

Travel to the Murray Region

Year ended September 2018
Quarterly Tracking of Selected Measures

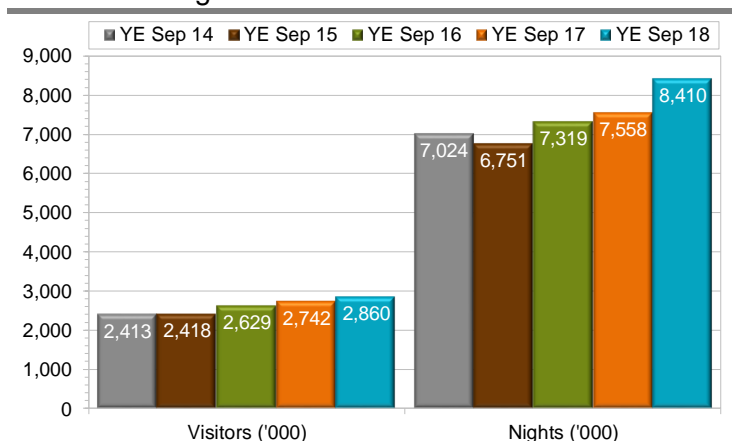


Travel to the Murray region

For the period October 2017 to September 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

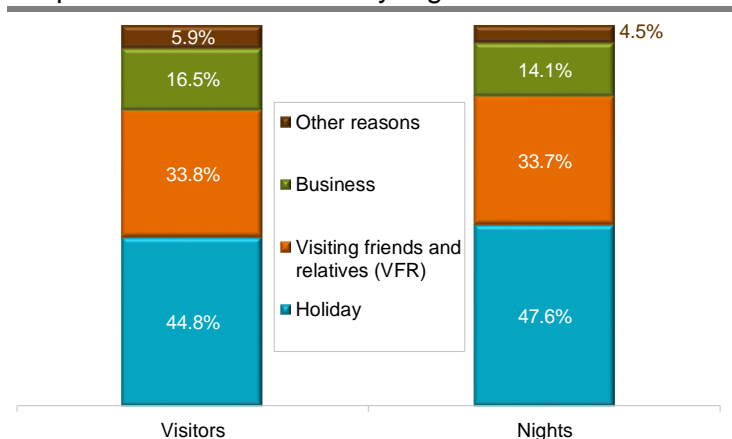


The Murray region received nearly 2.9 million domestic overnight visitors - up by 4.3% on YE Sep 17. Visitors spent over 8.4 million nights in the region - up by 11.3% on YE Sep 17.

Market share

The region received 7.3% of visitors and 6.9% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 17, the share of visitors was down by 0.1% pt and the share of nights was up by 0.4% pts.

Purpose of visit to the Murray region



'Holiday' (44.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.8%) and 'business' (16.5%). Compared to YE Sep 17, 'holiday' increased by 3.3% pts while 'other reasons' decreased by 2.5% pts.

'Holiday' (47.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.7%) and 'business' (14.1%). Compared to YE Sep 17, 'holiday' increased by 1.5% pts while 'VFR' decreased by 2.0% pts.

Accommodation

'Friends or relatives property' (33.0%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (19.3%) and 'caravan park or commercial camping ground' (19.2%).

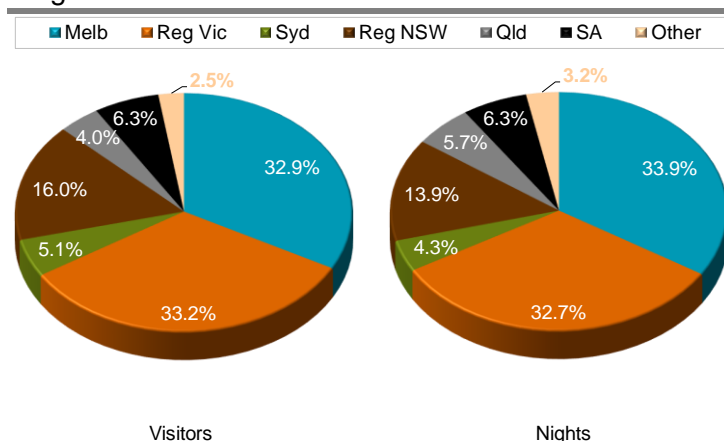
Compared to YE Sep 17, 'caravan park or commercial camping ground' increased by 4.2% pts while 'friends or relatives property' decreased by 1.8% pts.

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 Jun 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 66.7% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were up by 4.7% and nights were up by 11.9%.

NSW contributed 21.1% of visitors and 18.2% of nights in the region. Compared to YE Sep 17, NSW visitors were up by 4.1% and nights were up by 12.2%.

South Australia contributed 6.3% of visitors and 6.3% of nights in the region. Compared to YE Sep 17, visitors from South Australia were down by 1.8% and nights were up by 2.2%.

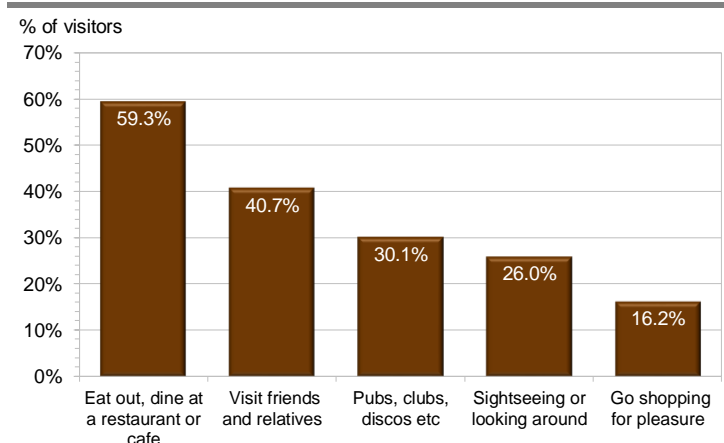
Length of stay

Visitors stayed, on average, 2.9 nights in the region – up by 0.1 night on YE Sep 17.

Age

'65 years and over' (21.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.2%) and '55 to 64 years' (16.8%).

Activities



'Eat out, dine at a restaurant or cafe' (59.3%) was the most popular activity undertaken by visitors to the region.

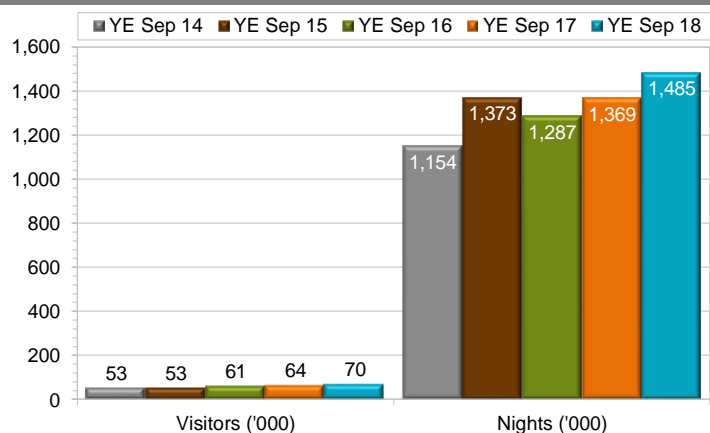
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.3 billion in the region - an average of \$150 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Murray region received 70,300 international overnight visitors - up by 10.1% on YE Sep 17. Visitors spent nearly 1.5 million nights in the region - up by 8.5% on YE Sep 17.

Market share

The region received 5.5% of visitors and 6.6% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 17, the share of visitors was up by 0.4% pts and the share of nights was up by 0.8% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.1%	13	Japan	2.7%
2	New Zealand	12.8%	14	India	2.7%
3	Germany	8.3%	15	South Korea	2.1%
4	USA	4.9%	16	Singapore	1.9%
5	Mainland China	4.8%	17	Taiwan	1.9%
6	Hong Kong	3.8%	18	Switzerland	1.7%
7	Netherlands	3.3%	19	Indonesia	1.2%
8	France	3.2%	20	Thailand	0.6%
9	Italy	3.1%			
10	Canada	2.9%		Other Asia	2.9%
11	Malaysia	2.9%		Other Europe	5.3%
12	Scandinavia	2.8%		Other Countries	8.1%

The UK (16.1%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (36.9%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (24.6%).

Age

'25 to 34 years' (26.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.9%).

Expenditure⁽⁴⁾

International overnight visitors spent \$70 million in the region - an average of \$47 per night.

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

Preliminary IVS results

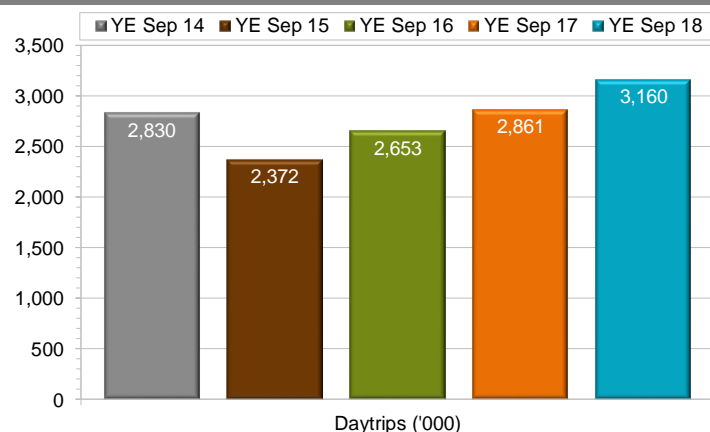
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 3.2 million domestic daytrip visitors - up by 10.5% on YE Sep 17.

Market share

The region received 4.2% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 17, the share was up by 0.1% pt.

Main purpose of trip

'Holiday' (47.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.3%) and 'business' (11.5%).

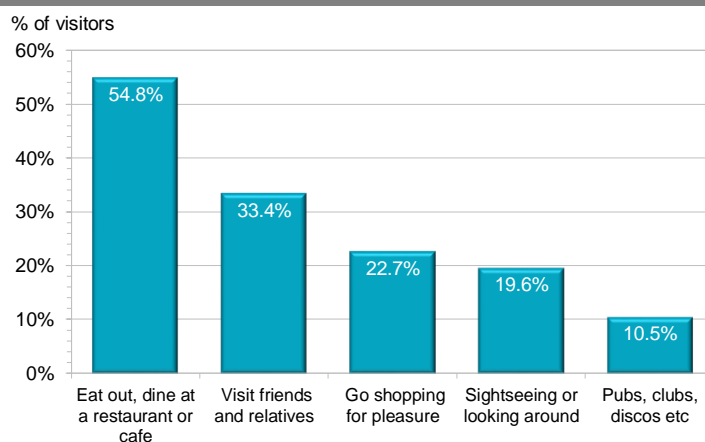
Age

'65 years and over' (22.8%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.7%) and '45 to 54 years' (16.3%).

Gender

More visitors to the region were male (51.4%) than female (48.6%).

Activities



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

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$434 million in the region - an average of \$137 per visitor.

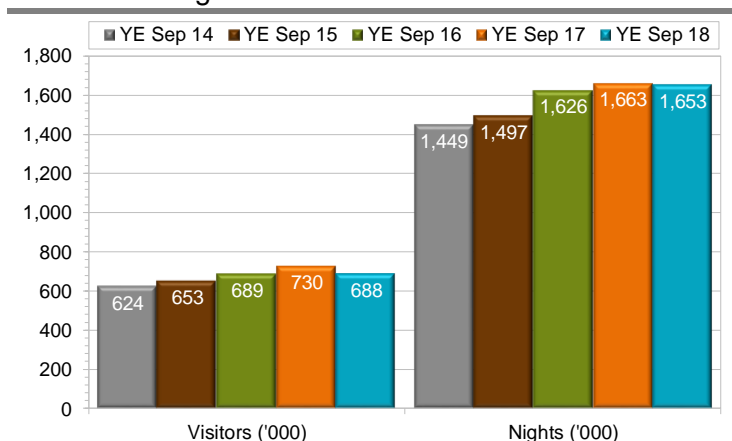
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 18.

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

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

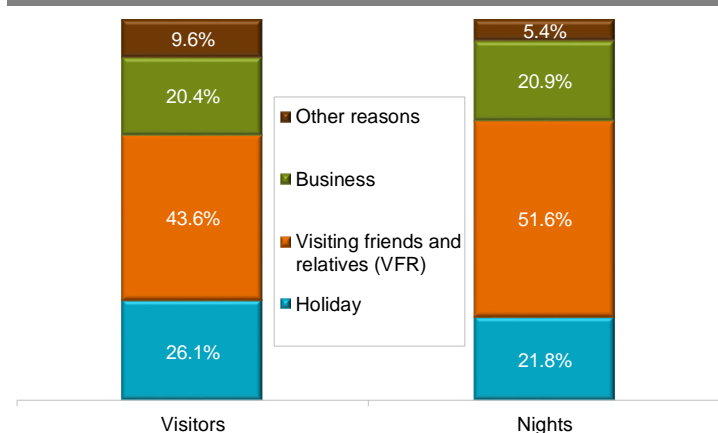


Albury / Wodonga received 688,000 domestic overnight visitors - down by 5.7% on YE Sep 17. Visitors spent nearly 1.7 million nights in the region - down by 0.6% on YE Sep 17.

Market share

The region received 24.1% of visitors and 19.7% of nights in the Murray region. Compared to YE Sep 17, the share of visitors was down by 2.5% pts and the share of nights was down by 2.3% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (43.6%) was the largest purpose for **visitors** to the region, followed by 'holiday' (26.1%) and 'business' (20.4%). Compared to YE Sep 17, 'VFR' grew by 4.0% pts while 'holiday' declined by 3.2% pts.

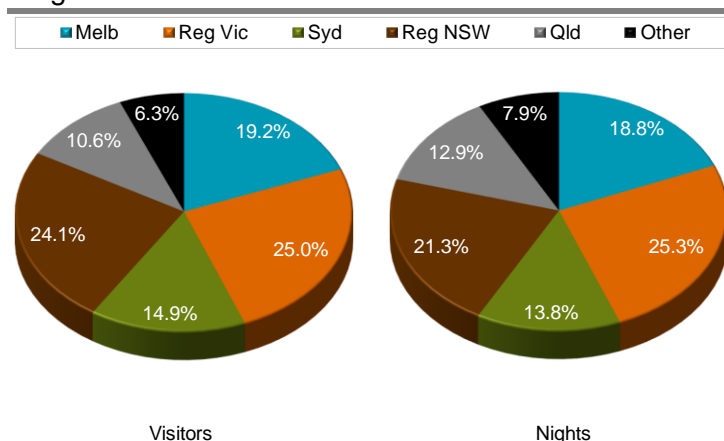
'VFR' (51.6%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (21.8%) and 'business' (20.9%). Compared to YE Sep 17, 'business' grew by 2.7% pts while 'holiday' declined by 2.4% pts.

Accommodation

'Friends or relatives property' (49.7%) 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 type, followed by 'luxury hotel or resort, 4 or 5 star' (7.9%).

Compared to YE Sep 17, 'friends or relatives property' increased by 6.1% pts while 'standard hotel or motor inn, below 4 star' declined by 0.6% pts.

Origin



The region received 44.1% of visitors and 44.1% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were down by 17.0% and nights were down by 10.3%.

New South Wales contributed 39.0% of visitors and 35.1% of nights in the region. Compared to YE Sep 17, NSW visitors were down by 7.2% and nights were down by 13.5%.

Queensland contributed 10.6% of visitors and 12.9% of nights in the region.

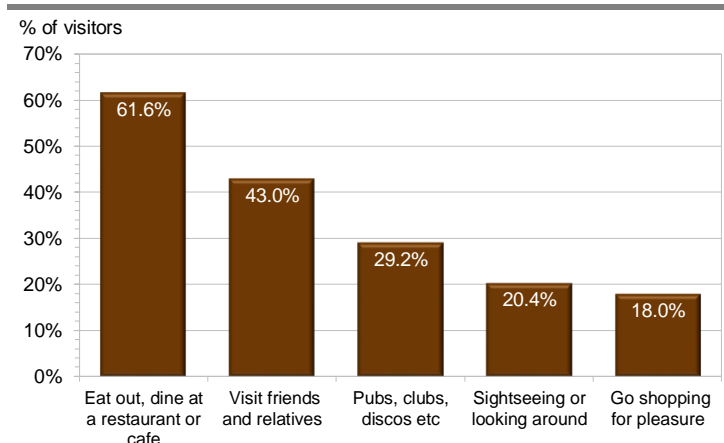
Length of stay

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

Age

'65 years and over' (22.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.3%) and '55 to 64 years' (17.1%).

Activities



'Eat out, dine at a restaurant or cafe' (61.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (43.0%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (29.2%).

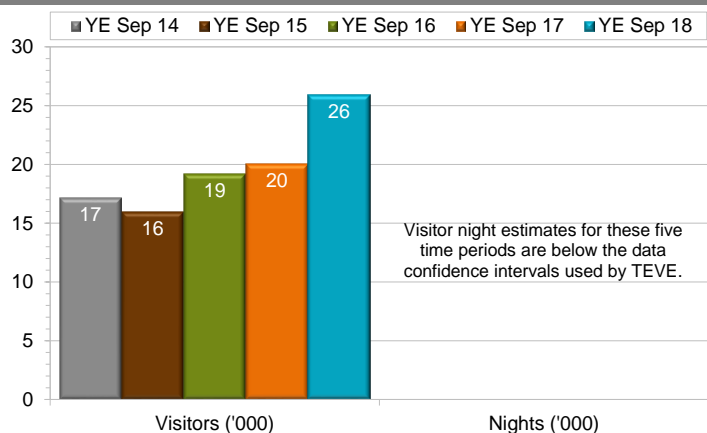
Expenditure⁽²⁾

Domestic overnight visitors spent \$263 million in the region - an average of \$159 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Albury / Wodonga received 25,900 international overnight visitors - up by 29.1% on YE Sep 17. Visitor night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 36.9% of visitors to the Murray region. Compared to YE Sep 17, the share of visitors was up by 5.5% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.7%	13	Singapore	1.4%
2	New Zealand	15.7%	14	South Korea	1.3%
3	Germany	9.0%	15	Hong Kong	1.3%
4	Scandinavia	5.8%	16	Indonesia	0.7%
5	Mainland China	5.6%	17	Netherlands	0.5%
6	USA	5.4%	18	Thailand	0.5%
7	Italy	3.5%	19	Taiwan	0.5%
8	Canada	3.4%	20	Malaysia	0.2%
9	India	2.4%			
10	Japan	2.2%		Other Asia	0.3%
11	Switzerland	1.9%		Other Europe	7.4%
12	France	1.8%		Other Countries	7.5%

The United Kingdom (21.7%) was the region's largest source market of visitors, followed by New Zealand (15.7%) and Germany (9.0%).

Accommodation

'Friends or relatives property' (38.8%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (20.8%).

Age

'25 to 34 years' (21.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.6%).

Expenditure⁽⁴⁾

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

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

Preliminary IVS results

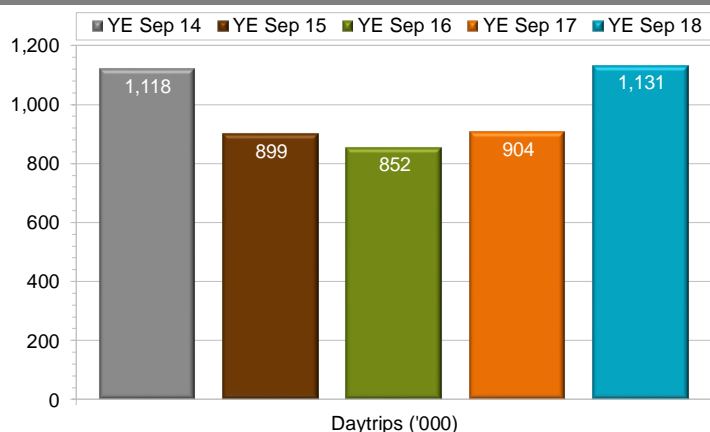
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received over 1.1 million domestic daytrip visitors - up by 25.0% on YE Sep 17.

Market share

The region received 35.8% of daytrips to the Murray region. Compared to YE Sep 17, the share was up by 4.2% pts.

Main purpose of trip

'Holiday' (43.4%) was the largest purpose for visitors to the region the region, followed by 'medical reasons' (18.0%) and 'business' (16.2%).

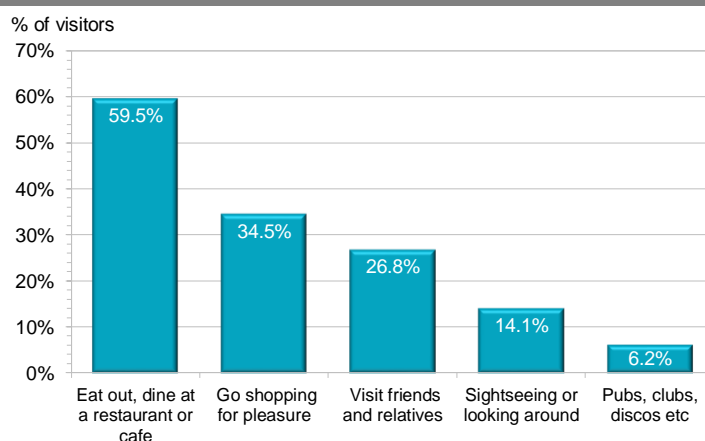
Age

'65 years and over' (22.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.1%) and '25 to 34 years' (17.3%).

Gender

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

Activities



'Eat out, dine at a restaurant or cafe' (59.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$173 million in the region - an average of \$153 per visitor.

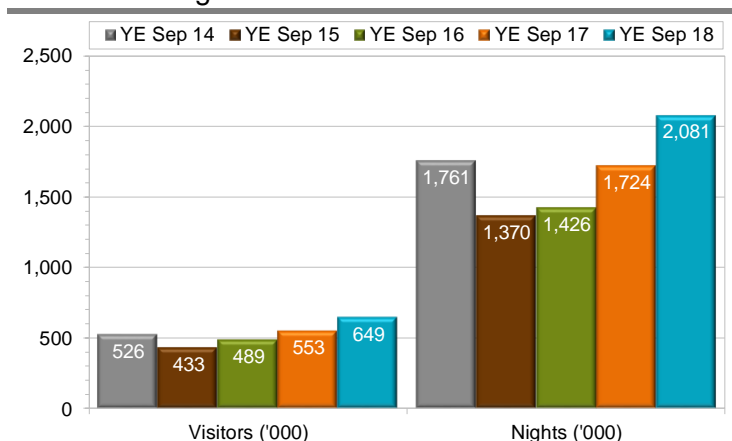
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 18.

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

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

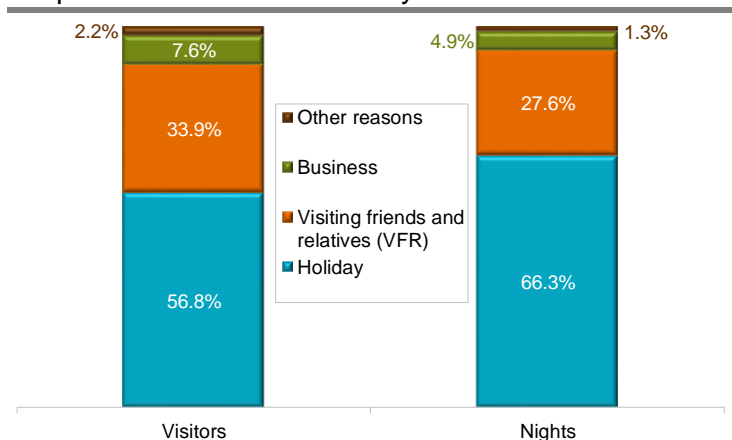


Sun Country received 649,000 domestic overnight visitors - up by 17.3% on YE Sep 17. Visitors spent nearly 2.1 million nights in the region - up by 20.7% on YE Sep 17.

Market share

The region received 22.7% of visitors and 24.7% of nights in the Murray region. Compared to YE Sep 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 Sun Country



'Holiday' (56.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.9%) and 'business' (7.6%). Compared to YE Sep 17, 'holiday' grew by 4.8 pts while 'business' declined by 3.9 pts.

'Holiday' (66.3%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (27.6%) and 'business' (4.9%). Compared to YE Sep 17, 'holiday' grew by 5.4 pts while 'other reasons' declined by 3.4 pts.

Accommodation

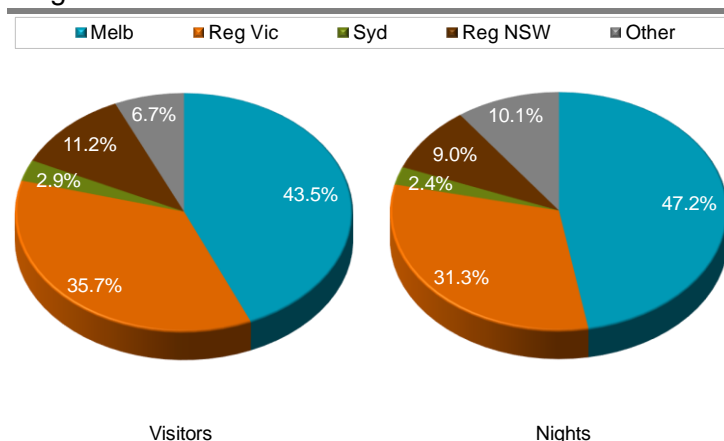
'Friends or relatives property' (24.4%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.7%) was the 2nd most popular accommodation used, followed by 'caravan or camping - non commercial' (16.2%).

Compared to YE Sep 17, 'caravan or camping - non commercial' grew by 5.3 pts while 'friends or relatives property' declined by 8.7 pts.

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

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

Origin



The region received 79.2% of visitors and 78.5% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were up by 17.1% and nights were up by 24.5%.

New South Wales contributed 14.1% of visitors and 11.4% of nights in the region. Compared to YE Sep 17, NSW visitors were up by 40.5%.

Queensland contributed 2.8% of visitors and 4.5% of nights in the region.

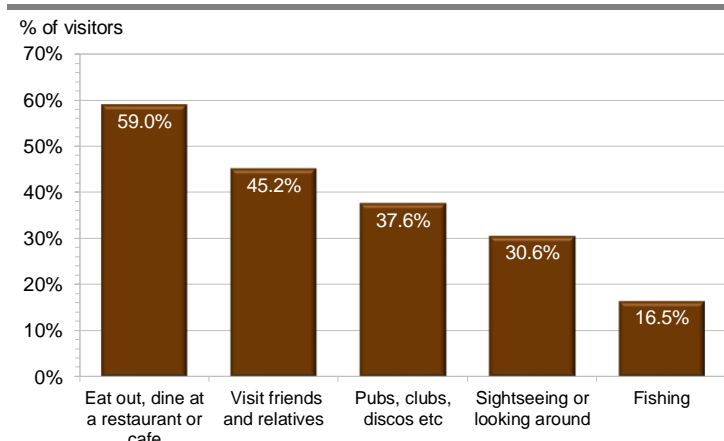
Length of stay

Visitors stayed on average 3.2 nights in the region - up by 0.1 night on the YE Sep 17.

Age

'65 years and over' (24.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (16.7%) and '15 to 24 years' (14.9%).

Activities



'Eat out, dine at a restaurant or cafe' (59.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (45.2%) and 'pubs, clubs, discos etc' (37.6%).

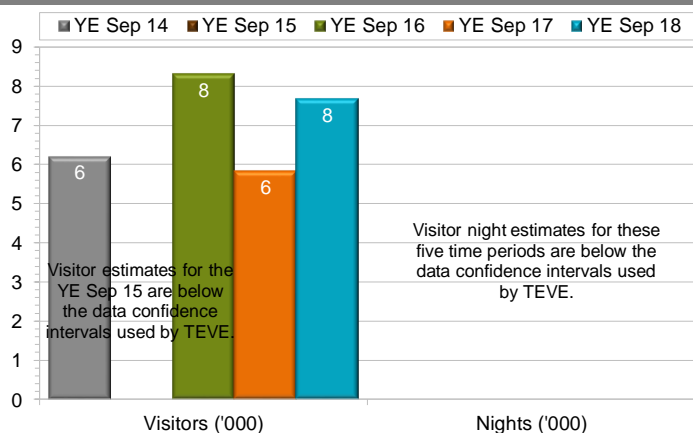
Expenditure⁽²⁾

Domestic overnight visitors spent \$304 million in the region - an average of \$146 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Sun Country received 7,700 international overnight visitors - up by 31.4% on YE Sep 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 10.9% of international visitors to the Murray region. Compared to YE Sep 17, the share was up by 1.7% pts.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	13.0%	13	Italy	2.2%
2	United Kingdom	12.4%	14	Scandinavia	1.6%
3	India	10.1%	15	Japan	0.0%
4	Netherlands	9.5%	15	Indonesia	0.0%
5	USA	9.3%	15	Thailand	0.0%
6	Singapore	5.7%	15	South Korea	0.0%
7	Hong Kong	4.7%	15	Mainland China	0.0%
8	Canada	4.5%	15	Switzerland	0.0%
9	Malaysia	4.2%			
10	France	3.1%		Other Asia	14.6%
11	Taiwan	2.7%		Other Europe	0.0%
12	Germany	2.3%		Other Countries	0.0%

New Zealand (13.0%) was the region's largest source market of visitors, followed by the UK (12.4%) and India (10.1%).

Accommodation

'Friends or relatives property' (56.9%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (21.9%).

Age

'55 to 64 years' (27.8%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.2%) and '65 years and over' (19.3%).

Expenditure⁽⁴⁾

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

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

Preliminary IVS results

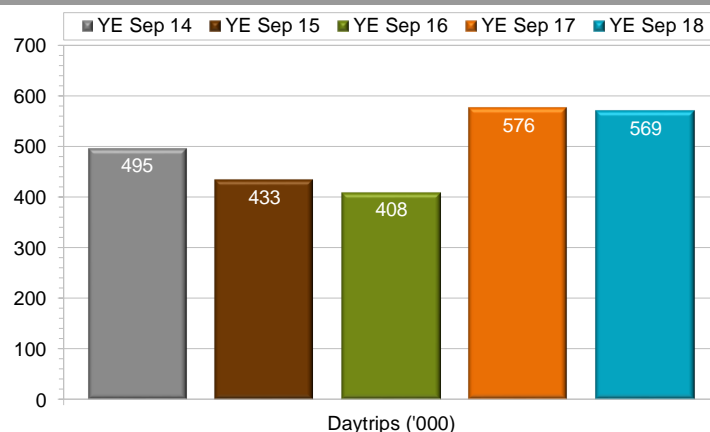
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Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 569,000 domestic daytrips - down by 1.1% on YE Sep 17.

Market share

The region received 18.0% of daytrips to the Murray region. Compared to YE Sep 17, the share was down by 2.1% pts.

Main purpose of trip

'Holiday' (51.3%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (32.6%) and 'business' (8.0%).

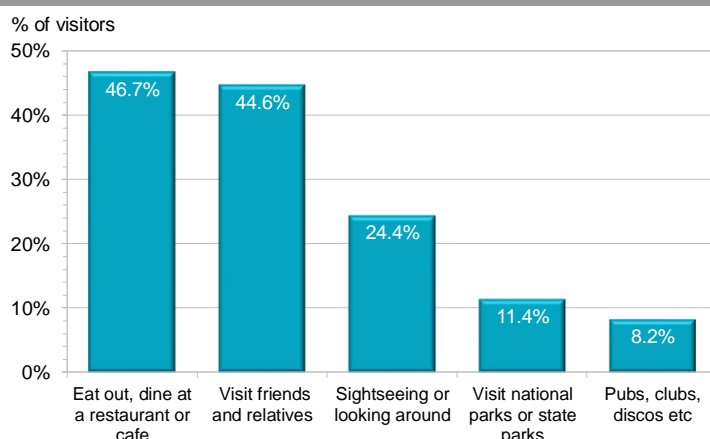
Age

'65 years and over' (26.3%) was the biggest age group of daytrip visitors to the region, followed by '15 to 24 years' (19.0%) and '45 to 54 years' (19.0%).

Gender

More visitors to the region were male (60.0%) than female (40.0%).

Activities



'Eat out, dine at a restaurant or cafe' (46.7%) was the most popular activity undertaken by daytrip visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$65 million in the region - an average of \$115 per visitor.

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

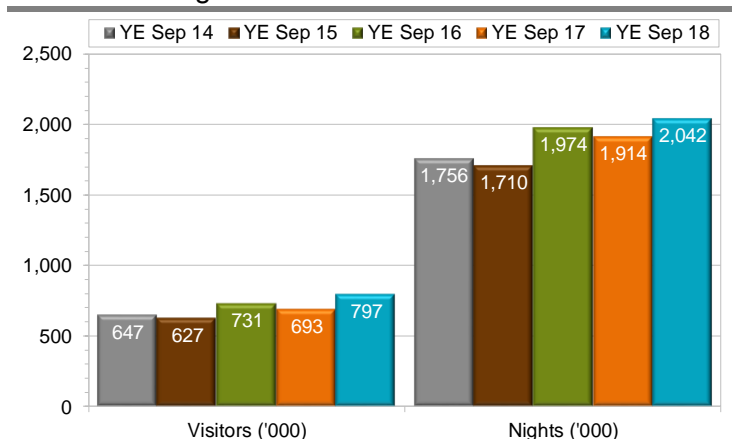
(5) Source: National Visitor Survey, YE Sep 18, TRA

Travel to Echuca / Moama

For the period October 2017 to September 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

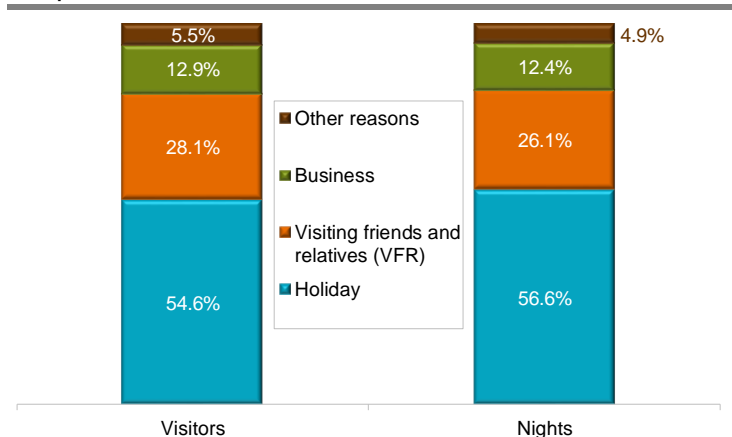


Echuca / Moama received 797,000 domestic overnight visitors – up by 15.0% on YE Sep 17. Visitors spent over 2.0 million nights in the region – up by 6.6% on YE Sep 17.

Market share

The region received 27.8% of visitors and 24.3% of nights in the Murray region. Compared to YE Sep 17, the share of visitors was up by 2.5% pts and the share of nights was down by 1.0% pt.

Purpose of visit to Echuca / Moama



'Holiday' (54.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (28.1%) and 'business' (12.9%). Compared to YE Sep 17, 'holiday' grew by 7.3% pts while 'VFR' declined by 9.2% pts.

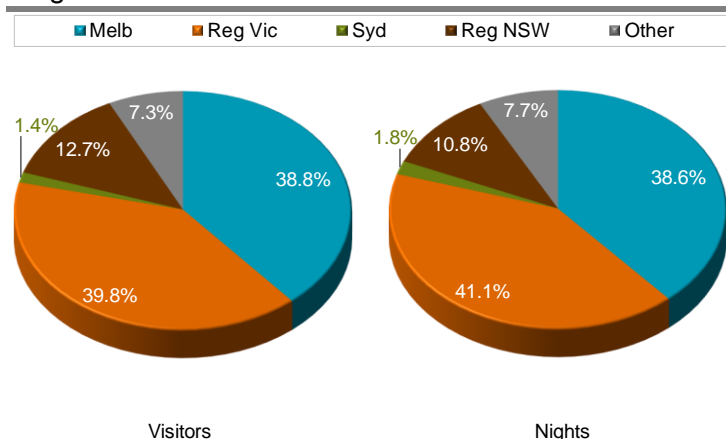
'Holiday' (56.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (26.1%) and 'business' (12.4%). Compared to YE Sep 17, 'other reasons' grew by 3.6% pts while 'VFR' declined by 4.3% pts.

Accommodation

'Friends or relatives property' (30.4%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (23.7%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (17.2%).

Compared to YE Sep 17, 'caravan park or commercial camping ground' grew by 2.0% pts while 'standard hotel or motor inn, below 4 star' declined by 3.6% pts.

Origin



The region received 78.7% of visitors and 79.7% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were up by 17.6% and nights were up by 4.1%.

New South Wales contributed 14.1% of visitors and 12.6% of nights in the region. Compared to YE Sep 17, NSW visitors were up by 6.0%

South Australia contributed 3.6% of visitors and 2.4% of nights in the region.

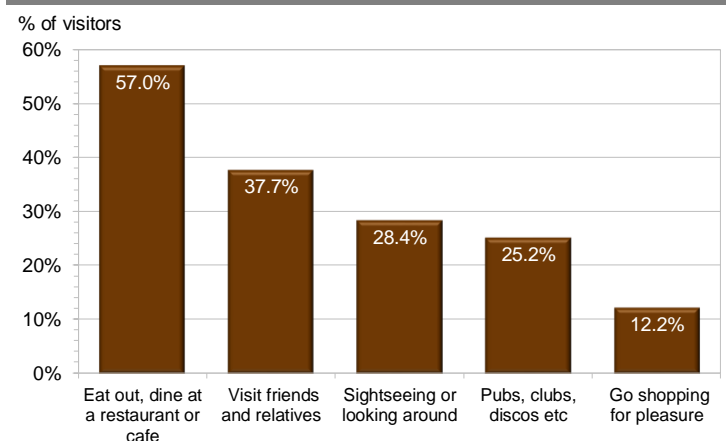
Length of stay

Visitors stayed on average 2.6 nights in the region – down by 0.2 nights on the YE Sep 17.

Age

'65 years and over' (21.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.1%) and '55 to 64 years' (19.3%).

Activities



'Eat out, dine at a restaurant or cafe' (57.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.7%).

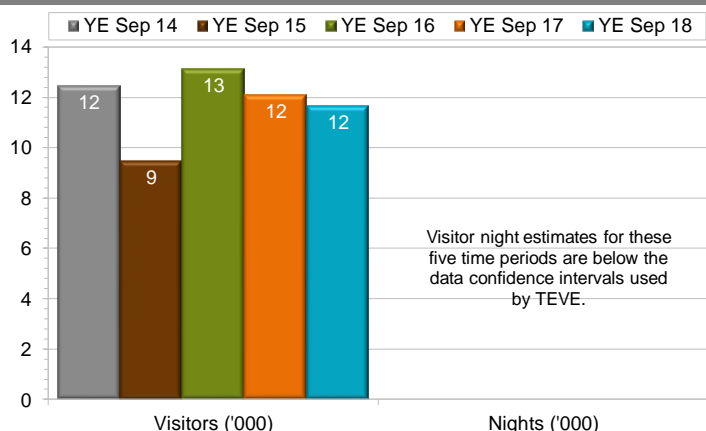
Expenditure⁽²⁾

Domestic overnight visitors spent \$297 million in the region – an average of \$145 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Echuca / Moama received 11,700 international overnight visitors - down by 3.5% on YE Sep 17. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 16.6% of visitors to the Murray region. Compared to YE Sep 17, the share was down by 2.4% pts.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	20.7%	13	USA	0.9%
2	United Kingdom	15.4%	14	Canada	0.8%
3	Germany	12.9%	15	Thailand	0.6%
4	Hong Kong	8.7%	16	Italy	0.6%
5	Mainland China	8.2%	17	Japan	0.0%
6	Netherlands	6.7%	17	Malaysia	0.0%
7	Indonesia	3.9%	17	India	0.0%
8	South Korea	2.3%	17	Switzerland	0.0%
9	Singapore	1.7%			
10	Scandinavia	1.7%		Other Asia	4.4%
11	France	1.6%		Other Europe	1.3%
12	Taiwan	1.0%		Other Countries	6.6%

New Zealand (20.7%) was the region's largest source market of visitors, followed by the United Kingdom (15.4%).

Accommodation

'Rented house, apartment, flat or unit' (41.9%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (38.9%).

Age

'55 to 64 years' (35.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (22.9%) and '65 years and over' (16.9%).

Expenditure⁽⁴⁾

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

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

Preliminary IVS results

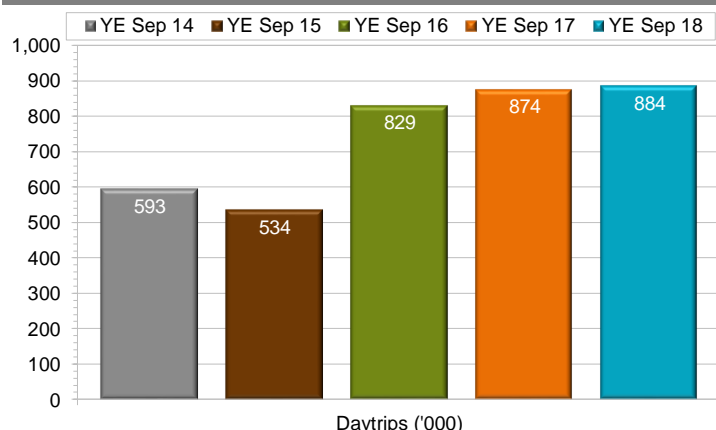
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 884,000 domestic daytrip visitors - up by 1.0% on YE Sep 17.

Market share

The region received 28.0% of daytrips to the Murray region. Compared to YE Sep 17, the share was down by 2.6% pts.

Main purpose of trip

'Holiday' (44.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (35.4%) and 'business' (9.2%).

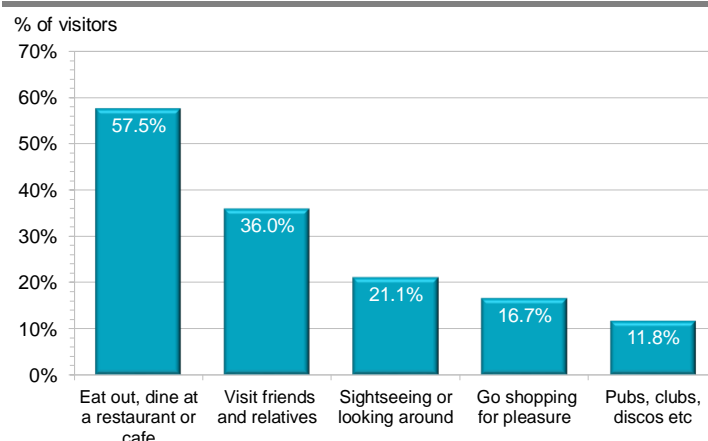
Age

'55 to 64 years' (22.4%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.7%) and '35 to 44 years' (18.1%).

Gender

More visitors to the region were male (57.5%) than female (42.5%).

Activities



'Eat out, dine at a restaurant or cafe' (57.5%) 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 \$111 per visitor.

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

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

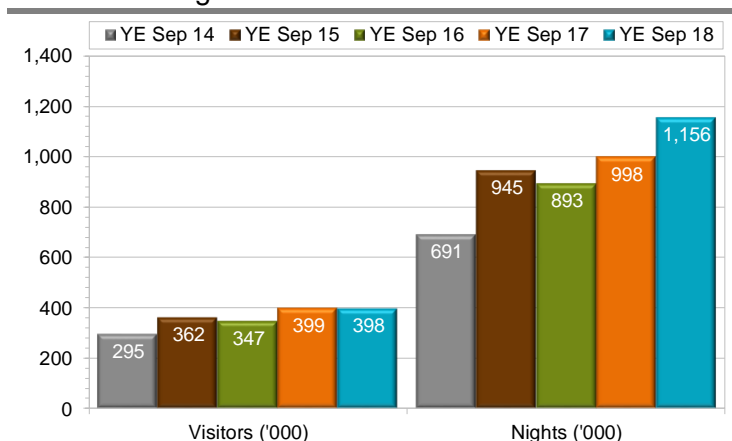
Page 2 of 2

Travel to the Swan Hill region

For the period October 2017 to September 2018

Domestic Overnight Travel⁽¹⁾

Visitors and nights

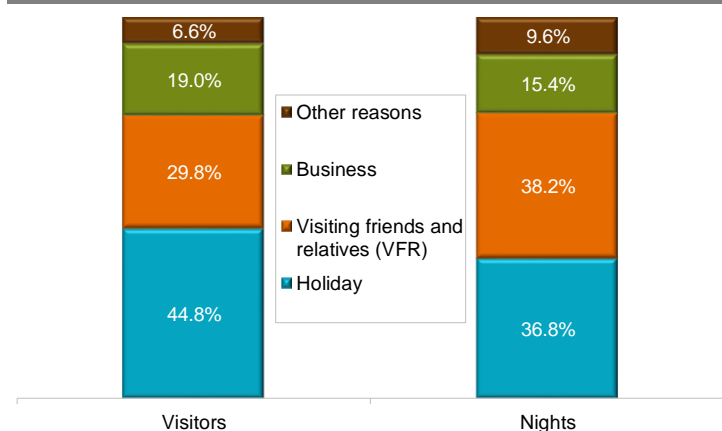


The Swan Hill region received 398,000 domestic overnight visitors - down by 0.2% on YE Sep 17. Visitors spent nearly 1.2 million nights in the region - up by 15.8% on YE Sep 17.

Market share

The region received 13.9% of visitors and 13.7% of nights in the Murray region. Compared to YE Sep 17, the share of visitors was down by 0.6% pts and the share of nights was up by 0.5% pts.

Purpose of visit to the Swan Hill region



'Holiday' (44.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (29.8%) and 'business' (19.0%). Compared to YE Sep 17, 'holiday' increased by 3.6% pts while 'VFR' declined by 3.6% pts.

'VFR' (38.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (36.8%) and 'business' (15.4%). Compared to YE Sep 17, 'business' grew by 5.2% pts while 'holiday' declined by 6.7% pts.

Accommodation

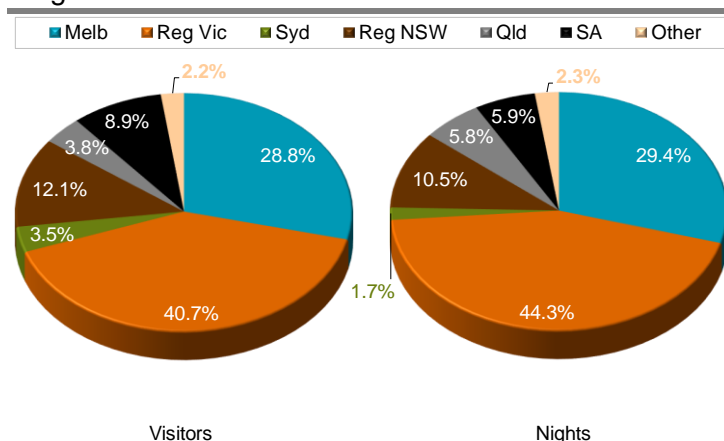
'Friends or relatives property' (36.6%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (22.2%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (20.3%).

Compared to YE Sep 17, 'caravan park or commercial camping ground' grew by 5.1% pts while 'friends or relatives property' declined by 9.1% pts.

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

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

Origin



The region received 69.5% of visitors and 73.8% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were up by 1.0% and nights were up by 25.5%.

New South Wales contributed 15.6% of visitors and 12.2% of nights in the region. Compared to YE Sep 17, NSW visitors were up by 12.4%

South Australia contributed 8.9% of visitors and 5.9% of nights in the region.

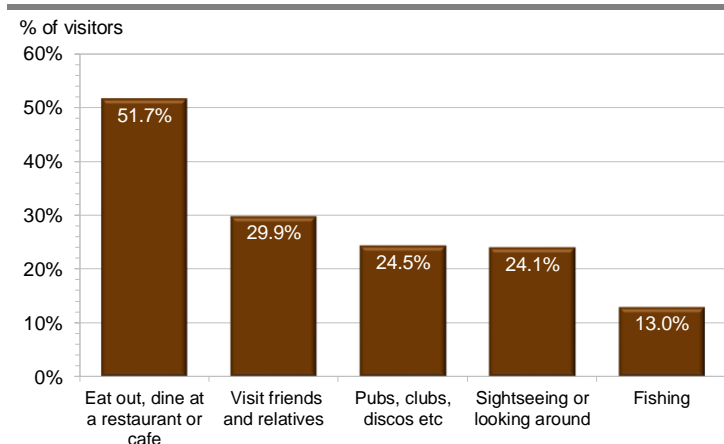
Length of stay

Visitors stayed on average 2.9 nights in the region - up by 0.4 nights on the YE Sep 17.

Age

'65 years and over' (32.8%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.7%) and '55 to 64 years' (19.5%).

Activities



'Eat out, dine at a restaurant or cafe' (51.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (29.9%) and 'pubs, clubs, discos etc' (24.5%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$175 million in the region - an average of \$151 per night.

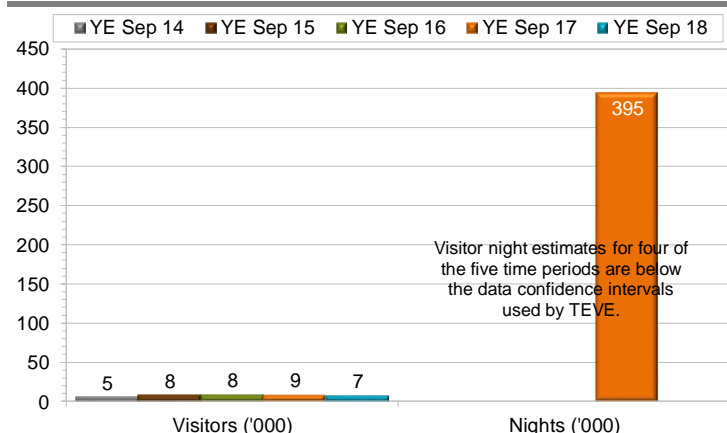
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 18.

Travel to the Swan Hill region

For the period October 2017 to September 2018

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



The Swan Hill region received 6,900 international overnight visitors – down by 19.0% on YE Sep 17. Visitor night estimates for four of the five time periods, incl YE Sep 18, are below the data confidence intervals used by TEVE.

Market share

The region received 9.8% of visitors to the Murray region. Compared to YE Sep 17, the share of visitors was down by 3.6% pts.

Origin

No.	Market	Share	No.	Market	Share
1	Germany	10.8%	13	Italy	3.7%
2	South Korea	6.8%	14	Mainland China	0.9%
3	United Kingdom	6.1%	15	Switzerland	0.3%
4	Malaysia	6.1%	16	Singapore	0.0%
5	New Zealand	5.6%	16	Indonesia	0.0%
6	Hong Kong	5.4%	16	Thailand	0.0%
7	Netherlands	5.1%	16	India	0.0%
8	Japan	4.9%	16	Scandinavia	0.0%
9	Canada	4.2%			
10	France	4.2%		Other Asia	1.8%
11	USA	3.9%		Other Europe	12.4%
12	Taiwan	3.8%		Other Countries	14.0%

Germany (10.8%) was the region's largest source market of international visitors, followed by South Korea (6.8%).

Accommodation

'Rented house, apartment, flat or unit' (58.5%) was the most popular accommodation type used for international nights in the region, followed by 'caravan park or commercial camping ground' (19.8%).

Age

'25 to 34 years' (46.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (24.0%).

Expenditure⁽⁴⁾

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

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

Preliminary IVS results

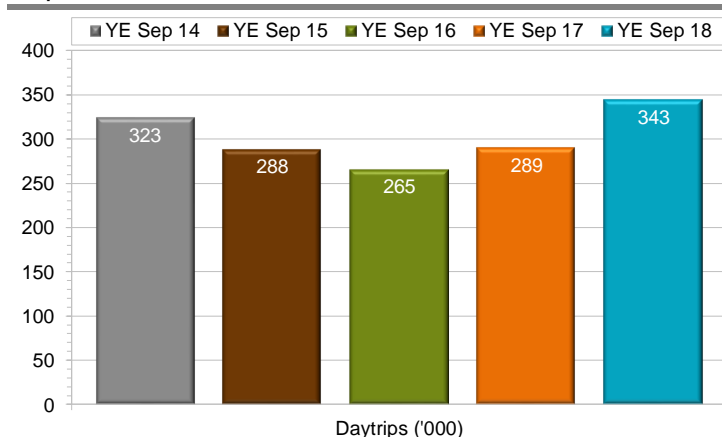
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

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

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 343,000 domestic daytrip visitors - up by 18.8% on YE Sep 17.

Market share

The region received 10.9% of daytrips to the Murray region. Compared to YE Sep 17, the share was up by 0.8% pts.

Main purpose of trip

'Holiday' (52.0%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (26.9%) and 'business' (8.3%).

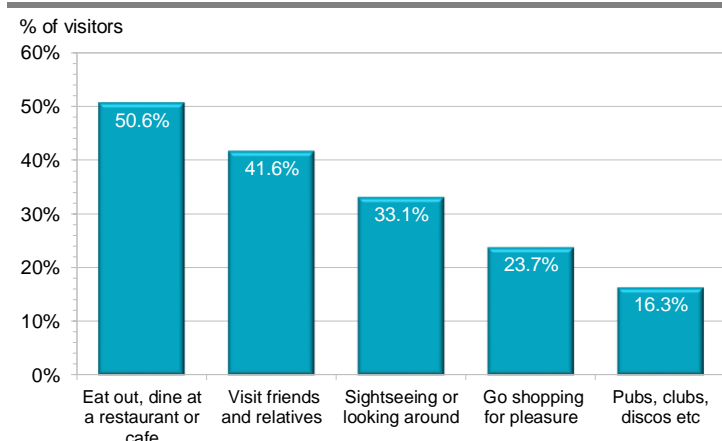
Age

'55 to 64 years' (30.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.3%) and '35 to 44 years' (15.6%).

Gender

More visitors to the region were male (52.5%) than female (47.5%).

Activities



'Eat out, dine at a restaurant or cafe' (50.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

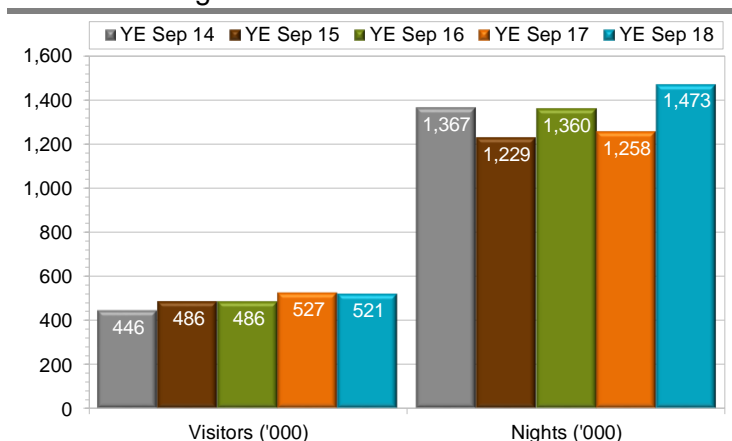
Domestic daytrip visitors spent \$58 million in the region - an average of \$169 per visitor.

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

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

Domestic Overnight Travel⁽¹⁾

Visitors and nights

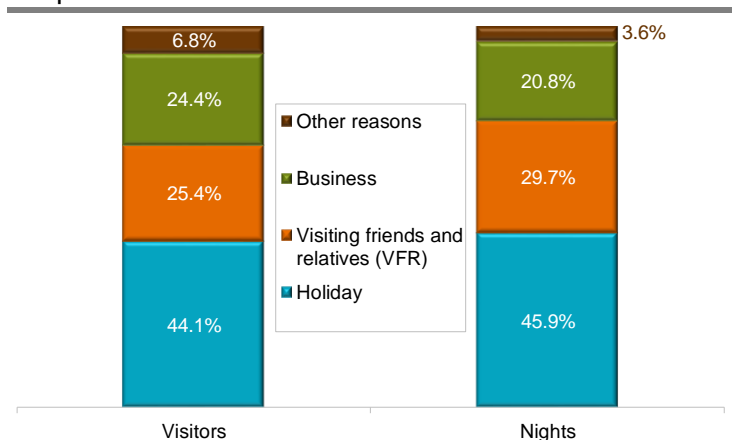


Mildura / Wentworth received 521,000 domestic overnight visitors - down by 1.1% on YE Sep 17. Visitors spent nearly 1.5 million nights in the region - up by 17.0% on YE Sep 17.

Market share

The region received 18.2% of visitors and 17.5% of nights in the Murray region. Compared to YE Sep 17, the share of visitors was down by 1.0% pt and the share of nights was up by 0.9% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (44.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (25.4%) and 'business' (24.4%). Compared to YE Sep 17, 'business' increased by 6.4% pts while 'other reasons' decreased by 5.9% pts.

'Holiday' (45.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (29.7%) and 'business' (20.8%). Compared to YE Sep 17, 'business' increased by 8.9% pts while 'other reasons' decreased by 8.1% pts.

Accommodation

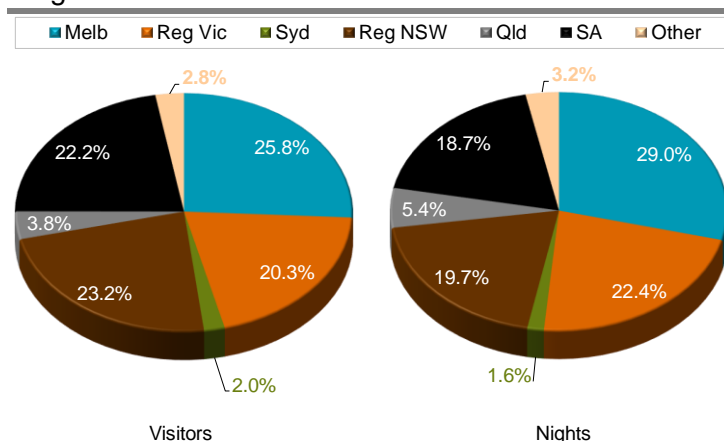
'Friends or relatives property' (27.3%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (24.4%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (23.6%).

Compared to YE Sep 17, 'caravan park or commercial camping ground' grew by 11.6% pts while 'standard hotel or motor inn, below 4 star' declined by 0.6% pts.

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

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

Origin



The region received 46.1% of visitors and 51.4% of nights from **Victoria**. Compared to YE Sep 17, Victorian visitors were down by 7.4% and nights were up by 18.2%.

NSW contributed 25.1% of visitors and 21.3% of nights in the region. Compared to YE Sep 17, visitors from NSW were up by 9.1%.

South Australia contributed 22.2% of visitors and 18.7% of nights in the region. Compared to YE Sep 17, visitors from South Australia were up by 0.2%.

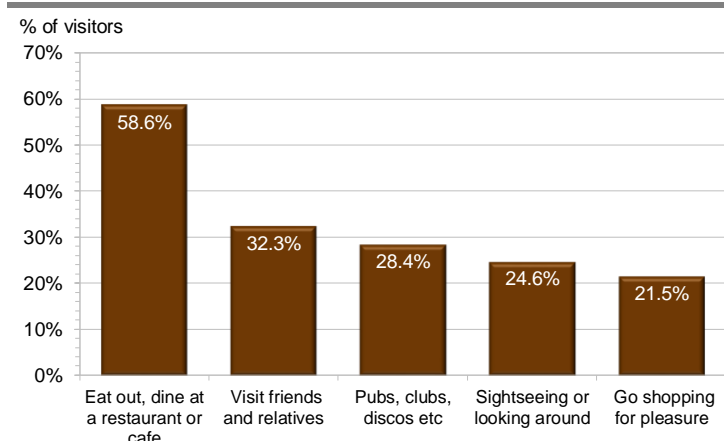
Length of stay

Visitors stayed, on average, 2.8 nights in the region - up by 0.4 nights on the YE Sep 17.

Age

'45 to 54 years' (25.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.9%) and '55 to 64 years' (19.3%).

Activities



'Eat out, dine at a restaurant or cafe' (58.6%) was the most popular activity undertaken by visitors to the region.

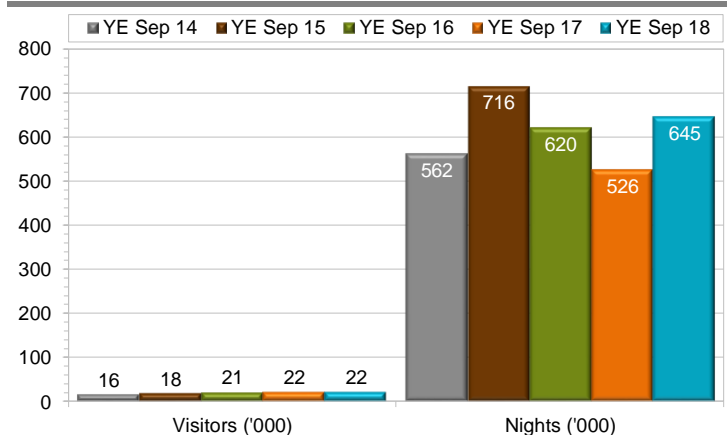
Expenditure⁽²⁾

Domestic overnight visitors spent \$222 million in the region - an average of \$151 per night.

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

International Overnight Travel⁽³⁾ - preliminary

Visitors and nights



Mildura / Wentworth received 21,900 international overnight visitors - up by 0.1% on YE Sep 17. Visitors spent 645,300 nights in the region - up by 22.7% on YE Sep 17.

Market share

The region received 31.1% of visitors and 43.5% of nights in the Murray region. Compared to YE Sep 17, the share of visitors was down by 3.1% pts and the share of nights was up by 5.1% pts.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.8%	13	Switzerland	3.0%
2	Germany	7.0%	14	South Korea	2.2%
3	France	6.7%	15	India	2.2%
4	New Zealand	6.5%	16	Canada	2.0%
5	USA	6.3%	17	Singapore	1.7%
6	Netherlands	5.9%	18	Thailand	1.0%
7	Malaysia	5.7%	19	Indonesia	1.0%
8	Japan	4.4%	20	Scandinavia	0.8%
9	Mainland China	4.1%		Other Asia	0.8%
10	Taiwan	3.9%		Other Europe	3.8%
11	Hong Kong	3.6%		Other Countries	9.2%
12	Italy	3.5%			

The UK (14.8%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (40.2%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (35.7%).

Age

'25 to 34 years' (27.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (26.1%).

Expenditure⁽⁴⁾

International overnight visitors spent \$26 million in the region - an average of \$40 per night.

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

Preliminary IVS results

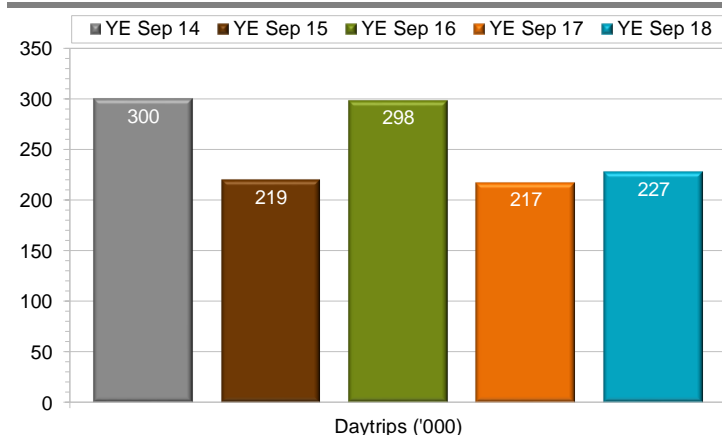
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Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 227,000 domestic daytrip visitors - up by 4.7% on YE Sep 17.

Market share

The region received 7.2% of daytrips to the Murray region. Compared to YE Sep 17, the share was down by 0.4% pts.

Main purpose of trip

'Holiday' (58.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (11.8%) and 'business' (11.1%).

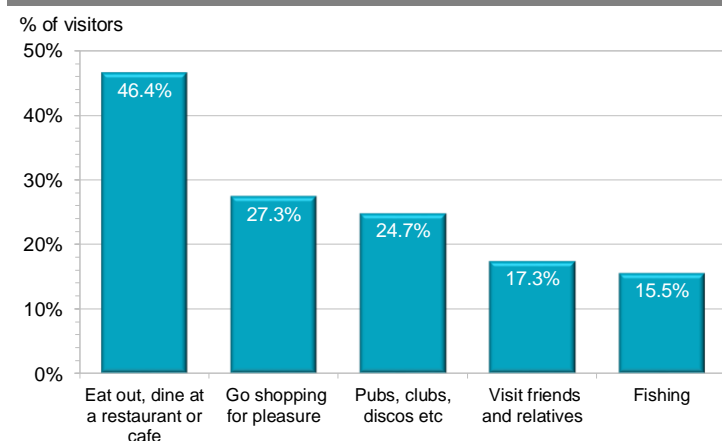
Age

'65 years and over' (27.1%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.9%) and '25 to 34 years' (17.5%).

Gender

More visitors to the region were male (66.7%) than female (33.3%).

Activities



'Eat out, dine at a restaurant or cafe' (46.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$38 million in the region - an average of \$168 per visitor.

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

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

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