

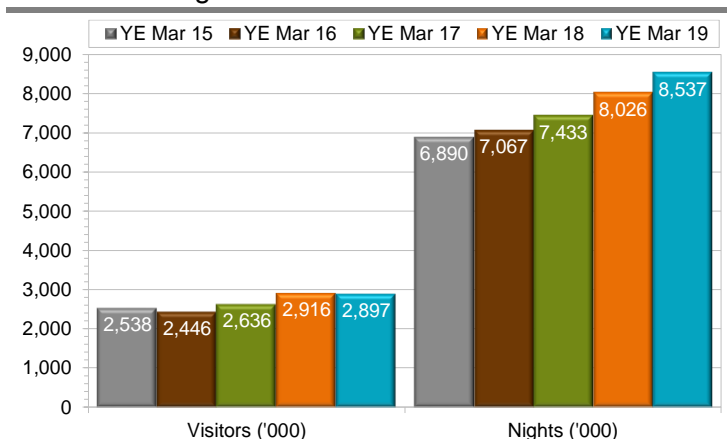
# Travel to the Murray Region

Year ended March 2019  
Quarterly Tracking of Selected Measures



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

### Visitors and nights

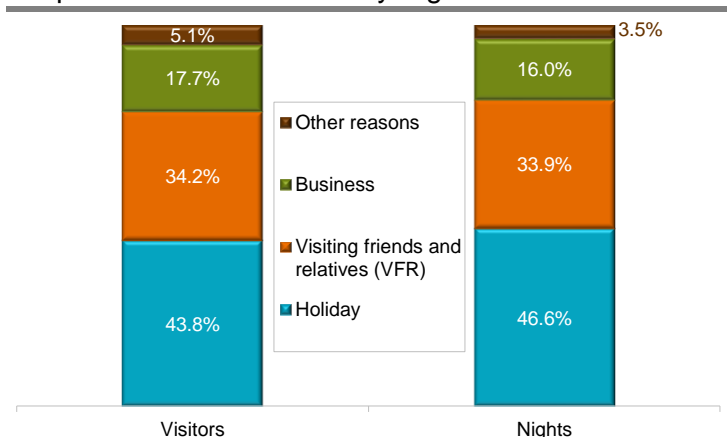


The Murray region received almost 2.9 million domestic overnight visitors - down by 0.6% on YE Mar 18. Visitors spent over 8.5 million nights in the region - up by 6.4% on YE Mar 18.

### Market share

The region received 6.9% of visitors and 6.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 18, the share of visitors was down by 0.6% pts and the share of nights was down by 0.1% pt.

### Purpose of visit to the Murray region



'Holiday' (43.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.2%) and 'business' (17.7%). Compared to YE Mar 18, 'holiday' increased by 1.3% pts while 'other reasons' decreased by 2.1% pts.

'Holiday' (46.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.9%) and 'business' (16.0%). Compared to YE Mar 18, 'business' increased by 2.0% pts while 'other reasons' decreased by 2.1% pts.

### Accommodation

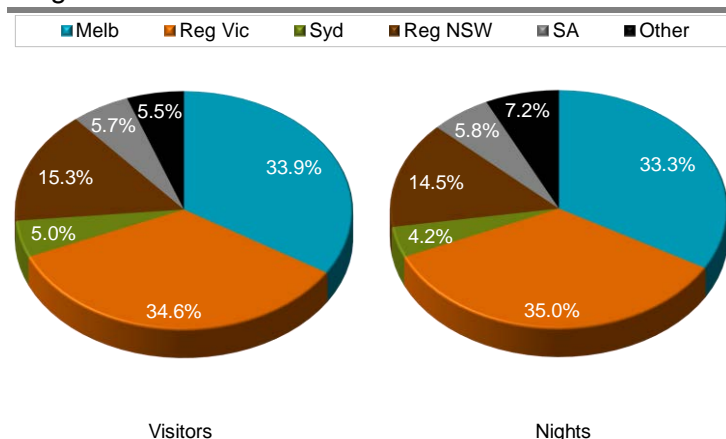
'Friends or relatives property' (33.6%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (18.4%) and 'standard hotel or motor inn, below 4 star' (18.2%).

Compared to YE Mar 18, 'caravan park or commercial camping ground' increased by 2.4% pts while 'standard hotel or motor inn, below 4 star' decreased by 2.9% pts.

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

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

### Origin



The region received 68.5% of visitors and 68.4% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were up by 1.9% and nights were up by 6.7%.

**NSW** contributed 20.3% of visitors and 18.7% of nights in the region. Compared to YE Mar 18, NSW visitors were down by 4.3% and nights were up by 10.5%.

**South Australia** contributed 5.7% of visitors and 5.8% of nights in the region. Compared to YE Mar 18, visitors from South Australia were down by 17.8% and nights were down by 13.2%.

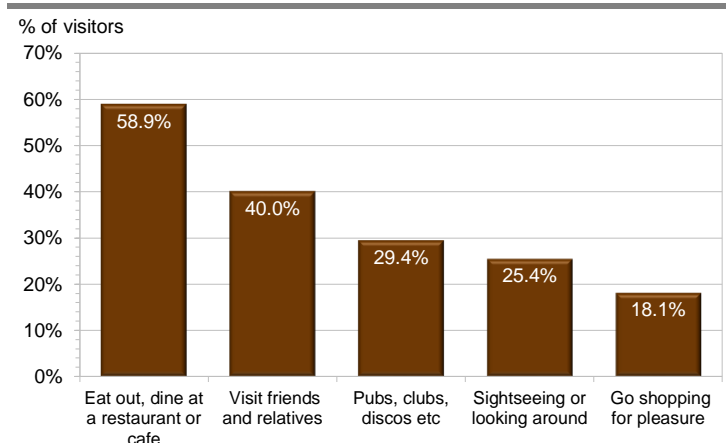
### Length of stay

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

### Age

'65 years and over' (20.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.6%) and '55 to 64 years' (17.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (58.9%) was the most popular activity undertaken by visitors to the region.

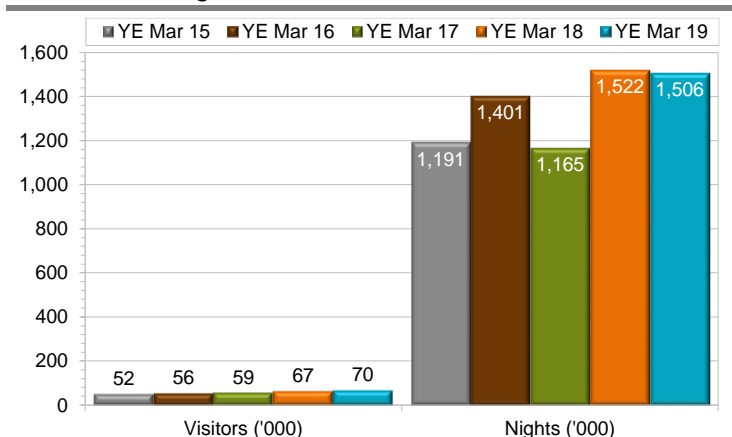
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent nearly \$1.3 billion in the region - an average of \$151 per night.

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

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

### Visitors and nights



The Murray region received 69,800 international overnight visitors - up by 4.7% on YE Mar 18. Visitors spent over 1.5 million nights in the region - down by 1.1% on YE Mar 18.

### Market share

The region received 5.2% of visitors and 6.4% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 18, the share of visitors was unchanged and the share of nights was down by 0.4% pts.

### Purpose of visit to the Murray region

'Holiday' (48.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (34.3%) and 'business' (11.4%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.9%	13	Singapore	1.9%
2	New Zealand	14.1%	14	Scandinavia	1.9%
3	USA	7.7%	15	Italy	1.7%
4	Mainland China	7.3%	16	India	1.4%
5	Canada	5.5%	17	South Korea	1.0%
6	Germany	5.4%	18	Indonesia	1.0%
7	Japan	3.5%	19	Switzerland	1.0%
8	Netherlands	2.8%	20	Thailand	0.6%
9	France	2.7%			
10	Taiwan	2.7%		Other Asia	4.7%
11	Hong Kong	2.6%		Other Europe	6.8%
12	Malaysia	2.4%		Other Countries	6.4%

The United Kingdom (14.9%) was the region's largest source of visitors, followed by New Zealand (14.1%) and the USA (7.7%).

### Accommodation

'Rented house, apartment, flat or unit' (31.0%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (30.5%).

### Age

'25 to 34 years' (24.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.8%).

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

International overnight visitors spent \$69 million in the region - an average of \$46 per night.

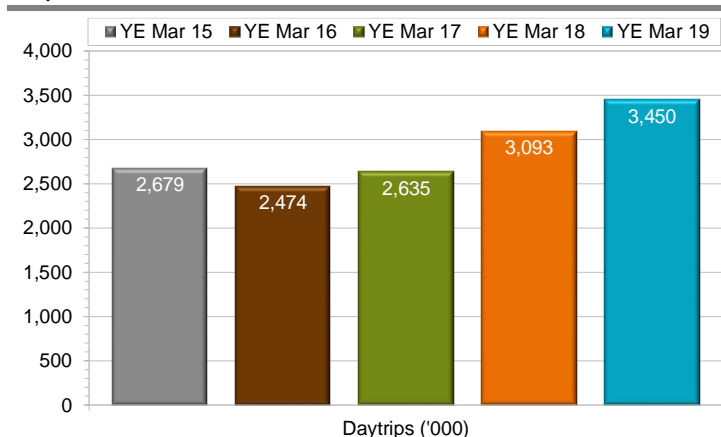
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 19.

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

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

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

### Trips



The Murray region received nearly 3.5 million domestic daytrip visitors - up by 11.5% on YE Mar 18.

### Market share

The region received 4.3% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 18, the share was up by 0.1% pt.

### Main purpose of trip

'Holiday' (42.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.9%) and 'business' (14.3%).

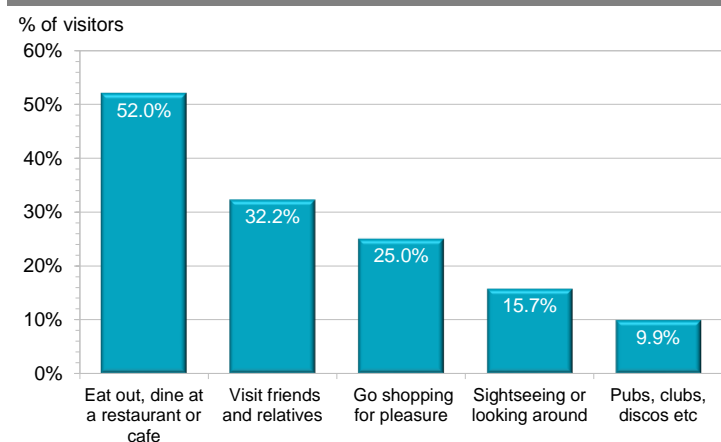
### Age

'65 years and over' (25.0%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (15.6%) and '25 to 34 years' (15.4%).

### Gender

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

### Activities



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

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

Domestic daytrip visitors spent \$537 million in the region - an average of \$156 per visitor.

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

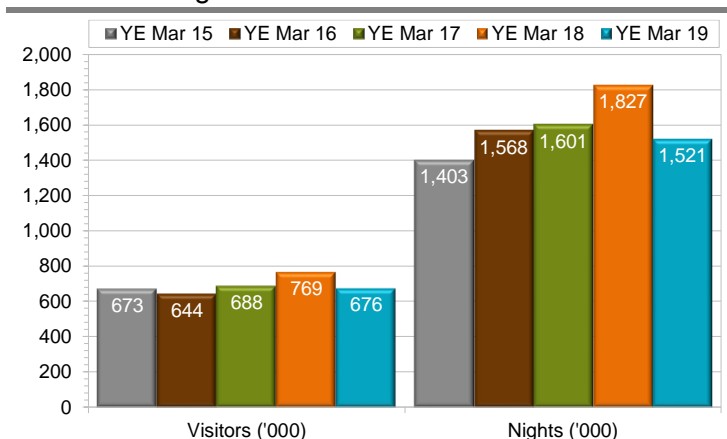
(5) Source: National Visitor Survey, YE Mar 19, TRA

Page 2 of 2



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

### Visitors and nights

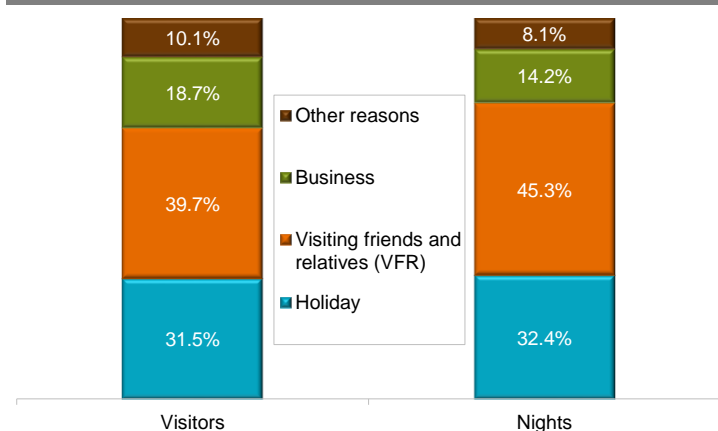


Albury / Wodonga received 676,000 domestic overnight visitors - down by 12.1% on YE Mar 18. Visitors spent over 1.5 million nights in the region - down by 16.8% on YE Mar 18.

### Market share

The region received 23.3% of visitors and 17.8% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was down by 3.1% pts and the share of nights was down by 5.0% pts.

### Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (39.7%) was the largest purpose for **visitors** to the region, followed by 'holiday' (31.5%) and 'business' (18.7%). Compared to YE Mar 18, 'holiday' grew by 2.9% pts while 'business' declined by 4.2% pts.

'VFR' (45.3%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (32.4%) and 'business' (14.2%). Compared to YE Mar 18, 'holiday' grew by 9.3% pts while 'business' declined by 11.2% pts.

### Accommodation

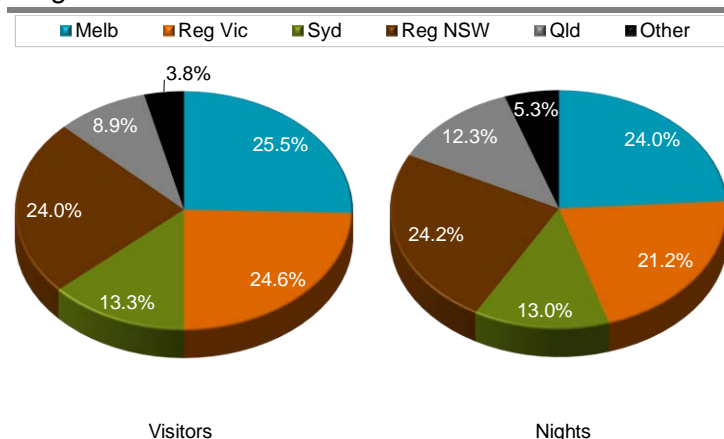
'Friends or relatives property' (49.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (23.2%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (10.7%).

Compared to YE Mar 18, 'friends or relatives property' increased by 8.5% pts while 'standard hotel or motor inn, below 4 star' declined by 9.8% pts.

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

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

### Origin



The region received 50.0% of visitors and 45.2% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were down by 9.0% and nights were down by 26.2%.

**New South Wales** contributed 37.3% of visitors and 37.2% of nights in the region. Compared to YE Mar 18, NSW visitors were down by 19.2% and nights were down by 11.0%.

**Queensland** contributed 8.9% of visitors and 12.3% of nights in the region.

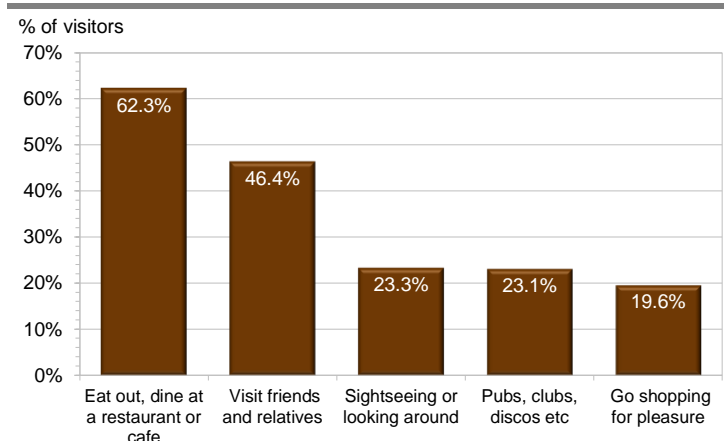
### Length of stay

Visitors stayed on average 2.2 nights in the region – down by 0.2 nights on the YE Mar 18.

### Age

'65 years and over' (21.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.8%) and '35 to 44 years' (18.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (62.3%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (46.4%) was the 2<sup>nd</sup> most popular, followed by 'sightseeing or looking around' (23.3%).

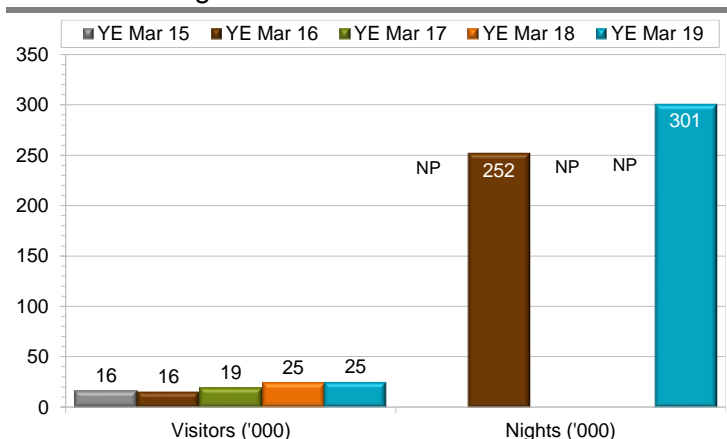
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$257 million in the region - an average of \$169 per night.

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

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

### Visitors and nights



Albury / Wodonga received 25,400 international overnight visitors - up by 2.6% on YE Mar 18. Visitors spent 300,700 nights in the region.

### Market share

The region received 36.4% of visitors and 20.0% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was down by 0.7% pts and the share of nights was up by 5.7% pts.

### Purpose of visit to Albury / Wodonga

'Holiday' (53.8%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (29.2%) and 'business' (11.5%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	15.9%	13	Indonesia	1.4%
2	United Kingdom	15.7%	14	France	1.1%
3	Mainland China	11.2%	15	Taiwan	1.1%
4	Canada	8.0%	16	Italy	1.1%
5	Germany	7.0%	17	Scandinavia	0.8%
6	USA	5.7%	18	Malaysia	0.7%
7	Japan	3.5%	19	South Korea	0.2%
8	Singapore	2.5%	20	Netherlands	0.0%
9	Hong Kong	2.5%			
10	India	2.1%		Other Asia	0.3%
11	Thailand	1.7%		Other Europe	8.8%
12	Switzerland	1.6%		Other Countries	7.1%

New Zealand (15.9%) was the region's largest source market of visitors, followed by the United Kingdom (15.7%) and Mainland China (11.2%).

### Accommodation

'Friends or relatives property' (56.8%) was the most popular accommodation type used for **nights** in the region, followed by 'homestay' (11.0%).

### Age

'25 to 34 years' (23.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.9%).

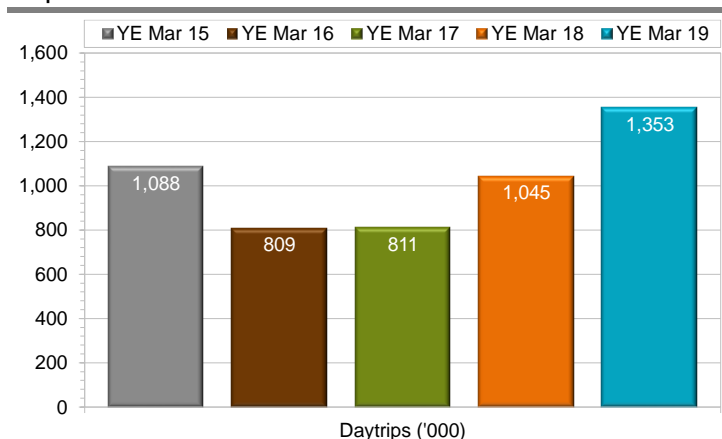
### Expenditure<sup>(4)</sup>

International overnight visitors spent \$19 million in the region - an average of \$64 per night.

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

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

### Trips



Albury / Wodonga received nearly 1.4 million domestic daytrip visitors - up by 29.5% on YE Mar 18.

### Market share

The region received 39.2% of daytrips to the Murray region. Compared to YE Mar 18, the share was up by 5.4% pts.

### Main purpose of trip

'Holiday' (35.4%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (23.7%) and 'medical reasons' (21.3%).

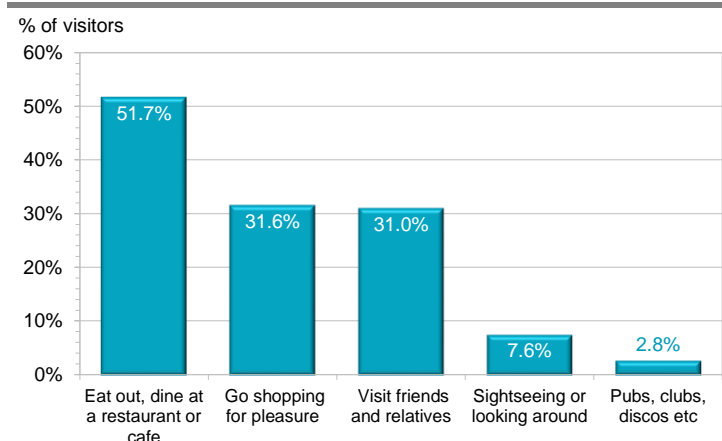
### Age

'65 years and over' (30.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (16.0%) and '45 to 54 years' (15.8%).

### Gender

More visitors to the region were female (56.0%) than male (44.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (51.7%) was the most popular activity undertaken by visitors to the region.

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

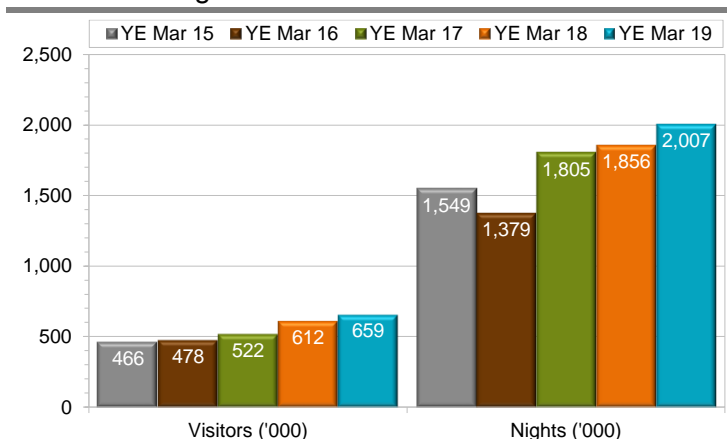
Domestic daytrip visitors spent \$236 million in the region - an average of \$175 per visitor.

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

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

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

### Visitors and nights

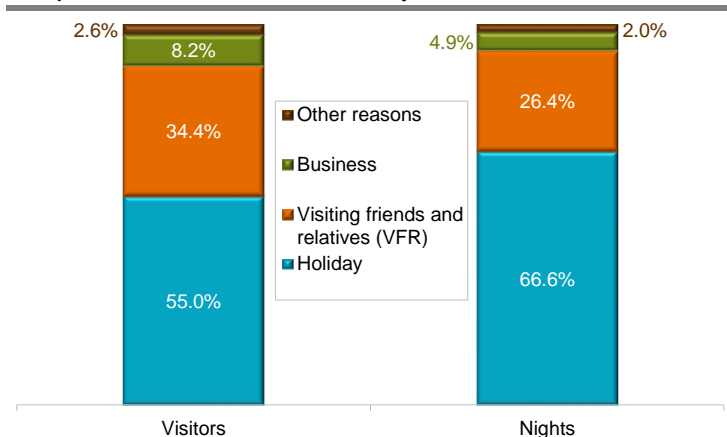


Sun Country received 659,000 domestic overnight visitors - up by 7.6% on YE Mar 18. Visitors spent over 2.0 million nights in the region - up by 8.1% on YE Mar 18.

### Market share

The region received 22.7% of visitors and 23.5% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was up by 1.7% pts and the share of nights was up by 0.4% pts.

### Purpose of visit to Sun Country



'Holiday' (55.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.4%) and 'business' (8.2%). Compared to YE Mar 18, 'holiday' grew by 3.2% pts while 'business' declined by 2.7% pts.

'Holiday' (66.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.4%) and 'business' (4.9%). Compared to YE Mar 18, 'holiday' grew by 3.4% pts while 'business' declined by 1.5% pts.

### Accommodation

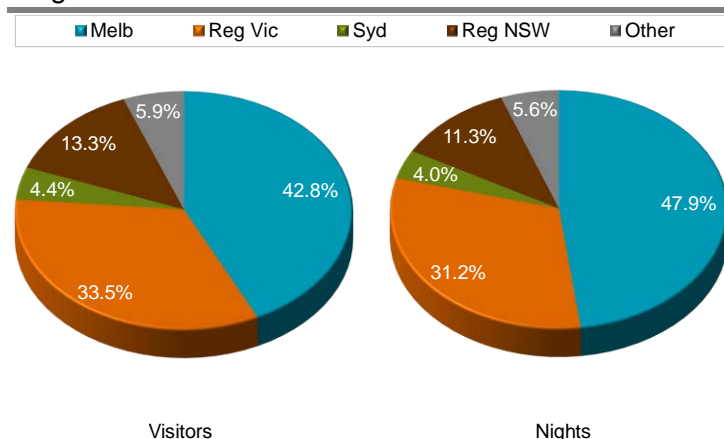
'Friends or relatives property' (25.2%) was the most popular accommodation type used for nights in the region. 'Caravan or camping - non commercial' (22.1%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (15.7%).

Compared to YE Mar 18, 'caravan or camping - non commercial' grew by 4.8% pts while 'caravan park or commercial camping ground' declined by 4.8% pts.

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

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

### Origin



The region received 76.3% of visitors and 79.1% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were up by 6.6% and nights were up by 10.0%.

**New South Wales** contributed 17.8% of visitors and 15.3% of nights in the region. Compared to YE Mar 18, NSW visitors were up by 30.2%.

**South Australia** contributed 2.0% of visitors and 3.2% of nights in the region.

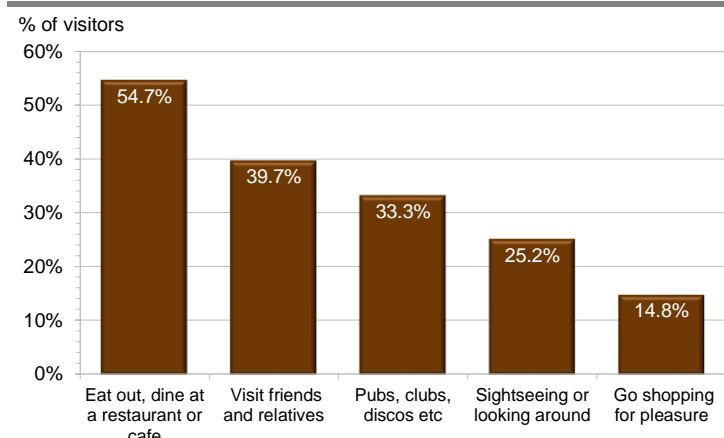
### Length of stay

Visitors stayed on average 3 nights in the region - unchanged on the YE Mar 18.

### Age

'65 years and over' (23.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.5%) and '55 to 64 years' (16.6%).

### Activities



'Eat out, dine at a restaurant or cafe' (54.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.7%) and 'pubs, clubs, discos etc' (33.3%).

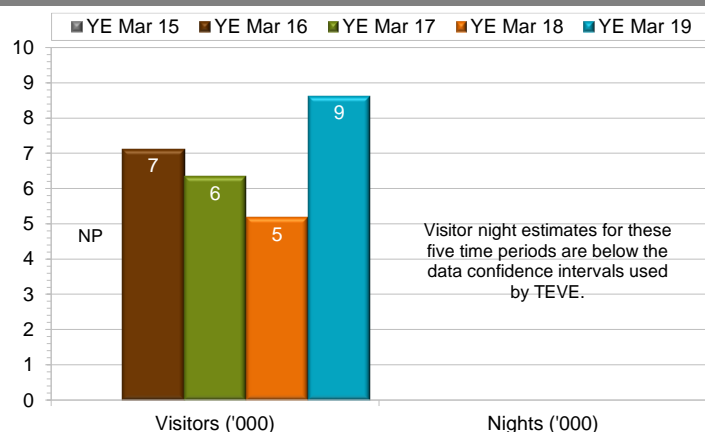
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$294 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 Mar 19.

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

### Visitors and nights



Sun Country received 8,600 international overnight visitors - up by 66.2% on YE Mar 18. Visitor night estimates for these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 12.3% of visitors and 10.9% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was up by 4.5% pts and the share of nights was down by 1.0% pt.

### Purpose of visit to Sun Country

'Visiting friends and relatives' (47.6%) was the largest purpose for **visitors** to the region, followed by 'holiday' (43.9%) and 'business' (3.9%).

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	22.2%	13	India	1.2%
2	USA	14.3%	14	Germany	1.0%
3	United Kingdom	12.4%	15	Japan	0.0%
4	Taiwan	7.3%	15	Hong Kong	0.0%
5	Netherlands	6.4%	15	Malaysia	0.0%
6	Singapore	4.3%	15	Indonesia	0.0%
7	Scandinavia	3.3%	15	Thailand	0.0%
8	Switzerland	3.1%	15	Mainland China	0.0%
9	South Korea	2.6%			
10	France	2.5%		Other Asia	11.2%
11	Italy	1.7%		Other Europe	5.0%
12	Canada	1.4%		Other Countries	0.0%

New Zealand (22.2%) was the region's largest source market of visitors, followed by the USA (14.3%) and the United Kingdom (12.4%).

### Accommodation

'Friends or relatives property' (49.6%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (21.1%).

### Age

'55 to 64 years' (29.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.7%).

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

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 19.

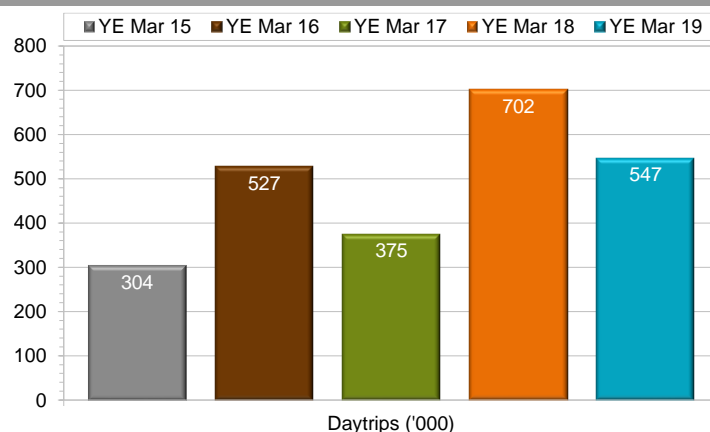
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 19.

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

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

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

### Trips



Sun Country received 547,000 domestic daytrips - down by 22.1% on YE Mar 18.

### Market share

The region received 15.8% of daytrips to the Murray region. Compared to YE Mar 18, the share was down by 6.8% pts.

### Main purpose of trip

'Holiday' (51.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.2%) and 'business' (8.3%).

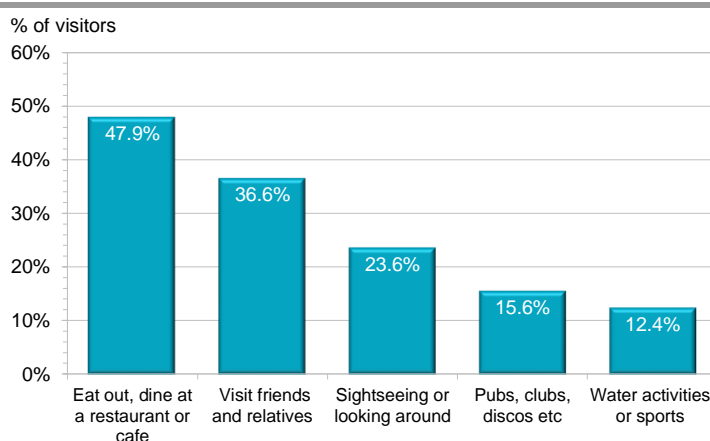
### Age

'45 to 54 years' (22.3%) was the biggest age group of daytrip visitors to the region, followed by '65 years and over' (18.4%) and '25 to 34 years' (16.1%).

### Gender

More visitors to the region were male (52.7%) than female (47.3%).

### Activities



'Eat out, dine at a restaurant or cafe' (47.9%) was the most popular activity undertaken by daytrip visitors to the region.

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

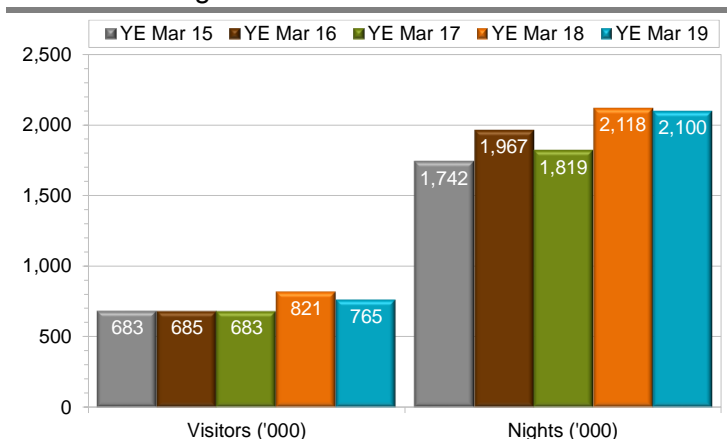
Domestic daytrip visitors spent \$72 million in the region - an average of \$132 per visitor.

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

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

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

### Visitors and nights

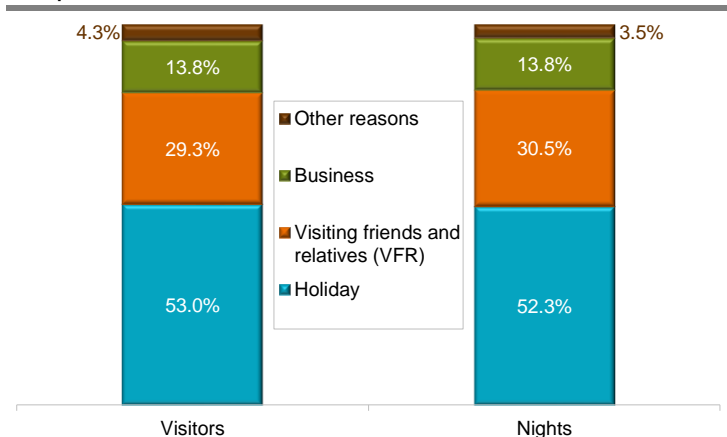


Echuca / Moama received 765,000 domestic overnight visitors – down by 6.9% on YE Mar 18. Visitors spent 2.1 million nights in the region - down by 0.9% on YE Mar 18.

### Market share

The region received 26.4% of visitors and 24.6% of nights in the Murray region. Compared to YE Mar 18, the share of visitors and the share of nights were down by 1.8% pts each.

### Purpose of visit to Echuca / Moama



'Holiday' (53.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (29.3%) and 'business' (13.8%). Compared to YE Mar 18, 'holiday' grew by 2.7% pts while 'VFR' declined by 4.0% pts.

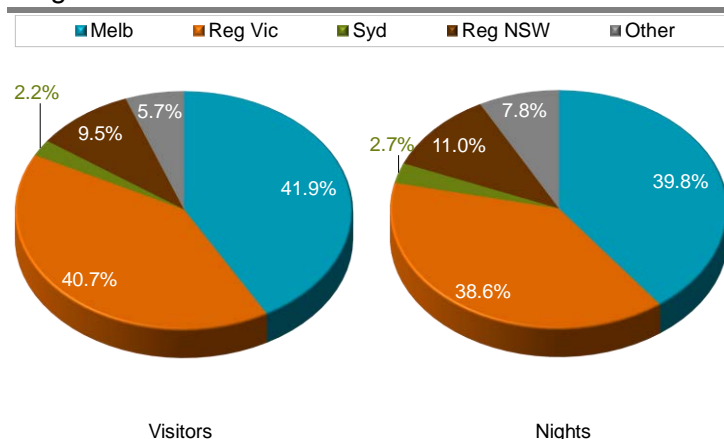
'Holiday' (52.3%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.5%) and 'business' (13.8%). Compared to YE Mar 18, 'other reasons' grew by 1.5% pts while 'holiday' declined by 3.4% pts.

### Accommodation

'Friends or relatives property' (32.3%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (21.4%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.4%).

Compared to YE Mar 18, 'caravan park or commercial camping ground' grew by 0.9% pts while 'standard hotel or motor inn, below 4 star' declined by 3.1% pts.

### Origin



The region received 82.6% of visitors and 78.5% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were down by 2.1% and nights were down by 3.0%.

**New South Wales** contributed 11.7% of visitors and 13.7% of nights in the region. Compared to YE Mar 18, NSW visitors were down by 27.6%

**South Australia** contributed 2.6% of visitors and 3.1% of nights in the region.

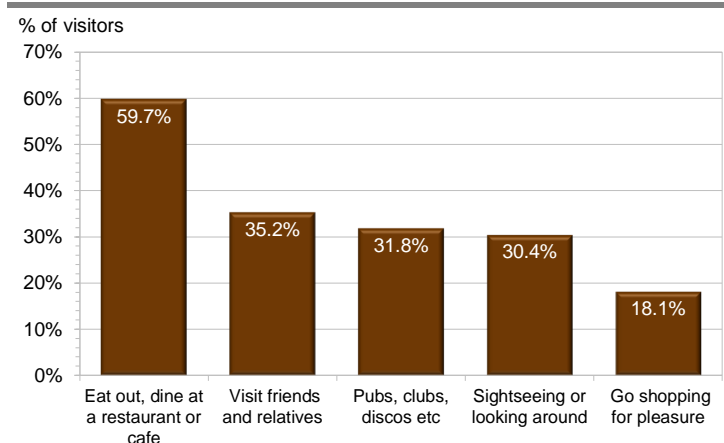
### Length of stay

Visitors stayed on average 2.7 nights in the region – up by 0.1 night on the YE Mar 18.

### Age

'65 years and over' (21.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.1%) and '55 to 64 years' (18.1%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.2%).

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

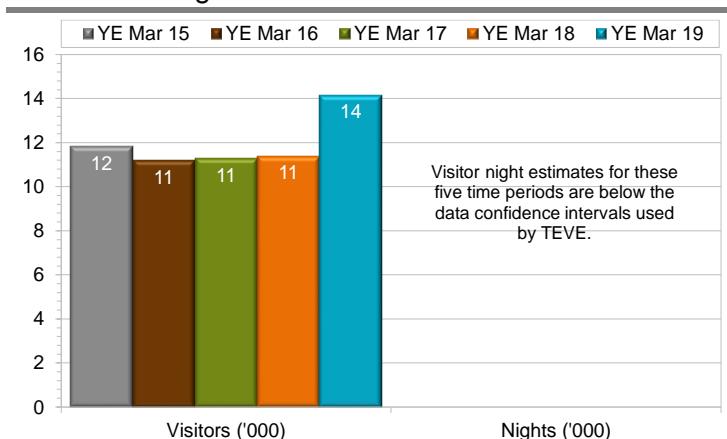
Domestic overnight visitors spent \$306 million in the region - an average of \$146 per night.

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



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

### Visitors and nights



Echuca / Moama received 14,100 international overnight visitors - up by 24.3% on YE Mar 18. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

### Market share

The region received 20.3% of visitors and 12.9% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was up by 3.2% pts and the share of nights was down by 0.6% pts.

### Purpose of visit to Echuca / Moama

'Holiday' (39.2%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (38.0%) and 'business' (21.3%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.6%	13	France	0.5%
2	New Zealand	17.3%	14	Japan	0.0%
3	USA	10.6%	14	Malaysia	0.0%
4	Hong Kong	7.2%	14	Thailand	0.0%
5	Mainland China	6.8%	14	South Korea	0.0%
6	Netherlands	4.7%	14	India	0.0%
7	Canada	4.3%	14	Italy	0.0%
8	Germany	3.5%	14	Switzerland	0.0%
9	Scandinavia	2.1%			
10	Singapore	1.4%		Other Asia	9.7%
11	Indonesia	1.0%		Other Europe	10.3%
12	Taiwan	0.8%		Other Countries	2.2%

The United Kingdom (17.6%) was the region's largest source market of visitors, followed by New Zealand (17.3%) and the USA (10.6%).

### Accommodation

'Friends or relatives property' (58.8%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (10.1%).

### Age

'45 to 54 years' (29.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.8%).

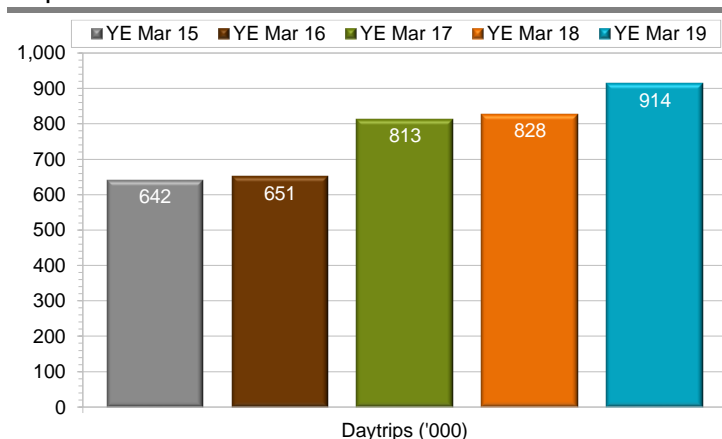
### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 19.

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

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

### Trips



Echuca / Moama received 914,000 domestic daytrip visitors - up by 10.4% on YE Mar 18.

### Market share

The region received 26.5% of daytrips to the Murray region. Compared to YE Mar 18, the share was down by 0.3% pts.

### Main purpose of trip

'Holiday' (40.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (33.7%) and 'business' (16.8%).

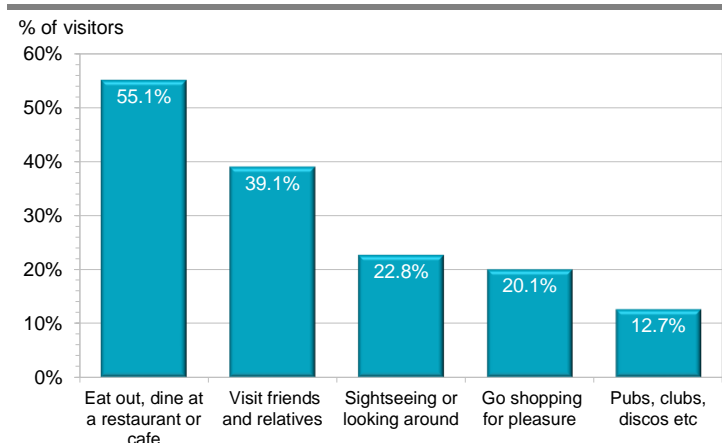
### Age

'65 years and over' (22.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.6%) and '35 to 44 years' (19.6%).

### Gender

More visitors to the region were male (62.4%) than female (37.6%).

### Activities



'Eat out, dine at a restaurant or cafe' (55.1%) was the most popular activity undertaken by visitors to the region.

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

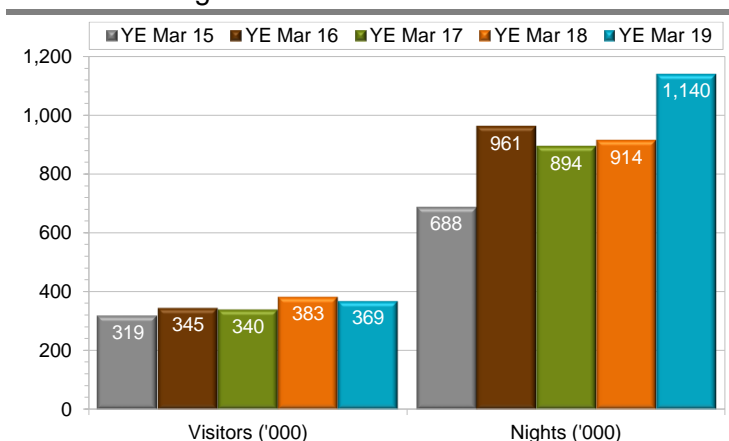
Domestic daytrip visitors spent \$112 million in the region - an average of \$123 per visitor.

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

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

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

### Visitors and nights

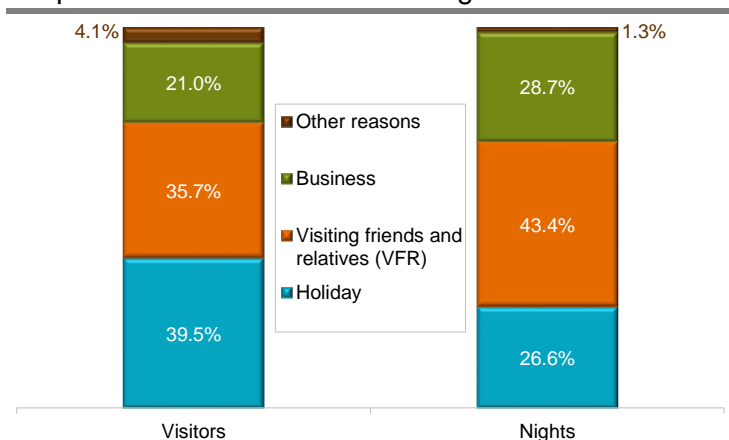


The Swan Hill region received 369,000 domestic overnight visitors - down by 3.6% on YE Mar 18. Visitors spent over 1.1 million nights in the region - up by 24.7% on YE Mar 18.

### Market share

The region received 12.7% of visitors and 13.4% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was down by 0.4% pts and the share of nights was up by 2.0% pts.

### Purpose of visit to the Swan Hill region



'Holiday' (39.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (35.7%) and 'business' (21.0%). Compared to YE Mar 18, 'holiday' increased by 4.9% pts while 'other reasons' declined by 7.0% pts.

'VFR' (43.4%) was the largest purpose in terms of **nights** in the region, followed by 'business' (28.7%) and 'holiday' (26.6%). Compared to YE Mar 18, 'business' grew by 14.1% pts while 'other reasons' declined by 14.3% pts.

### Accommodation

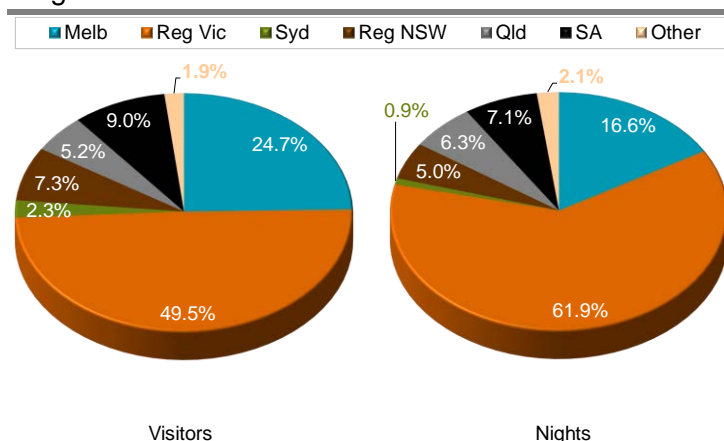
'Friends or relatives property' (41.9%) was the most popular accommodation type used for nights in the region. 'Rented house, apartment, flat or unit' (17.1%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (16.9%).

Compared to YE Mar 18, 'rented house, apartment, flat or unit' grew by 13.2% pts while 'caravan park or commercial camping ground' declined by 0.2% pts.

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

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

### Origin



The region received 74.2% of visitors and 78.5% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were down by 3.7% and nights were up by 19.2%.

**New South Wales** contributed 9.7% of visitors and 5.9% of nights in the region.

**South Australia** contributed 9.0% of visitors and 7.1% of nights in the region.

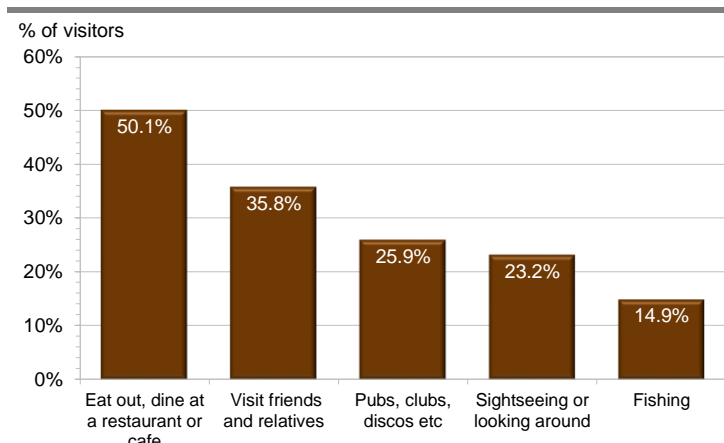
### Length of stay

Visitors stayed on average 3.1 nights in the region - up by 0.7 nights on the YE Mar 18.

### Age

'65 years and over' (26.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.5%) and '55 to 64 years' (14.7%).

### Activities



'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (35.8%) was the 2<sup>nd</sup> most popular, followed by 'pubs, clubs, discos etc' (25.9%).

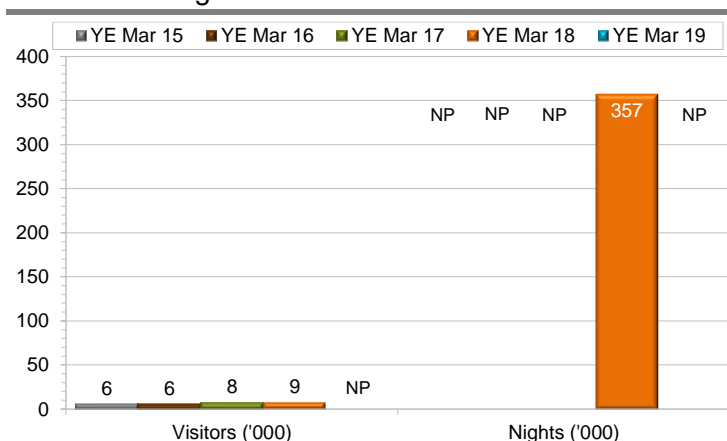
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$170 million in the region - an average of \$149 per night.

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

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

### Visitors and nights



Visitor estimates for the Swan Hill region in the YE Mar 19 are below the data confidence intervals used by TEVE. Visitor night estimates for four of the five time periods, incl YE Mar 19, are below the data confidence intervals used by TEVE.

### Market share

The region received 7.1% of visitors and 7.4% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was down by 5.9% pts and the share of nights was down by 16.1% pts.

### Purpose of visit to the Swan Hill region

'Holiday' (49.4%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (38.3%) and 'business' (7.8%).

### Origin

No.	Market	Share	No.	Market	Share
1	Netherlands	13.7%	13	Mainland China	0.4%
2	New Zealand	13.4%	14	Hong Kong	0.0%
3	USA	12.9%	14	Singapore	0.0%
4	Scandinavia	9.0%	14	Indonesia	0.0%
5	United Kingdom	8.3%	14	Thailand	0.0%
6	France	5.7%	14	South Korea	0.0%
7	Canada	5.4%	14	India	0.0%
8	Germany	5.1%	14	Italy	0.0%
9	Malaysia	4.3%			
10	Japan	2.5%		Other Asia	0.0%
11	Taiwan	2.0%		Other Europe	0.0%
12	Switzerland	0.4%		Other Countries	16.9%

Netherlands (13.7%) was the region's largest source market of visitors, followed by New Zealand (13.4%) and the USA (12.9%).

### Accommodation

'Friends or relatives property' (45.8%) was the most popular accommodation type used for **nights** in the region, followed by 'other non-commercial property' (17.6%).

### Age

'65 years and over' (25.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (22.0%).

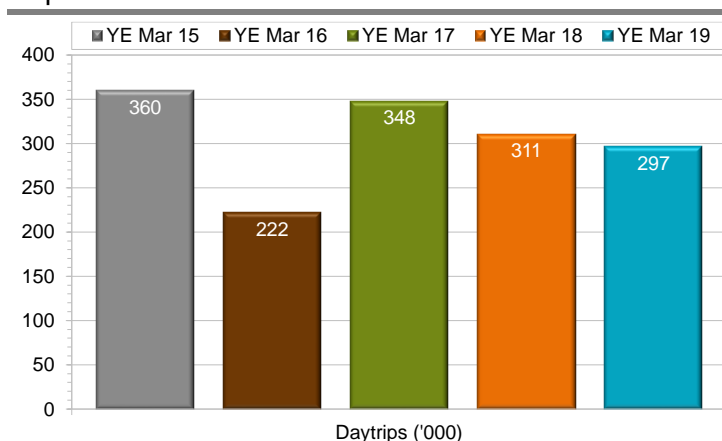
### Expenditure<sup>(4)</sup>

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 19.

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

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

### Trips



The Swan Hill region received 297,000 domestic daytrip visitors - down by 4.5% on YE Mar 18.

### Market share

The region received 8.6% of daytrips to the Murray region. Compared to YE Mar 18, the share was down by 1.4% pts.

### Main purpose of trip

'Holiday' (42.5%) was the largest purpose for visitors to the region the region, followed by 'business' (20.0%) and 'visiting friends and relatives' (18.9%).

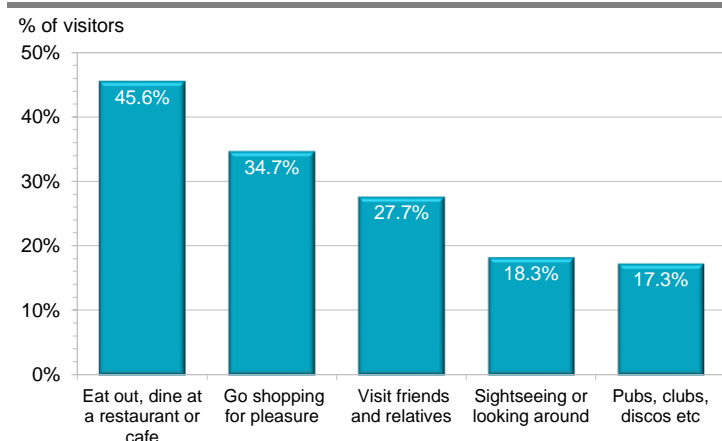
### Age

'65 years and over' (30.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (26.6%) and '35 to 44 years' (13.1%).

### Gender

More visitors to the region were male (58.1%) than female (41.9%).

### Activities



'Eat out, dine at a restaurant or cafe' (45.6%) was the most popular activity undertaken by visitors to the region.

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

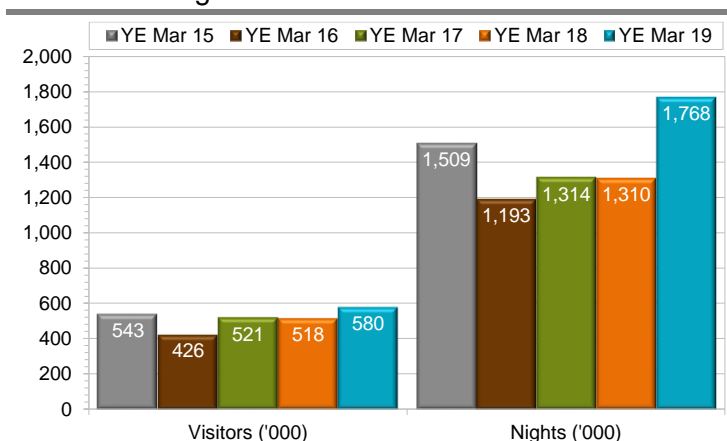
Domestic daytrip visitors spent \$54 million in the region - an average of \$183 per visitor.

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

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

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

### Visitors and nights

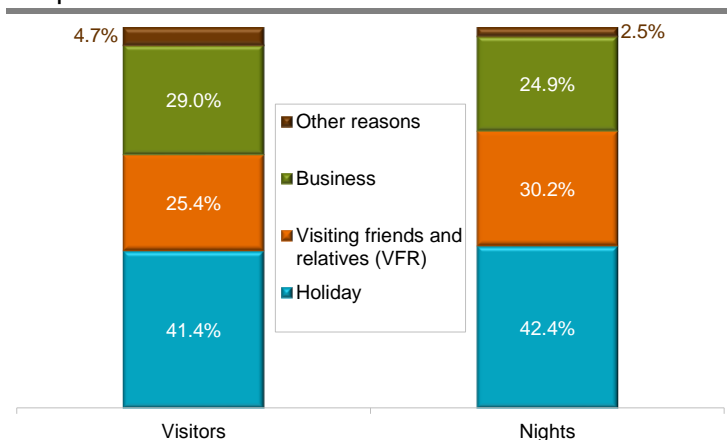


Mildura / Wentworth received 580,000 domestic overnight visitors - up by 12.1% on YE Mar 18. Visitors spent nearly 1.8 million nights in the region - up by 35.0% on YE Mar 18.

### Market share

The region received 20.0% of visitors and 20.7% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was up by 2.2% pts and the share of nights was up by 4.4% pts.

### Purpose of visit to Mildura / Wentworth



'Holiday' (41.4%) was the largest purpose for **visitors** to the region, followed by 'business' (29.0%) and 'visiting friends and relatives (VFR)' (25.4%). Compared to YE Mar 18, 'business' increased by 14.0% pts while 'holiday' decreased by 7.4% pts.

'Holiday' (42.4%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.2%) and 'business' (24.9%). Compared to YE Mar 18, 'business' increased by 14.3% pts while 'holiday' decreased by 8.8% pts.

### Accommodation

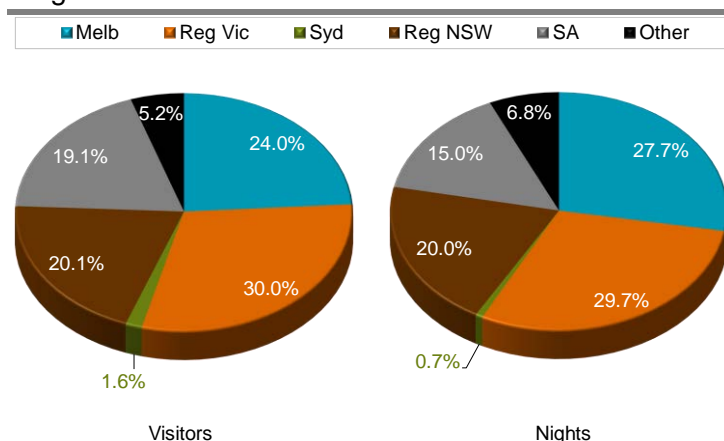
'Friends or relatives property' (25.8%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (25.6%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (25.6%).

Compared to YE Mar 18, 'caravan park or commercial camping ground' grew by 8.6% pts while 'friends or relatives property' declined by 0.2% pts.

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

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

### Origin



The region received 54.0% of visitors and 57.5% of nights from **Victoria**. Compared to YE Mar 18, Victorian visitors were up by 26.9% and nights were up by 57.6%.

**NSW** contributed 21.7% of visitors and 20.7% of nights in the region. Compared to YE Mar 18, visitors from NSW were up by 14.8%.

**South Australia** contributed 19.1% of visitors and 15.0% of nights in the region. Compared to YE Mar 18, visitors from South Australia were down by 17.7%.

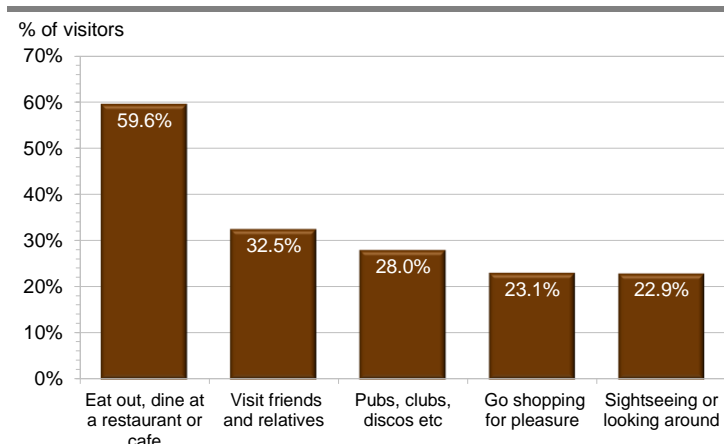
### Length of stay

Visitors stayed, on average, 3 nights in the region - up by 0.5 nights on the YE Mar 18.

### Age

'45 to 54 years' (27.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.2%) and '65 years and over' (18.4%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.6%) was the most popular activity undertaken by visitors to the region.

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

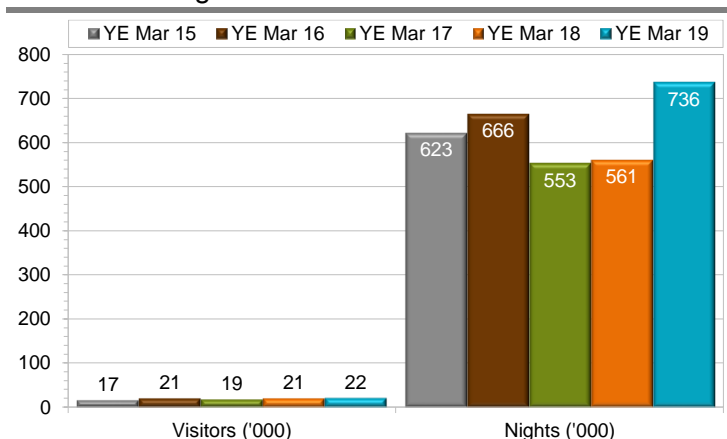
Domestic overnight visitors spent \$263 million in the region - an average of \$149 per night.

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



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

### Visitors and nights



Mildura / Wentworth received 22,000 international overnight visitors - up by 4.7% on YE Mar 18. Visitors spent 736,200 nights in the region - up by 31.3% on YE Mar 18.

### Market share

The region received 31.5% of visitors and 48.9% of nights in the Murray region. Compared to YE Mar 18, the share of visitors was unchanged and the share of nights was up by 12.0% pts.

### Purpose of visit to Mildura / Wentworth

'Holiday' (52.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (25.6%) and 'employment' (11.7%).

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	13.4%	13	South Korea	2.1%
2	USA	10.0%	14	India	1.7%
3	New Zealand	7.7%	15	Indonesia	1.0%
4	Japan	6.4%	16	Singapore	0.7%
5	Malaysia	6.0%	17	Hong Kong	0.7%
6	France	6.0%	18	Scandinavia	0.3%
7	Germany	6.0%	19	Thailand	0.0%
8	Mainland China	5.7%	19	Switzerland	0.0%
9	Taiwan	5.3%			
10	Netherlands	5.1%		Other Asia	3.8%
11	Canada	3.8%		Other Europe	4.0%
12	Italy	3.5%		Other Countries	6.7%

The United Kingdom (13.4%) was the region's largest source market of visitors, followed by the USA (10.0%) and New Zealand (7.7%).

### Accommodation

'Rented house, apartment, flat or unit' (50.9%) was the most popular accommodation type used for **nights** in the region, followed by 'backpacker or hostel' (28.0%).

### Age

'25 to 34 years' (27.7%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (24.7%).

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

International overnight visitors spent \$27 million in the region - an average of \$37 per night.

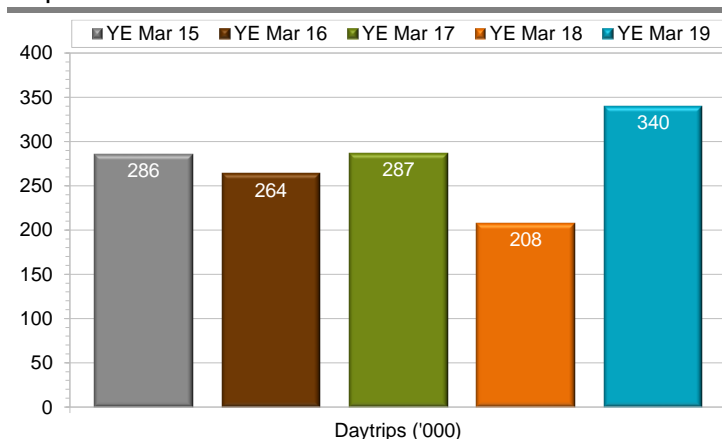
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 19.

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

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

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

### Trips



Mildura / Wentworth received 340,000 domestic daytrip visitors - up by 63.6% on YE Mar 18.

### Market share

The region received 9.9% of daytrips to the Murray region. Compared to YE Mar 18, the share was up by 3.1% pts.

### Main purpose of trip

'Holiday' (62.3%) was the largest purpose for visitors to the region, followed by 'business' (17.2%) and 'medical reasons' (9.0%).

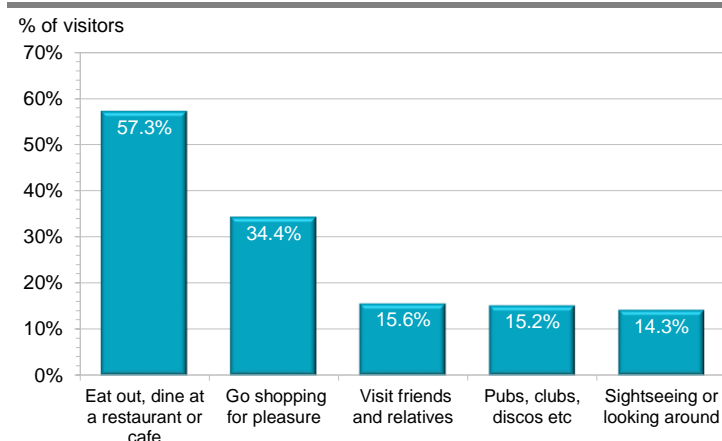
### Age

'25 to 34 years' (22.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (19.9%) and '55 to 64 years' (17.6%).

### Gender

More visitors to the region were female (54.8%) than male (45.2%).

### Activities



'Eat out, dine at a restaurant or cafe' (57.3%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$62 million in the region - an average of \$183 per visitor.

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

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

Page 2 of 2