

Travel to the Murray Region



Year ended March 2021
Quarterly Tracking of Selected Measures




DOMESTIC TRAVEL TO MURRAY REGION

April 2020 to March 2021
and change on April 2019 to March 2020



Domestic overnight travel

	1.6 million	↓ -50.2%
	5.3 million	↓ -46.8%
	\$694 million	↓ -54.5%

Total domestic travel

	3.6 million	↓ -44.0%
	5.3 million	↓ -46.8%
	\$1.0 billion	↓ -48.0%

Domestic daytrip travel

	2.0 million	↓ -37.8%
	\$331 million	↓ -25.9%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

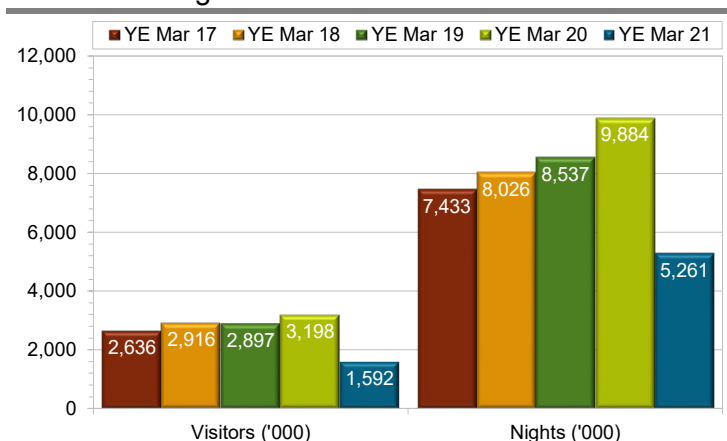
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period April 2020 to March 2021

Overnight travel

Visitors and nights



The Murray region received nearly 1.6 million overnight visitors - down by 50.2% on YE Mar 20. Visitors spent nearly 5.3 million nights in the region - down by 46.8% on YE Mar 20.

Expenditure ⁽²⁾

Overnight visitors spent \$694 million in the Murray region - down by 54.5% on YE Mar 20. On average, visitors spent \$132 per night - down by 14.4% on YE Mar 20.

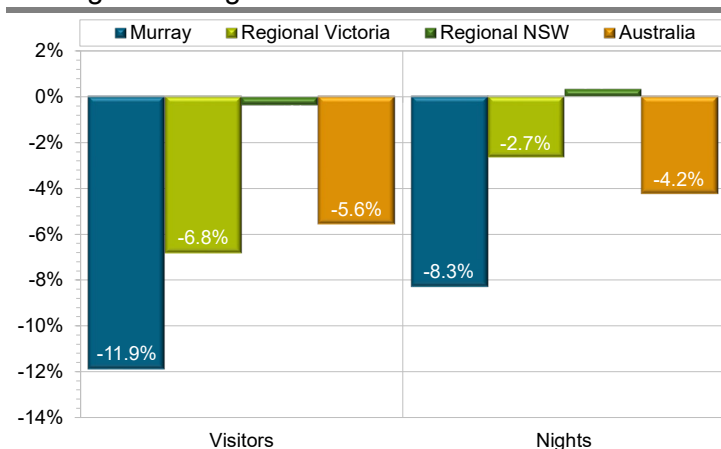
(2) Sources: NVS & Regional Expenditure Model, YE Mar 21, TRA.

Market share

The overnight sector represented 44.3% all domestic visitors to the Murray region - down by 5.5% pts on YE Mar 20. The overnight sector contributed 67.7% of total domestic spend in the region - down by 9.6% pts on YE Mar 20.

The Murray region received 5.1% of visitors and 4.9% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 20, the share of visitors was down by 2.3% pts and the share of nights was down by 2.4% pts.

Average annual growth - YE Mar 17 to YE Mar 21



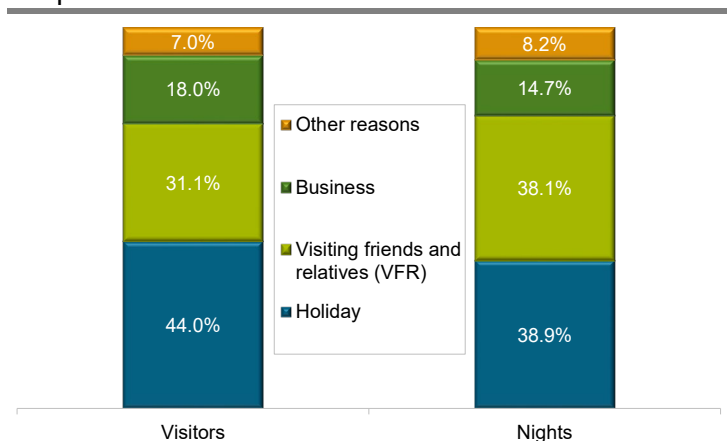
Over the period YE Mar 17 to YE Mar 21, the Murray region had an average annual decline of -11.9% in **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -8.3% in **nights** over the period. The region had a higher decline than regional Victoria, regional NSW and Australia.

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 (NVS), YE Mar 21, Tourism Research Australia (TRA) – unless otherwise specified

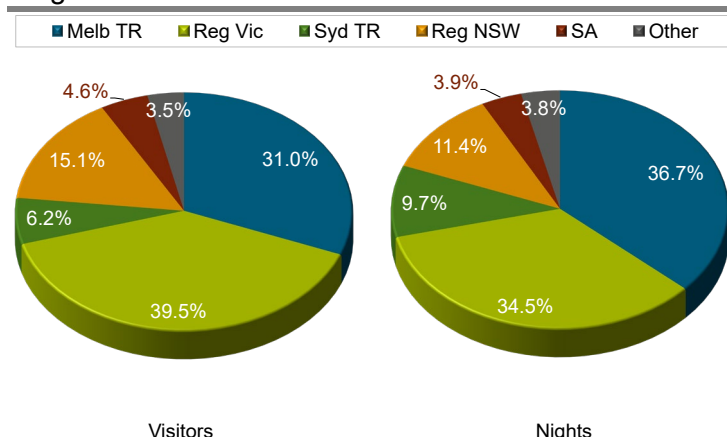
Purpose of visit



'Holiday' (44.0%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (31.1%) was the 2nd largest purpose, followed by 'business' (18.0%). Compared to YE Mar 20, 'holiday' increased by 4.0% pts whilst 'VFR' decreased by 4.9% pts.

'Holiday' (38.9%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (38.1%) was the 2nd largest purpose, followed by 'business' (14.7%). Compared to YE Mar 20, 'VFR' increased by 4.4% pts whilst 'holiday' decreased by 5.9% pts.

Origin



The Murray region received 70.5% of visitors and 71.2% of nights from **Victoria**. Compared to YE Mar 20, Victorian visitors were down by 46.4% and nights were down by 37.7%.

NSW contributed 21.3% of visitors and 21.2% of nights in the region. Compared to YE Mar 20, NSW visitors were down by 49.0% and nights were down by 38.1%.

South Australia contributed 4.6% of visitors and 3.9% of nights in the region. Compared to YE Mar 20, visitors from South Australia were down by 58.5%.

Other states contributed 3.5% of visitors and 3.8% of nights in the region. Compared to YE Mar 20, visitors from other states were down by 78.3%.

Month returned from trip

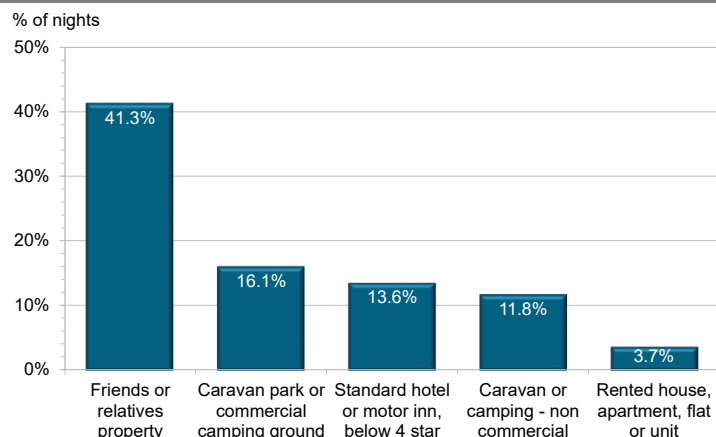
January (18.2%) was the most popular month for visitors to return from their trip to the Murray region. March (17.0%) was the 2nd most popular month to return, followed by December (10.8%).

Domestic travel to the Murray region ⁽¹⁾

For the period April 2020 to March 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (41.3%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Mar 20, 'friends or relatives property' increased by 7.4% pts whilst 'caravan park or commercial camping ground' decreased by 2.7% pts.

Length of stay

Visitors stayed, on average, 3.3 nights in the Murray region – up by 0.2 nights on YE Mar 20.

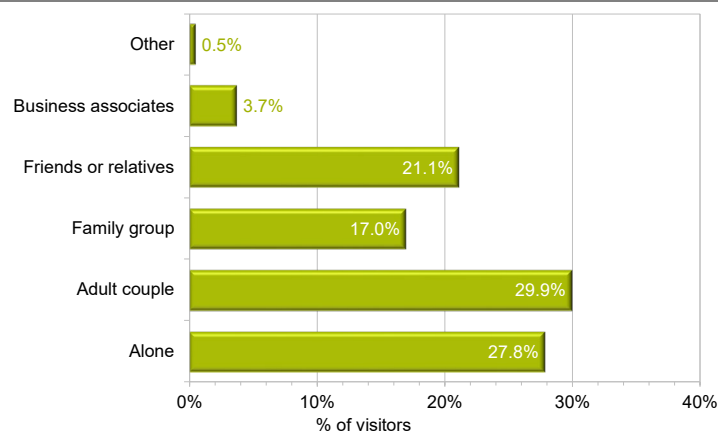
Activities

'Eat out, dine at a restaurant or cafe' (48.8%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (30.2%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (24.1%).

All transport

'Private vehicle or company car' (95.7%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (1.6%) was the 2nd most popular transport used, followed by 'self-drive motorhome or campervan' (0.9%).

Travel party



'Adult couple' (29.9%) was the most common travel party description of visitors to the Murray region. 'Alone' (27.8%) was the 2nd most common travel party description.

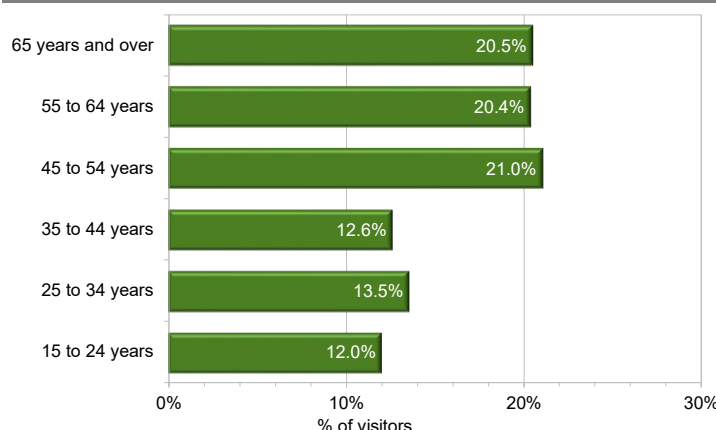
Number of stopovers on trip

Nearly ¾ (72.3%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (9.1%) had two stopovers on the trip.

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

(1) Source: NVS, YE Mar 21, TRA – unless otherwise specified

Age



'45 to 54 years' (21.0%) was the biggest age group of visitors to the Murray region. '65 years and over' (20.5%) was the 2nd biggest age group, followed by '55 to 64 years' (20.4%).

Gender

More visitors to the Murray region were male (56.6%) than female (43.4%).

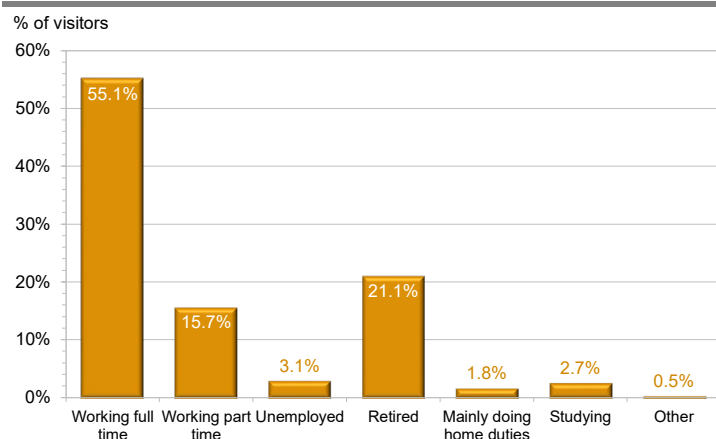
Lifecycle

'Older non-working' (21.4%) was the largest lifecycle group of visitors to the Murray region. 'Parent with youngest child aged under 15' (20.1%) was the 2nd largest lifecycle group, followed by 'older working' (19.7%).

Marital status

More visitors to the Murray region were married or part of a couple (70.5%) than single (29.4%).

Employment



'Working full time' (55.1%) was the most common employment status of visitors to the Murray region. 'Retired' (21.1%) was the 2nd most common employment status, followed by 'working part time' (15.7%).

Annual household income

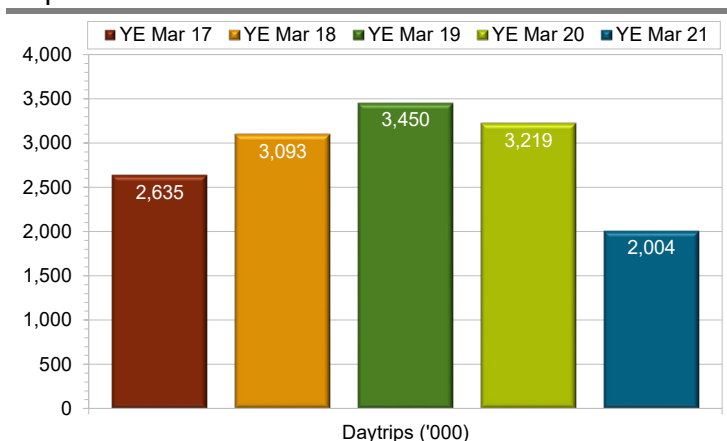
The average annual household income was \$124,889 amongst visitors to the Murray region. Over 3/10 (31.1%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (19.3%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period April 2020 to March 2021

Daytrip travel

Trips



The Murray region received over 2.0 million daytrip visitors - down by 37.8% on YE Mar 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$331 million in the Murray region - down by 25.9% on YE Mar 20. On average, visitors spent \$165 per trip - up by 19.0% on YE Mar 20.

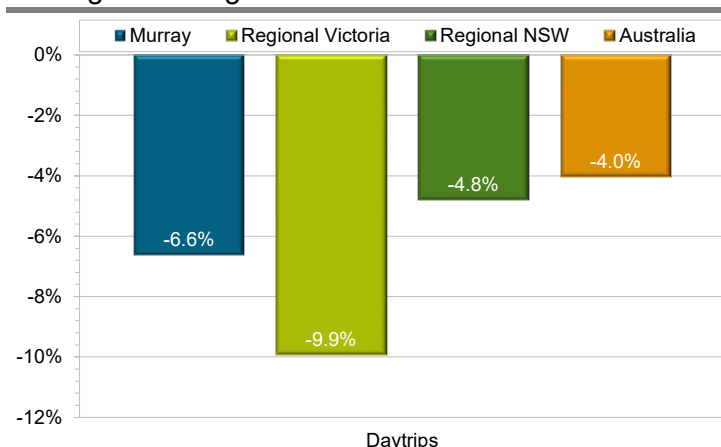
(2) Sources: NVS & Regional Expenditure Model, YE Mar 21, TRA.

Market share

The daytrip sector represented 55.7% all domestic visitors to the Murray region - up by 5.5% pts on YE Mar 20. The daytrip sector contributed 32.3% of total domestic spend in the region - up by 9.6% pts on YE Mar 20.

The Murray region received 3.9% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 20, the share was up by 0.2% pts.

Average annual growth - YE Mar 17 to YE Mar 21

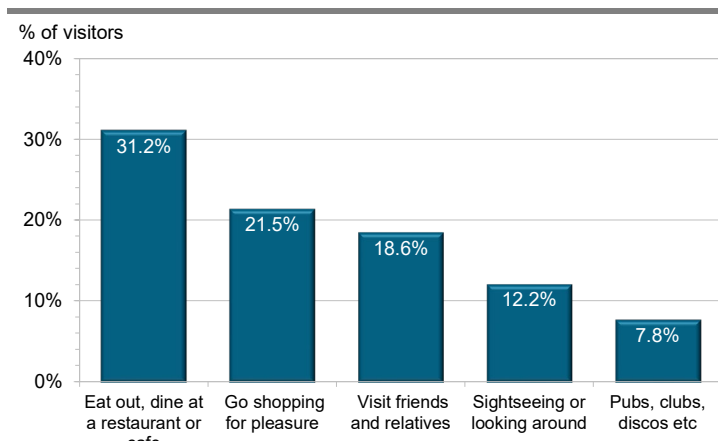


Over the period YE Mar 17 to YE Mar 21, the Murray region had an average annual decline of -6.6% in daytrips. The region had a lower decline than regional Victoria, but a higher decline than regional NSW and Australia.

Main purpose of trip

'Holiday' (34.2%) was the largest purpose for visitors to the Murray region. 'Business' (25.5%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (19.1%). Compared to YE Mar 20, 'business' grew by 7.8% pts whilst 'holiday' fell by 8.6% pts.

Activities



'Eat out, dine at a restaurant or cafe' (31.2%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.0%) was the most popular transport used by visitors to the Murray region. 'Bus or coach' (0.9%) was the 2nd most popular transport used.

Origin

The Murray region received (67.5%) of daytrip visitors from Victoria. NSW contributed (32.2%) and South Australia (0.3%) of daytrip visitors to the region. The Murray tourism region (21.3%) was the Murray region's largest individual source market.

Age

'65 years and over' (27.2%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (19.0%) was the 2nd biggest age group, followed by '25 to 34 years' (16.4%).

Month travelled

December (14.6%) was the most popular month for a daytrip to the Murray region. September (11.6%) was the 2nd most popular month to travel, followed by November (11.0%).

Total domestic travel

Visitors, nights and spend

	YE Mar 17	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	Change on last year
Domestic visitors (million)						
Overnight visitors	2.6	2.9	2.9	3.2	1.6	-50.2%
Daytrip visitors	2.6	3.1	3.5	3.2	2.0	-37.8%
Total domestic visitors	5.3	6.0	6.3	6.4	3.6	-44.0%
Domestic nights (million)						
Total domestic nights	7.4	8.0	8.5	9.9	5.3	-46.8%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,029	\$1,193	\$1,298	\$1,523	\$694	-54.5%
Daytrip spend ⁽²⁾	\$332	\$408	\$537	\$447	\$331	-25.9%
Total domestic spend ⁽²⁾	\$1,361	\$1,600	\$1,836	\$1,969	\$1,024	-48.0%

The Murray region received nearly 3.6 million domestic visitors - down by 44.0% on YE Mar 20. Visitors spent over 5.3 million nights in the region - down by 46.8% on YE Mar 20. In total, domestic visitors spent over \$1.0 billion on travel to the Murray region - down by 48.0% on YE Mar 20.

(2) Sources: NVS & Regional Expenditure Model, YE Mar 21, TRA.




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

(1) Source: NVS, YE Mar 21, TRA – unless otherwise specified



DOMESTIC TRAVEL TO ALBURY / WODONGA

April 2020 to March 2021
and change on April 2019 to March 2020



Domestic overnight travel

	370 thousand	↓ -57.2%
	1.2 million	↓ -43.1%
	\$184 million	↓ -57.0%

Total domestic travel

	1.1 million	↓ -41.4%
	1.2 million	↓ -43.1%
	\$377 million	↓ -39.2%

Domestic daytrip travel

	728 thousand	↓ -27.9%
	np	np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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




DOMESTIC TRAVEL TO SUN COUNTRY

April 2020 to March 2021
and change on April 2019 to March 2020

Domestic overnight travel

	334 thousand	↓ -49.8%
	1.4 million	↓ -39.4%
	\$140 million	↓ -51.3%

Total domestic travel

	664 thousand	↓ -48.9%
	1.4 million	↓ -39.4%
	\$161 million	↓ -52.5%

Domestic daytrip travel

	329 thousand	↓ -48.0%
	\$21 million	↓ -59.1%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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

DOMESTIC TRAVEL TO ECHUCA / MOAMA

April 2020 to March 2021
and change on April 2019 to March 2020

Domestic overnight travel



437 thousand ↓ -45.2%



1.3 million ↓ -46.3%



\$184 million ↓ -52.7%

Total domestic travel



965 thousand ↓ -38.4%



1.3 million ↓ -46.3%



\$234 million ↓ -51.4%

Domestic daytrip travel



528 thousand ↓ -31.5%



\$51 million ↓ -46.2%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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




DOMESTIC TRAVEL TO SWAN HILL REGION

April 2020 to March 2021
and change on April 2019 to March 2020



Domestic overnight travel

	265 thousand	↓ -38.2%
	587 thousand	↓ -46.9%
	\$83 million	↓ -38.0%

Total domestic travel

	497 thousand	↓ -45.4%
	587 thousand	↓ -46.9%
	\$108 million	↓ -47.1%

Domestic daytrip travel

	232 thousand	↓ -51.8%
	np	np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

April 2020 to March 2021
and change on April 2019 to March 2020



Domestic overnight travel

	247 thousand	↓ -57.1%
	799 thousand	↓ -59.6%
	\$102 million	↓ -64.0%

Total domestic travel

	434 thousand	↓ -51.9%
	799 thousand	↓ -59.6%
	\$143 million	↓ -55.7%

Domestic daytrip travel

	187 thousand	↓ -42.6%
	np	np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

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