



FOR IMMEDIATE RELEASE
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Strong increase in visitor nights on the Murray

Murray Regional Tourism (MRT) is pleased to announce visitation to the Murray region is continuing to grow based on the recent release of year ending June 2017 quarterly visitation statistics by Tourism Research Australia.

The Murray region received 2.7 million overnight visitors, up by 5.8% on year ending (YE) June 2016 figures.

MRT CEO Mark Francis said there was sustained growth, with visitors staying on average 2.8 nights in the region and domestic overnight visitors spending over \$1.0 billion, an average of \$133 per night.

"It is heartening to see such strong growth in the domestic overnight tourism market, which we believe is a direct reflection of the whole of region campaign activity focus," Mr Francis said.

"Food and wine continues to drive visitation with more food lovers visiting the region to experience the beautiful product on offer."

'Eating out and dining' was the most popular activity undertaken by visitors to the Murray region at 58.5% closely followed by 'visiting friends and relatives' (40.8%), 'visiting pubs, clubs and discos' (28.9%) and 'sightseeing' at 22.9%.

Albury Wodonga received 709,000 domestic overnight visitors (up 5.2% on YE June 2016), who spent an estimated \$191 million dollars in the region and stayed almost 1.6 million nights with most travelling from Victoria at 50.7%.

The most popular reasons for visiting Albury Wodonga were 'eating out, dine at a restaurant or café' (60.5%) and 'visiting friends and relatives' (43.0%).

Sun Country received 580,000 visitors (up by 26.2% on YE June 2016) with these visitors spending over 1.9 million nights in the area.

'Holiday' was the main purpose of visitors to the region (48.6%) and domestic overnight visitors spent \$231 million in the region during this time.

Echuca Moama domestic overnight visitors spent \$235 million in the region during the June 2017 quarter, and the most popular activities included 'eating out' (55.9 %) and visiting friends and relatives (41.3%).

Domestic overnight visitors preferred to stay with 'friends and relatives' in Echuca Moama (26.5%) followed by 'standard hotel or motor inn below 4 star' (23.3%).

354,000 domestic overnight visitors travelled to the Swan Hill region, staying on average 2.8 nights (up 0.3 nights on YE June 2016).

'Holiday or leisure' was the largest purpose for visits to the region (46.0%), followed by 'visiting friends and relatives' (34.3%) and 'business' (12.0%).

Media Enquiries:
Emma Cramer
03 5480 7110 / 0499 500 292
marketing@mrtb.com.au



Mildura Wentworth received 490,000 domestic overnight visitors (up 3.5% on YE June 2016), and visitors spent nearly 1.2 million nights.

Domestic overnight visitor spend was \$190 million, with 51.6% of visitors and 52.8% of nights coming from Victoria, 21.4% of visitors and 18.4% of nights from NSW and 20.9% of visitors and 24.2% of nights from SA.

International overnight visitors to Mildura Wentworth increased 8.4% on the same time last year spending an estimated \$43 million dollars in the region.

The most popular reason for international overnight travellers to visit Mildura Wentworth was 'holiday' (52.6%) followed by 'business' (15.0%).

MRT works in partnership with Visit Victoria, Destination New South Wales and 13 local government areas and regional tourism associations to drive the development of the tourism industry within the Murray region.

For further information visit www.visitthemurray.com.au

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