

## **MURRAY REGION SMASHES VISITOR NIGHT AND SPEND RECORDS**

The Murray region continues its dominance as a leading tourist destination with new data revealing visitors are staying longer and spending more than ever before.

According to Tourism Research Australia figures, visitors stayed a record 10.3 million nights and spent an all time high of \$1.9 billion in the year ended 30 June 2019 – growth of 5.2 per cent and 7 per cent respectively.

These record breaking results show unprecedented growth and were driven by significant increases in international overnight stays (up 22.6 per cent to 1.8 million nights) and expenditure by international visitors (up 17.4 per cent to \$77 million) and domestic daytrip visitors (up 16.9 per cent to \$526 million).

The Murray region's international overnight stays and expenditure by international and domestic day trip visitors exceeded national, New South Wales and Victorian growth rates over the twelve months.

Domestic visitors also contributed to the increases staying 8.5 million nights (up 2.2 per cent) and spending \$1.3 billion (up 3.1 per cent).

The region maintained its outstanding visitor numbers welcoming 6.4 million visitors during the period, up 0.2 per cent.

"The Murray continues to achieve record breaking results and exceed visitor targets with significant gains, cementing the tourism industry as a key driver of the region's economy, creating thousands of jobs and stimulating substantial investment," Murray Regional Tourism Chair, Wendy Greiner said.

"These results reflect the success of Murray Regional Tourism's strategies that aim to encourage visitors to extend their stay and increase their spend, and our strong collaboration with the Victorian and NSW state governments, 13 local governments, industry and other tourism partners in implementing these strategies," she said.

"We're continually working with industry to develop and enhance the region's unique and diverse range of products and experiences and these offerings together with their exceptional quality are factors that all play a critical role in encouraging visitors to stay longer and spend more," said Ms Greiner.

Murray Regional Tourism 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. The Murray region spans 1,700 kilometres of the Murray River from Albury-Wodonga to Mildura-Wentworth.

## **Highlights across the sub-regions of the Murray (year ending June 2019) include:**

### Albury Wodonga:

- Albury Wodonga achieved 2.1 million visitors for the year ending June 2019, up an impressive 8.2 per cent or 160,000 visitors on the previous year.
- Visitors stayed a total of 2.1 million nights in the year ending June 2019, a significant increase of 224,000 nights or 11.9 per cent.

### Sun Country:

- Expenditure by domestic daytrip visitors grew by a massive \$6 million to \$82 million in the year ending June 2019, an 8 per cent increase.
- Domestic overnight visitors from New South Wales grew to 116,000 during the year ended June 2019, a huge increase of 25.6 per cent.

### Echuca Moama

- Domestic visitors contributed an additional 126,000 bed nights or a 6.1 per cent increase against the previous year, totalling 2.2 million nights for the year ended June 2019.
- International visitation to the area leapt by 11 per cent or 2,000 visitors for the year ending June 2019, achieving a total of 12,800 international visitors.

### Swan Hill:

- Visitors stayed an additional 50,000 nights during the year ended June 2019, a 3.9 per cent increase taking the total visitor nights for the period to 1.3 million.
- Domestic visitors spent a total of 1.1 million nights in Swan Hill for the year ending June 2019, representing a huge 81,000 night or 8.1 per cent increase on the previous year.

### Mildura Wentworth:

- Mildura Wentworth welcomed 885,000 visitors in the year ended June 2019, a solid 8.5 per cent or additional 69,000 visitors on the previous year.
- International visitors contributed an incredible 290,000 additional bed nights or 53.5 per cent increase on the previous year, totalling 833,000 nights for the year ending June 2019.

For the full Murray Region Snapshot YE June 2019 visit:

<https://www.murrayregionaltourism.com.au/research-resources/murray-research/>

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