

THE MIGHTY MURRAY TOURISM BOOM CONTINUES!

RECORD BREAKING VISITOR NUMBERS

Murray Regional Tourism and its stakeholders are ecstatic after receiving news that the region's tourism figures are once again breaking all records with outstanding growth from visitors who choose to spend their time and tourism dollars in the Murray region.

The most recent record-breaking data released by Tourism Research Australia shows a +5.6 per cent increase in tourist visitation to 6.4 million in the year ending March 2019. The data also revealed that visitors spent \$1.9 billion in the region (+13.9 per cent) and enjoyed a record 10 million nights (+5.2 per cent).

Murray Regional Tourism Board Chair, Wendy Greiner, hailed the results saying importantly, it highlights that our collaborative approach across the region which binds the Victorian and NSW state governments, our 13 local governments, industry and our tourism partners together can be attributed to growing the visitor economy.

"The Murray region continues with record numbers and double-digit growth in spending (+13.9 per cent) going from strength to strength and is being recognised for our significant contribution to the regional Australia visitor economy," Ms Greiner said.

"Everyone has worked extremely hard to achieve this record milestone and our region boasts some of the finest scenery, adventure, nature-based experiences, food and drink, events and unforgettable experiences for all age groups."

"I'm ecstatic to report these positive results and the phenomenal increase in visitation of guests to the Murray region. It's such a privilege to work in the tourism industry in this outstanding part of the country and we are beyond happy with the influx of guests coming to experience and enjoy all there is on offer here."

"These results prove how important tourism is for the Murray Region and our growing Victorian and New South Wales economies. Tourism is the Murray's second largest employment industry and increased visitation plays a crucial role in creating jobs and stimulating investment in the area. We truly couldn't be happier with this result," Ms Greiner said.

Each quarter, Tourism Research Australia releases information relating to the number of visitors to each of the tourism regions across Australia, looking at both international (IVS) and national (NVS) visitation and spending. The Murray region spans 1700km of the river from Albury-Wodonga to Mildura-Wentworth, encompassing 13 local government areas.

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Highlights of the latest data (year ending March 2019) include:

- Visitor nights totalled over 10 million for the first time, up 494,000 nights (+5.2%) on year ending March 2018.
- Visitor spend totalled \$1.9 billion, up +13.9% (+\$231 million) on year ending March 2018.
- Domestic visitor nights up +6.4% (total 8.5 million nights) on year ending March 2018
- Domestic daytrip visitation up +11.5% on year ending March 2018, delivering \$537 million to the local economy
- International visitation up +4.7% on year ending March 2018 (total 69,800 visitors)

Highlights across the sub-regions of the Murray (year ending March 2019) include:

Albury / Wodonga:

- Albury / Wodonga achieved 2.1 million visitors for the year ending March 2019, up an impressive 11.8% or 217,000 visitors on the previous year.
- The number of domestic daytrip visitors rocketed by 308,000 (+29.5%) for the year ending March 2019, totalling 1.4 million visitors.

Sun Country:

- Domestic visitor nights for the year ending March 2019 reached 2 million, with Sun Country adding 151,000 nights (+8.1%) to the previous year's total.
- Domestic visitation for the year ending March 2019 was up +7.6%, delivering the benefits of an additional 47,000 visitors on the previous year.

Echuca / Moama

- 1.7 million visitors experienced Echuca / Moama for the year ending March 2019, up +2% or 33,000 visitors on the previous year.
- International visitation to the area leapt by +24.3% for the year ending March 2019, with the year's total reaching 14,100 visitors.

Swan Hill:

- Domestic visitors spent an additional 226,000 nights (+24.7%) in Swan Hill for the year ending March 2019, totalling 1.1 million nights.

Mildura / Wentworth:

- Visitors spent a total of 2.5 million nights in Mildura / Wentworth for the year ending March 2019, up an incredible 634,000 nights (+33.9%) on the previous year.
- International visitors contributed an additional 175,000 bed nights (+31.3%) against the previous year, totalling 736,000 nights for the year ending March 2019.

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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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