

Travel to the Murray Region

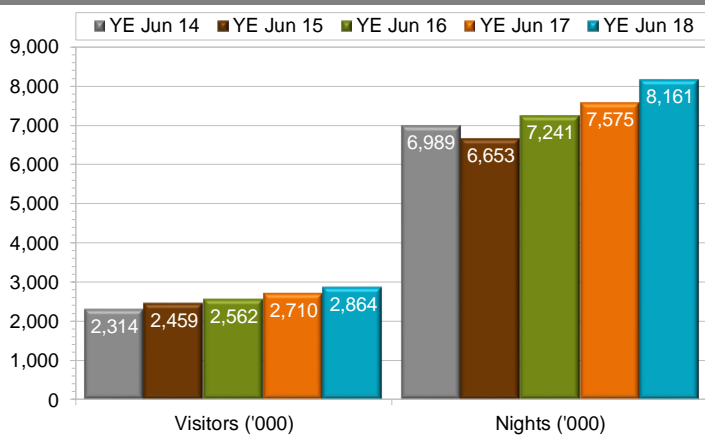
Year ended June 2018
Quarterly Tracking of Selected Measures



Murray
REGIONAL TOURISM

Domestic Overnight Travel⁽¹⁾

Visitors and nights

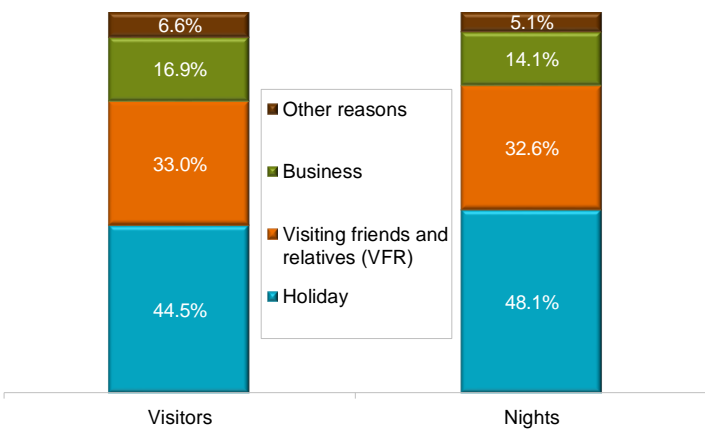


The Murray region received nearly 2.9 million domestic overnight visitors - up by 5.7% on YE Jun 17. Visitors spent nearly 8.2 million nights in the region - up by 7.7% on YE Jun 17.

Market share

The region received 7.4% of visitors and 6.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 17, the share of visitors was down by 0.1% pt and the share of nights was up by 0.1% pt.

Purpose of visit to the Murray region



'Holiday' (44.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.0%) and 'business' (16.9%). Compared to YE Jun 17, 'holiday' increased by 1.7% pts while 'other reasons' decreased by 1.5% pts.

'Holiday' (48.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (32.6%) and 'business' (14.1%). Compared to YE Jun 17, 'business' increased by 1.8% pts while 'VFR' decreased by 3.2% pts.

Accommodation

'Friends or relatives property' (30.9%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (19.8%) and 'caravan park or commercial camping ground' (19.0%).

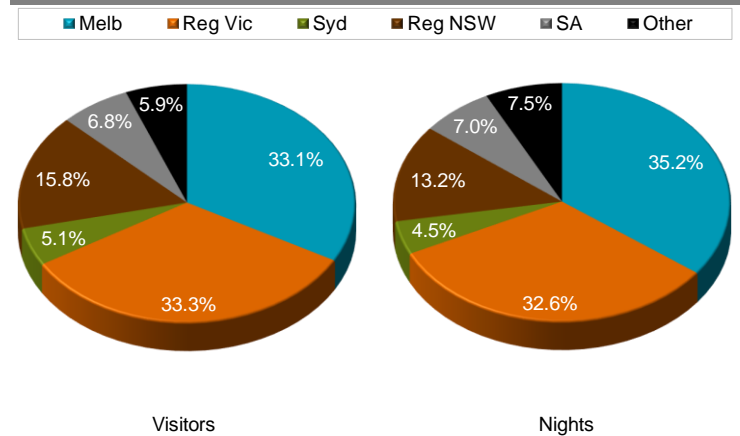
Compared to YE Jun 17, 'caravan park or commercial camping ground' increased by 2.6% pts while 'friends or relatives property' decreased by 4.3% pts.

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 18, 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 67.8% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were up by 5.5% and nights were up by 10.8%.

NSW contributed 20.9% of visitors and 17.7% of nights in the region. Compared to YE Jun 17, NSW visitors were up by 6.9% and nights were up by 5.6%.

South Australia contributed 6.8% of visitors and 7.0% of nights in the region. Compared to YE Jun 17, visitors from South Australia were up by 17.6% and nights were up by 18.1%.

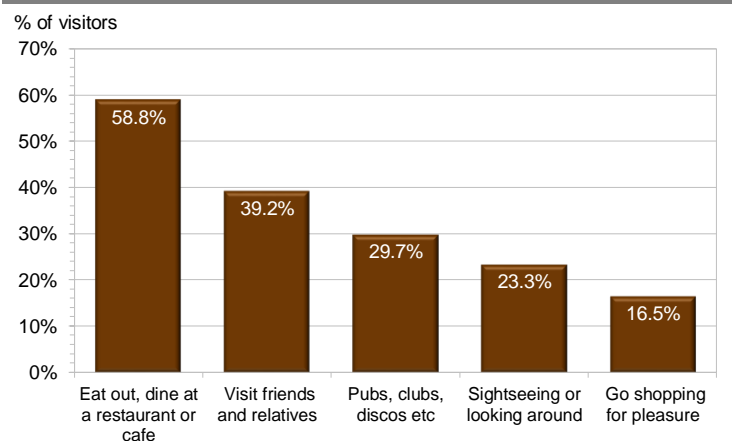
Length of stay

Visitors stayed, on average, 2.8 nights in the region – unchanged on YE Jun 17.

Age

'65 years and over' (22.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.2%) and '55 to 64 years' (16.7%).

Activities



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

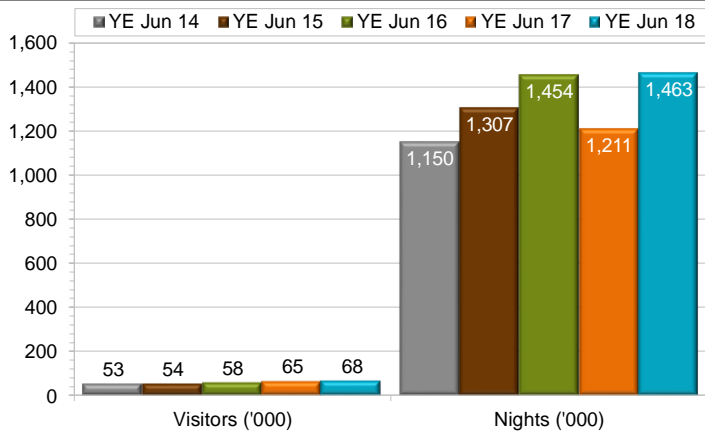
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.3 billion in the region - an average of \$154 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Murray region received 67,900 international overnight visitors - up by 5.1% on YE Jun 17. Visitors spent nearly 1.5 million nights in the region - up by 20.8% on YE Jun 17.

Market share

The region received 5.3% of visitors and 6.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 17, the share of visitors was unchanged and the share of nights was up by 1.3% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.6%	13	India	2.7%
2	New Zealand	12.8%	14	Netherlands	2.5%
3	Germany	8.8%	15	Taiwan	2.1%
4	USA	5.2%	16	Switzerland	2.0%
5	Mainland China	4.1%	17	South Korea	1.6%
6	Scandinavia	3.5%	18	Singapore	1.2%
7	Canada	3.2%	19	Indonesia	0.6%
8	France	3.0%	20	Thailand	0.4%
9	Malaysia	2.9%			
10	Italy	2.9%		Other Asia	4.3%
11	Hong Kong	2.8%		Other Europe	5.6%
12	Japan	2.7%		Other Countries	8.7%

The UK (16.6%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (36.2%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (27.5%).

Age

'25 to 34 years' (27.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.5%).

Expenditure⁽⁴⁾

International overnight visitors spent \$67 million in the region - an average of \$45 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

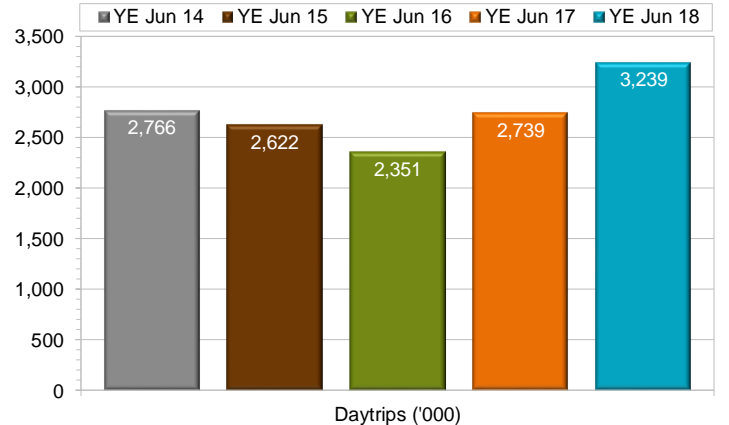
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 3.2 million domestic daytrip visitors - up by 18.2% on YE Jun 17.

Market share

The region received 4.4% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 17, the share was up by 0.5% pts.

Main purpose of trip

'Holiday' (48.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (24.6%) and 'medical reasons' (10.6%).

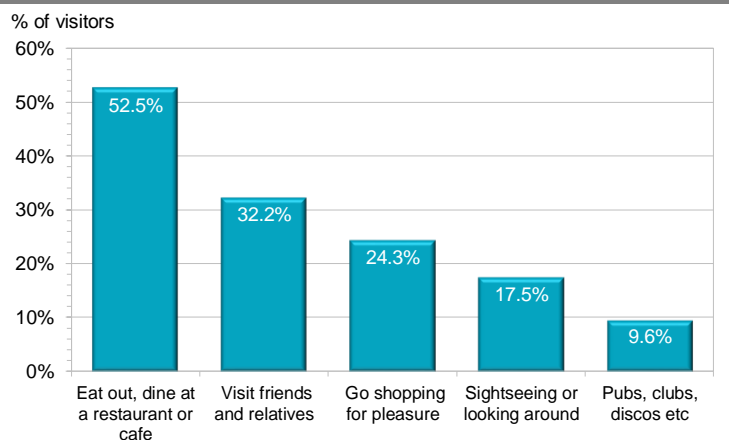
Age

'65 years and over' (23.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.8%) and '55 to 64 years' (17.5%).

Gender

More visitors to the region were male (51.6%) than female (48.4%).

Activities



'Eat out, dine at a restaurant or cafe' (52.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$444 million in the region - an average of \$137 per visitor.

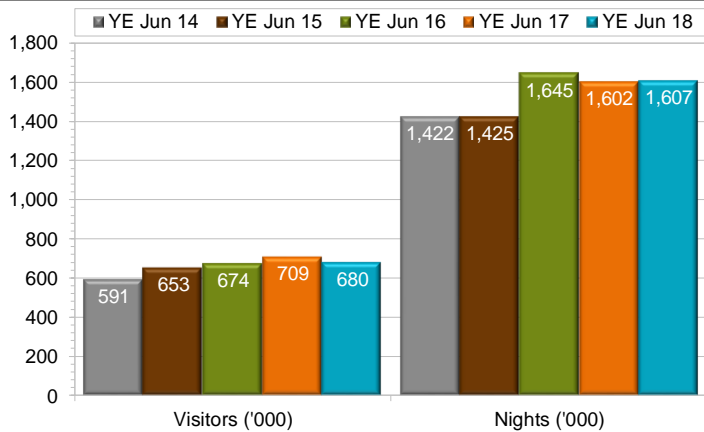
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Page 2 of 2

Domestic Overnight Travel⁽¹⁾

Visitors and nights

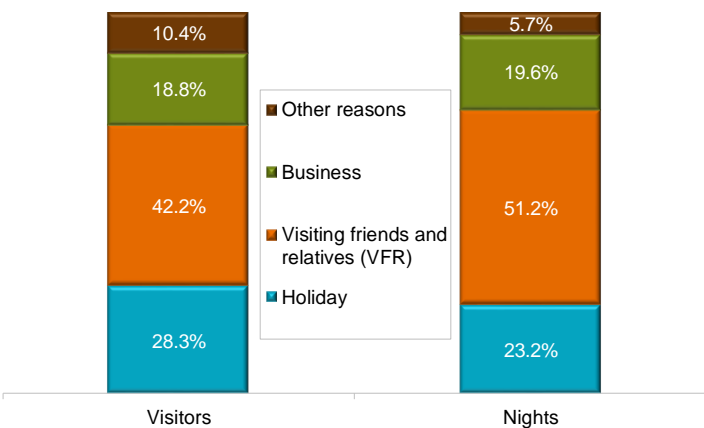


Albury / Wodonga received 680,000 domestic overnight visitors - down by 4.1% on YE Jun 17. Visitors spent over 1.6 million nights in the region - up by 0.3% on YE Jun 17.

Market share

The region received 23.7% of visitors and 19.7% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was down by 2.5% pts and the share of nights was down by 1.5% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (42.2%) was the largest purpose for **visitors** to the region, followed by 'holiday' (28.3%) and 'business' (18.8%). Compared to YE Jun 17, 'VFR' grew by 4.2% pts while 'holiday' declined by 1.5% pts.

'VFR' (51.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (23.2%) and 'business' (19.6%). Compared to YE Jun 17, 'VFR' grew by 1.7% pts while 'other reasons' declined by 1.5% pts.

Accommodation

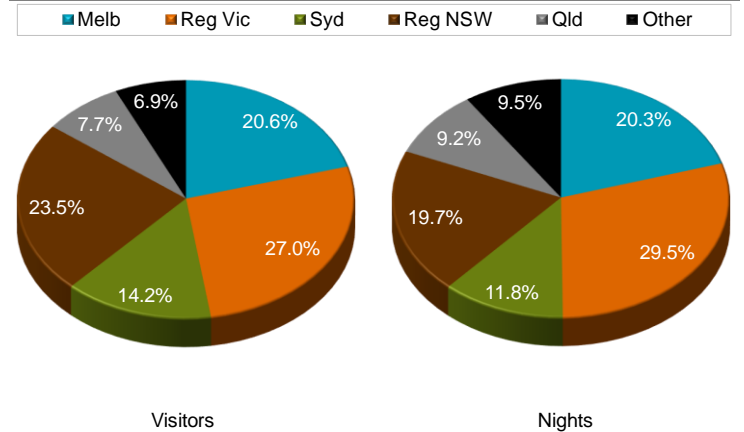
'Friends or relatives property' (46.8%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (28.0%) was the 2nd most popular accommodation type, followed by 'luxury hotel or resort, 4 or 5 star' (8.1%).

Compared to YE Jun 17, 'friends or relatives property' increased by 4.6% pts while 'standard hotel or motor inn, below 4 star' declined by 1.7% pts.

Albury / Wodonga includes: Albury - East, Albury - North, Albury - South, Lavington, Albury Region, Greater Hume Shire, West Wodonga, and Wodonga.

(1) Source: National Visitor Survey, YE Jun 18, Tourism Research Australia (TRA)

Origin



The region received 47.6% of visitors and 49.8% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were down by 9.9% and nights were up by 3.9%.

New South Wales contributed 37.7% of visitors and 31.5% of nights in the region. Compared to YE Jun 17, NSW visitors were down by 3.1% and nights were down by 20.9%.

Queensland contributed 7.7% of visitors and 9.2% of nights in the region.

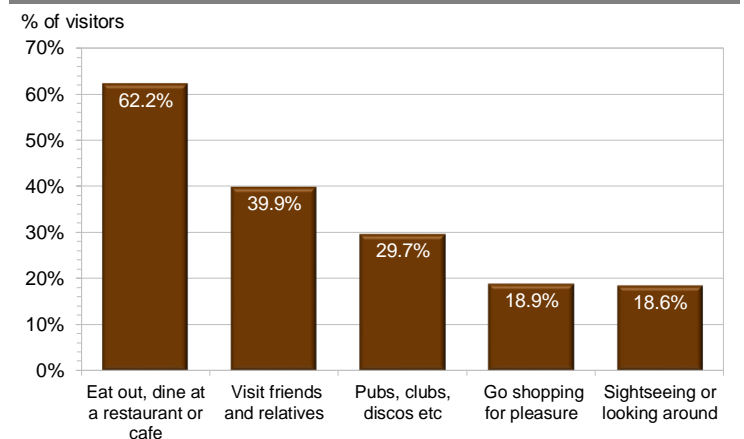
Length of stay

Visitors stayed on average 2.4 nights in the region - up by 0.1 night on the YE Jun 17.

Age

'65 years and over' (22.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (21.1%) and '25 to 34 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (62.2%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (39.9%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (29.7%).

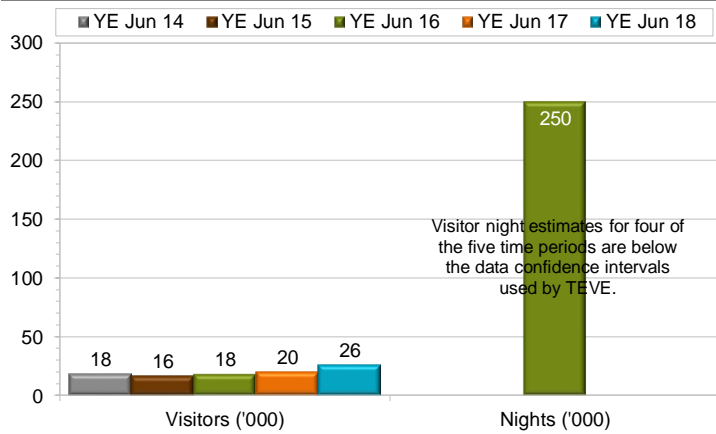
Expenditure⁽²⁾

Domestic overnight visitors spent \$248 million in the region - an average of \$154 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Albury / Wodonga received 25,600 international overnight visitors - up by 29.9% on YE Jun 17. Visitor night estimates for four of these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 37.7% of visitors to the Murray region. Compared to YE Jun 17, the share of visitors was up by 7.2% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.5%	13	Japan	0.9%
2	New Zealand	15.4%	14	Singapore	0.8%
3	Germany	9.3%	15	France	0.7%
4	Scandinavia	7.3%	16	Netherlands	0.6%
5	USA	5.9%	17	Indonesia	0.3%
6	Mainland China	3.7%	18	Malaysia	0.2%
7	Canada	3.4%	19	Taiwan	0.0%
8	Italy	2.6%	19	Thailand	0.0%
9	Switzerland	2.2%			
10	India	2.2%		Other Asia	5.5%
11	South Korea	1.3%		Other Europe	6.6%
12	Hong Kong	1.3%		Other Countries	8.4%

The UK (21.5%) was the region's largest source market of visitors, followed by New Zealand (15.4%) and Germany (9.3%).

Accommodation

'Friends or relatives property' (46.3%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (29.6%).

Age

'25 to 34 years' (20.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.0%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

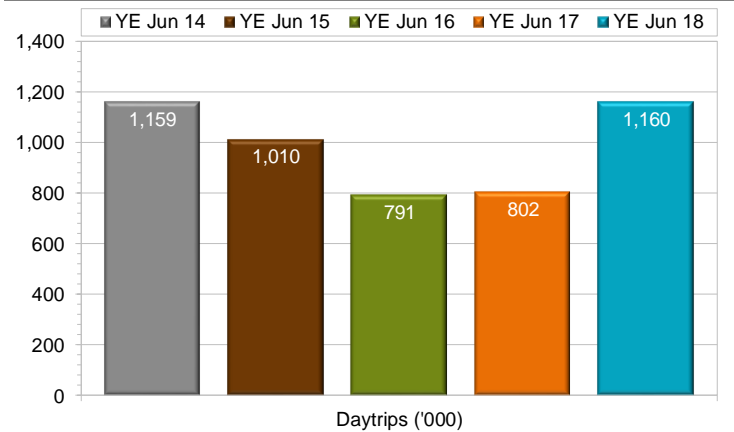
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received nearly 1.2 million domestic daytrip visitors - up by 44.7% on YE Jun 17.

Market share

The region received 35.8% of daytrips to the Murray region. Compared to YE Jun 17, the share was up by 6.5% pts.

Main purpose of trip

'Holiday' (41.7%) was the largest purpose for visitors to the region, followed by 'medical reasons' (19.8%) and 'visiting friends and relatives' (17.9%).

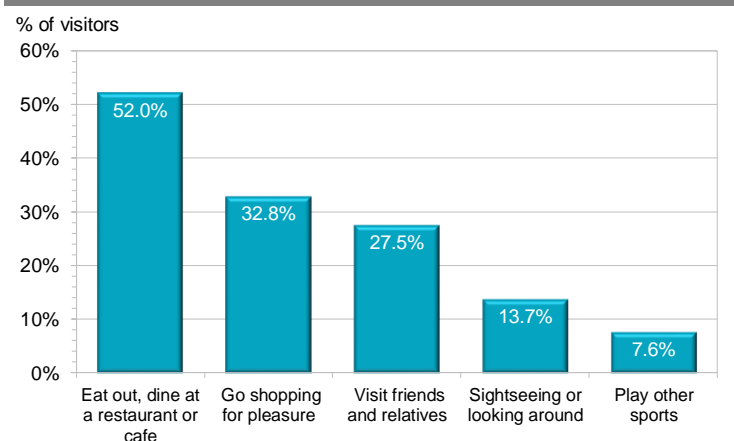
Age

'65 years and over' (22.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.0%) and '25 to 34 years' (18.6%).

Gender

More visitors to the region were female (61.1%) than male (38.9%).

Activities



'Eat out, dine at a restaurant or cafe' (52.0%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$159 million in the region - an average of \$137 per visitor.

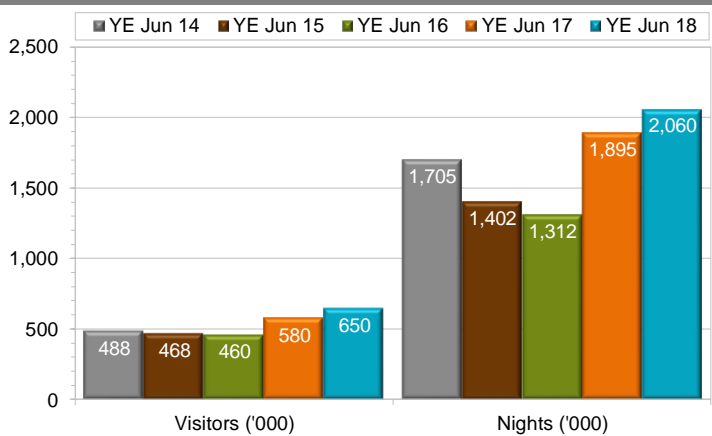
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Page 2 of 2

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Sun Country received 650,000 domestic overnight visitors - up by 12.1% on YE Jun 17. Visitors spent nearly 2.1 million nights in the region - up by 8.7% on YE Jun 17.

Market share

The region received 22.7% of visitors and 25.2% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was up by 1.3 pts and the share of nights was up by 0.2 pts.

Purpose of visit to Sun Country



'Holiday' (54.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.5%) and 'business' (9.7%). Compared to YE Jun 17, 'holiday' grew by 3.9% pts while 'VFR' declined by 2.0% pts.

'Holiday' (64.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (27.6%) and 'business' (6.2%). Compared to YE Jun 17, 'holiday' grew by 6.9% pts while 'VFR' declined by 5.1% pts.

Accommodation

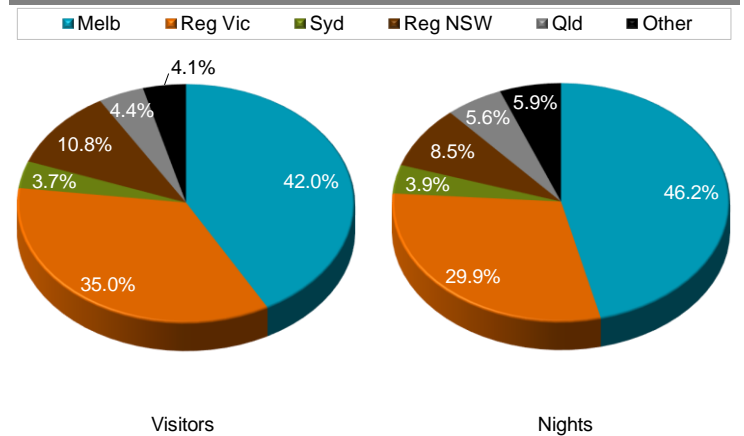
'Friends or relatives property' (25.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (19.3%) was the 2nd most popular accommodation used, followed by 'caravan or camping - non commercial' (17.8%).

Compared to YE Jun 17, 'caravan or camping - non commercial' grew by 8.7% pts while 'friends or relatives property' declined by 12.7% pts.

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

(1) Source: National Visitor Survey, YE Jun 18, Tourism Research Australia (TRA)

Origin



The region received 77.0% of visitors and 76.1% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were up by 8.1% and nights were up by 10.7%.

New South Wales contributed 14.5% of visitors and 12.4% of nights in the region. Compared to YE Jun 17, NSW visitors were up by 34.2%.

Queensland contributed 4.4% of visitors and 5.6% of nights in the region.

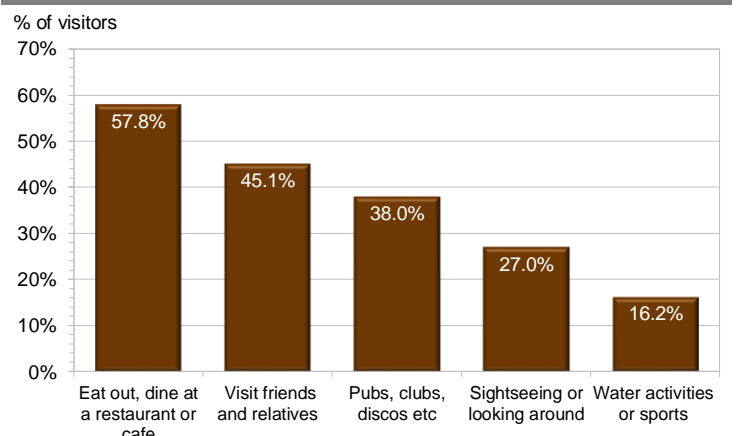
Length of stay

Visitors stayed on average 3.2 nights in the region - down by 0.1 night on the YE Jun 17.

Age

'65 years and over' (23.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.5%) and '45 to 54 years' (15.7%).

Activities



'Eat out, dine at a restaurant or cafe' (57.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (45.1%) and 'pubs, clubs, discos etc' (38.0%).

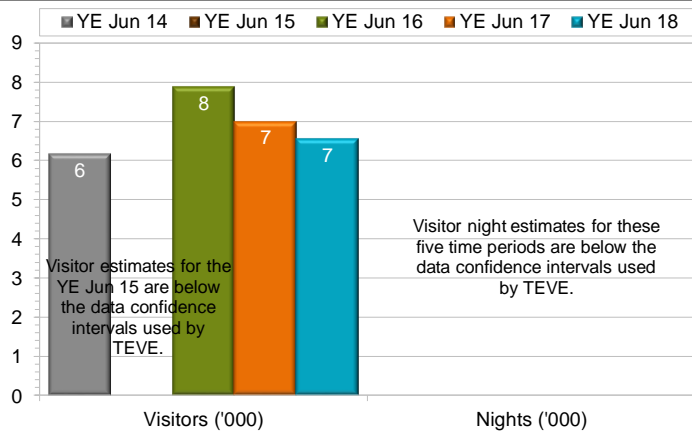
Expenditure⁽²⁾

Domestic overnight visitors spent \$303 million in the region - an average of \$147 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Sun Country received 6,500 international overnight visitors - down by 6.6% on YE Jun 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 9.6% of international visitors to the Murray region. Compared to YE Jun 17, the share was down by 1.3% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.6%	13	Germany	1.5%
2	India	11.9%	14	Taiwan	1.4%
3	USA	10.9%	15	Japan	0.0%
4	New Zealand	10.9%	15	Indonesia	0.0%
5	Hong Kong	5.5%	15	Thailand	0.0%
6	Malaysia	5.0%	15	South Korea	0.0%
7	Netherlands	4.2%	15	Mainland China	0.0%
8	France	3.6%	15	Switzerland	0.0%
9	Canada	3.5%			
10	Singapore	3.1%		Other Asia	17.1%
11	Italy	2.5%		Other Europe	2.3%
12	Scandinavia	1.9%		Other Countries	0.0%

The UK (14.6%) was the region's largest source market of visitors, followed by India (11.9%) and the USA (10.9%).

Accommodation

'Friends or relatives property' (62.2%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (23.9%).

Age

'55 to 64 years' (28.3%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.8%) and '25 to 34 years' (18.7%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

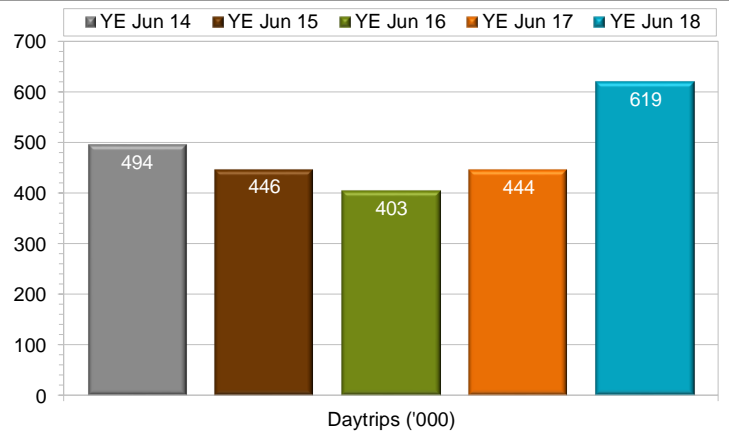
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Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 619,000 domestic daytrips - up by 39.3% on YE Jun 17.

Market share

The region received 19.1% of daytrips to the Murray region. Compared to YE Jun 17, the share was up by 2.9% pts.

Main purpose of trip

'Holiday' (60.3%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (23.4%) and 'business' (6.4%).

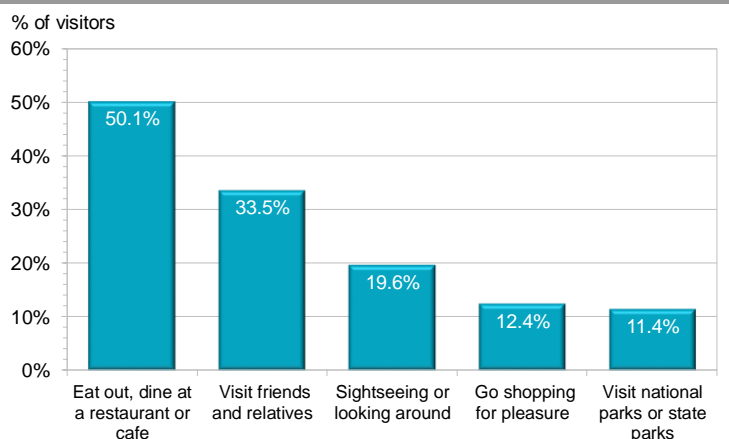
Age

'65 years and over' (28.6%) was the biggest age group of daytrip visitors to the region, followed by '55 to 64 years' (18.6%) and '35 to 44 years' (18.6%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by daytrip visitors to the region.

Expenditure⁽⁶⁾

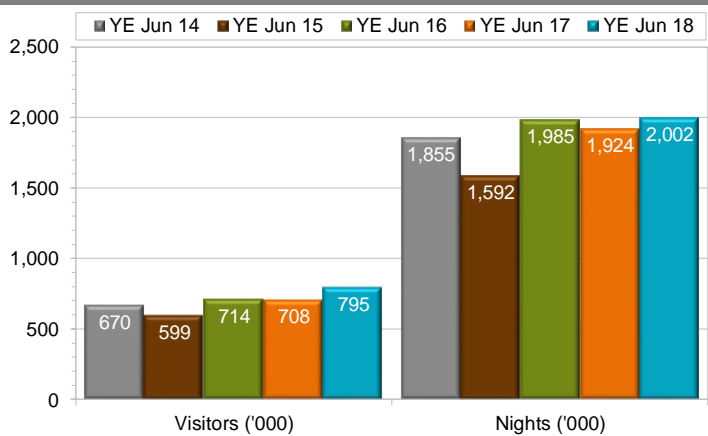
Domestic daytrip visitors spent \$76 million in the region - an average of \$123 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Echuca / Moama received 795,000 domestic overnight visitors – up by 12.3% on YE Jun 17. Visitors spent over 2.0 million nights in the region - up by 4.0% on YE Jun 17.

Market share

The region received 27.8% of visitors and 24.5% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was up by 1.7% pts and the share of nights was down by 0.9% pts.

Purpose of visit to Echuca / Moama



'Holiday' (53.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (29.1%) and 'business' (15.0%). Compared to YE Jun 17, 'business' grew by 3.7% pts while 'VFR' declined by 6.2% pts.

'Holiday' (56.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.6%) and 'business' (13.4%). Compared to YE Jun 17, 'other reasons' grew by 1.5% pts while 'VFR' declined by 1.3% pts.

Accommodation

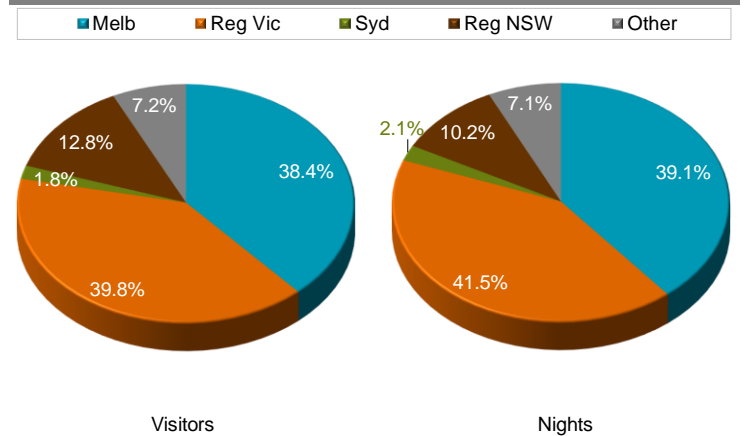
'Friends or relatives property' (27.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (24.1%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.4%).

Compared to YE Jun 17, 'friends or relatives property' grew by 1.2% pts while 'standard hotel or motor inn, below 4 star' declined by 6.9% pts.

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

(1) Source: National Visitor Survey, YE Jun 18, Tourism Research Australia (TRA)

Origin



The region received 78.2% of visitors and 80.6% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were up by 13.1% and nights were up by 3.2%.

New South Wales contributed 14.6% of visitors and 12.3% of nights in the region. Compared to YE Jun 17, NSW visitors were up by 11.2%

South Australia contributed 3.6% of visitors and 2.9% of nights in the region.

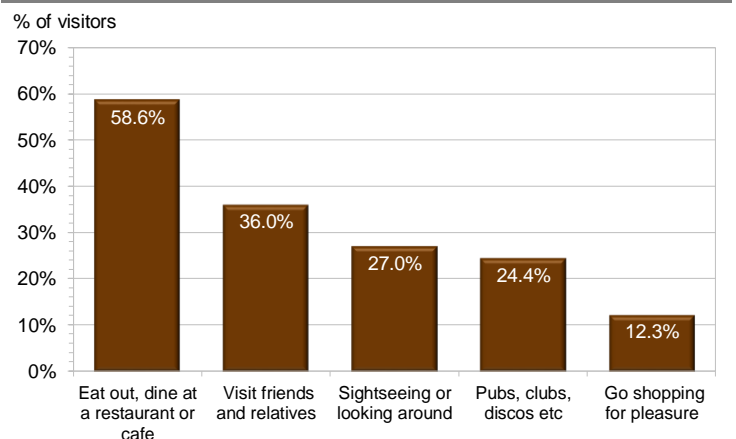
Length of stay

Visitors stayed on average 2.5 nights in the region – down by 0.2 nights on the YE Jun 17.

Age

'65 years and over' (22.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (21.2%) and '55 to 64 years' (19.3%).

Activities



'Eat out, dine at a restaurant or cafe' (58.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.0%).

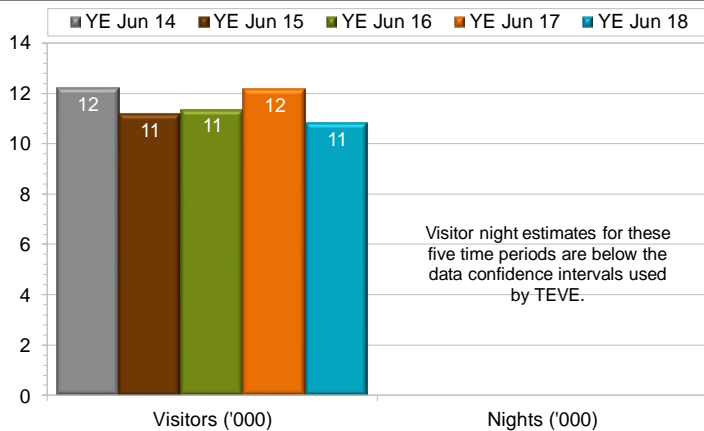
Expenditure⁽²⁾

Domestic overnight visitors spent \$293 million in the region - an average of \$146 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Echuca / Moama received 10,800 international overnight visitors - down by 11.1% on YE Jun 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 16.0% of visitors to the Murray region. Compared to YE Jun 17, the share was down by 2.9% pts.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.6%	13	Canada	0.9%
2	United Kingdom	20.4%	14	Thailand	0.7%
3	Germany	11.0%	15	Hong Kong	0.0%
4	Mainland China	8.1%	15	Singapore	0.0%
5	Netherlands	7.7%	15	Malaysia	0.0%
6	Japan	3.2%	15	Taiwan	0.0%
7	Indonesia	2.8%	15	India	0.0%
8	South Korea	2.4%	15	Switzerland	0.0%
9	Scandinavia	1.8%			
10	France	1.7%		Other Asia	0.9%
11	Italy	1.5%		Other Europe	1.4%
12	USA	1.3%		Other Countries	12.5%

New Zealand (21.6%) was the region's largest source market of visitors, followed by the United Kingdom (20.4%).

Accommodation

'Friends or relatives property' (40.2%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (36.6%).

Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.8%) and '25 to 34 years' (20.3%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

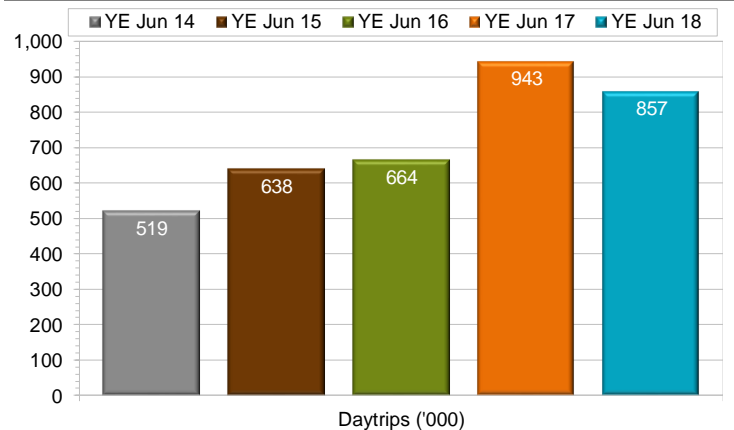
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 857,000 domestic daytrip visitors - down by 9.1% on YE Jun 17.

Market share

The region received 26.5% of daytrips to the Murray region. Compared to YE Jun 17, the share was down by 8.0% pts.

Main purpose of trip

'Holiday' (44.0%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (35.8%) and 'business' (9.7%).

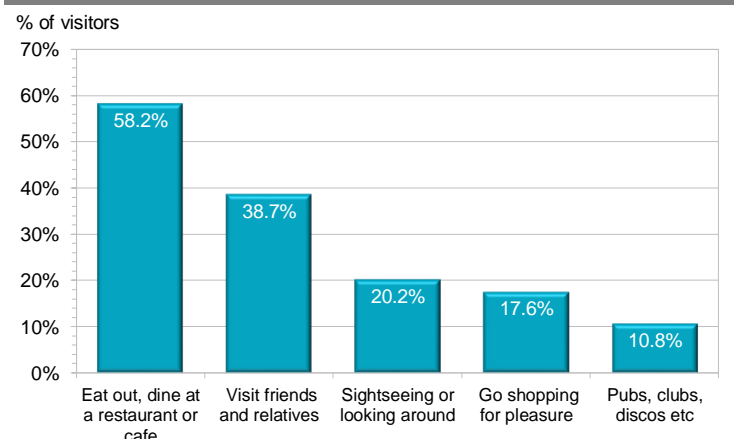
Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.8%) and '35 to 44 years' (18.6%).

Gender

More visitors to the region were male (58.5%) than female (41.5%).

Activities



'Eat out, dine at a restaurant or cafe' (58.2%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$103 million in the region - an average of \$120 per visitor.

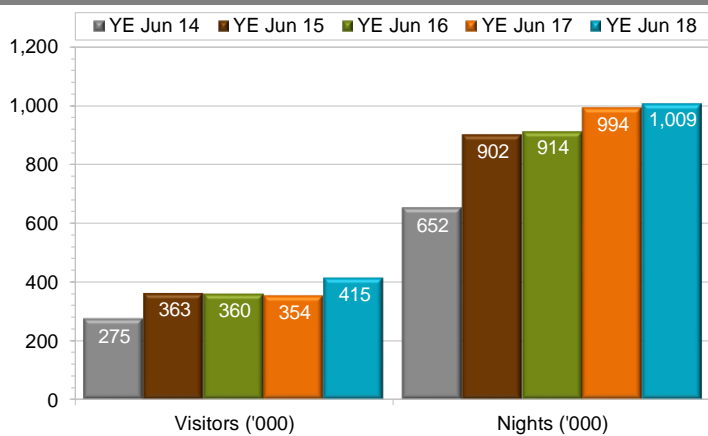
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Page 2 of 2

Domestic Overnight Travel⁽¹⁾

Visitors and nights

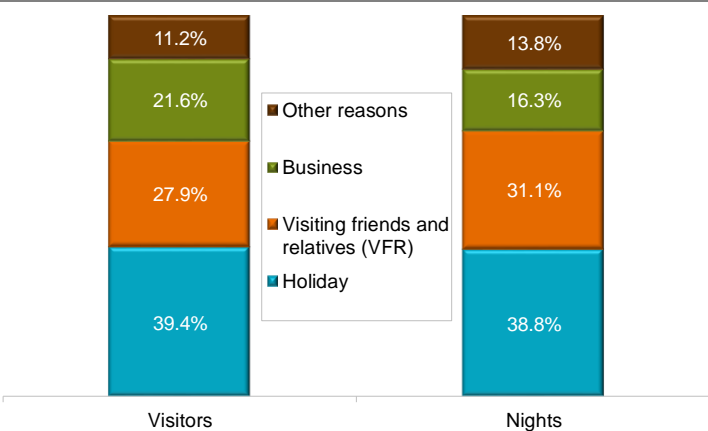


The Swan Hill region received 415,000 domestic overnight visitors - up by 17.1% on YE Jun 17. Visitors spent over 1.0 million nights in the region - up by 1.4% on YE Jun 17.

Market share

The region received 14.5% of visitors and 12.4% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was up by 1.4% pts and the share of nights was down by 0.7% pts.

Purpose of visit to the Swan Hill region



'Holiday' (39.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.9%) and 'business' (21.6%). Compared to YE Jun 17, 'business' increased by 9.6% pts while 'holiday' declined by 8.4% pts.

'Holiday' (38.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (31.1%) and 'business' (16.3%). Compared to YE Jun 17, 'other reasons' grew by 11.3% pts while 'VFR' declined by 10.2% pts.

Accommodation

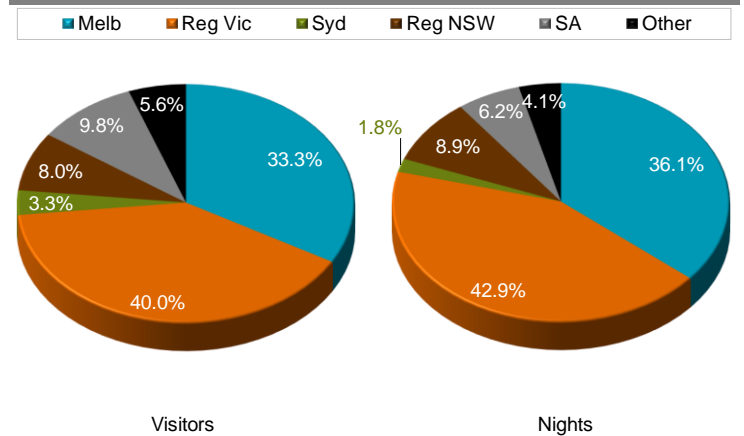
'Friends or relatives property' (30.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (25.6%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (23.3%).

Compared to YE Jun 17, 'standard hotel or motor inn, below 4 star' grew by 13.4% pts while 'friends or relatives property' declined by 16.8% 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 18, Tourism Research Australia (TRA)

Origin



The region received 73.3% of visitors and 79.0% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were up by 32.6% and nights were up by 26.8%.

New South Wales contributed 11.3% of visitors and 10.7% of nights in the region.

South Australia contributed 9.8% of visitors and 6.2% of nights in the region.

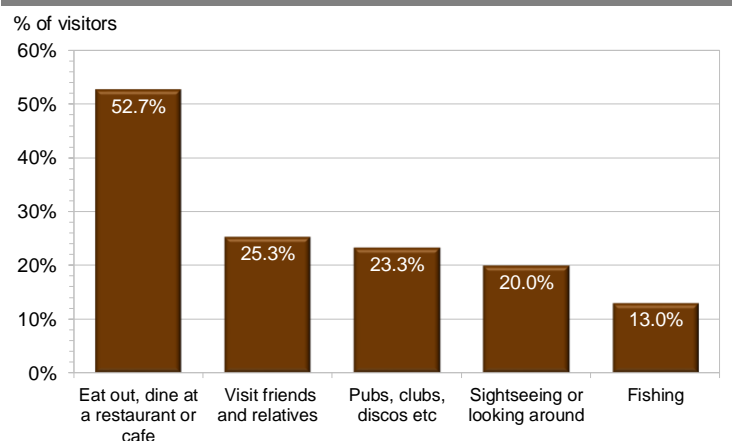
Length of stay

Visitors stayed on average 2.4 nights in the region - down by 0.4 nights on the YE Jun 17.

Age

'65 years and over' (29.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.0%) and '55 to 64 years' (17.8%).

Activities



'Eat out, dine at a restaurant or cafe' (52.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (25.3%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (23.3%).

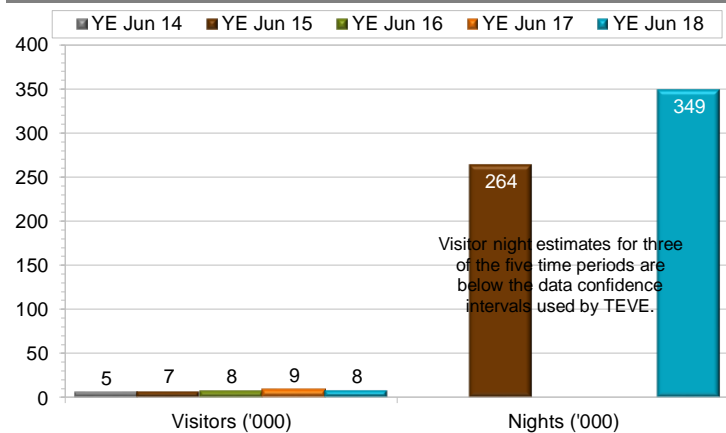
Expenditure⁽²⁾

Domestic overnight visitors spent \$167 million in the region - an average of \$166 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Swan Hill region received 7,900 international overnight visitors – down by 8.9% on YE Jun 17. Visitors spent 349,000 nights in the region.

Market share

The region received 11.7% of visitors and 23.9% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was down by 1.8% pts.

Origin

No.	Market	Share	No.	Market	Share
1	Germany	9.4%	13	Switzerland	2.1%
2	Taiwan	9.0%	14	Mainland China	0.7%
3	Hong Kong	7.8%	15	New Zealand	0.0%
4	Malaysia	6.6%	15	Singapore	0.0%
5	South Korea	5.9%	15	Indonesia	0.0%
6	Canada	5.6%	15	Thailand	0.0%
7	USA	5.5%	15	India	0.0%
8	United Kingdom	5.4%	15	Scandinavia	0.0%
9	Netherlands	4.5%			
10	France	4.4%		Other Asia	1.5%
11	Japan	4.3%		Other Europe	10.8%
12	Italy	3.2%		Other Countries	13.3%

Germany (9.4%) was the region's largest source market of international visitors, followed by Taiwan (9.0%).

Accommodation

'Rented house, apartment, flat or unit' (68.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (11.2%).

Age

'25 to 34 years' (57.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.2%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 18.

Preliminary IVS results

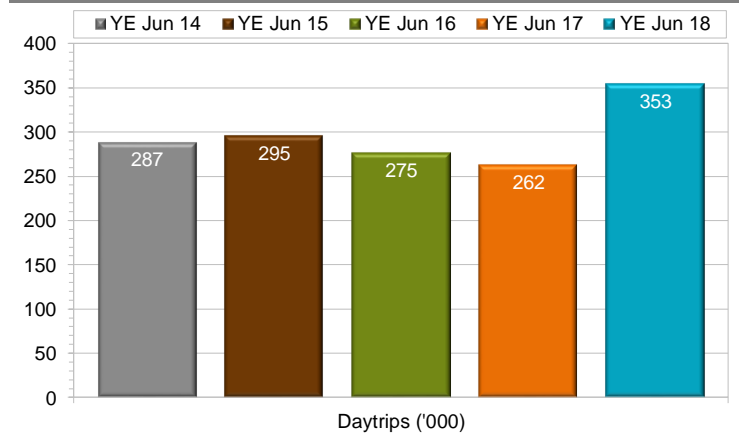
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 353,000 domestic daytrip visitors – up by 34.7% on YE Jun 17.

Market share

The region received 10.9% of daytrips to the Murray region. Compared to YE Jun 17, the share was up by 1.3% pts.

Main purpose of trip

'Holiday' (42.9%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (30.1%) and 'business' (10.1%).

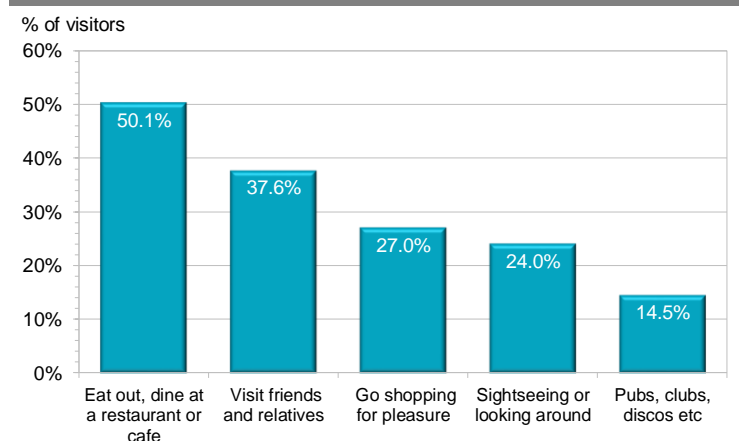
Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.0%) and '15 to 24 years' (17.1%).

Gender

More visitors to the region were male (62.5%) than female (37.5%).

Activities



'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

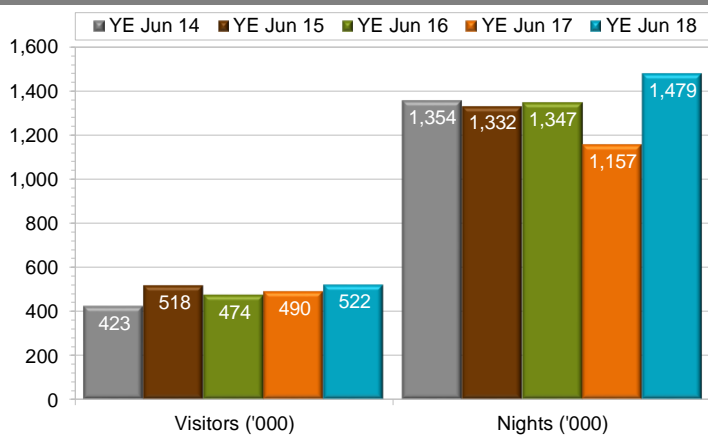
Domestic daytrip visitors spent \$62 million in the region – an average of \$175 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

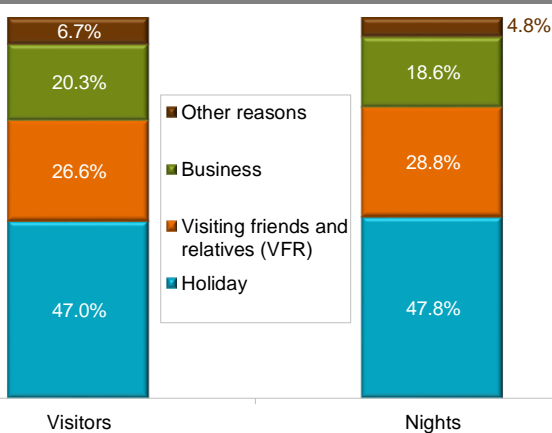


Mildura / Wentworth received 522,000 domestic overnight visitors - up by 6.4% on YE Jun 17. Visitors spent nearly 1.5 million nights in the region - up by 27.8% on YE Jun 17.

Market share

The region received 18.2% of visitors and 18.1% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was up by 0.1% pt and the share of nights was up by 2.8% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (47.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (26.6%) and 'business' (20.3%). Compared to YE Jun 17, 'holiday' increased by 5.0% pts while 'other reasons' decreased by 8.6% pts.

'Holiday' (47.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.8%) and 'business' (18.6%). Compared to YE Jun 17, 'holiday' increased by 5.3% pts while 'other reasons' decreased by 8.2% pts.

Accommodation

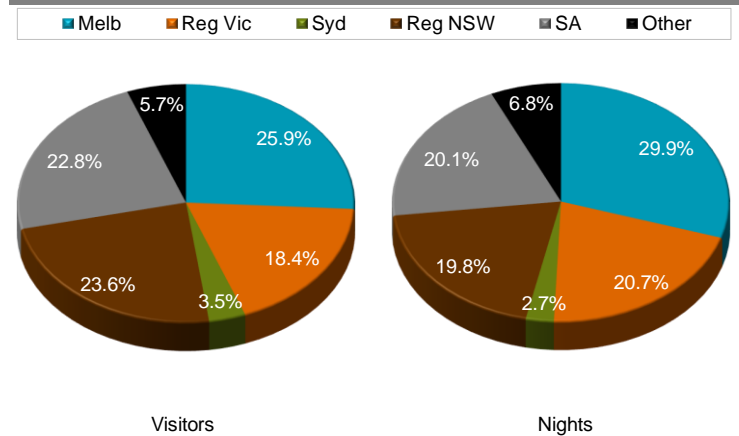
'Friends or relatives property' (26.6%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (23.2%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (21.6%).

Compared to YE Jun 17, 'caravan park or commercial camping ground' grew by 9.7% pts while 'standard hotel or motor inn, below 4 star' declined by 5.8% pts.

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

(1) Source: National Visitor Survey, YE Jun 18, Tourism Research Australia (TRA)

Origin



The region received 44.3% of visitors and 50.7% of nights from **Victoria**. Compared to YE Jun 17, Victorian visitors were down by 8.5% and nights were up by 22.8%.

NSW contributed 27.1% of visitors and 22.5% of nights in the region. Compared to YE Jun 17, visitors from NSW were up by 34.7%.

South Australia contributed 22.8% of visitors and 20.1% of nights in the region. Compared to YE Jun 17, visitors from South Australia were up by 16.2%.

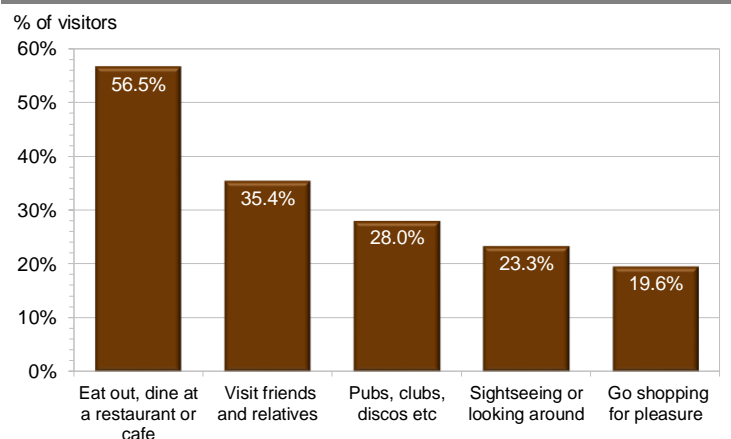
Length of stay

Visitors stayed, on average, 2.8 nights in the region - up by 0.4 nights on the YE Jun 17.

Age

'45 to 54 years' (24.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (23.1%) and '55 to 64 years' (21.6%).

Activities



'Eat out, dine at a restaurant or cafe' (56.5%) was the most popular activity undertaken by visitors to the region.

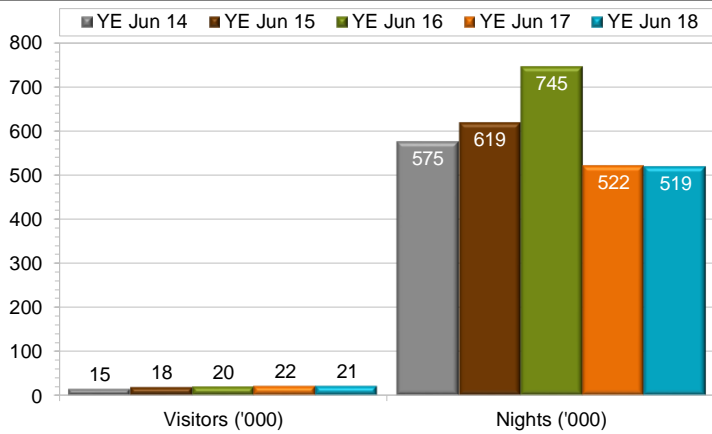
Expenditure⁽²⁾

Domestic overnight visitors spent \$246 million in the region - an average of \$167 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Mildura / Wentworth received 21,000 international overnight visitors - down by 3.7% on YE Jun 17. Visitors spent 518,500 nights in the region - down by 0.7% on YE Jun 17.

Market share

The region received 30.9% of visitors and 35.4% of nights in the Murray region. Compared to YE Jun 17, the share of visitors was down by 2.9% pts and the share of nights was down by 7.7% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.6%	13	Switzerland	3.2%
2	Germany	9.5%	14	Canada	2.4%
3	New Zealand	7.3%	15	India	2.3%
4	France	6.8%	16	Singapore	1.8%
5	Japan	6.0%	17	Thailand	1.1%
6	USA	5.6%	18	Scandinavia	1.0%
7	Malaysia	5.2%	19	South Korea	0.5%
8	Mainland China	4.3%	20	Indonesia	0.0%
9	Taiwan	4.1%			
10	Hong Kong	3.8%		Other Asia	0.8%
11	Netherlands	3.8%		Other Europe	4.5%
12	Italy	3.4%		Other Countries	8.2%

The UK (14.6%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (38.3%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (22.3%).

Age

'25 to 34 years' (29.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (22.5%).

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 18.

Preliminary IVS results

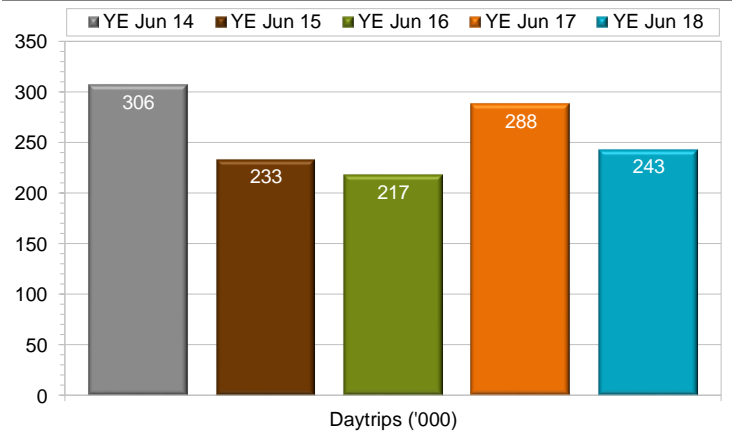
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Jun 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 243,000 domestic daytrip visitors - down by 15.6% on YE Jun 17.

Market share

The region received 7.5% of daytrips to the Murray region. Compared to YE Jun 17, the share was down by 3.0% pts.

Main purpose of trip

'Holiday' (68.5%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (13.4%) and 'business' (10.4%).

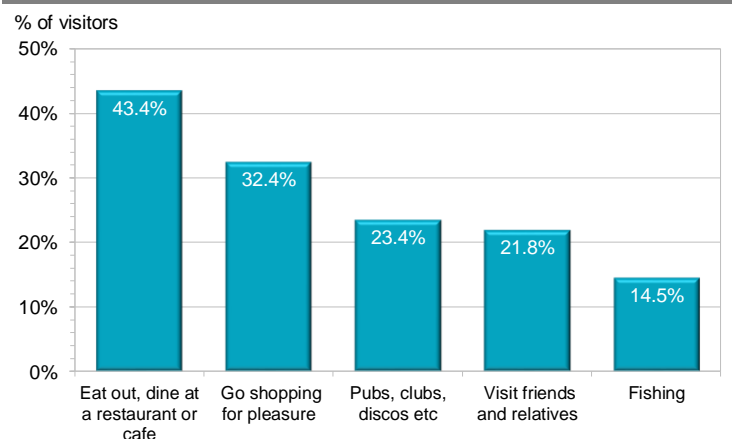
Age

'65 years and over' (26.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.4%) and '55 to 64 years' (16.8%).

Gender

More visitors to the region were male (66.8%) than female (33.2%).

Activities



'Eat out, dine at a restaurant or cafe' (43.4%) 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 \$176 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 18.

(5) Source: National Visitor Survey, YE Jun 18, TRA

Page 2 of 2