

Travel to the Murray Region

Year ended March 2020
Quarterly Tracking of Selected Measures



Image Credit: Destination NSW

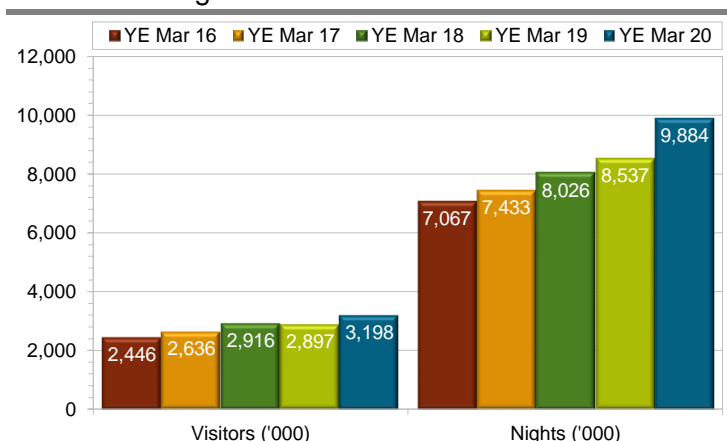


Travel to the Murray region

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

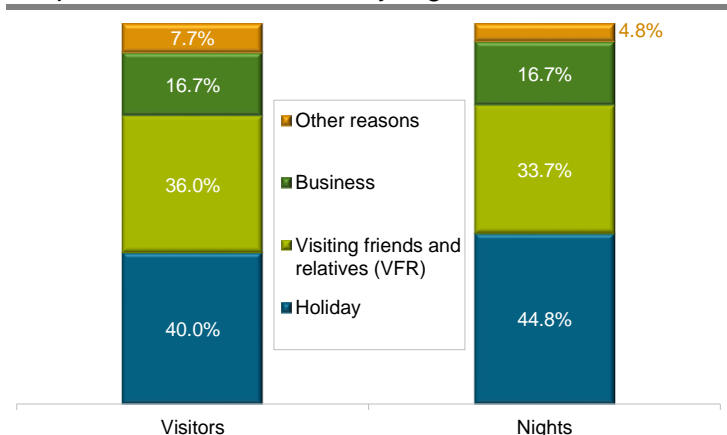


The Murray region received almost 3.2 million domestic overnight visitors - up by 10.4% on YE Mar 19. Visitors spent nearly 9.9 million nights in the region - up by 15.8% on YE Mar 19.

Market share

The region received 7.4% of visitors and 7.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share of visitors was up by 0.5% pts and the share of nights was up by 0.7% pts.

Purpose of visit to the Murray region



'Holiday' (40.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (36.0%) and 'business' (16.7%). Compared to YE Mar 19, 'other reasons' increased by 2.6% pts while 'holiday' decreased by 3.8% pts.

'Holiday' (44.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.7%) and 'business' (16.7%). Compared to YE Mar 19, 'other reasons' increased by 1.3% pts while 'holiday' decreased by 1.8% pts.

Accommodation

'Friends or relatives property' (33.9%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (18.8%) and 'standard hotel or motor inn, below 4 star' (15.2%).

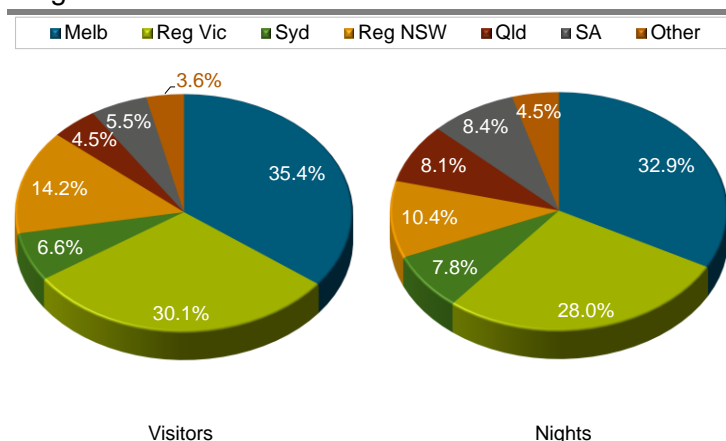
Compared to YE Mar 19, 'caravan park or commercial camping ground' increased by 0.4% pts while 'standard hotel or motor inn, below 4 star' decreased by 3.0% pts.

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 20, Tourism Research Australia (TRA)

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

Origin



The region received 65.5% of visitors and 60.8% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were up by 5.5% and nights were up by 3.0%.

NSW contributed 20.8% of visitors and 18.2% of nights in the region. Compared to YE Mar 19, NSW visitors were up by 13.4% and nights were up by 12.8%.

South Australia contributed 5.5% of visitors and 8.8% of nights in the region. Compared to YE Mar 19, visitors from South Australia were up by 8.2% and nights were up by 66.4%.

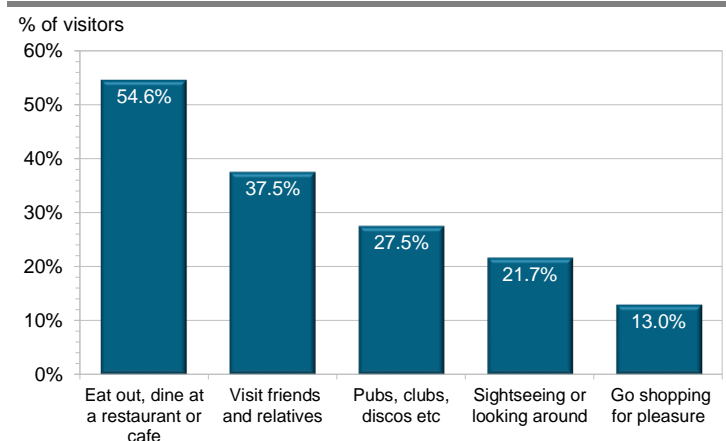
Length of stay

Visitors stayed, on average, 3.1 nights in the region - up by 0.2 nights on YE Mar 19.

Age

'65 years and over' (23.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.1%) and '25 to 34 years' (16.7%).

Activities



'Eat out, dine at a restaurant or cafe' (54.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.5%) and 'pubs, clubs, discos etc' (27.5%).

Expenditure⁽²⁾

Domestic overnight visitors spent over \$1.5 billion in the region - an average of \$154 per night.

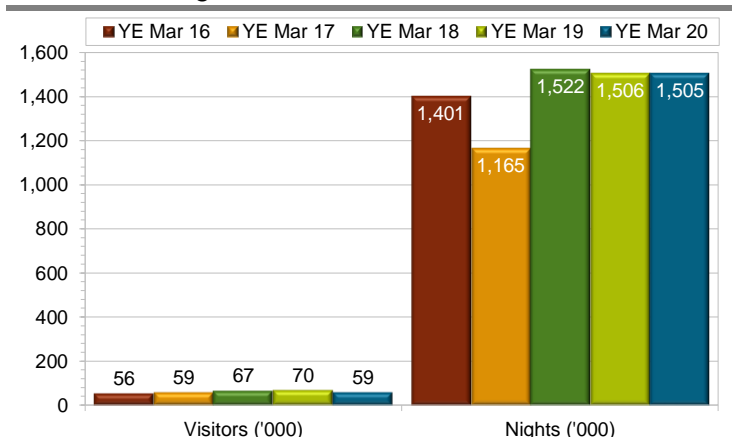
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to the Murray region

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 59,400 international overnight visitors - down by 14.9% on YE Mar 19. Visitors spent over 1.5 million nights in the region - down marginally on YE Mar 19.

Market share

The region received 5.0% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share of visitors was down by 0.2% pts and the share of nights was up by 0.3% pts.

Purpose of visit to the Murray region

'Holiday' (50.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.8%) and 'business' (5.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.3%	13	Italy	2.8%
2	New Zealand	13.9%	14	Indonesia	2.3%
3	Germany	7.3%	15	Korea	2.0%
4	Mainland China	6.2%	16	Taiwan	2.0%
5	France	4.7%	17	Singapore	1.8%
6	Malaysia	3.9%	18	Switzerland	1.1%
7	Japan	3.9%	19	Hong Kong	1.1%
8	Scandinavia	3.4%	20	India	0.6%
9	USA	3.3%			
10	Canada	3.2%		Other Asia	4.6%
11	Netherlands	3.2%		Other Europe	4.2%
12	Thailand	2.8%		Other Countries	5.5%

The United Kingdom (16.3%) was the region's largest source of visitors, followed by New Zealand (13.9%) and Germany (7.3%).

Accommodation

'Rented house, apartment, flat or unit' (36.8%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (23.8%).

Age

'25 to 34 years' (29.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.0%) and '55 to 64 years' (14.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$78 million in the region - an average of \$52 per night.

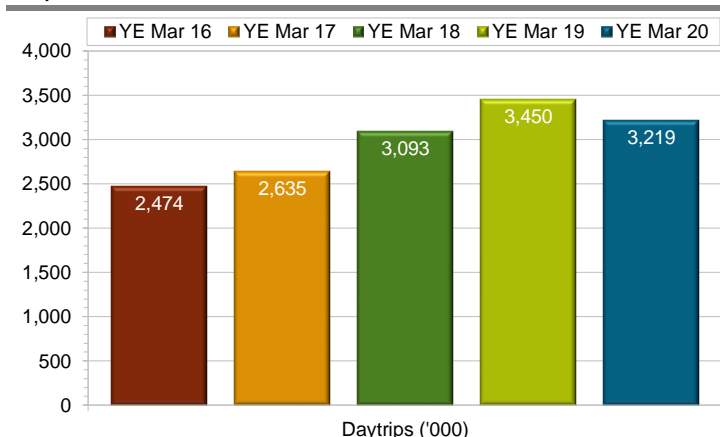
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 3.2 million domestic daytrip visitors - down by 6.7% on YE Mar 19.

Market share

The region received 3.7% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share was down by 0.6% pts.

Main purpose of trip

'Holiday' (42.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.7%) and 'business' (17.7%).

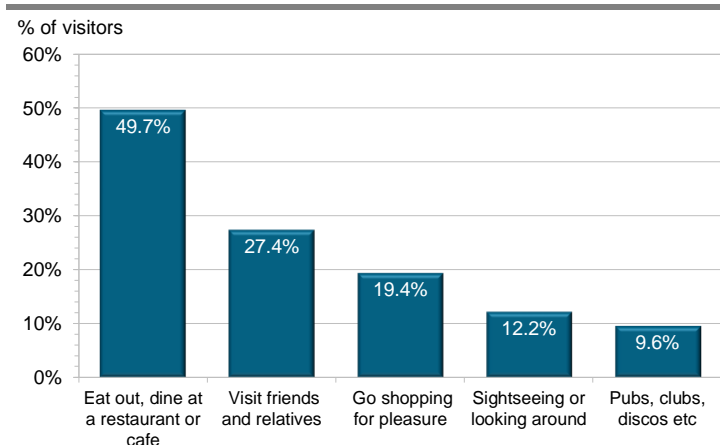
Age

'65 years and over' (23.9%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (16.4%) and '45 to 54 years' (16.2%).

Gender

More visitors to the region were male (51.5%) than female (48.5%).

Activities



'Eat out, dine at a restaurant or cafe' (49.7%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$447 million in the region - an average of \$139 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

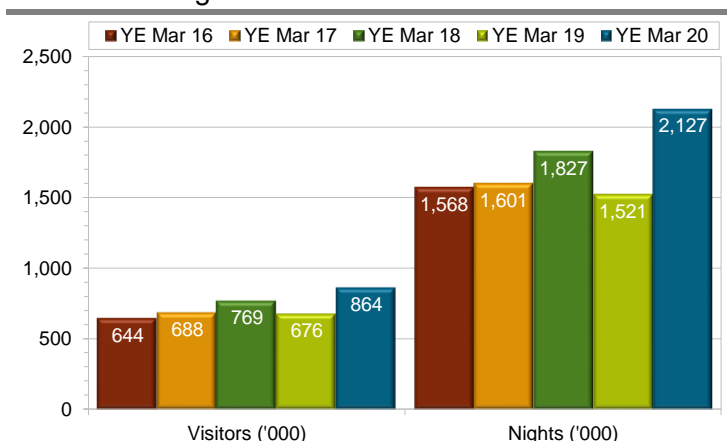
(5) Source: National Visitor Survey, YE Mar 20, TRA

Travel to Albury / Wodonga

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

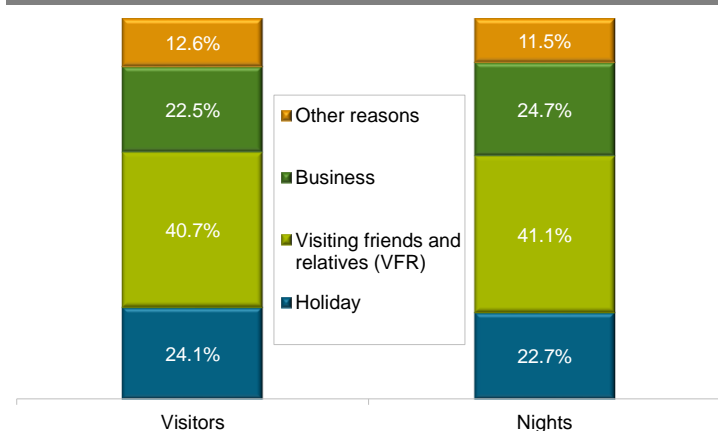


Albury / Wodonga received 864,000 domestic overnight visitors - up by 27.8% on YE Mar 19. Visitors spent over 2.1 million nights in the region - up by 39.8% on YE Mar 19.

Market share

The region received 27.0% of visitors and 21.5% of nights in the Murray region. Compared to YE Mar 19, the share of visitors and the share of nights were up by 3.7% pts each.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (40.7%) was the largest purpose for **visitors** to the region, followed by 'holiday' (24.1%) and 'business' (22.5%). Compared to YE Mar 19, 'business' grew by 3.8% pts while 'holiday' declined by 7.4% pts.

'VFR' (41.1%) was the largest purpose in terms of **nights** in the region, followed by 'business' (24.7%) and 'holiday' (22.7%). Compared to YE Mar 19, 'business' grew by 10.5% pts while 'holiday' declined by 9.7% pts.

Accommodation

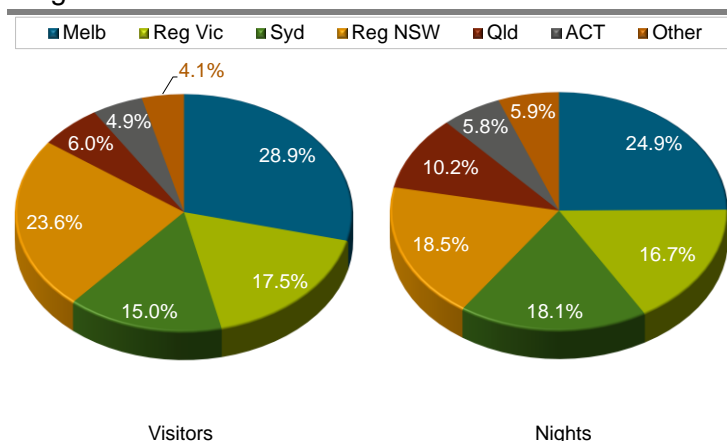
'Friends or relatives property' (40.0%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (18.6%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (12.5%).

Compared to YE Mar 19, 'caravan park or commercial camping ground' increased by 1.8% pts while 'friends or relatives property' declined by 9.5% pts.

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

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

Origin



The region received 46.4% of visitors and 41.5% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were up by 18.6% and nights were up by 28.5%.

New South Wales contributed 38.6% of visitors and 36.6% of nights in the region. Compared to YE Mar 19, NSW visitors were up by 32.3% and nights were up by 37.5%.

Queensland contributed 6.0% of visitors and 10.2% of nights in the region. Compared to YE Mar 19, Queensland visitors were down by 13.6%.

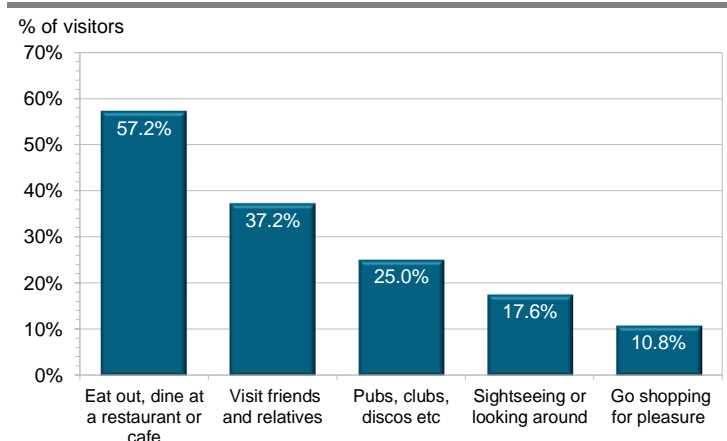
Length of stay

Visitors stayed, on average, 2.5 nights in the region – up by 0.3 nights on the YE Mar 19.

Age

'65 years and over' (24.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.9%) and '25 to 34 years' (15.1%).

Activities



'Eat out, dine at a restaurant or cafe' (57.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.2%) and 'pubs, clubs, discos etc' (25.0%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$423 million in the region - an average of \$199 per night.

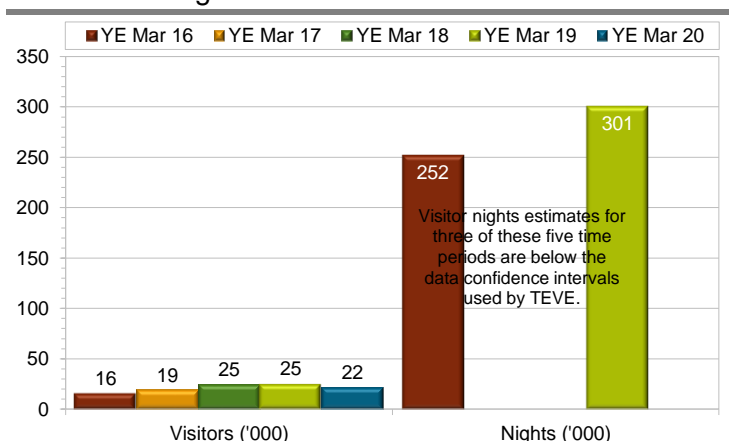
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to Albury / Wodonga

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 21,600 international overnight visitors - down by 14.9% on YE Mar 19. Visitor nights estimates for YE Mar 20 are below the data confidence intervals used by TEVE.

Market share

The region received 36.4% of visitors and 9.3% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was unchanged and the share of nights was down by 10.7% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (46.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.7%) and 'business' (9.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.1%	13	Netherlands	1.7%
2	New Zealand	15.1%	14	Singapore	1.5%
3	France	9.9%	15	India	1.3%
4	Mainland China	7.7%	16	Switzerland	1.0%
5	Malaysia	5.9%	17	Taiwan	0.9%
6	Germany	5.8%	18	Thailand	0.6%
7	USA	5.7%	19	Hong Kong	0.0%
8	Canada	3.8%	19	Korea	0.0%
9	Japan	3.8%			
10	Italy	2.9%		Other Asia	4.4%
11	Scandinavia	2.3%		Other Europe	5.3%
12	Indonesia	2.0%		Other Countries	3.1%

The United Kingdom (15.1%) was the region's largest source market of visitors, followed by New Zealand (15.1%) and France (9.9%).

Accommodation

'Friends or relatives property' (54.3%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (22.3%).

Age

'25 to 34 years' (27.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.6%) and '35 to 44 years' (17.5%).

Expenditure⁽⁴⁾

International overnight visitors spent \$8 million in the region - an average of \$58 per night.

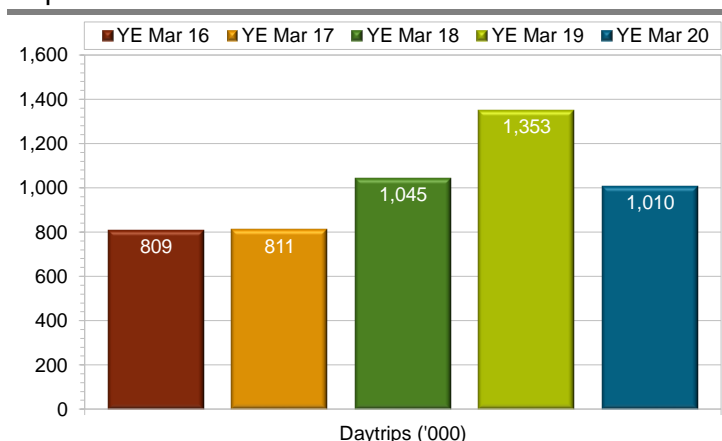
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received over 1.0 million domestic daytrip visitors - down by 25.3% on YE Mar 19.

Market share

The region received 31.4% of daytrips to the Murray region. Compared to YE Mar 19, the share was down by 7.8% pts.

Main purpose of trip

'Holiday' (36.9%) was the largest purpose for visitors to the region, followed by 'business' (23.1%) and 'visiting friends and relatives' (17.3%).

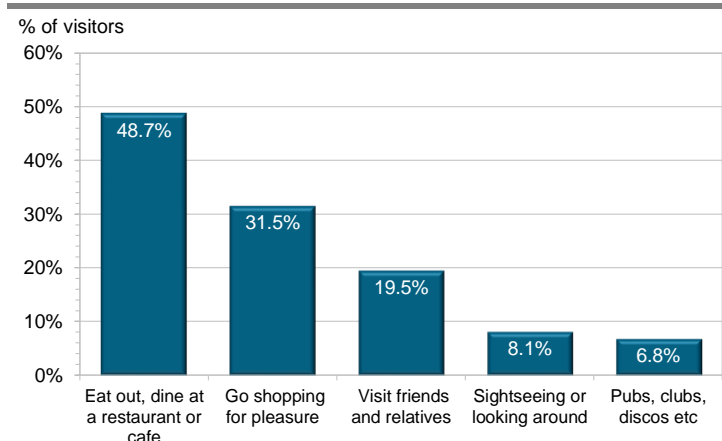
Age

'65 years and over' (26.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.5%) and '55 to 64 years' (16.2%).

Gender

More visitors to the region were male (51.4%) than female (48.6%).

Activities



'Eat out, dine at a restaurant or cafe' (48.7%) was the most popular activity undertaken by visitors to the region, followed by 'go shopping for pleasure' (31.5%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$192 million in the region - an average of \$190 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

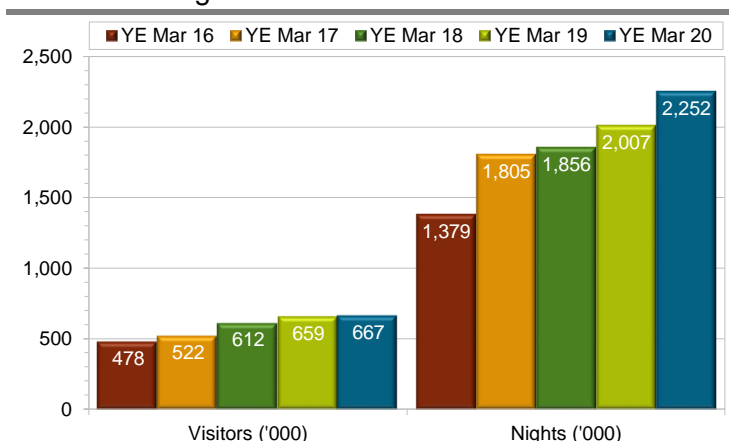
(5) Source: National Visitor Survey, YE Mar 20, TRA

Travel to Sun Country

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Sun Country received 667,000 domestic overnight visitors – up by 1.2% on YE Mar 19. Visitors spent nearly 2.3 million nights in the region - up by 12.2% on YE Mar 19.

Market share

The region received 20.8% of visitors and 22.8% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 1.9% pts and the share of nights was down by 0.7% pts.

Purpose of visit to Sun Country



'Holiday' (54.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (29.6%) and 'business' (14.4%). Compared to YE Mar 19, 'business' grew by 6.2% pts while 'VFR' declined by 4.8% pts.

'Holiday' (57.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.9%) and 'business' (14.6%). Compared to YE Mar 19, 'business' grew by 9.7% pts while 'holiday' declined by 9.4% pts.

Accommodation

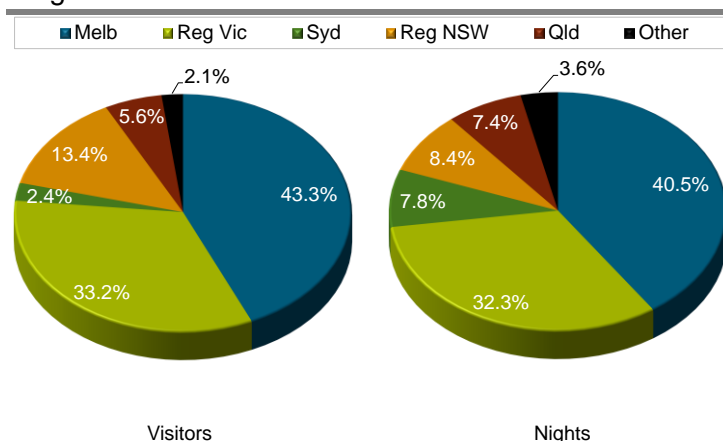
'Friends or relatives property' (26.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (19.8%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (14.8%).

Compared to YE Mar 19, 'caravan park or commercial camping ground' grew by 4.1% pts while 'caravan or camping - non commercial' declined by 9.2% pts.

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

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

Origin



The region received 76.6% of visitors and 72.8% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were up by 1.5% and nights were up by 3.2%.

New South Wales contributed 15.8% of visitors and 16.2% of nights in the region. Compared to YE Mar 19, NSW visitors down by 9.9%.

Queensland contributed 5.6% of visitors and 7.4% of nights in the region.

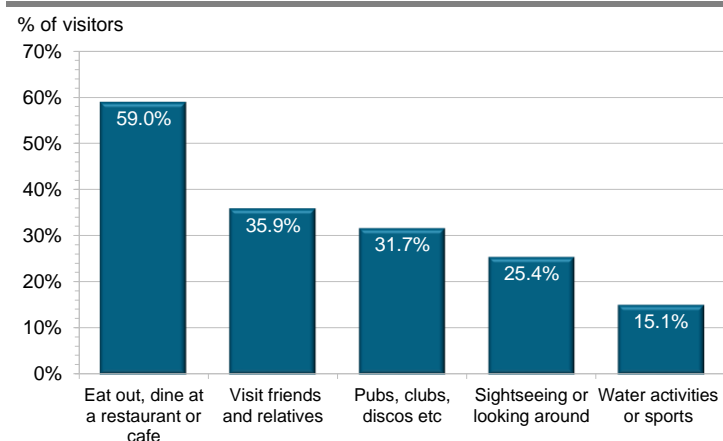
Length of stay

Visitors stayed, on average, 3.4 nights in the region – up by 0.4 nights on the YE Mar 19.

Age

'65 years and over' (29.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.0%) and '25 to 34 years' (18.4%).

Activities



'Eat out, dine at a restaurant or cafe' (59.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.9%) and 'pubs, clubs, discos etc' (31.7%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$288 million in the region - an average of \$128 per night.

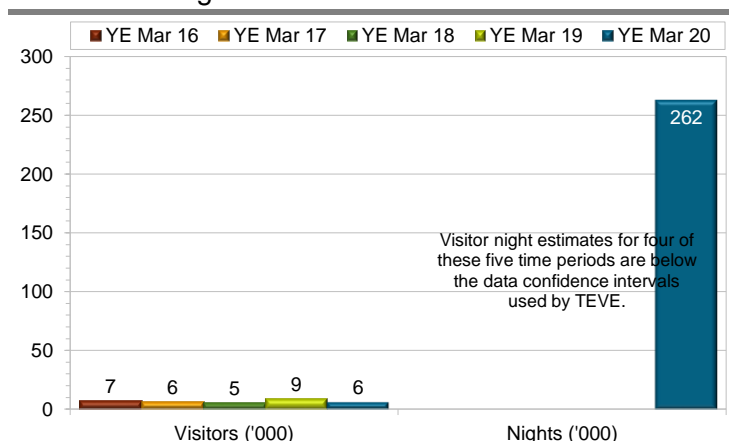
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to Sun Country

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 6,100 international overnight visitors - down by 28.7% on YE Mar 19. Visitors spent 262,200 nights in the region.

Market share

The region received 10.3% of visitors and 17.4% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 2.0% pts and the share of nights was up by 6.5% pts.

Purpose of visit to Sun Country

'Visiting friends and relatives' (47.9%) was the largest purpose for **visitors** to the region, followed by 'holiday' (33.4%) and 'employment' (15.9%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	27.2%	11	Singapore	0.0%
2	United Kingdom	15.9%	11	Malaysia	0.0%
3	Mainland China	9.0%	11	Indonesia	0.0%
4	Italy	8.9%	11	Thailand	0.0%
5	Taiwan	2.7%	11	Korea	0.0%
6	Canada	2.6%	11	India	0.0%
7	Germany	1.8%	11	USA	0.0%
8	Netherlands	1.8%	11	France	0.0%
9	Scandinavia	1.6%			
10	Switzerland	0.2%		Other Asia	5.3%
11	Japan	0.0%		Other Europe	9.7%
11	Hong Kong	0.0%		Other Countries	13.3%

New Zealand (27.2%) was the region's largest source market of visitors, followed by the United Kingdom (15.9%) and Mainland China (9.0%).

Accommodation

'Rented house, apartment, flat or unit' (35.9%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (25.7%).

Age

'25 to 34 years' (48.2%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.0%) and '65 years and over' (11.7%).

Expenditure⁽⁴⁾

Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Mar 20.

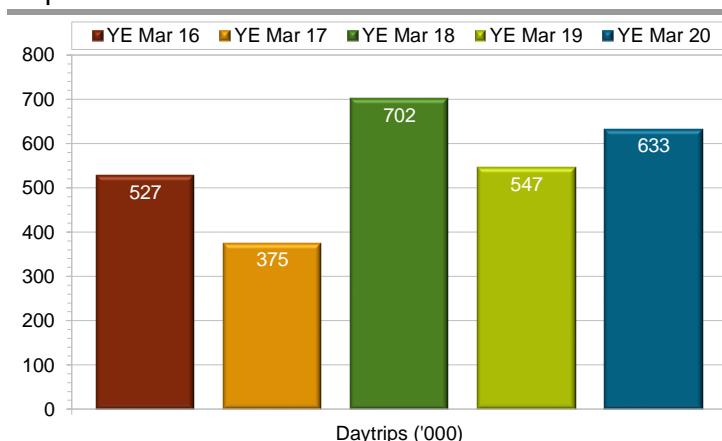
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 633,000 domestic daytrips - up by 15.8% on YE Mar 19.

Market share

The region received 19.7% of daytrips to the Murray region. Compared to YE Mar 19, the share was up by 3.8% pts.

Main purpose of trip

'Holiday' (53.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.4%) and 'business' (9.3%).

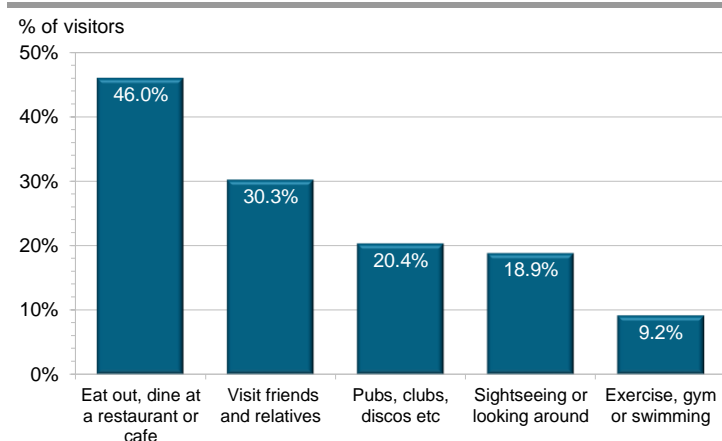
Age

'25 to 34 years' (25.7%) was the biggest age group of daytrip visitors to the region, followed by '65 years and over' (21.5%) and '45 to 54 years' (20.4%).

Gender

More visitors to the region were male (55.0%) than female (45.0%).

Activities



'Eat out, dine at a restaurant or cafe' (46.0%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (30.3%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$52 million in the region - an average of \$82 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

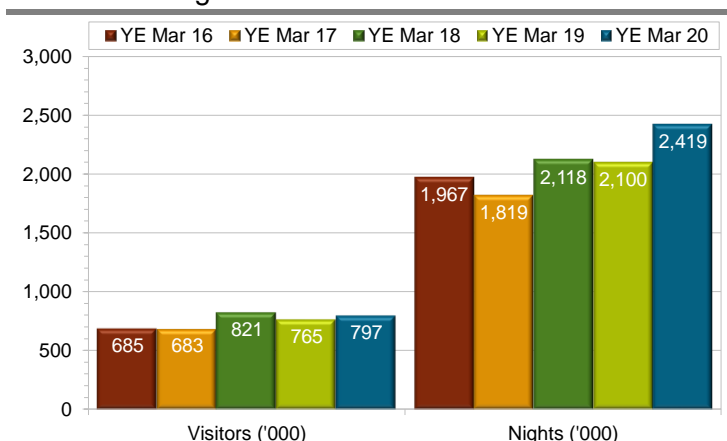
(5) Source: National Visitor Survey, YE Mar 20, TRA

Travel to Echuca / Moama

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

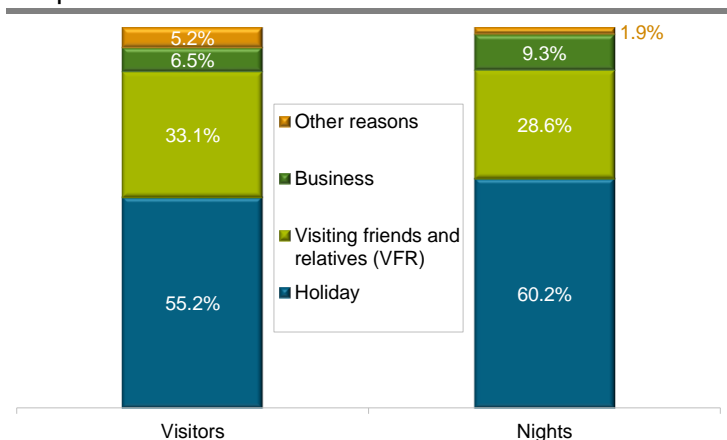


Echuca / Moama received 797,000 domestic overnight visitors – up by 4.2% on YE Mar 19. Visitors spent over 2.4 million nights in the region – up by 15.2% on YE Mar 19.

Market share

The region received 24.9% of visitors and 24.5% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 1.5% pts and the share of nights was down by 0.1% pt.

Purpose of visit to Echuca / Moama



'Holiday' (55.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.1%) and 'business' (6.5%). Compared to YE Mar 19, 'VFR' grew by 3.8% pts while 'business' declined by 7.3% pts.

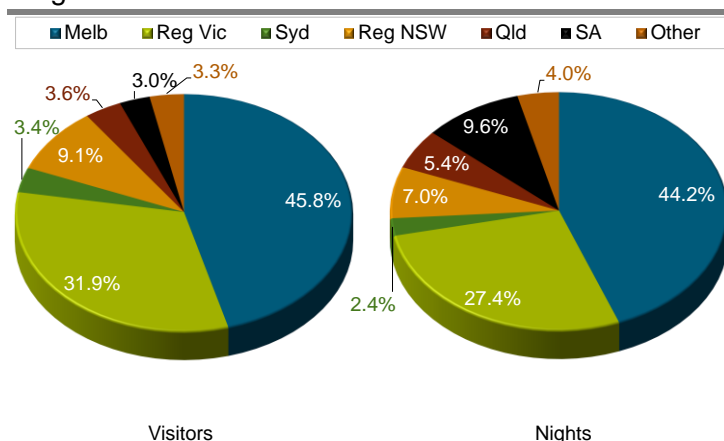
'Holiday' (60.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.6%) and 'business' (9.3%). Compared to YE Mar 19, 'holiday' grew by 7.9% pts while 'business' declined by 4.5% pts.

Accommodation

'Friends or relatives property' (31.7%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (21.9%) was the 2nd most popular accommodation type, followed by 'caravan or camping – non commercial' (16.7%).

Compared to YE Mar 19, 'caravan or camping – non commercial' grew by 4.4% pts while 'friends or relatives property' declined by 0.6% pts.

Origin



The region received 77.7% of visitors and 71.6% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were down by 1.9% and nights were up by 5.1%.

New South Wales contributed 12.5% of visitors and 9.3% of nights in the region. Compared to YE Mar 19, NSW visitors were up by 10.6%.

South Australia contributed 3.0% of visitors and 9.6% of nights in the region.

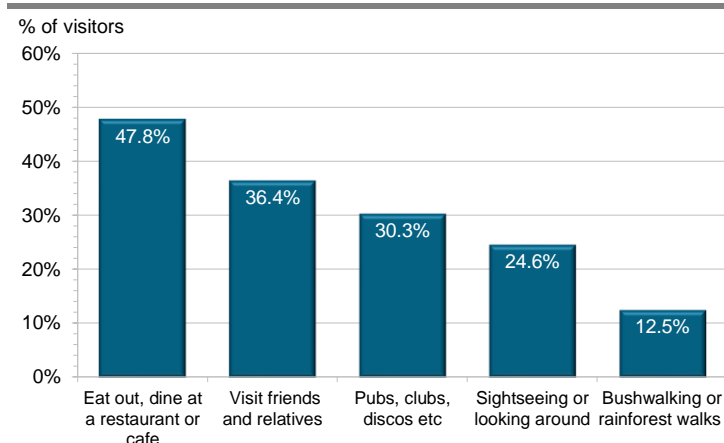
Length of stay

Visitors stayed, on average, 3 nights in the region – up by 0.3 nights on the YE Mar 19.

Age

'65 years and over' (21.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.2%) and '15 to 24 years' (18.7%).

Activities



'Eat out, dine at a restaurant or cafe' (47.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.4%) and 'pubs, clubs, discos etc' (30.3%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$388 million in the region – an average of \$160 per night.

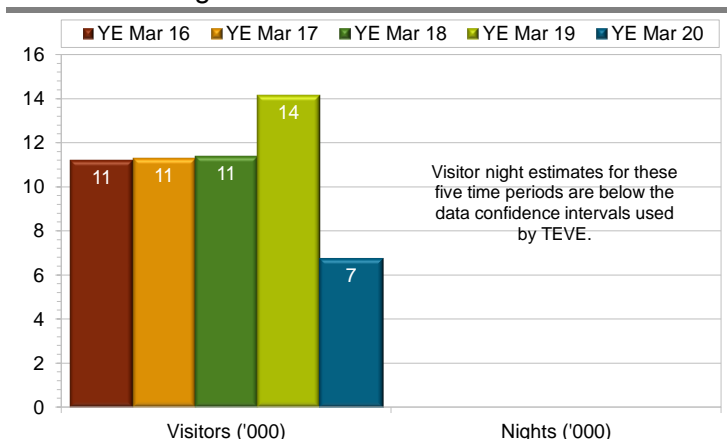
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to Echuca / Moama

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 6,800 international overnight visitors - down by 52.2% on YE Mar 19. Visitor nights estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 11.4% of visitors and 13.6% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 8.9% pts and the share of nights was up by 0.7% pts.

Purpose of visit to Echuca / Moama

'Visiting friends and relatives' (47.5%) was the largest purpose for **visitors** to the region, followed by 'holiday' (36.9%) and 'business' (6.2%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	24.3%	13	Hong Kong	0.0%
2	United Kingdom	18.3%	13	Singapore	0.0%
3	Germany	10.2%	13	Malaysia	0.0%
4	Thailand	5.6%	13	Taiwan	0.0%
5	USA	4.6%	13	India	0.0%
6	Korea	4.3%	13	Italy	0.0%
7	Mainland China	3.5%	13	Netherlands	0.0%
8	Indonesia	2.8%	13	Switzerland	0.0%
9	Canada	2.8%			
10	Japan	2.6%		Other Asia	11.9%
11	France	2.5%		Other Europe	2.8%
12	Scandinavia	1.1%		Other Countries	2.8%

New Zealand (24.3%) was the region's largest source market of visitors, followed by the United Kingdom (18.3%) and Germany (10.2%).

Accommodation

'Friends or relatives property' (40.2%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (19.1%).

Age

'55 to 64 years' (29.1%) was the biggest age group of visitors to the region, followed by '65 years and over' (26.2%).

Expenditure⁽⁴⁾

Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Mar 20.

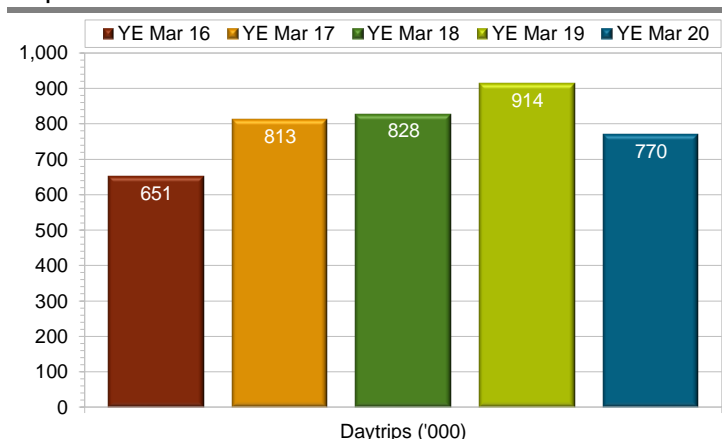
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 770,000 domestic daytrip visitors - down by 15.8% on YE Mar 19.

Market share

The region received 23.9% of daytrips to the Murray region. Compared to YE Mar 19, the share was down by 2.6% pts.

Main purpose of trip

'Holiday' (40.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.8%) and 'business' (10.3%).

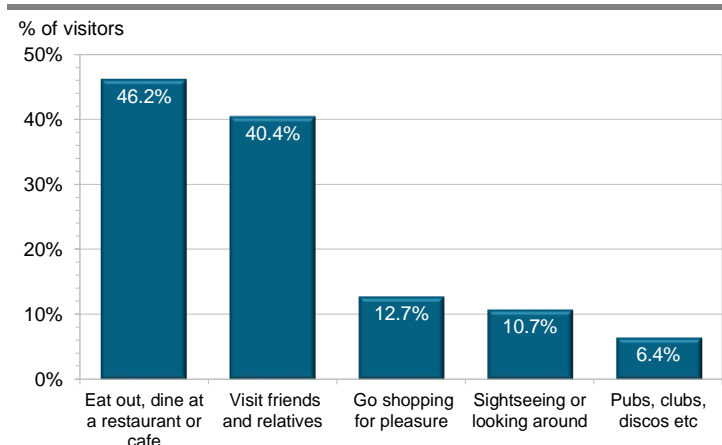
Age

'15 to 24 years' (19.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.6%) and '25 to 34 years' (17.9%).

Gender

More visitors to the region were male (52.2%) than female (47.8%).

Activities



'Eat out, dine at a restaurant or cafe' (46.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.4%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$94 million in the region - an average of \$123 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

(5) Source: National Visitor Survey, YE Mar 20, TRA

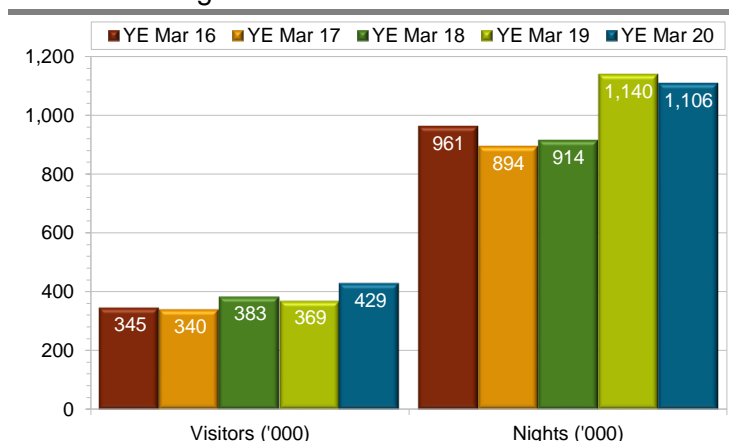
Page 2 of 2

Travel to the Swan Hill region

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

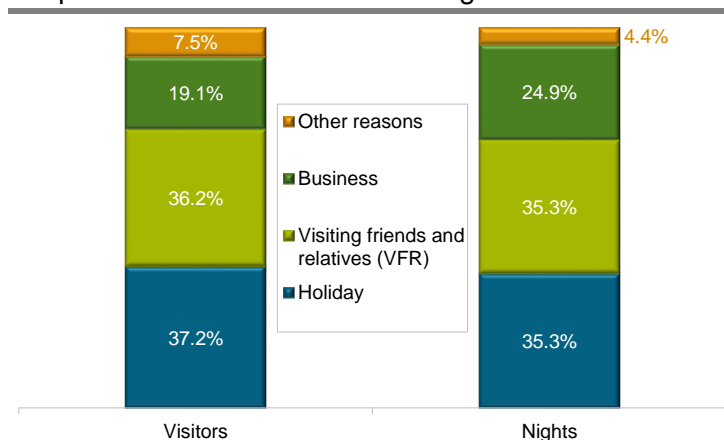


The Swan Hill region received 429,000 domestic overnight visitors – up by 16.2% on YE Mar 19. Visitors spent over 1.1 million nights in the region – down by 2.9% on YE Mar 19.

Market share

The region received 13.4% of visitors and 11.2% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 0.7% pts and the share of nights was down by 2.2% pts.

Purpose of visit to the Swan Hill region



'Holiday' (37.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (36.2%) and 'business' (19.1%). Compared to YE Mar 19, 'other reasons' increased by 3.4% pts while 'holiday' declined by 2.3% pts.

'Holiday' (35.3%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.3%) and 'business' (24.9%). Compared to YE Mar 19, 'holiday' grew by 8.7% pts while 'VFR' declined by 8.1% pts.

Accommodation

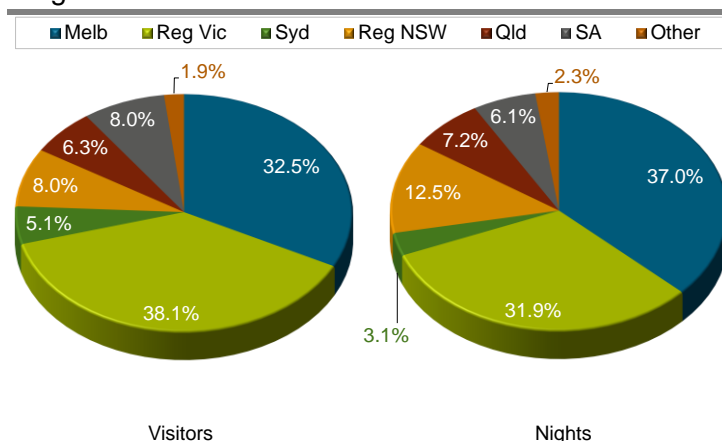
'Friends or relatives property' (36.9%) was the most popular accommodation type used for **nights** in the region. 'Standard hotel or motor inn, below 4 star' (20.7%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (18.9%).

Compared to YE Mar 19, 'standard hotel or motor inn, below 4 star' grew by 8.5% pts while 'friends or relatives property' declined by 5.0% pts.

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

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

Origin



The region received 70.7% of visitors and 68.9% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were up by 10.6% and nights were down by 14.9%.

New South Wales contributed 13.1% of visitors and 15.6% of nights in the region.

South Australia contributed 8.0% of visitors and 6.1% of nights in the region.

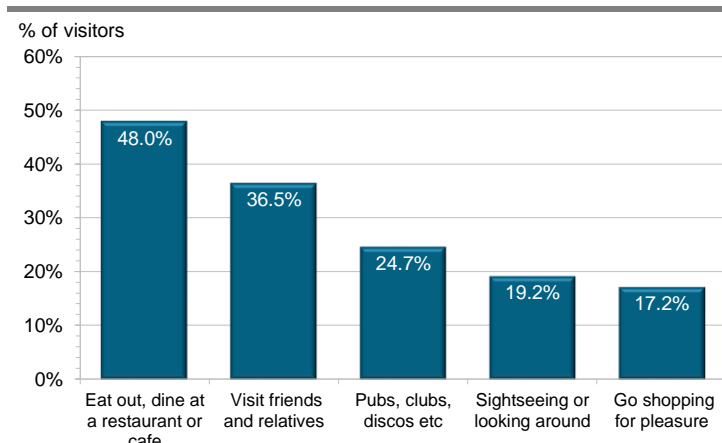
Length of stay

Visitors stayed, on average, 2.6 nights in the region – down by 0.5 nights on the YE Mar 19.

Age

'65 years and over' (26.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.4%) and '25 to 34 years' (19.2%).

Activities



'Eat out, dine at a restaurant or cafe' (48.0%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (36.5%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (24.7%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$135 million in the region – an average of \$122 per night.

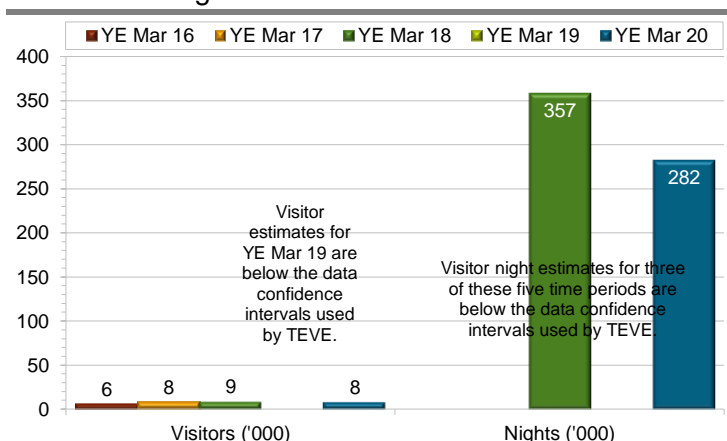
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to the Swan Hill region

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 8,500 international overnight visitors. Visitors spent 281,900 nights in the region.

Market share

The region received 14.2% of visitors and 18.7% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 7.1 pts and the share of nights was up by 11.3 pts.

Purpose of visit to the Swan Hill region

'Holiday' (52.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.6%) and 'employment' (7.9%).

Origin

No.	Market	Share	No.	Market	Share
1	Germany	18.9%	13	Scandinavia	1.8%
2	United Kingdom	11.8%	14	Taiwan	1.6%
3	Netherlands	9.4%	15	India	0.8%
4	Korea	8.9%	16	Japan	0.0%
5	Mainland China	8.7%	16	Hong Kong	0.0%
6	New Zealand	6.5%	16	Singapore	0.0%
7	Canada	6.0%	16	Thailand	0.0%
8	Indonesia	5.2%	16	Switzerland	0.0%
9	Malaysia	4.9%			
10	Italy	3.9%		Other Asia	0.9%
11	USA	3.3%		Other Europe	0.0%
12	France	3.2%		Other Countries	4.2%

Germany (18.9%) was the region's largest source market of visitors. The United Kingdom (11.8%) was the 2nd largest, followed by Netherlands (9.4%).

Accommodation

'Rented house, apartment, flat or unit' (58.4%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (24.9%).

Age

'25 to 34 years' (30.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (27.6%) and '55 to 64 years' (17.7%).

Expenditure⁽⁴⁾

International overnight visitors spent \$13 million in the region - an average of \$47 per night.

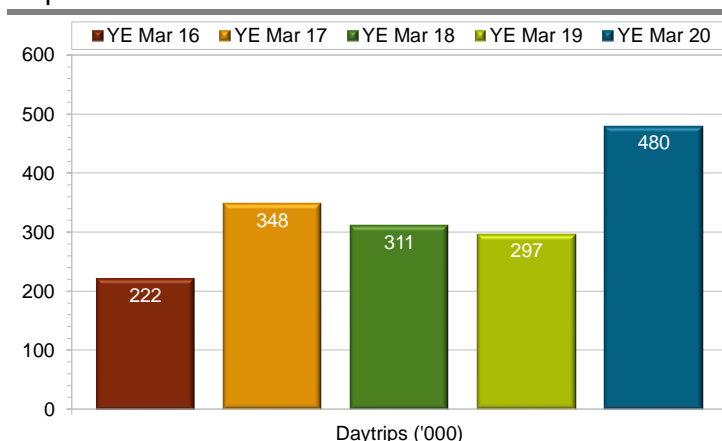
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 480,000 domestic daytrip visitors - up by 61.8% on YE Mar 19.

Market share

The region received 14.9% of daytrips to the Murray region. Compared to YE Mar 19, the share was up by 63% pts.

Main purpose of trip

'Holiday' (35.2%) was the largest purpose for visitors to the region, followed by 'business' (25.5%) and 'medical reasons' (16.0%).

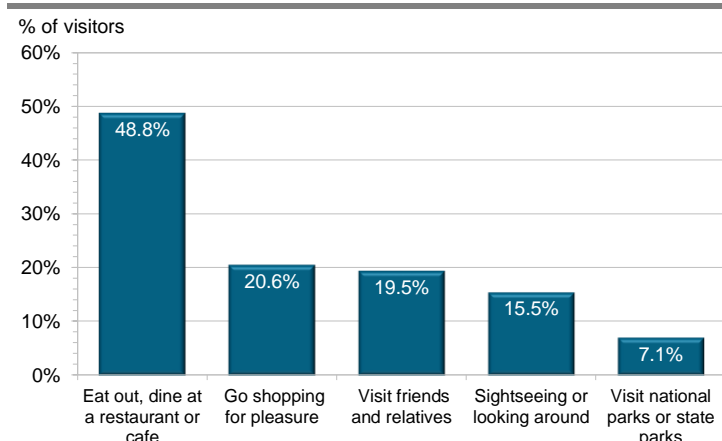
Age

'65 years and over' (32.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (28.4%) and '35 to 44 years' (12.6%).

Gender

More visitors to the region were female (53.5%) than male (46.5%).

Activities



'Eat out, dine at a restaurant or cafe' (48.8%) was the most popular activity undertaken by visitors to the region, followed by 'go shopping for pleasure' (20.6%) and 'visit friends and relatives' (19.5%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$70 million in the region - an average of \$146 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

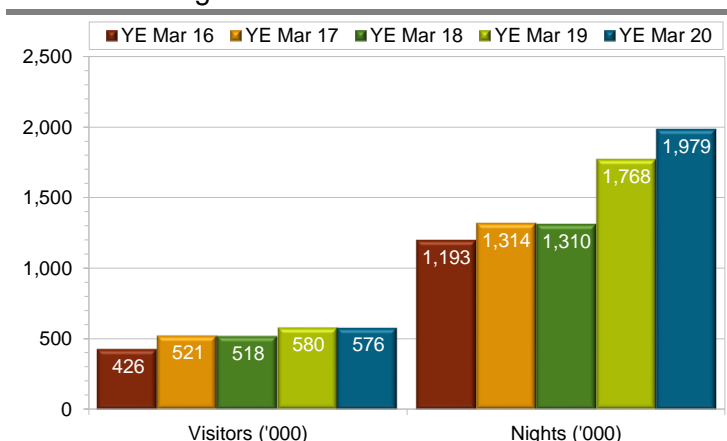
(5) Source: National Visitor Survey, YE Mar 20, TRA

Travel to Mildura / Wentworth

For the period April 2019 to March 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

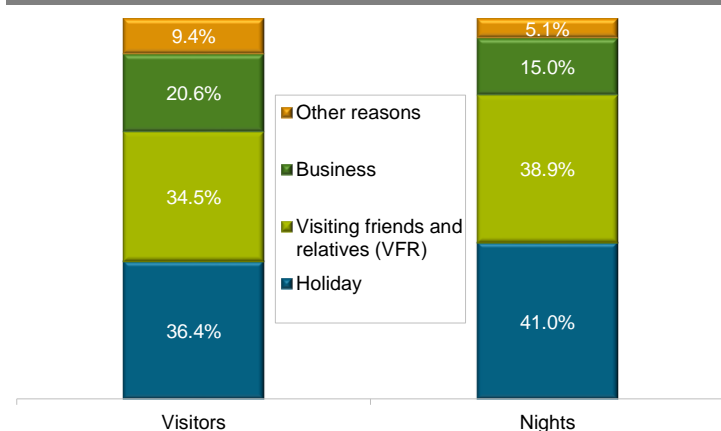


Mildura / Wentworth received 576,000 domestic overnight visitors - down by 0.8% on YE Mar 19. Visitors spent nearly 2.0 million nights in the region - up by 11.9% on YE Mar 19.

Market share

The region received 18.0% of visitors and 20.0% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 2.0% pts and the share of nights was down by 0.7% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (36.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (34.5%) and 'business' (20.6%). Compared to YE Mar 19, 'VFR' increased by 9.1% pts while 'business' decreased by 8.4% pts.

'Holiday' (41.0%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (38.9%) and 'business' (15.0%). Compared to YE Mar 19, 'VFR' increased by 8.7% pts while 'business' decreased by 9.9% pts.

Accommodation

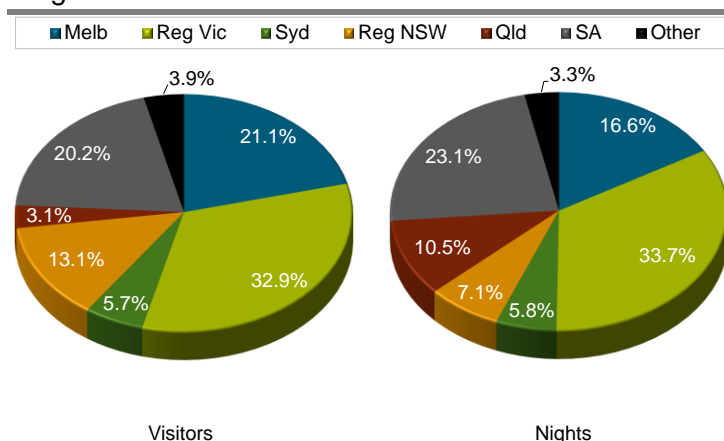
'Friends or relatives property' (36.4%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (20.4%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.2%).

Compared to YE Mar 19, 'friends or relatives property' grew by 10.6% pts while 'standard hotel or motor inn, below 4 star' declined by 10.4% pts.

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

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

Origin



The region received 54.0% of visitors and 50.2% of nights from **Victoria**. Compared to YE Mar 19, Victorian visitors were down by 0.9% and nights were down by 2.2%.

NSW contributed 18.9% of visitors and 12.9% of nights in the region. Compared to YE Mar 19, visitors from NSW were down by 13.8%.

South Australia contributed 20.2% of visitors and 23.1% of nights in the region. Compared to YE Mar 19, visitors from South Australia were up by 4.9%.

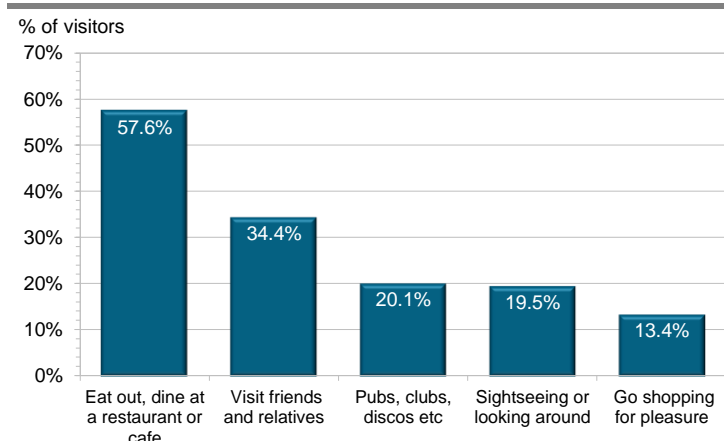
Length of stay

Visitors stayed, on average, 3.4 nights in the region - up by 0.4 nights on the YE Mar 19.

Age

'65 years and over' (24.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.7%) and '35 to 44 years' (19.6%).

Activities



'Eat out, dine at a restaurant or cafe' (57.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.4%) and 'pubs, clubs, discos etc' (20.1%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$285 million in the region - an average of \$144 per night.

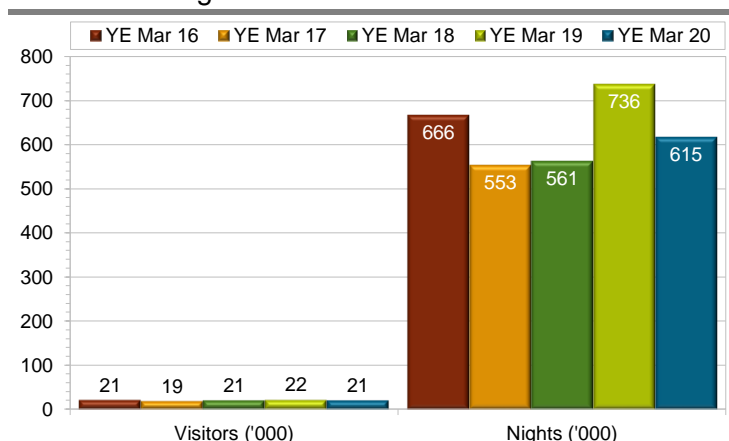
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

Travel to Mildura / Wentworth

For the period April 2019 to March 2020

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 20,600 international overnight visitors - down by 6.5% on YE Mar 19. Visitors spent 615,500 nights in the region - down by 16.4% on YE Mar 19.

Market share

The region received 34.6% of visitors and 40.9% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 3.1 pts and the share of nights was down by 8.0% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (59.9%) was the largest purpose for **visitors** to the region the region, followed by 'visiting friends and relatives' (26.5%) and 'business' (5.4%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.5%	13	Switzerland	2.2%
2	Germany	8.7%	14	Italy	1.6%
3	New Zealand	8.0%	15	France	1.6%
4	Japan	6.3%	16	Indonesia	1.4%
5	Scandinavia	5.7%	17	USA	1.3%
6	Thailand	5.7%	18	Canada	1.1%
7	Mainland China	5.7%	19	Korea	0.6%
8	Malaysia	4.6%	20	India	0.0%
9	Netherlands	4.1%			
10	Taiwan	3.8%		Other Asia	4.1%
11	Singapore	3.5%		Other Europe	3.3%
12	Hong Kong	3.1%		Other Countries	6.1%

The United Kingdom (17.5%) was the region's largest source market of visitors. Germany (8.7%) was the 2nd largest, followed by New Zealand (8.0%).

Accommodation

'Backpacker or hostel' (37.2%) was the most popular accommodation type used for **nights** in the region, followed by 'rented house, apartment, flat or unit' (36.5%).

Age

'25 to 34 years' (32.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (20.4%) and '65 years and over' (16.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$33 million in the region - an average of \$53 per night.

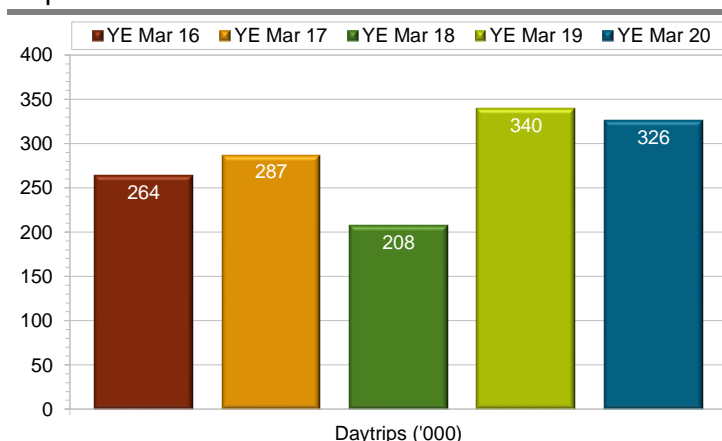
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 20.

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

(3) Source: International Visitor Survey, YE Mar 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 326,000 domestic daytrip visitors - down by 4.2% on YE Mar 19.

Market share

The region received 10.1% of daytrips to the Murray region. Compared to YE Mar 19, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (57.2%) was the largest purpose for visitors to the region, followed by 'business' (23.6%) and 'visiting friends and relatives' (10.1%).

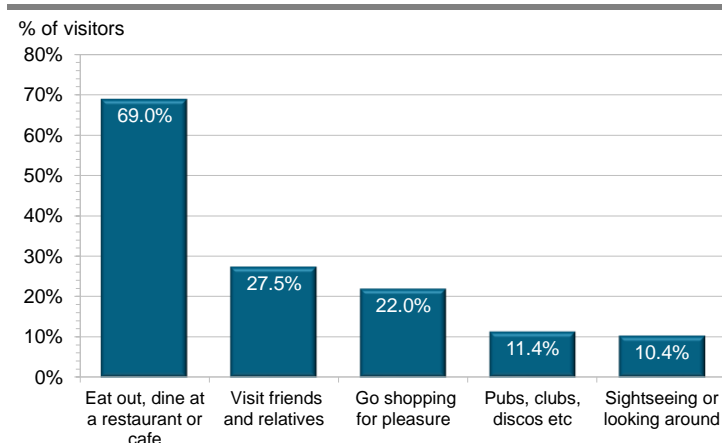
Age

'15 to 24 years' (25.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.1%) and '25 to 34 years' (18.7%).

Gender

More visitors to the region were male (50.7%) than female (49.3%).

Activities



'Eat out, dine at a restaurant or cafe' (69.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (27.5%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$38 million in the region - an average of \$117 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 20.

(5) Source: National Visitor Survey, YE Mar 20, TRA