

## **RECORD NUMBERS FLOW INTO THE MURRAY REGION**

The Murray Region has experienced some of the most significant visitation growth in Victoria and NSW according to the latest visitor statistics from Tourism Research Australia, with total visitors increasing by 11.9% in the last 12 months.

Along with impressive growth in total visitor numbers, length of stay and visitor spend have also increased. Highlights for the year ending June 2018 are:

- 6.2 million visitors, up 11.9% on YE June 2017
- 9.6 million nights, up 9.5% on YE June 2017
- \$1.8 billion spent by visitors to the region, up 25.2% on YE June 2017
- Record international visitors of nearly 68,000, up 5.1% on YE June 2017

Across the sub-regions along the Murray, highlights included:

### Albury Wodonga:

- Albury Wodonga's domestic daytrip visitors surged by +44.7% to nearly 1.2 million on YE 2017.
- Albury Wodonga received a record 25,600 international overnight visitors (+29.9% on YE June 2017).

### Sun Country:

- Sun Country received 650,000 domestic overnight visitors (+12.1% on YE June 2017).
- Visitors spent nearly 2.1 million nights in the region (+8.7% on YE June 2017).

### Echuca Moama

- Echuca Moama received 795,000 domestic overnight visitors (+12.3% on YE June 2017) with visitors spending over 2 million nights in region (+4% on YE June 2017)
- Visitor spend increased by 11.5% (on YE June 2017) which represents \$396 million dollars spent in the region.

### Swan Hill:

- The Swan Hill region received an extra 70,000 domestic overnight visitors to achieve a total of 415,000 (+17.1% on YE June 2017).
- The Swan Hill region received 353,000 domestic day trip visitors (+34.7% on June 2017).

### Mildura Wentworth:

- The Mildura Wentworth area received 522,000 domestic overnight visitors (+6.4% on YE June 2017) with the biggest leap in visitors spending nearly 1.5 million nights in the region (+27.8% on YE June 2017)

Chair of the Murray Regional Tourism Board, Wendy Greiner, said these record visitation numbers for the Murray Region represent the tremendous amount of collaboration between ourselves, local tourism bodies, councils and tourism operators who have all put so much effort into improving and developing the region's tourism offerings.

"While the river and our natural assets are key to our tourism offering and what we are known for, the region has developed far beyond this. Food, wine, and outdoor adventure are all strong emerging markets, and the region is certainly tapping into this," Ms Greiner said.

"By delivering the authentic experiences that our target markets want, we are increasing overall visitor numbers, along with length of stay and visitor spend. These figures demonstrate that we are meeting the needs of our visitors, and we will continue to forge ahead to develop more experiences for them to enjoy during their stay."

"Key to this is the development of projects and strategies identified in our Destination Management Plan (DMP). Examples include the Murray River Adventure Trail, which is a world first, long distance, multi-sport river adventure trail that extends along the Murray River and the Murray Farm to Plate strategy, which focuses on agritourism and food/wine experiences."

"We are confident that as we work through our blueprint for the future, in our DMP, that identifies a range of new strategic developments, we will continue to turbocharge the economy and increase visitor numbers, spend and length of stay even further, while generating jobs and encouraging investment throughout the Murray Region," she said.

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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**Media enquiries:**

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## **BACKGROUND : 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 Associations to grow the visitor economy across the Murray region.

Website: <http://www.murrayregionaltourism.com.au>

## **BACKGROUND : NATIONAL VISITOR SURVEY**

The National Visitor Survey (NVS) is a large-scale telephone survey which has been conducted continuously since January 1998, and is designed to measure domestic and outbound travel by Australian residents. The NVS is funded by the Commonwealth Government, and state and territory governments under the auspices of the Australian Standing Committee on Tourism (ASCOT).

NVS concepts and definitions are based on those developed by the United Nations World Tourism Organization (UNWTO).

## **BACKGROUND : KEY STATS FOR OVERALL REGION**

*All figures are for the year ending June 2018.*

### **Total Travel to the region (International overnight travel, domestic overnight travel and domestic daytrip travel combined):**

- A total of 6.2 million visitors, up 11.9% on YE June 2017
- 9.6 million nights, up 9.5% on YE June 2017
- \$1.8 billion spent by visitors to the region, up 25.2% on YE June 2017.
- A total of 2.9 million domestic overnight visitors (+5.7%) spending 8.2 million nights (+7.7%) and \$1.3 billion (+25%) in the region for the year ending June 2018.
- The number of domestic daytrip travellers increased by 18.2% to 3.2 million and these travellers spent \$444 million (+26.6%).
- Two thirds of the region's domestic visitors came from Victoria, 20.9% from New South Wales and 6.8% from South Australia. (The remaining 5.9% were from other states and territories).
- The Murray Region received the highest numbers of international visitors on record.

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