

Travel to the Murray Region

Year ended December 2021

Quarterly Tracking of Selected Measures

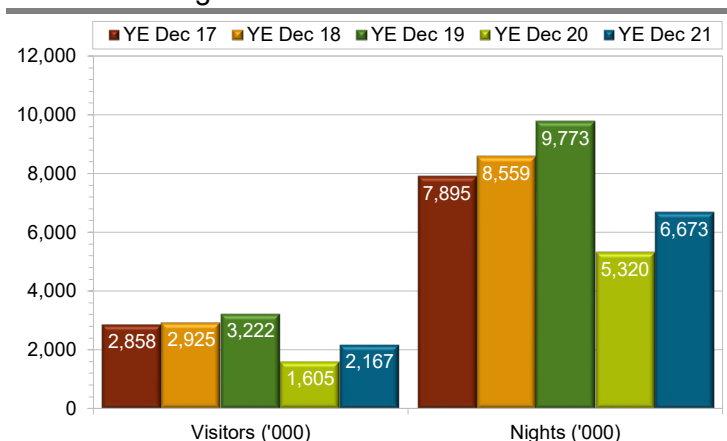


Domestic travel to the Murray region ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel

Visitors and nights



The Murray region received nearly 2.2 million overnight visitors - up by 35.0% on YE Dec 20. Visitors spent nearly 6.7 million nights in the region - up by 25.4% on YE Dec 20.

Expenditure ⁽²⁾

Overnight visitors spent \$935 million in the Murray region - up by 21.9% on YE Dec 20. On average, visitors spent \$140 per night - down by 2.8% on YE Dec 20.

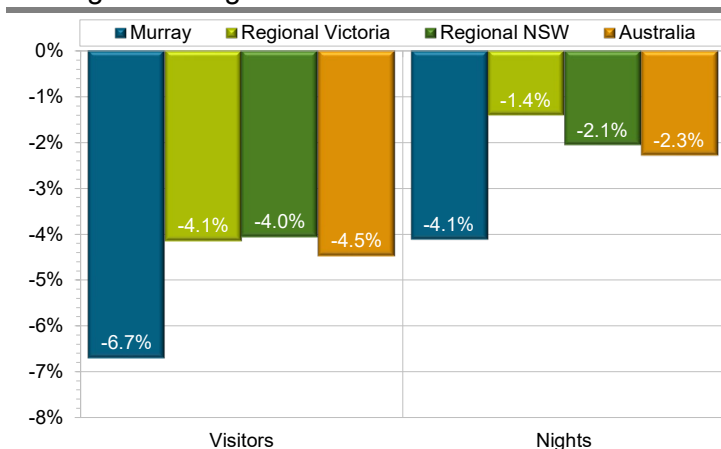
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The overnight sector represented 48.7% all domestic visitors to the Murray region - up by 6.6% pts on YE Dec 20. The overnight sector contributed 72.7% of total domestic spend in the region - up by 3.6% pts on YE Dec 20.

The Murray region received 6.6% of visitors and 6.0% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 20, the share of visitors was up by 1.2% pts and the share of nights was up by 0.8% pts.

Average annual growth - YE Dec 17 to YE Dec 21



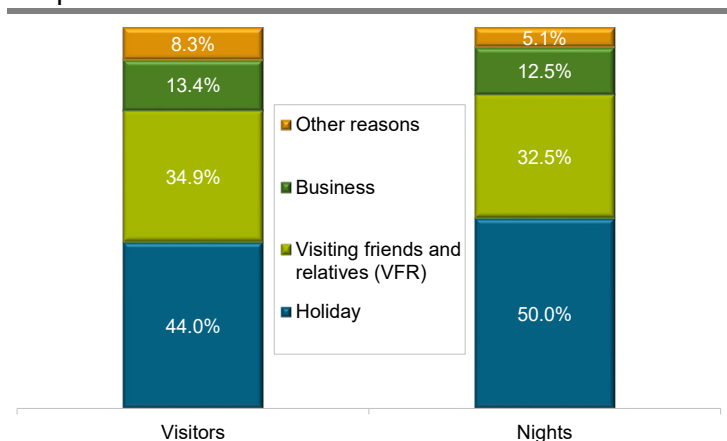
Over the period YE Dec 17 to YE Dec 21, the Murray region had an average annual decline of -6.7% in **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -4.1% in **nights** over the period. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region includes: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

(1) Source: National Visitor Survey (NVS), YE Dec 21, Tourism Research Australia (TRA) - unless otherwise specified

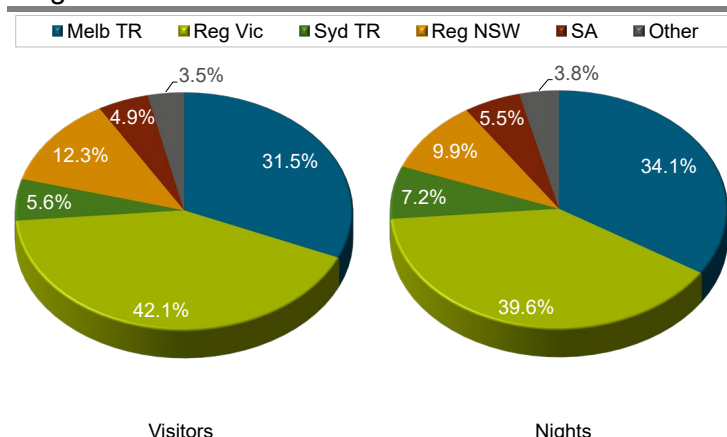
Purpose of visit



'Holiday' (44.0%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (34.9%) was the 2nd largest purpose, followed by 'business' (13.4%). Compared to YE Dec 20, 'VFR' increased by 4.1% pts whilst 'business' decreased by 7.4% pts.

'Holiday' (50.0%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (32.5%) was the 2nd largest purpose, followed by 'business' (12.5%). Compared to YE Dec 20, 'holiday' increased by 8.3% pts whilst 'business' decreased by 3.0% pts.

Origin



The Murray region received 73.6% of both visitors and nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 41.1% and nights were up by 27.1%.

NSW contributed 18.0% of visitors and 17.0% of nights in the region. Compared to YE Dec 20, NSW visitors were up by 9.1% and nights were up by 4.5%.

South Australia contributed 4.9% of visitors and 5.5% of nights in the region. Compared to YE Dec 20, visitors from South Australia were up by 90.2%.

Other states contributed 3.5% of visitors and 3.8% of nights in the region. Compared to YE Dec 20, visitors from other states were up by 22.4%.

Month returned from trip

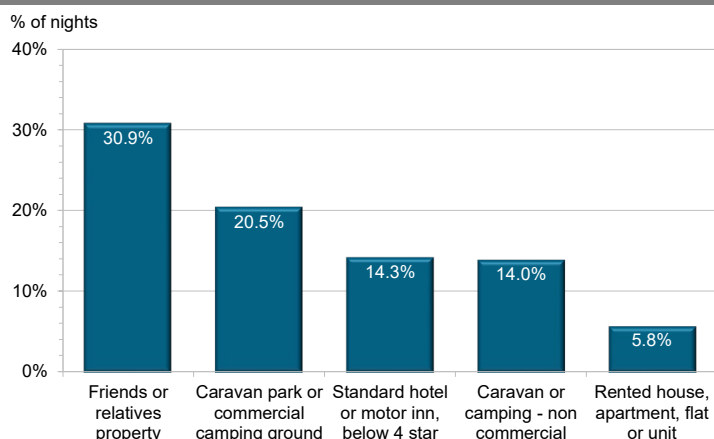
April (15.3%) was the most popular month for visitors to return from their trip to the Murray region. January (13.4%) was the 2nd most popular month to return, followed by December (13.0%).

Domestic travel to the Murray region ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (30.9%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Dec 20, 'rented house, apartment, flat or unit' increased by 2.2% pts whilst 'friends or relatives property' decreased by 8.6% pts.

Length of stay

Visitors stayed, on average, 3.1 nights in the Murray region – down by 0.2 nights on YE Dec 20.

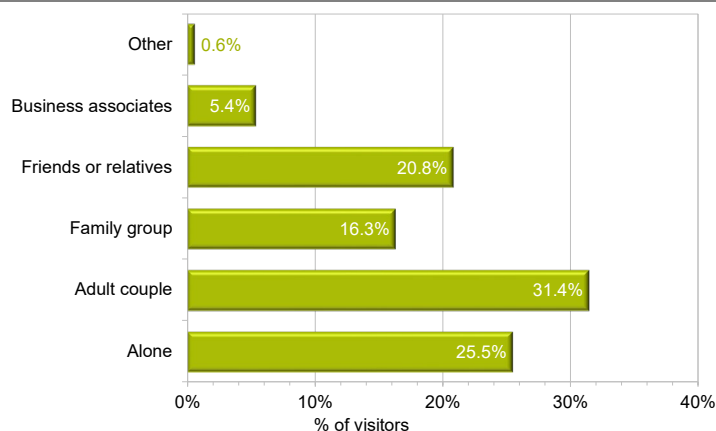
Activities

'Eat out, dine at a restaurant or cafe' (52.7%) was the most popular activity undertaken by visitors to the Murray region. 'Pubs, clubs, discos etc' (28.2%) was the 2nd most popular activity undertaken, followed by 'visit friends and relatives' (27.9%).

All transport

'Private vehicle or company car' (94.1%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (2.2%) was the 2nd most popular transport used, followed by bus or coach' (1.1%).

Travel party



'Adult couple' (31.4%) was the most common travel party description of visitors to the Murray region. 'Alone' (25.5%) was the 2nd most common travel party description.

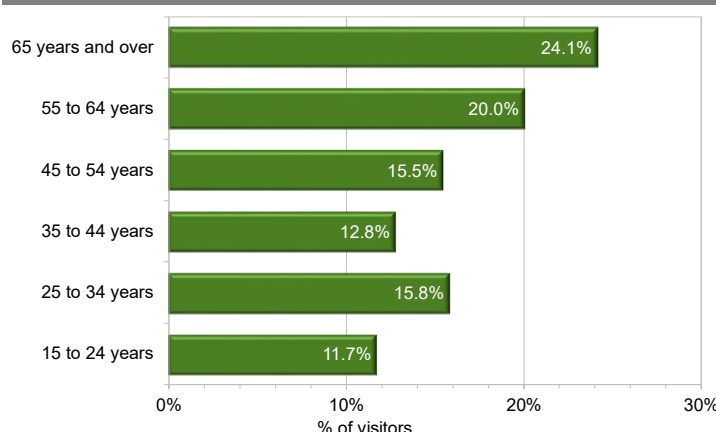
Number of stopovers on trip

Over ¾ (75.5%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.5%) had two stopovers on the trip.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

Age



'65 years and over' (24.1%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (20.0%) was the 2nd biggest age group, followed by '25 to 34 years' (15.8%).

Gender

More visitors to the Murray region were male (50.1%) than female (49.9%).

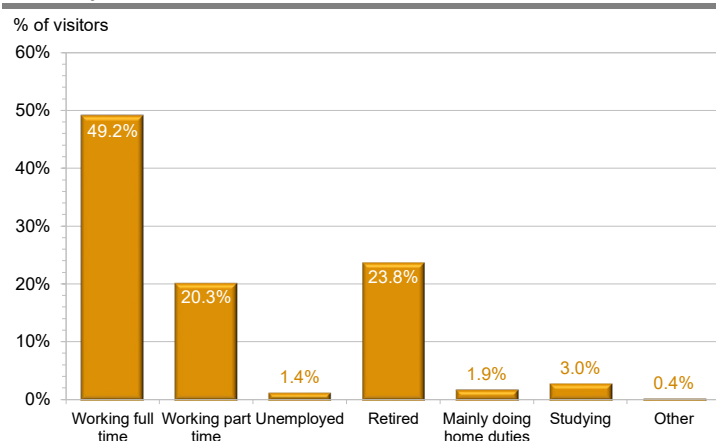
Lifecycle

'Older non-working' (23.6%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (22.0%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (18.4%).

Marital status

More visitors to the Murray region were married or part of a couple (70.2%) than single (29.8%).

Employment



'Working full time' (49.2%) was the most common employment status of visitors to the Murray region. 'Retired' (23.8%) was the 2nd most common employment status, followed by 'working part time' (20.3%).

Annual household income

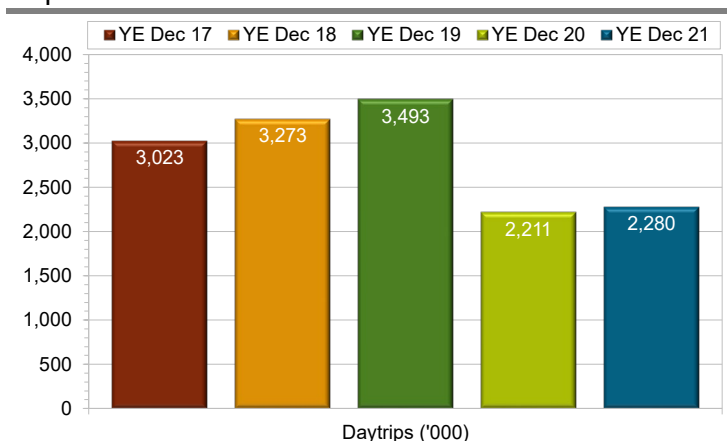
The average annual household income was \$120,521 amongst visitors to the Murray region. Nearly 3/10 (29.2%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (19.2%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



The Murray region received nearly 2.3 million daytrip visitors – up by 3.1% on YE Dec 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$351 million in the Murray region – up by 2.5% on YE Dec 20. On average, visitors spent \$154 per trip - down by 0.6% on YE Dec 20.

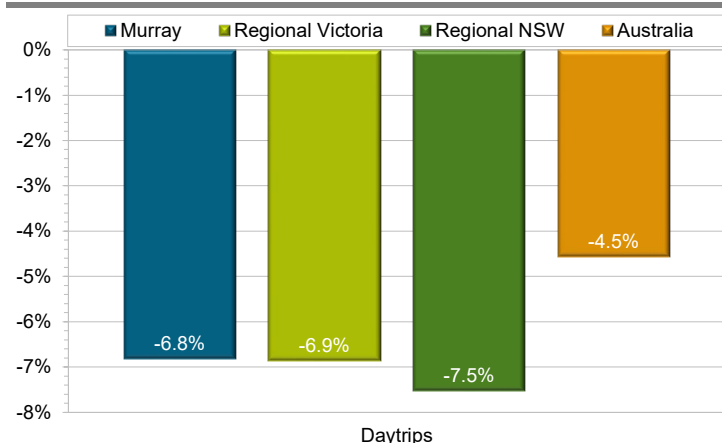
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 51.3% all domestic visitors to the Murray region - down by 6.6% pts on YE Dec 20. The daytrip sector contributed 27.3% of total domestic spend in the region - down by 3.6% pts on YE Dec 20.

The Murray region received 4.2% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 20, the share was up by 0.1% pt.

Average annual growth - YE Dec 17 to YE Dec 21

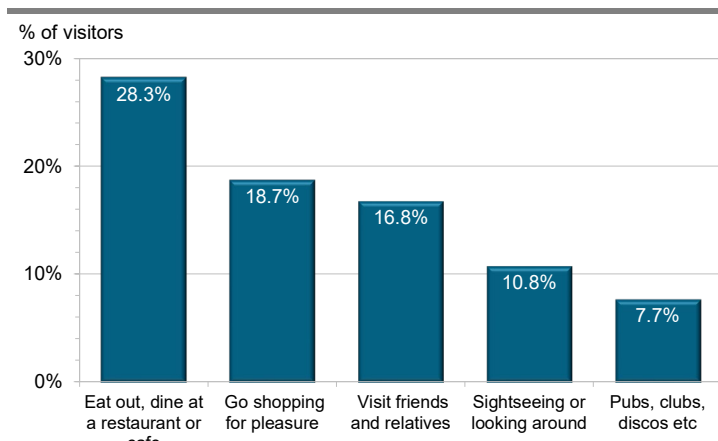


Over the period YE Dec 17 to YE Dec 21, the Murray region had an average annual decline of -6.8% in daytrips. The region had a lower decline than regional Victoria and regional NSW, but a higher decline than Australia.

Main purpose of trip

'Holiday' (43.2%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives (VFR)' (21.0%) was the 2nd largest purpose, followed by 'business' (16.1%). Compared to YE Dec 20, 'holiday' increased by 8.7% pts whilst 'business' decreased by 9.6% pts.

Activities



'Eat out, dine at a restaurant or cafe' (28.3%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (99.4%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (0.4%) was the 2nd most popular transport used.

Origin

The Murray region received (68.0%) of daytrip visitors from Victoria. NSW contributed (31.1%) and South Australia (0.8%) of daytrip visitors to the region. The Murray (NSW) tourism region (23.1%) was the Murray region's largest individual source market.

Age

'65 years and over' (32.6%) was the biggest age group of visitors to the Murray region. '25 to 34 years' (14.9%) was the 2nd biggest age group, followed by '45 to 54 years' (14.8%).

Month travelled

December (14.4%) was the most popular month for a daytrip to the Murray region. May (12.6%) was the 2nd most popular month to travel, followed by June (11.4%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors (million)						
Overnight visitors	2.9	2.9	3.2	1.6	2.2	+35.0%
Daytrip visitors	3.0	3.3	3.5	2.2	2.3	+3.1%
Total domestic visitors	5.9	6.2	6.7	3.8	4.4	+16.5%
Domestic nights (million)						
Total domestic nights	7.9	8.6	9.8	5.3	6.7	+25.4%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,145	\$1,330	\$1,476	\$767	\$935	+21.9%
Daytrip spend ⁽²⁾	\$398	\$471	\$509	\$342	\$351	+2.5%
Total domestic spend ⁽²⁾	\$1,542	\$1,801	\$1,985	\$1,109	\$1,286	+15.9%

The Murray region received over 4.4 million domestic visitors – up by 16.5% on YE Dec 20. Visitors spent nearly 6.7 million nights in the region – up by 25.4% on YE Dec 20. In total, domestic visitors spent nearly \$1.3 billion on travel to the Murray region – up by 15.9% on YE Dec 20.

(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.




Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified




DOMESTIC TRAVEL TO MURRAY REGION

January 2021 to December 2021
and change on January 2020 to December 2020



Domestic overnight travel

	2.2 million	↑	35.0%
	6.7 million	↑	25.4%
	\$935 million	↑	21.9%

Total domestic travel

	4.4 million	↑	16.5%
	6.7 million	↑	25.4%
	\$1.3 billion	↑	15.9%

Domestic daytrip travel

	2.3 million	↑	3.1%
	\$351 million	↑	2.5%



[visitthemurray.com.au](https://www.visitthemurray.com.au)

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 21, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

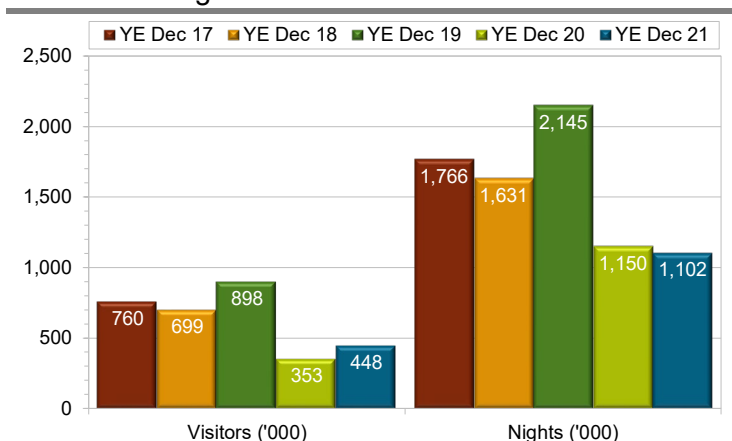
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel

Visitors and nights

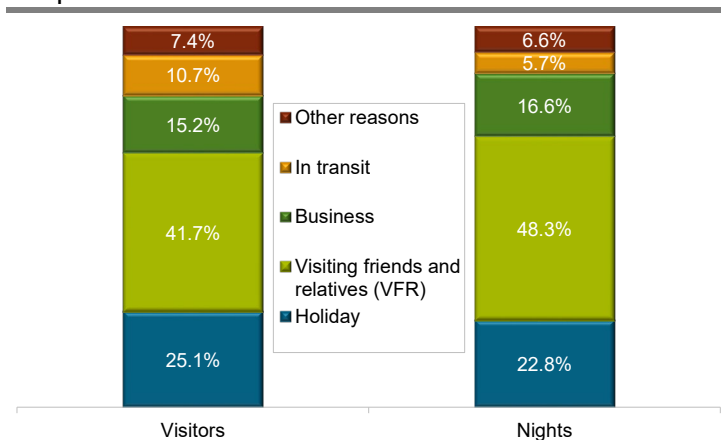


Albury / Wodonga received 448,000 overnight visitors - up by 26.8% on YE Dec 20. Visitors spent over 1.1 million nights in the region – down by 4.2% on YE Dec 20.

Market share

Albury / Wodonga received 20.7% of visitors and 16.5% of nights in the Murray region. Compared to YE Dec 20, share of visitors was down by 1.3% pts and share of nights was down by 5.1% pts.

Purpose of visit



'Visiting friends and relatives (VFR)' (41.7%) was the largest purpose for **visitors** to Albury / Wodonga, followed by 'holiday' (25.1%) and 'business' (15.2%). Compared to YE Dec 20, 'VFR' grew by 11.2% pts whilst 'business' fell by 15.7% pts.

'VFR' (48.3%) was the largest purpose in terms of **nights** in Albury / Wodonga, followed by 'holiday' (22.8%) and 'business' (16.6%). Compared to YE Dec 20, 'VFR' grew by 17.3% pts whilst 'other nfd' fell by 26.5% pts.

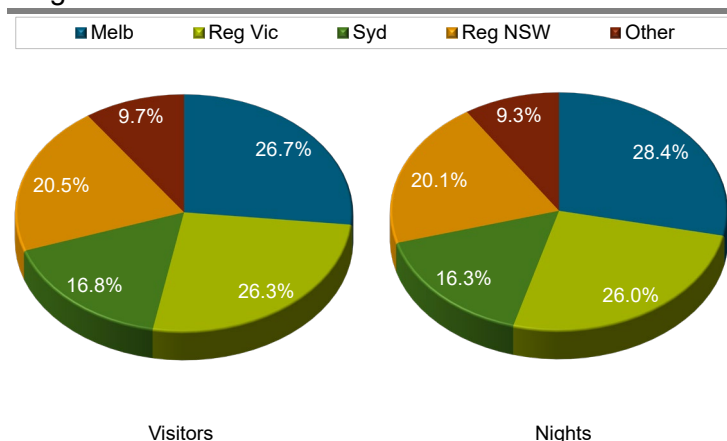
Accommodation

'Friends or relatives property' (48.3%) was the most popular accommodation type used for **nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (22.2%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (6.0%).

Compared to YE Dec 20, 'standard hotel or motor inn, below 4 star' increased by 6.2% pts whilst 'caravan park or commercial camping ground' declined by 5.1% pts.

Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Origin



Albury / Wodonga received 53.0% of visitors and 54.4% of nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 33.0% and nights were up by 8.5%.

New South Wales contributed 37.3% of visitors and 36.4% of nights in the region. Compared to YE Dec 20, NSW visitors were up by 15.3%.

Other states contributed 9.7% of visitors and 9.3% of nights in the region.

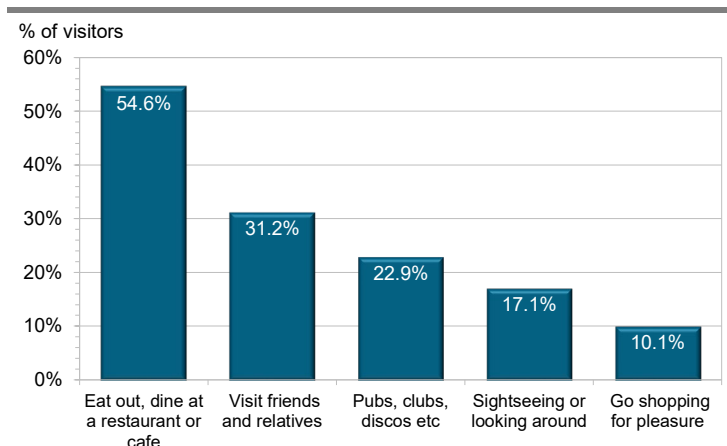
Length of stay

Visitors stayed, on average, 2.5 nights in Albury / Wodonga – down by 0.8 nights on the YE Dec 20.

Age

'55 to 64 years' (23.4%) was the biggest age group of visitors to Albury / Wodonga, followed by '65 years and over' (22.4%) and '25 to 34 years' (15.4%).

Activities



'Eat out, dine at a restaurant or cafe' (54.6%) was the most popular activity undertaken by visitors to Albury / Wodonga, followed by 'visit friends and relatives' (31.2%).

Expenditure ⁽²⁾

Overnight visitors spent \$188 million in Albury / Wodonga – down by 2.5% on YE Dec 20. On average, visitors spent \$171 per night – up by 1.8% on YE Dec 20.

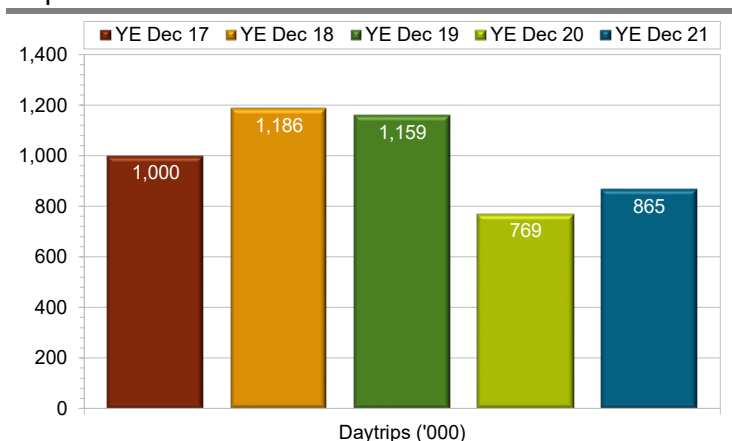
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



Albury / Wodonga received 865,000 daytrip visitors – up by 12.4% on YE Dec 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$197 million in Albury / Wodonga – up by 13.9% on YE Dec 20. On average, visitors spent \$228 per trip – up by 1.3% on YE Dec 20.

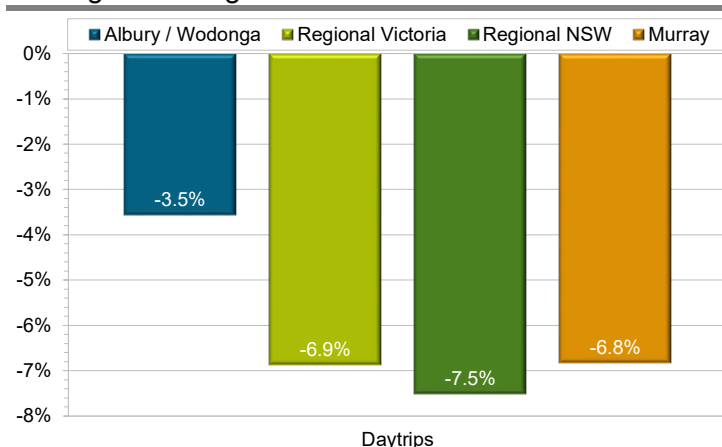
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 65.9% all domestic visitors to Albury / Wodonga - down by 2.6% pts on YE Dec 20. The daytrip sector contributed 51.2% of total domestic spend in the region – up by 3.9% pts on YE Dec 20.

Albury / Wodonga received 37.9% of daytrips to the Murray region. Compared to YE Dec 20, the share was up by 3.1% pts.

Average annual growth - YE Dec 17 to YE Dec 21

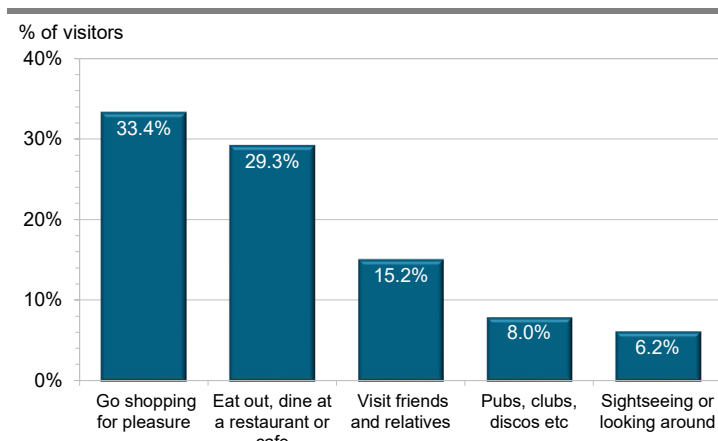


Over the period YE Dec 17 to YE Dec 21, the Albury / Wodonga had an average annual decline of -3.5% in daytrips. The region had a lower decline than regional Victoria and regional NSW and the Murray region.

Main purpose of trip

'Holiday' (42.4%) was the largest purpose for visitors to Albury / Wodonga, followed by 'medical reasons' (20.1%) and 'visiting friends and relatives (VFR)' (17.4%). Compared to YE Dec 20, 'holiday' increased by 18.9% pts whilst 'business' decreased by 18.7% pts.

Activities



'Go shopping for pleasure' (33.4%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to Albury / Wodonga. No other form of transport was reported by survey respondents.

Origin

Albury / Wodonga received (47.7%) of daytrip visitors from regional NSW. Regional Victoria contributed (45.5%) and Melbourne tourism region (6.8%) of daytrip visitors to the region.

Age

'65 years and over' (35.7%) was the biggest age group of visitors to Albury / Wodonga, followed by '25 to 34 years' (17.3%) and '15 to 24 years' (13.5%).

Month travelled

December (18.8%) was the most popular month for a daytrip to Albury / Wodonga. May (12.7%) was the 2nd most popular month to travel, followed by January (12.6%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	760	699	898	353	448	+26.8%
Daytrip visitors	1,000	1,186	1,159	769	865	+12.4%
Total domestic visitors	1,759	1,885	2,057	1,123	1,313	+16.9%
Domestic nights ('000)						
Total domestic nights	1,766	1,631	2,145	1,150	1,102	-4.2%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$316	\$322	\$428	\$193	\$188	-2.5%
Daytrip spend ⁽²⁾	\$141	\$226	\$227	\$173	\$197	+13.9%
Total domestic spend ⁽²⁾	\$457	\$548	\$655	\$366	\$385	+5.3%

Albury / Wodonga received over 1.3 million domestic visitors – up by 16.9 on YE Dec 20. Visitors spent over 1.1 million nights in the region - down by 4.2% on YE Dec 20.

In total, domestic visitors spent 385 million on travel to Albury / Wodonga – up by 5.3% on YE Dec 20.

(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

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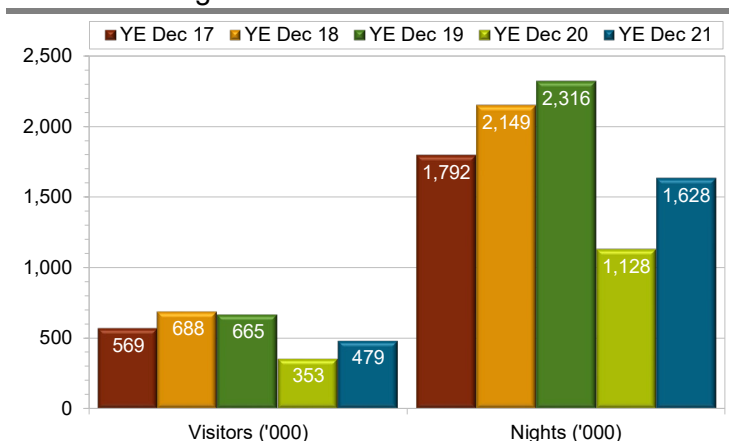
(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

Domestic travel to Sun Country ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel

Visitors and nights

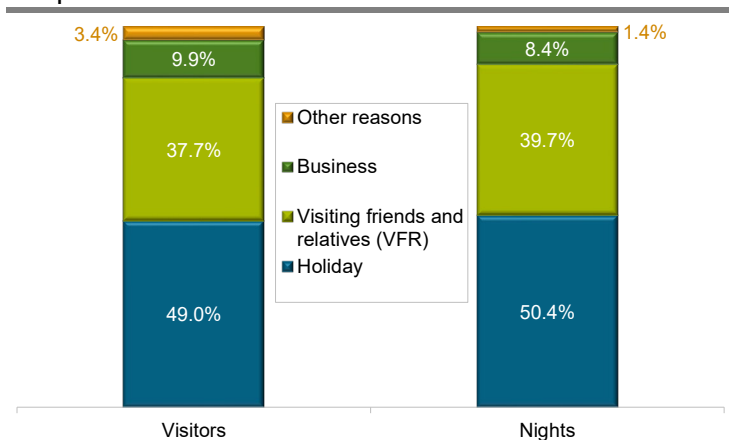


Sun Country received 479,000 overnight visitors – up by 35.5% on YE Dec 20. Visitors spent over 1.6 million nights in the region – up by 44.3% on YE Dec 20.

Market share

Sun Country received 22.1% of visitors and 24.4% of nights in the Murray region. Compared to YE Dec 20, share of visitors was up by 0.1 pt and share of nights was up by 3.2 pts.

Purpose of visit



'Holiday' (49.0%) was the largest purpose for **visitors** to Sun Country, followed by 'visiting friends and relatives (VFR)' (37.7%) and 'business' (9.9%). Compared to YE Dec 20, 'VFR' increased by 5.6% pts whilst 'business' declined by 6.6% pts.

'Holiday' (50.4%) was the largest purpose in terms of **nights** in Sun Country, followed by 'VFR' (39.7%) and 'business' (8.4%). Compared to YE Dec 20, 'VFR' increased by 3.5% pts whilst 'business' declined by 3.7% pts.

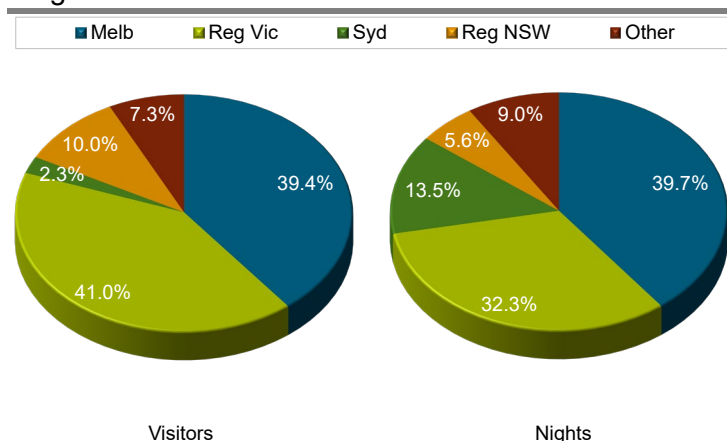
Accommodation

'Friends or relatives property' (37.5%) was the most popular accommodation type used for **nights** in Sun Country. 'Caravan park or commercial camping ground' (22.0%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (12.2%).

Compared to YE Dec 20, 'rented house, apartment, flat or unit' grew by 5.5% pts whilst 'caravan or camping - non commercial' fell by 4.6% pts.

Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Origin



Sun Country received 80.4% of visitors and 71.9% of nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 31.3% and nights were up by 22.4%.

New South Wales contributed 12.3% of visitors and 19.1% of nights in the region. Compared to YE Dec 20, NSW visitors up by 15.2%.

Other states contributed 7.3% of visitors and 9.0% of nights in the region.

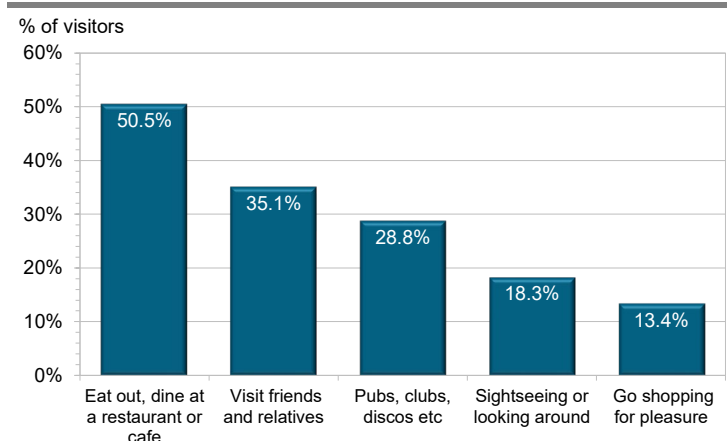
Length of stay

Visitors stayed, on average, 3.4 nights in Sun Country – up by 0.2 nights on the YE Dec 20.

Age

'65 years and over' (29.7%) was the biggest age group of visitors to Sun Country, followed by '55 to 64 years' (16.6%) and '45 to 54 years' (16.5%).

Activities



'Eat out, dine at a restaurant or cafe' (50.5%) was the most popular activity undertaken by visitors to Sun Country, followed by 'visit friends and relatives' (35.1%) and 'pubs, clubs, discos etc' (28.8%).

Expenditure ⁽²⁾

Overnight visitors spent \$199 million in Sun Country – up by 45.2% on YE Dec 20. On average, visitors spent \$123 per night – up by 0.6% on YE Dec 20.

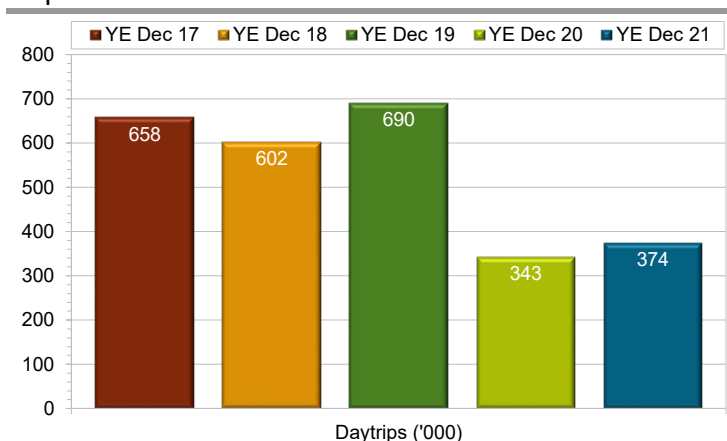
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to Sun Country ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



Sun Country received 374,000 daytrips - up by 9.1% on YE Dec 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$29 million in Sun Country – up by 8.1% on YE Dec 20. On average, visitors spent \$78 per trip - down by 0.9% on YE Dec 20.

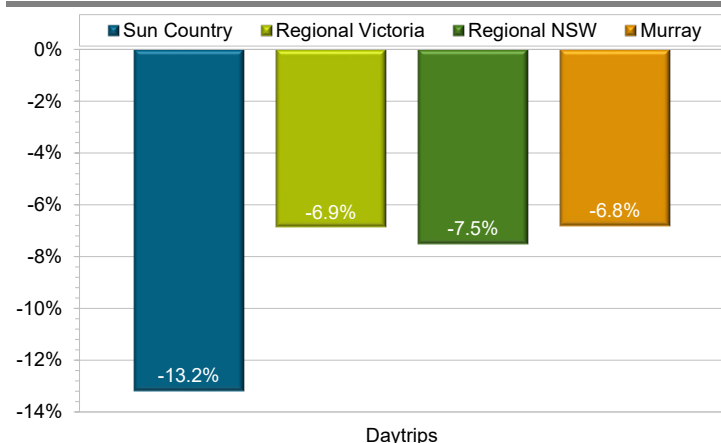
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 43.8% all domestic visitors to Sun Country - down by 5.4% pts on YE Dec 20. The daytrip sector contributed 12.8% of total domestic spend in the region - down by 3.6% pts on YE Dec 20.

Sun Country received 16.4% of daytrips to the Murray region. Compared to YE Dec 20, the share was up by 0.9% pts.

Average annual growth - YE Dec 17 to YE Dec 21



Over the period YE Dec 17 to YE Dec 21, Sun Country had an average annual decline of -13.2% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

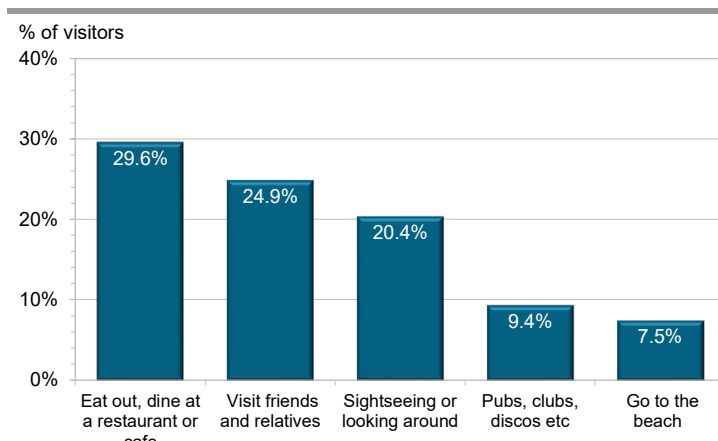
'Holiday' (45.9%) was the largest purpose for visitors to Sun Country, followed by 'visiting friends and relatives (VFR)' (31.3%) and 'business' (15.6%).

Compared to YE Dec 20, 'VFR' grew by 5.6% pts whilst 'holiday' fell by 7.7% pts.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

⁽¹⁾ Source: NVS, YE Dec 21, TRA – unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (29.6%) was the most popular activity undertaken by daytrip visitors to Sun Country.

Transport

'Private vehicle or company car' (98.5%) was the most popular transport used by visitors to Sun Country. 'Bus or coach' (1.5%) was the 2nd most popular transport used.

Origin

Sun Country received (66.2%) of daytrip visitors from regional Victoria. Regional NSW contributed (21.4%) and Melbourne tourism region (12.4%) of daytrip visitors to the region.

Age

'65 years and over' (29.8%) was the biggest age group of daytrip visitors to Sun Country, followed by '25 to 34 years' (19.0%) and '15 to 24 years' (15.7%).

Month travelled

June (17.7%) was the most popular month for a daytrip to Sun Country. April (15.6%) was the 2nd most popular month to travel, followed by November (15.5%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	569	688	665	353	479	+35.5%
Daytrip visitors	658	602	690	343	374	+9.1%
Total domestic visitors	1,227	1,290	1,355	696	852	+22.5%
Domestic nights ('000)						
Total domestic nights	1,792	2,149	2,316	1,128	1,628	+44.3%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$189	\$272	\$302	\$137	\$199	+45.2%
Daytrip spend ⁽²⁾	\$75	\$54	\$69	\$27	\$29	+8.1%
Total domestic spend ⁽²⁾	\$264	\$326	\$371	\$164	\$229	+39.1%

Sun Country received 852,000 domestic visitors – up by 22.5% on YE Dec 20. Visitors spent over 1.6 million nights in the region – up by 44.3% on YE Dec 20.

In total, domestic visitors spent 229 million on travel to Sun Country – up by 39.1% on YE Dec 20.

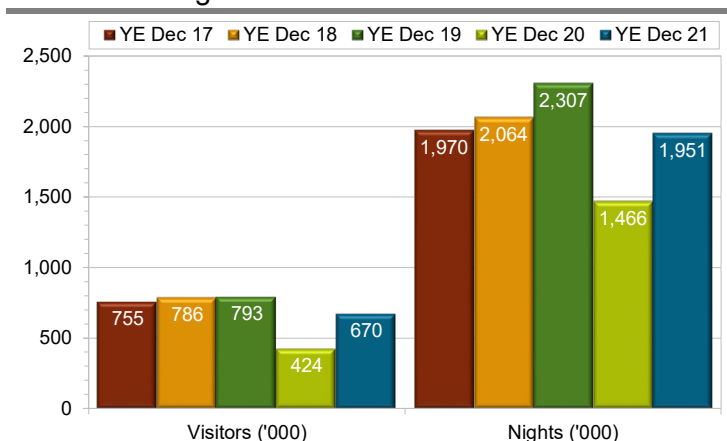
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to Echuca / Moama ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel

Visitors and nights

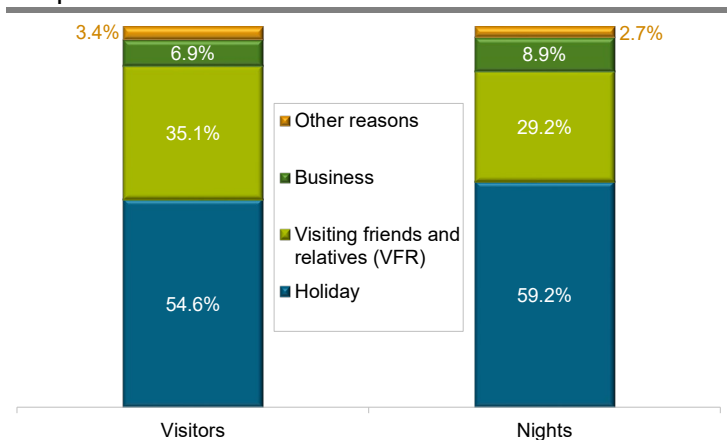


Echuca / Moama received 670,000 overnight visitors – up by 57.9% on YE Dec 20. Visitors spent nearly 2.0 million nights in the region – up by 33.1% on YE Dec 20.

Market share

Echuca / Moama received 30.9% of visitors and 29.2% of nights in the Murray region. Compared to YE Dec 20, share of visitors was up by 4.5% pts and share of nights was up by 1.6% pts.

Purpose of visit



'Holiday' (54.6%) was the largest purpose for **visitors** to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (6.9%). Compared to YE Dec 20, 'VFR' increased by 9.1% pts whilst 'business' declined by 5.7% pts.

'Holiday' (59.2%) was the largest purpose in terms of **nights** in Echuca / Moama, followed by 'VFR' (29.2%) and 'business' (8.9%). Compared to YE Dec 20, 'other reasons' increased by 1.7% pts whilst 'VFR' declined by 1.7% pts.

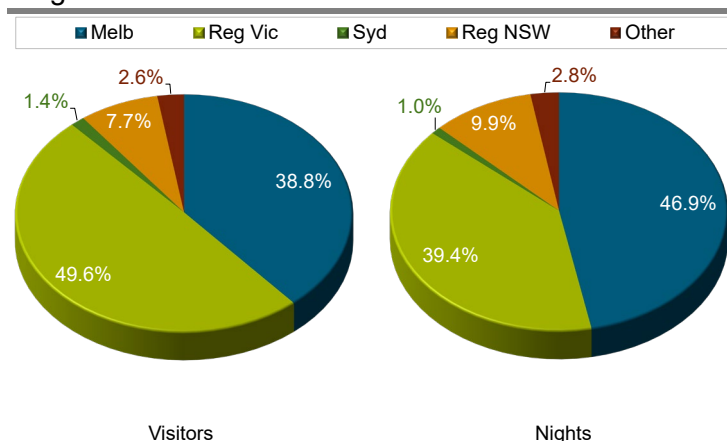
Accommodation

'Caravan park or commercial camping ground' (25.0%) was the most popular accommodation type used for **nights** in Echuca / Moama. 'Friends or relatives property' (24.4%) was the 2nd most popular accommodation type, followed by 'caravan or camping – non commercial' (13.8%).

Compared to YE Dec 20, 'caravan or camping – non commercial' grew by 4.2% pts whilst 'friends or relatives property' fell by 14.5% pts.

Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Origin



Echuca / Moama received 88.3% of visitors and 86.4% of nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 68.8% and nights were up by 37.0%.

New South Wales contributed 9.1% of visitors and 10.9% of nights in the region. Compared to YE Dec 20, NSW visitors were up by 23.8%.

Other states contributed 2.6% of visitors and 2.8% of nights in the region.

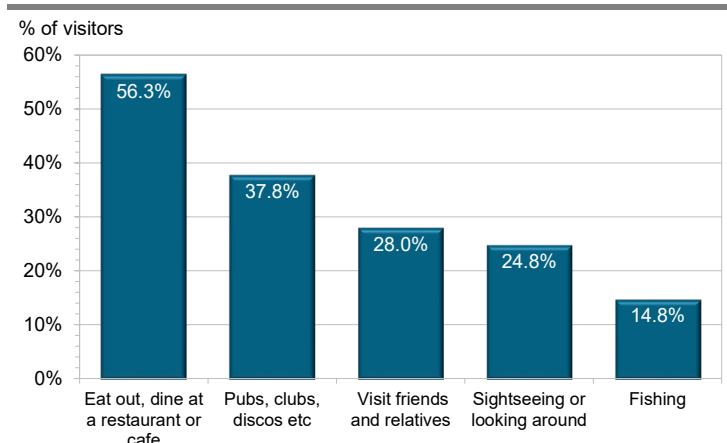
Length of stay

Visitors stayed, on average, 2.9 nights in Echuca / Moama – down by 0.6 nights on the YE Dec 20.

Age

'65 years and over' (22.7%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (22.2%) and '45 to 54 years' (14.8%).

Activities



'Eat out, dine at a restaurant or cafe' (56.3%) was the most popular activity undertaken by visitors to Echuca / Moama, followed by 'pubs, clubs, discos etc' (37.8%).

Expenditure ⁽²⁾

Overnight visitors spent \$288 million in Echuca / Moama – up by 31.7% on YE Dec 20. On average, visitors spent \$148 per night – down by 1.0% on YE Dec 20.

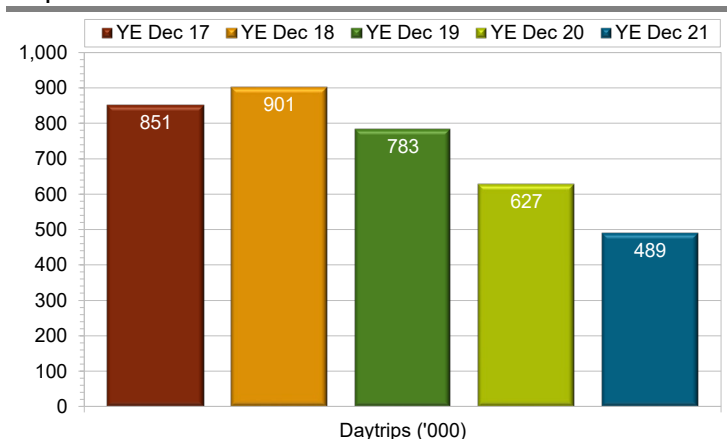
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to Echuca / Moama ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



Echuca / Moama received 489,000 daytrip visitors - down by 22.0% on YE Dec 20.

Expenditure ⁽²⁾

Daytrip visitors spent \$48 million in Echuca / Moama - down by 32.5% on YE Dec 20. On average, visitors spent \$98 per trip - down by 13.4% on YE Dec 20.

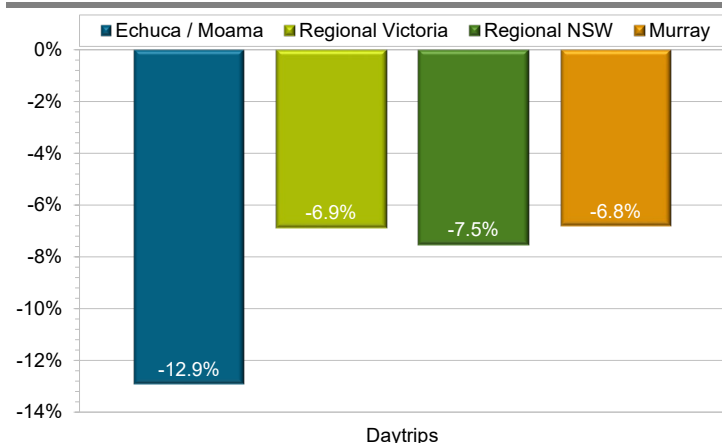
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 42.2% all domestic visitors to Echuca / Moama - down by 17.4% pts on YE Dec 20. The daytrip sector contributed 14.2% of total domestic spend in the region - down by 10.3% pts on YE Dec 20.

Echuca / Moama received 21.5% of daytrips to the Murray region. Compared to YE Dec 20, the share was down by 6.9% pts.

Average annual growth - YE Dec 17 to YE Dec 21



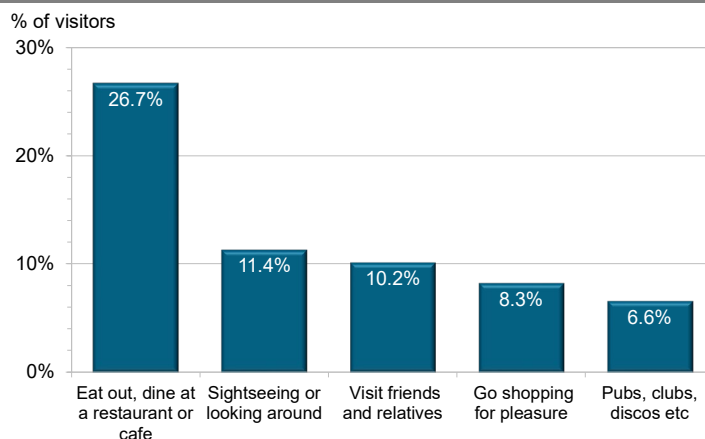
Over the period YE Dec 17 to YE Dec 21, Echuca / Moama had an average annual decline of -12.9% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (43.9%) was the largest purpose for visitors to Echuca / Moama, followed by 'business' (26.3%) and 'visiting friends and relatives (VFR)' (19.6%).

Compared to YE Dec 20, 'holiday' increased by 9.1% pts whilst 'VFR' declined by 8.0% pts.

Activities



'Eat out, dine at a restaurant or cafe' (26.7%) was the most popular activity undertaken by visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (98.3%) was the most popular transport used by visitors to Echuca / Moama. 'Aircraft' (1.7%) was the 2nd most popular transport used.

Origin

Echuca / Moama received (66.9%) of daytrip visitors from regional Victoria. Regional NSW contributed (26.5%) and Melbourne tourism region (6.6%) of daytrip visitors to the region.

Age

'65 years and over' (40.9%) was the biggest age group of visitors to Echuca / Moama, followed by '25 to 34 years' (14.6%) and '15 to 24 years' (14.5%).

Month travelled

May (26.1%) was the most popular month for a daytrip to Echuca / Moama. July (9.8%) was the 2nd most popular month to travel, followed by April (8.5%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	755	786	793	424	670	+57.9%
Daytrip visitors	851	901	783	627	489	-22.0%
Total domestic visitors	1,606	1,688	1,576	1,052	1,160	+10.2%
Domestic nights ('000)						
Total domestic nights	1,970	2,064	2,307	1,466	1,951	+33.1%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$254	\$318	\$337	\$219	\$288	+31.7%
Daytrip spend ⁽²⁾	\$101	\$106	\$76	\$71	\$48	-32.5%
Total domestic spend ⁽²⁾	\$355	\$424	\$414	\$290	\$336	+16.0%

Echuca / Moama received nearly 1.2 million domestic visitors – up by 10.2% on YE Dec 20. Visitors spent nearly 2.0 million nights in the region – up by 33.1% on YE Dec 20.

In total, domestic visitors spent 336 million on travel to Echuca / Moama – up by 16.0% on YE Dec 20.

(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

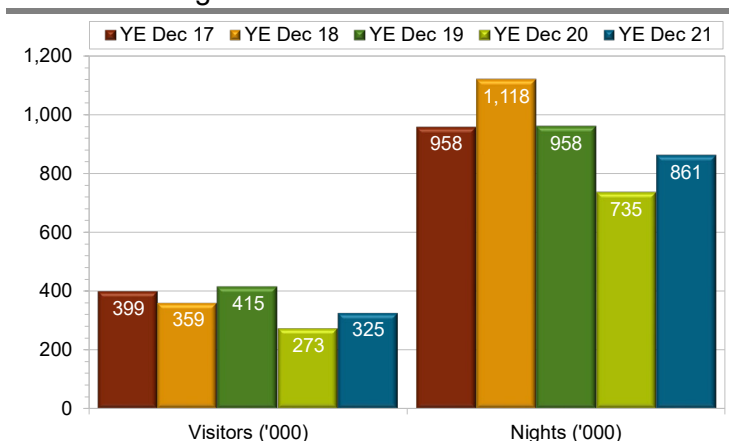
(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

Domestic travel to the Swan Hill region ⁽¹⁾

For the period January 2021 to December 2021

Overnight travel

Visitors and nights

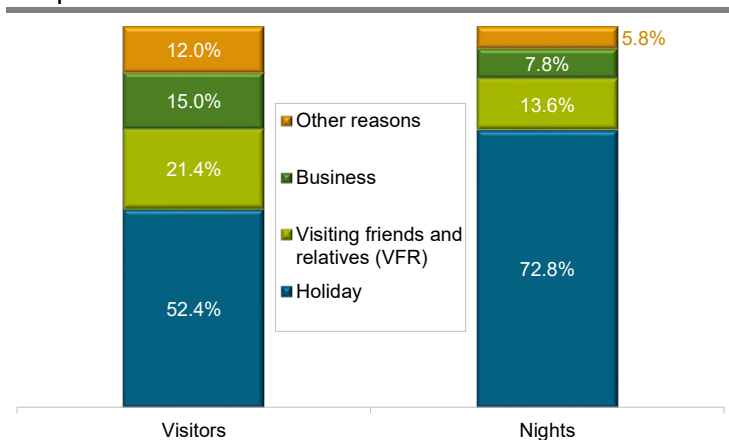


The Swan Hill region received 325,000 overnight visitors – up by 19.0% on YE Dec 20. Visitors spent 861,000 nights in the region – up by 17.1% on YE Dec 20.

Market share

The Swan Hill region received 15.0% of visitors and 12.9% of nights in the Murray region. Compared to YE Dec 20, share of visitors was down by 2.0% pts and share of nights was down by 0.9% pts.

Purpose of visit



'Holiday' (52.4%) was the largest purpose for **visitors** to the Swan Hill region, followed by 'visiting friends and relatives (VFR)' (21.4%) and 'business' (15.0%). Compared to YE Dec 20, 'holiday' increased by 10.0% pts whilst 'business' declined by 10.1% pts.

'Holiday' (72.8%) was the largest purpose in terms of **nights** in the Swan Hill region, followed by 'VFR' (13.6%) and 'business' (7.8%). Compared to YE Dec 20, 'holiday' increased by 23.5% pts whilst 'business' declined by 14.4% pts.

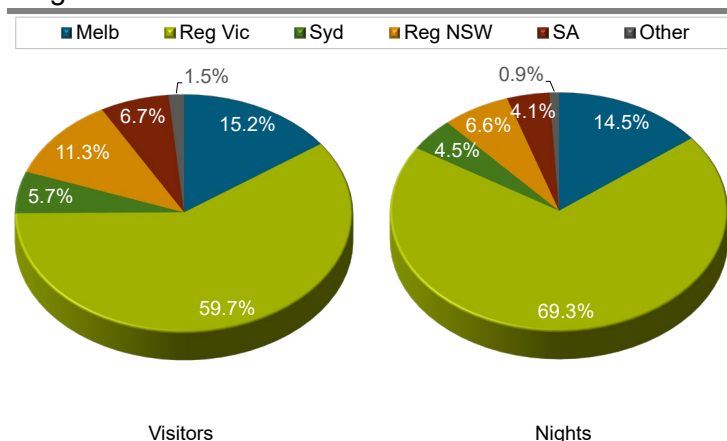
Accommodation

'Caravan park or commercial camping ground' (32.2%) was the most popular accommodation type used for **nights** in the Swan Hill region. 'Caravan or camping – non commercial' (28.8%) was the 2nd most popular accommodation used, followed by 'friends or relatives property' (18.6%).

Compared to YE Dec 20, 'caravan park or commercial camping ground' grew by 7.1% pts whilst 'friends or relatives property' declined by 8.7% pts.

The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Origin



The Swan Hill region received 74.9% of visitors and 83.9% of nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 42.3% and nights were up by 45.7%.

New South Wales contributed 17.0% of visitors and 11.1% of nights in the region. Compared to YE Dec 20, NSW visitors were down by 27.3%.

South Australia contributed 6.7% of visitors and 4.1% of nights in the region.

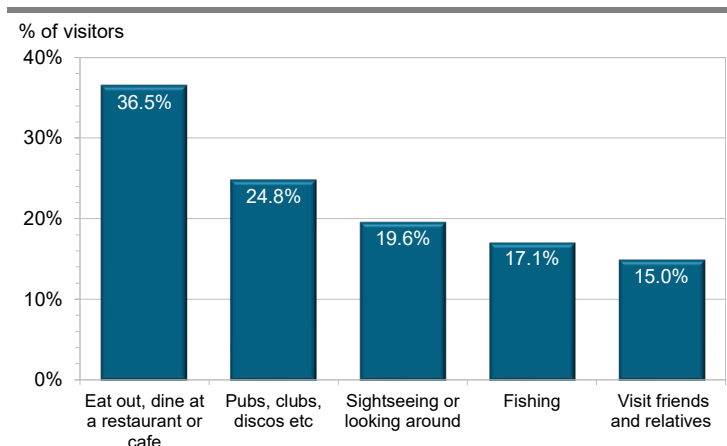
Length of stay

Visitors stayed, on average, 2.6 nights in the Swan Hill region – down by 0.1 night on the YE Dec 20.

Age

'55 to 64 years' (24.7%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (23.6%) and '15 to 24 years' (17.0%).

Activities



'Eat out, dine at a restaurant or cafe' (36.5%) was the most popular activity undertaken by visitors to the Swan Hill region. 'Pubs, clubs, discos etc' (24.8%) was the 2nd most popular.

Expenditure ⁽²⁾

Overnight visitors spent \$89 million in the Swan Hill region – down by 10.9% on YE Dec 20. On average, visitors spent \$103 per night – down by 23.9% on YE Dec 20.

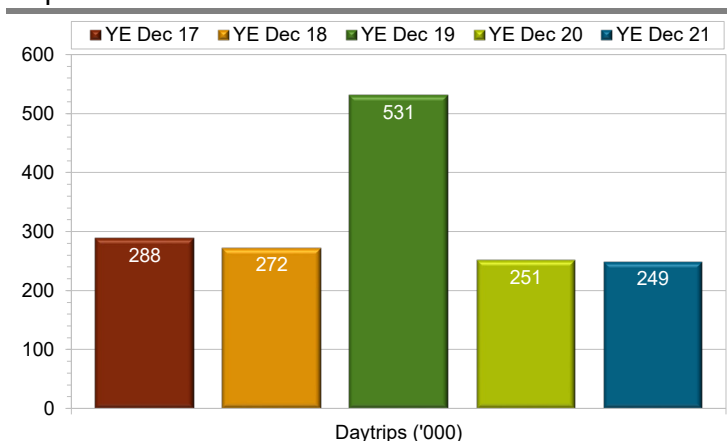
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to the Swan Hill region ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



The Swan Hill region received 249,000 daytrip visitors – down by 0.8% on YE Dec 20.

Expenditure ⁽²⁾

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Dec 21 are below the data confidence intervals used by TRA.

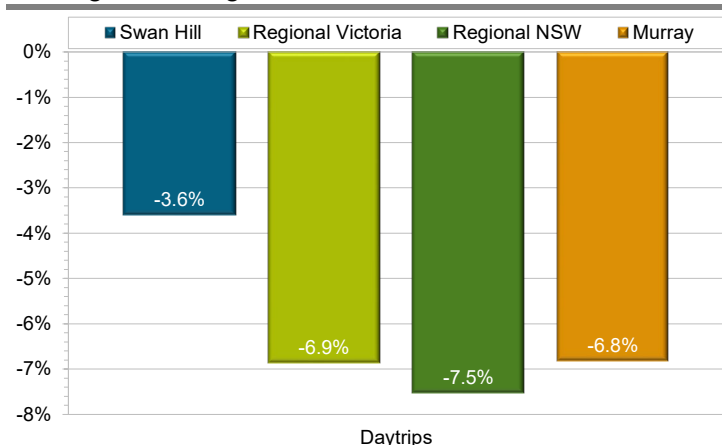
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 43.4% all domestic visitors to the Swan Hill region - down by 4.5% pts on YE Dec 20. The daytrip sector contributed 25.2% of total domestic spend in the region – up by 3.9% pts on YE Dec 20.

The Swan Hill region received 10.9% of daytrips to the Murray region. Compared to YE Dec 20, the share was down by 0.4% pts.

Average annual growth - YE Dec 17 to YE Dec 21



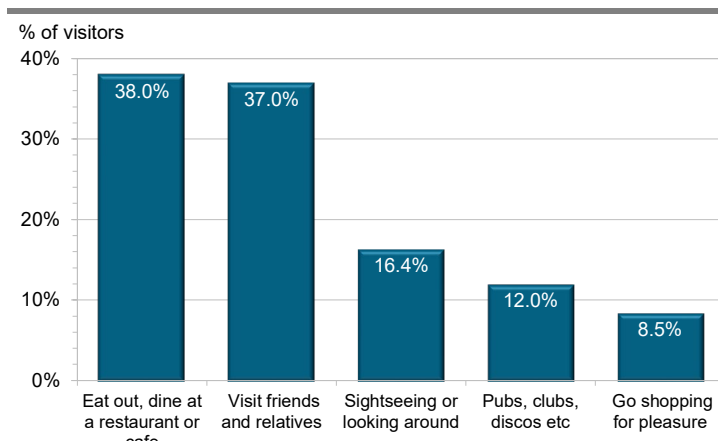
Over the period YE Dec 17 to YE Dec 21, the Swan Hill region had an average annual decline of -3.6% in daytrips. The region had a lower decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Visiting friends and relatives (VFR)' (32.3%) was the largest purpose for visitors to the Swan Hill region, followed by 'holiday' (28.8%) and 'personal appointment' (15.7%).

Compared to YE Dec 20, 'VFR' grew by 17.0% pts whilst 'business' fell by 28.0% pts.

Activities



'Eat out, dine at a restaurant or cafe' (38.0%) was the most popular activity undertaken by visitors to the Swan Hill region.

Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to the Swan Hill region. No other form of transport was reported by survey respondents.

Origin

The Swan Hill region received (85.8%) of daytrip visitors from regional Victoria. Regional NSW contributed (8.4%) and Melbourne tourism region (5.8%) of daytrip visitors to the region.

Age

'45 to 54 years' (30.6%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (24.8%) and '25 to 34 years' (15.3%).

Month travelled

July (16.5%) was the most popular month for a daytrip to the Swan Hill region. October (15.4%) was the 2nd most popular month to travel, followed by December (14.1%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	399	359	415	273	325	+19.0%
Daytrip visitors	288	272	531	251	249	-0.8%
Total domestic visitors	687	630	945	524	574	+9.5%
Domestic nights ('000)						
Total domestic nights	958	1,118	958	735	861	+17.1%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$102	\$116	\$118	\$99	\$89	-10.9%
Daytrip spend ⁽²⁾	np	\$31	\$97	np	np	na
Total domestic spend ⁽²⁾	\$146	\$147	\$215	\$126	\$118	-6.2%

The Swan Hill region received 574,000 domestic visitors – up by 9.5% on YE Dec 20. Visitors spent 861,000 nights in the region – up by 17.1% on YE Dec 20.

In total, domestic visitors spent \$118 million on travel to the Swan Hill region - down by 6.2% on YE Dec 20.

(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

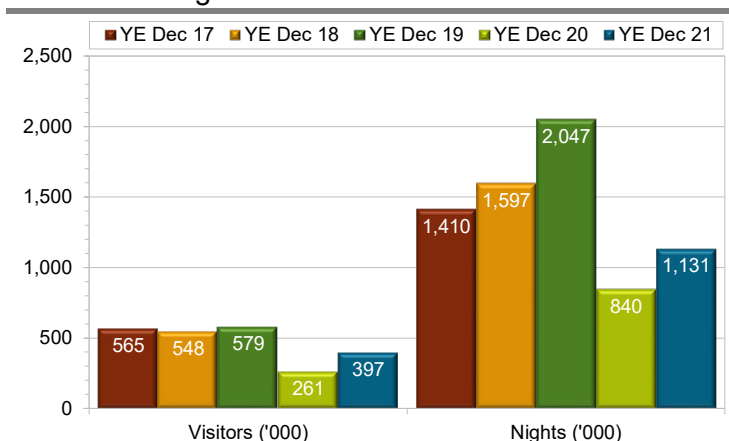
(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

Domestic travel to Mildura / Wentworth (1)

For the period January 2021 to December 2021

Overnight travel

Visitors and nights

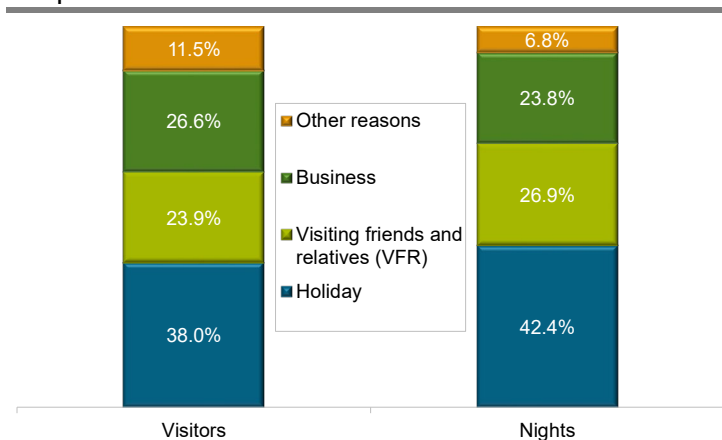


Mildura / Wentworth received 397,000 overnight visitors – up by 52.2% on YE Dec 20. Visitors spent over 1.1 million nights in the region – up by 34.6% on YE Dec 20.

Market share

Mildura / Wentworth received 18.3% of visitors and 17.0% of nights in the Murray region. Compared to YE Dec 20, share of visitors was up by 2.1% pts and share of nights was up by 1.2% pts.

Purpose of visit



'Holiday' (38.0%) was the largest purpose for **visitors** to Mildura / Wentworth, followed by 'business' (26.6%) and 'visiting friends and relatives (VFR)' (23.9%). Compared to YE Dec 20, 'holiday' increased by 6.7% pts whilst 'VFR' decreased by 13.1% pts.

'Holiday' (42.4%) was the largest purpose in terms of **nights** in Mildura / Wentworth, followed by 'VFR' (26.9%) and 'business' (23.8%). Compared to YE Dec 20, 'holiday' increased by 12.9% pts whilst 'VFR' decreased by 17.7% pts.

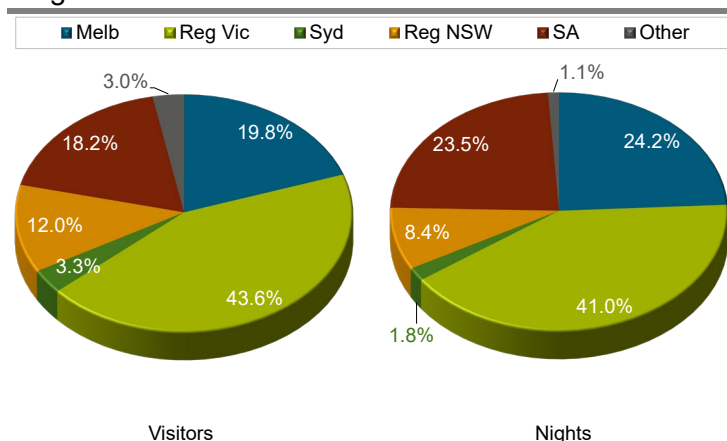
Accommodation

'Friends or relatives property' (24.9%) was the most popular accommodation type used for **nights** in Mildura / Wentworth. 'Caravan or camping – non commercial' (16.6%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.5%).

Compared to YE Dec 20, 'caravan or camping – non commercial' grew by 6.1% pts whilst 'friends or relatives property' fell by 11.3% pts.

Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Origin



Mildura / Wentworth received 63.5% of visitors and 65.2% of nights from **Victoria**. Compared to YE Dec 20, Victorian visitors were up by 42.7% and nights were up by 16.4%.

NSW contributed 15.3% of visitors and 10.2% of nights in the region.

South Australia contributed 18.2% of visitors and 23.5% of nights in the region.

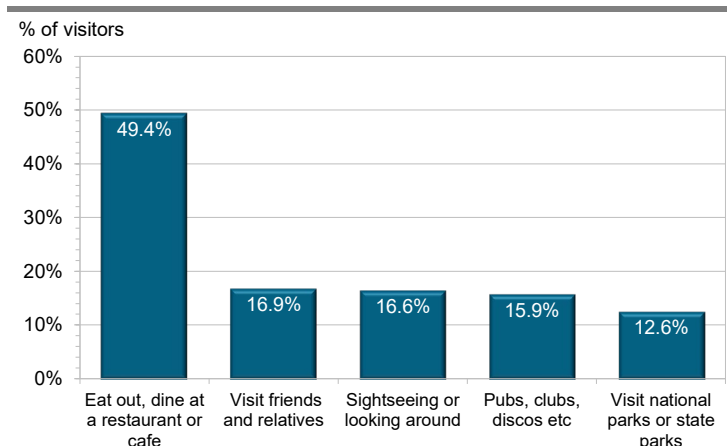
Length of stay

Visitors stayed, on average, 2.9 nights in Mildura / Wentworth – down by 0.3 nights on the YE Dec 20.

Age

'65 years and over' (31.4%) was the biggest age group of visitors to Mildura / Wentworth, followed by '25 to 34 years' (22.1%) and '55 to 64 years' (15.3%).

Activities



'Eat out, dine at a restaurant or cafe' (49.4%) was the most popular activity undertaken by visitors to Mildura / Wentworth, followed by 'visit friends and relatives' (16.9%) and 'sightseeing or looking around' (16.6%).

Expenditure (2)

Overnight visitors spent \$171 million in Mildura / Wentworth – up by 43.9% on YE Dec 20. On average, visitors spent \$151 per night – up by 6.9% on YE Dec 20.

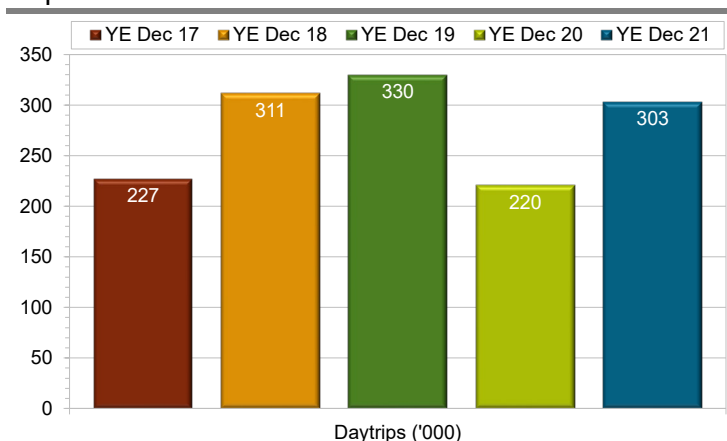
(2) Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Domestic travel to Mildura / Wentworth ⁽¹⁾

For the period January 2021 to December 2021

Daytrip travel

Trips



Mildura / Wentworth received 303,000 daytrip visitors – up by 37.4% on YE Dec 20.

Expenditure ⁽²⁾

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Dec 21 are below the data confidence intervals used by TRA.

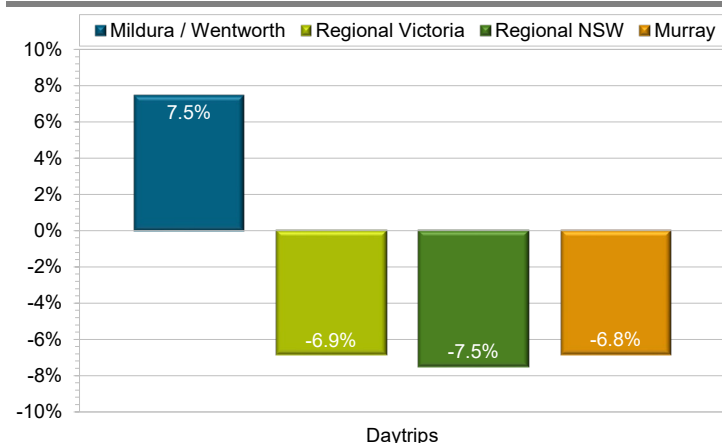
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Market share

The daytrip sector represented 43.3% all domestic visitors to Mildura / Wentworth - down by 2.5% pts on YE Dec 20. The daytrip sector contributed 21.5% of total domestic spend in the region - down by 5.8% pts on YE Dec 20.

Mildura / Wentworth received 13.3% of daytrips to the Murray region. Compared to YE Dec 20, the share was up by 3.3% pts.

Average annual growth - YE Dec 17 to YE Dec 21



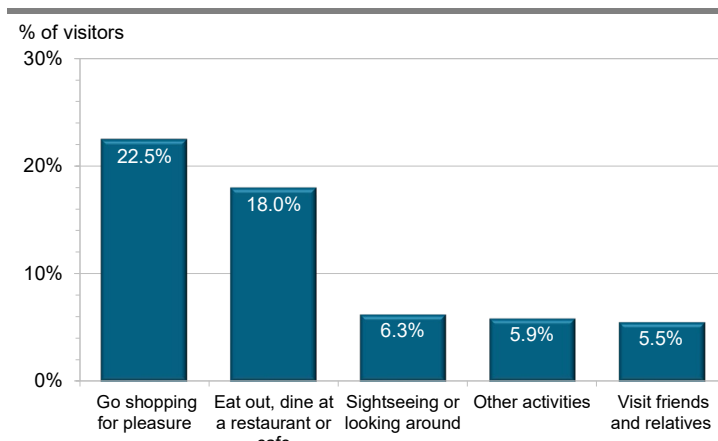
Over the period YE Dec 17 to YE Dec 21, Mildura / Wentworth had an average annual growth of +7.5% in daytrips. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experienced a decline.

Main purpose of trip

'Holiday' (52.9%) was the largest purpose for visitors to Mildura / Wentworth, followed by 'business' (21.5%) and 'medical reasons' (11.9%).

Compared to YE Dec 20, 'holiday' grew by 2.9% pts whilst 'business' fell by 7.0% pts.

Activities



'Go shopping for pleasure' (22.5%) was the most popular activity undertaken by visitors to Mildura / Wentworth.

Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to Mildura / Wentworth. No other form of transport was reported by survey respondents.

Origin

Mildura / Wentworth received (65.9%) of daytrip visitors from regional Victoria. Regional NSW contributed (21.9%) and South Australia (6.4%) of daytrip visitors to the region.

Age

'55 to 64 years' (26.4%) was the biggest age group of visitors to Mildura / Wentworth, followed by '35 to 44 years' (24.1%) and '65 years and over' (20.5%).

Month travelled

December (29.2%) was the most popular month for a daytrip to Mildura / Wentworth. April (25.1%) was the 2nd most popular month to travel, followed by February (10.7%).

Total domestic travel

Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	565	548	579	261	397	+52.2%
Daytrip visitors	227	311	330	220	303	+37.4%
Total domestic visitors	793	859	909	481	699	+45.4%
Domestic nights ('000)						
Total domestic nights	1,410	1,597	2,047	840	1,131	+34.6%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$283	\$303	\$291	\$119	\$171	+43.9%
Daytrip spend ⁽²⁾	np	np	\$39	np	np	na
Total domestic spend ⁽²⁾	\$321	\$357	\$329	\$163	\$217	+33.2%

Mildura / Wentworth received 699,000 domestic visitors – up by 45.4% on YE Dec 20. Visitors spent over 1.1 million nights in the region – up by 34.6% on YE Dec 20.

In total, domestic visitors spent 217 million on travel to Mildura / Wentworth – up by 33.2% on YE Dec 20.

⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Dec 21, TRA.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

⁽¹⁾ Source: NVS, YE Dec 21, TRA – unless otherwise specified