

MURRAY REGION CONTINUES TO SMASH TOURISM RECORDS

More people are visiting the Murray Region than ever before with 6.1 million visitors (up 7.5%) spending a total of \$1.8 billion (up 15.7%) in the year to September 2018. These record-breaking results were released recently by Tourism Research Australia.

Murray Regional Tourism Board Chair Wendy Greiner hailed the record-breaking visitor data as the result of hard-work and a strong collaborative approach across the region:

“The beauty of the Murray region – which stretches across 13 local government areas and almost 1700km of river from Albury-Wodonga to Mildura-Wentworth – is that despite the distances involved, many, many people are working together to both attract visitors to the region and to ensure they have a great time when they do visit.”

“Central to our success is the unique cross border collaboration between the Murray River communities. We are collectively working through our Destination Management Plan (DMP) that provides a blueprint for the future to drive more visitors to our region. There has been a focus on a number of new product development initiatives and co-ordinated marketing activity with destinations.”

“It’s such a great reward to see the Murray region make such an incredibly valuable contribution to the NSW and Victorian visitor economies and generating jobs and driving investment in local communities. A 7.5% increase in visitors means 457,000 more people have visited the Murray region during this 12 month period compared to the previous year,” Ms Greiner said.

“Our work with our partners has also focused on encouraging visitors to stay longer and spend more – which is exactly what the results are confirming is happening on the ground,” Ms Greiner said.

Key Murray Region tourism results for the year ending September 2018 were:

- 6.1 million visitors, up 7.5% on YE September 2017
- A record 9.9 million nights, up 10.8% on YE September 2017
- A record \$1.8 billion spent by visitors to the region, up 15.7% on YE September 2017
- Record international visitors of over 70,300, up 10.1% on YE September 2017

Highlights across the sub-regions of the Murray included:

Albury Wodonga:

- Albury Wodonga’s domestic daytrip visitors soared by +25% on YE Sept 17 to over 1.1 million.
- Albury Wodonga received a record 25,900 international overnight visitors (+29.1% on YE Sept 17.)

Sun Country:

- Domestic overnight visitors to the Sun Country increased by a huge +17.3% or 90,000 visitors.
- Visitors spent a record 2.3 million nights in the Sun Country (+27.8% on YE Sept 2017).

Echuca Moama

- Echuca Moama received a record 1.7 million visitors (+7.1%) with visitors spending over 2.2 million nights in region (+7.0%) on YE Sept 17.
- Domestic overnight visitors to Echuca Moama increased by 15% on YE Sept 17.

Swan Hill:

- Total visitors to Swan Hill increased by 7.5% to 748,000 visitors on YE Sept 17
- Domestic visitors to the Swan Hill area spent nearly 1.2 million nights in the region (15.8% on YE Sep 17)
- Domestic daytrip visitors to Swan Hill increased by an impressive 18.8% on YE Sept 17.

Mildura Wentworth:

- Both Domestic and International visitors were staying longer in the Mildura Wentworth area: Domestic Overnight Visitors spent 1.5 million nights in the region (+17.0% on YE Sept 17.)
- International visitation to Mildura Wentworth increased by 22.7% to a record 645,000 on YE Sept 17.

About Murray Regional Tourism (MRT)

Murray Regional Tourism (MRT) works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government areas and Regional Tourism Organisations to grow the visitor economy across the Murray region.

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