

Travel to the Murray Region




Year ended March 2022
Quarterly Tracking of Selected Measures






DOMESTIC TRAVEL TO MURRAY REGION

April 2021 to March 2022
and change on April 2020 to March 2021

Domestic overnight travel

	2.2 million	↑	36.1%
	6.8 million	↑	29.8%
	\$1.1 billion	↑	51.8%

Total domestic travel

	4.6 million	↑	27.0%
	6.8 million	↑	29.8%
	\$1.4 billion	↑	38.6%

Domestic daytrip travel

	2.4 million	↑	19.9%
	\$368 million	↑	11.1%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

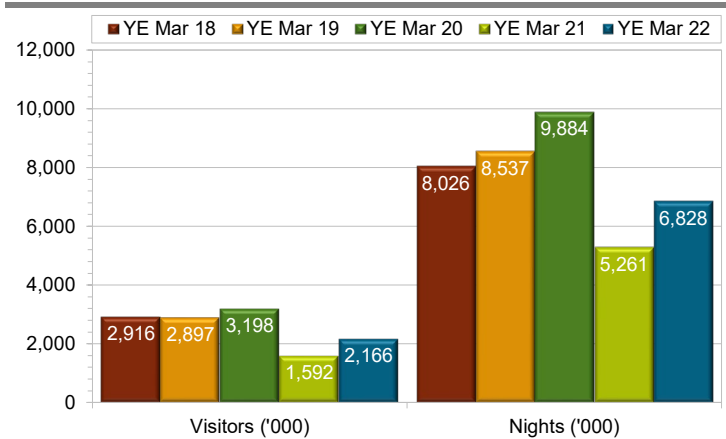
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period April 2021 to March 2022

Overnight travel

Visitors and nights



The Murray region received nearly 2.2 million overnight visitors - up by 36.1% on YE Mar 21. Visitors spent over 6.8 million nights in the region - up by 29.8% on YE Mar 21.

Expenditure ⁽²⁾

Overnight visitors spent nearly \$1.1 billion in the Murray region - up by 51.8% on YE Mar 21. On average, visitors spent \$154 per night - up by 16.9% on YE Mar 21.

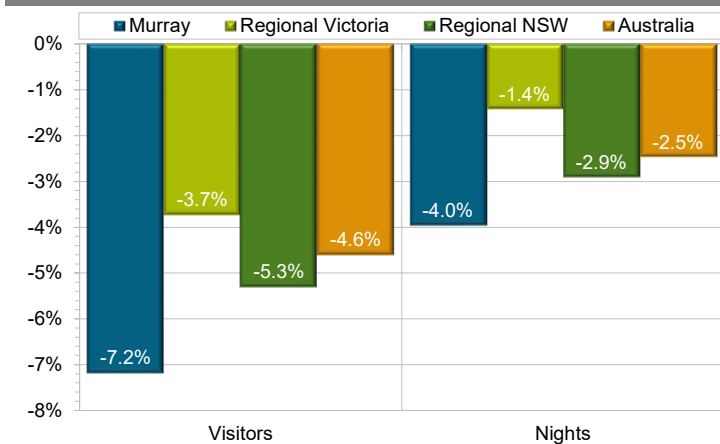
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The overnight sector represented 47.4% all domestic visitors to the Murray region - up by 3.1% pts on YE Mar 21. The overnight sector contributed 74.1% of total domestic spend in the region - up by 6.4% pts on YE Mar 21.

The Murray region received 6.7% of visitors and 6.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 21, the share of visitors was up by 1.6% pts and the share of nights was up by 1.4% pts.

Average annual growth - YE Mar 18 to YE Mar 22



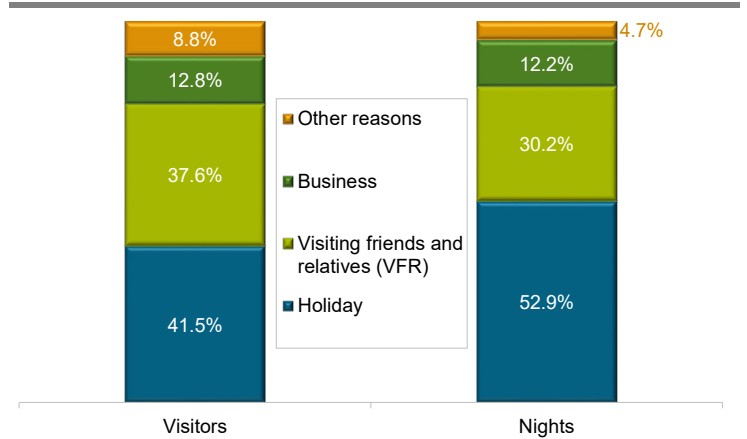
Over the period YE Mar 18 to YE Mar 22, the Murray region had an average annual decline of -7.2% in **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -4.0% 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 22, Tourism Research Australia (TRA) - unless otherwise specified

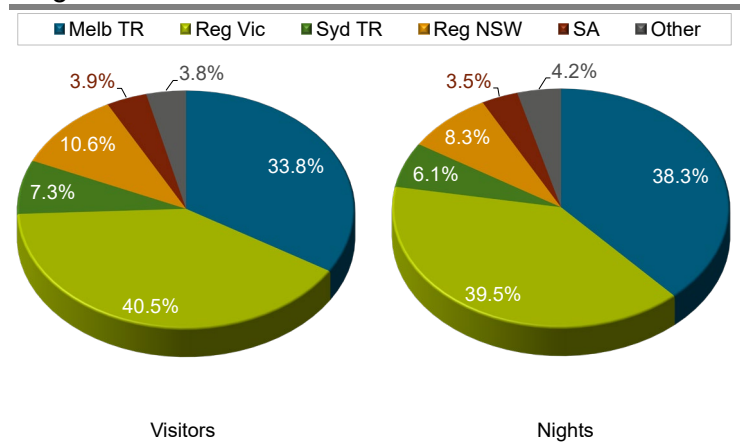
Purpose of visit



'Holiday' (41.5%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (37.6%) was the 2nd largest purpose, followed by 'business' (12.8%). Compared to YE Mar 21, 'VFR' increased by 6.5% pts whilst 'business' decreased by 5.2% pts.

'Holiday' (52.9%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (30.2%) was the 2nd largest purpose, followed by 'business' (12.2%). Compared to YE Mar 21, 'holiday' increased by 14.0% pts whilst 'VFR' decreased by 7.9% pts.

Origin



The Murray region received 74.3% of visitors and 77.8% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 43.4% and nights were up by 41.8%.

NSW contributed 17.9% of visitors and 14.5% of nights in the region. Compared to YE Mar 21, NSW visitors were up by 14.2% and nights were down by 11.1%.

South Australia contributed 3.9% of visitors and 3.5% of nights in the region. Compared to YE Mar 21, visitors from South Australia were up by 15.6%.

Other states contributed 3.8% of visitors and 4.2% of nights in the region. Compared to YE Mar 21, visitors from other states were up by 47.6%.

Month returned from trip

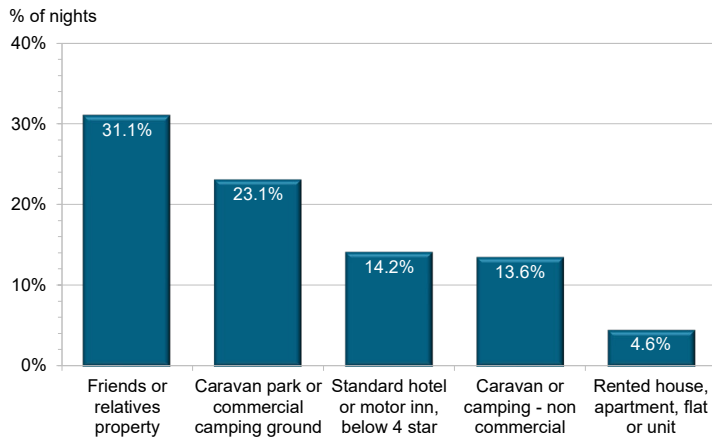
April (15.3%) was the most popular month for visitors to return from their trip to the Murray region. December (13.0%) was the 2nd most popular month to return, followed by January (12.2%).

Domestic travel to the Murray region (1)

For the period April 2021 to March 2022

Overnight travel (cont)

Accommodation



'Friends or relatives property' (31.1%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Mar 21, 'caravan park or commercial camping' increased by 7.0% pts whilst 'friends or relatives property' decreased by 10.2% pts.

Length of stay

Visitors stayed, on average, 3.2 nights in the Murray region – down by 0.1 night on YE Mar 21.

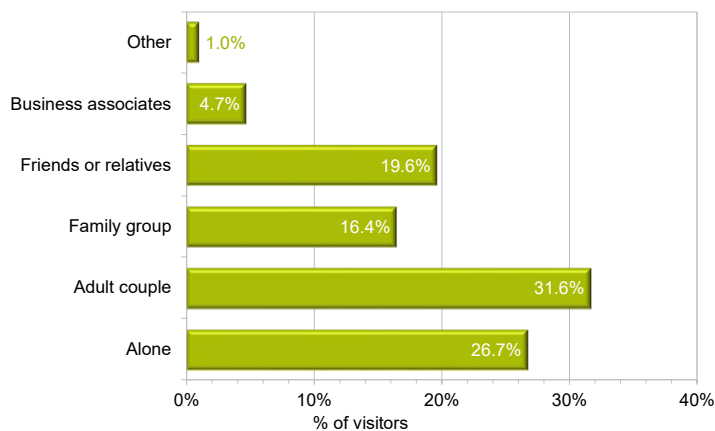
Activities

'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (27.5%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (26.1%).

All transport

'Private vehicle or company car' (92.9%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (2.4%) was the 2nd most popular transport used, followed by 'rental car' (1.2%).

Travel party



'Adult couple' (31.6%) was the most common travel party description of visitors to the Murray region. 'Alone' (26.7%) was the 2nd most common travel party description.

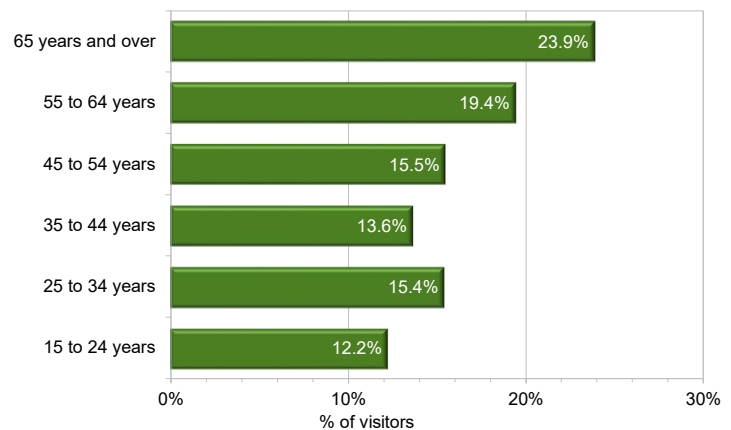
Number of stopovers on trip

Over ¾ (76.1%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.2%) 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 22, TRA – unless otherwise specified

Age



'65 years and over' (23.9%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (19.4%) was the 2nd biggest age group, followed by '45 to 54 years' (15.5%).

Gender

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

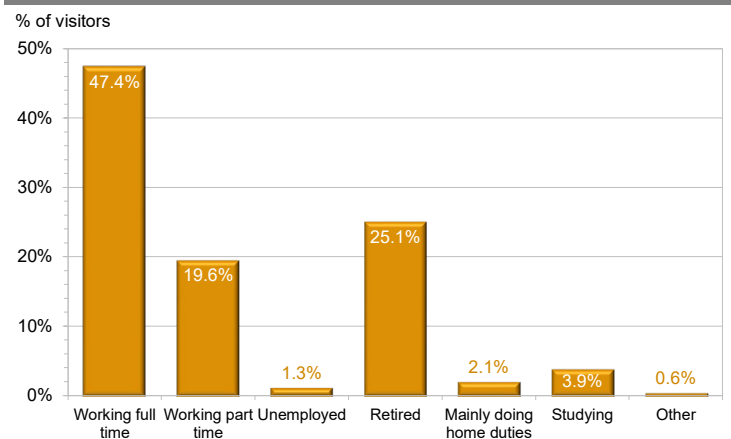
Lifecycle

'Older non-working' (25.1%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (20.8%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (18.9%).

Marital status

More visitors to the Murray region were married or part of a couple (67.5%) than single (32.4%).

Employment



'Working full time' (47.4%) was the most common employment status of visitors to the Murray region. 'Retired' (25.1%) was the 2nd most common employment status, followed by 'working part time' (19.6%).

Annual household income

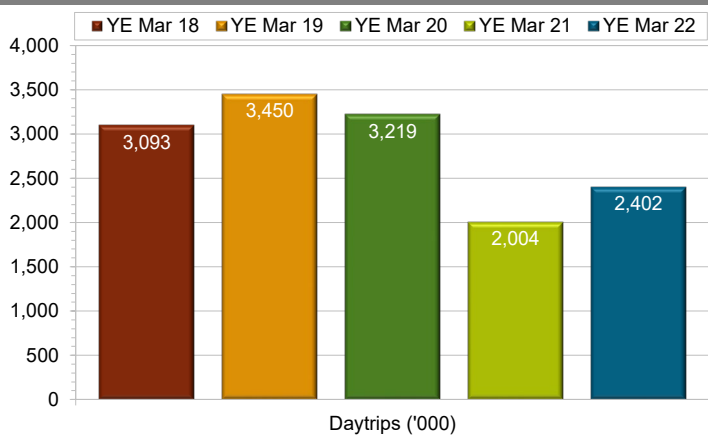
The average annual household income was \$121,933 amongst visitors to the Murray region. Nearly 3/10 (29.2%) of visitors had an annual household income of '\$150,000+'. Note: over 1/5 (20.5%) did not provide an income.

Domestic travel to the Murray region (1)

For the period April 2021 to March 2022

Daytrip travel

Trips



The Murray region received over 2.4 million daytrip visitors – up by 19.9% on YE Mar 21.

Expenditure (2)

Daytrip visitors spent \$368 million in the Murray region – up by 11.1% on YE Mar 21. On average, visitors spent \$153 per trip – down by 7.3% on YE Mar 21.

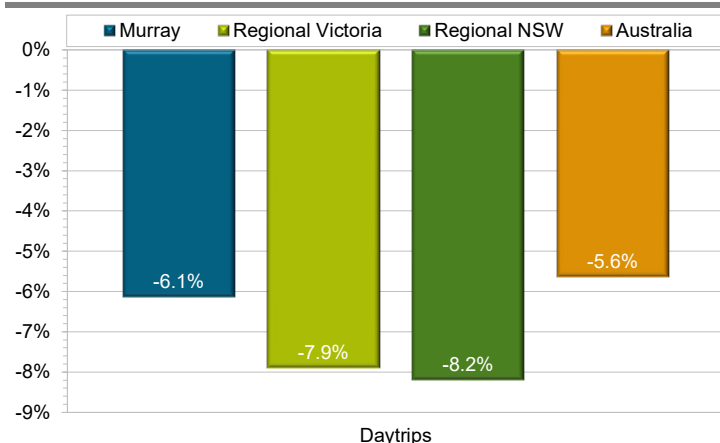
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 52.6% all domestic visitors to the Murray region – down by 3.1% pts on YE Mar 21. The daytrip sector contributed 25.9% of total domestic spend in the region – down by 6.4% pts on YE Mar 21.

The Murray region received 4.5% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 21, the share was up by 0.6% pts.

Average annual growth - YE Mar 18 to YE Mar 22

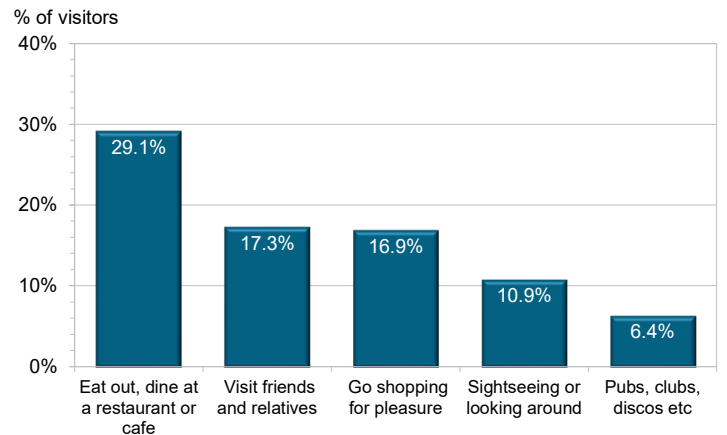


Over the period YE Mar 18 to YE Mar 22, the Murray region had an average annual decline of -6.1% in daytrips. The region had a lower decline than regional Victoria and regional NSW, but a higher decline than Australia.

Main purpose of trip

'Holiday' (44.8%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives (VFR)' (20.5%) was the 2nd largest purpose, followed by 'business' (14.7%). Compared to YE Mar 21, 'holiday' increased by 10.6% pts whilst 'business' decreased by 10.8% pts.

Activities



'Eat out, dine at a restaurant or cafe' (29.1%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (99.4%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (0.3%) was the 2nd most popular transport used.

Origin

The Murray region received (58.9%) of daytrip visitors from Victoria. NSW contributed (31.7%) and South Australia (0.6%) of daytrip visitors to the region. The Murray (NSW) tourism region (25.4%) was the Murray region's largest individual source market.

Age

'65 years and over' (31.5%) was the biggest age group of visitors to the Murray region. '25 to 34 years' (15.6%) was the 2nd biggest age group, followed by '55 to 64 years' (15.4%).

Month travelled

December (13.7%) was the most popular month for a daytrip to the Murray region. May (12.0%) was the 2nd most popular month to travel, followed by June (10.9%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors (million)						
Overnight visitors	2.9	2.9	3.2	1.6	2.2	+36.1%
Daytrip visitors	3.1	3.5	3.2	2.0	2.4	+19.9%
Total domestic visitors	6.0	6.3	6.4	3.6	4.6	+27.0%
Domestic nights (million)						
Total domestic nights	8.0	8.5	9.9	5.3	6.8	+29.8%
Domestic spend (\$ million)						
Overnight spend (2)	\$1,193	\$1,298	\$1,523	\$694	\$1,053	+51.8%
Daytrip spend (2)	\$408	\$537	\$447	\$331	\$368	+11.1%
Total domestic spend (2)	\$1,600	\$1,836	\$1,969	\$1,024	\$1,420	+38.6%

The Murray region received nearly 4.6 million domestic visitors – up by 27.0% on YE Mar 21. Visitors spent over 6.8 million nights in the region – up by 29.8% on YE Mar 21. In total, domestic visitors spent over \$1.4 billion on travel to the Murray region – up by 38.6% on YE Mar 21.




(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

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




DOMESTIC TRAVEL TO ALBURY / WODONGA

April 2021 to March 2022
and change on April 2020 to March 2021



Domestic overnight travel

	475 thousand	↑	28.3%
	1.2 million	↓	-1.9%
	\$221 million	↑	20.0%

Total domestic travel

	1.4 million	↑	24.1%
	1.2 million	↓	-1.9%
	\$411 million	↑	9.1%

Domestic daytrip travel

	888 thousand	↑	21.9%
	\$191 million		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

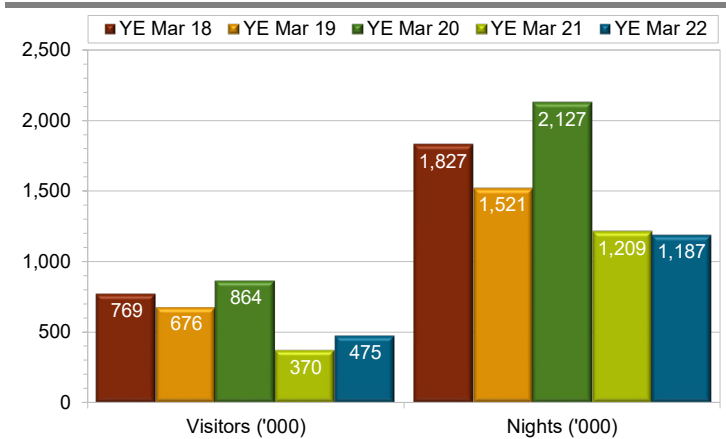
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Domestic travel to Albury / Wodonga (1)

For the period April 2021 to March 2022

Overnight travel

Visitors and nights

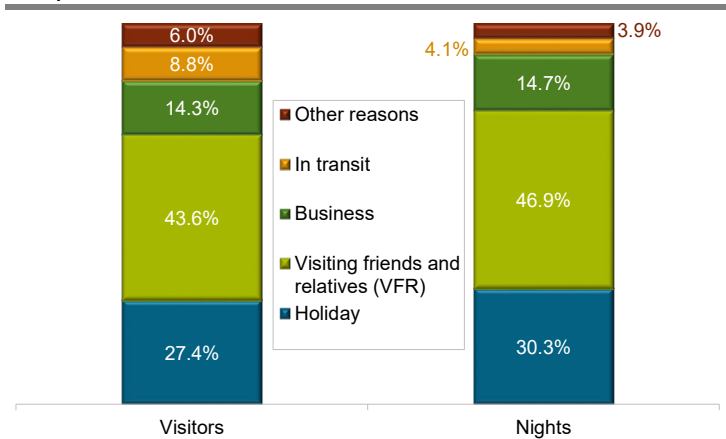


Albury / Wodonga received 475,000 overnight visitors - up by 28.3% on YE Mar 21. Visitors spent nearly 1.2 million nights in the region - down by 1.9% on YE Mar 21.

Market share

Albury / Wodonga received 21.9% of visitors and 17.4% of nights in the Murray region. Compared to YE Mar 21, share of visitors was down by 1.4% pts and share of nights was down by 5.6% pts.

Purpose of visit



'Visiting friends and relatives (VFR)' (43.6%) was the largest purpose for **visitors** to Albury / Wodonga, followed by 'holiday' (27.4%) and 'business' (14.3%). Compared to YE Mar 21, 'holiday' grew by 6.9% pts whilst 'business' fell by 11.2% pts.

'VFR' (46.9%) was the largest purpose in terms of **nights** in Albury / Wodonga, followed by 'holiday' (30.3%) and 'business' (14.7%). Compared to YE Mar 21, 'holiday' grew by 19.2% pts whilst 'other nfd' fell by 18.0% pts.

Accommodation

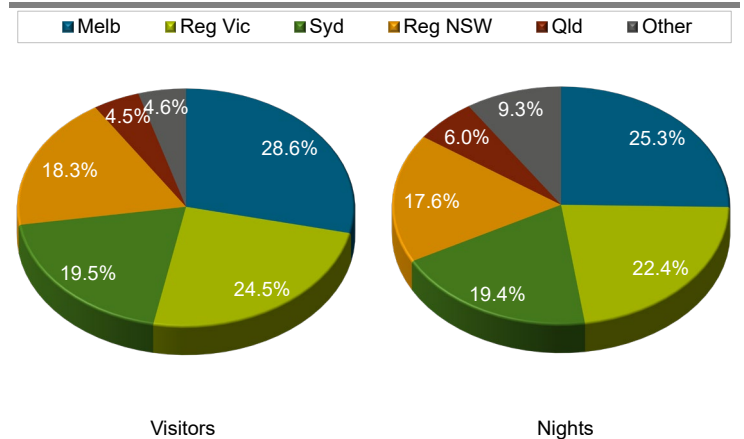
'Friends or relatives property' (50.4%) was the most popular accommodation type used for **nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (23.0%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (10.4%).

Compared to YE Mar 21, 'caravan park or commercial camping ground' increased by 6.4% pts whilst 'friends or relatives property' declined by 4.3% pts.

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

(1) Source: National Visitor Survey, YE Mar 22, Tourism Research Australia (TRA) - unless otherwise specified

Origin



Albury / Wodonga received 53.1% of visitors and 47.7% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 26.4% and nights were down by 19.5%.

New South Wales contributed 37.8% of visitors and 37.0% of nights in the region. Compared to YE Mar 21, NSW visitors were up by 34.8%.

Other states contributed 9.1% of visitors and 15.3% of nights in the region.

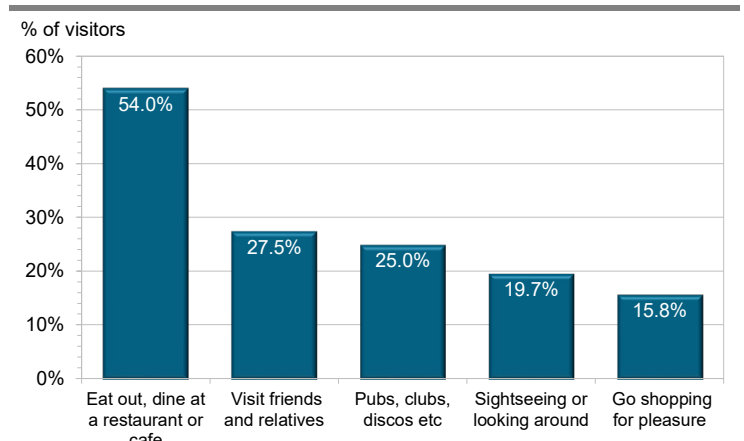
Length of stay

Visitors stayed, on average, 2.5 nights in Albury / Wodonga - down by 0.8 nights on the YE Mar 21.

Age

'55 to 64 years' (25.7%) was the biggest age group of visitors to Albury / Wodonga, followed by '65 years and over' (21.0%) and '45 to 54 years' (15.9%).

Activities



'Eat out, dine at a restaurant or cafe' (54.0%) was the most popular activity undertaken by visitors to Albury / Wodonga, followed by 'visit friends and relatives' (27.5%).

Expenditure (2)

Overnight visitors spent \$221 million in Albury / Wodonga - up by 20.0% on YE Mar 21. On average, visitors spent \$186 per night - up by 22.3% on YE Mar 21.

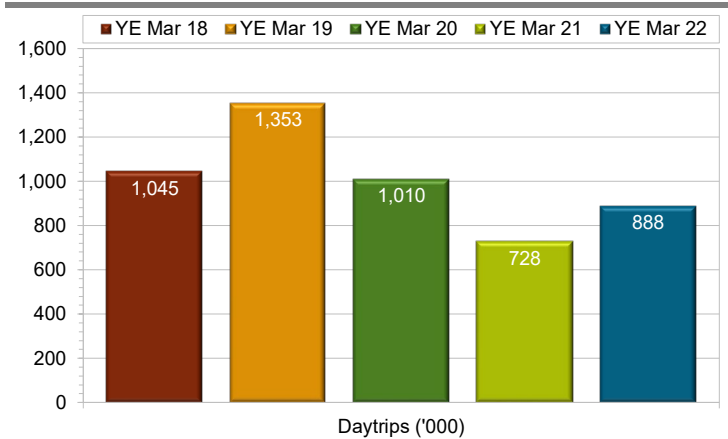
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Domestic travel to Albury / Wodonga (1)

For the period April 2021 to March 2022

Daytrip travel

Trips



Albury / Wodonga received 888,000 daytrip visitors – up by 21.9% on YE Mar 21.

Expenditure (2)

Daytrip visitors spent \$191 million in Albury / Wodonga – change on YE Mar 21 is not publishable. On average, visitors spent \$215 per trip – change on YE Mar 21 is not publishable.

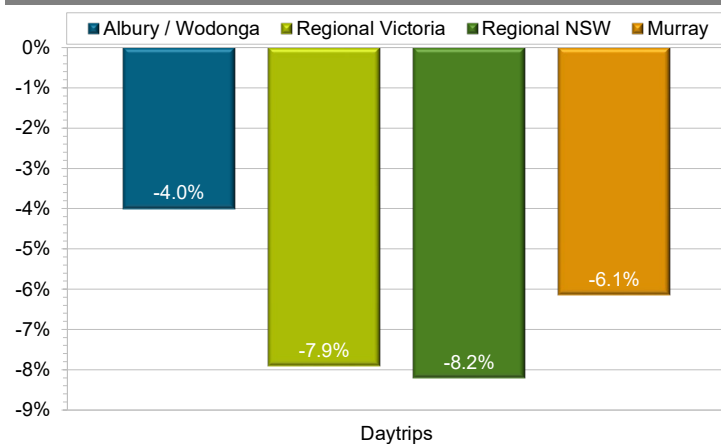
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 65.2% all domestic visitors to Albury / Wodonga - down by 1.1% pts on YE Mar 21. The daytrip sector contributed 46.3% of total domestic spend in the region – down by 4.9% pts on YE Mar 21.

Albury / Wodonga received 37.0% of daytrips to the Murray region. Compared to YE Mar 21, the share was up by 0.7% pts.

Average annual growth - YE Mar 18 to YE Mar 22

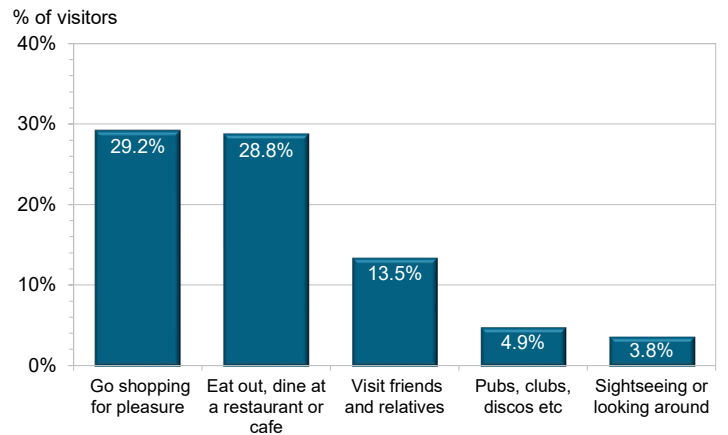


Over the period YE Mar 18 to YE Mar 22, the Albury / Wodonga had an average annual decline of -4.0% in daytrips. The region had a lower decline than regional Victoria and regional NSW and the Murray region.

Main purpose of trip

'Holiday' (43.7%) was the largest purpose for visitors to Albury / Wodonga, followed by 'medical reasons' (21.9%) and 'visiting friends and relatives (VFR)' (14.6%). Compared to YE Mar 21, 'holiday' increased by 19.2% pts whilst 'business' decreased by 17.1% pts.

Activities



'Go shopping for pleasure' (29.2%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Transport

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

Origin

Albury / Wodonga received (50.5%) of daytrip visitors from regional NSW. Regional Victoria contributed (43.1%) and Melbourne tourism region (6.5%) of daytrip visitors to the region.

Age

'65 years and over' (32.4%) was the biggest age group of visitors to Albury / Wodonga, followed by '15 to 24 years' (17.8%) and '25 to 34 years' (15.1%).

Month travelled

December (18.3%) was the most popular month for a daytrip to Albury / Wodonga. February (15.3%) was the 2nd most popular month to travel, followed by May (12.4%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	769	676	864	370	475	+28.3%
Daytrip visitors	1,045	1,353	1,010	728	888	+21.9%
Total domestic visitors	1,814	2,029	1,874	1,098	1,363	+24.1%
Domestic nights ('000)						
Total domestic nights	1,827	1,521	2,127	1,209	1,187	-1.9%
Domestic spend (\$ million)						
Overnight spend (2)	\$349	\$301	\$428	\$184	\$221	+20.0%
Daytrip spend (2)	\$148	\$267	\$192	np	\$191	na
Total domestic spend (2)	\$496	\$568	\$620	\$377	\$411	+9.1%

Albury / Wodonga received nearly 1.4 million domestic visitors – up by 24.1% on YE Mar 21. Visitors spent nearly 1.2 million nights in the region - down by 1.9% on YE Mar 21.

In total, domestic visitors spent 411 million on travel to Albury / Wodonga – up by 9.1% on YE Mar 21.




(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

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




DOMESTIC TRAVEL TO SUN COUNTRY

April 2021 to March 2022
and change on April 2020 to March 2021



Domestic overnight travel

	526 thousand	↑	57.4%
	1.6 million	↑	15.4%
	\$247 million	↑	76.4%

Total domestic travel

	973 thousand	↑	46.6%
	1.6 million	↑	15.4%
	\$292 million	↑	81.2%

Domestic daytrip travel

	447 thousand	↑	35.6%
	\$45 million	↑	113%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

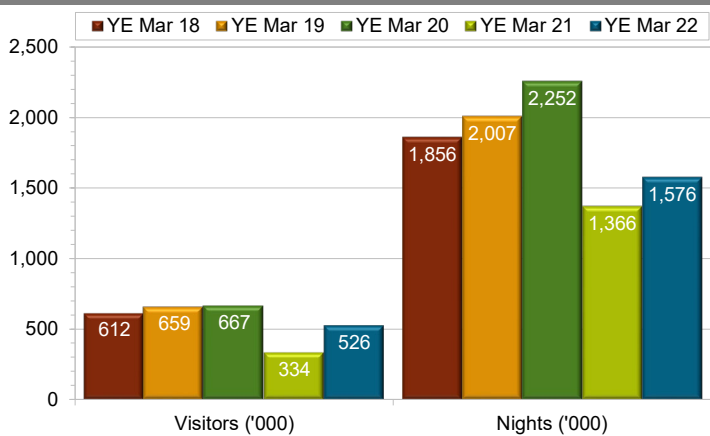
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Domestic travel to Sun Country ⁽¹⁾

For the period April 2021 to March 2022

Overnight travel

Visitors and nights



Sun Country received 526,000 overnight visitors – up by 57.4% on YE Mar 21. Visitors spent nearly 1.6 million nights in the region – up by 15.4% on YE Mar 21.

Market share

Sun Country received 24.3% of visitors and 23.1% of nights in the Murray region. Compared to YE Mar 21, share of visitors was up by 3.3% pts and share of nights was down by 2.9% pts.

Purpose of visit



'Holiday' (48.4%) was the largest purpose for **visitors** to Sun Country, followed by 'visiting friends and relatives (VFR)' (39.8%) and 'business' (8.7%). Compared to YE Mar 21, 'VFR' increased by 1.6% pts whilst 'business' declined by 0.8% pts.

'Holiday' (63.5%) was the largest purpose in terms of **nights** in Sun Country, followed by 'VFR' (28.3%) and 'business' (6.7%). Compared to YE Mar 21, 'holiday' increased by 21.4% pts whilst 'VFR' declined by 19.5% pts.

Accommodation

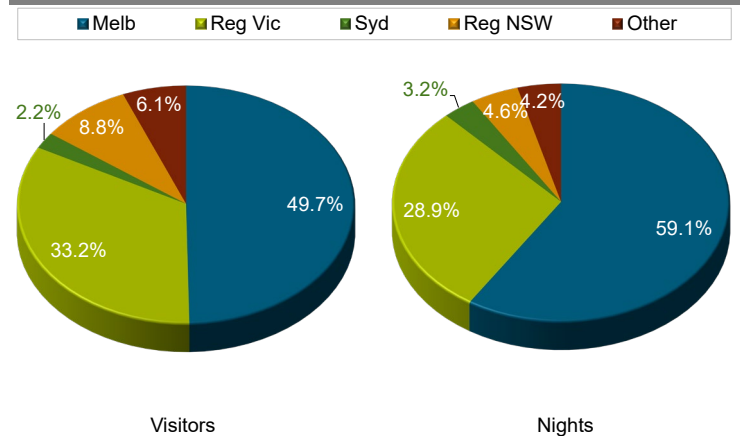
'Friends or relatives property' (31.2%) was the most popular accommodation type used for **nights** in Sun Country. 'Caravan park or commercial camping ground' (22.3%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (16.2%).

Compared to YE Mar 21, 'rented house, apartment, flat or unit' increased by 4.1% pts whilst 'friends or relatives property' decreased by 14.4% pts.

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

(1) Source: National Visitor Survey, YE Mar 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Sun Country received 82.9% of visitors and 88.0% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 68.9% and nights were up by 54.2%.

New South Wales contributed 11.0% of visitors and 7.8% of nights in the region. Compared to YE Mar 21, NSW visitors up by 7.4%.

Other states contributed 6.1% of visitors and 4.2% of nights in the region.

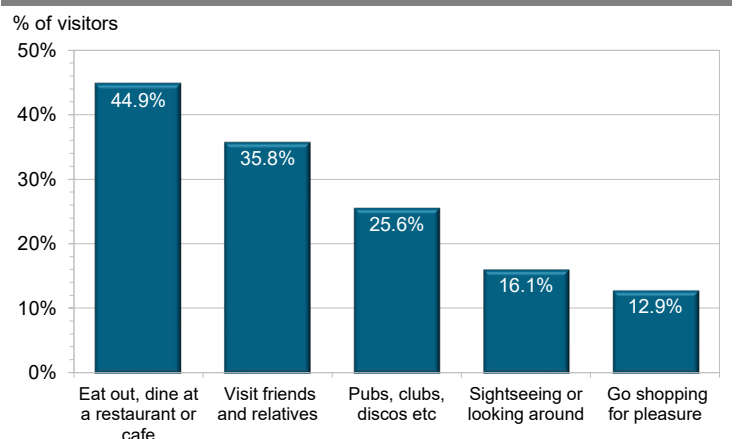
Length of stay

Visitors stayed, on average, 3 nights in Sun Country – down by 1.1 nights on the YE Mar 21.

Age

'65 years and over' (22.3%) was the biggest age group of visitors to Sun Country, followed by '25 to 34 years' (16.9%) and '55 to 64 years' (16.7%).

Activities



'Eat out, dine at a restaurant or cafe' (44.9%) was the most popular activity undertaken by visitors to Sun Country, followed by 'visit friends and relatives' (35.8%) and 'pubs, clubs, discos etc' (25.6%).

Expenditure ⁽²⁾

Overnight visitors spent \$247 million in Sun Country – up by 76.4% on YE Mar 21. On average, visitors spent \$157 per night – up by 52.9% on YE Mar 21.

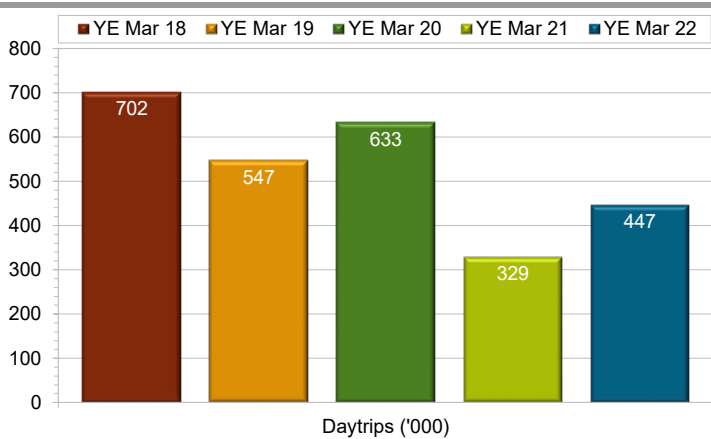
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Domestic travel to Sun Country ⁽¹⁾

For the period April 2021 to March 2022

Daytrip travel

Trips



Sun Country received 447,000 daytrips - up by 35.6% on YE Mar 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$45 million in Sun Country – up by 113% on YE Mar 21. On average, visitors spent \$101 per trip - up by 57.0% on YE Mar 21.

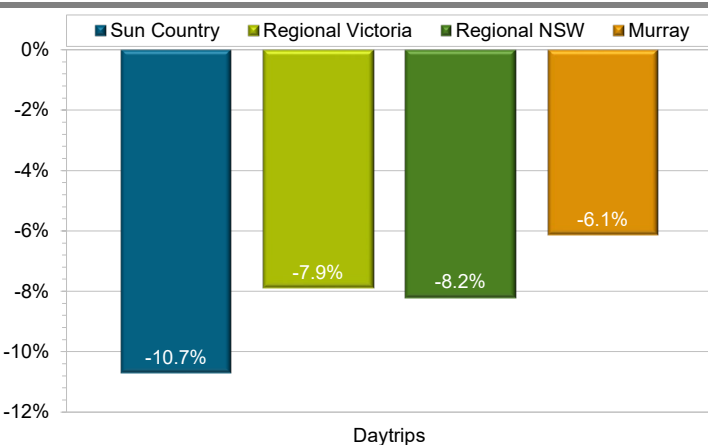
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 45.9% all domestic visitors to Sun Country - down by 3.7% pts on YE Mar 21. The daytrip sector contributed 15.4% of total domestic spend in the region - up by 2.3% pts on YE Mar 21.

Sun Country received 18.6% of daytrips to the Murray region. Compared to YE Mar 21, the share was up by 2.2% pts.

Average annual growth - YE Mar 18 to YE Mar 22



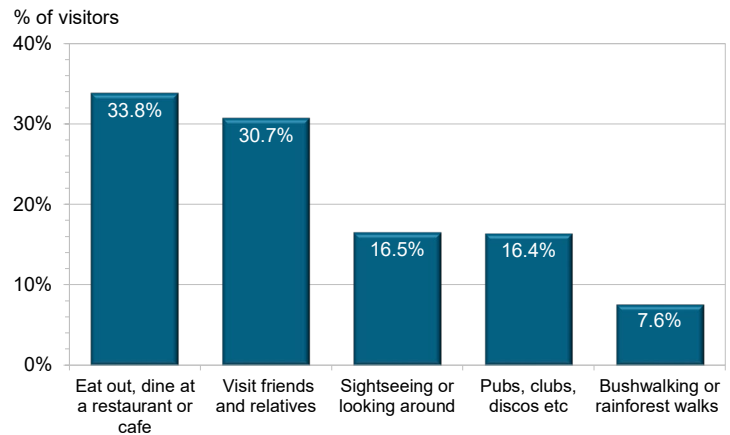
Over the period YE Mar 18 to YE Mar 22, Sun Country had an average annual decline of -10.7% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (44.2%) was the largest purpose for visitors to Sun Country, followed by 'visiting friends and relatives (VFR)' (37.5%) and 'business' (12.3%).

Compared to YE Mar 21, 'VFR' grew by 10.5% pts whilst 'business' fell by 7.2% pts.

Activities



'Eat out, dine at a restaurant or cafe' (33.8%) was the most popular activity undertaken by daytrip visitors to Sun Country.

Transport

'Private vehicle or company car' (98.7%) was the most popular transport used by visitors to Sun Country. 'Bus or coach' (1.3%) was the 2nd most popular transport used.

Origin

Sun Country received (63.3%) of daytrip visitors from regional Victoria. Regional NSW contributed (25.3%) and Melbourne tourism region (11.3%) of daytrip visitors to the region.

Age

'65 years and over' (26.8%) was the biggest age group of daytrip visitors to Sun Country, followed by '25 to 34 years' (25.8%) and '45 to 54 years' (14.4%).

Month travelled

January (15.2%) was the most popular month for a daytrip to Sun Country. June (14.6%) was the 2nd most popular month to travel, followed by April (13.1%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	612	659	667	334	526	+57.4%
Daytrip visitors	702	547	633	329	447	+35.6%
Total domestic visitors	1,314	1,205	1,300	664	973	+46.6%
Domestic nights ('000)						
Total domestic nights	1,856	2,007	2,252	1,366	1,576	+15.4%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$239	\$241	\$288	\$140	\$247	+76.4%
Daytrip spend ⁽²⁾	\$68	\$65	\$52	\$21	\$45	+113%
Total domestic spend ⁽²⁾	\$307	\$305	\$340	\$161	\$292	+81.2%

Sun Country received 973,000 domestic visitors – up by 46.6% on YE Mar 21. Visitors spent nearly 1.6 million nights in the region – up by 15.4% on YE Mar 21.

In total, domestic visitors spent 292 million on travel to Sun Country – up by 81.2% on YE Mar 21.




⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

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




DOMESTIC TRAVEL TO ECHUCA / MOAMA

April 2021 to March 2022
and change on April 2020 to March 2021



Domestic overnight travel

	612 thousand	↑	40.0%
	2.0 million	↑	55.2%
	\$300 million	↑	63.7%

Total domestic travel

	1.1 million	↑	12.3%
	2.0 million	↑	55.2%
	\$342 million	↑	45.8%

Domestic daytrip travel

	471 thousand	↓	-10.7%
	\$41 million	↓	-18.7%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

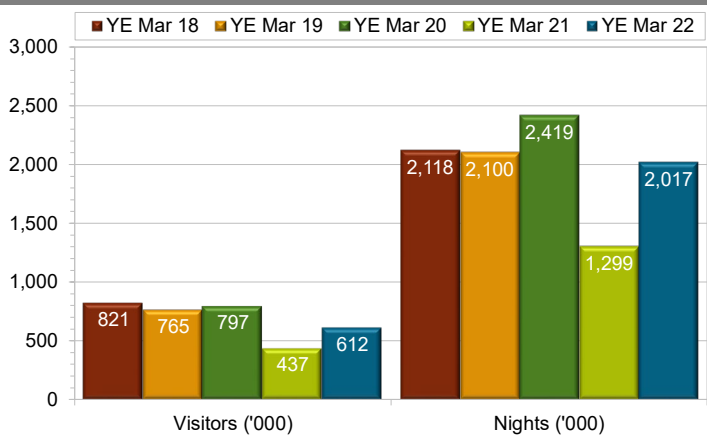
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Domestic travel to Echuca / Moama (1)

For the period April 2021 to March 2022

Overnight travel

Visitors and nights



Echuca / Moama received 612,000 overnight visitors – up by 40.0% on YE Mar 21. Visitors spent over 2.0 million nights in the region – up by 55.2% on YE Mar 21.

Market share

Echuca / Moama received 28.3% of visitors and 29.5% of nights in the Murray region. Compared to YE Mar 21, share of visitors was up by 0.8% pts and share of nights was up by 4.8% pts.

Purpose of visit



'Holiday' (48.0%) was the largest purpose for **visitors** to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (38.5%) and 'business' (8.1%). Compared to YE Mar 21, 'VFR' increased by 13.1% pts whilst 'holiday' declined by 12.2% pts.

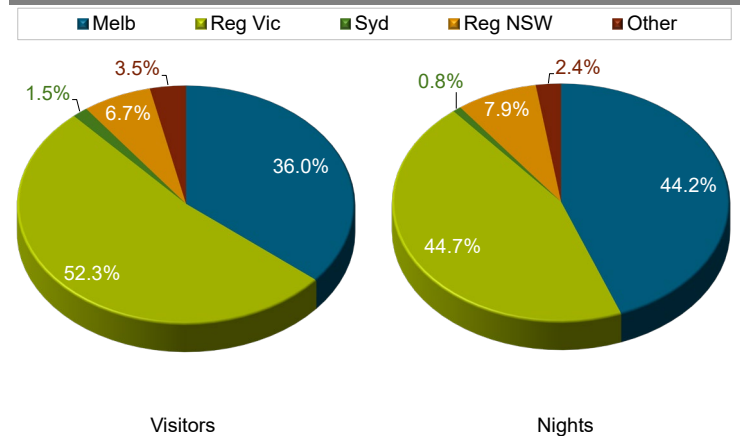
'Holiday' (55.6%) was the largest purpose in terms of **nights** in Echuca / Moama, followed by 'VFR' (31.5%) and 'business' (9.5%). Compared to YE Mar 21, 'other reasons' increased by 2.3% pts whilst 'holiday' declined by 1.8% pts.

Accommodation

'Caravan park or commercial camping ground' (32.1%) was the most popular accommodation type used for **nights** in Echuca / Moama. 'Friends or relatives property' (28.8%) was the 2nd most popular accommodation type, followed by 'caravan or camping – non commercial' (11.3%).

Compared to YE Mar 21, 'caravan park or commercial camping ground' grew by 14.4% pts whilst 'friends or relatives property' fell by 5.4% pts.

Origin



Echuca / Moama received 88.3% of visitors and 88.9% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 47.0% and nights were up by 56.8%.

New South Wales contributed 8.2% of visitors and 8.7% of nights in the region. Compared to YE Mar 21, NSW visitors were down by 8.6%.

Other states contributed 3.5% of visitors and 2.4% of nights in the region.

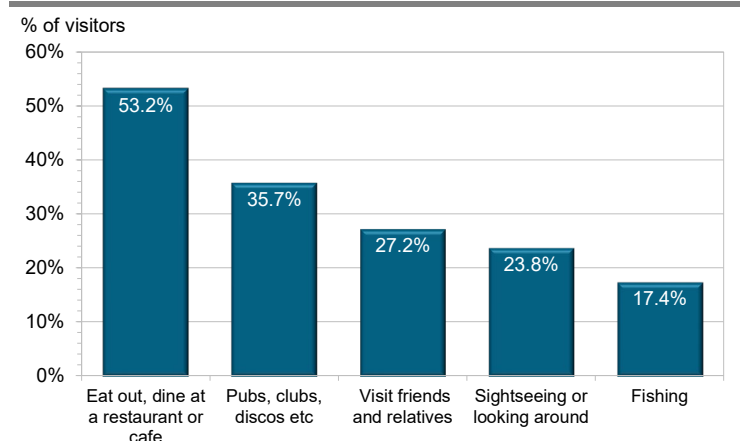
Length of stay

Visitors stayed, on average, 3.3 nights in Echuca / Moama – up by 0.3 nights on the YE Mar 21.

Age

'65 years and over' (26.5%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (18.7%) and '45 to 54 years' (16.1%).

Activities



'Eat out, dine at a restaurant or cafe' (53.2%) was the most popular activity undertaken by visitors to Echuca / Moama, followed by 'pubs, clubs, discos etc' (35.7%).

Expenditure (2)

Overnight visitors spent \$300 million in Echuca / Moama – up by 63.7% on YE Mar 21. On average, visitors spent \$149 per night – up by 5.4% on YE Mar 21.

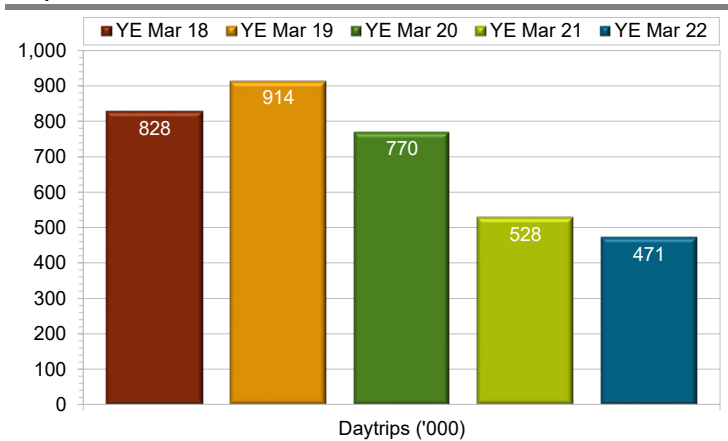
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Domestic travel to Echuca / Moama (1)

For the period April 2021 to March 2022

Daytrip travel

Trips



Echuca / Moama received 471,000 daytrip visitors - down by 10.7% on YE Mar 21.

Expenditure (2)

Daytrip visitors spent \$41 million in Echuca / Moama - down by 18.7% on YE Mar 21. On average, visitors spent \$88 per trip - down by 9.0% on YE Mar 21.

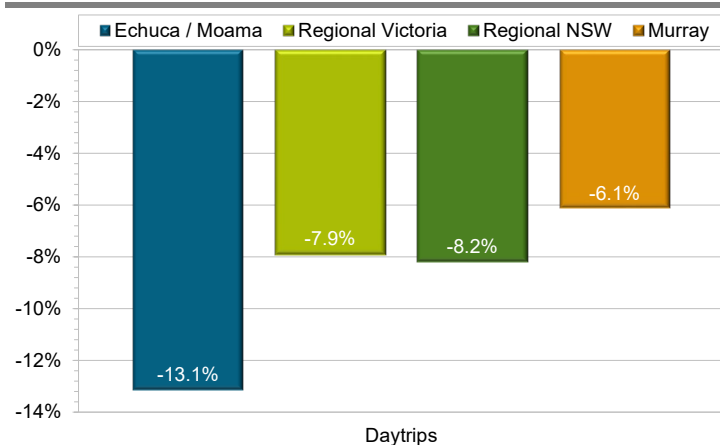
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 43.5% all domestic visitors to Echuca / Moama - down by 11.2% pts on YE Mar 21. The daytrip sector contributed 12.1% of total domestic spend in the region - down by 9.6% pts on YE Mar 21.

Echuca / Moama received 19.6% of daytrips to the Murray region. Compared to YE Mar 21, the share was down by 6.7% pts.

Average annual growth - YE Mar 18 to YE Mar 22



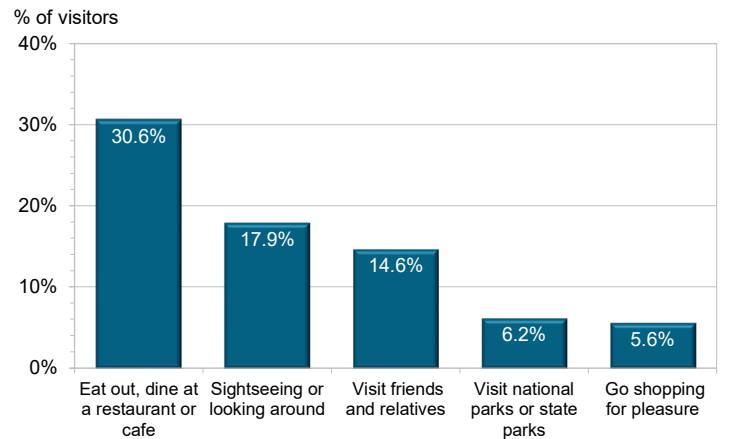
Over the period YE Mar 18 to YE Mar 22, Echuca / Moama had an average annual decline of -13.1% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (46.8%) was the largest purpose for visitors to Echuca / Moama, followed by 'business' (24.0%) and 'visiting friends and relatives (VFR)' (18.7%).

Compared to YE Mar 21, 'holiday' increased by 12.9% pts whilst 'other reasons' declined by 7.2% pts.

Activities



'Eat out, dine at a restaurant or cafe' (30.6%) was the most popular activity undertaken by visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (98.3%) was the most popular transport used by visitors to Echuca / Moama. 'Aircraft' (1.7%) was the 2nd most popular transport used.

Origin

Echuca / Moama received (65.3%) of daytrip visitors from regional Victoria. Regional NSW contributed (22.6%) and Melbourne tourism region (12.1%) of daytrip visitors to the region.

Age

'65 years and over' (41.0%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (20.0%) and '15 to 24 years' (15.0%).

Month travelled

May (27.0%) was the most popular month for a daytrip to Echuca / Moama. July (10.2%) was the 2nd most popular month to travel, followed by April (8.9%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	821	765	797	437	612	+40.0%
Daytrip visitors	828	914	770	528	471	-10.7%
Total domestic visitors	1,649	1,679	1,567	965	1,083	+12.3%
Domestic nights ('000)						
Total domestic nights	2,118	2,100	2,419	1,299	2,017	+55.2%
Domestic spend (\$ million)						
Overnight spend (2)	\$267	\$326	\$388	\$184	\$300	+63.7%
Daytrip spend (2)	\$99	\$97	\$94	\$51	\$41	-18.7%
Total domestic spend (2)	\$367	\$423	\$482	\$234	\$342	+45.8%

Echuca / Moama received nearly 1.1 million domestic visitors - up by 12.3% on YE Mar 21. Visitors spent over 2.0 million nights in the region - up by 55.2% on YE Mar 21.

In total, domestic visitors spent 342 million on travel to Echuca / Moama - up by 45.8% on YE Mar 21.




(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

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




DOMESTIC TRAVEL TO SWAN HILL REGION

April 2021 to March 2022
and change on April 2020 to March 2021



Domestic overnight travel

	312 thousand	↑	17.8%
	840 thousand	↑	43.0%
	\$92 million	↑	10.2%

Total domestic travel

	552 thousand	↑	11.1%
	840 thousand	↑	43.0%
	\$132 million	↑	22.3%

Domestic daytrip travel

	239 thousand	↑	3.4%
	np		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

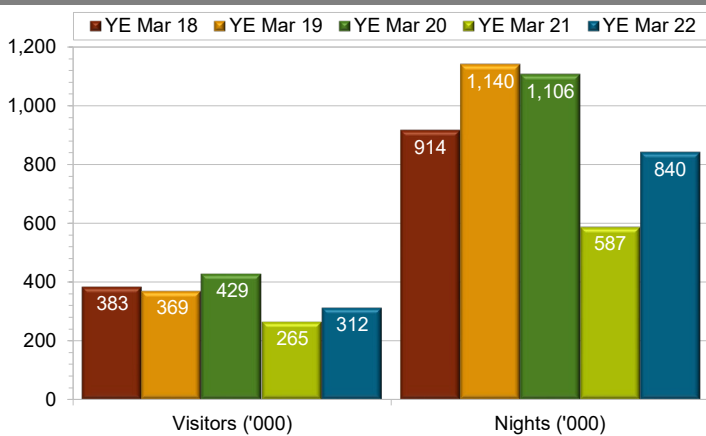
The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Domestic travel to the Swan Hill region (1)

For the period April 2021 to March 2022

Overnight travel

Visitors and nights

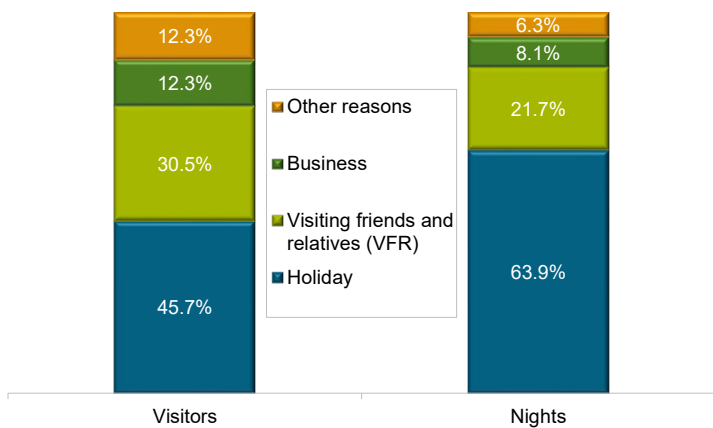


The Swan Hill region received 312,000 overnight visitors – up by 17.8% on YE Mar 21. Visitors spent 840,000 nights in the region – up by 43.0% on YE Mar 21.

Market share

The Swan Hill region received 14.4% of visitors and 12.3% of nights in the Murray region. Compared to YE Mar 21, share of visitors was down by 2.2% pts and share of nights was up by 1.1% pts.

Purpose of visit



'Holiday' (45.7%) was the largest purpose for **visitors** to the Swan Hill region, followed by 'visiting friends and relatives (VFR)' (30.5%) and 'business' (12.3%). Compared to YE Mar 21, 'VFR' increased by 16.2% pts whilst 'holiday' declined by 11.5% pts.

'Holiday' (63.9%) was the largest purpose in terms of **nights** in the Swan Hill region, followed by 'VFR' (21.7%) and 'business' (8.1%). Compared to YE Mar 21, 'VFR' increased by 5.1% pts whilst 'business' declined by 8.7% pts.

Accommodation

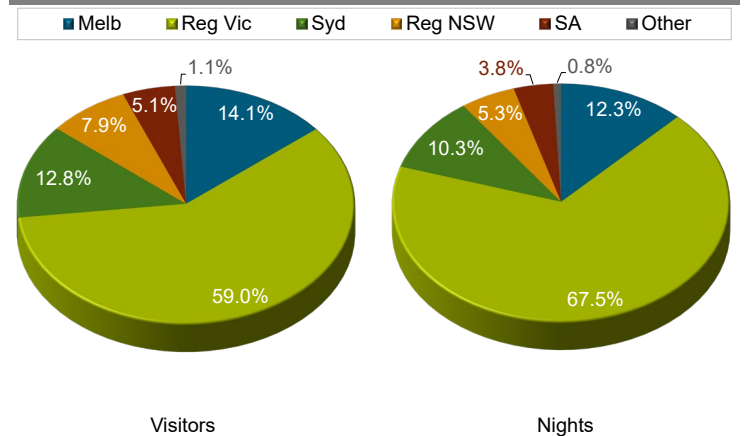
'Caravan or camping – non commercial' (31.4%) was the most popular accommodation type used for **nights** in the Swan Hill region. 'Friends or relatives property' (24.4%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (22.4%).

Compared to YE Mar 21, 'caravan or camping – non commercial' increased by 10.5% pts whilst 'caravan park or commercial camping ground' declined by 5.6% pts.

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

(1) Source: National Visitor Survey, YE Mar 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



The Swan Hill region received 73.2% of visitors and 79.8% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 30.8% and nights were up by 53.3%.

New South Wales contributed 20.7% of visitors and 15.6% of nights in the region. Compared to YE Mar 21, NSW visitors were up by 0.9%.

South Australia contributed 5.1% of visitors and 3.8% of nights in the region.

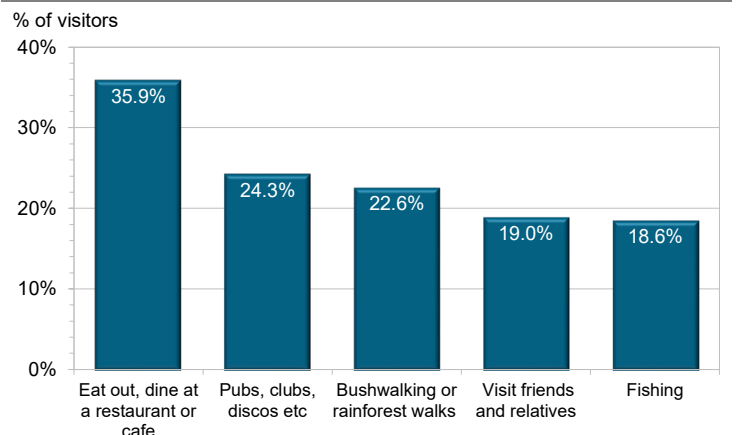
Length of stay

Visitors stayed, on average, 2.7 nights in the Swan Hill region – up by 0.5 nights on the YE Mar 21.

Age

'55 to 64 years' (26.1%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (22.1%) and '25 to 34 years' (14.0%).

Activities



'Eat out, dine at a restaurant or cafe' (35.9%) was the most popular activity undertaken by visitors to the Swan Hill region. 'Pubs, clubs, discos etc' (24.3%) was the 2nd most popular.

Expenditure (2)

Overnight visitors spent \$92 million in the Swan Hill region – up by 10.2% on YE Mar 21. On average, visitors spent \$110 per night – down by 22.9% on YE Mar 21.

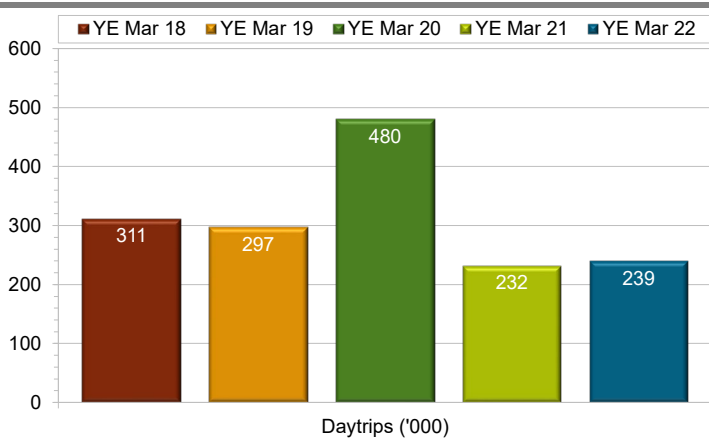
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Domestic travel to the Swan Hill region (1)

For the period April 2021 to March 2022

Daytrip travel

Trips



The Swan Hill region received 239,000 daytrip visitors – up by 3.4% on YE Mar 21.

Expenditure (2)

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Mar 22 are below the data confidence intervals used by TRA.

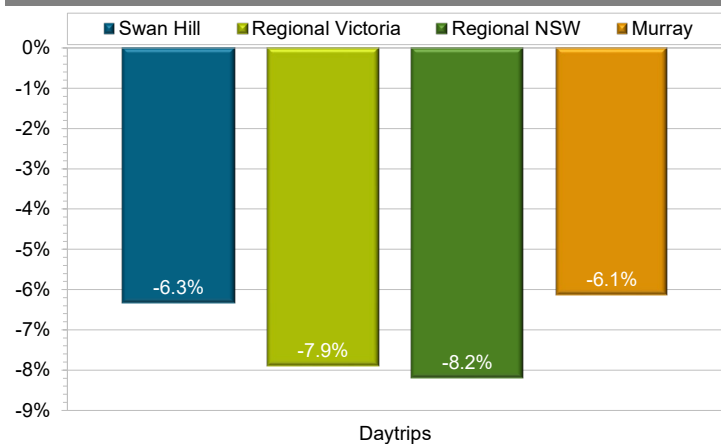
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 43.4% all domestic visitors to the Swan Hill region - down by 3.2% pts on YE Mar 21. The daytrip sector contributed 30.5% of total domestic spend in the region – up by 7.6% pts on YE Mar 21.

The Swan Hill region received 10.0% of daytrips to the Murray region. Compared to YE Mar 21, the share was down by 1.6% pts.

Average annual growth - YE Mar 18 to YE Mar 22



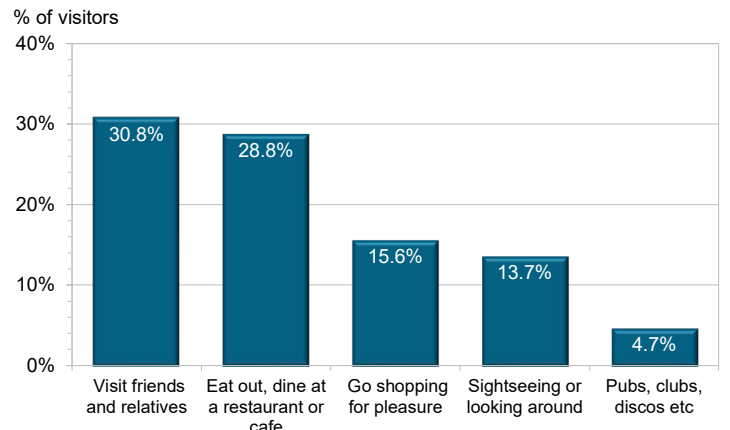
Over the period YE Mar 18 to YE Mar 22, the Swan Hill region had an average annual decline of -6.3% in daytrips. The region had a lower decline than regional Victoria and regional NSW, but a higher decline than the Murray region.

Main purpose of trip

'Holiday' (31.2%) was the largest purpose for visitors to the Swan Hill region, followed by 'visiting friends and relatives (VFR)' (30.8%) and 'personal appointment' (16.3%).

Compared to YE Mar 21, 'VFR' increased by 18.1% pts whilst 'business' declined by 24.9% pts.

Activities



'Visit friends and relatives' (30.8%) was the most popular activity undertaken by visitors to the Swan Hill region.

Transport

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

Origin

The Swan Hill region received (86.2%) of daytrip visitors from regional Victoria. Regional NSW contributed (10.1%) and Melbourne tourism region (3.7%) of daytrip visitors to the region.

Age

'45 to 54 years' (31.7%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (26.4%) and '55 to 64 years' (16.0%).

Month travelled

July (17.2%) was the most popular month for a daytrip to the Swan Hill region. October (16.0%) was the 2nd most popular month to travel, followed by December (14.6%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	383	369	429	265	312	+17.8%
Daytrip visitors	311	297	480	232	239	+3.4%
Total domestic visitors	694	666	909	497	552	+11.1%
Domestic nights ('000)						
Total domestic nights	914	1,140	1,106	587	840	+43.0%
Domestic spend (\$ million)						
Overnight spend (2)	\$105	\$114	\$135	\$83	\$92	+10.2%
Daytrip spend (2)	np	\$57	\$70	np	np	na
Total domestic spend (2)	\$154	\$170	\$205	\$108	\$132	+22.3%

The Swan Hill region received 552,000 domestic visitors – up by 11.1% on YE Mar 21. Visitors spent 840,000 nights in the region – up by 43.0% on YE Mar 21.




In total, domestic visitors spent \$132 million on travel to the Swan Hill region - up by 22.3% on YE Mar 21.




(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.



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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

April 2021 to March 2022
and change on April 2020 to March 2021

Domestic overnight travel			
	399 thousand	↑	61.5%
	1.2 million	↑	51.3%
	\$192 million	↑	87.6%

Total domestic travel			
	756 thousand	↑	74.1%
	1.2 million	↑	51.3%
	\$242 million	↑	69.1%

Domestic daytrip travel			
	356 thousand		np
	np		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Mar 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

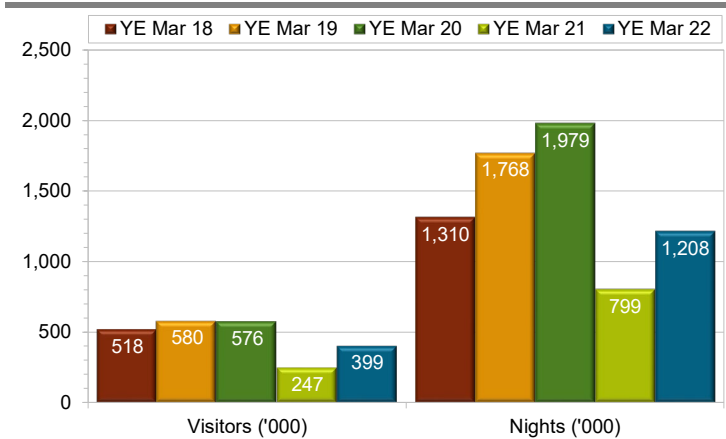
Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Domestic travel to Mildura / Wentworth (1)

For the period April 2021 to March 2022

Overnight travel

Visitors and nights

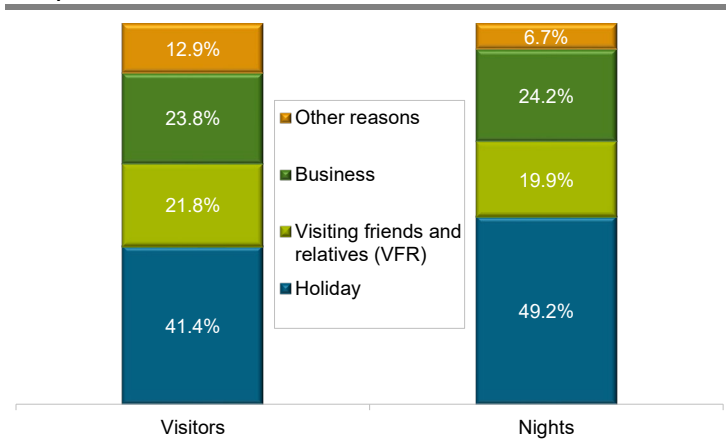


Mildura / Wentworth received 399,000 overnight visitors – up by 61.5% on YE Mar 21. Visitors spent over 1.2 million nights in the region - up by 51.3% on YE Mar 21.

Market share

Mildura / Wentworth received 18.4% of visitors and 17.7% of nights in the Murray region. Compared to YE Mar 21, share of visitors was up by 2.9% pts and share of nights was up by 2.5% pts.

Purpose of visit



'Holiday' (41.4%) was the largest purpose for **visitors** to Mildura / Wentworth, followed by 'business' (23.8%) and 'visiting friends and relatives (VFR)' (21.8%). Compared to YE Mar 21, 'holiday' increased by 10.1% pts whilst 'VFR' decreased by 12.2% pts.

'Holiday' (49.2%) was the largest purpose in terms of **nights** in Mildura / Wentworth, followed by 'business' (24.2%) and 'VFR' (19.9%). Compared to YE Mar 21, 'holiday' increased by 21.7% pts whilst 'VFR' decreased by 26.8% pts.

Accommodation

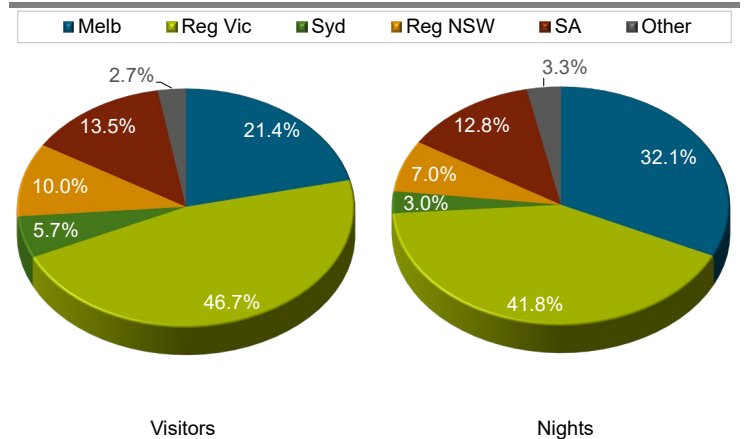
'Caravan park or commercial camping' (22.4%) was the most popular accommodation type used for **nights** in Mildura / Wentworth. 'Friends or relatives property' (20.5%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (14.0%).

Compared to YE Mar 21, 'rented house, apartment, flat or unit' increased by 8.2% pts whilst 'friends or relatives property' decreased by 17.7% pts.

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

(1) Source: National Visitor Survey, YE Mar 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Mildura / Wentworth received 68.0% of visitors and 73.9% of nights from **Victoria**. Compared to YE Mar 21, Victorian visitors were up by 71.5% and nights were up by 59.2%.

NSW contributed 15.7% of visitors and 10.0% of nights in the region.

South Australia contributed 13.5% of visitors and 12.8% of nights in the region.

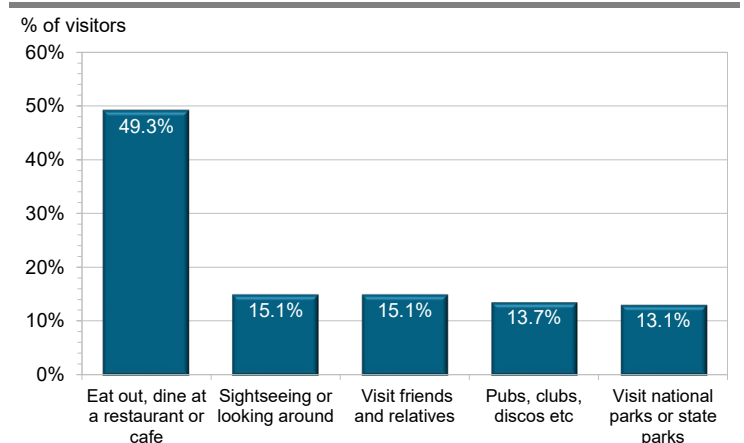
Length of stay

Visitors stayed, on average, 3 nights in Mildura / Wentworth – down by 0.2 nights on the YE Mar 21.

Age

'65 years and over' (34.1%) was the biggest age group of visitors to Mildura / Wentworth, followed by '25 to 34 years' (21.7%) and '45 to 54 years' (15.8%).

Activities



'Eat out, dine at a restaurant or cafe' (49.3%) was the most popular activity undertaken by visitors to Mildura / Wentworth, followed by 'sightseeing or looking around' (15.1%) and 'visit friends and relatives' (15.1%).

Expenditure (2)

Overnight visitors spent \$192 million in Mildura / Wentworth – up by 87.6% on YE Mar 21. On average, visitors spent \$159 per night – up by 24.0% on YE Mar 21.

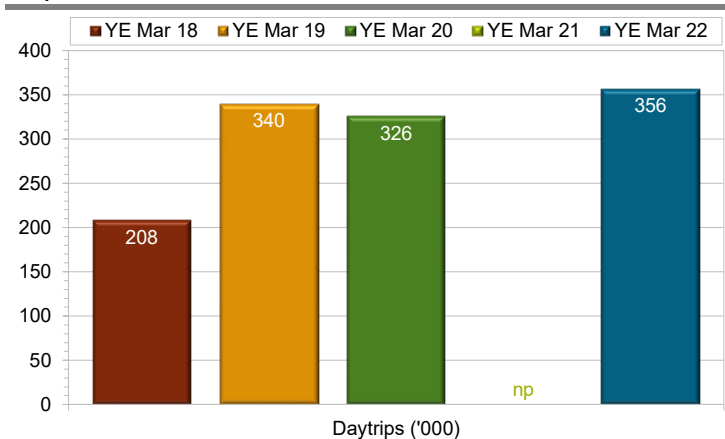
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Domestic travel to Mildura / Wentworth (1)

For the period April 2021 to March 2022

Daytrip travel

Trips



Mildura / Wentworth received 356,000 daytrip visitors – change on YE Mar 21 is not publishable.

Expenditure (2)

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Mar 22 are below the data confidence intervals used by TRA.

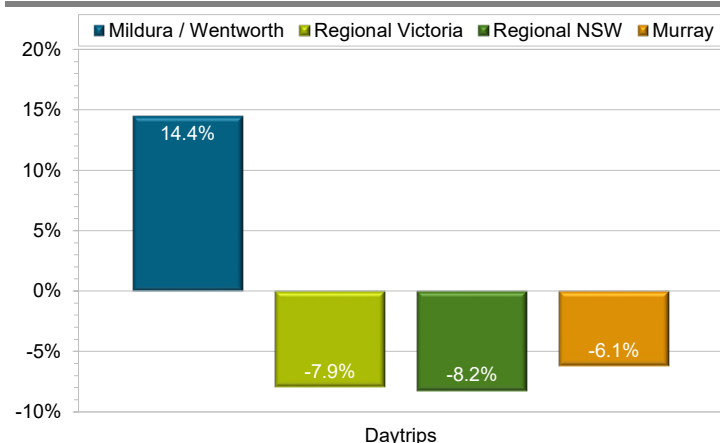
(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.

Market share

The daytrip sector represented 47.2% all domestic visitors to Mildura / Wentworth - up by 4.2% pts on YE Mar 21. The daytrip sector contributed 20.7% of total domestic spend in the region - down by 7.8% pts on YE Mar 21.

Mildura / Wentworth received 14.8% of daytrips to the Murray region. Compared to YE Mar 21, the share was up by 5.5% pts.

Average annual growth - YE Mar 18 to YE Mar 22



Over the period YE Mar 18 to YE Mar 22, Mildura / Wentworth had an average annual growth of +14.4% in daytrips. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline.

Main purpose of trip

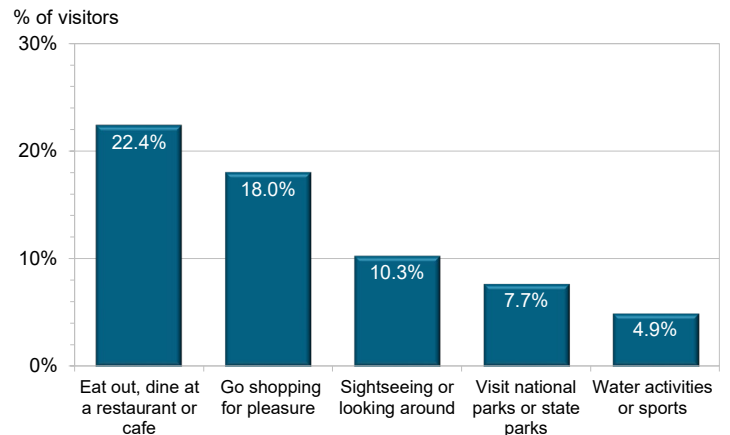
'Holiday' (54.7%) was the largest purpose for visitors to Mildura / Wentworth, followed by 'business' (23.5%) and 'medical reasons' (10.1%).

Compared to YE Mar 21, 'holiday' grew by 8.0% pts whilst 'VFR' fell by 10.8% pts.

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

(1) Source: NVS, YE Mar 22, TRA – unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (22.4%) was the most popular activity undertaken by visitors to Mildura / Wentworth.

Transport

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

Origin

Mildura / Wentworth received (65.9%) of daytrip visitors from regional Victoria. Regional NSW contributed (19.7%) and South Australia (4.4%) of daytrip visitors to the region.

Age

'65 years and over' (26.0%) was the biggest age group of visitors to Mildura / Wentworth, followed by '35 to 44 years' (23.6%) and '55 to 64 years' (20.5%).

Month travelled

December (24.8%) was the most popular month for a daytrip to Mildura / Wentworth. April (21.3%) was the 2nd most popular month to travel, followed by March (12.8%).

Total domestic travel

Visitors, nights and spend

	YE Mar 18	YE Mar 19	YE Mar 20	YE Mar 21	YE Mar 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	518	580	576	247	399	+61.5%
Daytrip visitors	208	340	326	np	356	na
Total domestic visitors	726	920	902	434	756	+74.1%
Domestic nights ('000)						
Total domestic nights	1,310	1,768	1,979	799	1,208	+51.3%
Domestic spend (\$ million)						
Overnight spend (2)	\$233	\$317	\$285	\$102	\$192	+87.6%
Daytrip spend (2)	np	np	\$38	np	np	na
Total domestic spend (2)	\$277	\$369	\$323	\$143	\$242	+69.1%

Mildura / Wentworth received 756,000 domestic visitors – up by 74.1% on YE Mar 21. Visitors spent over 1.2 million nights in the region – up by 51.3% on YE Mar 21.

In total, domestic visitors spent 242 million on travel to Mildura / Wentworth – up by 69.1% on YE Mar 21.

(2) Sources: NVS & Regional Expenditure Model, YE Mar 22, TRA.