

Travel to the Murray Region

Year ended September 2022
Quarterly Tracking of Selected Measures






Murray
REGIONAL TOURISM




DOMESTIC TRAVEL TO MURRAY REGION

October 2021 to September 2022
and change on October 2020 to September 2021



Domestic overnight travel

	2.9 million	↑	37.9%
	8.2 million	↑	25.8%
	\$1.5 billion	↑	61.2%

Total domestic travel

	5.8 million	↑	28.6%
	8.2 million	↑	25.8%
	\$2.0 billion	↑	56.9%

Domestic daytrip travel

	2.9 million	↑	20.3%
	\$462 million	↑	44.0%



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

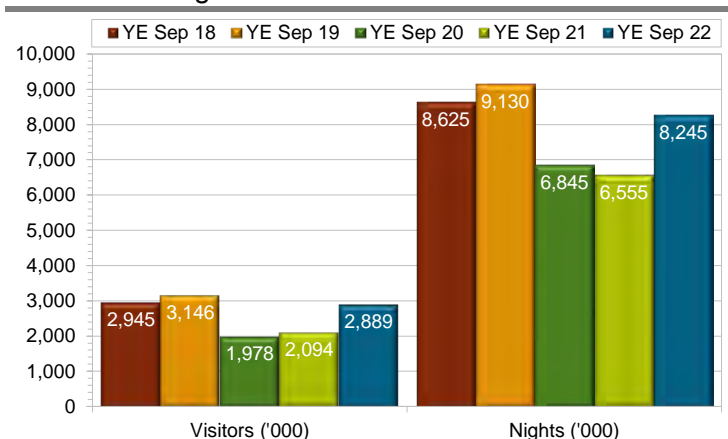
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period October 2021 to September 2022

Overnight travel

Visitors and nights



The Murray region received nearly 2.9 million overnight visitors - up by 37.9% on YE Sep 21. Visitors spent over 8.2 million nights in the region - up by 25.8% on YE Sep 21.

Expenditure ⁽²⁾

Overnight visitors spent over \$1.5 billion in the Murray region - up by 61.2% on YE Sep 21. On average, visitors spent \$185 per night - up by 28.2% on YE Sep 21.

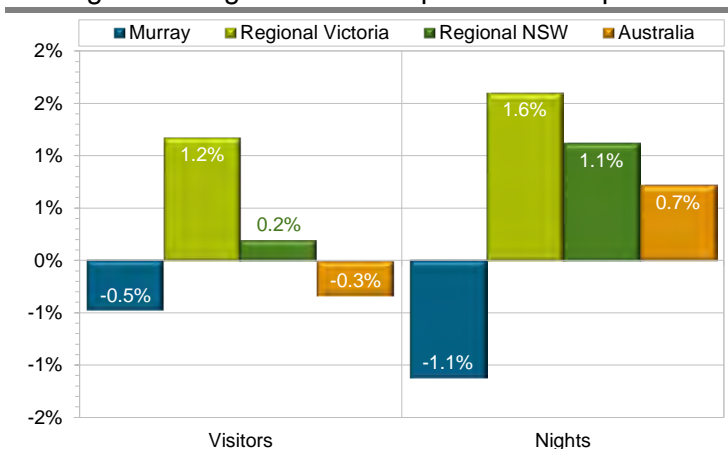
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The overnight sector represented 50.2% all domestic visitors to the Murray region - up by 3.4% pts on YE Sep 21. The overnight sector contributed 76.7% of total domestic spend in the region - up by 2.0% pts on YE Sep 21.

The Murray region received 7.0% of visitors and 6.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 21, the share of visitors was up by 0.8% pts and the share of nights was up by 0.7% pts.

Average annual growth - YE Sep 18 to YE Sep 22



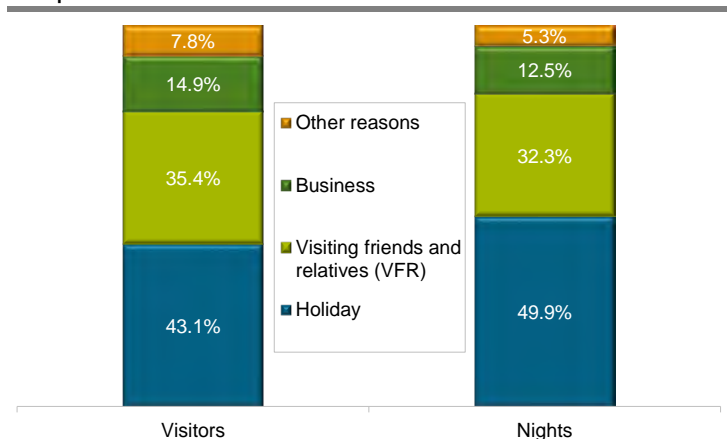
Over the period YE Sep 18 to YE Sep 22, the Murray region had an average annual decline of -0.5% in **visitors**. The region had a higher decline than Australia. Regional Victoria and regional NSW experienced growth.

The Murray region had an average annual decline of -1.1% in **nights** over the period. Whilst the region had a decline, regional Victoria, regional NSW and Australia experienced growth.

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 22, Tourism Research Australia (TRA) - unless otherwise specified

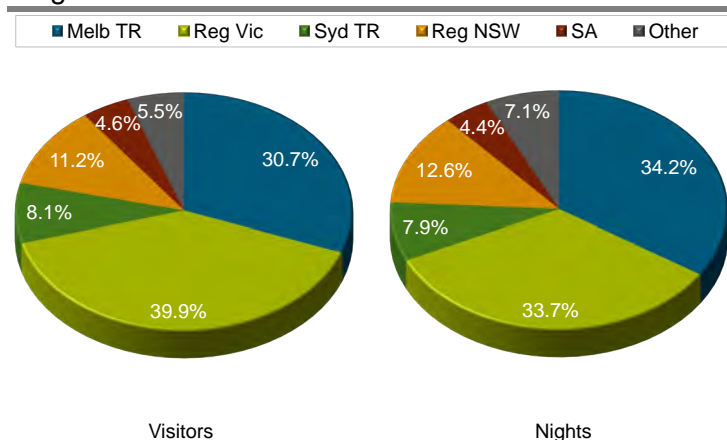
Purpose of visit



'Holiday' (43.1%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (35.4%) was the 2nd largest purpose, followed by 'business' (14.9%). Compared to YE Sep 21, 'VFR' increased by 4.6% pts whilst 'holiday' decreased by 2.4% pts.

'Holiday' (49.9%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (32.3%) was the 2nd largest purpose, followed by 'business' (12.5%). Compared to YE Sep 21, 'VFR' increased by 2.2% pts whilst 'business' decreased by 2.3% pts.

Origin



The Murray region received 70.6% of visitors and 68.0% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were up by 37.6% and nights were up by 18.9%.

NSW contributed 19.3% of visitors and 20.5% of nights in the region. Compared to YE Sep 21, NSW visitors were up by 34.5% and nights were up by 41.5%.

South Australia contributed 4.6% of visitors and 4.4% of nights in the region. Compared to YE Sep 21, visitors from South Australia were up by 10.6%.

Other states contributed 5.5% of visitors and 7.1% of nights in the region. Compared to YE Sep 21, visitors from other states were up by 106%.

Month returned from trip

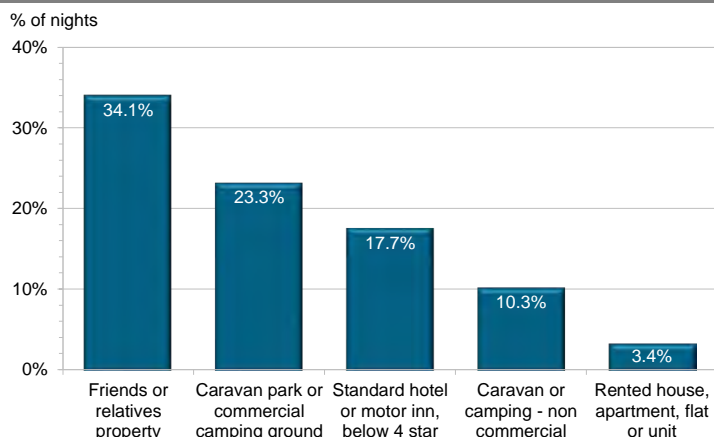
April (10.9%) was the most popular month for visitors to return from their trip to the Murray region. September (9.7%) was the 2nd most popular month to return, followed by December (9.7%).

Domestic travel to the Murray region ⁽¹⁾

For the period October 2021 to September 2022

Overnight travel (cont)

Accommodation



'Friends or relatives property' (34.1%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Sep 21, 'friends or relatives property' increased by 5.4% pts whilst 'caravan or camping – non commercial' decreased by 3.5% pts.

Length of stay

Visitors stayed, on average, 2.9 nights in the Murray region – down by 0.2 nights on YE Sep 21.

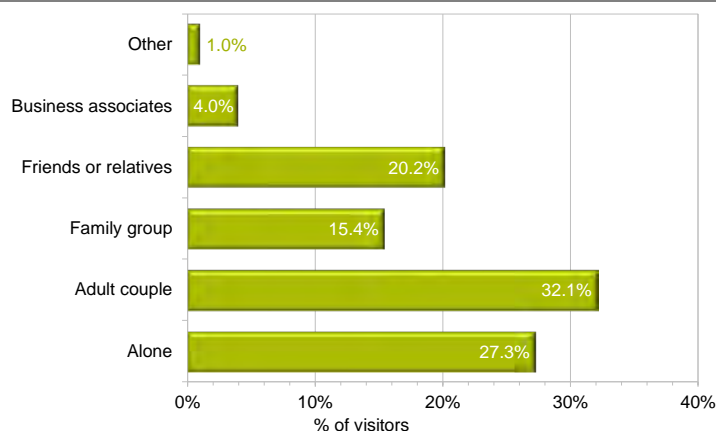
Activities

'Eat out, dine at a restaurant or cafe' (53.9%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (30.9%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (29.2%).

All transport

'Private vehicle or company car' (92.1%) 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' (1.6%).

Travel party



'Adult couple' (32.1%) was the most common travel party description of visitors to the Murray region. 'Alone' (27.3%) was the 2nd most common travel party description.

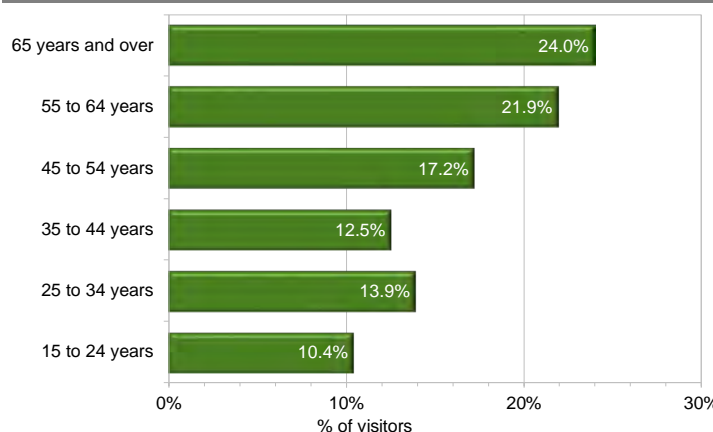
Number of stopovers on trip

Nearly ¾ (73.8%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (7.8%) 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 22, TRA – unless otherwise specified

Age



'65 years and over' (24.0%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (21.9%) was the 2nd biggest age group, followed by '45 to 54 years' (17.2%).

Gender

More visitors to the Murray region were female (51.2%) than male (48.8%).

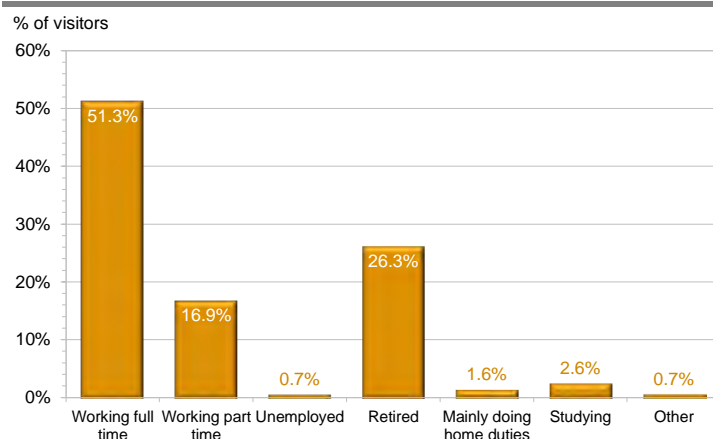
Lifecycle

'Older non-working' (25.5%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (22.3%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (19.0%).

Marital status

More visitors to the Murray region were married or part of a couple (69.7%) than single (29.7%).

Employment



'Working full time' (51.3%) was the most common employment status of visitors to the Murray region. 'Retired' (26.3%) was the 2nd most common employment status, followed by 'working part time' (16.9%).

Annual household income

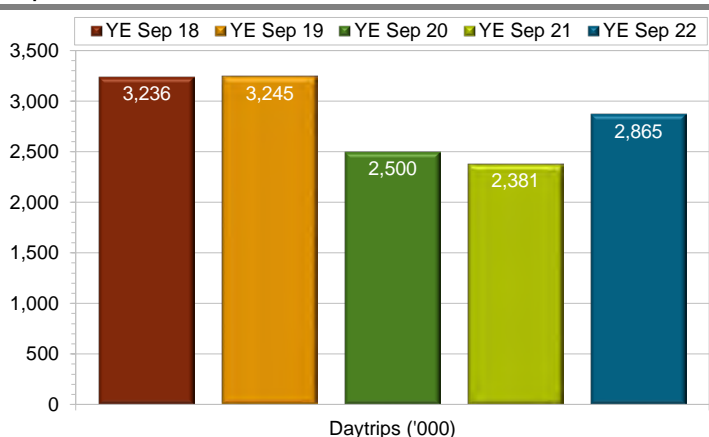
The average annual household income was \$123,984 amongst visitors to the Murray region. Over 3/10 (30.5%) of visitors had an annual household income of '\$150,000+'. Note: One fifth (20.0%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period October 2021 to September 2022

Daytrip travel

Trips



The Murray region received nearly 2.9 million daytrip visitors – up by 20.3% on YE Sep 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$462 million in the Murray region – up by 44.0% on YE Sep 21. On average, visitors spent \$161 per trip - up by 19.7% on YE Sep 21.

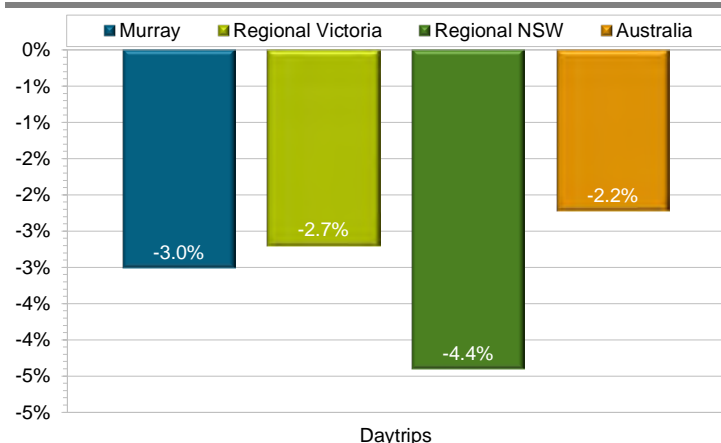
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 49.8% all domestic visitors to the Murray region - down by 3.4% pts on YE Sep 21. The daytrip sector contributed 23.3% of total domestic spend in the region - down by 2.0% pts on YE Sep 21.

The Murray region received 4.3% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 21, the share was unchanged.

Average annual growth - YE Sep 18 to YE Sep 22

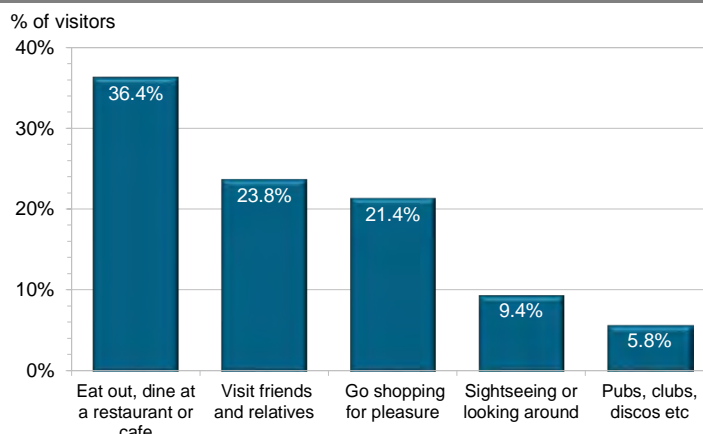


Over the period YE Sep 18 to YE Sep 22, the Murray region had an average annual decline of -3.0% in daytrips. The region had a lower decline than regional NSW, but a higher decline than regional Victoria and Australia.

Main purpose of trip

'Holiday' (43.4%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives (VFR)' (25.1%) was the 2nd largest purpose, followed by 'business' (13.0%). Compared to YE Sep 21, 'VFR' increased by 4.8% pts whilst 'business' decreased by 7.6% pts.

Activities



'Eat out, dine at a restaurant or cafe' (36.4%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.2%) was the most popular transport used by visitors to the Murray region. 'Railway' (0.6%) was the 2nd most popular transport used.

Origin

The Murray region received (71.2%) of daytrip visitors from Victoria. NSW contributed (26.9%) and South Australia (1.8%) of daytrip visitors to the region. The Murray (NSW) tourism region (20.8%) was the Murray region's largest individual source market.

Age

'65 years and over' (28.1%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (18.2%) was the 2nd biggest age group, followed by '35 to 44 years' (15.8%).

Month travelled

July (11.9%) was the most popular month for a daytrip to the Murray region. December (11.5%) was the 2nd most popular month to travel, followed by August (11.0%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors (million)						
Overnight visitors	2.9	3.1	2.0	2.1	2.9	+37.9%
Daytrip visitors	3.2	3.2	2.5	2.4	2.9	+20.3%
Total domestic visitors	6.2	6.4	4.5	4.5	5.8	+28.6%
Domestic nights (million)						
Total domestic nights	8.6	9.1	6.8	6.6	8.2	+25.8%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,294	\$1,400	\$997	\$946	\$1,526	+61.2%
Daytrip spend ⁽²⁾	\$443	\$522	\$350	\$321	\$462	+44.0%
Total domestic spend ⁽²⁾	\$1,737	\$1,922	\$1,347	\$1,268	\$1,989	+56.9%

The Murray region received nearly 5.8 million domestic visitors – up by 28.6% on YE Sep 21. Visitors spent over 8.2 million nights in the region – up by 25.8% on YE Sep 21. In total, domestic visitors spent nearly \$2.0 billion on travel to the Murray region – up by 56.9% on YE Sep 21.

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

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

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

DOMESTIC TRAVEL TO ALBURY / WODONGA

October 2021 to September 2022
and change on October 2020 to September 2021

Domestic overnight travel

 798 thousand  69.3%

 2.0 million  81.3%

 \$477 million  136%

Total domestic travel

 1.9 million  47.3%

 2.0 million  81.3%

 \$681 million  86.0%

Domestic daytrip travel

 1.1 million  34.4%

 \$204 million  24.5%



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

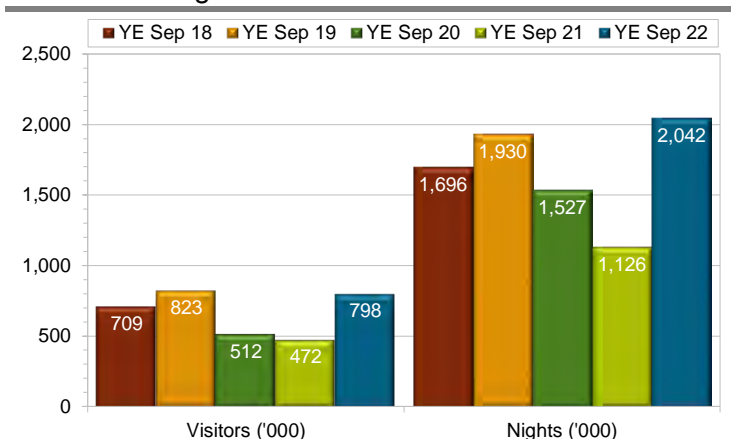
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period October 2021 to September 2022

Overnight travel

Visitors and nights

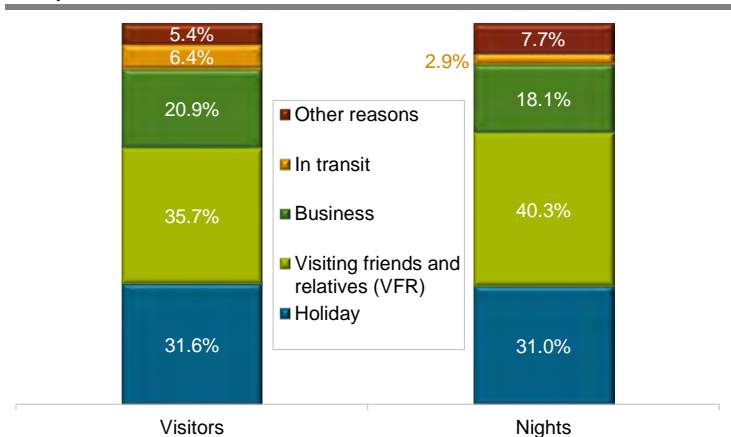


Albury / Wodonga received 798,000 overnight visitors - up by 69.3% on YE Sep 21. Visitors spent over 2.0 million nights in the region - up by 81.3% on YE Sep 21.

Market share

Albury / Wodonga received 27.6% of visitors and 24.8% of nights in the Murray region. Compared to YE Sep 21, share of visitors was up by 5.1 pts and share of nights was up by 7.6% pts.

Purpose of visit



'Visiting friends and relatives (VFR)' (35.7%) was the largest purpose for **visitors** to Albury / Wodonga, followed by 'holiday' (31.6%) and 'business' (20.9%). Compared to YE Sep 21, 'holiday' grew by 7.3% pts whilst 'other reasons' fell by 4.9% pts.

'VFR' (40.3%) was the largest purpose in terms of **nights** in Albury / Wodonga, followed by 'holiday' (31.0%) and 'business' (18.1%). Compared to YE Sep 21, 'holiday' grew by 9.0% pts whilst 'VFR' fell by 3.6% pts.

Accommodation

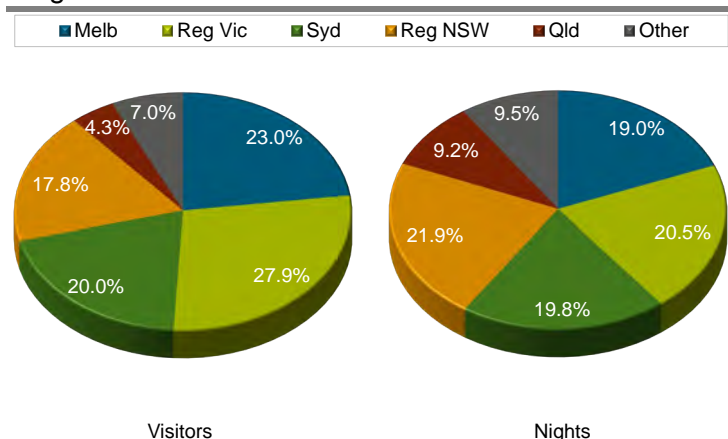
'Friends or relatives property' (50.2%) was the most popular accommodation type used for **nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (19.1%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (11.2%).

Compared to YE Sep 21, 'friends or relatives property' increased by 6.4% pts whilst 'standard hotel or motor inn, below 4 star' declined by 5.4% pts.

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

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

Origin



Albury / Wodonga received 50.9% of visitors and 39.5% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were up by 60.6% and nights were up by 25.4%.

New South Wales contributed 37.9% of visitors and 41.7% of nights in the region. Compared to YE Sep 21, NSW visitors were up by 82.3%.

Other states contributed 11.2% of visitors and 18.8% of nights in the region. Compared to YE Sep 21, visitors from other states were up by 69.5%.

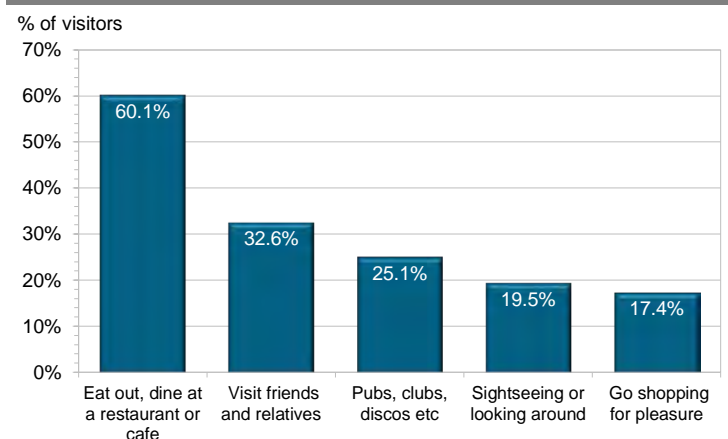
Length of stay

Visitors stayed, on average, 2.6 nights in Albury / Wodonga - down by 0.2 nights on the YE Sep 21.

Age

'55 to 64 years' (24.7%) was the biggest age group of visitors to Albury / Wodonga, followed by '65 years and over' (24.4%) and '45 to 54 years' (20.2%).

Activities



'Eat out, dine at a restaurant or cafe' (60.1%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Expenditure ⁽²⁾

Overnight visitors spent \$477 million in Albury / Wodonga - up by 136% on YE Sep 21. On average, visitors spent \$234 per night - up by 30.0% on YE Sep 21.

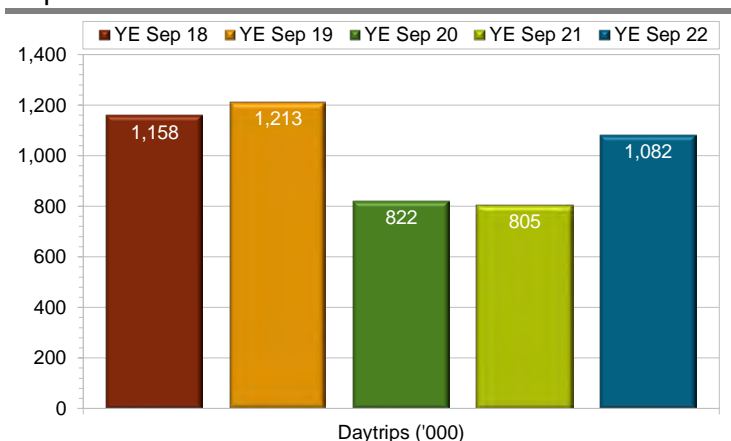
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period October 2021 to September 2022

Daytrip travel

Trips



Albury / Wodonga received nearly 1.1 million daytrip visitors – up by 34.4% on YE Sep 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$204 million in Albury / Wodonga – up by 24.5% on YE Sep 21. On average, visitors spent \$189 per trip – down by 7.4% on YE Sep 21.

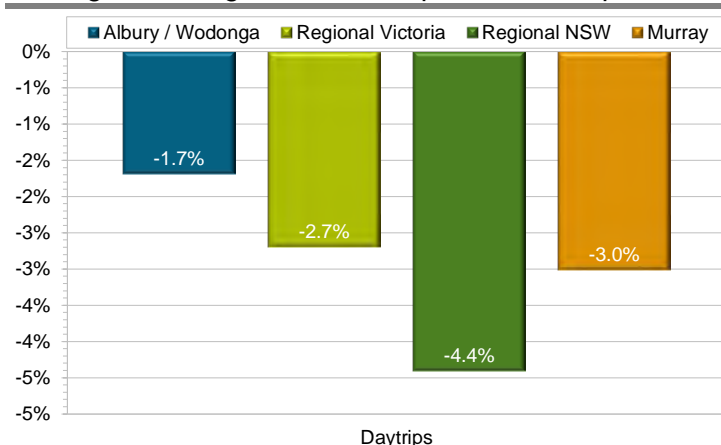
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 57.5% all domestic visitors to Albury / Wodonga - down by 5.6% pts on YE Sep 21. The daytrip sector contributed 30.0% of total domestic spend in the region – down by 14.8% pts on YE Sep 21.

Albury / Wodonga received 37.8% of daytrips to the Murray region. Compared to YE Sep 21, the share was up by 4.0% pts.

Average annual growth - YE Sep 18 to YE Sep 22

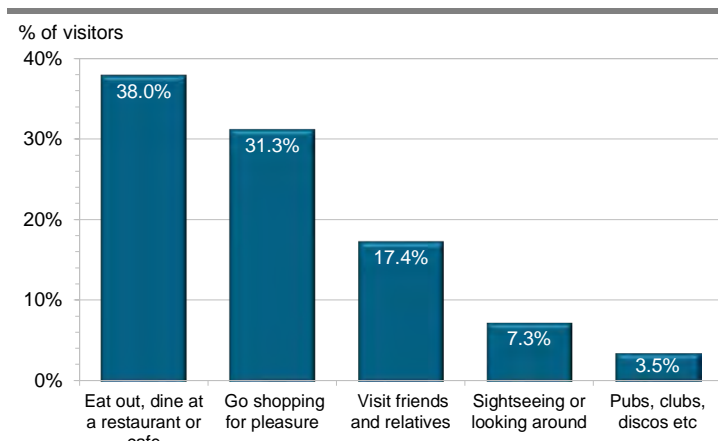


Over the period YE Sep 18 to YE Sep 22, the Albury / Wodonga had an average annual decline of -1.7% in daytrips. The region had a lower decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (40.8%) was the largest purpose for visitors to Albury / Wodonga, followed by 'visiting friends and relatives (VFR)' (18.0%) and 'medical reasons' (13.1%). Compared to YE Sep 21, 'holiday' increased by 6.3% pts whilst 'medical reasons' decreased by 10.2% pts.

Activities



'Eat out, dine at a restaurant or cafe' (38.0%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Transport

'Private vehicle or company car' (99.7%) was the most popular transport used by visitors to Albury / Wodonga. 'Aircraft' (0.3%) was the 2nd most popular.

Origin

Albury / Wodonga received (53.0%) of daytrip visitors from regional NSW. Regional Victoria contributed (40.3%) and Melbourne tourism region (6.3%) of daytrip visitors to the region.

Age

'65 years and over' (23.6%) was the biggest age group of visitors to Albury / Wodonga, followed by '35 to 44 years' (21.2%) and '55 to 64 years' (18.1%).

Month travelled

December (15.0%) was the most popular month for a daytrip to Albury / Wodonga. September (14.2%) was the 2nd most popular month to travel, followed by July (13.7%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	709	823	512	472	798	+69.3%
Daytrip visitors	1,158	1,213	822	805	1,082	+34.4%
Total domestic visitors	1,867	2,036	1,334	1,277	1,880	+47.3%
Domestic nights ('000)						
Total domestic nights	1,696	1,930	1,527	1,126	2,042	+81.3%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$329	\$390	\$270	\$202	\$477	+136%
Daytrip spend ⁽²⁾	\$203	\$261	\$162	\$164	\$204	+24.5%
Total domestic spend ⁽²⁾	\$533	\$651	\$432	\$366	\$681	+86.0%

Albury / Wodonga received nearly 1.9 million domestic visitors – up by 47.3% on YE Sep 21. Visitors spent over 2.0 million nights in the region - up by 81.3% on YE Sep 21.

In total, domestic visitors spent \$681 million on travel to Albury / Wodonga – up by 86.0% on YE Sep 21.




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

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




DOMESTIC TRAVEL TO SUN COUNTRY

October 2021 to September 2022
and change on October 2020 to September 2021



Domestic overnight travel

	653 thousand	↑	53.3%
	1.9 million	↑	26.9%
	\$299 million	↑	53.0%

Total domestic travel

	1.1 million	↑	31.1%
	1.9 million	↑	26.9%
	\$356 million	↑	59.5%

Domestic daytrip travel

	457 thousand	↑	8.6%
	\$57 million	↑	106%



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

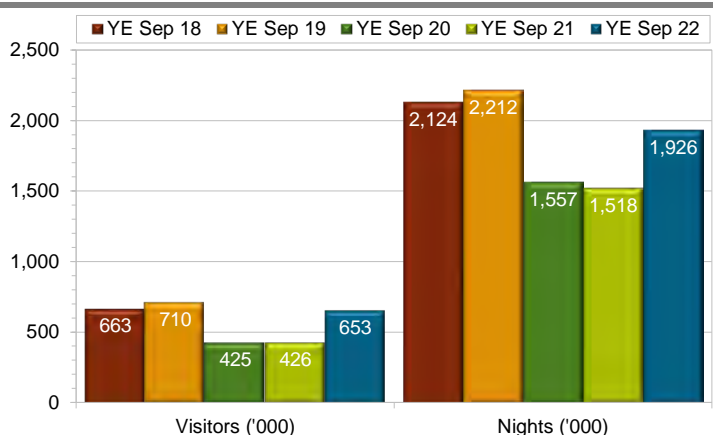
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Domestic travel to Sun Country ⁽¹⁾

For the period October 2021 to September 2022

Overnight travel

Visitors and nights



Sun Country received 653,000 overnight visitors – up by 53.3% on YE Sep 21. Visitors spent over 1.9 million nights in the region - up by 26.9% on YE Sep 21.

Market share

Sun Country received 22.6% of visitors and 23.4% of nights in the Murray region. Compared to YE Sep 21, share of visitors was up by 2.3% pts and share of nights was up by 0.2% pts.

Purpose of visit



'Holiday' (50.6%) was the largest purpose for **visitors** to Sun Country, followed by 'visiting friends and relatives (VFR)' (36.7%) and 'business' (10.1%). Compared to YE Sep 21, 'VFR' increased by 2.2% pts whilst 'holiday' declined by 1.8% pts.

'Holiday' (63.1%) was the largest purpose in terms of **nights** in Sun Country, followed by 'VFR' (27.3%) and 'business' (8.3%). Compared to YE Sep 21, 'holiday' increased by 12.0% pts whilst 'VFR' declined by 8.9% pts.

Accommodation

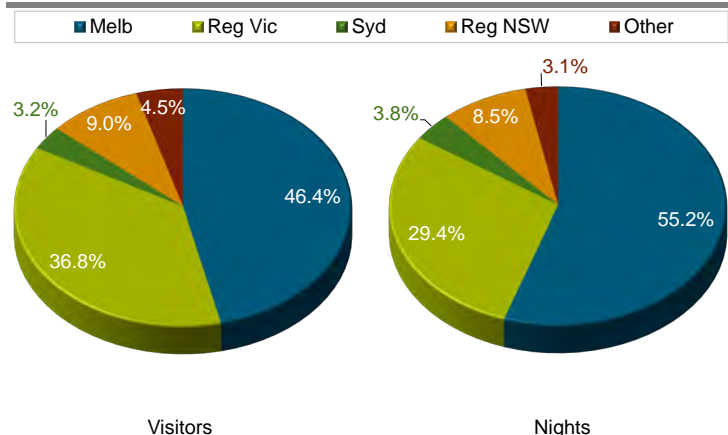
'Friends or relatives property' (31.9%) was the most popular accommodation type used for **nights** in Sun Country. 'Caravan park or commercial camping ground' (24.2%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (14.5%).

Compared to YE Sep 21, 'standard hotel or motor inn, below 4 star' increased by 4.5% pts whilst 'rented house, apartment, flat or unit' decreased by 5.9% pts.

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

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

Origin



Sun Country received 83.2% of visitors and 84.5% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were up by 62.9% and nights were up by 57.2%.

New South Wales contributed 12.3% of both visitors and nights in the region. Compared to YE Sep 21, NSW visitors up by 30.8%.

Other states contributed 4.5% of visitors and 3.1% of nights in the region.

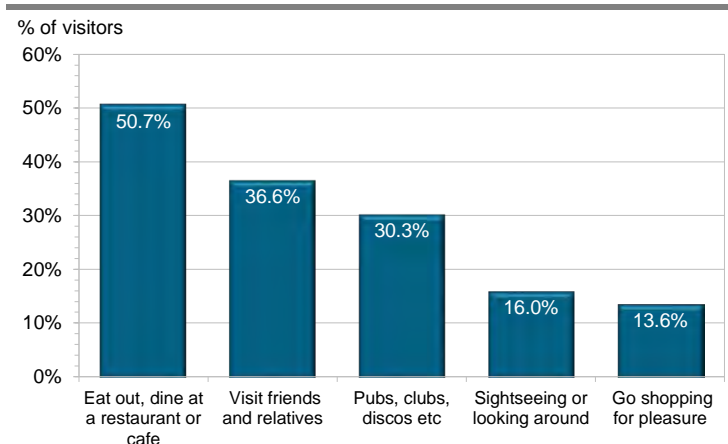
Length of stay

Visitors stayed, on average, 3 nights in Sun Country – down by 0.6 nights on the YE Sep 21.

Age

'65 years and over' (25.0%) was the biggest age group of visitors to Sun Country, followed by '55 to 64 years' (19.6%) and '25 to 34 years' (15.2%).

Activities



'Eat out, dine at a restaurant or cafe' (50.7%) was the most popular activity undertaken by visitors to Sun Country 'Visit friends and relatives' (36.6%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (30.3%).

Expenditure ⁽²⁾

Overnight visitors spent \$299 million in Sun Country – up by 53.0% on YE Sep 21. On average, visitors spent \$155 per night – up by 20.5% on YE Sep 21.

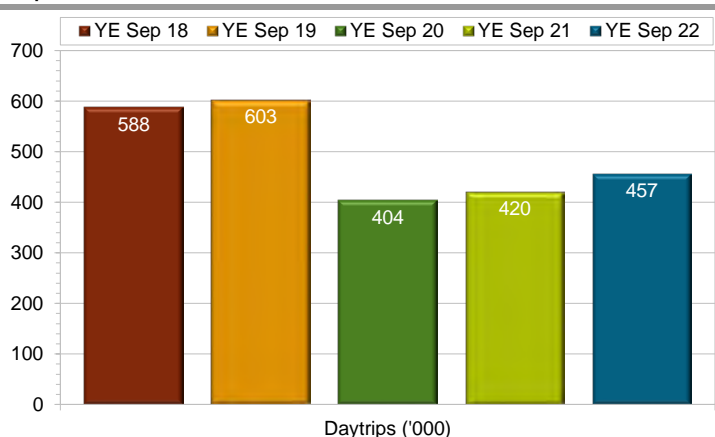
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Domestic travel to Sun Country ⁽¹⁾

For the period October 2021 to September 2022

Daytrip travel

Trips



Sun Country received 457,000 daytrips – up by 8.6% on YE Sep 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$57 million in Sun Country – up by 106% on YE Sep 21. On average, visitors spent \$125 per trip – up by 89.4% on YE Sep 21.

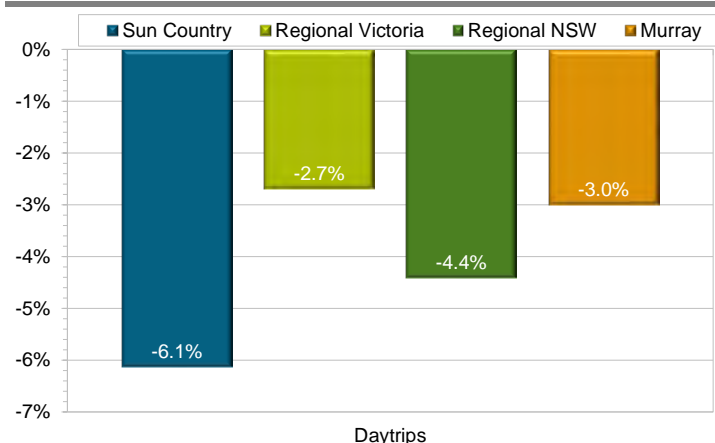
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 41.2% all domestic visitors to Sun Country - down by 8.5 pts on YE Sep 21. The daytrip sector contributed 16.1% of total domestic spend in the region – up by 3.6 pts on YE Sep 21.

Sun Country received 15.9% of daytrips to the Murray region. Compared to YE Sep 21, the share was down by 1.8% pts.

Average annual growth - YE Sep 18 to YE Sep 22



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

Main purpose of trip

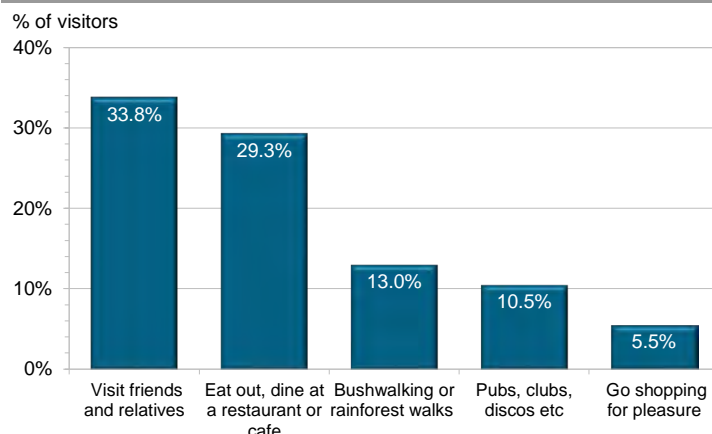
'Holiday' (40.3%) was the largest purpose for visitors to Sun Country, followed by 'visiting friends and relatives (VFR)' (32.9%) and 'business' (18.3%).

Compared to YE Sep 21, 'other reasons' grew by 7.7% pts whilst 'holiday' fell by 12.3% pts.

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

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

Activities



'Visit friends and relatives' (33.8%) was the most popular activity undertaken by daytrip visitors to Sun Country.

Transport

'Private vehicle or company car' (98.8%) was the most popular transport used by visitors to Sun Country. 'Bus or coach' (1.2%) was the 2nd most popular transport used.

Origin

Sun Country received (66.1%) of daytrip visitors from regional Victoria. Regional NSW contributed (24.2%) and Melbourne tourism region (9.7%) of daytrip visitors to the region.

Age

'65 years and over' (21.5%) was the biggest age group of daytrip visitors to Sun Country, followed by '15 to 24 years' (18.4%) and '35 to 44 years' (16.9%).

Month travelled

January (14.9%) was the most popular month for a daytrip to Sun Country. July (13.2%) was the 2nd most popular month to travel, followed by November (12.7%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	663	710	425	426	653	+53.3%
Daytrip visitors	588	603	404	420	457	+8.6%
Total domestic visitors	1,251	1,313	829	846	1,109	+31.1%
Domestic nights ('000)						
Total domestic nights	2,124	2,212	1,557	1,518	1,926	+26.9%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$263	\$276	\$195	\$196	\$299	+53.0%
Daytrip spend ⁽²⁾	\$51	\$71	\$29	\$28	\$57	+106%
Total domestic spend ⁽²⁾	\$314	\$346	\$223	\$223	\$356	+59.5%

Sun Country received over 1.1 million domestic visitors – up by 31.1% on YE Sep 21. Visitors spent over 1.9 million nights in the region – up by 26.9% on YE Sep 21.




In total, domestic visitors spent \$356 million on travel to Sun Country – up by 59.5% on YE Sep 21.

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




DOMESTIC TRAVEL TO ECHUCA / MOAMA

October 2021 to September 2022 and change on October 2020 to September 2021



Domestic overnight travel

	826 thousand	↑	43.7%
	2.3 million	↑	31.9%
	\$382 million	↑	42.2%

Total domestic travel

	1.4 million	↑	20.8%
	2.3 million	↑	31.9%
	\$458 million	↑	41.4%

Domestic daytrip travel

	553 thousand	↓	-2.4%
	\$76 million	↑	37.6%



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

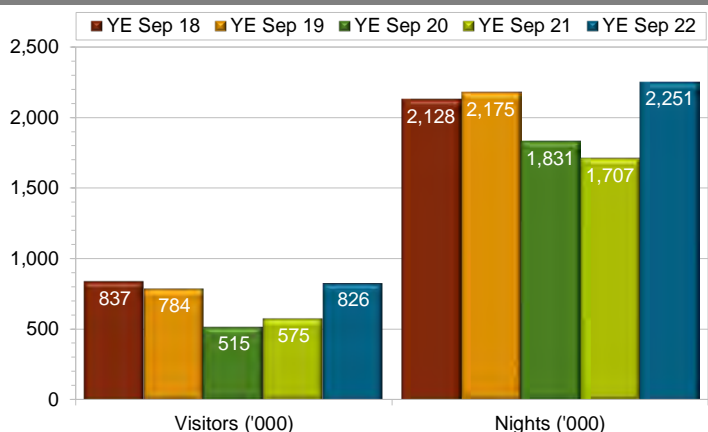
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Domestic travel to Echuca / Moama (1)

For the period October 2021 to September 2022

Overnight travel

Visitors and nights



Echuca / Moama received 826,000 overnight visitors – up by 43.7% on YE Sep 21. Visitors spent nearly 2.3 million nights in the region – up by 31.9% on YE Sep 21.

Market share

Echuca / Moama received 28.6% of visitors and 27.3% of nights in the Murray region. Compared to YE Sep 21, share of visitors was up by 1.1% pts and share of nights was up by 1.3% pts.

Purpose of visit



'Holiday' (49.3%) was the largest purpose for **visitors** to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (8.7%). Compared to YE Sep 21, 'VFR' increased by 12.7% pts whilst 'holiday' declined by 15.0% pts.

'Holiday' (54.4%) was the largest purpose in terms of **nights** in Echuca / Moama, followed by 'VFR' (33.5%) and 'business' (7.1%). Compared to YE Sep 21, 'VFR' increased by 15.3% pts whilst 'holiday' declined by 14.4% pts.

Accommodation

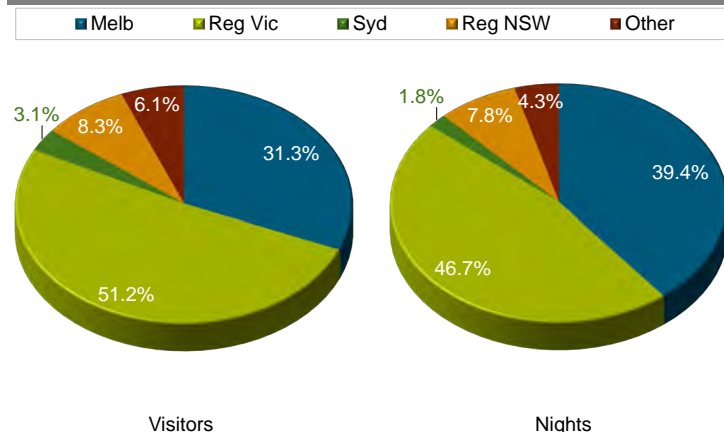
'Friends or relatives property' (29.9%) was the most popular accommodation type used for **nights** in Echuca / Moama. 'Caravan park or commercial camping ground' (28.5%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (18.3%).

Compared to YE Sep 21, 'friends or relatives property' grew by 11.8% pts whilst 'caravan or camping – non commercial' fell by 1.0% pts.

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

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

Origin



Echuca / Moama received 82.5% of visitors and 86.1% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were up by 40.2% and nights were up by 36.6%.

New South Wales contributed 11.4% of visitors and 9.6% of nights in the region. Compared to YE Sep 21, NSW visitors were up by 39.5%.

Other states contributed 6.1% of visitors and 4.3% of nights in the region.

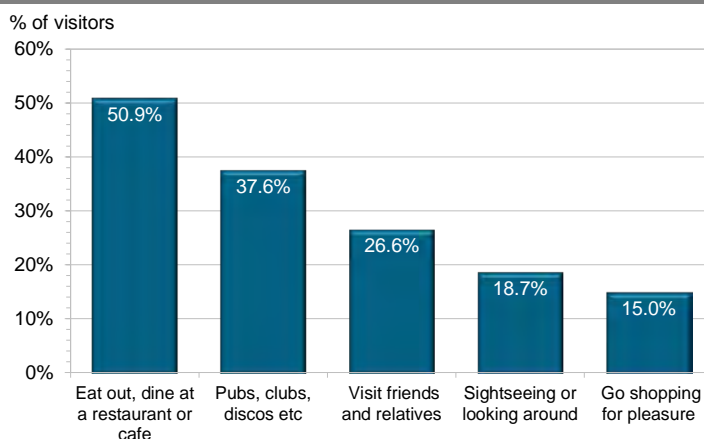
Length of stay

Visitors stayed, on average, 2.7 nights in Echuca / Moama – down by 0.3 nights on the YE Sep 21.

Age

'65 years and over' (25.3%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (20.5%) and '45 to 54 years' (18.9%).

Activities



'Eat out, dine at a restaurant or cafe' (50.9%) was the most popular activity undertaken by visitors to Echuca / Moama, followed by 'pubs, clubs, discos etc' (37.6%).

Expenditure (2)

Overnight visitors spent \$382 million in Echuca / Moama – up by 42.2% on YE Sep 21. On average, visitors spent \$170 per night – up by 7.8% on YE Sep 21.

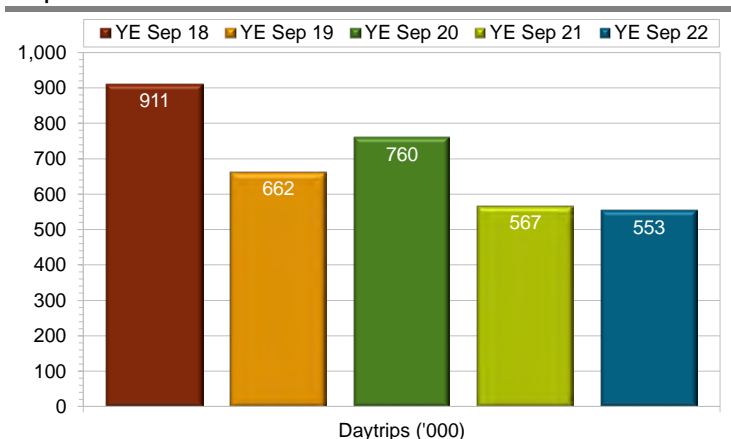
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Domestic travel to Echuca / Moama ⁽¹⁾

For the period October 2021 to September 2022

Daytrip travel

Trips



Echuca / Moama received 553,000 daytrip visitors - down by 2.4% on YE Sep 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$76 million in Echuca / Moama - up by 37.6% on YE Sep 21. On average, visitors spent \$137 per trip - up by 41.1% on YE Sep 21.

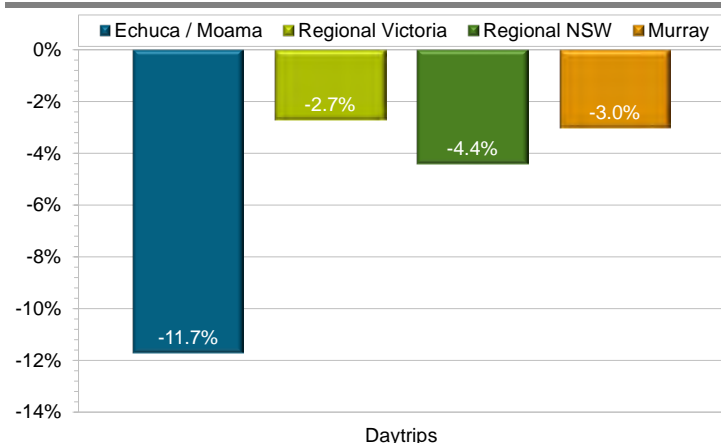
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 40.1% all domestic visitors to Echuca / Moama - down by 9.6% pts on YE Sep 21. The daytrip sector contributed 16.6% of total domestic spend in the region - down by 0.4% pts on YE Sep 21.

Echuca / Moama received 19.3% of daytrips to the Murray region. Compared to YE Sep 21, the share was down by 4.5% pts.

Average annual growth - YE Sep 18 to YE Sep 22



Over the period YE Sep 18 to YE Sep 22, Echuca / Moama had an average annual decline of -11.7% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

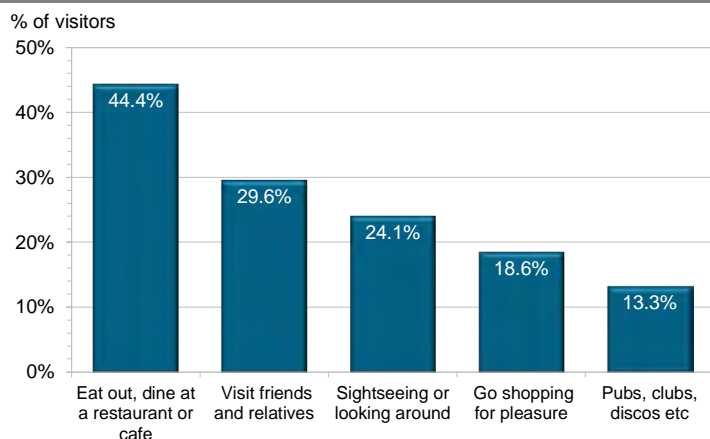
'Holiday' (50.1%) was the largest purpose for visitors to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (29.3%) and 'business' (7.6%).

Compared to YE Sep 21, 'VFR' increased by 10.4% pts whilst 'business' declined by 15.1% pts.

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

⁽¹⁾ Source: NVS, YE Sep 22, TRA - unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (44.4%) was the most popular activity undertaken by visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (97.9%) was the most popular transport used by visitors to Echuca / Moama. 'Bus or coach' (2.1%) was the 2nd most popular transport used.

Origin

Echuca / Moama received (72.4%) of daytrip visitors from regional Victoria. Melbourne tourism region contributed (27.6%). No other origin was identified amongst the survey respondents.

Age

'65 years and over' (42.0%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (25.5%) and '45 to 54 years' (17.5%).

Month travelled

April (23.3%) was the most popular month for a daytrip to Echuca / Moama. August (15.3%) was the 2nd most popular month to travel, followed by September (14.8%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	837	784	515	575	826	+43.7%
Daytrip visitors	911	662	760	567	553	-2.4%
Total domestic visitors	1,748	1,446	1,275	1,142	1,380	+20.8%
Domestic nights ('000)						
Total domestic nights	2,128	2,175	1,831	1,707	2,251	+31.9%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$303	\$318	\$274	\$269	\$382	+42.2%
Daytrip spend ⁽²⁾	\$101	\$65	\$87	\$55	\$76	+37.6%
Total domestic spend ⁽²⁾	\$405	\$383	\$361	\$324	\$458	+41.4%




Echuca / Moama received nearly 1.4 million domestic visitors - up by 20.8% on YE Sep 21. Visitors spent nearly 2.3 million nights in the region - up by 31.9% on YE Sep 21.




In total, domestic visitors spent 458 million on travel to Echuca / Moama - up by 41.4% on YE Sep 21.



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

DOMESTIC TRAVEL TO SWAN HILL REGION

October 2021 to September 2022
and change on October 2020 to September 2021

Domestic overnight travel			
	380 thousand	↑	6.7%
	834 thousand	↓	-12.8%
	\$145 million	↑	39.1%

Total domestic travel			
	735 thousand	↑	15.6%
	834 thousand	↓	-12.8%
	\$211 million	↑	73.2%

Domestic daytrip travel			
	355 thousand		np
	np		np



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

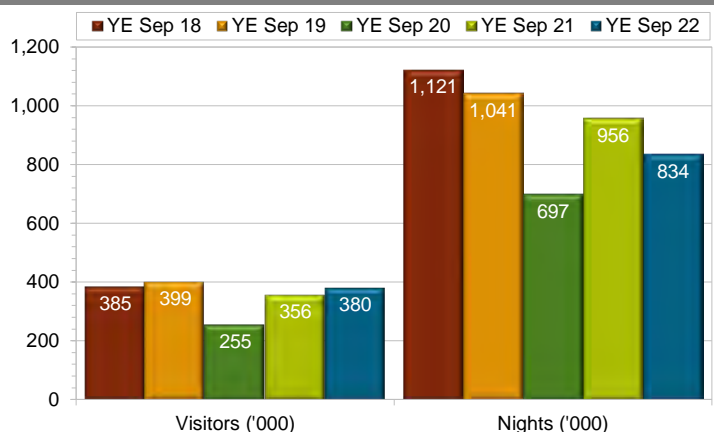
The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Domestic travel to the Swan Hill region ⁽¹⁾

For the period October 2021 to September 2022

Overnight travel

Visitors and nights

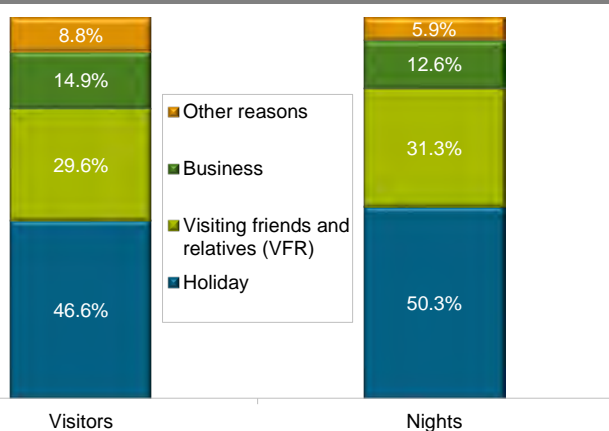


The Swan Hill region received 380,000 overnight visitors – up by 6.7% on YE Sep 21. Visitors spent 834,000 nights in the region – down by 12.8% on YE Sep 21.

Market share

The Swan Hill region received 13.2% of visitors and 10.1% of nights in the Murray region. Compared to YE Sep 21, share of visitors was down by 3.8% pts and share of nights was down by 4.5% pts.

Purpose of visit



'Holiday' (46.6%) was the largest purpose for **visitors** to the Swan Hill region, followed by 'visiting friends and relatives (VFR)' (29.6%) and 'business' (14.9%). Compared to YE Sep 21, 'VFR' increased by 6.9% pts whilst 'holiday' declined by 6.7% pts.

'Holiday' (50.3%) was the largest purpose in terms of **nights** in the Swan Hill region, followed by 'VFR' (31.3%) and 'business' (12.6%). Compared to YE Sep 21, 'VFR' increased by 14.0% pts whilst 'holiday' declined by 19.0% pts.

Accommodation

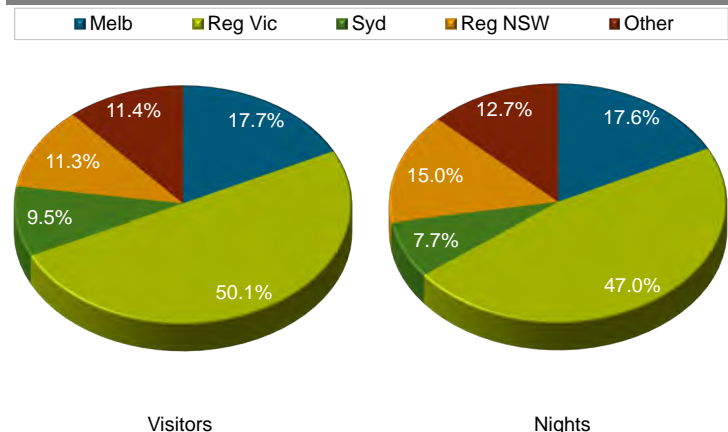
'Caravan park or commercial camping ground' (28.3%) was the most popular accommodation type used for **nights** in the Swan Hill region. 'Friends or relatives property' (23.5%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (22.2%).

Compared to YE Sep 21, 'standard hotel or motor inn, below 4 star' increased by 8.3% pts whilst 'caravan or camping – non commercial' declined by 12.8% pts.

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

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

Origin



The Swan Hill region received 67.8% of visitors and 64.6% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were up by 5.0% and nights were down by 29.0%.

New South Wales contributed 20.7% of visitors and 22.7% of nights in the region. Compared to YE Sep 21, NSW visitors were down by 3.2%.

South Australia contributed 3.5% of visitors and 2.7% of nights in the region.

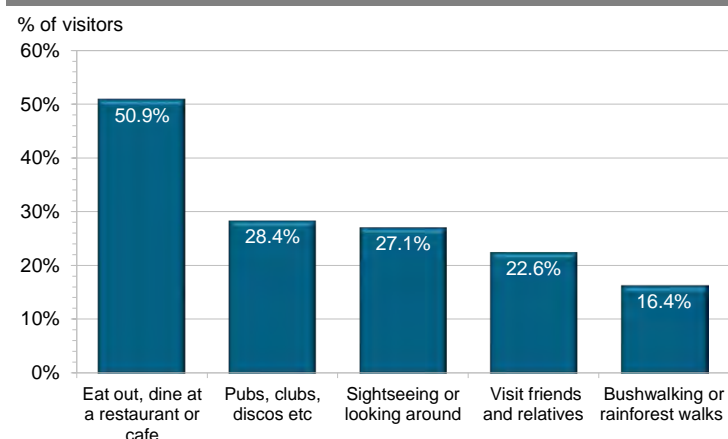
Length of stay

Visitors stayed, on average, 2.2 nights in the Swan Hill region – down by 0.5 nights on the YE Sep 21.

Age

'55 to 64 years' (25.8%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (24.9%) and '25 to 34 years' (19.6%).

Activities



'Eat out, dine at a restaurant or cafe' (50.9%) was the most popular activity undertaken by visitors to the Swan Hill region. 'Pubs, clubs, discos etc' (28.4%) was the 2nd most popular.

Expenditure ⁽²⁾

Overnight visitors spent \$145 million in the Swan Hill region – up by 39.1% on YE Sep 21. On average, visitors spent \$173 per night – up by 59.4% on YE Sep 21.

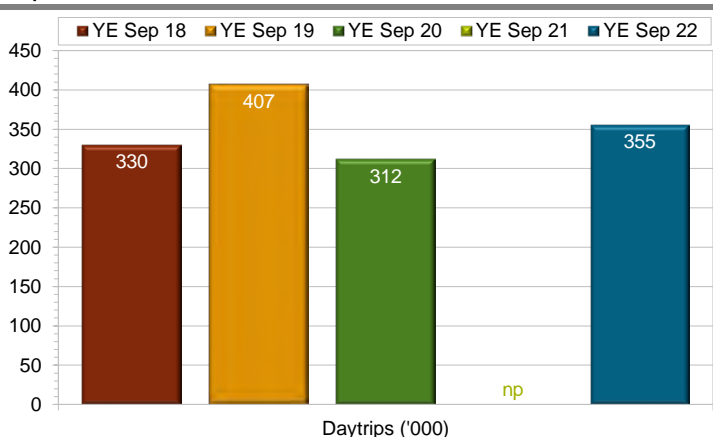
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Domestic travel to the Swan Hill region ⁽¹⁾

For the period October 2021 to September 2022

Daytrip travel

Trips



The Swan Hill region received 355,000 daytrip visitors – change on YE Sep 21 is not publishable.

Expenditure ⁽²⁾

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

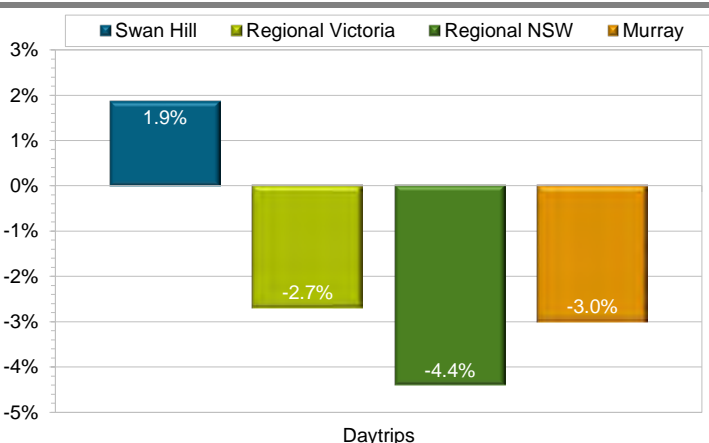
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 48.3% all domestic visitors to the Swan Hill region - change on YE Sep 21 is not publishable. The daytrip sector contribution is not publishable as the expenditure estimates are below the data confidence intervals used by TRA.

The Swan Hill region received 12.4% of daytrips to the Murray region - change on YE Sep 21 is not publishable.

Average annual growth - YE Sep 18 to YE Sep 22



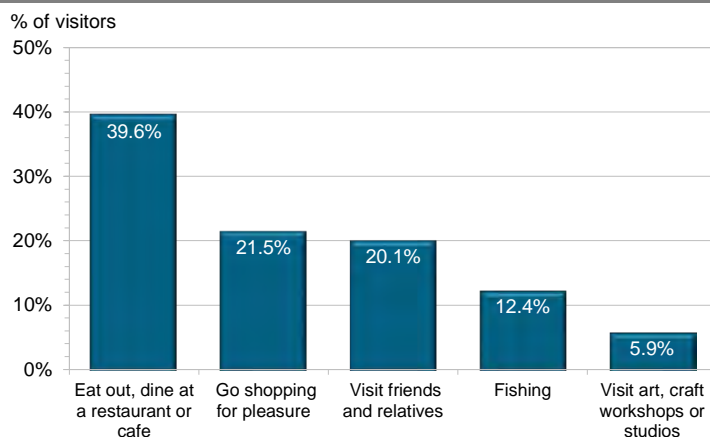
Over the period YE Sep 18 to YE Sep 22, the Swan Hill region had an average annual growth of +1.9% in daytrips. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline.

Main purpose of trip

'Holiday' (48.6%) was the largest purpose for visitors to the Swan Hill region. 'Visiting friends and relatives (VFR)' (18.7%) was the 2nd largest purpose, followed by 'medical reasons' (10.0%) and 'business' (9.7%).

Compared to YE Sep 21, 'holiday' increased by 27.3% pts whilst 'business' decreased by 24.9% pts.

Activities



'Eat out, dine at a restaurant or cafe' (39.6%) was the most popular activity undertaken by visitors to the Swan Hill region.

Transport

'Private vehicle or company car' (95.0%) was the most popular transport used by visitors to the Swan Hill region. 'Railway' (5.0%) was the 2nd most popular.

Origin

The Swan Hill region received (82.9%) of daytrip visitors from regional Victoria. Regional NSW contributed (9.6%) and Melbourne tourism region (7.5%) of daytrip visitors to the region.

Age

'65 years and over' (33.1%) was the biggest age group of visitors to the Swan Hill region, followed by '55 to 64 years' (18.8%) and '45 to 54 years' (17.5%).

Month travelled

August (21.0%) was the most popular month for a daytrip to the Swan Hill region. April (16.7%) was the 2nd most popular month to travel, followed by May (12.2%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	385	399	255	356	380	+6.7%
Daytrip visitors	330	407	312	np	355	np
Total domestic visitors	715	806	567	636	735	+15.6%
Domestic nights ('000)						
Total domestic nights	1,121	1,041	697	956	834	-12.8%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$125	\$115	\$85	\$104	\$145	+39.1%
Daytrip spend ⁽²⁾	\$39	\$82	np	np	np	na
Total domestic spend ⁽²⁾	\$164	\$197	np	\$122	\$211	+73.2%

The Swan Hill region received 735,000 domestic visitors – up by 15.6% on YE Sep 21. Visitors spent 834,000 nights in the region – down by 12.8% on YE Sep 21.

In total, domestic visitors spent \$211 million on travel to the Swan Hill region - up by 73.2% on YE Sep 21.

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

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

DOMESTIC TRAVEL TO MILDURA / WENTWORTH

October 2021 to September 2022

and change on October 2020 to September 2021

Domestic overnight travel

 447 thousand  12.4%

 1.2 million  -4.6%

 \$223 million  26.9%


Total domestic travel

 865 thousand  22.4%

 1.2 million  -4.6%

 \$282 million  21.4%

Domestic daytrip travel

 418 thousand  35.3%

 np np



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

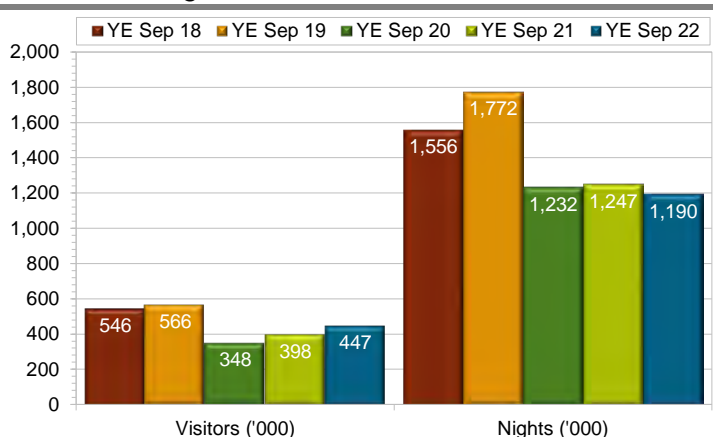
Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Domestic travel to Mildura / Wentworth (1)

For the period October 2021 to September 2022

Overnight travel

Visitors and nights



Mildura / Wentworth received 447,000 overnight visitors – up by 12.4% on YE Sep 21. Visitors spent nearly 1.2 million nights in the region - down by 4.6% on YE Sep 21.

Market share

Mildura / Wentworth received 15.5% of visitors and 14.4% of nights in the Murray region. Compared to YE Sep 21, share of visitors was down by 3.5 pts and share of nights was down by 4.6% pts.

Purpose of visit



'Holiday' (50.5%) was the largest purpose for **visitors** to Mildura / Wentworth, followed by 'visiting friends and relatives (VFR)' (25.7%) and 'business' (17.4%). Compared to YE Sep 21, 'holiday' increased by 16.2% pts whilst 'business' decreased by 10.1% pts.

'Holiday' (52.1%) was the largest purpose in terms of **nights** in Mildura / Wentworth, followed by 'VFR' (25.2%) and 'business' (20.0%). Compared to YE Sep 21, 'holiday' increased by 15.9% pts whilst 'VFR' decreased by 11.0% pts.

Accommodation

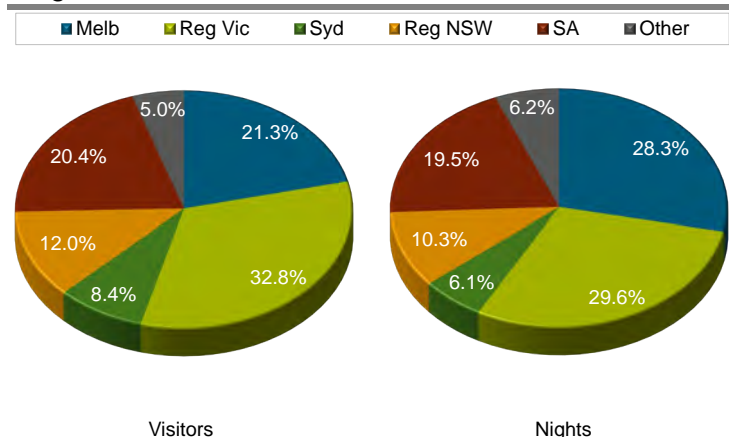
'Caravan park or commercial camping' (29.2%) was the most popular accommodation type used for **nights** in Mildura / Wentworth. 'Friends or relatives property' (25.3%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.4%).

Compared to YE Sep 21, 'caravan park or commercial camping' increased by 10.0% pts whilst 'caravan or camping – non commercial' decreased by 8.9% pts.

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

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

Origin



Mildura / Wentworth received 54.1% of visitors and 57.9% of nights from **Victoria**. Compared to YE Sep 21, Victorian visitors were down by 4.0% and nights were down by 19.5%.

NSW contributed 20.4% of visitors and 16.4% of nights in the region. Compared to YE Sep 21, NSW visitors were up by 56.2%.

South Australia contributed 20.4% of visitors and 19.5% of nights in the region. Compared to YE Sep 21, South Australian visitors were up by 24.1%.

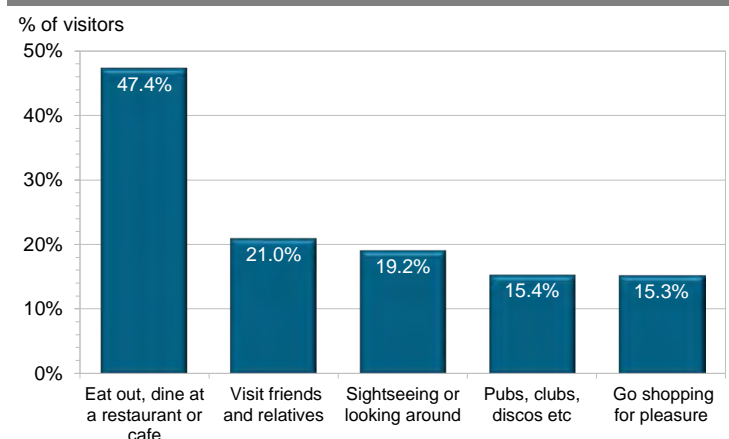
Length of stay

Visitors stayed, on average, 2.7 nights in Mildura / Wentworth – down by 0.4 nights on the YE Sep 21.

Age

'65 years and over' (30.7%) was the biggest age group of visitors to Mildura / Wentworth, followed by '45 to 54 years' (17.8%) and '25 to 34 years' (17.6%).

Activities



'Eat out, dine at a restaurant or cafe' (47.4%) was the most popular activity undertaken by visitors to Mildura / Wentworth, followed by 'visit friends and relatives' (21.0%).

Expenditure (2)

Overnight visitors spent \$223 million in Mildura / Wentworth – up by 26.9% on YE Sep 21. On average, visitors spent \$188 per night – up by 33.0% on YE Sep 21.

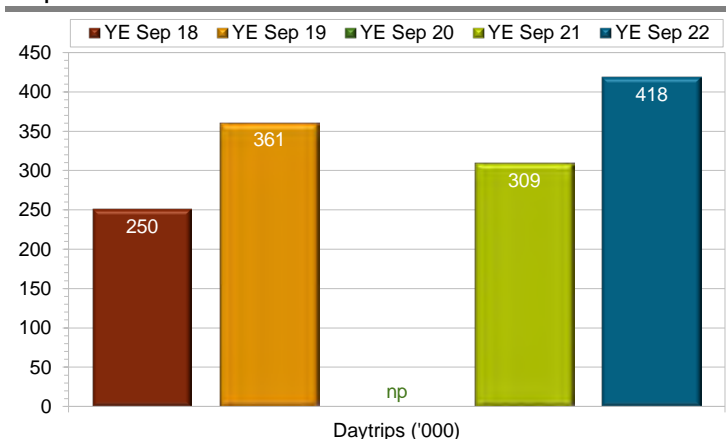
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Domestic travel to Mildura / Wentworth (1)

For the period October 2021 to September 2022

Daytrip travel

Trips



Mildura / Wentworth received 418,000 daytrip visitors – up by 35.3% on YE Sep 21.

Expenditure (2)

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

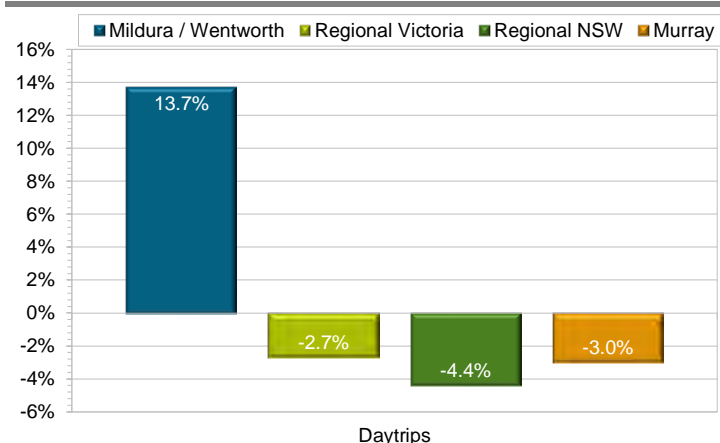
(2) Sources: NVS & Regional Expenditure Model, YE Sep 22, TRA.

Market share

The daytrip sector represented 48.3% all domestic visitors to Mildura / Wentworth - up by 4.6% pts on YE Sep 21. The daytrip sector contribution is not publishable as the expenditure estimates are below the data confidence intervals used by TRA.

Mildura / Wentworth received 14.6% of daytrips to the Murray region. Compared to YE Sep 21, the share was up by 1.6% pts.

Average annual growth - YE Sep 18 to YE Sep 22



Over the period YE Sep 18 to YE Sep 22, Mildura / Wentworth had an average annual growth of +13.7% in daytrips. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline.

Main purpose of trip

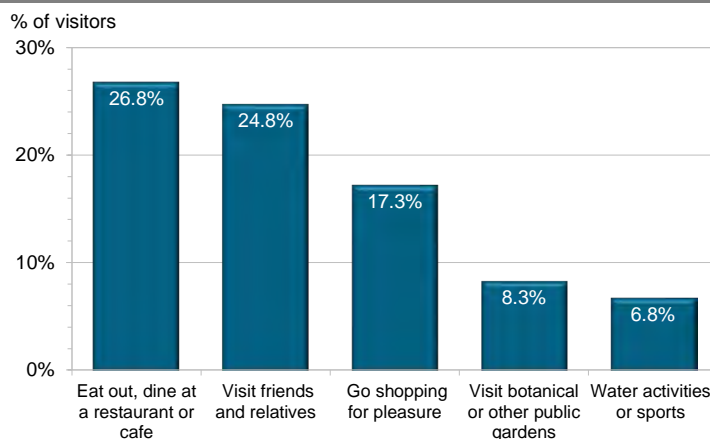
'Holiday' (40.5%) was the largest purpose for visitors to Mildura / Wentworth, followed by 'visiting friends and relatives (VFR)' (34.5%) and 'business' (18.6%).

Compared to YE Sep 21, 'VFR' grew by 19.2% pts whilst 'medical reasons' fell by 11.8% pts.

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

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

Activities



'Eat out, dine at a restaurant or cafe' (26.8%) was the most popular activity undertaken by visitors to Mildura / Wentworth.

Transport

'Private vehicle or company car' (96.9%) was the most popular transport used by visitors to Mildura / Wentworth. 'Aircraft' (3.1%) was the 2nd most popular.

Origin

Mildura / Wentworth received (66.8%) of daytrip visitors from regional Victoria. Regional NSW contributed (12.5%) and South Australia (12.2%) of daytrip visitors to the region.

Age

'65 years and over' (24.5%) was the biggest age group of visitors to Mildura / Wentworth, followed by '35 to 44 years' (23.2%) and '25 to 34 years' (18.8%).

Month travelled

December (21.1%) was the most popular month for a daytrip to Mildura / Wentworth. June (16.7%) was the 2nd most popular month to travel, followed by August (13.6%).

Total domestic travel

Visitors, nights and spend

	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	546	566	348	398	447	+12.4%
Daytrip visitors	250	361	np	309	418	+35.3%
Total domestic visitors	796	926	551	707	865	+22.4%
Domestic nights ('000)						
Total domestic nights	1,556	1,772	1,232	1,247	1,190	-4.6%
Domestic spend (\$ million)						
Overnight spend (2)	\$273	\$300	\$173	\$176	\$223	+26.9%
Daytrip spend (2)	np	np	np	\$56	np	na
Total domestic spend (2)	\$321	\$344	\$197	\$232	\$282	+21.4%

Mildura / Wentworth received 865,000 domestic visitors – up by 22.4% on YE Sep 21. Visitors spent nearly 1.2 million nights in the region – down by 4.6% on YE Sep 21.

In total, domestic visitors spent 282 million on travel to Mildura / Wentworth – up by 21.4% on YE Sep 21.

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