

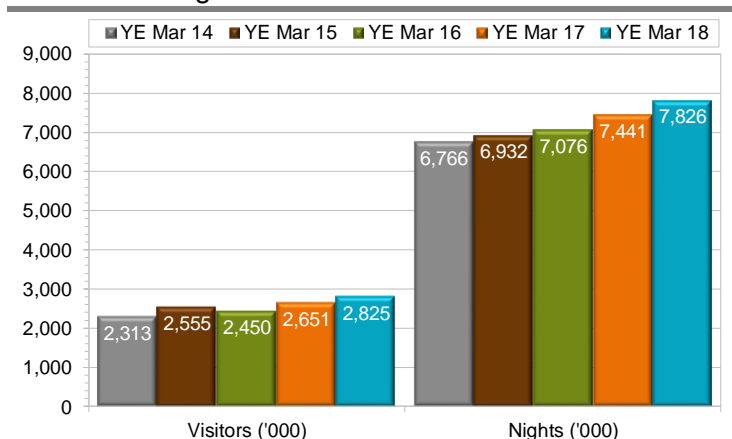
Travel to the Murray Region

Year ended March 2018
Quarterly Tracking of Selected Measures



Domestic Overnight Travel⁽¹⁾

Visitors and nights

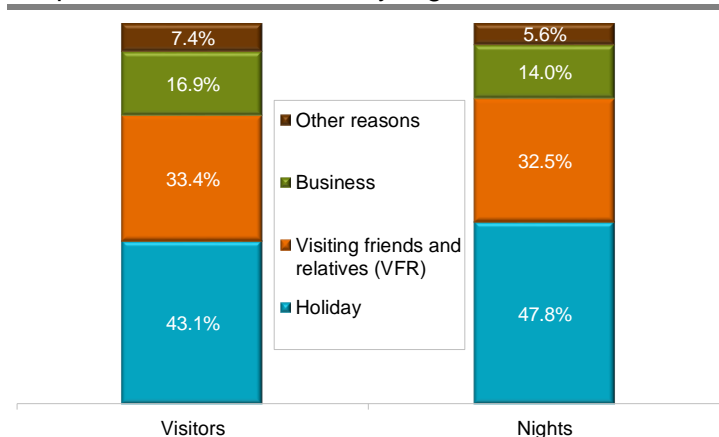


The Murray region received over 2.8 million domestic overnight visitors - up by 6.6% on YE Mar 17. Visitors spent over 7.8 million nights in the region - up by 5.2% on YE Mar 17.

Market share

The region received 7.4% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 17, the share of visitors was down by 0.2% pts and the share of nights was unchanged.

Purpose of visit to the Murray region



'Holiday' (43.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.4%) and 'business' (16.9%). Compared to YE Mar 17, 'business' increased by 1.5% pts while 'other reasons' decreased by 0.6% pts.

'Holiday' (47.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (32.5%) and 'business' (14.0%). Compared to YE Mar 17, 'business' increased by 2.2% pts while 'VFR' decreased by 3.9% pts.

Accommodation

'Friends or relatives property' (31.8%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (21.2%) and 'caravan park or commercial camping ground' (16.2%).

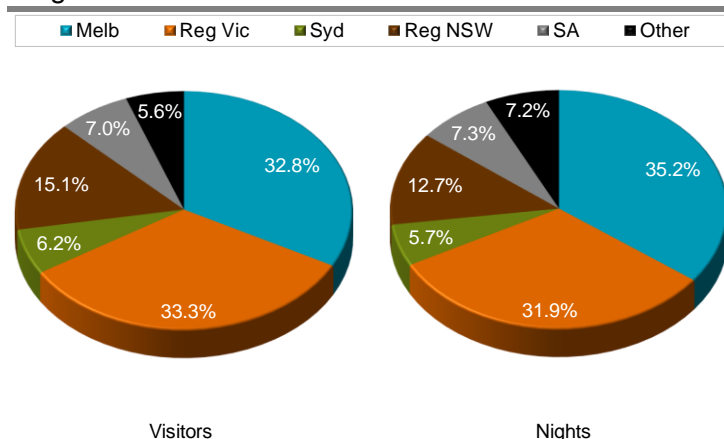
Compared to YE Mar 17, 'standard hotel or motor inn, below 4 star' increased by 1.9% pts while 'friends or relatives property' decreased by 3.8% pts.

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

(1) Source: National Visitor Survey, YE Mar 18, 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 66.1% of visitors and 67.2% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were up by 6.9% and nights were up by 9.6%.

NSW contributed 21.2% of visitors and 18.4% of nights in the region. Compared to YE Mar 17, NSW visitors were up by 12.8% and nights were up by 11.0%.

South Australia contributed 7.0% of visitors and 7.3% of nights in the region. Compared to YE Mar 17, visitors from South Australia were up by 14.3% and nights were up by 17.4%.

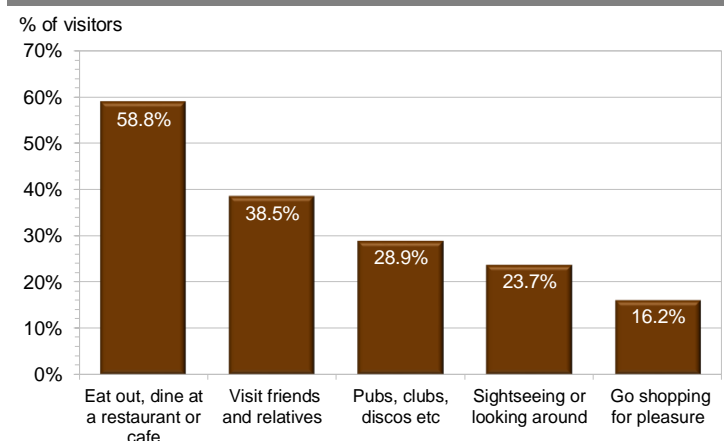
Length of stay

Visitors stayed, on average, 2.8 nights in the region – unchanged on YE Mar 17.

Age

'65 years and over' (22.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.0%) and '55 to 64 years' (17.2%).

Activities



'Eat out, dine at a restaurant or cafe' (58.8%) was the most popular activity undertaken by visitors to the region.

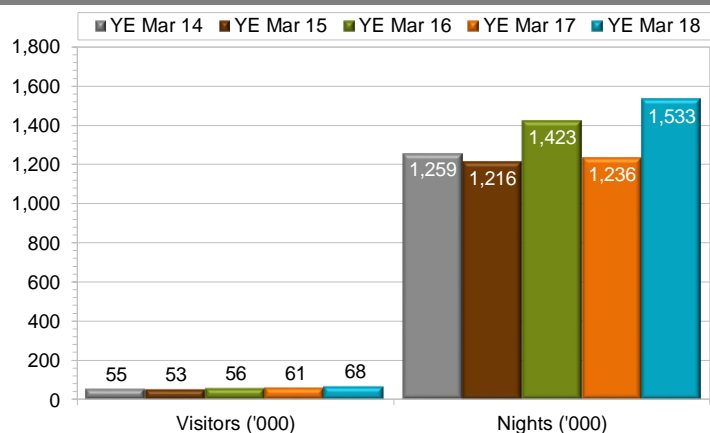
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.2 billion in the region - an average of \$149 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Murray region received 67,800 international overnight visitors - up by 11.2% on YE Mar 17. Visitors spent over 1.5 million nights in the region - up by 24.0% on YE Mar 17.

Market share

The region received 5.3% of visitors and 6.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 17, the share of visitors was up by 0.1% pt and the share of nights was up by 1.2% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.8%	13	Switzerland	2.5%
2	New Zealand	12.0%	14	France	2.4%
3	Germany	8.4%	15	Italy	2.3%
4	USA	6.5%	16	Japan	2.1%
5	India	4.3%	17	South Korea	1.6%
6	Hong Kong	3.1%	18	Singapore	0.8%
7	Scandinavia	3.1%	19	Indonesia	0.5%
8	Malaysia	3.0%	20	Thailand	0.5%
9	Canada	3.0%			
10	Mainland China	2.9%		Other Asia	3.9%
11	Netherlands	2.8%		Other Europe	4.7%
12	Taiwan	2.7%		Other Countries	9.2%

The UK (17.8%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (39.8%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (26.0%).

Age

'25 to 34 years' (27.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$68 million in the region - an average of \$44 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

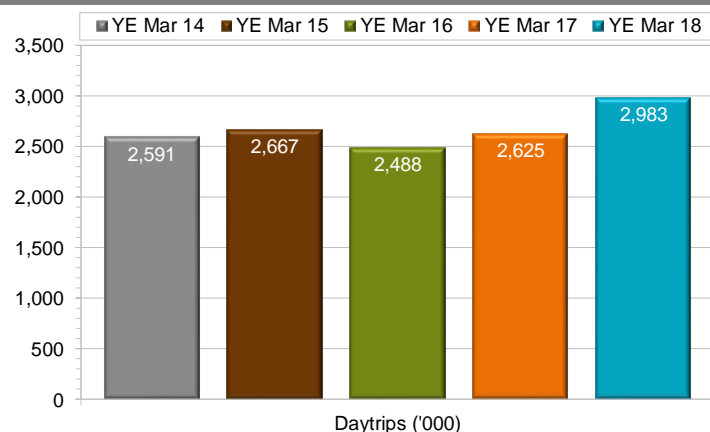
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 3.0 million domestic daytrip visitors - up by 13.6% on YE Mar 17.

Market share

The region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 17, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (46.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.6%) and 'business' (9.0%).

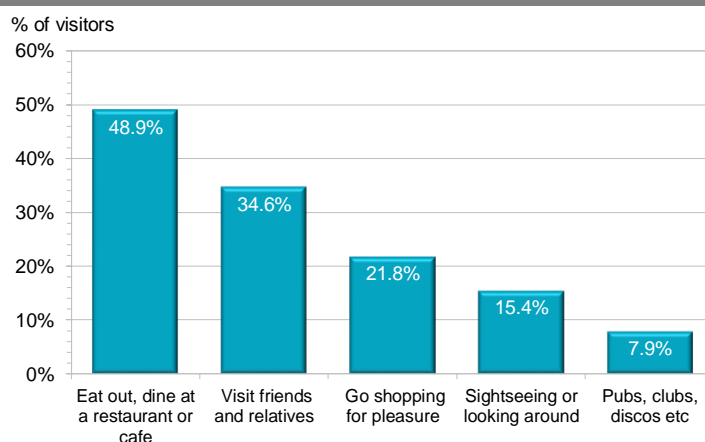
Age

'65 years and over' (22.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.2%) and '55 to 64 years' (19.0%).

Gender

An equal proportion of visitors to the region was male and female (50.0% each).

Activities



'Eat out, dine at a restaurant or cafe' (48.9%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$402 million in the region - an average of \$135 per visitor.

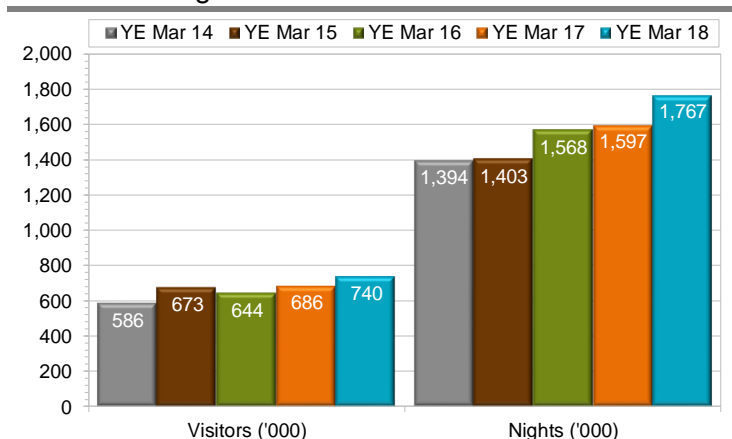
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

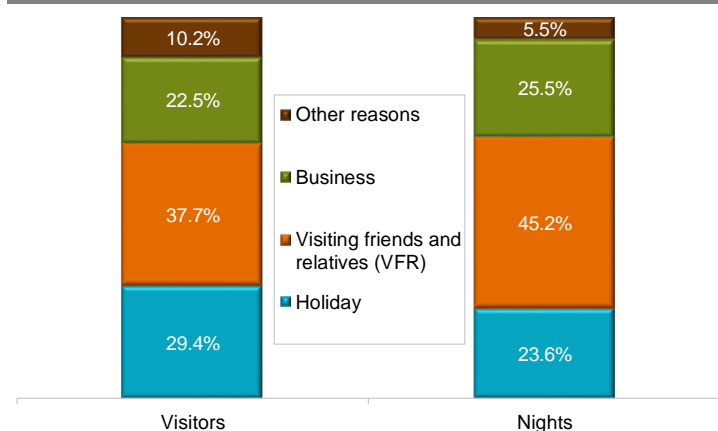


Albury / Wodonga received 740,000 domestic overnight visitors - up by 7.8% on YE Mar 17. Visitors spent nearly 1.8 million nights in the region - up by 10.6% on YE Mar 17.

Market share

The region received 26.2% of visitors and 22.6% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was up by 0.3 pts and the share of nights was up by 1.1 pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (37.7%) was the largest purpose for **visitors** to the region, followed by 'holiday' (29.4%) and 'business' (22.5%). Compared to YE Mar 17, 'business' grew by 5.4% pts while 'VFR' declined by 2.8% pts.

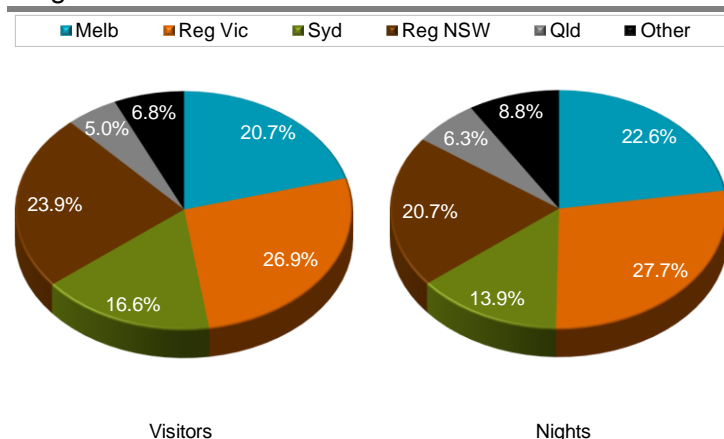
'VFR' (45.2%) was the largest purpose in terms of **nights** in the region, followed by 'business' (25.5%) and 'holiday' (23.6%). Compared to YE Mar 17, 'business' grew by 12.4% pts while 'VFR' declined by 6.5% pts.

Accommodation

'Friends or relatives property' (40.1%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (33.2%) was the 2nd most popular accommodation type, followed by 'luxury hotel or resort, 4 or 5 star' (8.3%).

Compared to YE Mar 17, 'standard hotel or motor inn, below 4 star' increased by 10.9% pts while 'friends or relatives property' declined by 6.1% pts.

Origin



The region received 47.6% of visitors and 50.3% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were up by 0.1% and nights were up by 21.0%.

New South Wales contributed 40.5% of visitors and 34.6% of nights in the region. Compared to YE Mar 17, NSW visitors were up by 26.3% and nights were up by 6.1%.

Queensland contributed 5.0% of visitors and 6.3% of nights in the region.

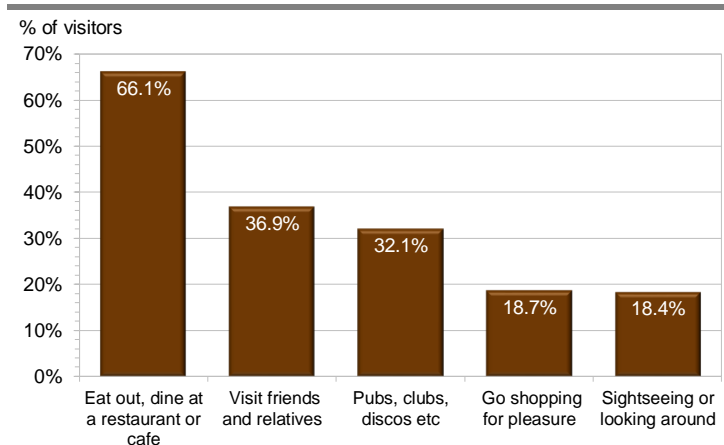
Length of stay

Visitors stayed on average 2.4 nights in the region - up by 0.1 night on the YE Mar 17.

Age

'65 years and over' (20.7%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.6%) and '25 to 34 years' (17.1%).

Activities



'Eat out, dine at a restaurant or cafe' (66.1%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (36.9%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (32.1%).

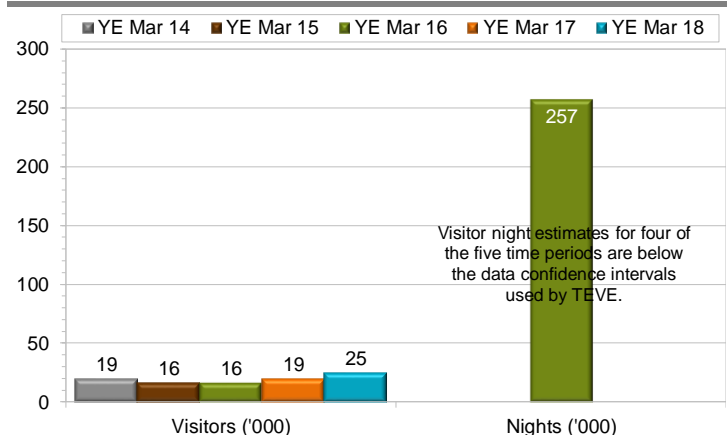
Expenditure⁽²⁾

Domestic overnight visitors spent \$264 million in the region - an average of \$149 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Albury / Wodonga received 24,900 international overnight visitors - up by 27.9% on YE Mar 17. Visitor night estimates for four of these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 36.7% of visitors to the Murray region. Compared to YE Mar 17, the share of visitors was up by 4.8% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	23.8%	13	France	1.1%
2	New Zealand	11.2%	14	Singapore	0.8%
3	Germany	8.6%	15	Malaysia	0.7%
4	Scandinavia	6.7%	16	Japan	0.4%
5	USA	6.1%	17	Hong Kong	0.4%
6	Switzerland	2.9%	18	Indonesia	0.2%
7	Canada	2.8%	19	Taiwan	0.0%
8	Italy	2.6%	19	Thailand	0.0%
9	Mainland China	2.5%			
10	India	2.3%		Other Asia	8.8%
11	South Korea	1.4%		Other Europe	6.1%
12	Netherlands	1.2%		Other Countries	9.1%

The UK (23.8%) was the region's largest source market of visitors, followed by New Zealand (11.2%) and Germany (8.6%).

Accommodation

'Friends or relatives property' (55.7%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (25.9%).

Age

'55 to 64 years' (23.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.7%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

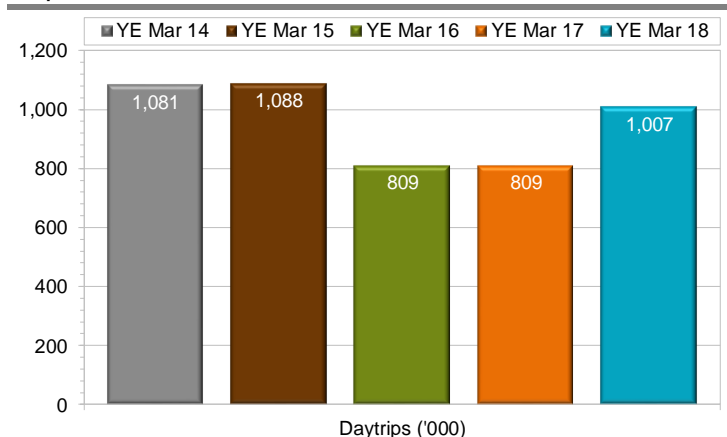
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received over 1.0 million domestic daytrip visitors - up by 24.4% on YE Mar 17.

Market share

The region received 33.7% of daytrips to the Murray region. Compared to YE Mar 17, the share was up by 2.9% pts.

Main purpose of trip

'Holiday' (44.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.6%) and 'medical reasons' (13.3%).

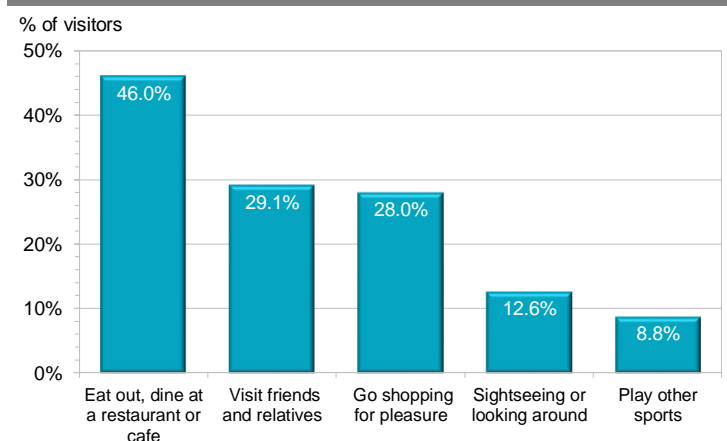
Age

'35 to 44 years' (20.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.9%) and '25 to 34 years' (17.5%).

Gender

More visitors to the region were female (60.9%) than male (39.1%).

Activities



'Eat out, dine at a restaurant or cafe' (46.0%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$126 million in the region - an average of \$125 per visitor.

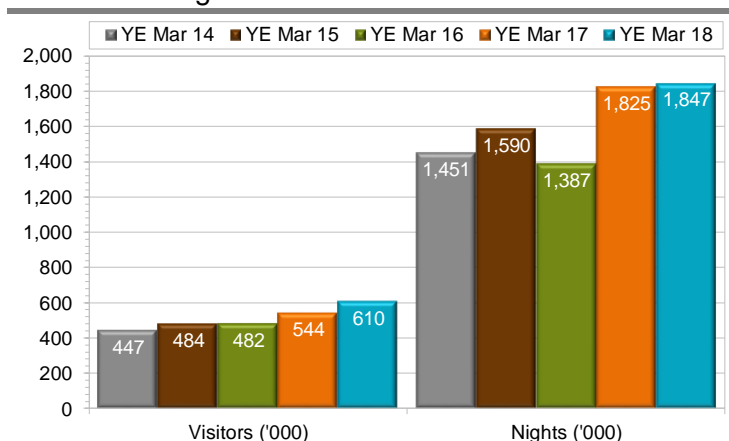
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

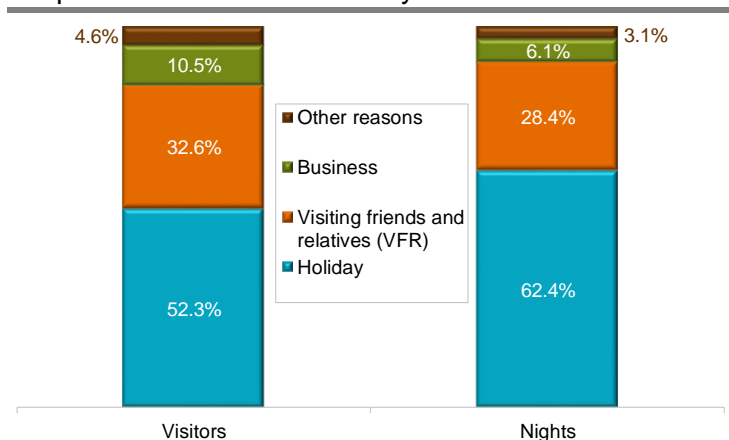


Sun Country received 610,000 domestic overnight visitors - up by 12.0% on YE Mar 17. Visitors spent over 1.8 million nights in the region - up by 1.2% on YE Mar 17.

Market share

The region received 21.6% of visitors and 23.6% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was up by 1.1 pts and the share of nights was down by 0.9% pts.

Purpose of visit to Sun Country



'Holiday' (52.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.6%) and 'business' (10.5%). Compared to YE Mar 17, 'other reasons' grew by 1.6% pts while 'holiday' declined by 2.3% pts.

'Holiday' (62.4%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.4%) and 'business' (6.1%). Compared to YE Mar 17, 'holiday' grew by 3.9% pts while 'VFR' declined by 4.2% pts.

Accommodation

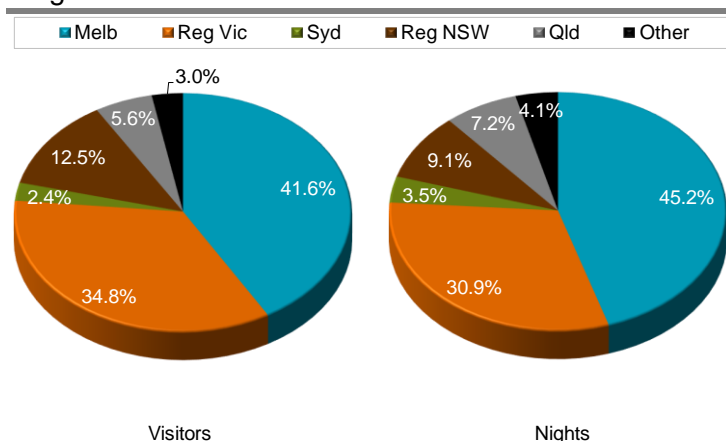
'Friends or relatives property' (29.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.3%) was the 2nd most popular accommodation used, followed by 'caravan or camping - non commercial' (17.0%).

Compared to YE Mar 17, 'caravan or camping - non commercial' grew by 8.7% pts while 'friends or relatives property' declined by 5.9% pts.

Sun Country includes: Cobram, Moira, Numurkah, Yarrawonga, Corowa, Corowa Region, and Tocumwal - Finley - Jerilderie.

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

Origin



The region received 76.5% of visitors and 76.1% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were up by 7.7% and nights were up by 7.4%.

New South Wales contributed 14.9% of visitors and 12.7% of nights in the region. Compared to YE Mar 17, NSW visitors were up by 46.9%.

Queensland contributed 5.6% of visitors and 7.2% of nights in the region.

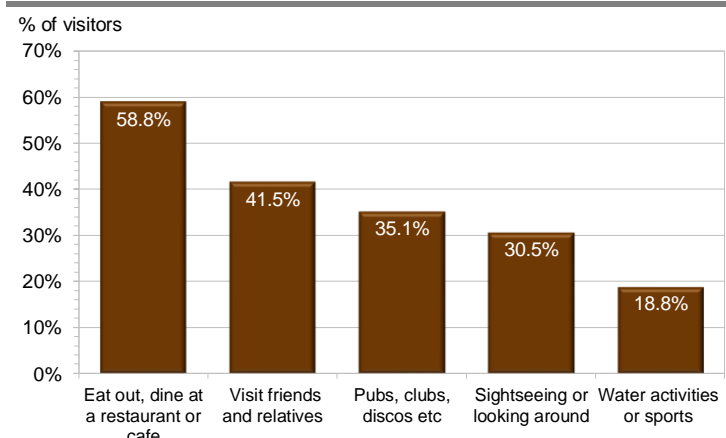
Length of stay

Visitors stayed on average 3 nights in the region - down by 0.4 nights on the YE Mar 17.

Age

'65 years and over' (22.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.8%) and '35 to 44 years' (16.9%).

Activities



'Eat out, dine at a restaurant or cafe' (58.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.5%) and 'pubs, clubs, discos etc' (35.1%).

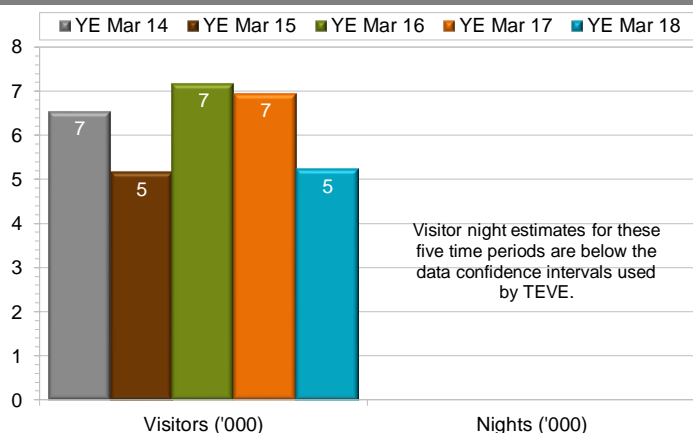
Expenditure⁽²⁾

Domestic overnight visitors spent \$261 million in the region - an average of \$141 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Sun Country received 5,200 international overnight visitors - down by 24.5% on YE Mar 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 7.7% of international visitors to the Murray region. Compared to YE Mar 17, the share was down by 3.7% pts.

Origin

No.	Market	Share	No.	Market	Share
1	India	28.0%	13	Japan	0.0%
2	New Zealand	12.5%	13	Singapore	0.0%
3	United Kingdom	12.2%	13	Indonesia	0.0%
4	Malaysia	7.5%	13	Thailand	0.0%
5	Hong Kong	6.9%	13	South Korea	0.0%
6	USA	6.4%	13	Mainland China	0.0%
7	Netherlands	5.2%	13	France	0.0%
8	Canada	5.2%	13	Switzerland	0.0%
9	Taiwan	4.3%			
10	Scandinavia	3.2%		Other Asia	1.9%
11	Italy	2.3%		Other Europe	2.9%
12	Germany	1.6%		Other Countries	0.0%

India (28.0%) was the region's largest source market of visitors, followed by New Zealand (12.5%) and the UK (12.2%).

Accommodation

'Friends or relatives property' (55.4%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (33.2%).

Age

'65 years and over' (29.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.3%) and '25 to 34 years' (16.6%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

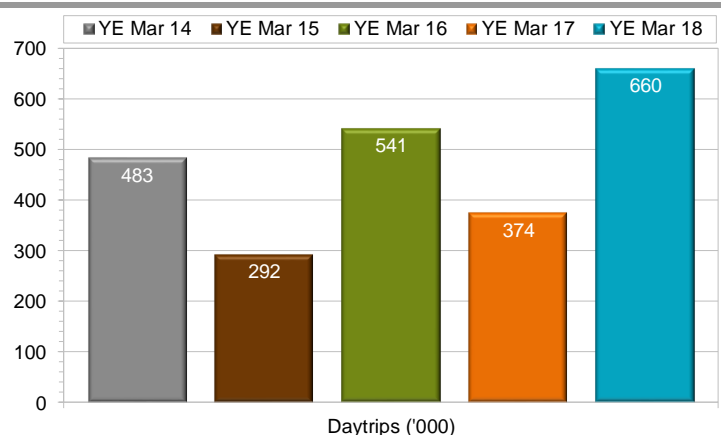
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 660,000 domestic daytrips - up by 76.6% on YE Mar 17.

Market share

The region received 22.1% of daytrips to the Murray region. Compared to YE Mar 17, the share was up by 7.9% pts.

Main purpose of trip

'Holiday' (53.6%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (29.5%) and 'business' (6.8%).

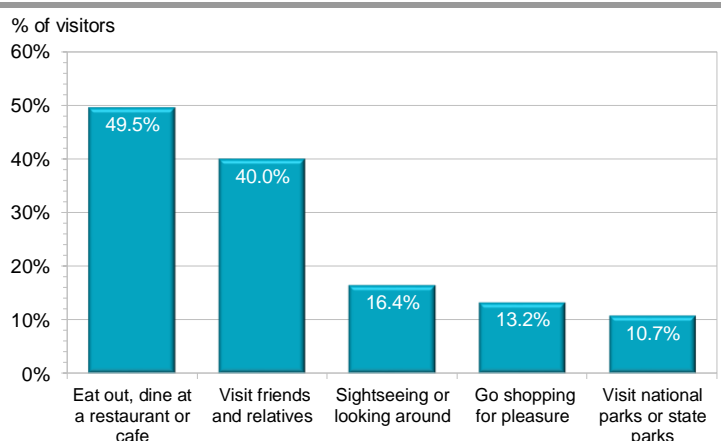
Age

'65 years and over' (25.4%) was the biggest age group of daytrip visitors to the region, followed by '55 to 64 years' (17.1%) and '15 to 24 years' (16.7%).

Gender

More visitors to the region were male (68.1%) than female (31.9%).

Activities



'Eat out, dine at a restaurant or cafe' (49.5%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (40.0%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$80 million in the region - an average of \$122 per visitor.

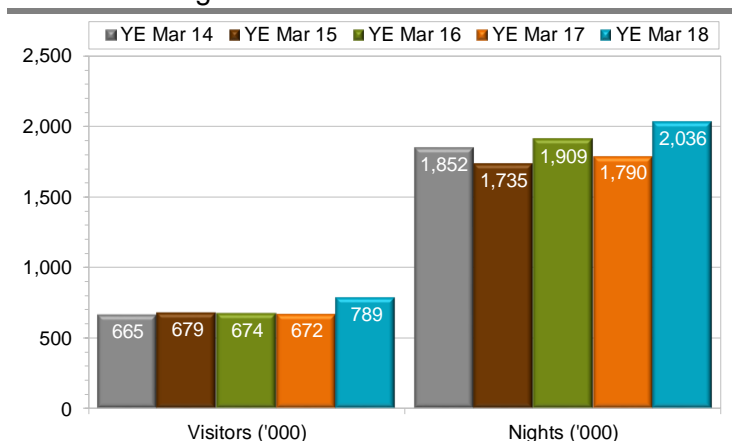
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights



Echuca / Moama received 789,000 domestic overnight visitors – up by 17.3% on YE Mar 17. Visitors spent over 2.0 million nights in the region - up by 13.7% on YE Mar 17.

Market share

The region received 27.9% of visitors and 26.0% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was up by 2.5 pts and the share of nights was up by 1.9% pts.

Purpose of visit to Echuca / Moama



'Holiday' (51.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.1%) and 'business' (14.3%). Compared to YE Mar 17, 'business' grew by 2.9% pts while 'other reasons' declined by 2.7% pts.

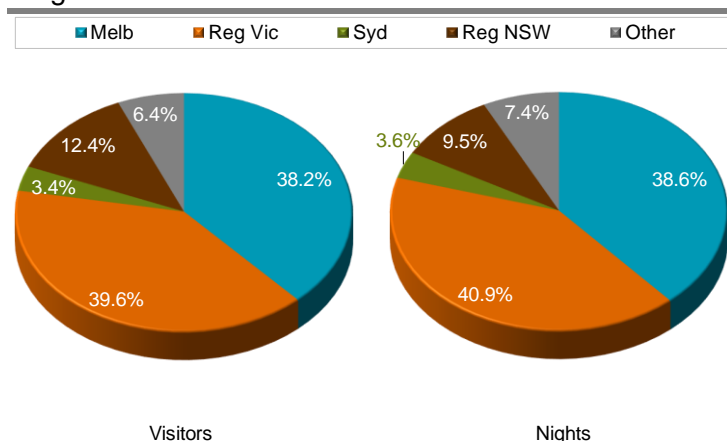
'Holiday' (56.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.2%) and 'business' (13.2%). Compared to YE Mar 17, 'holiday' grew by 3.6% pts while 'other reasons' declined by 1.8% pts.

Accommodation

'Friends or relatives property' (31.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.8%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (19.0%).

Compared to YE Mar 17, 'friends or relatives property' grew by 5.1% pts while 'standard hotel or motor inn, below 4 star' declined by 3.5% pts.

Origin



The region received 77.8% of visitors and 79.5% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were up by 16.7% and nights were up by 12.2%.

New South Wales contributed 15.7% of visitors and 13.1% of nights in the region. Compared to YE Mar 17, NSW visitors were up by 44.3%

South Australia contributed 3.2% of visitors and 3.1% of nights in the region.

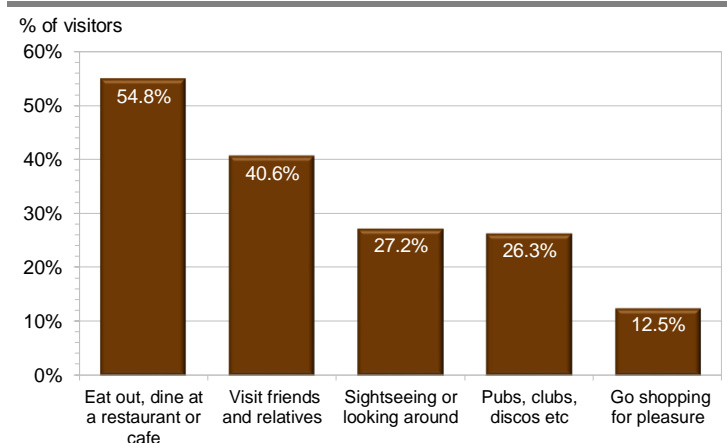
Length of stay

Visitors stayed on average 2.6 nights in the region – down by 0.1 night on the YE Mar 17.

Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.9%) and '45 to 54 years' (17.7%).

Activities



'Eat out, dine at a restaurant or cafe' (54.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.6%).

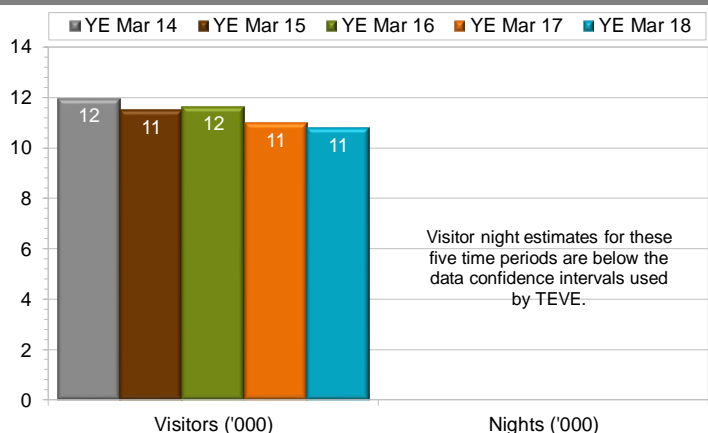
Expenditure⁽²⁾

Domestic overnight visitors spent \$287 million in the region - an average of \$141 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Echuca / Moama received 10,800 international overnight visitors - down by 1.7% on YE Mar 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 15.9% of visitors to the Murray region. Compared to YE Mar 17, the share was down by 2.1% pts.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	29.0%	13	France	1.1%
2	United Kingdom	20.3%	14	Scandinavia	0.8%
3	Germany	9.4%	15	Thailand	0.7%
4	Netherlands	8.9%	16	Hong Kong	0.0%
5	Mainland China	4.0%	16	Singapore	0.0%
6	Japan	3.3%	16	Malaysia	0.0%
7	USA	3.1%	16	Taiwan	0.0%
8	Indonesia	2.9%	16	Switzerland	0.0%
9	South Korea	2.4%			
10	Italy	1.6%		Other Asia	1.0%
11	Canada	1.1%		Other Europe	0.0%
12	India	1.1%		Other Countries	9.6%

New Zealand (29.0%) was the region's largest source market of visitors, followed by the United Kingdom (20.3%).

Accommodation

'Friends or relatives property' (39.0%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (31.7%).

Age

'65 years and over' (30.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.9%) and '55 to 64 years' (20.1%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

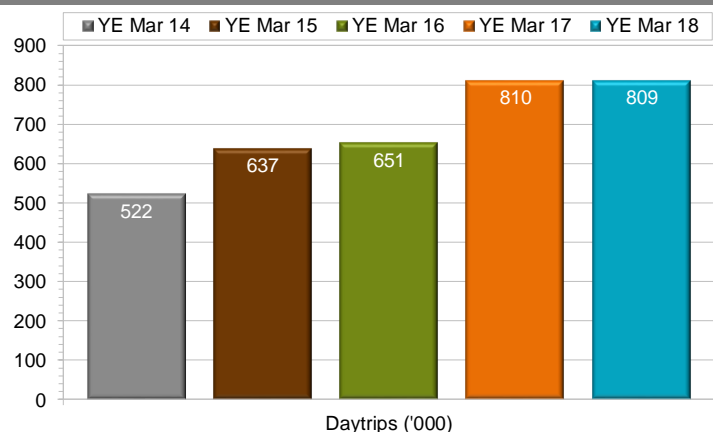
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 809,000 domestic daytrip visitors - down by 0.1% on YE Mar 17.

Market share

The region received 27.1% of daytrips to the Murray region. Compared to YE Mar 17, the share was down by 3.7% pts.

Main purpose of trip

'Holiday' (42.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (37.9%) and 'business' (8.5%).

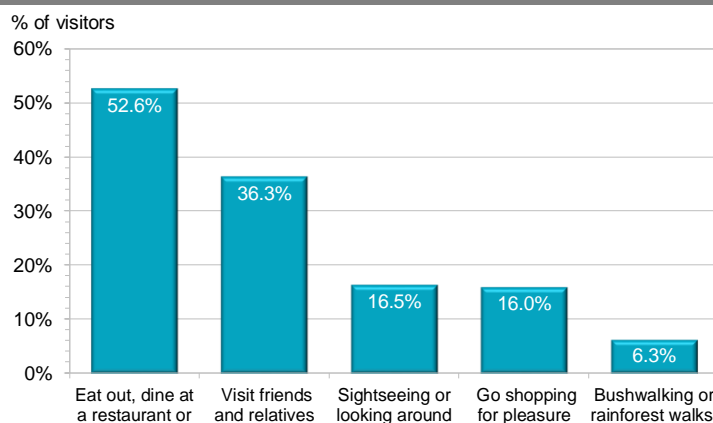
Age

'65 years and over' (23.3%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.3%) and '35 to 44 years' (17.5%).

Gender

More visitors to the region were female (56.3%) than male (43.7%).

Activities



'Eat out, dine at a restaurant or cafe' (52.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$98 million in the region - an average of \$121 per visitor.

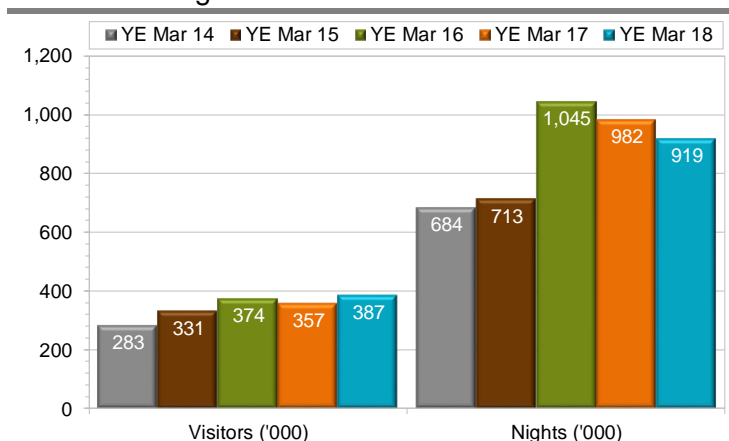
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

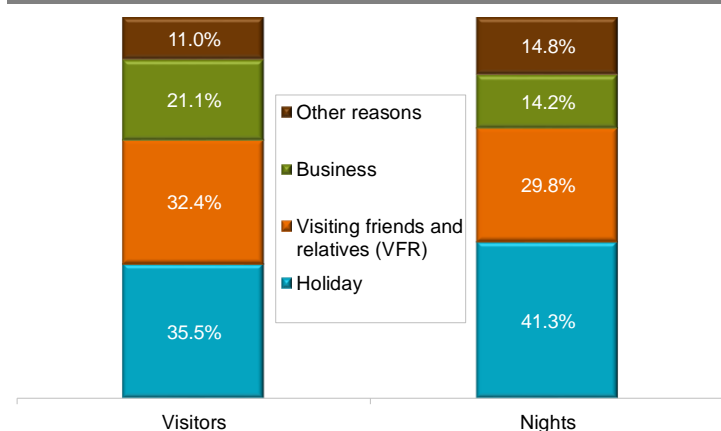


The Swan Hill region received 387,000 domestic overnight visitors - up by 8.2% on YE Mar 17. Visitors spent 919,000 nights in the region - down by 6.4% on YE Mar 17.

Market share

The region received 13.7% of visitors and 11.7% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was up by 0.2% pts and the share of nights was down by 1.5% pts.

Purpose of visit to the Swan Hill region



'Holiday' (35.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.4%) and 'business' (21.1%). Compared to YE Mar 17, 'business' increased by 8.6% pts while 'holiday' declined by 11.5% pts.

'Holiday' (41.3%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.8%) and 'business' (14.2%). Compared to YE Mar 17, 'other reasons' grew by 11.9% pts while 'VFR' declined by 12.4% pts.

Accommodation

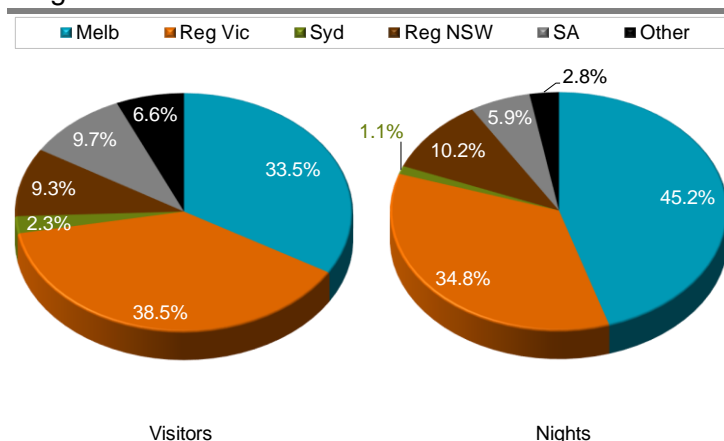
'Friends or relatives property' (31.4%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (26.4%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (16.8%).

Compared to YE Mar 17, 'standard hotel or motor inn, below 4 star' grew by 13.8% pts while 'friends or relatives property' declined by 14.7% pts.

The Swan Hill region includes: Gannawarra, Kerang, Robinvale, Swan Hill, Swan Hill Region, and Wentworth-Balranald Region.

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

Origin



The region received 72.1% of visitors and 80.0% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were up by 19.8% and nights were up by 19.4%.

New South Wales contributed 11.6% of visitors and 11.3% of nights in the region.

South Australia contributed 9.7% of visitors and 5.9% of nights in the region.

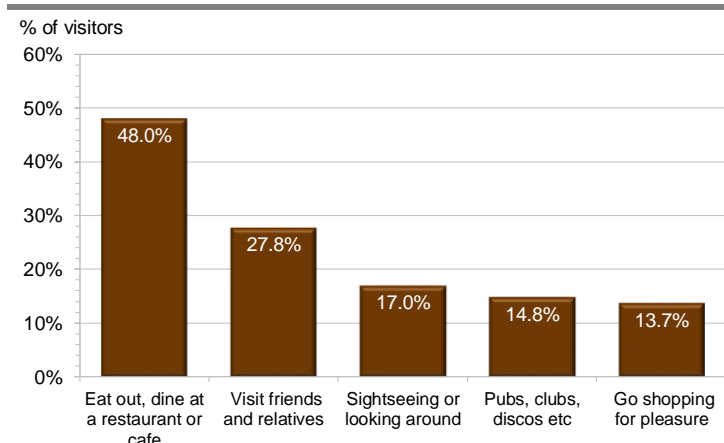
Length of stay

Visitors stayed on average 2.4 nights in the region - down by 0.3 nights on the YE Mar 17.

Age

'65 years and over' (27.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.4%) and '55 to 64 years' (16.8%).

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' (27.8%) was the 2nd most popular, followed by 'sightseeing or looking around' (17.0%).

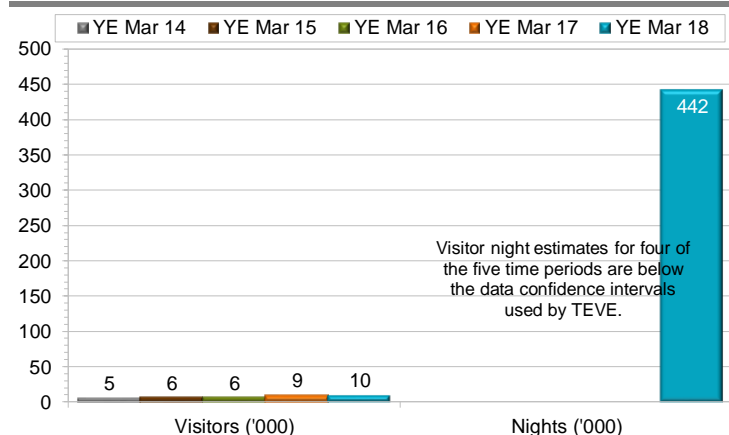
Expenditure⁽²⁾

Domestic overnight visitors spent \$148 million in the region - an average of \$161 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Swan Hill region received 9,900 international overnight visitors – up by 4.9% on YE Mar 17. Visitors spent 442,500 nights in the region.

Market share

The region received 14.6% of visitors and 28.9% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was down by 0.8% pts.

Origin

No.	Market	Share	No.	Market	Share
1	Hong Kong	10.6%	13	New Zealand	2.0%
2	Germany	10.2%	14	Switzerland	1.4%
3	USA	9.5%	15	Mainland China	0.6%
4	Malaysia	8.7%	16	Singapore	0.0%
5	Taiwan	8.2%	16	Indonesia	0.0%
6	South Korea	4.7%	16	Thailand	0.0%
7	Canada	4.5%	16	India	0.0%
8	Japan	4.2%	16	Scandinavia	0.0%
9	Netherlands	3.6%			
10	France	2.6%		Other Asia	1.2%
11	Italy	2.6%		Other Europe	8.6%
12	United Kingdom	2.6%		Other Countries	14.1%

Hong Kong (10.6%) was the region's largest source market of international visitors, followed by Germany (10.2%).

Accommodation

'Rented house, apartment, flat or unit' (69.8%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (9.4%).

Age

'25 to 34 years' (53.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.5%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Mar 18.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

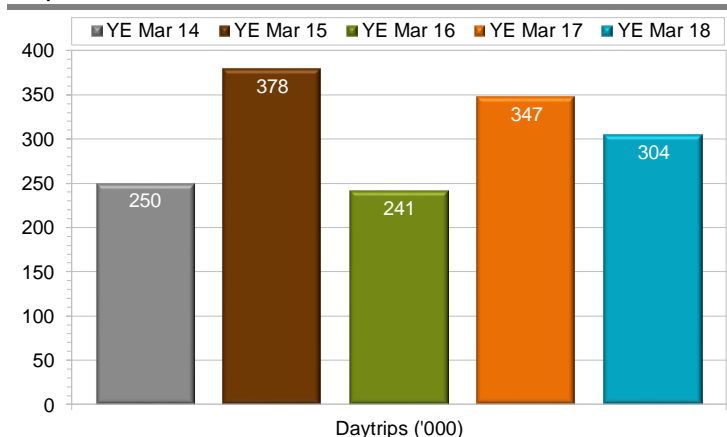
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 304,000 domestic daytrip visitors - down by 12.5% on YE Mar 17.

Market share

The region received 10.2% of daytrips to the Murray region. Compared to YE Mar 17, the share was down by 3.0% pts.

Main purpose of trip

'Holiday' (42.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.0%) and 'business' (8.6%).

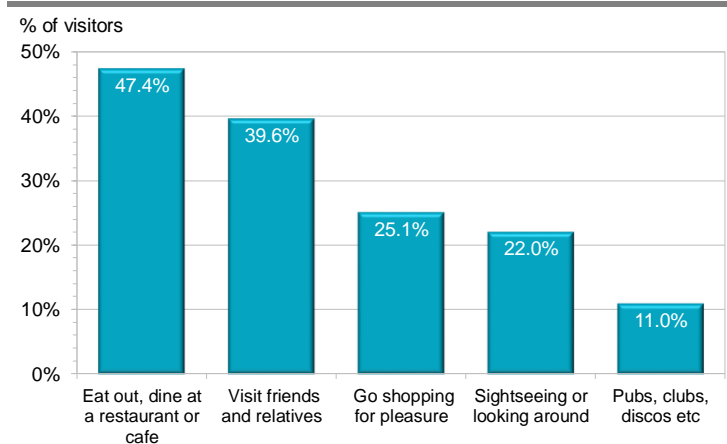
Age

'55 to 64 years' (20.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.0%) and '35 to 44 years' (17.6%).

Gender

More visitors to the region were male (57.1%) than female (42.9%).

Activities



'Eat out, dine at a restaurant or cafe' (47.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

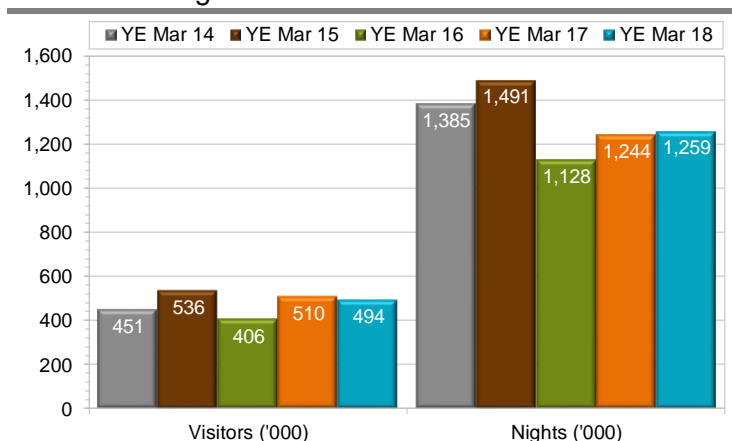
Domestic daytrip visitors spent \$58 million in the region - an average of \$192 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

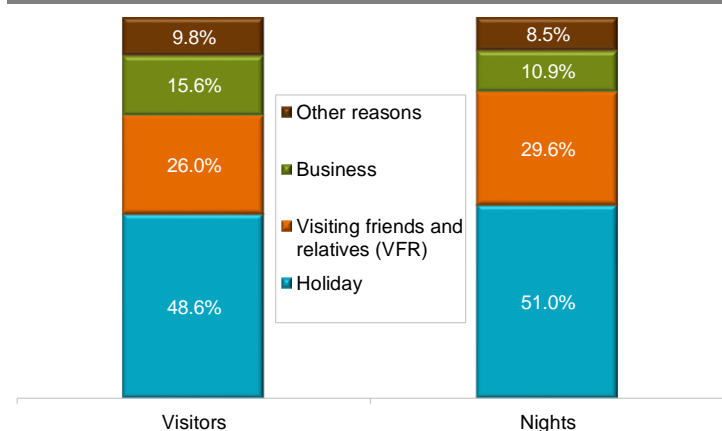


Mildura / Wentworth received 494,000 domestic overnight visitors - down by 3.1% on YE Mar 17. Visitors spent nearly 1.3 million nights in the region - up by 1.2% on YE Mar 17.

Market share

The region received 17.5% of visitors and 16.1% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was down by 1.7% pts and the share of nights was down by 0.6% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (48.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (26.0%) and 'business' (15.6%). Compared to YE Mar 17, 'holiday' increased by 6.7% pts while 'business' decreased by 9.0% pts.

'Holiday' (51.0%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.6%) and 'business' (10.9%). Compared to YE Mar 17, 'holiday' increased by 5.4% pts while 'business' decreased by 4.5% pts.

Accommodation

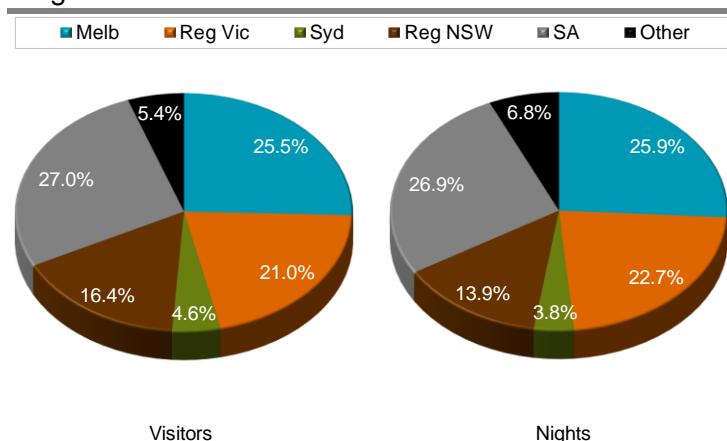
'Friends or relatives property' (24.3%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (20.9%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (17.6%).

Compared to YE Mar 17, 'caravan park or commercial camping ground' grew by 2.8% pts while 'standard hotel or motor inn, below 4 star' declined by 3.9% pts.

Mildura / Wentworth includes: Irymple, Merbein, Mildura, Mildura Region, Red Cliffs, and Wentworth - Buronga

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

Origin



The region received 46.5% of visitors and 48.6% of nights from **Victoria**. Compared to YE Mar 17, Victorian visitors were down by 9.7% and nights were down by 11.8%.

NSW contributed 21.0% of visitors and 17.8% of nights in the region. Compared to YE Mar 17, visitors from NSW were down by 14.3%.

South Australia contributed 27.0% of visitors and 26.9% of nights in the region. Compared to YE Mar 17, visitors from South Australia were up by 27.0%.

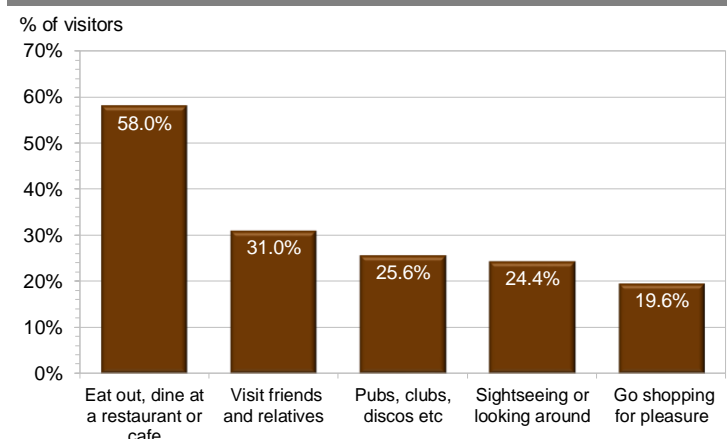
Length of stay

Visitors stayed, on average, 2.5 nights in the region - up by 0.1 night on the YE Mar 17.

Age

'65 years and over' (26.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.7%) and '45 to 54 years' (19.9%).

Activities



'Eat out, dine at a restaurant or cafe' (58.0%) was the most popular activity undertaken by visitors to the region.

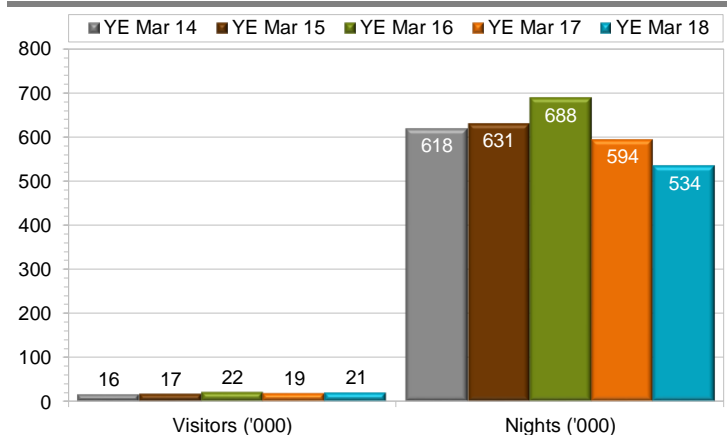
Expenditure⁽²⁾

Domestic overnight visitors spent \$204 million in the region - an average of \$162 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Mildura / Wentworth received 20,800 international overnight visitors - up by 7.1% on YE Mar 17. Visitors spent 534,000 nights in the region - down by 10.1% on YE Mar 17.

Market share

The region received 30.6% of visitors and 34.8% of nights in the Murray region. Compared to YE Mar 17, the share of visitors was down by 1.2% pts and the share of nights was down by 13.2% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	19.5%	13	India	3.6%
2	Germany	8.2%	14	Canada	2.5%
3	USA	6.6%	15	Singapore	1.8%
4	New Zealand	6.0%	16	Italy	1.7%
5	France	5.1%	17	Thailand	1.3%
6	Taiwan	4.8%	18	Scandinavia	0.7%
7	Malaysia	4.8%	19	South Korea	0.5%
8	Japan	4.3%	19	Indonesia	0.0%
9	Mainland China	4.1%			
10	Hong Kong	3.9%		Other Asia	0.5%
11	Switzerland	3.8%		Other Europe	3.2%
12	Netherlands	3.8%		Other Countries	9.2%

The UK (19.5%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (32.0%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (25.4%).

Age

'25 to 34 years' (28.9%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (25.2%).

Expenditure⁽⁴⁾

International overnight visitors spent \$22 million in the region - an average of \$41 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Mar 18.

Preliminary IVS results

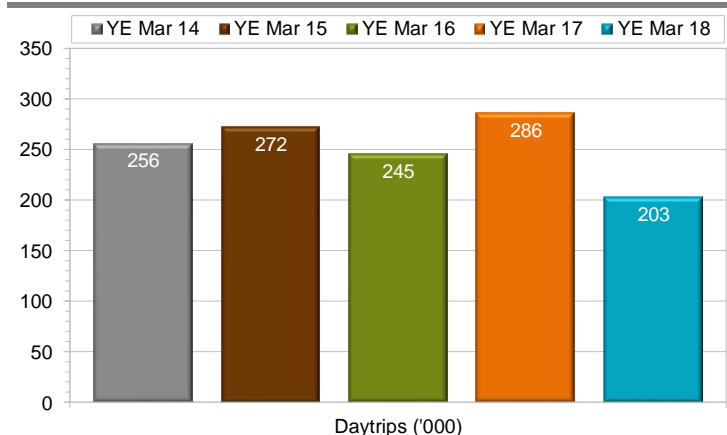
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Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 203,000 domestic daytrip visitors - down by 29.0% on YE Mar 17.

Market share

The region received 6.8% of daytrips to the Murray region. Compared to YE Mar 17, the share was down by 4.1% pts.

Main purpose of trip

'Holiday' (56.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.5%) and 'business' (11.6%).

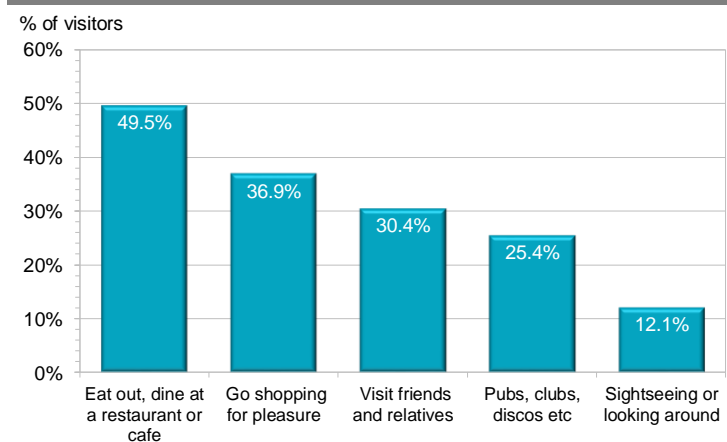
Age

'65 years and over' (31.8%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (29.3%) and '55 to 64 years' (18.5%).

Gender

More visitors to the region were male (59.4%) than female (40.6%).

Activities



'Eat out, dine at a restaurant or cafe' (49.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$39 million in the region - an average of \$192 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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