

Travel to the Murray Region

Year ended September 2017
Quarterly Tracking of Selected Measures

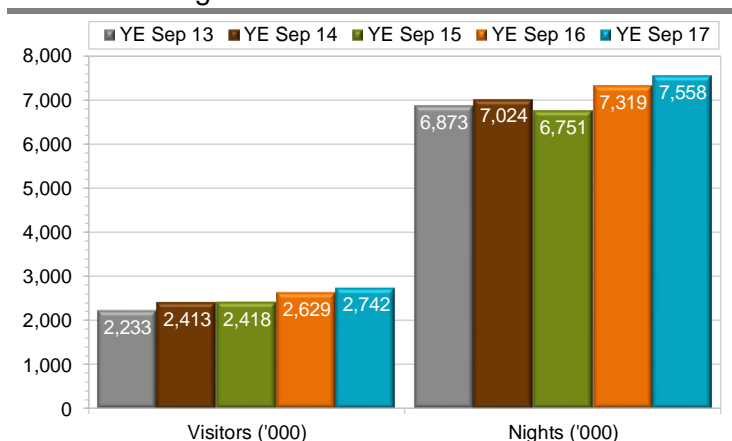


Travel to the Murray region

For the period October 2016 to September 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

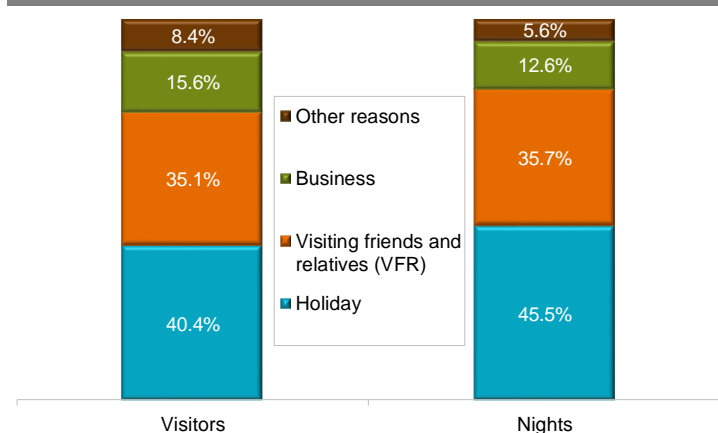


The Murray region received over 2.7 million domestic overnight visitors - up by 4.3% on YE Sep 16. Visitors spent nearly 7.6 million nights in the region - up by 3.3% on YE Sep 16.

Market share

The region received 7.4% of visitors and 6.5% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 16, the share of visitors was down by 0.4% pts and the share of nights was down by 0.2% pts.

Purpose of visit to the Murray region



'Holiday' (40.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (15.6%). Compared to YE Sep 16, 'VFR' increased by 3.6% pts while 'holiday' decreased by 4.6% pts.

'Holiday' (45.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (35.7%) and 'business' (12.6%). Compared to YE Sep 16, 'VFR' increased by 2.5% pts while 'holiday' decreased by 5.5% pts.

Accommodation

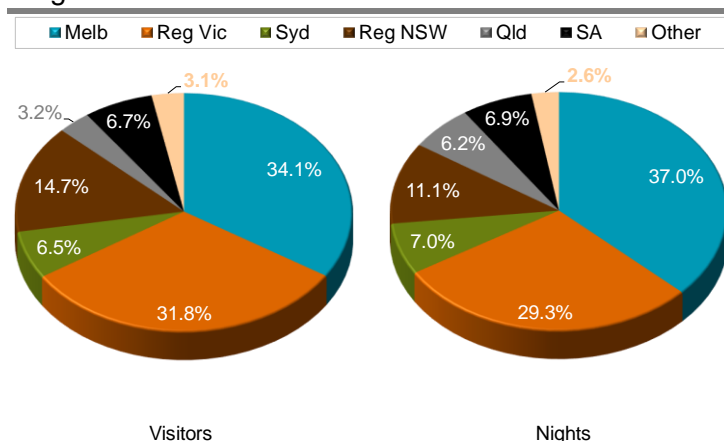
'Friends or relatives property' (34.8%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (20.7%) and 'caravan park or commercial camping ground' (15.0%).

Compared to YE Sep 16, 'standard hotel or motor inn, below 4 star' increased by 1.3% pts while 'caravan park or commercial camping ground' decreased by 4.3% 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 Sep 17, Tourism Research Australia (TRA)

Origin



The region received 65.8% of visitors and 66.3% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were up by 3.5% and nights were up by 6.2%.

NSW contributed 21.2% of visitors and 18.0% of nights in the region. Compared to YE Sep 16, NSW visitors were up by 13.8% and nights were up by 4.9%.

South Australia contributed 6.7% of visitors and 6.9% of nights in the region. Compared to YE Sep 16, visitors from South Australia were up by 2.7% and nights were down by 5.4%.

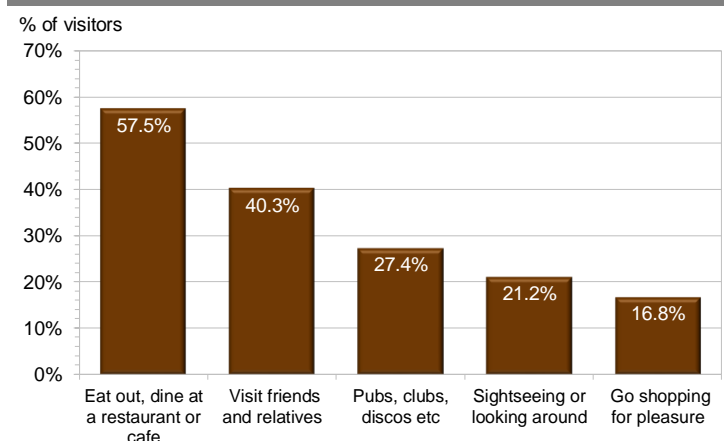
Length of stay

Visitors stayed, on average, 2.8 nights in the region – unchanged on YE Sep 16.

Age

'65 years and over' (22.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.3%) and '55 to 64 years' (17.0%).

Activities



'Eat out, dine at a restaurant or cafe' (57.5%) was the most popular activity undertaken by visitors to the region.

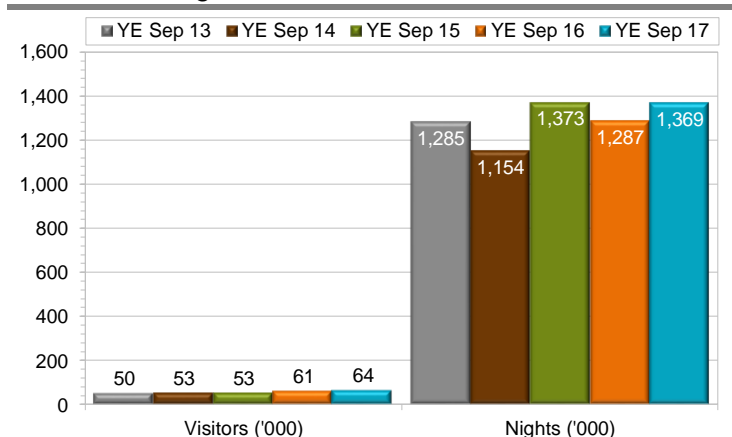
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.1 billion in the region - an average of \$141 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 63,900 international overnight visitors - up by 5.3% on YE Sep 16. Visitors spent nearly 1.4 million nights in the region - up by 6.3% on YE Sep 16.

Market share

The region received 5.1% of visitors and 5.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 16, the share of visitors was down by 0.3% pts and the share of nights was down by 0.7% pts.

Purpose of visit to the Murray region

'Holiday' (54.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.8%) and 'business' (8.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.6%	13	Netherlands	2.5%
2	New Zealand	14.0%	14	Canada	2.0%
3	USA	8.7%	15	Switzerland	1.6%
4	Mainland China	5.2%	16	Italy	1.3%
5	Germany	4.9%	17	Indonesia	1.0%
6	Taiwan	4.5%	18	Singapore	0.9%
7	India	4.4%	19	Thailand	0.4%
8	Malaysia	4.3%	20	South Korea	0.3%
9	Hong Kong	2.9%			
10	Scandinavia	2.9%		Other Asia	3.9%
11	Japan	2.9%		Other Europe	5.5%
12	France	2.8%		Other Countries	6.6%

The UK (16.6%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (42.3%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (21.6%) and 'backpacker or hostel' (12.0%).

Age

'25 to 34 years' (29.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (15.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$62 million in the region - an average of \$45 per night.

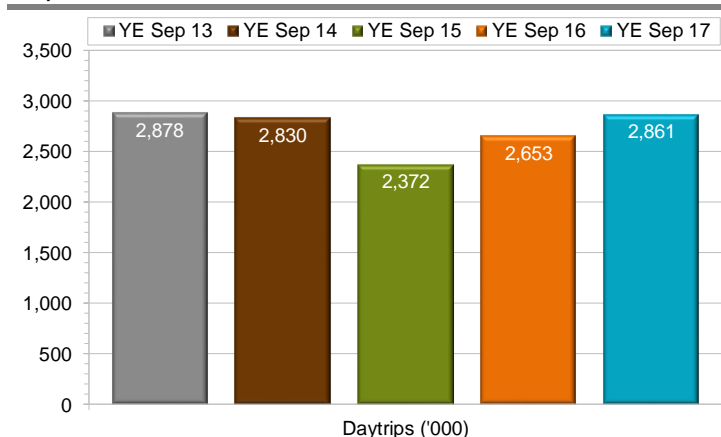
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 2.9 million domestic daytrip visitors - up by 7.8% on YE Sep 16.

Market share

The region received 4.1% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 16, the share was up by 0.2% pts.

Main purpose of trip

'Holiday' (44.9%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (28.9%) and 'business' (9.4%).

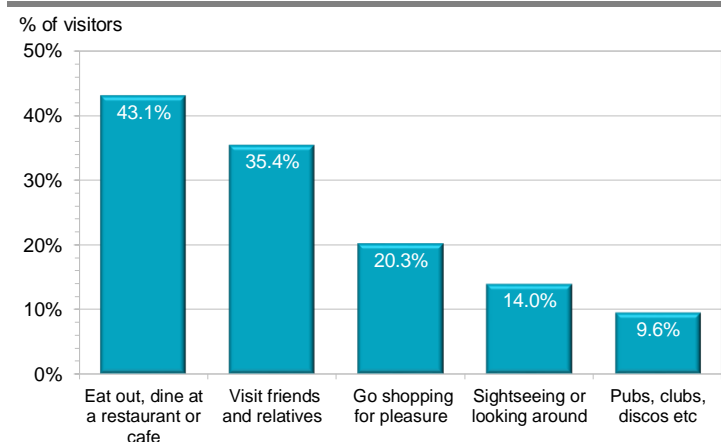
Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.8%) and '35 to 44 years' (16.0%).

Gender

More visitors to the region were male (51.6%) than female (48.4%).

Activities



'Eat out, dine at a restaurant or cafe' (43.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$398 million in the region - an average of \$139 per visitor.

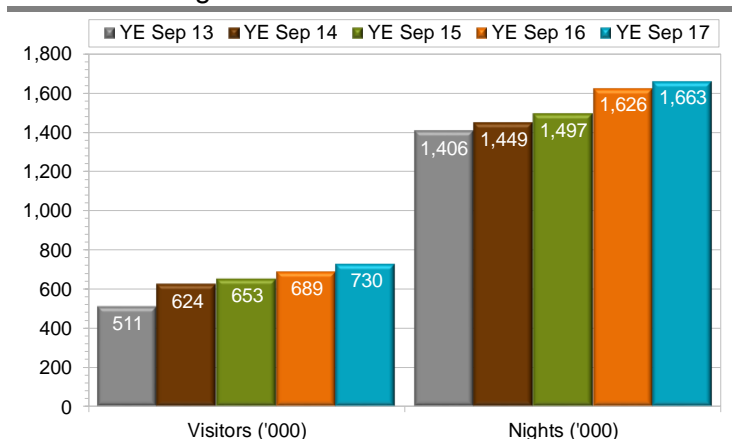
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

(5) Source: National Visitor Survey, YE Sep 17, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

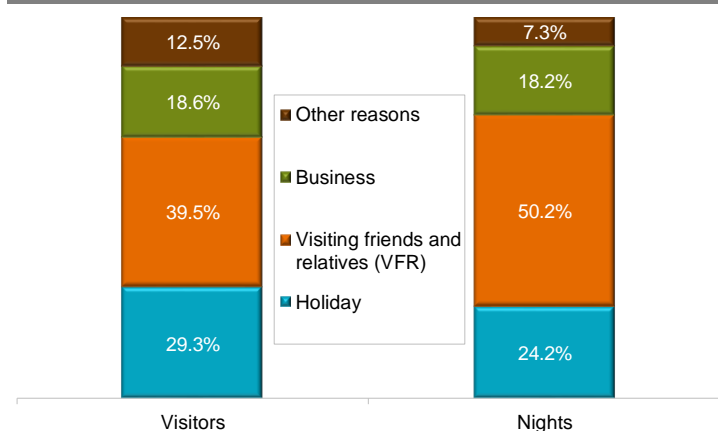


Albury / Wodonga received 730,000 domestic overnight visitors - up by 6.0% on YE Sep 16. Visitors spent nearly 1.7 million nights in the region - up by 2.3% on YE Sep 16.

Market share

The region received 26.6% of visitors and 22.0% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 0.4% pts and the share of nights was down by 0.2% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (39.5%) was the largest purpose for **visitors** to the region, followed by 'holiday' (29.3%) and 'business' (18.6%). Compared to YE Sep 16, 'other reasons' grew by 3.2% pts while 'business' declined by 4.7% pts.

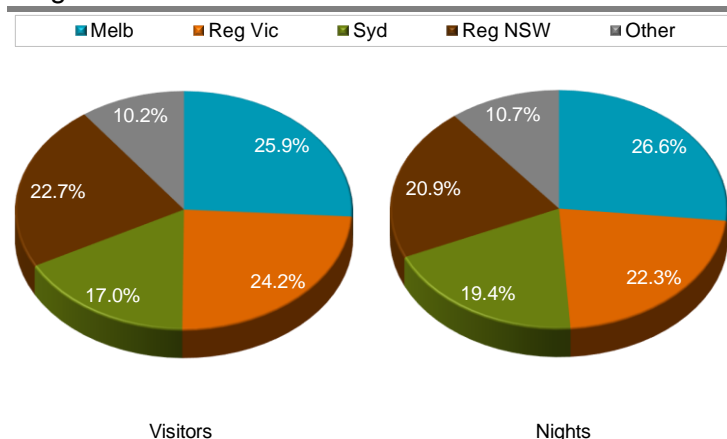
'VFR' (50.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (24.2%) and 'business' (18.2%). Compared to YE Sep 16, 'business' grew by 2.8% pts while 'holiday' declined by 3.5% pts.

Accommodation

'Friends or relatives property' (43.6%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (27.0%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (6.0%).

Compared to YE Sep 16, 'standard hotel or motor inn, below 4 star' increased by 1.6% pts while 'friends or relatives property' declined by 5.3% pts.

Origin



The region received 50.2% of visitors and 48.9% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were up by 5.9% and nights were up by 20.2%.

New South Wales contributed 39.7% of visitors and 40.4% of nights in the region. Compared to YE Sep 16, NSW visitors were up by 15.0% and nights were up by 6.3%.

Queensland contributed 2.9% of visitors and 4.7% of nights in the region.

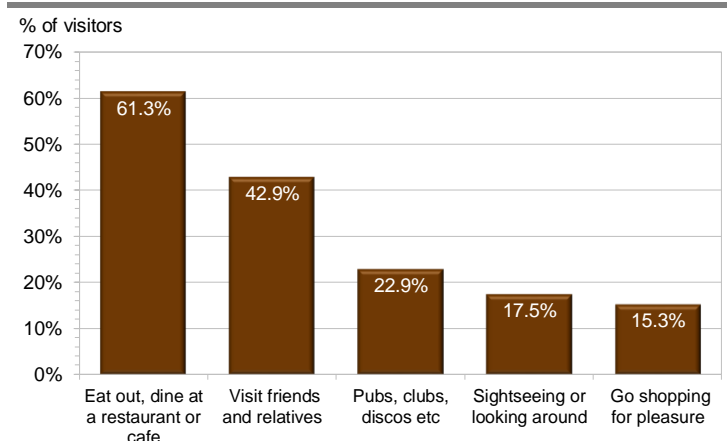
Length of stay

Visitors stayed on average 2.3 nights in the region - down by 0.1 night on the YE Sep 16.

Age

'65 years and over' (19.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (17.3%) and '45 to 54 years' (17.2%).

Activities



'Eat out, dine at a restaurant or cafe' (61.3%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (42.9%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (22.9%).

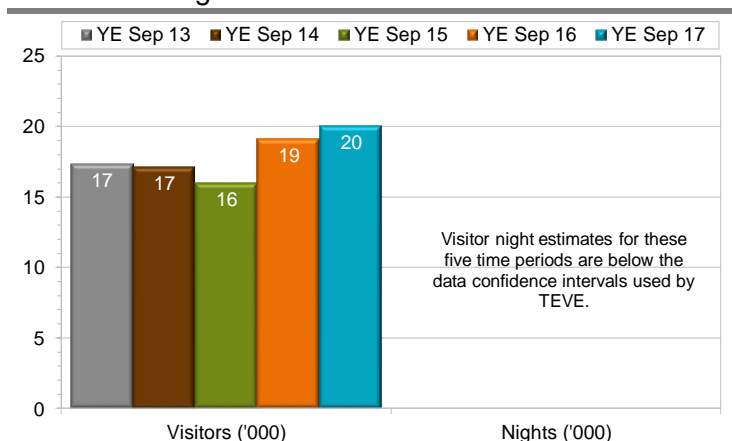
Expenditure⁽²⁾

Domestic overnight visitors spent \$215 million in the region - an average of \$130 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 20,100 international overnight visitors - up by 4.7% on YE Sep 16. Visitor night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 31.4% of visitors to the Murray region. Compared to YE Sep 16, the share of visitors was down by 0.2% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (43.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (39.0%) and 'business' (11.3%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	13.1%	13	Hong Kong	1.6%
2	United Kingdom	11.9%	14	Switzerland	1.1%
3	Germany	6.8%	15	Singapore	1.0%
4	India	6.0%	16	Thailand	1.0%
5	USA	5.5%	17	South Korea	0.9%
6	Scandinavia	5.3%	18	Italy	0.7%
7	Malaysia	4.4%	19	Indonesia	0.6%
8	Mainland China	3.6%	20	Taiwan	0.0%
9	France	3.1%			
10	Netherlands	3.0%		Other Asia	10.5%
11	Canada	2.8%		Other Europe	11.8%
12	Japan	1.8%		Other Countries	3.3%

New Zealand (13.1%) was the region's largest source market of visitors, followed by the United Kingdom (11.9%) and Germany (6.8%).

Accommodation

'Friends or relatives property' (52.2%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (35.1%).

Age

'25 to 34 years' (28.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.0%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Sep 17.

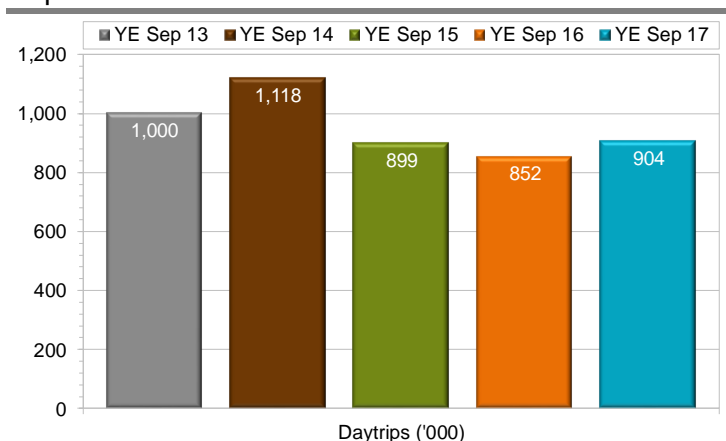
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received 904,000 domestic daytrip visitors - up by 6.1% on YE Sep 16.

Market share

The region received 31.6% of daytrips to the Murray region. Compared to YE Sep 16, the share was down by 0.5% pts.

Main purpose of trip

'Holiday' (34.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.9%) and 'medical reasons' (13.1%).

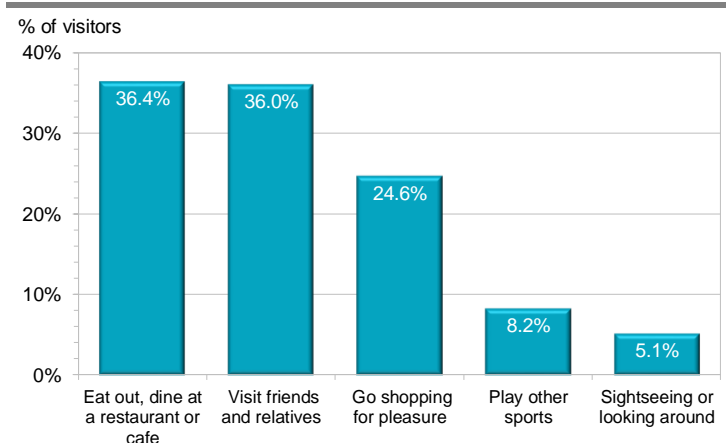
Age

'55 to 64 years' (20.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.8%) and '35 to 44 years' (17.8%).

Gender

More visitors to the region were female (53.5%) than male (46.5%).

Activities



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

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$105 million in the region - an average of \$116 per visitor.

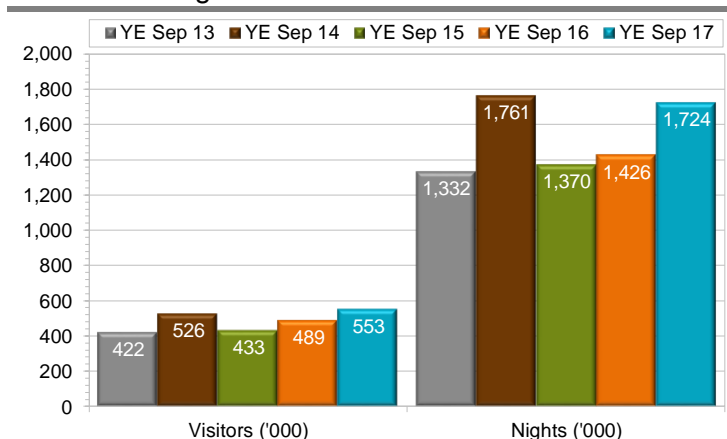
(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

(5) Source: National Visitor Survey, YE Sep 17, TRA

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Domestic Overnight Travel⁽¹⁾

Visitors and nights

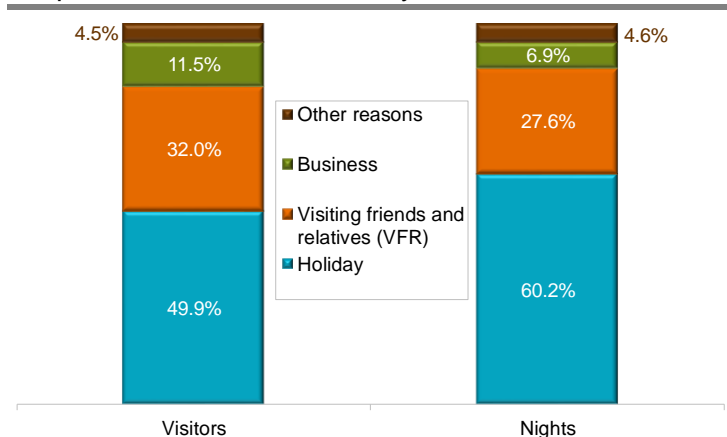


Sun Country received 553,000 domestic overnight visitors - up by 13.1% on YE Sep 16. Visitors spent over 1.7 million nights in the region - up by 20.9% on YE Sep 16.

Market share

The region received 20.2% of visitors and 22.8% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 1.6% pts and the share of nights was up by 3.3% pts.

Purpose of visit to Sun Country



'Holiday' (49.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.0%) and 'business' (11.5%). Compared to YE Sep 16, 'business' grew by 3.9% pts while 'holiday' declined by 4.7% pts.

'Holiday' (60.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (27.6%) and 'business' (6.9%). Compared to YE Sep 16, 'holiday' grew by 3.1% pts while 'VFR' declined by 7.6% pts.

Accommodation

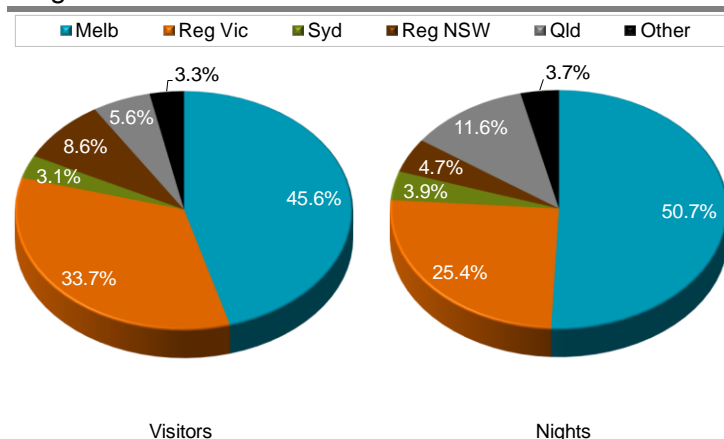
'Friends or relatives property' (33.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (16.7%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (15.0%).

Compared to YE Sep 16, 'standard hotel or motor inn, below 4 star' grew by 0.7% pts while 'friends or relatives property' declined by 7.7% pts.

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

(1) Source: National Visitor Survey, YE Sep 17, Tourism Research Australia (TRA)

Origin



The region received 79.3% of visitors and 76.1% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were up by 16.0% and nights were up by 28.4%.

New South Wales contributed 11.7% of visitors and 8.6% of nights in the region. Compared to YE Sep 16, NSW visitors were down by 19.5%.

Queensland contributed 5.6% of visitors and 11.6% of nights in the region.

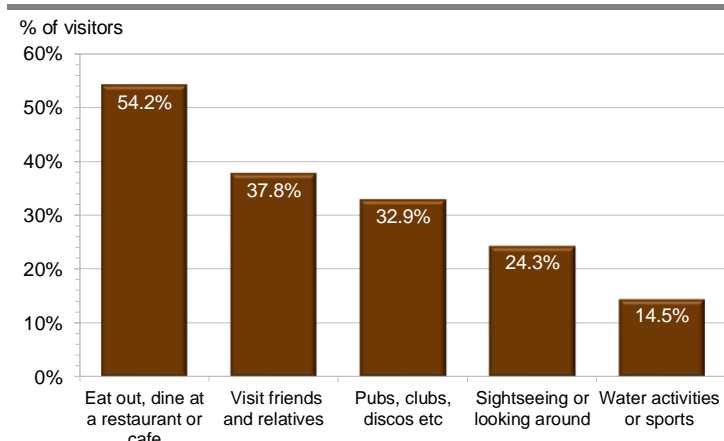
Length of stay

Visitors stayed on average 3.1 nights in the region - up by 0.2 nights on the YE Sep 16.

Age

'65 years and over' (26.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (23.7%) and '35 to 44 years' (15.4%).

Activities



'Eat out, dine at a restaurant or cafe' (54.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.8%) and 'pubs, clubs, discos etc' (32.9%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$214 million in the region - an average of \$124 per night.

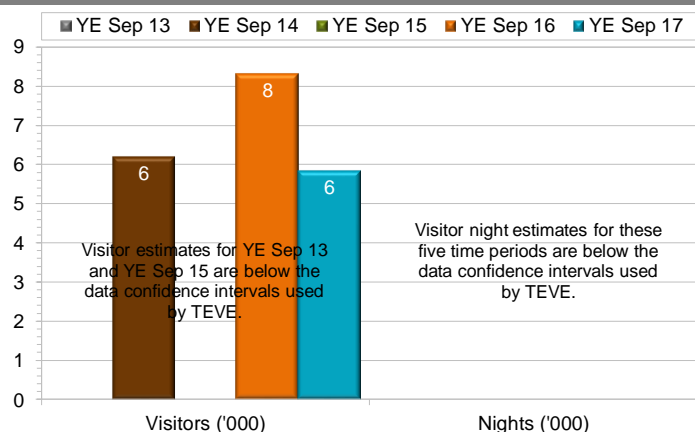
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

Travel to Sun Country

For the period October 2016 to September 2017

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 5,900 international overnight visitors - down by 29.7% on YE Sep 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 9.2% of international visitors to the Murray region. Compared to YE Sep 16, the share was down by 4.5% pts.

Purpose of visit to Sun Country

'Holiday' (48.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (44.5%) and 'business' (4.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	18.2%	13	Scandinavia	0.8%
2	India	16.4%	14	Singapore	0.0%
3	New Zealand	12.5%	14	Thailand	0.0%
4	Indonesia	8.7%	14	South Korea	0.0%
5	USA	7.8%	14	Germany	0.0%
6	Mainland China	5.0%	14	France	0.0%
7	Japan	4.7%	14	Netherlands	0.0%
8	Taiwan	4.6%	14	Switzerland	0.0%
9	Canada	3.7%			
10	Hong Kong	2.5%		Other Asia	2.1%
11	Italy	2.1%		Other Europe	4.4%
12	Malaysia	1.1%		Other Countries	5.6%

The United Kingdom (18.2%) was the region's largest source market of visitors, followed by India (16.4%) and New Zealand (12.5%).

Accommodation

'Rented house, apartment, flat or unit' (41.0%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (27.2%).

Age

'25 to 34 years' (27.2%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.4%) and '35 to 44 years' (17.1%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Sep 17.

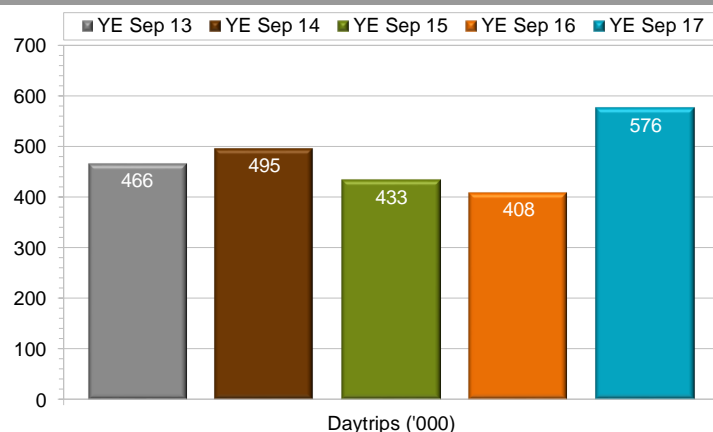
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 576,000 domestic daytrips - up by 41.0% on YE Sep 16.

Market share

The region received 20.1% of daytrips to the Murray region. Compared to YE Sep 16, the share was up by 4.7% pts.

Main purpose of trip

'Holiday' (61.9%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (25.2%) and 'medical reasons' (5.3%).

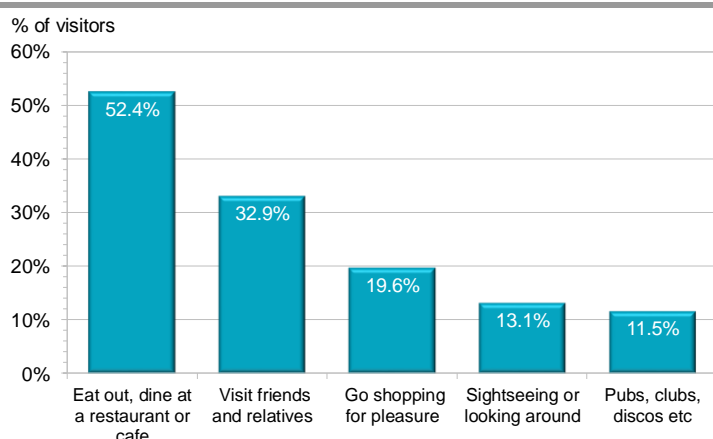
Age

'65 years and over' (28.7%) was the biggest age group of daytrip visitors to the region, followed by '25 to 34 years' (20.0%) and '35 to 44 years' (18.0%).

Gender

More visitors to the region were male (61.9%) than female (38.1%).

Activities



'Eat out, dine at a restaurant or cafe' (52.4%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'visit friends and relatives' (32.9%).

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$81 million in the region - an average of \$140 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

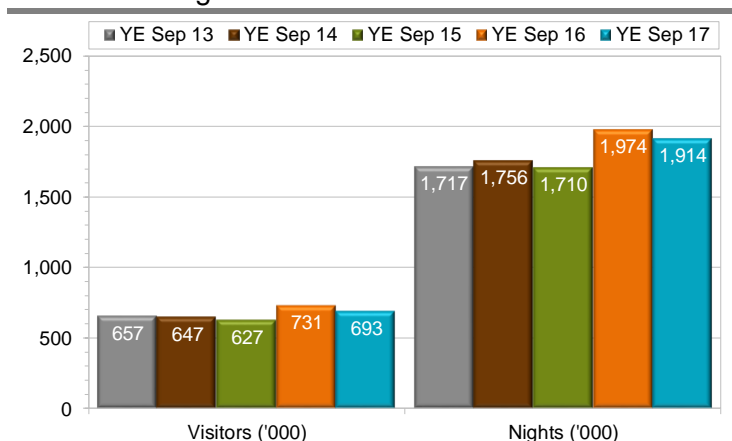
(5) Source: National Visitor Survey, YE Sep 17, TRA

Travel to Echuca / Moama

For the period October 2016 to September 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Echuca / Moama received 693,000 domestic overnight visitors – down by 5.2% on YE Sep 16. Visitors spent over 1.9 million nights in the region - down by 3.0% on YE Sep 16.

Market share

The region received 25.3% of both visitors and nights in the Murray region. Compared to YE Sep 16, the share of visitors was down by 2.5% pts and the share of nights was down by 1.7% pts.

Purpose of visit to Echuca / Moama



'Holiday' (46.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (37.3%) and 'business' (12.7%). Compared to YE Sep 16, 'VFR' grew by 7.5% pts while 'holiday' declined by 8.3% pts.

'Holiday' (53.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.4%) and 'business' (14.4%). Compared to YE Sep 16, 'business' grew by 7.5% pts while 'holiday' declined by 7.9% pts.

Accommodation

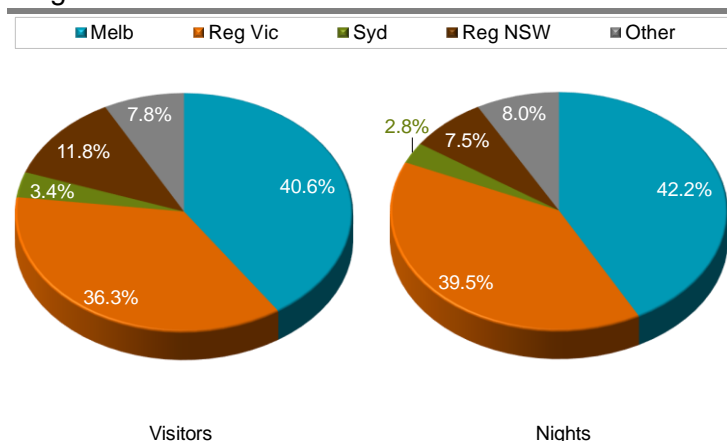
'Friends or relatives property' (28.5%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (21.7%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (20.8%).

Compared to YE Sep 16, 'standard hotel or motor inn, below 4 star' grew by 2.3% pts while 'caravan park or commercial camping ground' declined by 3.7% pts.

Echuca / Moama includes: Echuca, Kyabram, Lockington - Gunbower, Rochester, Rushworth, Deniliquin, Deniliquin Region, and Moama.

(1) Source: National Visitor Survey, YE Sep 17, Tourism Research Australia (TRA)

Origin



The region received 76.9% of visitors and 81.6% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were down by 9.4% and nights were down by 2.1%.

New South Wales contributed 15.3% of visitors and 10.3% of nights in the region. Compared to YE Sep 16, NSW visitors were up by 81.3%

South Australia contributed 3.1% of visitors and 4.0% of nights in the region.

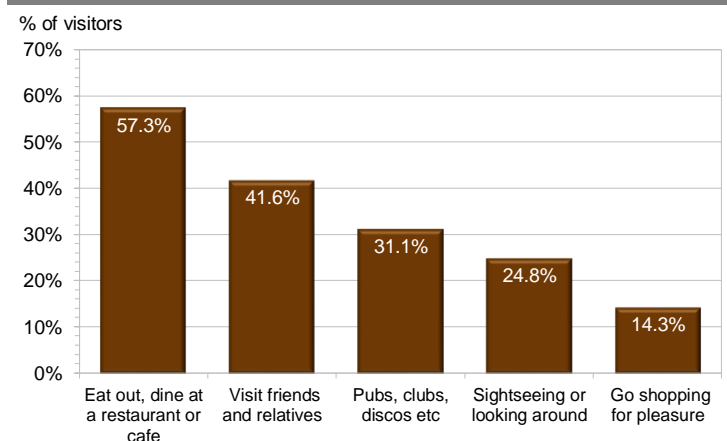
Length of stay

Visitors stayed on average 2.8 nights in the region – up by 0.1 night on the YE Sep 16.

Age

'65 years and over' (24.8%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.4%) and '35 to 44 years' (16.3%).

Activities



'Eat out, dine at a restaurant or cafe' (57.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.6%) and 'pubs, clubs, discos etc' (31.1%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$244 million in the region - an average of \$128 per night.

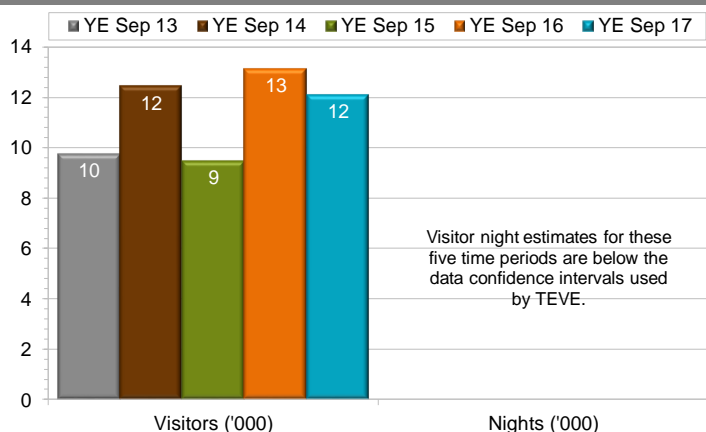
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

Travel to Echuca / Moama

For the period October 2016 to September 2017

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 12,100 international overnight visitors - down by 7.9% on YE Sep 16. Night estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share

The region received 19.0% of visitors to the Murray region. Compared to YE Sep 16, the share was down by 2.7% pts.

Purpose of visit to Echuca / Moama

'Holiday' (60.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.0%) and 'business' (13.7%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	31.3%	13	Italy	0.8%
2	United Kingdom	18.9%	14	Malaysia	0.7%
3	USA	11.8%	15	Singapore	0.0%
4	Netherlands	5.6%	15	Indonesia	0.0%
5	Hong Kong	4.3%	15	Thailand	0.0%
6	Japan	3.6%	15	South Korea	0.0%
7	Mainland China	3.5%	15	France	0.0%
8	Scandinavia	2.8%	15	Switzerland	0.0%
9	Taiwan	1.8%			
10	Canada	0.9%		Other Asia	0.0%
11	India	0.9%		Other Europe	1.6%
12	Germany	0.9%		Other Countries	10.4%

New Zealand (31.3%) was the region's largest source market of visitors, followed by the United Kingdom (18.9%) and the USA (11.8%).

Accommodation

'Other private accommodation' (28.5%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (23.2%).

Age

'65 years and over' (33.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (16.1%) and '35 to 44 years' (15.6%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Sep 17.

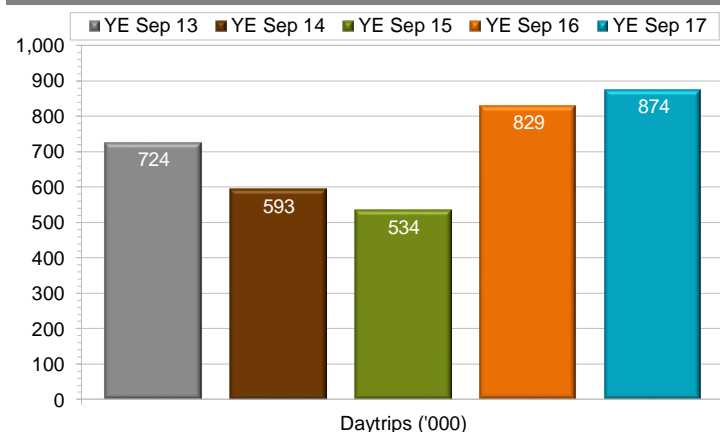
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 874,000 domestic daytrip visitors - up by 5.5% on YE Sep 16.

Market share

The region received 30.6% of daytrips to the Murray region. Compared to YE Sep 16, the share was down by 0.7% pts.

Main purpose of trip

'Holiday' (36.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.3%) and 'business' (15.0%).

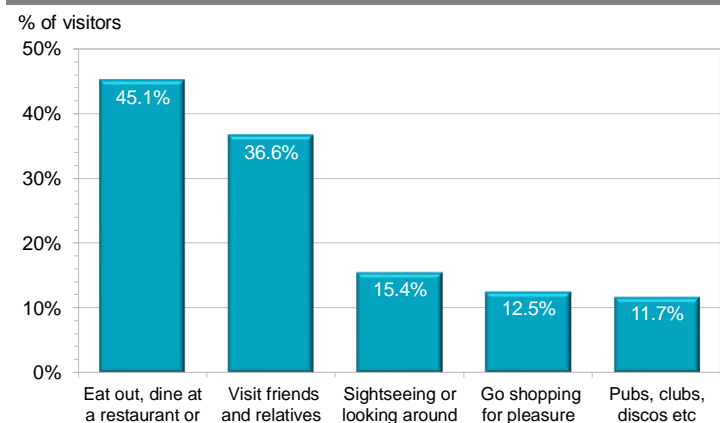
Age

'65 years and over' (24.1%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.7%) and '45 to 54 years' (17.8%).

Gender

More visitors to the region were male (52.6%) than female (47.4%).

Activities



'Eat out, dine at a restaurant or cafe' (45.1%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$121 million in the region - an average of \$139 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

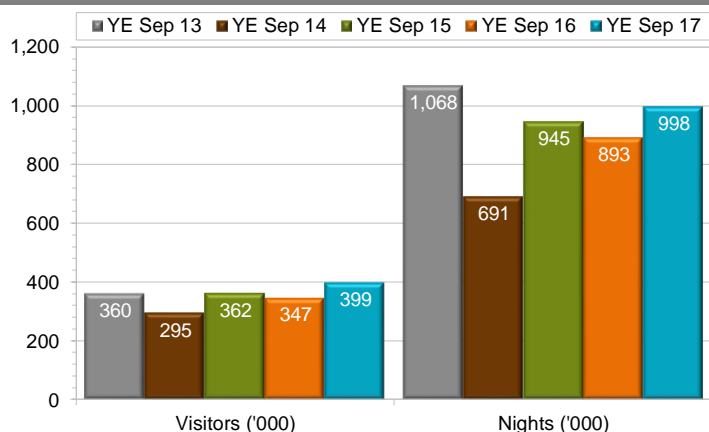
(5) Source: National Visitor Survey, YE Sep 17, TRA

Travel to the Swan Hill region

For the period October 2016 to September 2017

Domestic Overnight Travel⁽¹⁾

Visitors and nights

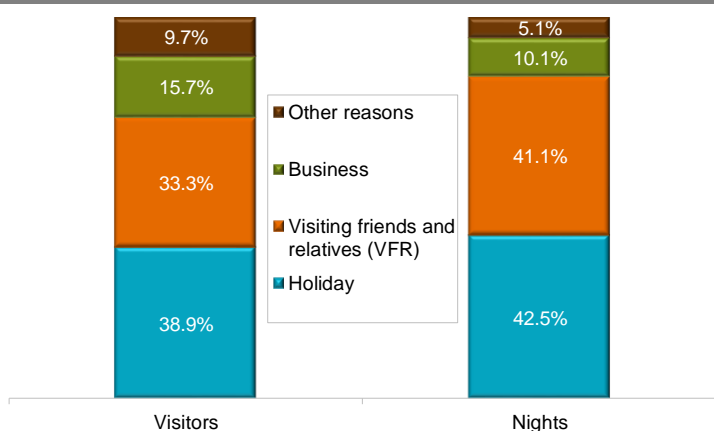


The Swan Hill region received 399,000 domestic overnight visitors - up by 14.9% on YE Sep 16. Visitors spent 998,000 nights in the region - up by 11.8% on YE Sep 16.

Market share

The region received 14.5% of visitors and 13.2% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 1.3% pts and the share of nights was up by 1.0% pt.

Purpose of visit to the Swan Hill region



'Holiday' (38.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (33.3%) and 'business' (15.7%). Compared to YE Sep 16, 'VFR' increased by 6.9% pts while 'holiday' declined by 6.8% pts.

'Holiday' (42.5%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (41.1%) and 'business' (10.1%). Compared to YE Sep 16, 'VFR' grew by 16.1% pts while 'business' declined by 9.3% pts.

Accommodation

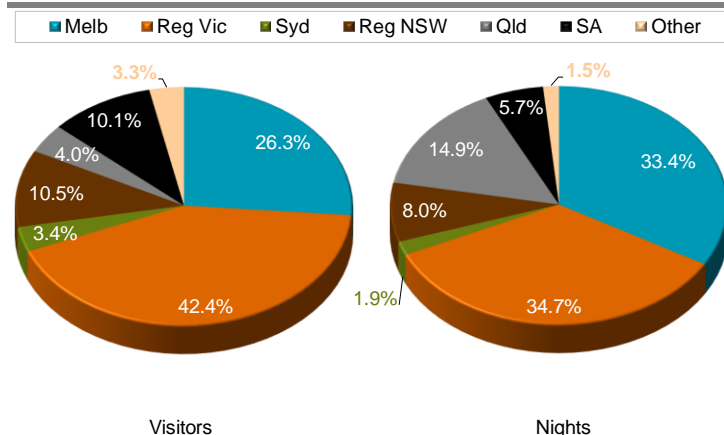
'Friends or relatives property' (45.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (17.2%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (15.4%).

Compared to YE Sep 16, 'friends or relatives property' grew by 19.9% pts while 'caravan park or commercial camping ground' declined by 3.5% 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 17, Tourism Research Australia (TRA)

Origin



The region received 68.7% of visitors and 68.1% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were up by 8.3% and nights were up by 2.4%.

New South Wales contributed 13.8% of visitors and 9.9% of nights in the region.

South Australia contributed 10.1% of visitors and 5.7% of nights in the region.

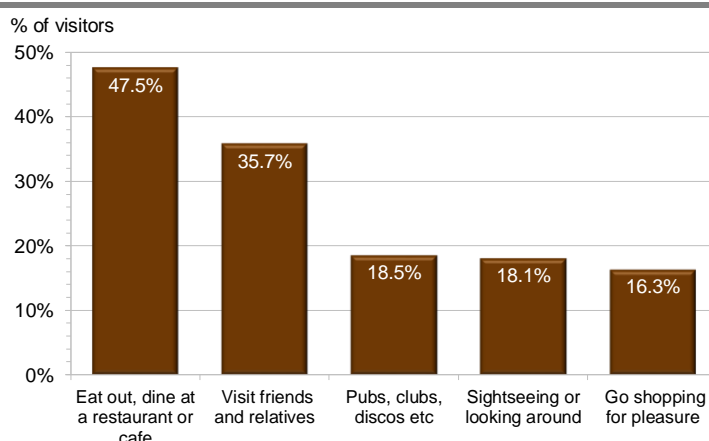
Length of stay

Visitors stayed on average 2.5 nights in the region - down by 0.1 night on the YE Sep 16.

Age

'65 years and over' (21.4%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (16.6%) and '25 to 34 years' (16.1%).

Activities



'Eat out, dine at a restaurant or cafe' (47.5%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (35.7%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (18.5%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$173 million in the region - an average of \$173 per night.

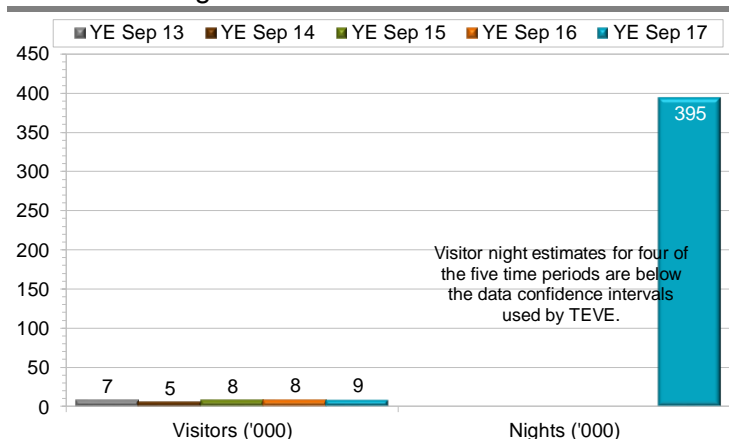
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

Travel to the Swan Hill region

For the period October 2016 to September 2017

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 8,500 international overnight visitors – up by 8.2% on YE Sep 16. Visitors spent 395,200 nights in the region.

Market share

The region received 13.4% of visitors and 28.9% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 0.4% pts.

Purpose of visit to the Swan Hill region

'Holiday' (67.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.7%) and 'employment' (7.0%).

Origin

No.	Market	Share	No.	Market	Share
1	Taiwan	16.2%	13	Mainland China	1.4%
2	United Kingdom	15.4%	14	Singapore	0.0%
3	USA	12.7%	14	Indonesia	0.0%
4	Hong Kong	11.1%	14	Thailand	0.0%
5	Malaysia	9.6%	14	South Korea	0.0%
6	Switzerland	5.9%	14	India	0.0%
7	Germany	5.9%	14	Italy	0.0%
8	France	4.0%	14	Netherlands	0.0%
9	Scandinavia	3.3%			
10	Japan	2.4%		Other Asia	0.0%
11	New Zealand	2.3%		Other Europe	0.0%
12	Canada	1.8%		Other Countries	7.8%

Taiwan (16.2%) was the region's largest source market of international visitors, followed by the UK (15.4%).

Accommodation

'Rented house, apartment, flat or unit' (63.7%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (10.4%).

Age

'25 to 34 years' (41.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$15 million in the region - an average of \$38 per night.

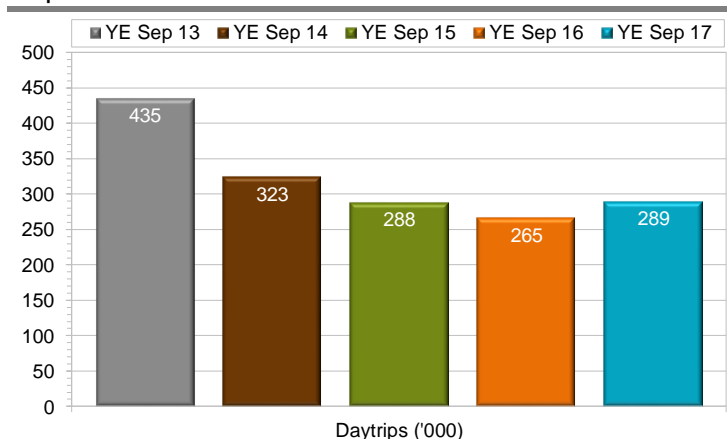
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 289,000 domestic daytrip visitors - up by 9.0% on YE Sep 16.

Market share

The region received 10.1% of daytrips to the Murray region. Compared to YE Sep 16, the share was up by 0.1% pt.

Main purpose of trip

'Holiday' (61.1%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (16.3%) and 'business' (9.9%).

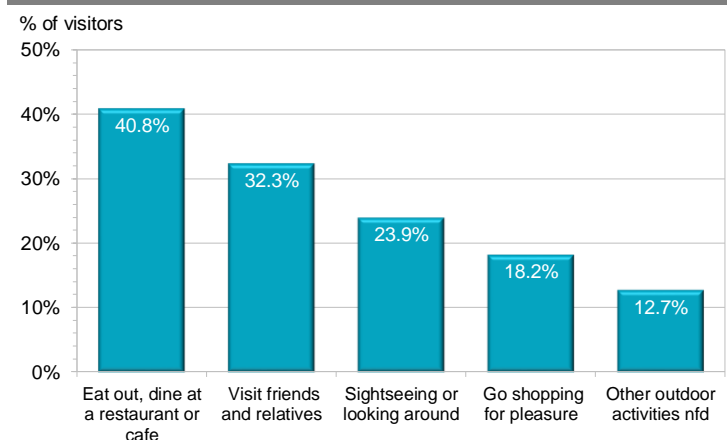
Age

'15 to 24 years' (29.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (27.1%) and '55 to 64 years' (19.2%).

Gender

More visitors to the region were male (63.4%) than female (36.6%).

Activities



'Eat out, dine at a restaurant or cafe' (40.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

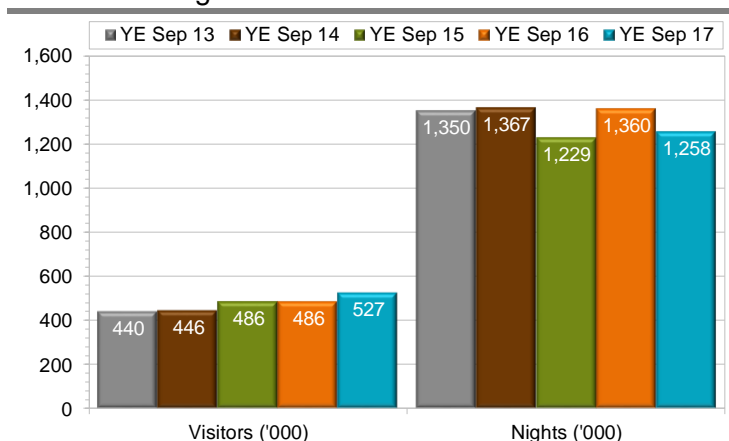
Domestic daytrip visitors spent \$51 million in the region - an average of \$175 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

(5) Source: National Visitor Survey, YE Sep 17, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

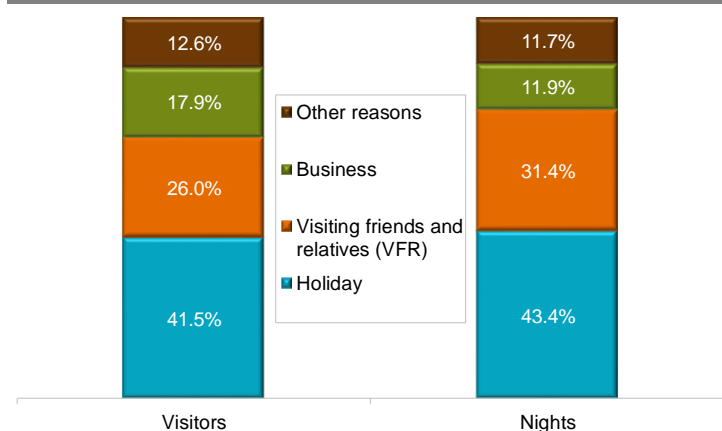


Mildura / Wentworth received 527,000 domestic overnight visitors - up by 8.4% on YE Sep 16. Visitors spent nearly 1.3 million nights in the region - down by 7.5% on YE Sep 16.

Market share

The region received 19.2% of visitors and 16.6% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 0.7% pts and the share of nights was down by 2.0% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (41.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (26.0%) and 'business' (17.9%). Compared to YE Sep 16, 'VFR' increased by 5.1% pts while 'holiday' decreased by 6.3% pts.

'Holiday' (43.4%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (31.4%) and 'business' (11.9%). Compared to YE Sep 16, 'VFR' increased by 7.4% pts while 'holiday' decreased by 12.4% pts.

Accommodation

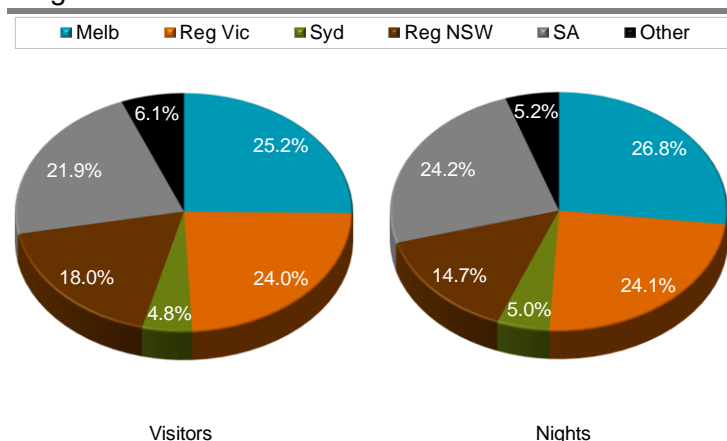
'Friends or relatives property' (26.4%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (24.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (12.8%).

Compared to YE Sep 16, 'standard hotel or motor inn, below 4 star' grew by 3.9% pts while 'caravan park or commercial camping ground' declined by 8.2% pts.

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

(1) Source: National Visitor Survey, YE Sep 17, Tourism Research Australia (TRA)

Origin



The region received 49.2% of visitors and 50.9% of nights from **Victoria**. Compared to YE Sep 16, Victorian visitors were up by 6.6% and nights were down by 14.9%.

NSW contributed 22.8% of visitors and 19.7% of nights in the region. Compared to YE Sep 16, visitors from NSW were up by 26.6%.

South Australia contributed 21.9% of visitors and 24.2% of nights in the region. Compared to YE Sep 16, visitors from South Australia were up by 8.1%.

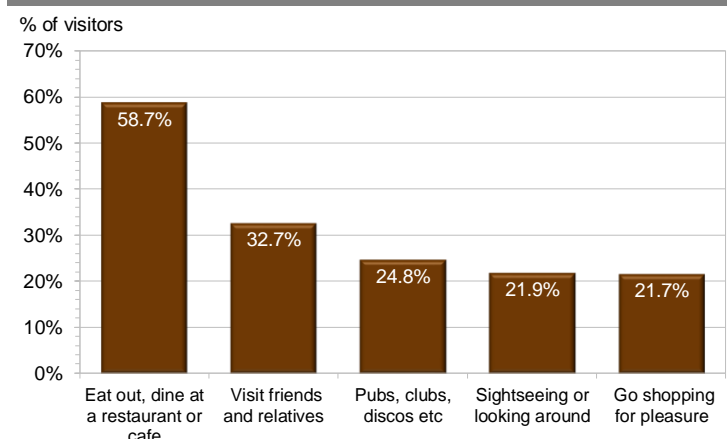
Length of stay

Visitors stayed, on average, 2.4 nights in the region - down by 0.4 nights on the YE Sep 16.

Age

'65 years and over' (25.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (21.4%) and '45 to 54 years' (18.2%).

Activities



'Eat out, dine at a restaurant or cafe' (58.7%) was the most popular activity undertaken by visitors to the region.

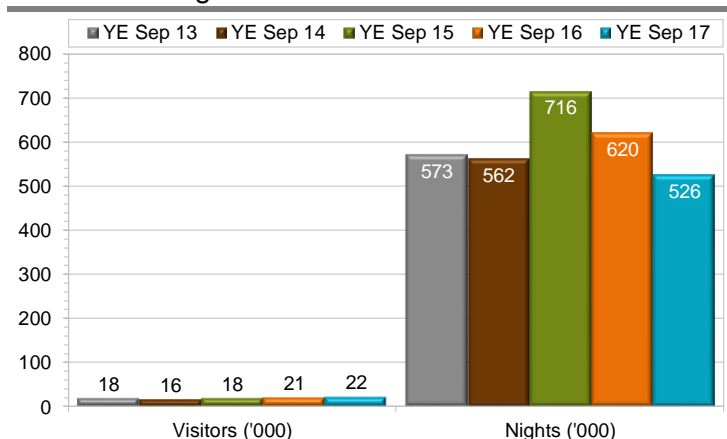
Expenditure⁽²⁾

Domestic overnight visitors spent \$220 million in the region - an average of \$175 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 21,800 international overnight visitors - up by 6.2% on YE Sep 16. Visitors spent 526,000 nights in the region - down by 15.2% on YE Sep 16.

Market share

The region received 34.2% of visitors and 38.4% of nights in the Murray region. Compared to YE Sep 16, the share of visitors was up by 0.3% pts and the share of nights was down by 9.8% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (59.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.3%) and 'employment' (8.5%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.9%	13	Singapore	1.6%
2	New Zealand	8.9%	14	Switzerland	1.3%
3	Mainland China	8.1%	15	Canada	1.2%
4	USA	7.9%	16	Hong Kong	0.8%
5	Taiwan	5.7%	17	Scandinavia	0.6%
6	Malaysia	5.5%	18	Thailand	0.2%
7	Germany	5.1%	19	Indonesia	0.0%
8	Japan	4.1%	19	South Korea	0.0%
9	France	3.9%			
10	India	3.7%		Other Asia	1.3%
11	Netherlands	2.4%		Other Europe	3.4%
12	Italy	2.0%		Other Countries	9.3%

The UK (22.9%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (34.8%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (26.6%) and 'friends or relatives property' (17.4%).

Age

'25 to 34 years' (29.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (16.1%).

Expenditure⁽⁴⁾

International overnight visitors spent \$20 million in the region - an average of \$39 per night.

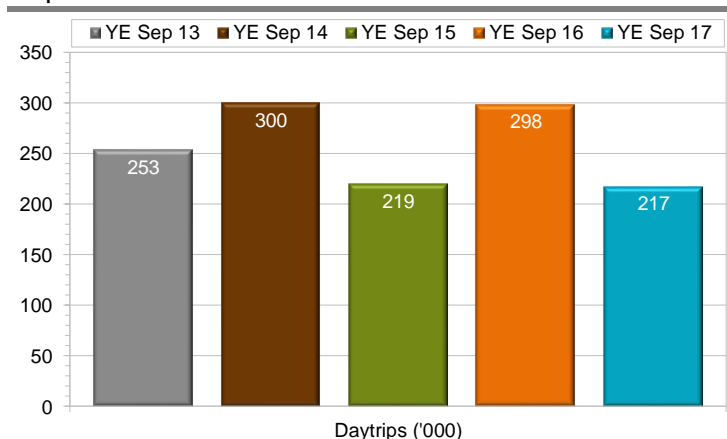
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 17.

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

(3) Source: International Visitor Survey, YE Sep 17, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 217,000 domestic daytrip visitors - down by 27.2% on YE Sep 16.

Market share

The region received 7.6% of daytrips to the Murray region. Compared to YE Sep 16, the share was down by 3.6% pts.

Main purpose of trip

'Holiday' (52.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.5%) and 'business' (9.7%).

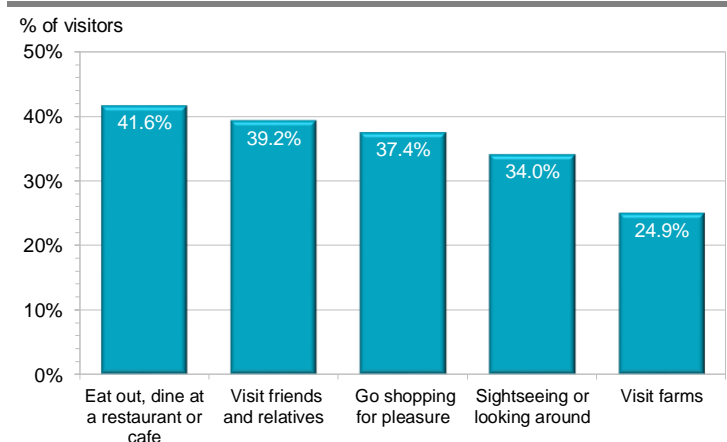
Age

'15 to 24 years' (31.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (25.5%) and '35 to 44 years' (23.2%).

Gender

More visitors to the region were female (73.9%) than male (26.1%).

Activities



'Eat out, dine at a restaurant or cafe' (41.6%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$40 million in the region - an average of \$184 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 17.

(5) Source: National Visitor Survey, YE Sep 17, TRA

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