

Travel to the Murray Region







Year ended September 2021
Quarterly Tracking of Selected Measures









DOMESTIC TRAVEL TO MURRAY REGION

October 2020 to September 2021
and change on October 2019 to September 2020





Domestic overnight travel

	2.1 million		5.9%
	6.6 million		-4.2%
	\$946 million		-5.1%

Total domestic travel

	4.5 million		0.0%
	6.6 million		-4.2%
	\$1.3 billion		-5.9%

Domestic daytrip travel

	2.4 million		-4.7%
	\$321 million		-8.2%



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

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

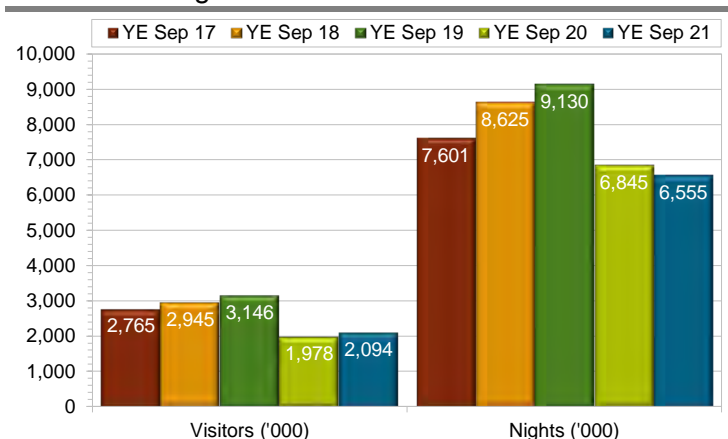
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period October 2020 to September 2021

Overnight travel

Visitors and nights



The Murray region received nearly 2.1 million overnight visitors - up by 5.9% on YE Sep 20. Visitors spent nearly 6.6 million nights in the region - down by 4.2% on YE Sep 20.

Expenditure ⁽²⁾

Overnight visitors spent \$946 million in the Murray region - down by 5.1% on YE Sep 20. On average, visitors spent \$144 per night - down by 0.9% on YE Sep 20.

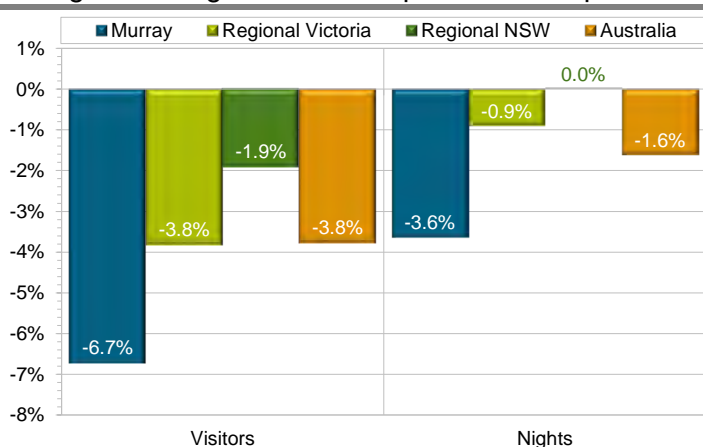
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 21, TRA.

Market share

The overnight sector represented 46.8% all domestic visitors to the Murray region - up by 2.6% pts on YE Sep 20. The overnight sector contributed 74.7% of total domestic spend in the region - up by 0.7% pts on YE Sep 20.

The Murray region received 6.2% of visitors and 5.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 20, the share of visitors was down by 0.1% pt and the share of nights was down by 0.9% pts.

Average annual growth - YE Sep 17 to YE Sep 21



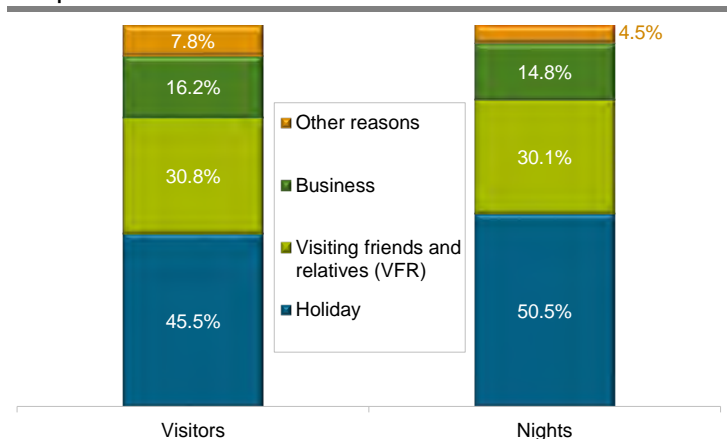
Over the period YE Sep 17 to YE Sep 21, the Murray region had an average annual decline of -6.7% in **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -3.6% in **nights** over the period. The region had a higher decline than regional Victoria and Australia. Regional NSW was unchanged over the period.

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 Sep 21, Tourism Research Australia (TRA) - unless otherwise specified

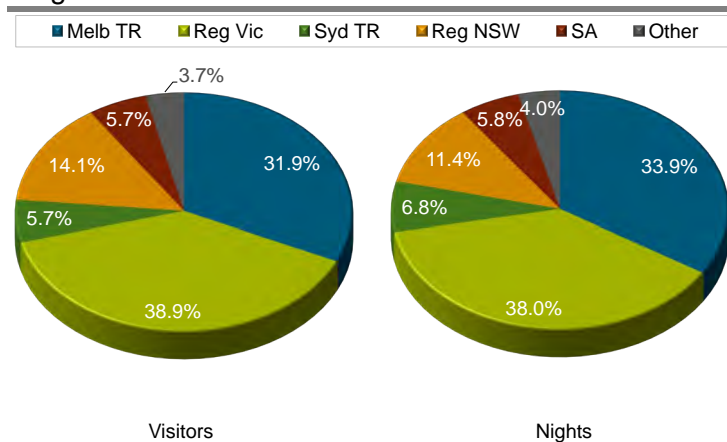
Purpose of visit



'Holiday' (45.5%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (30.8%) was the 2nd largest purpose, followed by 'business' (16.2%). Compared to YE Sep 20, 'holiday' increased by 4.9% pts whilst 'VFR' decreased by 3.0% pts.

'Holiday' (50.5%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (30.1%) was the 2nd largest purpose, followed by 'business' (14.8%). Compared to YE Sep 20, 'holiday' increased by 7.8% pts whilst 'business' decreased by 3.2% pts.

Origin



The Murray region received 70.8% of visitors and 71.9% of nights from **Victoria**. Compared to YE Sep 20, Victorian visitors were up by 9.7% and nights were up by 6.5%.

NSW contributed 19.8% of visitors and 18.2% of nights in the region. Compared to YE Sep 20, NSW visitors were up by 0.2% and nights were down by 8.8%.

South Australia contributed 5.7% of visitors and 5.8% of nights in the region. Compared to YE Sep 20, visitors from South Australia were up by 41.5%.

Other states contributed 3.7% of visitors and 4.0% of nights in the region. Compared to YE Sep 20, visitors from other states were down by 39.8%.

Month returned from trip

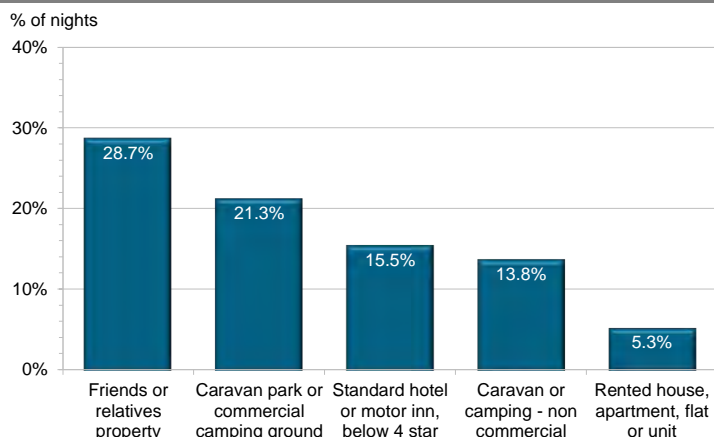
April (15.9%) was the most popular month for visitors to return from their trip to the Murray region. January (13.9%) was the 2nd most popular month to return, followed by March (13.0%).

Domestic travel to the Murray region ⁽¹⁾

For the period October 2020 to September 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (28.7%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Sep 20, 'caravan or camping – non commercial' increased by 3.7% pts whilst 'friends or relatives property' decreased by 7.9% pts.

Length of stay

Visitors stayed, on average, 3.1 nights in the Murray region – down by 0.4 nights on YE Sep 20.

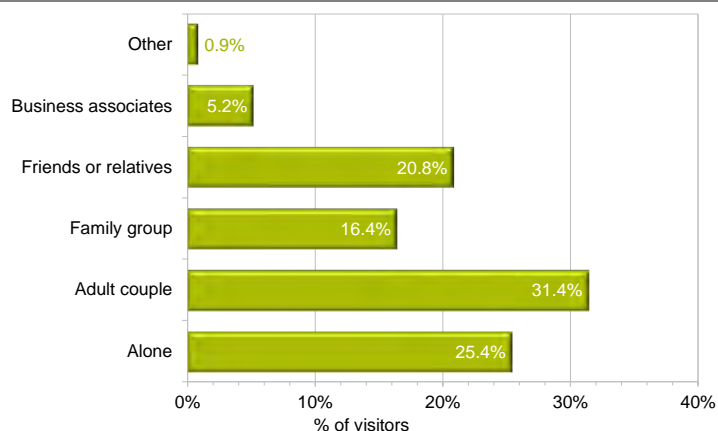
Activities

'Eat out, dine at a restaurant or cafe' (51.4%) was the most popular activity undertaken by visitors to the Murray region. 'Pubs, clubs, discos etc' (26.3%) was the 2nd most popular activity undertaken, followed by 'visit friends and relatives' (25.9%).

All transport

'Private vehicle or company car' (94.5%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (2.1%) was the 2nd most popular transport used, followed by 'rental car' (1.0%).

Travel party



'Adult couple' (31.4%) was the most common travel party description of visitors to the Murray region. 'Alone' (25.4%) was the 2nd most common travel party description.

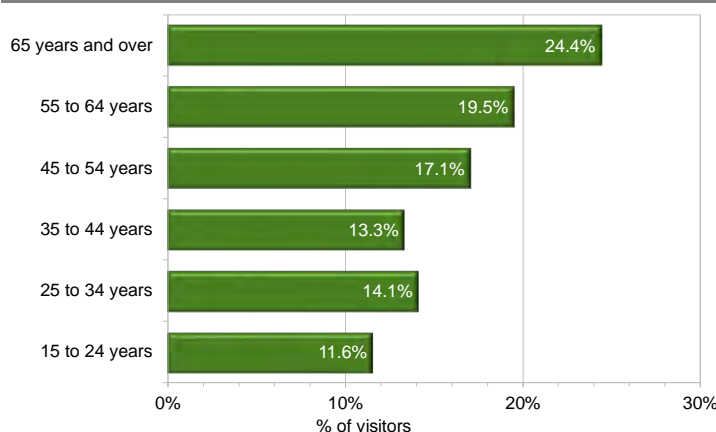
Number of stopovers on trip

Nearly ¾ (72.3%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (9.0%) 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 Sep 21, TRA – unless otherwise specified

Age



'65 years and over' (24.4%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (19.5%) was the 2nd biggest age group, followed by '45 to 54 years' (17.1%).

Gender

More visitors to the Murray region were male (54.4%) than female (45.6%).

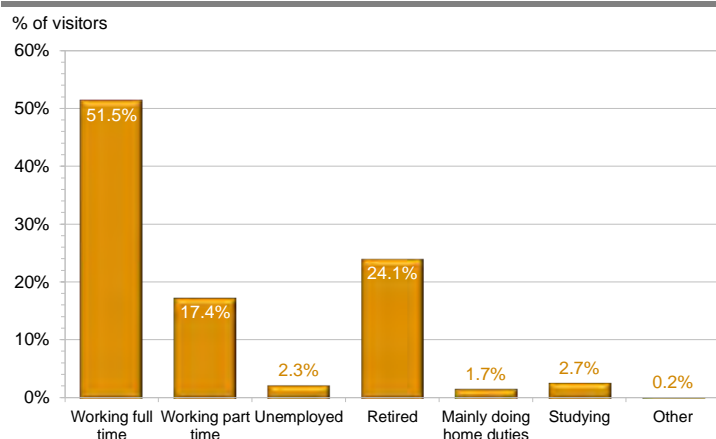
Lifecycle

'Older non-working' (24.5%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (20.3%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (17.9%).

Marital status

More visitors to the Murray region were married or part of a couple (70.3%) than single (29.6%).

Employment



'Working full time' (51.5%) was the most common employment status of visitors to the Murray region. 'Retired' (24.1%) was the 2nd most common employment status, followed by 'working part time' (17.4%).

Annual household income

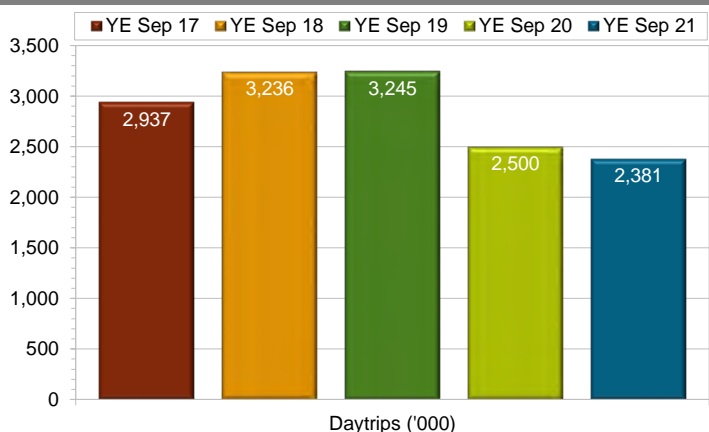
The average annual household income was \$124,268 amongst visitors to the Murray region. Over 3/10 (30.1%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (19.1%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period October 2020 to September 2021

Daytrip travel

Trips



The Murray region received nearly 2.4 million daytrip visitors - down by 4.7% on YE Sep 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$321 million in the Murray region - down by 8.2% on YE Sep 20. On average, visitors spent \$135 per trip - down by 3.6% on YE Sep 20.

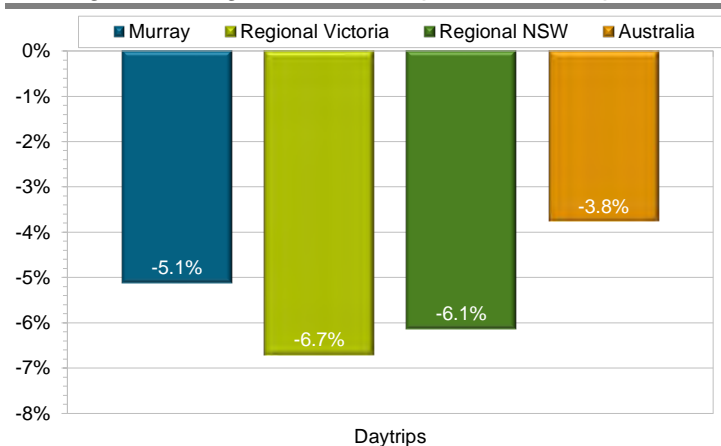
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 21, TRA.

Market share

The daytrip sector represented 53.2% all domestic visitors to the Murray region - down by 2.6% pts on YE Sep 20. The daytrip sector contributed 25.3% of total domestic spend in the region - down by 0.7% pts on YE Sep 20.

The Murray region received 4.3% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 20, the share was up by 0.2% pts.

Average annual growth - YE Sep 17 to YE Sep 21

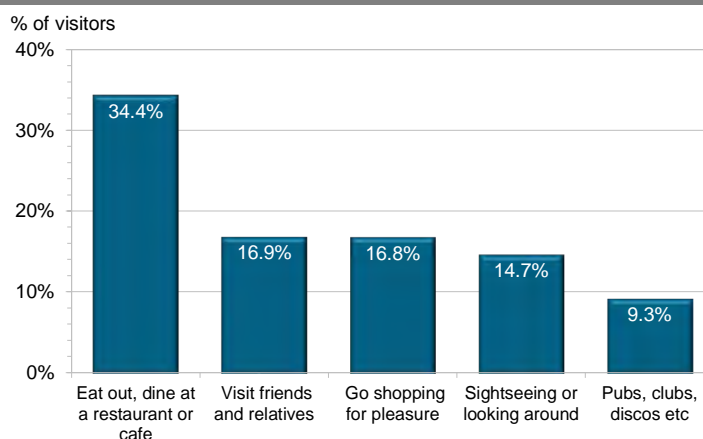


Over the period YE Sep 17 to YE Sep 21, the Murray region had an average annual decline of -5.1% in daytrips. The region had a lower decline than regional Victoria and regional NSW, but a higher decline than Australia.

Main purpose of trip

'Holiday' (40.4%) was the largest purpose for visitors to the Murray region. 'Business' (20.6%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (20.3%). Compared to YE Sep 20, 'holiday' grew by 2.8% pts whilst 'business' fell by 1.8% pts.

Activities



'Eat out, dine at a restaurant or cafe' (34.4%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.6%) was the most popular transport used by visitors to the Murray region. 'Bus or coach' (0.8%) was the 2nd most popular transport used.

Origin

The Murray region received (66.8%) of daytrip visitors from Victoria. NSW contributed (32.4%) and South Australia (0.8%) of daytrip visitors to the region. The Murray tourism region (23.5%) was the Murray region's largest individual source market.

Age

'65 years and over' (30.2%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (16.2%) was the 2nd biggest age group, followed by '25 to 34 years' (15.2%).

Month travelled

December (12.2%) was the most popular month for a daytrip to the Murray region. May (12.1%) was the 2nd most popular month to travel, followed by June (11.0%).

Total domestic travel

Visitors, nights and spend

	YE Sep 17	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	Change on last year
Domestic visitors (million)						
Overnight visitors	2.8	2.9	3.1	2.0	2.1	+5.9%
Daytrip visitors	2.9	3.2	3.2	2.5	2.4	-4.7%
Total domestic visitors	5.7	6.2	6.4	4.5	4.5	-0.0%
Domestic nights (million)						
Total domestic nights	7.6	8.6	9.1	6.8	6.6	-4.2%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,072	\$1,294	\$1,400	\$997	\$946	-5.1%
Daytrip spend ⁽²⁾	\$401	\$443	\$522	\$350	\$321	-8.2%
Total domestic spend ⁽²⁾	\$1,473	\$1,737	\$1,922	\$1,347	\$1,268	-5.9%

The Murray region received nearly 4.5 million domestic visitors - down marginally on YE Sep 20. Visitors spent nearly 6.6 million nights in the region - down by 4.2% on YE Sep 20. In total, domestic visitors spent nearly \$1.3 billion on travel to the Murray region - down by 5.9% on YE Sep 20.

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




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

⁽¹⁾ Source: NVS, YE Sep 21, TRA - unless otherwise specified




DOMESTIC TRAVEL TO ALBURY / WODONGA

October 2020 to September 2021
and change on October 2019 to September 2020



Domestic overnight travel

	472 thousand	↓	-7.9%
	1.1 million	↓	-26.3%
	\$202 million	↓	-25.1%

Total domestic travel

	1.3 million	↓	-4.3%
	1.1 million	↓	-26.3%
	\$366 million	↓	-15.2%

Domestic daytrip travel

	805 thousand	↓	-2.0%
	\$164 million	↑	1.5%



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

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




DOMESTIC TRAVEL TO SUN COUNTRY

October 2020 to September 2021
and change on October 2019 to September 2020



Domestic overnight travel

	426 thousand	→	0.3%
	1.5 million	↓	-2.5%
	\$196 million	→	0.3%

Total domestic travel

	846 thousand	↑	2.2%
	1.5 million	↓	-2.5%
	\$223 million	→	0.0%

Domestic daytrip travel

	420 thousand	↑	4.1%
	\$28 million	↓	-2.6%



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

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

DOMESTIC TRAVEL TO ECHUCA / MOAMA


October 2020 to September 2021
and change on October 2019 to September 2020

Domestic overnight travel



575 thousand  11.6%



1.7 million  -6.8%



\$269 million  -1.9%

Total domestic travel



1.1 million  -10.4%



1.7 million  -6.8%



\$324 million  -10.4%

Domestic daytrip travel



567 thousand  -25.4%



\$55 million  -36.9%






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




DOMESTIC TRAVEL TO SWAN HILL REGION

October 2020 to September 2021
and change on October 2019 to September 2020



Domestic overnight travel

	356 thousand	↑	39.8%
	956 thousand	↑	37.2%
	\$104 million	↑	22.1%

Total domestic travel

	636 thousand	↑	12.3%
	956 thousand	↑	37.2%
	\$122 million	↓	-8.3%

Domestic daytrip travel

	280 thousand	↓	-10.3%
	np		np



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

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




DOMESTIC TRAVEL TO MILDURA / WENTWORTH

October 2020 to September 2021
and change on October 2019 to September 2020



Domestic overnight travel

	398 thousand	↑	14.2%
	1.2 million	↑	1.2%
	\$176 million	↑	1.9%

Total domestic travel

	707 thousand	↑	28.2%
	1.2 million	↑	1.2%
	\$232 million	↑	17.8%

Domestic daytrip travel

	309 thousand	↑	52.3%
	\$56 million		np



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

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