

Travel to the Murray Region

Year ended March 2023
Quarterly Tracking of Selected Measures






Murray
REGIONAL TOURISM




DOMESTIC TRAVEL TO MURRAY REGION

April 2022 to March 2023
and change on April 2021 to March 2022



Domestic overnight travel

	3.0 million	↑	40.3%
	8.2 million	↑	20.2%
	\$1.8 billion	↑	73.3%

Total domestic travel

	6.2 million	↑	34.9%
	8.2 million	↑	20.2%
	\$2.4 billion	↑	65.6%

Domestic daytrip travel

	3.1 million	↑	30.1%
	\$527 million	↑	43.4%



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

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

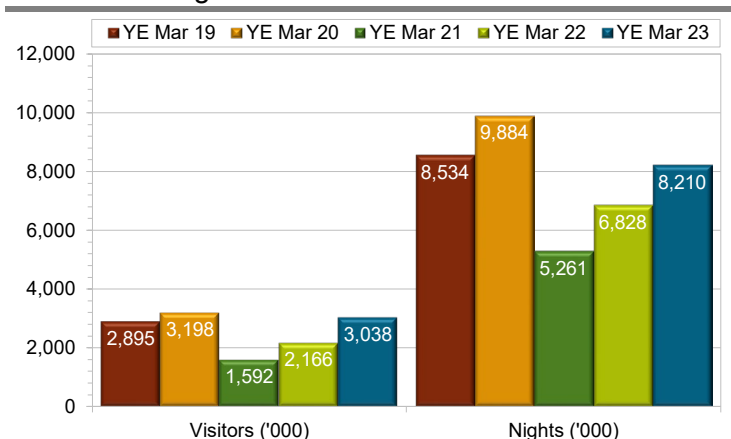
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region

For the period April 2022 to March 2023

Overnight travel

Visitors and nights



The Murray region received over 3.0 million overnight visitors - up by 40.3% on YE Mar 22. Visitors spent over 8.2 million nights in the region - up by 20.2% on YE Mar 22.

Expenditure

Overnight visitors spent over \$1.8 billion in the Murray region - up by 73.3% on YE Mar 22. On average, visitors spent \$222 per night - up by 44.2% on YE Mar 22.

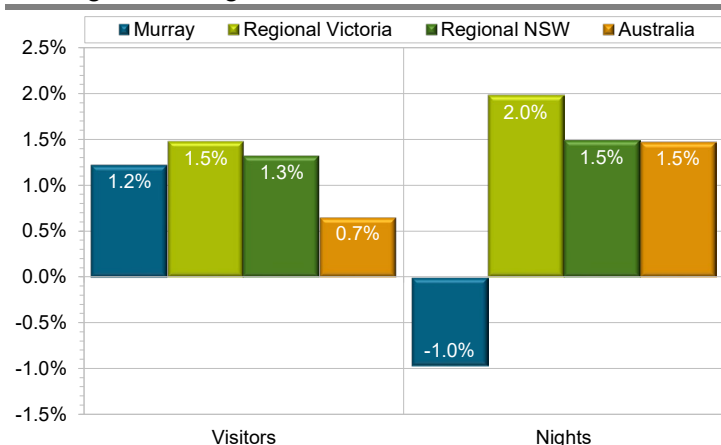
Market share

The overnight sector represented 49.3% all domestic **visitors** to the Murray region - up by 1.9% pts on YE Mar 22.

The overnight sector contributed 77.6% of total domestic **spend** in the region - up by 3.5% pts on YE Mar 22.

The Murray region received 6.8% of overnight visitors and 5.9% of visitor nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 22, the share of visitors was up by 0.1% pt and the share of nights was down by 0.4% pts.

Average annual growth - YE Mar 19 to YE Mar 23



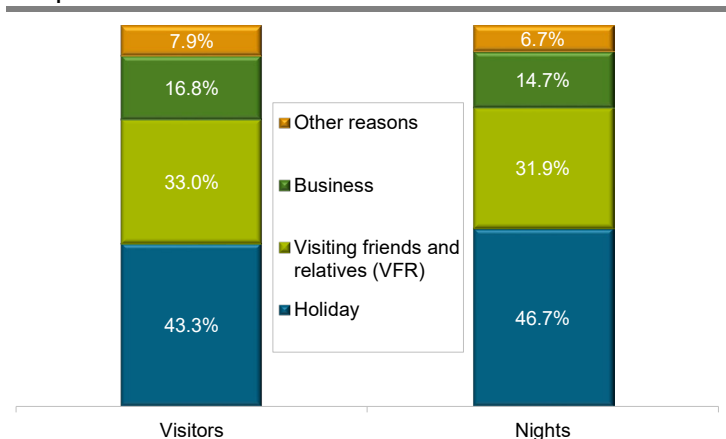
Over the period YE Mar 19 to YE Mar 23, the Murray region had an average annual growth of +1.2% in overnight **visitors**. The region had a higher growth than Australia, but a lower growth than regional Victoria and regional NSW.

The Murray region had an average annual decline of -1.0% in **visitor nights** over the period. Whilst the region had a decline, regional Victoria, regional NSW and Australia experienced growth over the period.

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

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

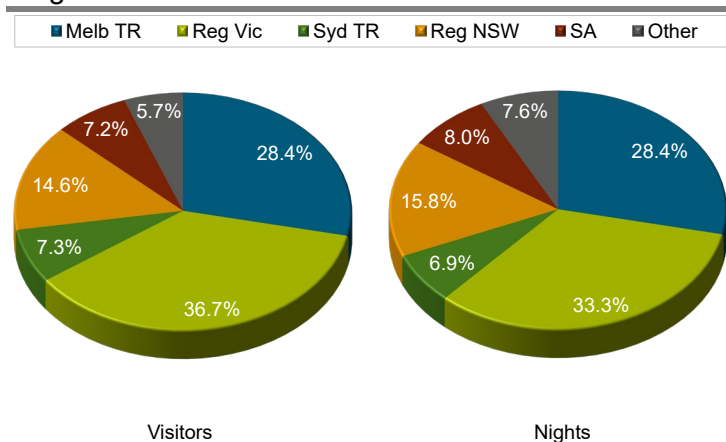
Purpose of visit



'Holiday' (43.3%) was the largest purpose for overnight **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (33.0%) was the 2nd largest purpose, followed by 'business' (16.8%). Compared to YE Mar 22, 'business' grew by 4.0% pts whilst 'VFR' fell by 4.6% pts.

'Holiday' (46.7%) was the largest purpose in terms of **visitor nights** in the Murray region. 'VFR' (31.9%) was the 2nd largest purpose, followed by 'business' (14.7%). Compared to YE Mar 22, 'attend funeral' grew by 2.8% pts whilst 'holiday' fell by 6.2% pts.

Origin



The Murray region received 65.1% of overnight visitors and 61.7% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were up by 22.9% and nights were down by 4.6%.

NSW contributed 21.9% of visitors and 22.8% of nights in the region. Compared to YE Mar 22, NSW visitors were up by 71.7% and nights were up by 88.9%.

South Australia contributed 7.2% of visitors and 8.0% of nights in the region. Compared to YE Mar 22, visitors from South Australia were up by 159%.

Other states contributed 5.7% of visitors and 7.6% of nights in the region. Compared to YE Mar 22, visitors from other states were up by 110%.

Month returned from trip

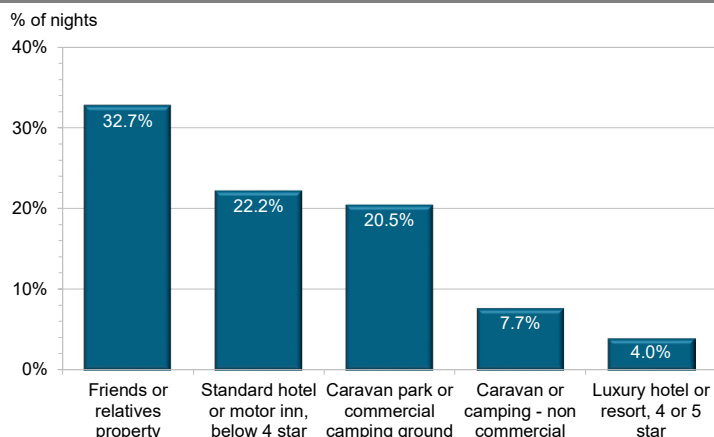
April (10.4%) was the most popular month for overnight visitors to return from their trip to the Murray region. March (9.9%) was the 2nd most popular month to return, followed by January (9.4%).

Domestic travel to the Murray region

For the period April 2022 to March 2023

Overnight travel

Accommodation



‘Friends or relatives property’ (32.7%) was the most popular accommodation type used for **visitor nights** in the Murray region. Compared to YE Mar 22, ‘standard hotel or motor inn, below 4 star’ increased by 8.0% pts whilst ‘caravan or camping – non commercial’ decreased by 5.9% pts.

Length of stay

Visitors stayed, on average, 2.7 nights in the Murray region – down by 0.5 nights on YE Mar 22.

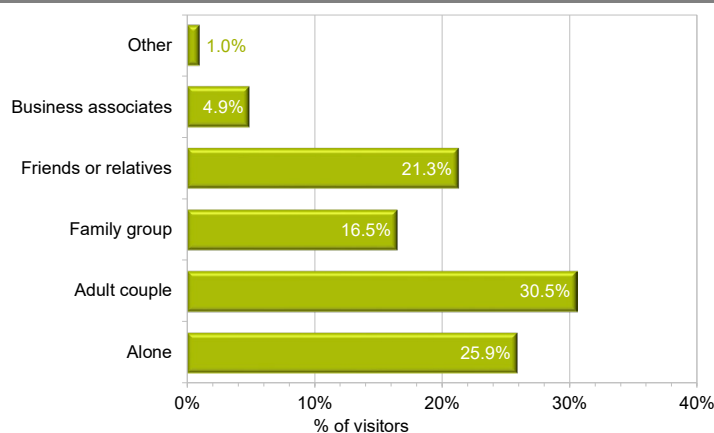
Activities

‘Eat out, dine at a restaurant or cafe’ (57.4%) was the most popular activity undertaken by overnight visitors to the Murray region. ‘Visit friends and relatives’ (32.7%) was the 2nd most popular activity undertaken, followed by ‘pubs, clubs, discos etc’ (30.5%).

All transport

‘Private vehicle or company car’ (91.5%) was the most popular transport used by overnight visitors to the Murray region. ‘Aircraft’ (3.2%) was the 2nd most popular transport used, followed by ‘railway’ (1.4%).

Travel party



‘Adult couple’ (30.5%) was the most common travel party description of overnight visitors to the Murray region. ‘Alone’ (25.9%) was the 2nd most common travel party description.

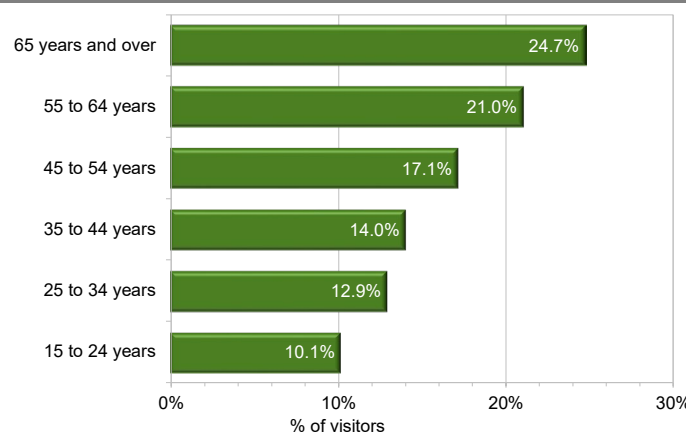
Number of stopovers on trip

Nearly ¾ (71.8%) overnight visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.6%) had two stopovers on the trip.

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

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

Age



‘65 years and over’ (24.7%) was the biggest age group of overnight visitors to the Murray region. ‘55 to 64 years’ (21.0%) was the 2nd biggest age group, followed by ‘45 to 54 years’ (17.1%).

Gender

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

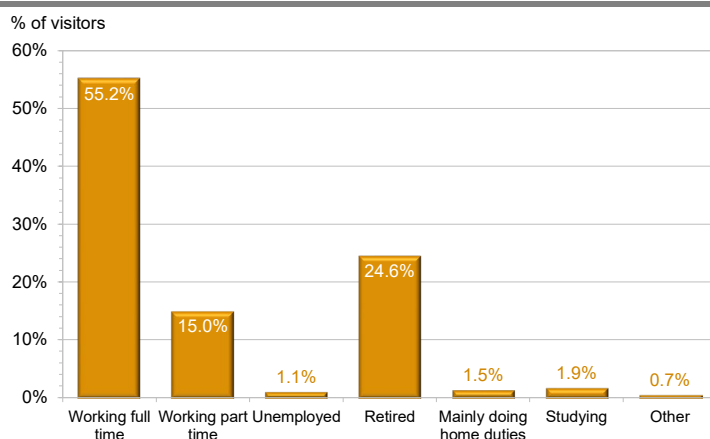
Lifecycle

‘Older non-working’ (24.0%) was the largest lifecycle group of overnight visitors to the Murray region. ‘Older working’ (22.9%) was the 2nd largest lifecycle group, followed by ‘parent with youngest child aged under 15’ (18.7%).

Marital status

More overnight visitors to the Murray region were married or part of a couple (68.7%) than single (30.8%).

Employment



‘Working full time’ (55.2%) was the most common employment status of overnight visitors to the Murray region. ‘Retired’ (24.6%) was the 2nd most common employment status, followed by ‘working part time’ (15.0%).

Annual household income

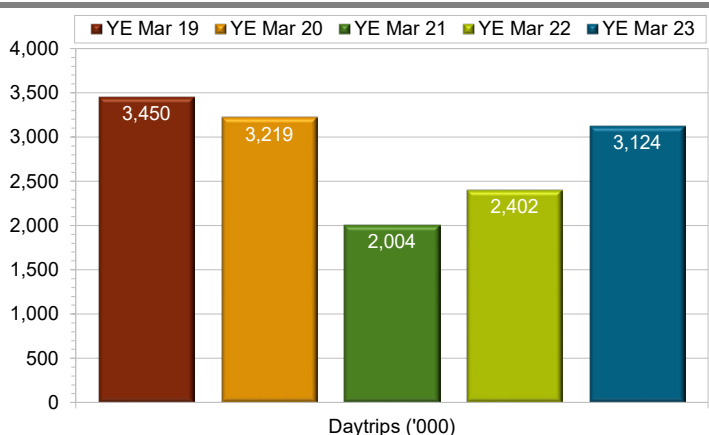
The average annual household income was \$128,168 amongst overnight visitors to the Murray region. Nearly 1/3 (32.5%) of visitors had an annual household income of ‘\$150,000+’. Note: nearly 1/5 (18.8%) did not provide an income.

Domestic travel to the Murray region

For the period April 2022 to March 2023

Daytrip travel

Trips



The Murray region received over 3.1 million daytrip visitors – up by 30.1% on YE Mar 22.

Expenditure

Daytrip visitors spent \$527 million in the Murray region – up by 43.4% on YE Mar 22. On average, visitors spent \$169 per trip – up by 10.2% on YE Mar 22.

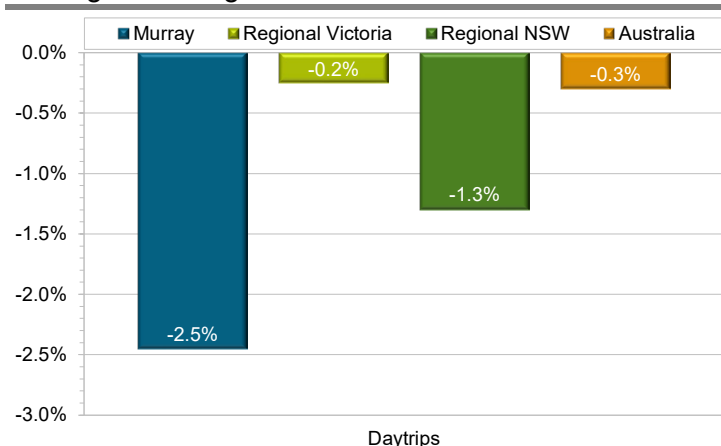
Market share

The daytrip sector represented 50.7% all domestic **visitors** to the Murray region – down by 1.9% pts on YE Mar 22.

The daytrip sector contributed 22.4% of total domestic **spend** in the region – down by 3.5% pts on YE Mar 22.

The Murray region received 4.0% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 22, the share was down by 0.5% pts.

Average annual growth - YE Mar 19 to YE Mar 23



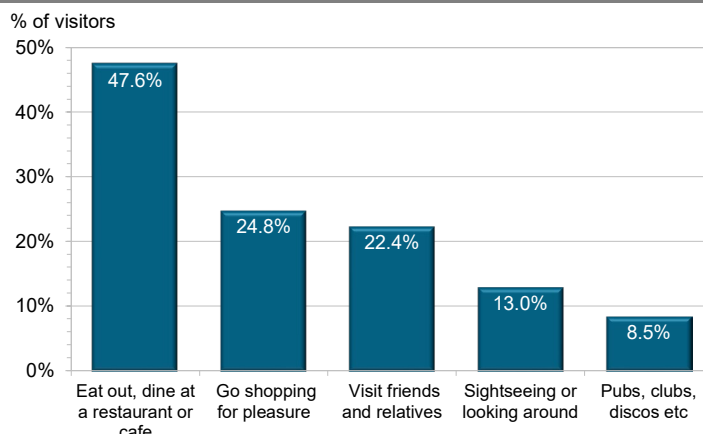
Over the period YE Mar 19 to YE Mar 23, the Murray region had an average annual decline of -2.5% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and Australia.

Main purpose of trip

'Holiday' (45.0%) was the largest purpose for daytrip visitors to the Murray region. 'Visiting friends and relatives (VFR)' (21.9%) was the 2nd largest purpose, followed by 'business' (13.0%).

Compared to YE Mar 22, 'attend funeral' increased by 2.1% pts whilst 'medical reasons' decreased by 2.4% pts.

Activities



'Eat out, dine at a restaurant or cafe' (47.6%) was the most popular activity undertaken by daytrip visitors to the Murray region.

Transport

'Private vehicle or company car' (97.4%) was the most popular transport used by daytrip visitors to the Murray region. 'Aircraft' (1.1%) was the 2nd most popular transport used.

Origin

The Murray region received (72.4%) of daytrip visitors from Victoria. NSW contributed (24.4%) and South Australia (2.5%) of daytrip visitors to the region. The Murray (NSW) tourism region (18.7%) was the Murray region's largest individual source market.

Age

'65 years and over' (25.0%) was the biggest age group of daytrip visitors to the Murray region. '55 to 64 years' (19.0%) was the 2nd biggest age group, followed by '45 to 54 years' (16.5%).

Month travelled

July (10.9%) was the most popular month for a daytrip to the Murray region. August (10.2%) was the 2nd most popular month to travel, followed by February (10.0%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors (million)						
Overnight visitors	2.9	3.2	1.6	2.2	3.0	+40.3%
Daytrip visitors	3.5	3.2	2.0	2.4	3.1	+30.1%
Total domestic visitors	6.3	6.4	3.6	4.6	6.2	+34.9%
Domestic nights (million)						
Total domestic nights	8.5	9.9	5.3	6.8	8.2	+20.2%
Domestic spend (\$ million)						
Overnight spend	\$1,298	\$1,523	\$694	\$1,052	\$1,824	+73.3%
Daytrip spend	\$537	\$447	\$331	\$368	\$527	+43.4%
Total domestic spend	\$1,835	\$1,969	\$1,024	\$1,420	\$2,351	+65.6%

The Murray region received nearly 6.2 million domestic **visitors** – up by 34.9% on YE Mar 22. Visitors spent over 8.2 million **nights** in the region – up by 20.2% on YE Mar 22. In total, domestic visitors **spent** nearly \$2.4 billion on travel to the Murray region – up by 65.6% on YE Mar 22.

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




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

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




DOMESTIC TRAVEL TO ALBURY / WODONGA

April 2022 to March 2023
and change on April 2021 to March 2022



Domestic overnight travel

	922 thousand	↑	94.2%
	2.0 million	↑	70.8%
	\$592 million	↑	169%

Total domestic travel

	2.0 million	↑	48.7%
	2.0 million	↑	70.8%
	\$756 million	↑	84.0%

Domestic daytrip travel

	1.1 million	↑	24.4%
	\$164 million	↓	-13.9%



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

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

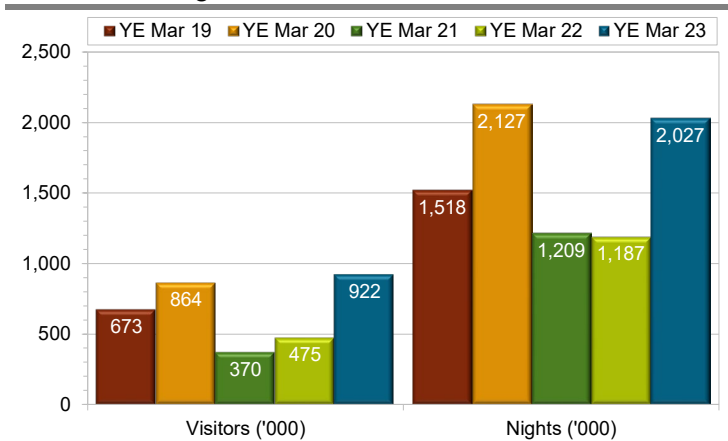
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Domestic travel to Albury / Wodonga

For the period April 2022 to March 2023

Overnight travel

Visitors and nights

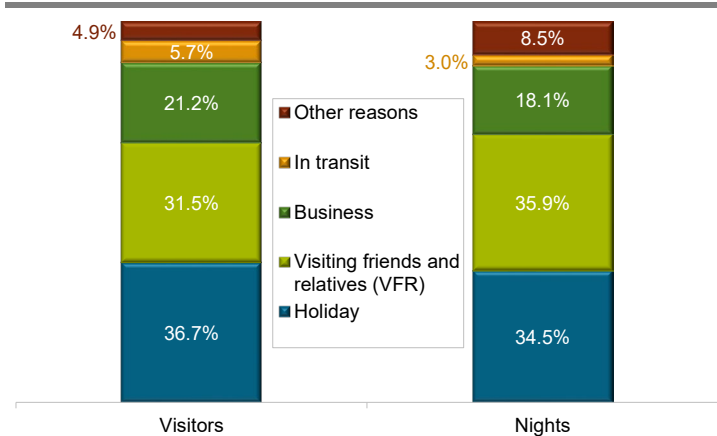


Albury / Wodonga received 922,000 overnight visitors - up by 94.2% on YE Mar 22. Visitors spent over 2.0 million nights in the region – up by 70.8% on YE Mar 22.

Market share

Albury / Wodonga received 30.4% of overnight visitors and 24.7% of visitor nights in the Murray region. Compared to YE Mar 22, share of visitors was up by 8.5% pts and share of nights was up by 7.3% pts.

Purpose of visit



'Holiday' (36.7%) was the largest purpose for overnight **visitors** to Albury / Wodonga. 'Visiting friends and relatives (VFR)' (31.5%) was the 2nd largest purpose, followed by 'business' (21.2%). Compared to YE Mar 22, 'holiday' grew by 9.3% pts whilst 'VFR' fell by 12.1% pts.

'VFR' (35.9%) was the largest purpose in terms of **visitor nights** in Albury / Wodonga. 'Holiday' (34.5%) was the 2nd largest purpose, followed by 'business' (18.1%). Compared to YE Mar 22, 'attend funeral' grew by 6.2% pts whilst 'VFR' fell by 11.0% pts.

Accommodation

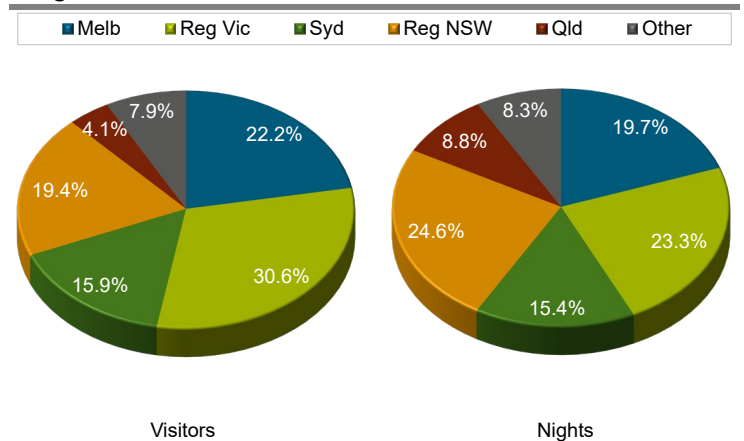
'Friends or relatives property' (44.5%) was the most popular accommodation type used for **visitor nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (24.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (11.9%).

Compared to YE Mar 22, 'rented house, apartment, flat or unit' increased by 3.7% pts whilst 'friends or relatives property' declined by 5.9% pts.

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

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

Origin



Albury / Wodonga received 52.8% of overnight visitors and 42.9% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were up by 93.0% and nights were up by 53.6%.

New South Wales contributed 35.3% of visitors and 40.0% of nights in the region. Compared to YE Mar 22, NSW visitors were up by 81.5%.

Other states contributed 11.9% of visitors and 17.1% of nights in the region. Compared to YE Mar 22, visitors from other states were up by 154%.

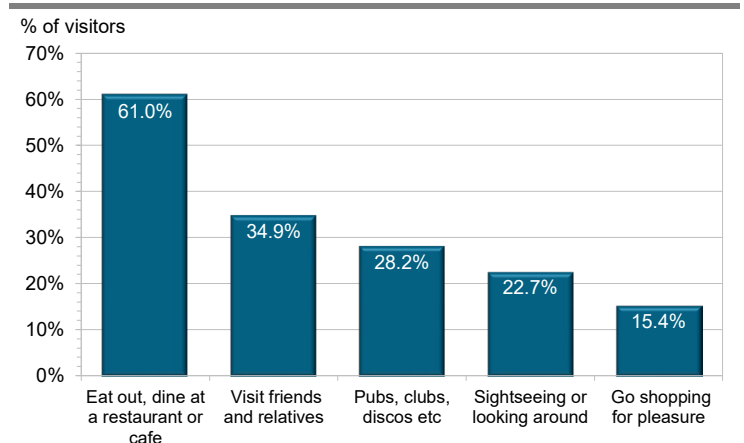
Length of stay

Visitors stayed, on average, 2.2 nights in Albury / Wodonga – down by 0.3 nights on the YE Mar 22.

Age

'65 years and over' (26.1%) was the biggest age group of overnight visitors to Albury / Wodonga. '55 to 64 years' (20.6%) was the 2nd biggest age group, followed by '45 to 54 years' (17.5%).

Activities



'Eat out, dine at a restaurant or cafe' (61.0%) was the most popular activity undertaken by overnight visitors to Albury / Wodonga. 'Visit friends and relatives' (34.9%) was the 2nd most popular activity.

Expenditure

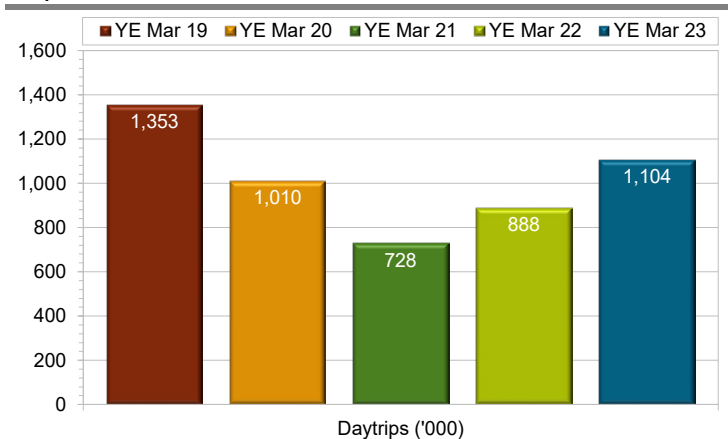
Overnight visitors spent \$592 million in Albury / Wodonga – up by 169% on YE Mar 22. On average, visitors spent \$292 per night – up by 57.2% on YE Mar 22.

Domestic travel to Albury / Wodonga

For the period April 2022 to March 2023

Daytrip travel

Trips



Albury / Wodonga received over 1.1 million daytrip visitors – up by 24.4% on YE Mar 22.

Expenditure

Daytrip visitors spent \$164 million in Albury / Wodonga – down by 13.9% on YE Mar 22. On average, visitors spent \$149 per trip – down by 30.8% on YE Mar 22.

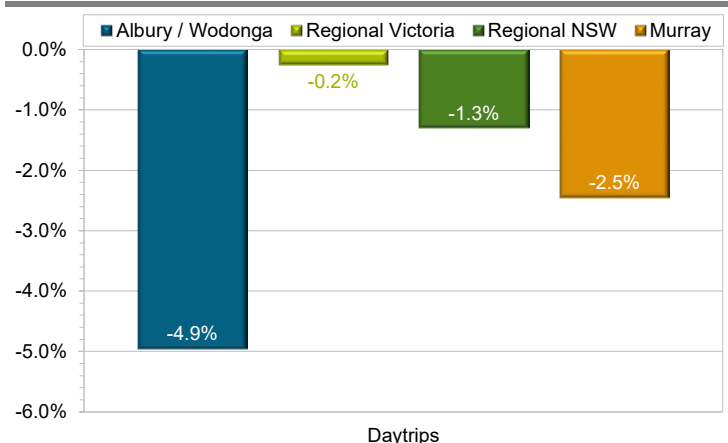
Market share

The daytrip sector represented 54.5% all domestic **visitors** to Albury / Wodonga - down by 10.7% pts on YE Mar 22.

The daytrip sector contributed 21.7% of total domestic **spend** in the region – down by 24.7% pts on YE Mar 22.

Albury / Wodonga received 35.4% of daytrips to the Murray region. Compared to YE Mar 22, the share was down by 1.6% pts.

Average annual growth - YE Mar 19 to YE Mar 23



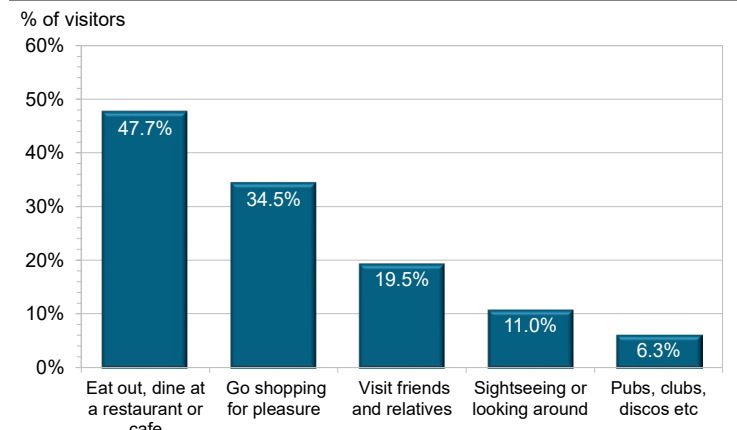
Over the period YE Mar 19 to YE Mar 23, the Albury / Wodonga had an average annual decline of -4.9% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (40.9%) was the largest purpose for daytrip visitors to Albury / Wodonga. 'Visiting friends and relatives (VFR)' (18.2%) was the 2nd largest purpose, followed by 'medical reasons' (14.4%).

Compared to YE Mar 22, 'business' increased by 5.2% pts whilst 'medical reasons' decreased by 7.5% pts.

Activities



'Eat out, dine at a restaurant or cafe' (47.7%) was the most popular activity undertaken by daytrip visitors to Albury / Wodonga.

Transport

'Private vehicle or company car' (98.9%) was the most popular transport used by daytrip visitors to Albury / Wodonga. 'Rental car' (0.7%) was the 2nd most popular.

Origin

Albury / Wodonga received (48.2%) of daytrip visitors from regional Victoria. Regional NSW contributed (45.6%) and Melbourne tourism region (4.4%) of daytrip visitors to the region.

Age

'65 years and over' (25.8%) was the biggest age group of daytrip visitors to Albury / Wodonga. '55 to 64 years' (21.7%) was the 2nd biggest age group, followed by '35 to 44 years' (21.0%).

Month travelled

September (14.1%) was the most popular month for a daytrip to Albury / Wodonga. July (13.5%) was the 2nd most popular month to travel, followed by February (13.0%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	673	864	370	475	922	+94.2%
Daytrip visitors	1,353	1,010	728	888	1,104	+24.4%
Total domestic visitors	2,026	1,874	1,098	1,363	2,027	+48.7%
Domestic nights ('000)						
Total domestic nights	1,518	2,127	1,209	1,187	2,027	+70.8%
Domestic spend (\$ million)						
Overnight spend	\$301	\$428	\$184	\$221	\$592	+169%
Daytrip spend	\$267	\$192	np	\$191	\$164	-13.9%
Total domestic spend	\$567	\$620	\$377	\$411	\$756	+84.0%

Albury / Wodonga received over 2.0 million domestic **visitors** – up by 48.7% on YE Mar 22. Visitors spent over 2.0 million **nights** in the region - up by 70.8% on YE Mar 22.

In total, domestic visitors **spent** \$756 million on travel to Albury / Wodonga – up by 84.0% on YE Mar 22.

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




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

(Sources: National Visitor Survey & Regional Expenditure Model, YE Mar 23, Tourism Research Australia)




DOMESTIC TRAVEL TO SUN COUNTRY

April 2022 to March 2023
and change on April 2021 to March 2022



Domestic overnight travel

	612 thousand	↑	16.3%
	1.8 million	↑	15.8%
	\$321 million	↑	29.9%

Total domestic travel

	1.0 million	↑	2.9%
	1.8 million	↑	15.8%
	\$374 million	↑	27.9%

Domestic daytrip travel

	390 thousand	↓	-12.8%
	\$53 million	↑	17.2%



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

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

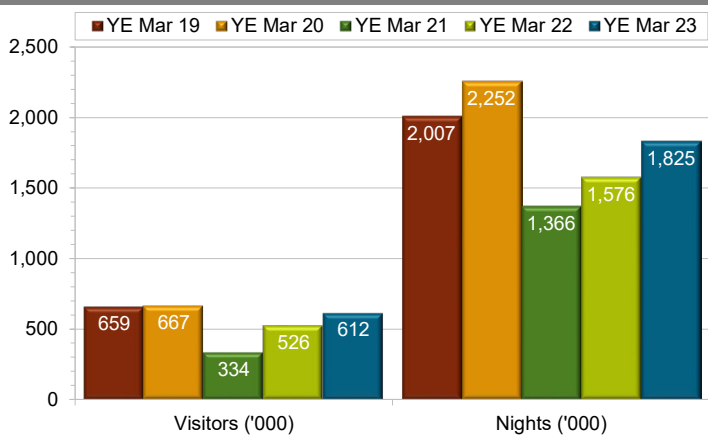
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Domestic travel to Sun Country

For the period April 2022 to March 2023

Overnight travel

Visitors and nights



Sun Country received 612,000 overnight visitors – up by 16.3% on YE Mar 22. Visitors spent over 1.8 million nights in the region - up by 15.8% on YE Mar 22.

Market share

Sun Country received 20.1% of overnight visitors and 22.2% of visitor nights in the Murray region. Compared to YE Mar 22, share of visitors was down by 4.2% pts and share of nights was down by 0.9% pts.

Purpose of visit



'Holiday' (51.6%) was the largest purpose for overnight **visitors** to Sun Country. 'Visiting friends and relatives (VFR)' (34.5%) was the 2nd largest purpose, followed by 'business' (11.2%). Compared to YE Mar 22, 'holiday' increased by 3.2% pts whilst 'VFR' declined by 5.3% pts.

'Holiday' (58.6%) was the largest purpose in terms of **visitor nights** in Sun Country. 'VFR' (29.9%) was the 2nd largest purpose, followed by 'business' (9.4%). Compared to YE Mar 22, 'business' increased by 2.7% pts whilst 'holiday' declined by 4.9% pts.

Accommodation

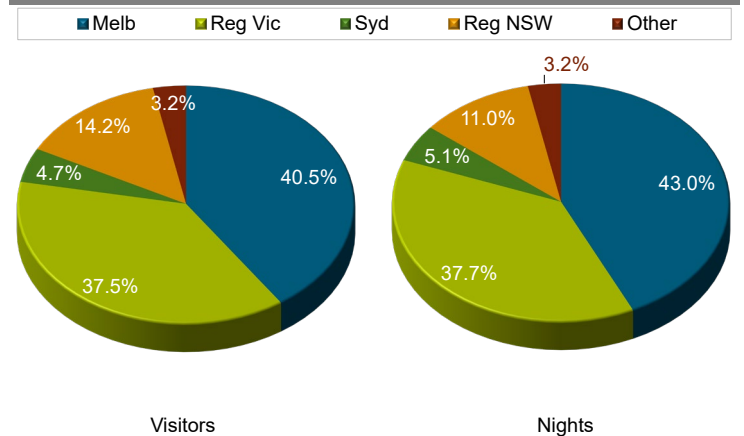
'Friends or relatives property' (33.2%) was the most popular accommodation type used for **visitor nights** in Sun Country. 'Caravan park or commercial camping ground' (24.0%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (15.7%).

Compared to YE Mar 22, 'standard hotel or motor inn, below 4 star' increased by 5.0% pts whilst 'caravan or camping – non commercial' decreased by 10.4% pts.

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

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

Origin



Sun Country received 78.0% of overnight visitors and 80.7% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were up by 9.4% and nights were up by 6.2%.

New South Wales contributed 18.9% of visitors and 16.1% of nights in the region. Compared to YE Mar 22, NSW visitors up by 99.2%.

Other states contributed 3.2% of visitors and 3.2% of nights in the region.

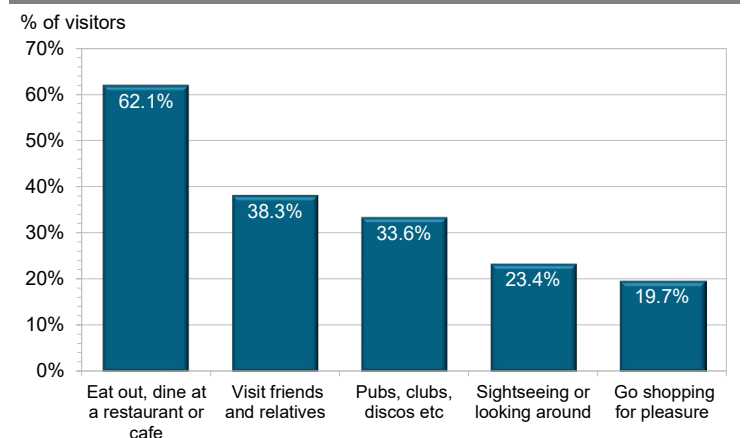
Length of stay

Visitors stayed, on average, 3 nights in Sun Country – unchanged on the YE Mar 22.

Age

'65 years and over' (27.2%) was the biggest age group of overnight visitors to Sun Country. '55 to 64 years' (18.9%) was the 2nd biggest age group, followed by '25 to 34 years' (15.9%).

Activities



'Eat out, dine at a restaurant or cafe' (62.1%) was the most popular activity undertaken by overnight visitors to Sun Country 'Visit friends and relatives' (38.3%) was the 2nd most popular activity, followed by 'pubs, clubs, discos etc' (33.6%).

Expenditure

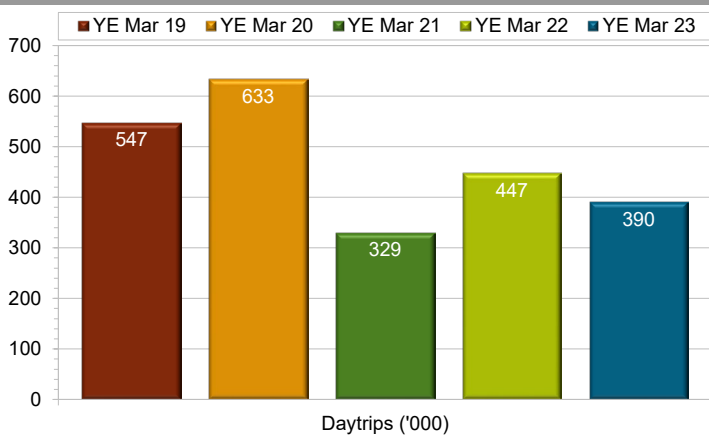
Overnight visitors spent \$321 million in Sun Country – up by 29.9% on YE Mar 22. On average, visitors spent \$176 per night – up by 12.2% on YE Mar 22.

Domestic travel to Sun Country

For the period April 2022 to March 2023

Daytrip travel

Trips



Sun Country received 390,000 daytrips – down by 12.8% on YE Mar 22.

Expenditure

Daytrip visitors spent \$53 million in Sun Country – up by 17.2% on YE Mar 22. On average, visitors spent \$136 per trip – up by 34.3% on YE Mar 22.

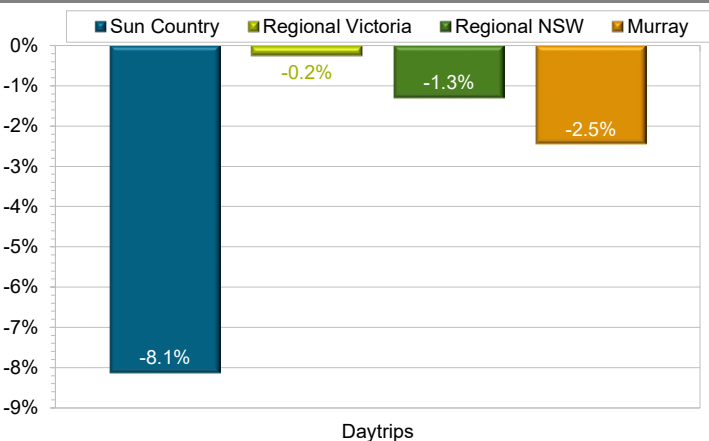
Market share

The daytrip sector represented 38.9% all domestic **visitors** to Sun Country - down by 7.0% pts on YE Mar 22.

The daytrip sector contributed 14.1% of total domestic **spend** in the region – down by 1.3% pts on YE Mar 22.

Sun Country received 12.5% of daytrips to the Murray region. Compared to YE Mar 22, the share was down by 6.1% pts.

Average annual growth - YE Mar 19 to YE Mar 23



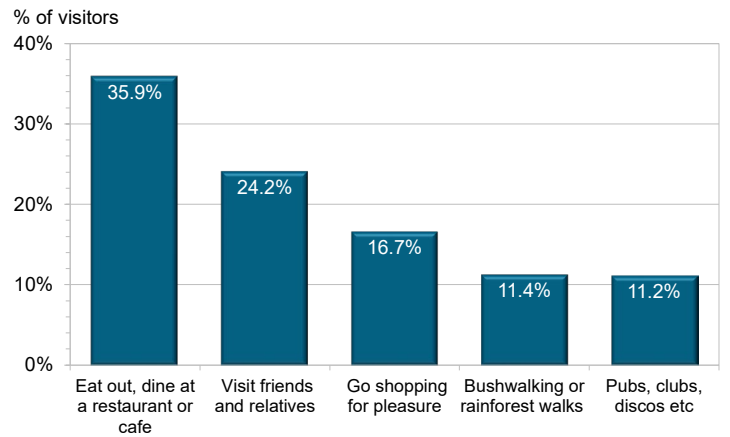
Over the period YE Mar 19 to YE Mar 23, Sun Country had an average annual decline of -8.1% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (53.4%) was the largest purpose for daytrip visitors to Sun Country. 'Visiting friends and relatives (VFR)' (20.2%) was the 2nd largest purpose, followed by 'business' (19.2%).

Compared to YE Mar 22, 'holiday' increased by 9.2% pts whilst 'VFR' declined by 17.3% pts.

Activities



'Eat out, dine at restaurant or cafe' (35.9%) was the most popular activity undertaken by daytrip visitors to Sun Country.

Transport

'Private vehicle or company car' (100%) was the most popular transport used by daytrip visitors to Sun Country. No other form of transport was reported by survey respondents.

Origin

Sun Country received (67.7%) of daytrip visitors from regional Victoria. Regional NSW contributed (23.4%) and Melbourne tourism region (8.9%) of daytrip visitors to the region.

Age

'45 to 54 years' (26.2%) was the biggest age group of daytrip visitors to Sun Country. '65 years and over' (23.6%) was the 2nd biggest age group, followed by '15 to 24 years' (19.9%).

Month travelled

July (15.5%) was the most popular month for a daytrip to Sun Country. February (13.7%) was the 2nd most popular month to travel, followed by May (13.0%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	659	667	334	526	612	+16.3%
Daytrip visitors	547	633	329	447	390	-12.8%
Total domestic visitors	1,205	1,300	664	973	1,002	+2.9%
Domestic nights ('000)						
Total domestic nights	2,007	2,252	1,366	1,576	1,825	+15.8%
Domestic spend (\$ million)						
Overnight spend	\$241	\$288	\$140	\$247	\$321	+29.9%
Daytrip spend	\$65	\$52	\$21	\$45	\$53	+17.2%
Total domestic spend	\$305	\$340	\$161	\$292	\$374	+27.9%

Sun Country received over 1.0 million domestic **visitors** – up by 2.9% on YE Mar 22. Visitors spent over 1.8 million **nights** in the region – up by 15.8% on YE Mar 22.

In total, domestic visitors **spent** \$374 million on travel to Sun Country – up by 27.9% on YE Mar 22.

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

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

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

DOMESTIC TRAVEL TO ECHUCA / MOAMA

April 2022 to March 2023
and change on April 2021 to March 2022

Domestic overnight travel



778 thousand ↑ 27.1%



2.1 million ↑ 4.7%



\$419 million ↑ 39.6%

Total domestic travel



1.6 million ↑ 49.4%



2.1 million ↑ 4.7%



\$560 million ↑ 63.9%

Domestic daytrip travel



841 thousand ↑ 78.5%



\$141 million ↑ 241%



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

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

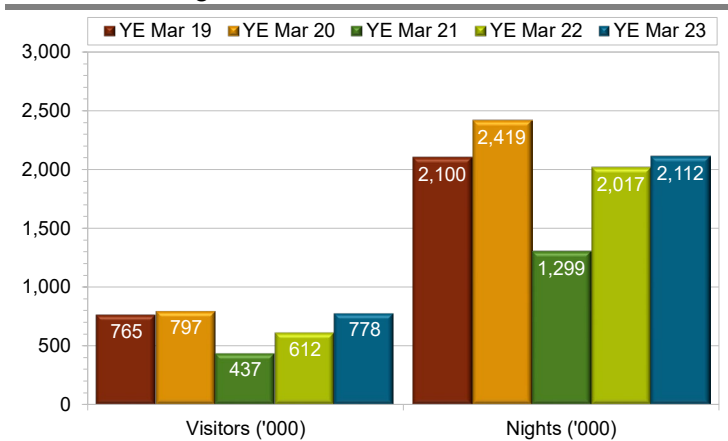
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Domestic travel to Echuca / Moama

For the period April 2022 to March 2023

Overnight travel

Visitors and nights

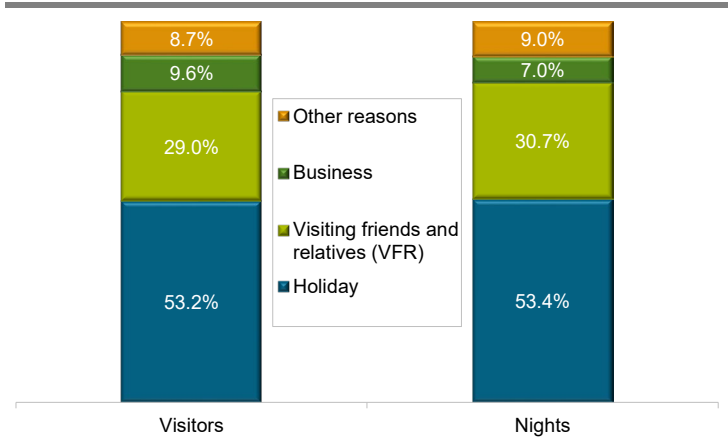


Echuca / Moama received 778,000 overnight visitors – up by 27.1% on YE Mar 22. Visitors spent over 2.1 million nights in the region – up by 4.7% on YE Mar 22.

Market share

Echuca / Moama received 25.6% of overnight visitors and 25.7% of visitor nights in the Murray region. Compared to YE Mar 22, share of visitors was down by 2.7% pts and share of nights was down by 3.8% pts.

Purpose of visit



'Holiday' (53.2%) was the largest purpose for overnight **visitors** to Echuca / Moama. 'Visiting friends and relatives (VFR)' (29.0%) was the 2nd largest purpose, followed by 'business' (9.6%). Compared to YE Mar 22, 'holiday' increased by 5.2% pts whilst 'VFR' declined by 9.5% pts.

'Holiday' (53.4%) was the largest purpose in terms of **visitor nights** in Echuca / Moama. 'VFR' (30.7%) was the 2nd largest purpose, followed by 'business' (7.0%). Compared to YE Mar 22, 'attend funeral' grew by 4.3% pts whilst 'business' declined by 2.5% pts.

Accommodation

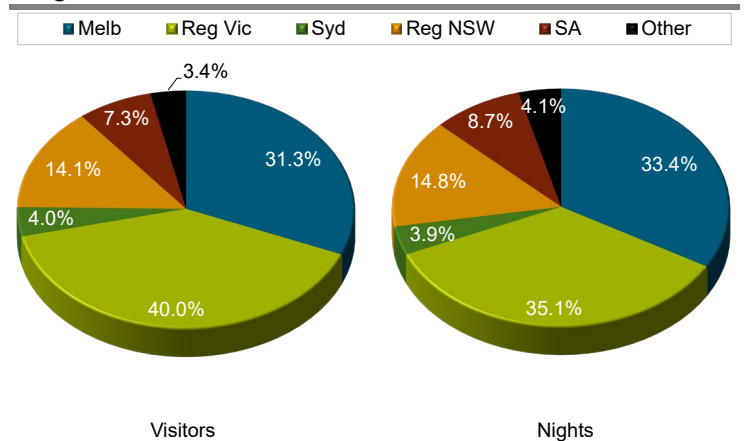
'Friends or relatives property' (30.7%) was the most popular accommodation type used for **visitor nights** in Echuca / Moama. 'Standard hotel or motor inn, below 4 star' (23.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (18.3%).

Compared to YE Mar 22, 'standard hotel or motor inn, below 4 star' increased by 12.1% pts whilst 'caravan park or commercial camping ground' declined by 13.8% pts.

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

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

Origin



Echuca / Moama received 71.3% of overnight visitors and 68.5% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were up by 2.5% and nights were down by 19.4%.

New South Wales contributed 18.0% of visitors and 18.7% of nights in the region. Compared to YE Mar 22, NSW visitors were up by 180%.

Other states contributed 10.7% of visitors and 12.8% of nights in the region.

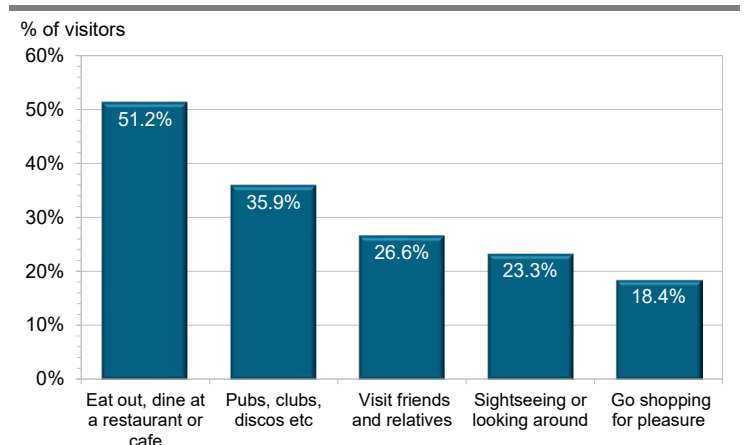
Length of stay

Visitors stayed, on average, 2.7 nights in Echuca / Moama – down by 0.6 nights on the YE Mar 22.

Age

'65 years and over' (24.4%) was the biggest age group of overnight visitors to Echuca / Moama. '55 to 64 years' (20.0%) was the 2nd biggest age group, followed by '45 to 54 years' (18.8%).

Activities



'Eat out, dine at a restaurant or cafe' (51.2%) was the most popular activity undertaken by overnight visitors to Echuca / Moama. 'Pubs, clubs, discos etc' (35.9%) was the 2nd most popular activity, followed by 'visit friends and relatives' (26.6%).

Expenditure

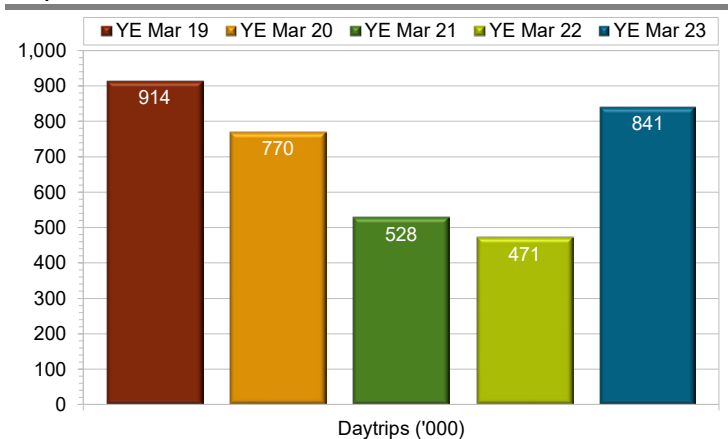
Overnight visitors spent \$419 million in Echuca / Moama – up by 39.6% on YE Mar 22. On average, visitors spent \$199 per night – up by 33.3% on YE Mar 22.

Domestic travel to Echuca / Moama

For the period April 2022 to March 2023

Daytrip travel

Trips



Echuca / Moama received 841,000 daytrip visitors - up by 78.5% on YE Mar 22.

Expenditure

Daytrip visitors spent \$141 million in Echuca / Moama - up by 241% on YE Mar 22. On average, visitors spent \$168 per trip - up by 91.3% on YE Mar 22.

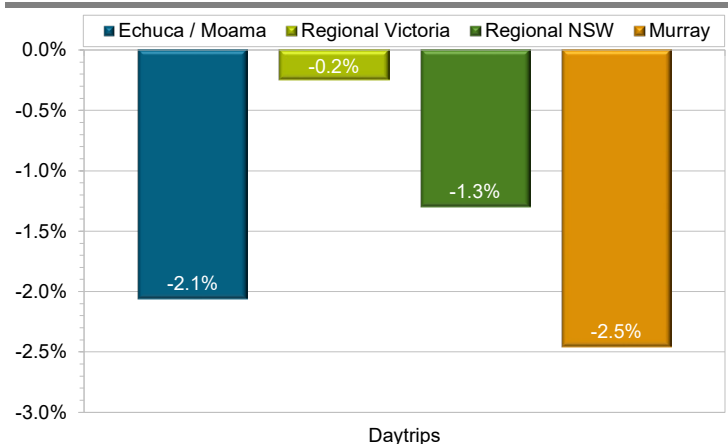
Market share

The daytrip sector represented 52.0% all domestic visitors to Echuca / Moama - up by 8.5% pts on YE Mar 22.

The daytrip sector contributed 25.2% of total domestic spend in the region - up by 13.1% pts on YE Mar 22.

Echuca / Moama received 26.9% of daytrips to the Murray region. Compared to YE Mar 22, the share was up by 7.3% pts.

Average annual growth - YE Mar 19 to YE Mar 23



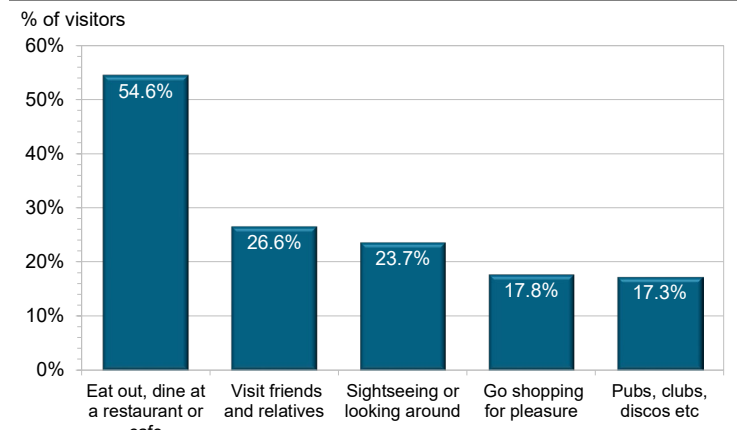
Over the period YE Mar 19 to YE Mar 23, Echuca / Moama had an average annual decline of -2.1% in daytrip visitors. The region had a lower decline than the Murray region, but a higher decline than regional Victoria and regional NSW.

Main purpose of trip

'Holiday' (48.9%) was the largest purpose for daytrip visitors to Echuca / Moama. 'Visiting friends and relatives (VFR)' (25.0%) was the 2nd largest purpose, followed by 'business' (12.4%).

Compared to YE Mar 22, 'VFR' increased by 6.3% pts whilst 'business' declined by 11.6% pts.

Activities



'Eat out, dine at a restaurant or cafe' (54.6%) was the most popular activity undertaken by daytrip visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (97.6%) was the most popular transport used by daytrip visitors to Echuca / Moama. 'Bus or coach' (2.4%) was the 2nd most popular transport used.

Origin

Echuca / Moama received (64.9%) of daytrip visitors from regional Victoria. Melbourne tourism region contributed (25.2%) and regional NSW contributed (9.9%) of daytrip visitors to the region.

Age

'65 years and over' (28.8%) was the biggest age group of daytrip visitors to Echuca / Moama. '45 to 54 years' (24.7%) was the 2nd biggest age group, followed by '55 to 64 years' (19.5%).

Month travelled

April (15.3%) was the most popular month for a daytrip to Echuca / Moama. November (14.0%) was the 2nd most popular month to travel, followed by October (11.0%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	765	797	437	612	778	+27.1%
Daytrip visitors	914	770	528	471	841	+78.5%
Total domestic visitors	1,679	1,567	965	1,083	1,619	+49.4%
Domestic nights ('000)						
Total domestic nights	2,100	2,419	1,299	2,017	2,112	+4.7%
Domestic spend (\$ million)						
Overnight spend	\$326	\$388	\$184	\$300	\$419	+39.6%
Daytrip spend	\$97	\$94	\$51	\$41	\$141	+241%
Total domestic spend	\$423	\$482	\$234	\$342	\$560	+63.9%

Echuca / Moama received over 1.6 million domestic visitors – up by 49.4% on YE Mar 22. Visitors spent over 2.1 million nights in the region – up by 4.7% on YE Mar 22.

In total, domestic visitors spent 560 million on travel to Echuca / Moama – up by 63.9% on YE Mar 22.

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




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

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




DOMESTIC TRAVEL TO SWAN HILL REGION

April 2022 to March 2023
and change on April 2021 to March 2022



Domestic overnight travel

	385 thousand	↑	23.4%
	960 thousand	↑	14.3%
	\$174 million	↑	89.5%

Total domestic travel

	768 thousand	↑	39.2%
	960 thousand	↑	14.3%
	\$253 million	↑	91.4%

Domestic daytrip travel

	383 thousand	chg np
	np	chg np



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.
Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 23, Tourism Research Australia.

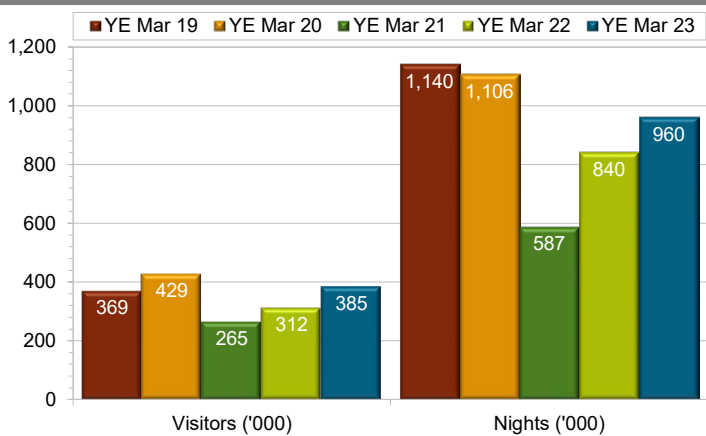
The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Domestic travel to the Swan Hill region

For the period April 2022 to March 2023

Overnight travel

Visitors and nights

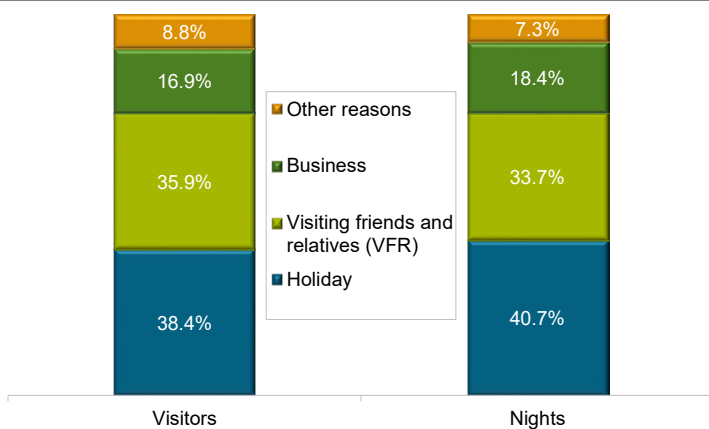


The Swan Hill region received 385,000 overnight visitors – up by 23.4% on YE Mar 22. Visitors spent 960,000 nights in the region – up by 14.3% on YE Mar 22.

Market share

The Swan Hill region received 12.7% of overnight visitors and 11.7% of visitor nights in the Murray region. Compared to YE Mar 22, share of visitors was down by 1.7% pts and share of nights was down by 0.6% pts.

Purpose of visit



'Holiday' (38.4%) was the largest purpose for overnight **visitors** to the Swan Hill region. 'Visiting friends and relatives (VFR)' (35.9%) was the 2nd largest purpose, followed by 'business' (16.9%). Compared to YE Mar 22, 'VFR' increased by 5.4% pts whilst 'holiday' declined by 7.3% pts.

'Holiday' (40.7%) was the largest purpose in terms of **visitor nights** in the Swan Hill region. 'VFR' (33.7%) was the 2nd largest purpose, followed by 'business' (18.4%). Compared to YE Mar 22, 'VFR' increased by 12.0% pts whilst 'holiday' declined by 23.2% pts.

Accommodation

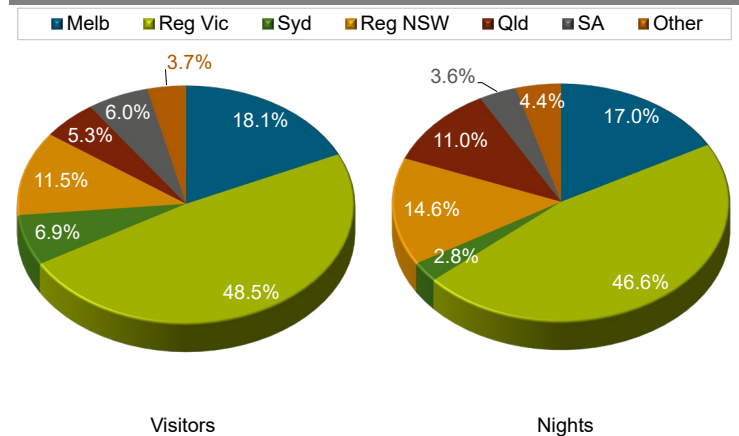
'Caravan park or commercial camping ground' (30.7%) was the most popular accommodation type used for **visitor nights** in the Swan Hill region. 'Friends or relatives property' (20.7%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (18.7%).

Compared to YE Mar 22, 'caravan park or commercial camping ground' increased by 8.3% pts whilst 'caravan or camping – non commercial' declined by 17.9% pts.

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

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

Origin



The Swan Hill region received 66.6% of overnight visitors and 63.6% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were up by 12.3% and nights were down by 8.9%.

New South Wales contributed 18.4% of visitors and 17.4% of nights in the region. Compared to YE Mar 22, NSW visitors were up by 9.4%.

South Australia contributed 6.0% of visitors and 3.6% of nights in the region.

Other states contributed 9.1% of visitors and 15.4% of nights in the region.

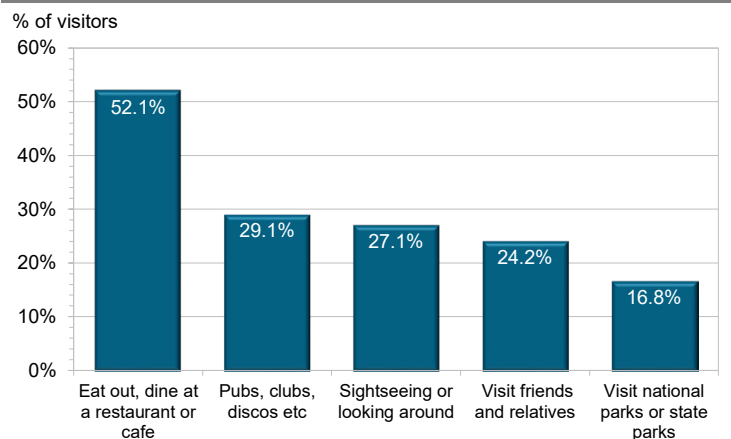
Length of stay

Visitors stayed, on average, 2.5 nights in the Swan Hill region - down by 0.2 nights on the YE Mar 22.

Age

'55 to 64 years' (25.2%) was the biggest age group of overnight visitors to the Swan Hill region. '65 years and over' (22.8%) was the 2nd biggest age group, followed by '45 to 54 years' (17.2%).

Activities



'Eat out, dine at a restaurant or cafe' (52.1%) was the most popular activity undertaken by overnight visitors to the Swan Hill region. 'Pubs, clubs, discos etc' (29.1%) was the 2nd most popular.

Expenditure

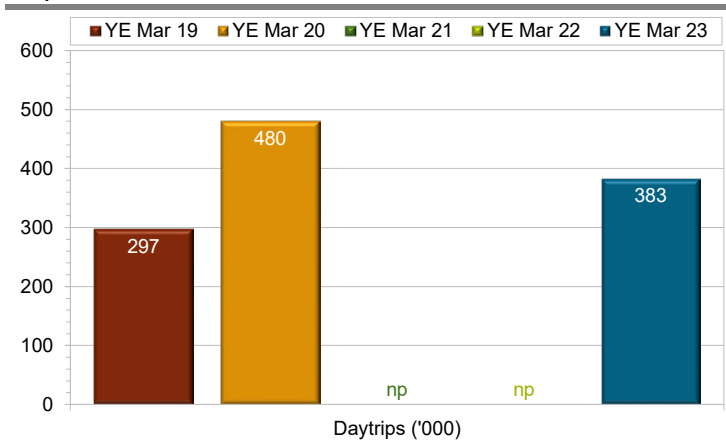
Overnight visitors spent \$174 million in the Swan Hill region – up by 89.5% on YE Mar 22. On average, visitors spent \$182 per night – up by 65.9% on YE Mar 22.

Domestic travel to the Swan Hill region

For the period April 2022 to March 2023

Daytrip travel

Trips



The Swan Hill region received 383,000 daytrip visitors – change on YE Mar 22 is not publishable.

Expenditure

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Mar 23 are below the data confidence intervals used by TRA.

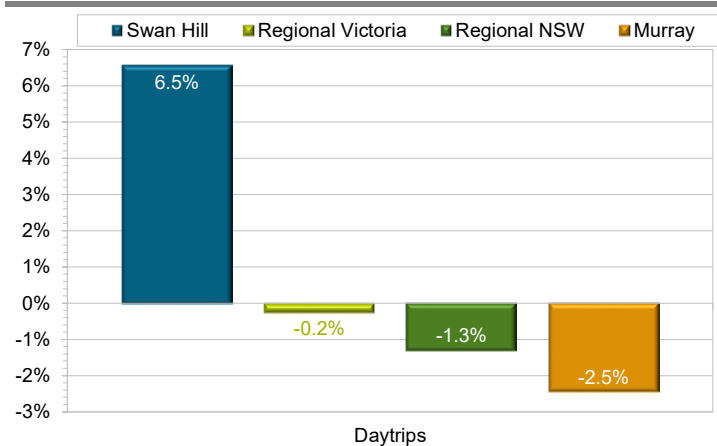
Market share

The daytrip sector represented 49.8% all domestic **visitors** to the Swan Hill region - change on YE Mar 22 is not publishable.

The daytrip sector's contribution to total domestic **spend** is not publishable as the expenditure estimates for the Swan Hill region are below the data confidence intervals used by TRA.

The Swan Hill region received 12.2% of daytrips to the Murray region - change on YE Mar 22 is not publishable.

Average annual growth - YE Mar 19 to YE Mar 23



Over the period YE Mar 19 to YE Mar 23, the Swan Hill region had an average annual growth of +6.5% in daytrip visitors. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline over the period.

Main purpose of trip

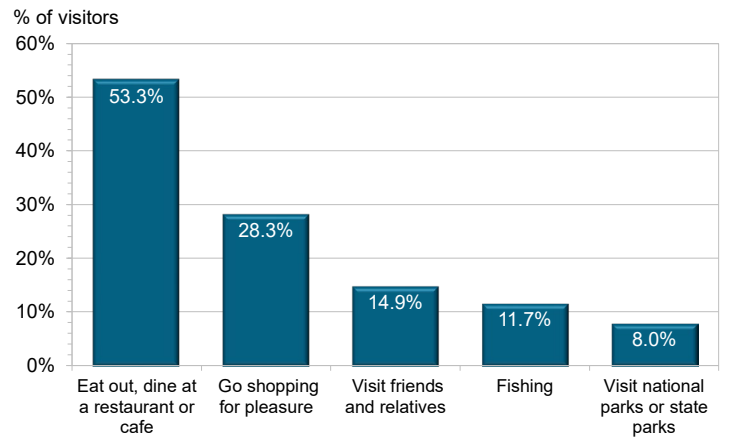
'Holiday' (49.5%) was the largest purpose for daytrip visitors to the Swan Hill region. 'Business' (14.1%) was the 2nd largest purpose, followed by 'medical reasons' (13.9%).

Change on YE Mar 22 is not publishable.

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

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

Activities



'Eat out, dine at a restaurant or cafe' (53.3%) was the most popular activity undertaken by daytrip visitors to the Swan Hill region.

Transport

'Private vehicle or company car' (95.3%) was the most popular transport used by daytrip visitors to the Swan Hill region. 'Railway' (4.7%) was the 2nd most popular.

Origin

The Swan Hill region received (79.8%) of daytrip visitors from regional Victoria. Regional NSW contributed (10.2%) and Melbourne tourism region (10.0%) of daytrip visitors to the region.

Age

'65 years and over' (31.8%) was the biggest age group of daytrip visitors to the Swan Hill region. '15 to 24 years' (22.5%) was the 2nd biggest age group, followed by '55 to 64 years' (15.4%).

Month travelled

August (19.5%) was the most popular month for a daytrip to the Swan Hill region. April (15.5%) was the 2nd most popular month to travel, followed by May (11.4%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	369	429	265	312	385	+23.4%
Daytrip visitors	297	480	np	np	383	np
Total domestic visitors	666	909	497	552	768	+39.2%
Domestic nights ('000)						
Total domestic nights	1,140	1,106	587	840	960	+14.3%
Domestic spend (\$ million)						
Overnight spend	\$114	\$135	\$83	\$92	\$174	+89.5%
Daytrip spend	\$57	\$70	np	np	np	na
Total domestic spend	\$170	\$205	np	\$132	\$253	+91.4%

The Swan Hill region received 768,000 domestic **visitors** – up by 39.2% on YE Mar 22. Visitors spent 960,000 **nights** in the region – up by 14.3% on YE Mar 22.




In total, domestic visitors **spent** \$253 million on travel to the Swan Hill region - up by 91.4% on YE Mar 22.

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




DOMESTIC TRAVEL TO MILDURA / WENTWORTH

April 2022 to March 2023
and change on April 2021 to March 2022



Domestic overnight travel

	523 thousand	↑	31.1%
	1.3 million	↑	6.5%
	\$317 million	↑	65.0%

Total domestic travel

	930 thousand	↑	23.0%
	1.3 million	↑	6.5%
	\$407 million	↑	68.1%

Domestic daytrip travel

	406 thousand	↑	14.0%
	np		chg np



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.
Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 23, Tourism Research Australia.

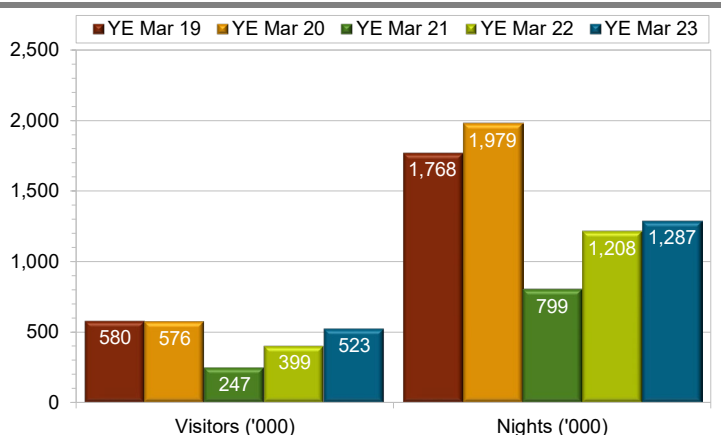
Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Domestic travel to Mildura / Wentworth

For the period April 2022 to March 2023

Overnight travel

Visitors and nights



Mildura / Wentworth received 523,000 overnight visitors – up by 31.1% on YE Mar 22. Visitors spent nearly 1.3 million nights in the region - up by 6.5% on YE Mar 22.

Market share

Mildura / Wentworth received 17.2% of overnight visitors and 15.7% of visitor nights in the Murray region. Compared to YE Mar 22, share of visitors was down by 1.2% pts and share of nights was down by 2.0% pts.

Purpose of visit



'Holiday' (45.7%) was the largest purpose for overnight **visitors** to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (28.6%) was the 2nd largest purpose, followed by 'business' (22.2%). Compared to YE Mar 22, 'VFR' increased by 6.8% pts whilst 'in transit' decreased by 6.4% pts.

'Holiday' (42.7%) was the largest purpose in terms of **visitor nights** in Mildura / Wentworth. 'VFR' (28.9%) was the 2nd largest purpose, followed by 'business' (26.7%). Compared to YE Mar 22, 'VFR' increased by 9.0% pts whilst 'holiday' decreased by 6.5% pts.

Accommodation

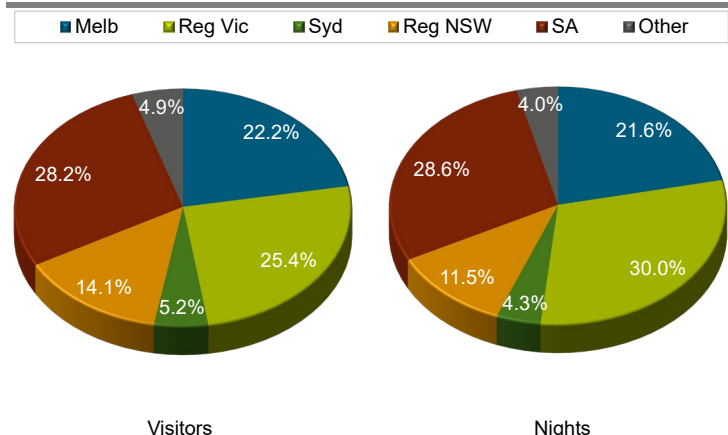
'Standard hotel or motor inn, below 4 star' (29.2%) was the most popular accommodation type used for **visitor nights** in Mildura / Wentworth. 'Friends or relatives property' (25.7%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping' (25.2%).

Compared to YE Mar 22, 'standard hotel or motor inn, below 4 star' increased by 15.2% pts whilst 'caravan or camping – non commercial' decreased by 4.6% pts.

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

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

Origin



Mildura / Wentworth received 47.6% of overnight visitors and 51.7% of visitor nights from **Victoria**. Compared to YE Mar 22, Victorian visitors were down by 8.3% and nights were down by 25.5%.

NSW contributed 19.3% of visitors and 15.7% of nights in the region. Compared to YE Mar 22, NSW visitors were up by 61.1%.

South Australia contributed 28.2% of visitors and 28.6% of nights in the region. Compared to YE Mar 22, South Australian visitors were up by 173%.

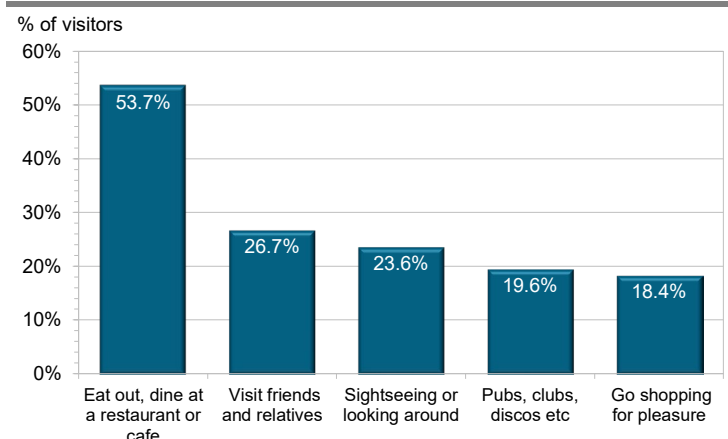
Length of stay

Visitors stayed, on average, 2.5 nights in Mildura / Wentworth – down by 0.5 nights on the YE Mar 22.

Age

'65 years and over' (31.7%) was the biggest age group of overnight visitors to Mildura / Wentworth. '55 to 64 years' (22.8%) was the 2nd biggest age group, followed by '45 to 54 years' (15.4%).

Activities



'Eat out, dine at a restaurant or cafe' (53.7%) was the most popular activity undertaken by overnight visitors to Mildura / Wentworth. 'Visit friends and relatives' (26.7%) was the 2nd most popular activity, followed by 'sightseeing or looking around' (23.6%).

Expenditure

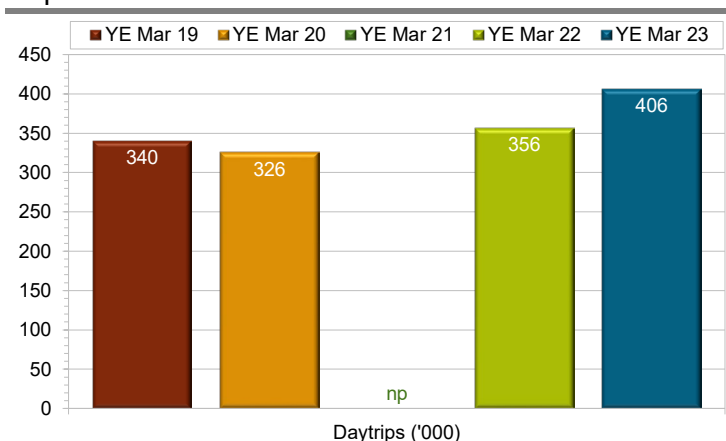
Overnight visitors spent \$317 million in Mildura / Wentworth – up by 65.0% on YE Mar 22. On average, visitors spent \$246 per night – up by 54.9% on YE Mar 22.

Domestic travel to Mildura / Wentworth

For the period April 2022 to March 2023

Daytrip travel

Trips



Mildura / Wentworth received 406,000 daytrip visitors – up by 14.0% on YE Mar 22.

Expenditure

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Mar 23 are below the data confidence intervals used by TRA.

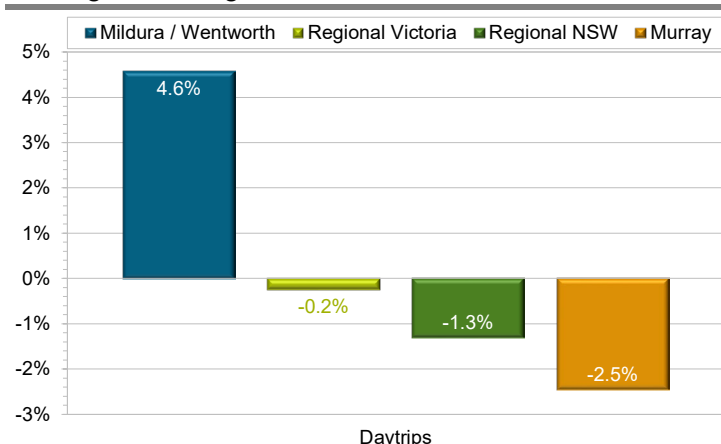
Market share

The daytrip sector represented 43.7% all domestic **visitors** to Mildura / Wentworth - down by 3.5% pts on YE Mar 22.

The daytrip sector contribution to total domestic **spend** is not publishable as the expenditure estimates for Mildura / Wentworth are below the data confidence intervals used by TRA.

Mildura / Wentworth received 13.0% of daytrips to the Murray region. Compared to YE Mar 22, the share was down by 1.8% pts.

Average annual growth - YE Mar 19 to YE Mar 23



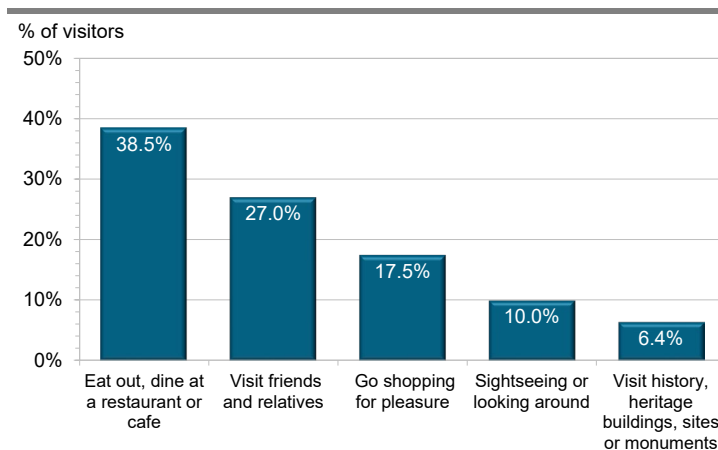
Over the period YE Mar 19 to YE Mar 23, Mildura / Wentworth had an average annual growth of +4.6% in daytrip visitors. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline over the period.

Main purpose of trip

'Holiday' (35.4%) was the largest purpose for daytrip visitors to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (35.1%) was the 2nd largest purpose, followed by 'medical reasons' (10.8%).

Compared to YE Mar 22, 'VFR' increased by 25.4% pts whilst 'holiday' declined by 19.3% pts.

Activities



'Eat out, dine at a restaurant or cafe' (38.5%) was the most popular activity undertaken by daytrip visitors to Mildura / Wentworth.

Transport

'Private vehicle or company car' (92.4%) was the most popular transport used by visitors to Mildura / Wentworth. 'Aircraft' (7.6%) was the 2nd most popular.

Origin

Mildura / Wentworth received (59.9%) of daytrip visitors from regional Victoria. South Australia contributed (18.9%) and regional NSW (11.4%) of daytrip visitors to the region.

Age

'25 to 34 years' (29.2%) was the biggest age group of daytrip visitors to Mildura / Wentworth. '55 to 64 years' (20.0%) was the 2nd biggest age group, followed by '35 to 44 years' (18.9%).

Month travelled

January (19.6%) was the most popular month for a daytrip to Mildura / Wentworth. June (17.2%) was the 2nd most popular month to travel, followed by August (14.1%).

Total domestic travel

Visitors, nights and spend

	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	YE Mar 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	580	576	247	399	523	+31.1%
Daytrip visitors	340	326	np	356	406	+14.0%
Total domestic visitors	920	902	434	756	930	+23.0%
Domestic nights ('000)						
Total domestic nights	1,768	1,979	799	1,208	1,287	+6.5%
Domestic spend (\$ million)						
Overnight spend	\$317	\$285	\$102	\$192	\$317	+65.0%
Daytrip spend	np	\$38	np	np	np	na
Total domestic spend	\$369	\$323	\$143	\$242	\$407	+68.1%

Mildura / Wentworth received 930,000 domestic **visitors** – up by 23.0% on YE Mar 22. Visitors spent nearly 1.3 million **nights** in the region – up by 6.5% on YE Mar 22.

In total, domestic visitors **spent** \$407 million on travel to Mildura / Wentworth – up by 68.1% on YE Mar 22.

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

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

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