2%
6	Germany	5.1%	18	Singapore	1.1%
7	India	3.8%	19	Italy	1.0%
8	Taiwan	3.6%	20	South Korea	0.3%
9	Hong Kong	3.0%			
10	France	3.0%		Other Asia	1.8%
11	Scandinavia	2.9%		Other Europe	5.5%
12	Netherlands	2.4%		Other Countries	5.7%

The UK (16.2%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (41.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (24.2%) and 'backpacker or hostel' (10.4%).

Age

'25 to 34 years' (27.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (16.2%).

Expenditure⁽⁴⁾

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

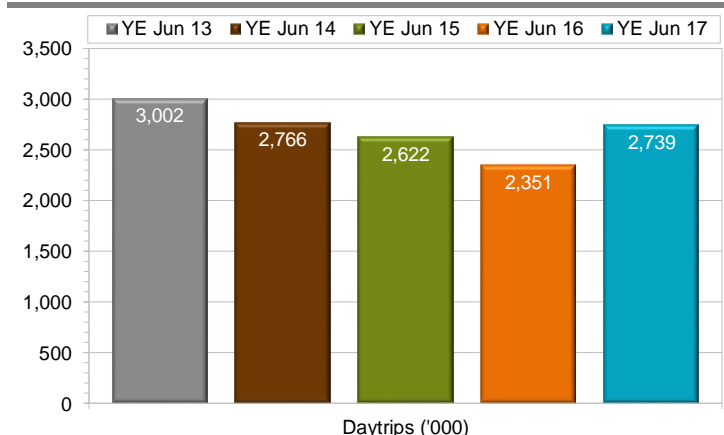
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 2.7 million domestic daytrip visitors - up by 16.5% on YE Jun 16.

Market share

The region received 3.9% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 16, the share was up by 0.4% pts.

Main purpose of trip

'Holiday' (42.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.0%) and 'business' (12.4%).

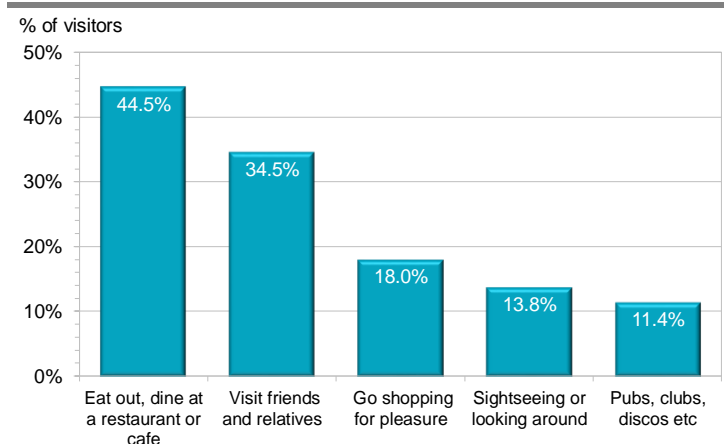
Age

'65 years and over' (22.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.4%) and '55 to 64 years' (16.4%).

Gender

More visitors to the region were female (50.5%) than male (49.5%).

Activities



'Eat out, dine at a restaurant or cafe' (44.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$351 million in the region - an average of \$128 per visitor.

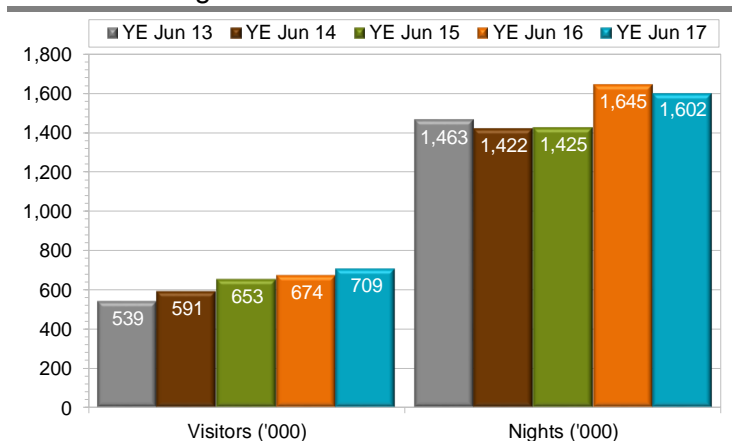
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

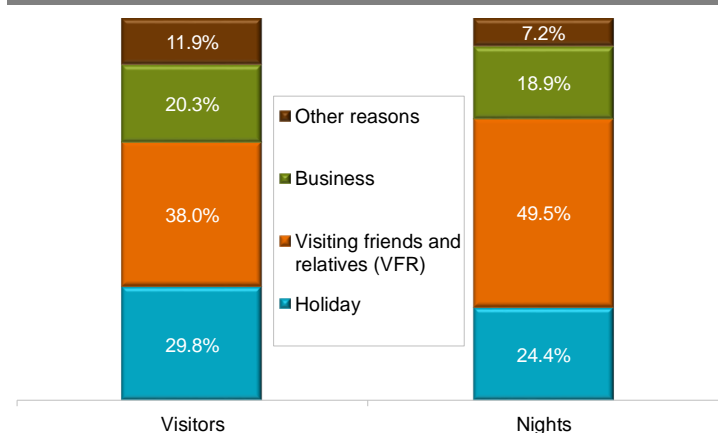


Albury / Wodonga received 709,000 domestic overnight visitors - up by 5.2% on YE Jun 16. Visitors spent over 1.6 million nights in the region - down by 2.6% on YE Jun 16.

Market share

The region received 26.2% of visitors and 21.2% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.1 pt and the share of nights was down by 1.5% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (38.0%) was the largest purpose for **visitors** to the region, followed by 'holiday' (29.8%) and 'business' (20.3%). Compared to YE Jun 16, 'holiday' grew by 4.6% pts while 'business' declined by 4.2% pts.

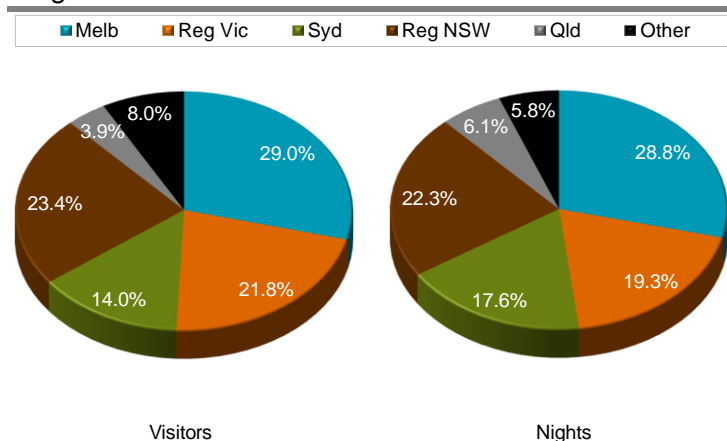
'VFR' (49.5%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (24.4%) and 'business' (18.9%). Compared to YE Jun 16, 'VFR' grew by 1.9% pts while 'holiday' declined by 1.2% pts.

Accommodation

'Friends or relatives property' (42.3%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (26.4%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (6.3%).

Compared to YE Jun 16, 'standard hotel or motor inn, below 4 star' increased by 3.9% pts while 'friends or relatives property' declined by 5.4% pts.

Origin



The region received 50.7% of visitors and 48.1% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were up by 11.9% and nights were up by 18.2%.

New South Wales contributed 37.4% of visitors and 40.0% of nights in the region. Compared to YE Jun 16, NSW visitors were up by 5.7% and nights were up by 7.4%.

Queensland contributed 3.9% of visitors and 6.1% of nights in the region.

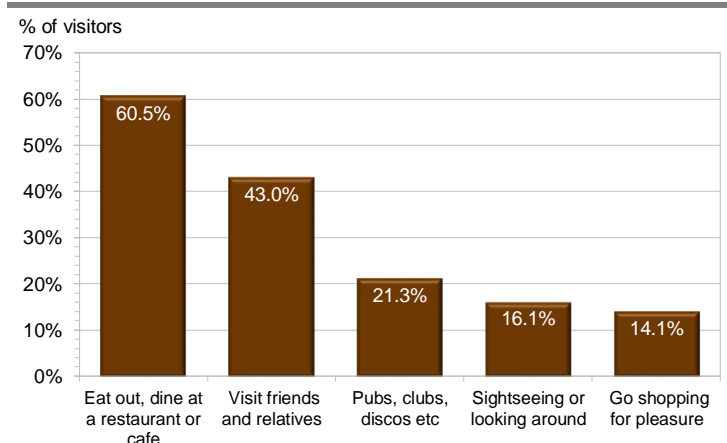
Length of stay

Visitors stayed on average 2.3 nights in the region - down by 0.1 night on the YE Jun 16.

Age

'55 to 64 years' (19.1%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.9%) and '65 years and over' (18.5%).

Activities



'Eat out, dine at a restaurant or cafe' (60.5%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (43.0%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (21.3%).

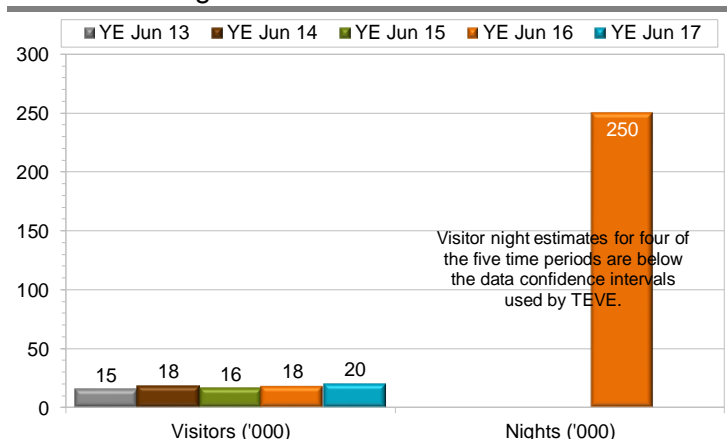
Expenditure⁽²⁾

Domestic overnight visitors spent \$191 million in the region - an average of \$119 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 19,700 international overnight visitors - up by 8.3% on YE Jun 16. Visitor night estimates for four of the five time periods are below the data confidence intervals used by TEVE, incl YE Jun 17.

Market share

The region received 30.5% of visitors to the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.8% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (52.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.7%) and 'business' (11.3%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	14.5%	13	Switzerland	1.6%
2	United Kingdom	11.8%	14	Indonesia	1.4%
3	USA	7.4%	15	Japan	1.3%
4	Germany	6.5%	16	Singapore	1.1%
5	Mainland China	6.2%	17	Thailand	1.0%
6	France	5.4%	18	South Korea	0.9%
7	Malaysia	5.3%	19	Italy	0.7%
8	India	4.9%	20	Taiwan	0.0%
9	Scandinavia	3.7%			
10	Netherlands	3.1%		Other Asia	4.0%
11	Canada	2.8%		Other Europe	12.4%
12	Hong Kong	1.6%		Other Countries	2.3%

New Zealand (14.5%) was the region's largest source market of visitors, followed by the UK (11.8%) and the USA (7.4%).

Accommodation

'Friends or relatives property' (52.9%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (31.3%).

Age

'25 to 34 years' (30.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (16.9%).

Expenditure⁽⁴⁾

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

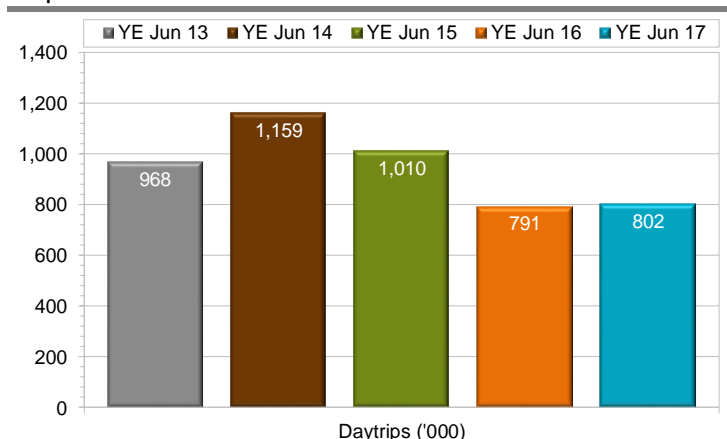
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received 802,000 domestic daytrip visitors - up by 1.3% on YE Jun 16.

Market share

The region received 29.3% of daytrips to the Murray region. Compared to YE Jun 16, the share was down by 4.4% pts.

Main purpose of trip

'Visiting friends and relatives' (29.9%) was the largest purpose for visitors to the region, followed by 'holiday' (28.1%) and 'medical reasons' (20.0%).

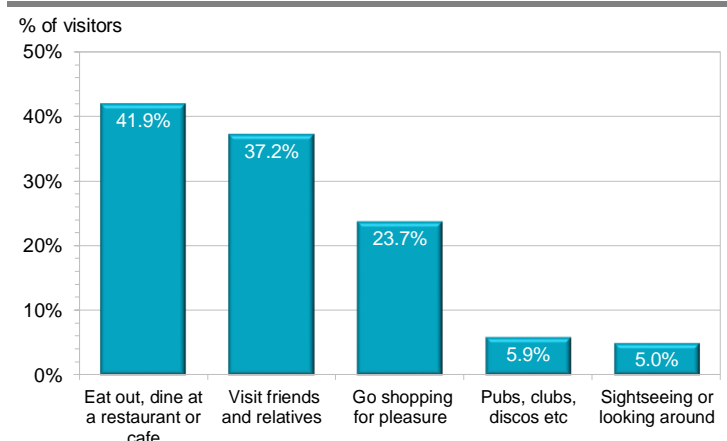
Age

'25 to 34 years' (24.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.4%) and '45 to 54 years' (17.8%).

Gender

More visitors to the region were female (58.9%) than male (41.1%).

Activities



'Eat out, dine at a restaurant or cafe' (41.9%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$93 million in the region - an average of \$116 per visitor.

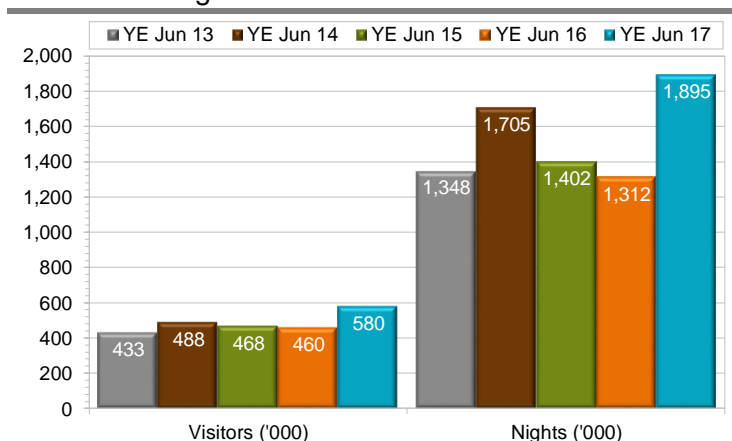
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

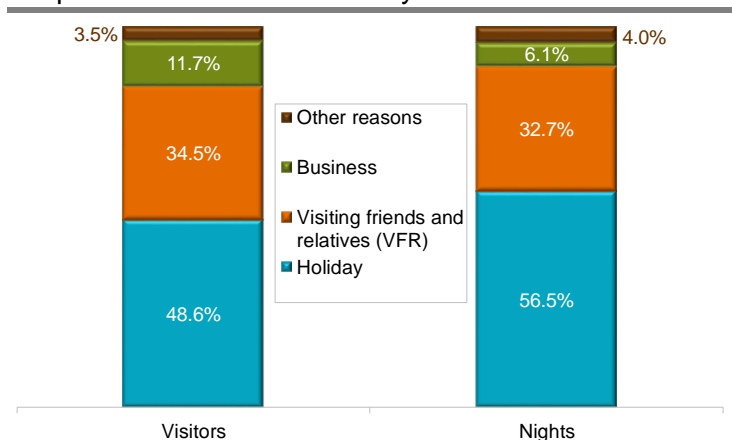


Sun Country received 580,000 domestic overnight visitors - up by 26.2% on YE Jun 16. Visitors spent almost 1.9 million nights in the region - up by 44.4% on YE Jun 16.

Market share

The region received 21.4% of visitors and 25.0% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was up by 3.5 pts and the share of nights was up by 6.9 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)' (34.5%) and 'business' (11.7%). Compared to YE Jun 16, 'business' grew by 7.9% pts while 'holiday' declined by 6.7% pts.

'Holiday' (56.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (32.7%) and 'business' (6.1%). Compared to YE Jun 16, 'business' grew by 3.1% pts while 'holiday' declined by 3.4% pts.

Accommodation

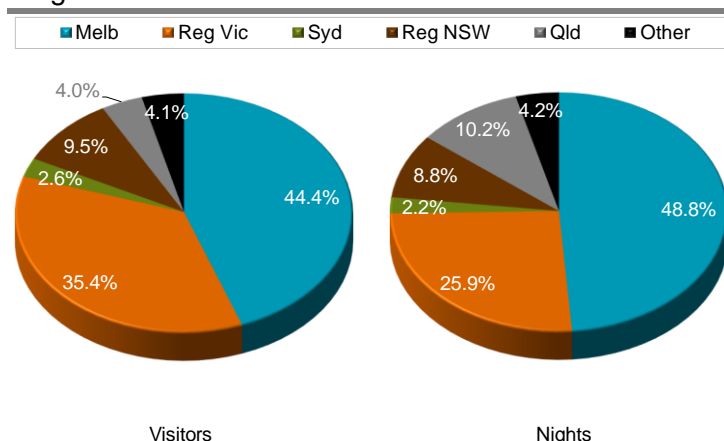
'Friends or relatives property' (37.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (18.3%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (13.2%).

Compared to YE Jun 16, 'friends or relatives property' grew by 0.5% pts while 'standard hotel or motor inn, below 4 star' declined by 2.0% pts.

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

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

Origin



The region received 79.8% of visitors and 74.7% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were up by 28.0% and nights were up by 39.4%.

New South Wales contributed 12.1% of visitors and 10.9% of nights in the region. Compared to YE Jun 16, NSW visitors were down by 6.8%.

Queensland contributed 4.0% of visitors and 10.2% of nights in the region.

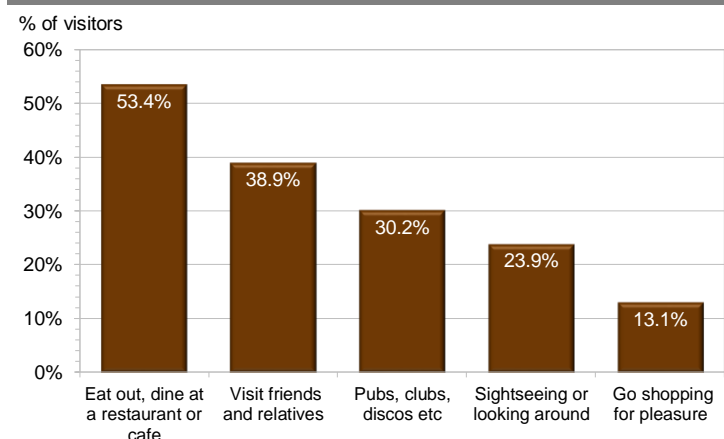
Length of stay

Visitors stayed on average 3.3 nights in the region - up by 0.4 nights on the YE Jun 16.

Age

'55 to 64 years' (24.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (23.7%) and '45 to 54 years' (15.4%).

Activities



'Eat out, dine at a restaurant or cafe' (53.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.9%) and 'pubs, clubs, discos etc' (30.2%).

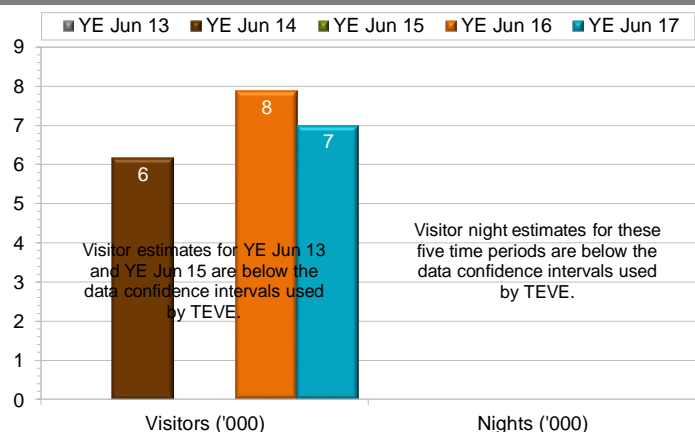
Expenditure⁽²⁾

Domestic overnight visitors spent \$231 million in the region - an average of \$122 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 7,000 international overnight visitors - down by 11.2% on YE Jun 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 10.9% of international visitors to the Murray region. Compared to YE Jun 16, the share was down by 2.7% pts.

Purpose of visit to Sun Country

'Visiting friends and relatives' (41.5%) was the largest purpose for visitors to the region, followed by 'holiday' (41.0%) and 'business' (12.0%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	19.3%	13	Netherlands	1.2%
2	United Kingdom	19.0%	14	Scandinavia	0.6%
3	India	13.7%	15	Singapore	0.0%
4	USA	9.3%	15	Thailand	0.0%
5	Indonesia	7.3%	15	South Korea	0.0%
6	Mainland China	4.2%	15	Germany	0.0%
7	Japan	3.9%	15	France	0.0%
8	Taiwan	3.8%	15	Switzerland	0.0%
9	Canada	3.1%			
10	Malaysia	2.8%		Other Asia	1.8%
11	Hong Kong	2.1%		Other Europe	1.5%
12	Italy	1.7%		Other Countries	4.7%

New Zealand (19.3%) was the region's largest source market of visitors, followed by the United Kingdom (19.0%) and India (13.7%).

Accommodation

'Rented house, apartment, flat or unit' (37.1%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (28.2%).

Age

'25 to 34 years' (25.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.7%) and '55 to 64 years' (17.2%).

Expenditure⁽⁴⁾

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

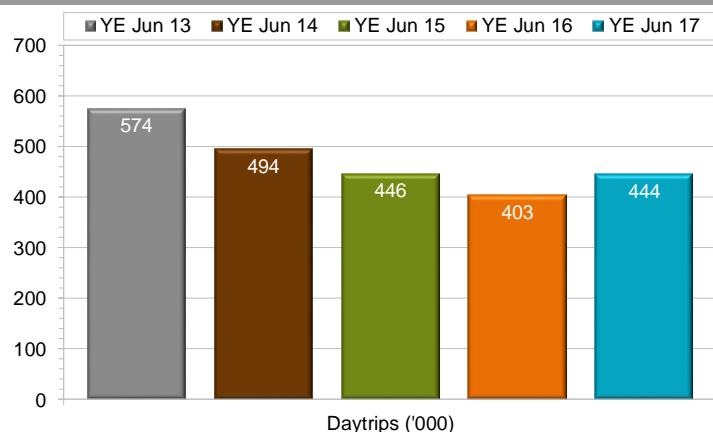
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 444,000 domestic daytrips - up by 10.2% on YE Jun 16.

Market share

The region received 16.2% of daytrips to the Murray region. Compared to YE Jun 16, the share was down by 0.9% pts.

Main purpose of trip

'Holiday' (54.8%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (33.9%) and 'business' (4.0%).

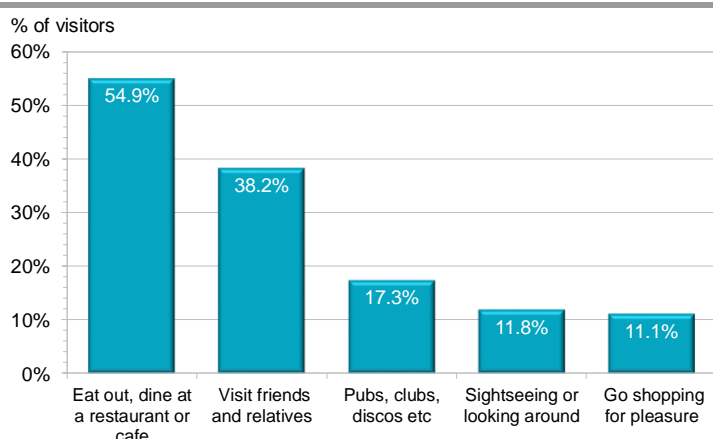
Age

'65 years and over' (29.1%) was the biggest age group of daytrip visitors to the region, followed by '25 to 34 years' (25.9%) and '55 to 64 years' (14.5%).

Gender

More visitors to the region were male (67.2%) than female (32.8%).

Activities



'Eat out, dine at a restaurant or cafe' (54.9%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (38.2%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$57 million in the region - an average of \$127 per visitor.

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

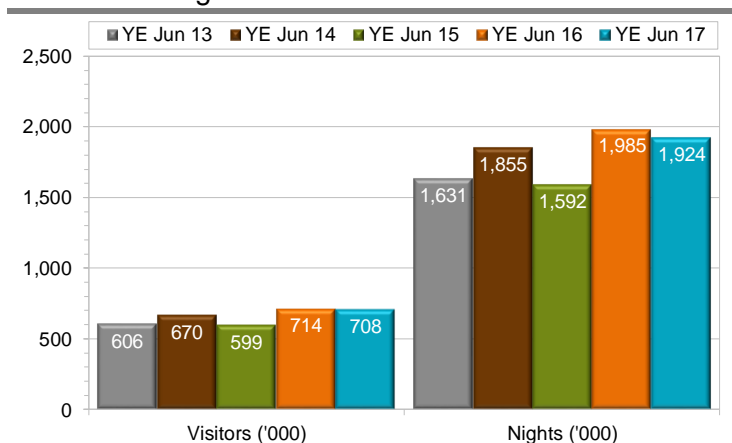
(5) Source: National Visitor Survey, YE Jun 17, TRA

Travel to Echuca / Moama

For the period July 2016 to June 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

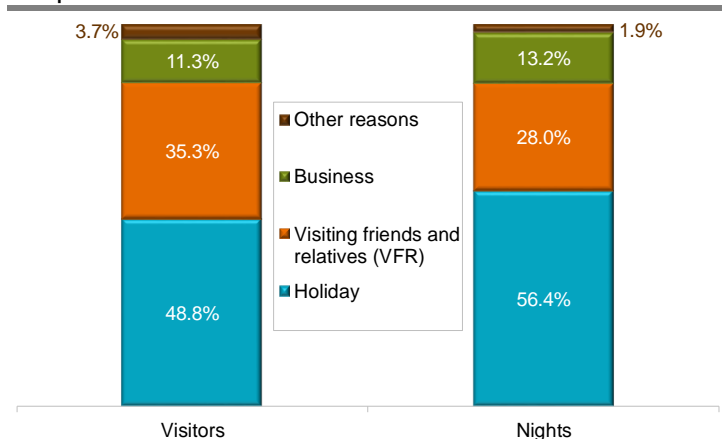


Echuca / Moama received 708,000 domestic overnight visitors – down by 0.8% on YE Jun 16. Visitors spent over 1.9 million nights in the region - down by 3.1% on YE Jun 16.

Market share

The region received 26.1% of visitors and 25.4% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 1.8% pts and the share of nights was down by 2.0% pts.

Purpose of visit to Echuca / Moama



'Holiday' (48.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (35.3%) and 'business' (11.3%). Compared to YE Jun 16, 'VFR' grew by 7.5% pts while 'holiday' declined by 6.9% pts.

'Holiday' (56.4%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.0%) and 'business' (13.2%). Compared to YE Jun 16, 'business' grew by 5.2% pts while 'holiday' declined by 4.7% pts.

Accommodation

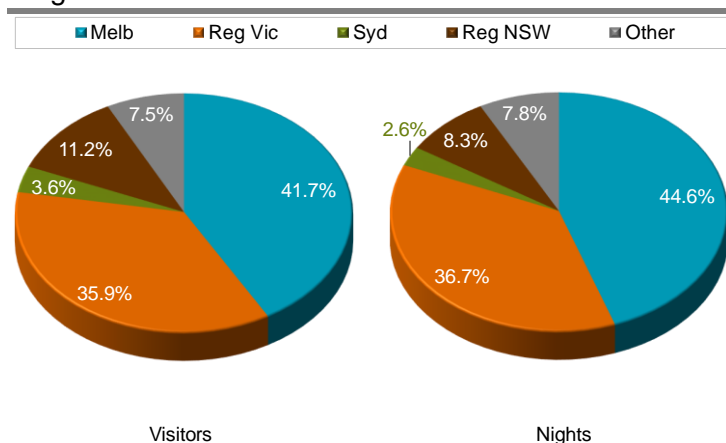
'Friends or relatives property' (26.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (23.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (23.0%).

Compared to YE Jun 16, 'standard hotel or motor inn, below 4 star' grew by 7.4% pts while 'friends or relatives property' declined by 1.9% pts.

Echuca / Moama includes: Echuca, Kyabram, Lockington - Gunbower, Rochester, Rushworth, Deniliquin, Deniliquin Region, and Moama.

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

Origin



The region received 77.7% of visitors and 81.3% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were down by 6.9% and nights were down by 6.5%.

New South Wales contributed 14.8% of visitors and 10.9% of nights in the region.

South Australia contributed 2.7% of visitors and 3.2% of nights in the region.

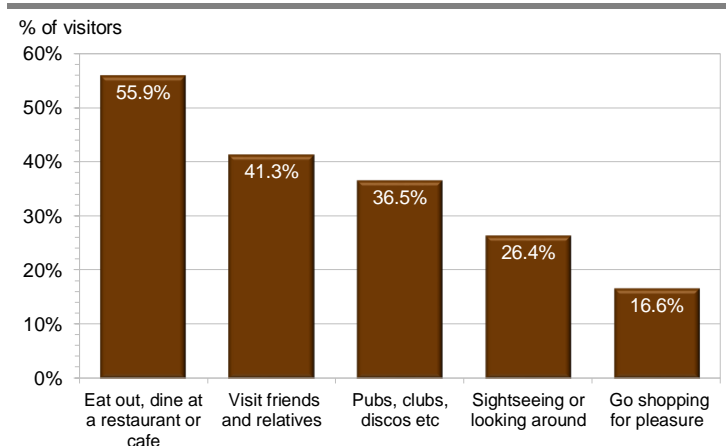
Length of stay

Visitors stayed on average 2.7 nights in the region – down by 0.1 night on the YE Jun 16.

Age

'65 years and over' (23.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.7%) and '55 to 64 years' (16.2%).

Activities



'Eat out, dine at a restaurant or cafe' (55.9%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (41.3%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (36.5%).

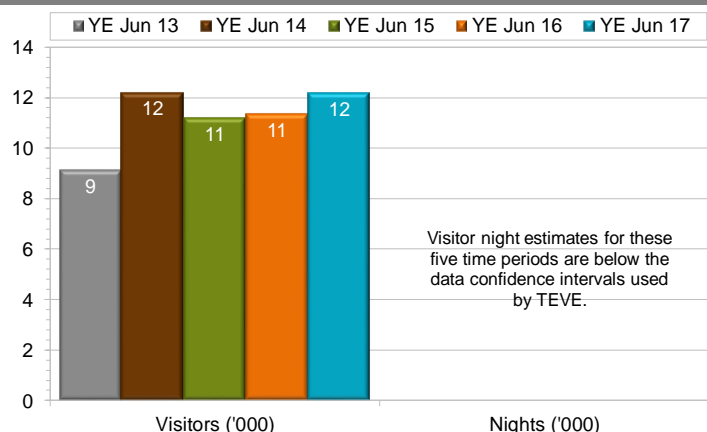
Expenditure⁽²⁾

Domestic overnight visitors spent \$235 million in the region - an average of \$122 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 12,200 international overnight visitors - up by 7.1% on YE Jun 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 18.9% of visitors to the Murray region. Compared to YE Jun 16, the share was down by 0.7% pts.

Purpose of visit to Echuca / Moama

'Holiday' (68.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.1%) and 'business' (9.7%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	28.4%	13	Thailand	0.8%
2	United Kingdom	15.4%	14	Malaysia	0.7%
3	USA	11.4%	15	Japan	0.7%
4	Scandinavia	5.9%	16	Switzerland	0.4%
5	Netherlands	5.1%	17	Singapore	0.0%
6	Mainland China	4.5%	17	South Korea	0.0%
7	Hong Kong	4.3%	17	France	0.0%
8	Germany	3.9%	17	Italy	0.0%
9	Indonesia	2.5%			
10	Taiwan	1.8%		Other Asia	0.0%
11	Canada	0.9%		Other Europe	3.7%
12	India	0.9%		Other Countries	8.7%

New Zealand (28.4%) was the region's largest source market of visitors, followed by the United Kingdom (15.4%) and the USA (11.4%).

Accommodation

'Rented house, apartment, flat or unit' (35.8%) was the most popular accommodation type used for international nights in the region, followed by 'other private accommodation' (25.9%).

Age

'65 years and over' (33.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.9%). '35 to 44 years' (12.7%)

Expenditure⁽⁴⁾

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

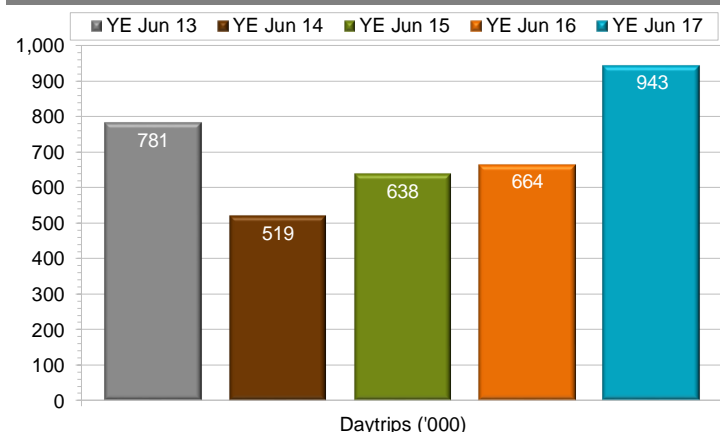
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 943,000 domestic daytrip visitors - up by 42.0% on YE Jun 16.

Market share

The region received 34.4% of daytrips to the Murray region. Compared to YE Jun 16, the share was up by 6.2% pts.

Main purpose of trip

'Holiday' (38.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.7%) and 'business' (15.2%).

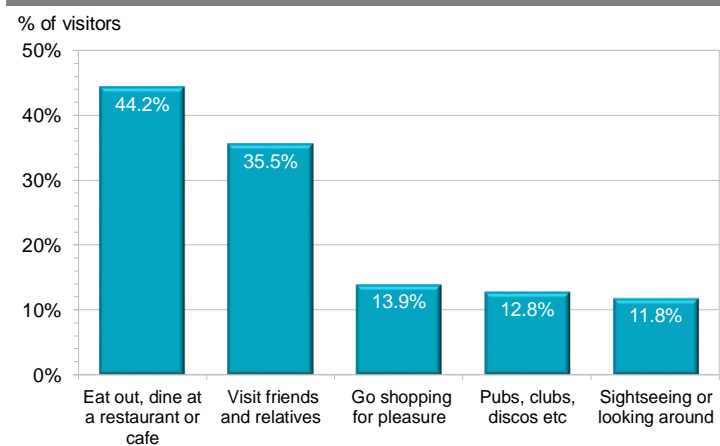
Age

'65 years and over' (23.0%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.0%) and '45 to 54 years' (15.5%).

Gender

More visitors to the region were female (53.0%) than male (47.0%).

Activities



'Eat out, dine at a restaurant or cafe' (44.2%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$120 million in the region - an average of \$127 per visitor.

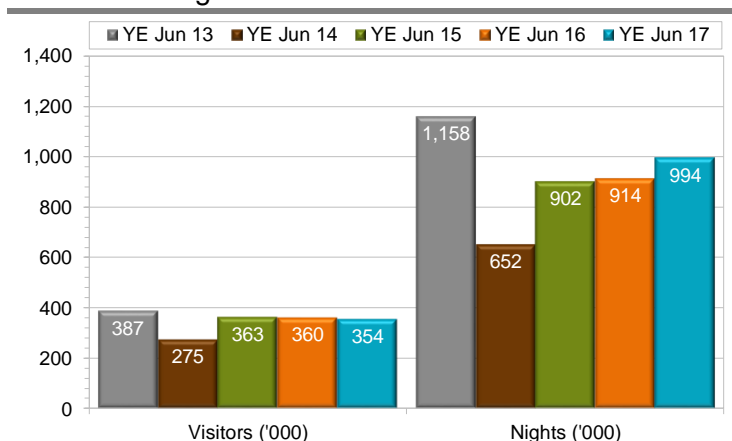
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

Page 2 of 2

Domestic Overnight Travel⁽¹⁾

Visitors and nights

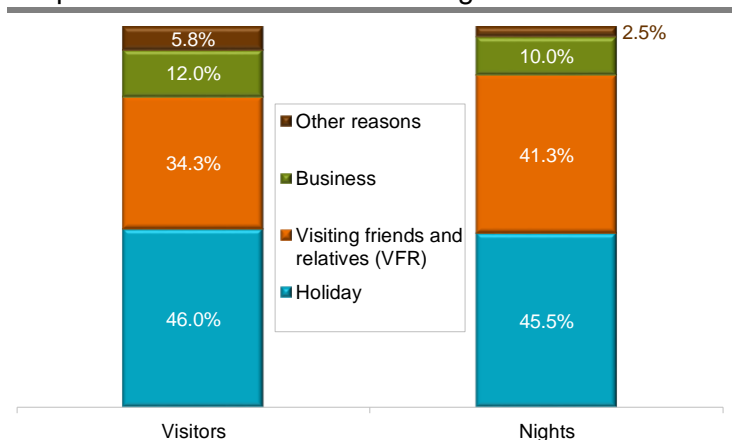


The Swan Hill region received 354,000 domestic overnight visitors - down by 1.7% on YE Jun 16. Visitors spent 994,000 nights in the region - up by 8.8% on YE Jun 16.

Market share

The region received 13.1% of both visitors and nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 1.0 pt and the share of nights was up by 0.5 pts.

Purpose of visit to the Swan Hill region



'Holiday' (46.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.3%) and 'business' (12.0%). Compared to YE Jun 16, 'VFR' increased by 10.4 pts while 'business' declined by 10.2% pts.

'Holiday' (45.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (41.3%) and 'business' (10.0%). Compared to YE Jun 16, 'VFR' grew by 19.9 pts while 'holiday' declined by 9.2% pts.

Accommodation

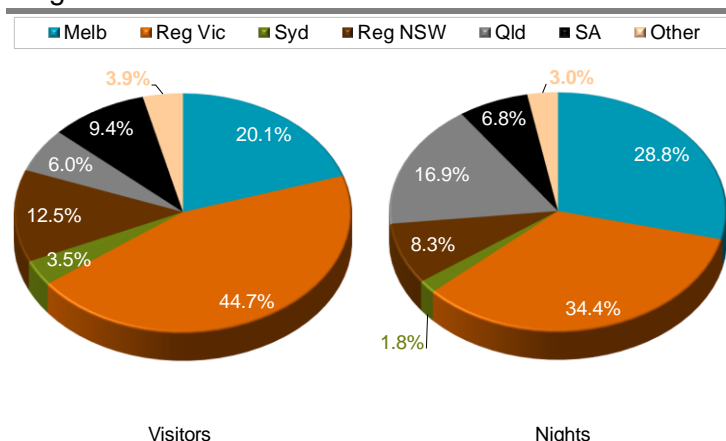
'Friends or relatives property' (47.2%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.0%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (12.2%).

Compared to YE Jun 16, 'friends or relatives property' grew by 24.7 pts while 'standard hotel or motor inn, below 4 star' declined by 11.2% pts.

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

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

Origin



The region received 64.7% of visitors and 63.2% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were down by 9.2% and nights were down by 3.2%.

New South Wales contributed 16.0% of visitors and 10.1% of nights in the region. Compared to YE Jun 16, NSW visitors were down by 5.0%.

South Australia contributed 9.4% of visitors and 6.8% of nights in the region.

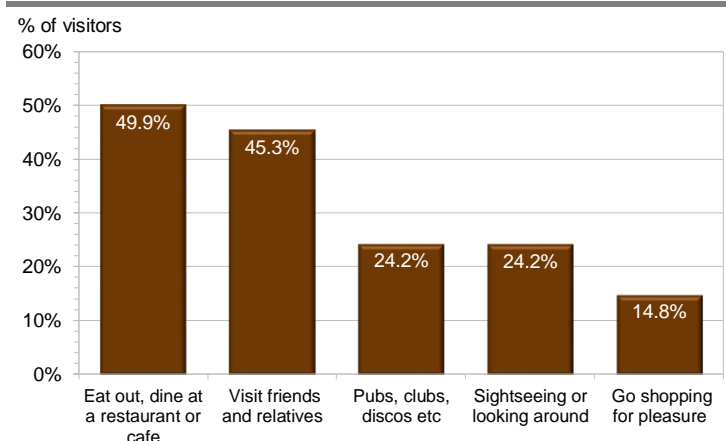
Length of stay

Visitors stayed on average 2.8 nights in the region - up by 0.3 nights on the YE Jun 16.

Age

'65 years and over' (23.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.7%) and '25 to 34 years' (17.1%).

Activities



'Eat out, dine at a restaurant or cafe' (49.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (45.3%) and 'pubs, clubs, discos etc' (24.2%).

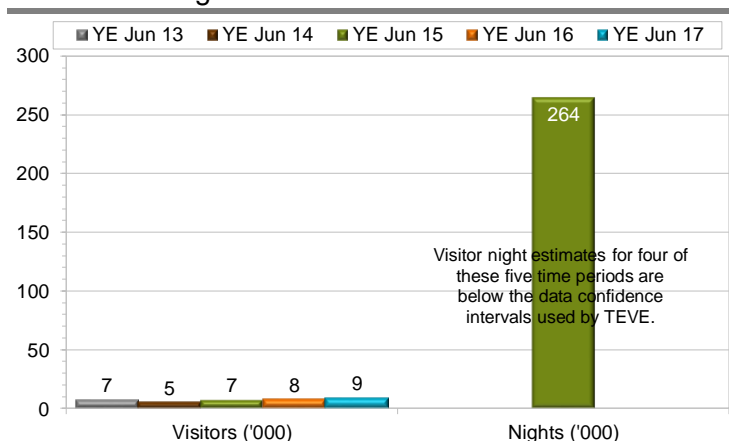
Expenditure⁽²⁾

Domestic overnight visitors spent \$160 million in the region - an average of \$161 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 8,700 international overnight visitors – up by 15.7% on YE Jun 16. Night estimates for four of these five time periods are below the data confidence intervals used by TEVE, incl YE Jun 17.

Market share

The region received 13.5% of visitors to the Murray region. Compared to YE Jun 16, the share was up by 0.6% pts.

Purpose of visit to the Swan Hill region

'Holiday' (60.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.0%) and 'business' (10.1%).

Origin

No.	Market	Share	No.	Market	Share
1	USA	19.2%	13	Singapore	0.0%
2	United Kingdom	15.1%	13	Indonesia	0.0%
3	Taiwan	10.7%	13	Thailand	0.0%
4	Germany	10.3%	13	South Korea	0.0%
5	Malaysia	9.0%	13	India	0.0%
6	Hong Kong	8.1%	13	Canada	0.0%
7	Switzerland	4.2%	13	Italy	0.0%
8	France	3.7%	13	Netherlands	0.0%
9	New Zealand	3.5%			
10	Scandinavia	3.2%		Other Asia	0.0%
11	Japan	2.4%		Other Europe	2.1%
12	Mainland China	1.4%		Other Countries	7.1%

The USA (19.2%) was the region's largest source market of international visitors, followed by the UK (15.1%).

Accommodation

'Rented house, apartment, flat or unit' (53.8%) was the most popular accommodation type used for international nights in the region, followed by 'caravan park or commercial camping ground' (17.0%).

Age

'25 to 34 years' (32.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.0%).

Expenditure⁽⁴⁾

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

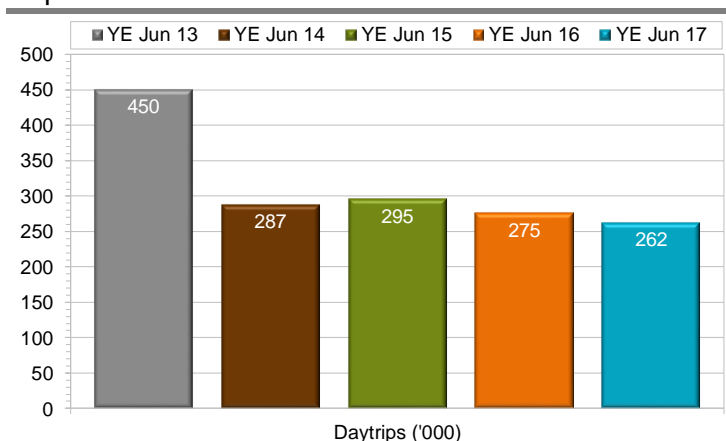
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 262,000 domestic daytrip visitors - down by 4.7% on YE Jun 16.

Market share

The region received 9.6% of daytrips to the Murray region. Compared to YE Jun 16, the share was down by 2.1% pts.

Main purpose of trip

'Holiday' (67.1%) was the largest purpose for visitors to the region, followed by 'business' (17.5%) and 'visiting friends and relatives' (10.7%).

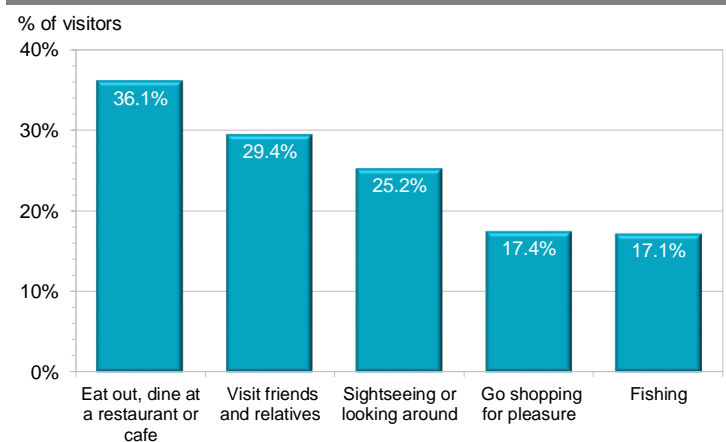
Age

'65 years and over' (31.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.4%) and '15 to 24 years' (21.6%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (36.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$39 million in the region - an average of \$148 per visitor.

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

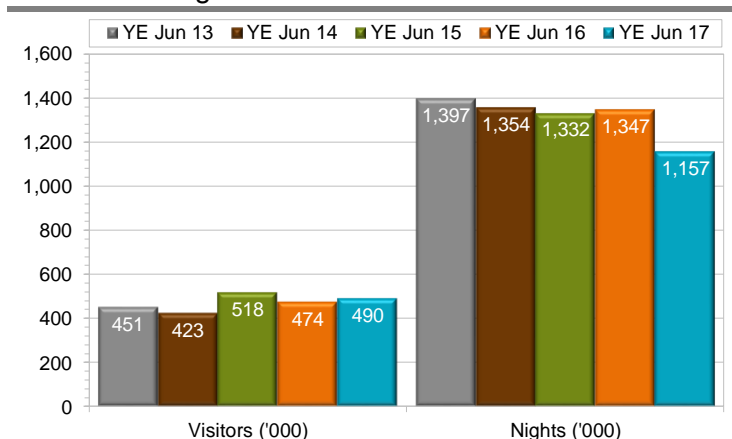
(5) Source: National Visitor Survey, YE Jun 17, TRA

Travel to Mildura / Wentworth

For the period July 2016 to June 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

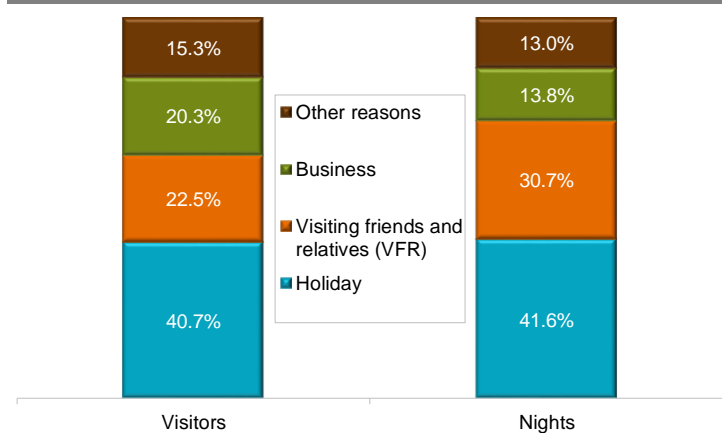


Mildura / Wentworth received 490,000 domestic overnight visitors - up by 3.5% on YE Jun 16. Visitors spent nearly 1.2 million nights in the region - down by 14.1% on YE Jun 16.

Market share

The region received 18.1% of visitors and 15.3% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.4 pts and the share of nights was down by 3.3 pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (40.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (22.5%) and 'business' (20.3%). Compared to YE Jun 16, 'other reasons' increased by 8.6 pts while 'holiday' decreased by 7.2 pts.

'Holiday' (41.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.7%) and 'business' (13.8%). Compared to YE Jun 16, 'other reasons' increased by 7.5 pts while 'holiday' decreased by 14.7 pts.

Accommodation

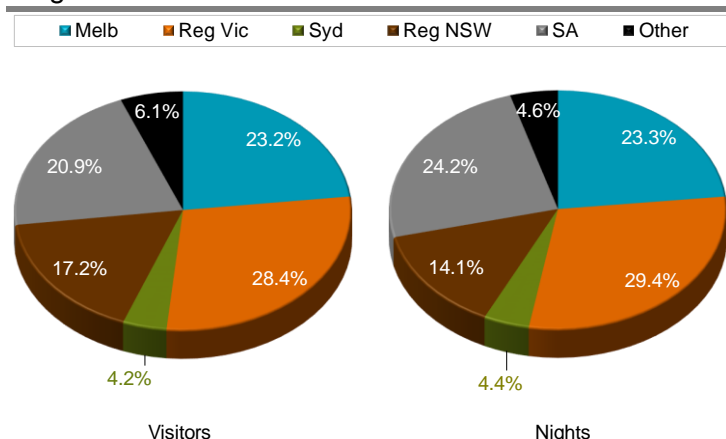
'Standard hotel or motor inn, below 4 star' (27.4%) was the most popular accommodation type used for nights in the region. 'Friends or relatives property' (25.8%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (13.5%).

Compared to YE Jun 16, 'standard hotel or motor inn, below 4 star' grew by 9.6% pts while 'caravan park or commercial camping ground' declined by 4.6% pts.

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

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

Origin



The region received 51.6% of visitors and 52.8% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were up by 7.5% and nights were down by 15.3%.

NSW contributed 21.4% of visitors and 18.4% of nights in the region. Compared to YE Jun 16, visitors from NSW were up by 7.8%.

South Australia contributed 20.9% of visitors and 24.2% of nights in the region. Compared to YE Jun 16, visitors from South Australia were up by 1.7%.

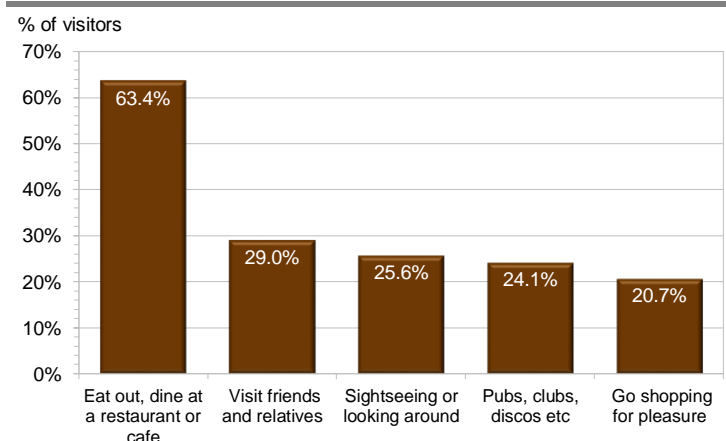
Length of stay

Visitors stayed, on average, 2.4 nights in the region - down by 0.4 nights on the YE Jun 16.

Age

'65 years and over' (24.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.5%) and '45 to 54 years' (19.7%).

Activities



'Eat out, dine at a restaurant or cafe' (63.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent \$190 million in the region - an average of \$164 per night.

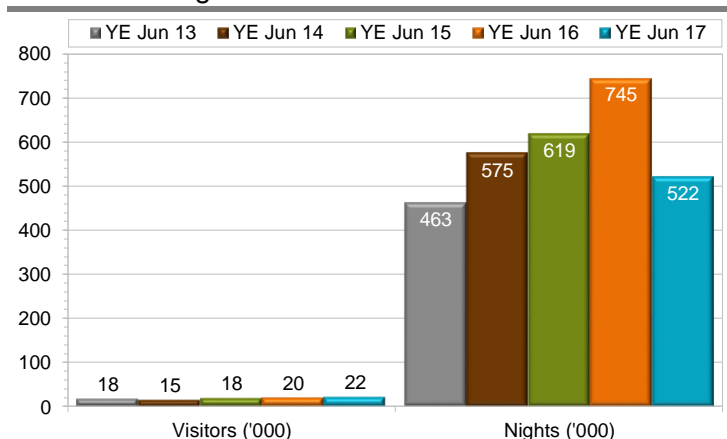
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

Travel to Mildura / Wentworth

For the period July 2016 to June 2017

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 21,800 international overnight visitors - up by 8.4% on YE Jun 16. Visitors spent 522,000 nights in the region - down by 30.0% on YE Jun 16.

Market share

The region received 33.8% of visitors and 43.1% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.8% pts and the share of nights was down by 8.1% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (53.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.0%) and 'employment' (8.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.6%	13	Hong Kong	2.2%
2	Mainland China	8.8%	14	Thailand	2.1%
3	Malaysia	8.7%	15	Japan	2.1%
4	USA	8.0%	16	Italy	1.8%
5	New Zealand	7.5%	17	Scandinavia	1.1%
6	Germany	4.5%	18	Canada	0.9%
7	Taiwan	4.0%	19	Indonesia	0.7%
8	India	3.3%	20	South Korea	0.0%
9	France	2.4%			
10	Singapore	2.3%		Other Asia	1.3%
11	Netherlands	2.3%		Other Europe	3.3%
12	Switzerland	2.3%		Other Countries	8.0%

The UK (22.6%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (41.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (23.7%) and 'backpacker or hostel' (17.5%).

Age

'25 to 34 years' (28.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.0%).

Expenditure⁽⁴⁾

International overnight visitors spent \$21 million in the region - an average of \$41 per night.

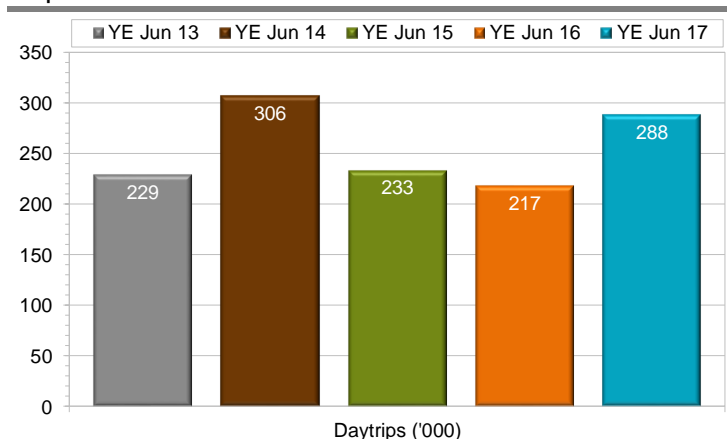
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 288,000 domestic daytrip visitors - up by 32.5% on YE Jun 16.

Market share

The region received 10.5% of daytrips to the Murray region. Compared to YE Jun 16, the share was up by 1.3% pts.

Main purpose of trip

'Holiday' (52.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.7%) and 'business' (15.0%).

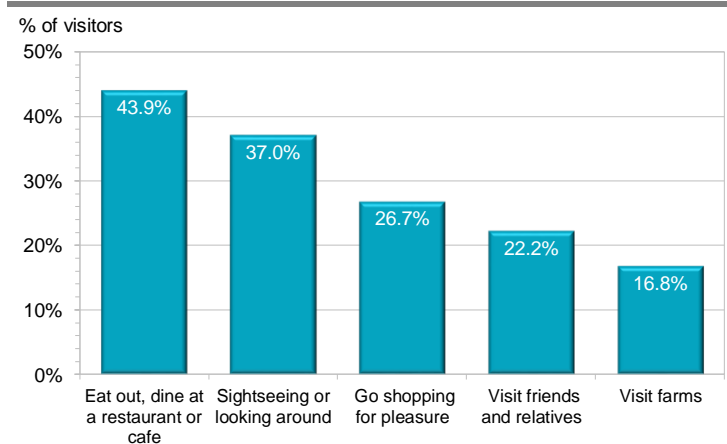
Age

'15 to 24 years' (37.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.7%) and '35 to 44 years' (19.3%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (43.9%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$43 million in the region - an average of \$148 per visitor.

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

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