

Murray Regional Tourism

Tourism Australia Year Ending (YE) September 2024 International and Domestic Visitor Survey Data

Disclaimer: Murray Regional Tourism does not warrant the accuracy of data presented in this report.

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Domestic Day

3,057,103

Total Visitors

Domestic Day

\$576.1M

Total Spend (\$)

Domestic Overnight

3,376,916

Total Visitors

Domestic Overnight

\$1.78bn

Total Spend (\$)

Traveller Type	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	3,057,103	\$576,087,909	0
Domestic overnight	3,376,916	\$1,781,424,330	9,022,795
International	63,152	\$99,084,895	2,329,827
Total	6,497,171	\$2,456,597,134	11,352,622

Previous Year Traveller Type	YE Sept 2024 Vs YE Sept 2023		
	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	8.05%	-0.17%	
Domestic overnight	12.20%	1.54%	12.38%
International	17.50%	79.14%	63.20%
Total	10.26%	2.92%	20.05%

Traveller Type	Average Spend (\$)
Domestic day	\$188
Domestic overnight	\$528
International	\$1,569

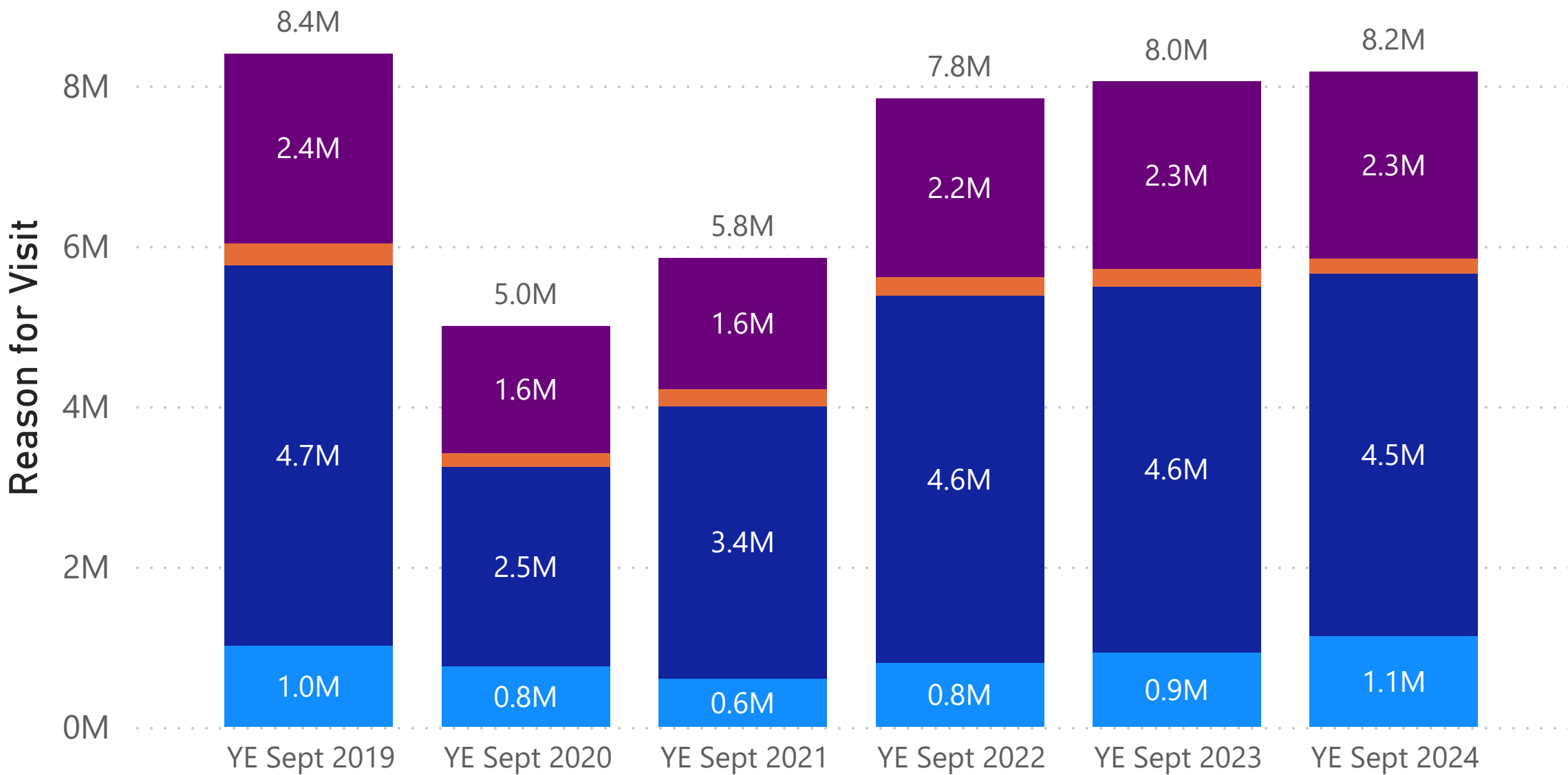
Visitor Type	Total_Visitors	Total_Spend (\$)	Total_Nights
Domestic day:Interstate	1,022,485	\$232,352,948	0
Domestic day:Intrastate	2,034,618	\$343,734,962	0
Domestic overnight:Interstate	1,399,048	\$691,431,105	3,701,719
Domestic overnight:Intrastate	1,977,869	\$1,089,993,225	5,321,076
Total	6,434,020	\$2,357,512,240	9,022,795

Previous_Year Visitor Type	YE Sept 2024 Vs YE Sept 2023		
	Total_Visitors	Total_Spend (\$)	Total_Nights
Domestic day:Interstate	7.42%	42.39%	
Domestic day:Intrastate	8.37%	-16.95%	
Domestic overnight:Interstate	-2.68%	-13.28%	0.68%
Domestic overnight:Intrastate	25.80%	13.88%	22.26%
Total	10.19%	1.11%	12.38%

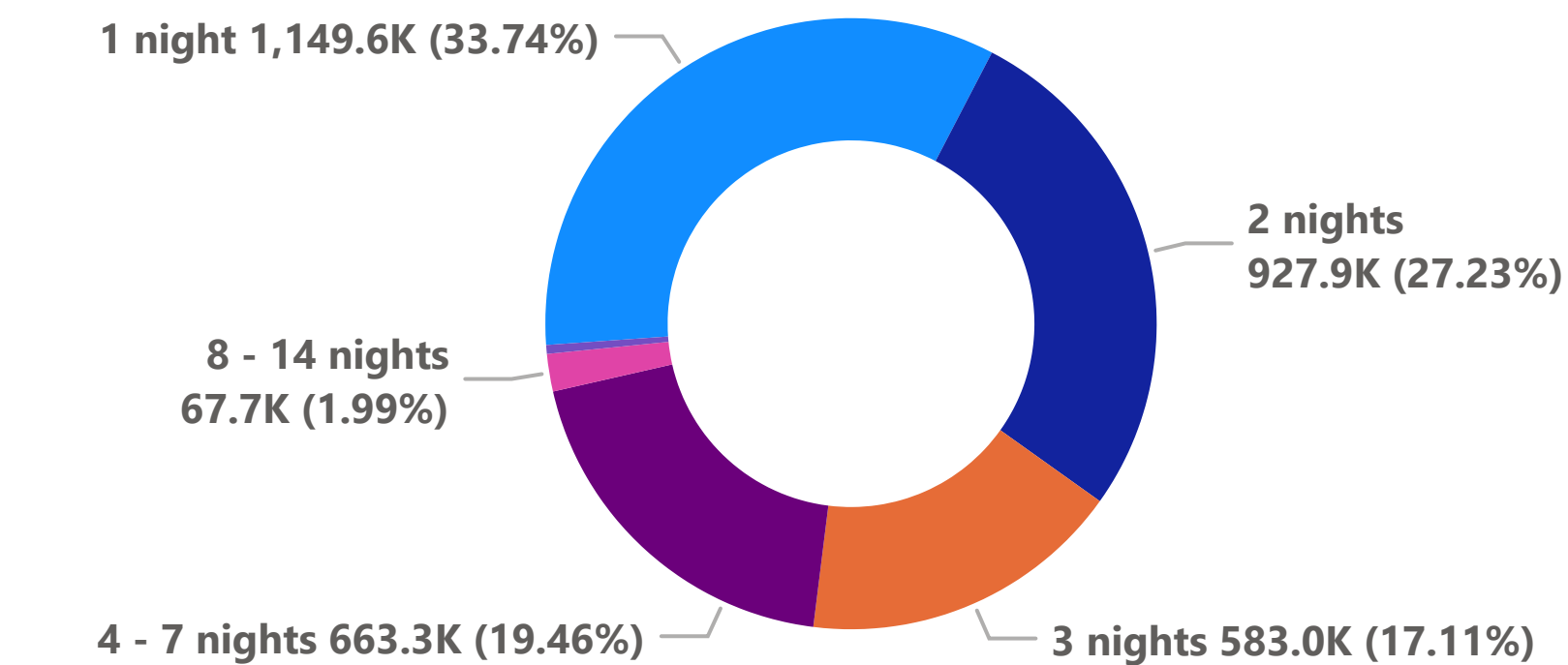


Reason for Visit (Overnight Trips)

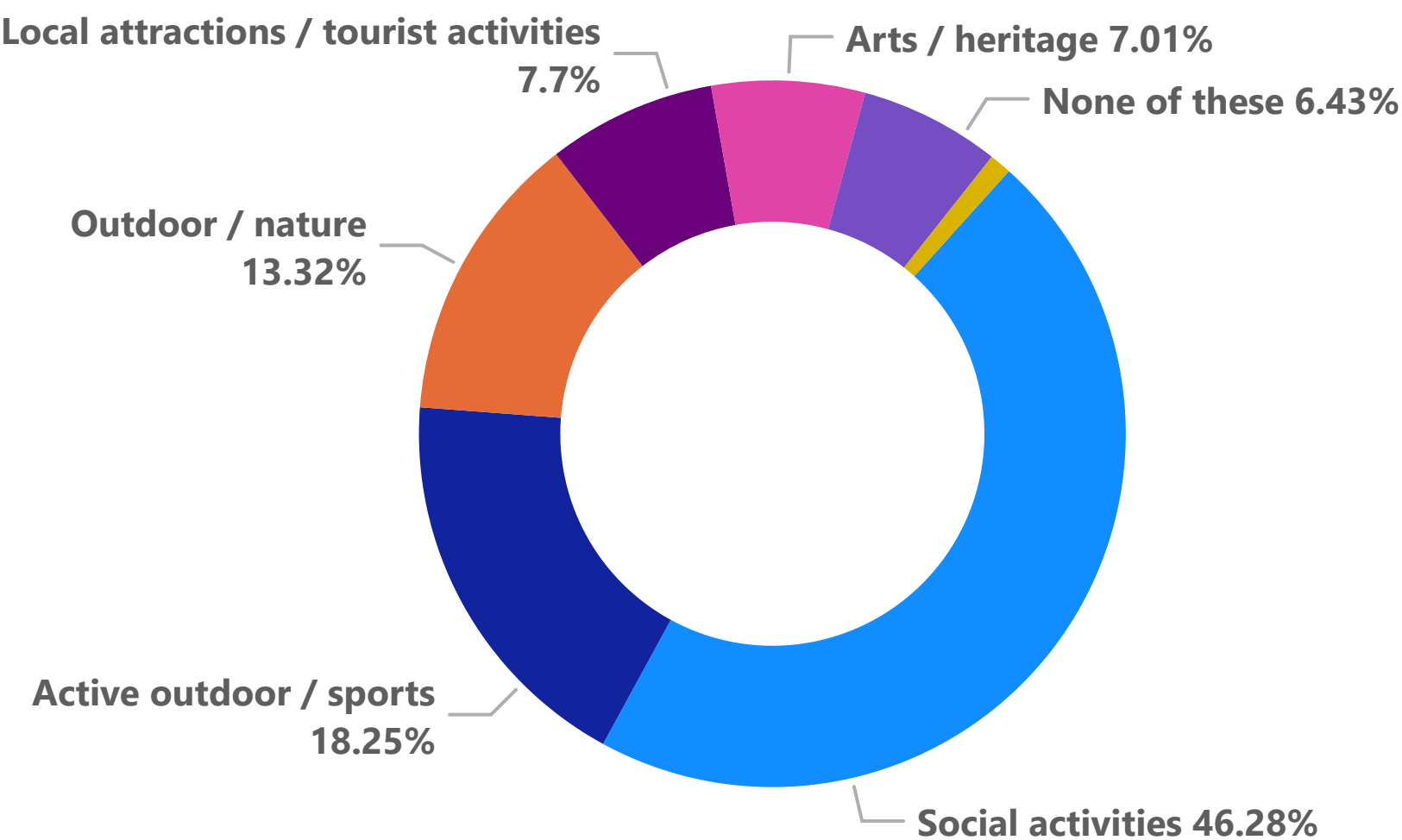
Reason for Visit Business Holiday Other reason Visiting friends and relatives



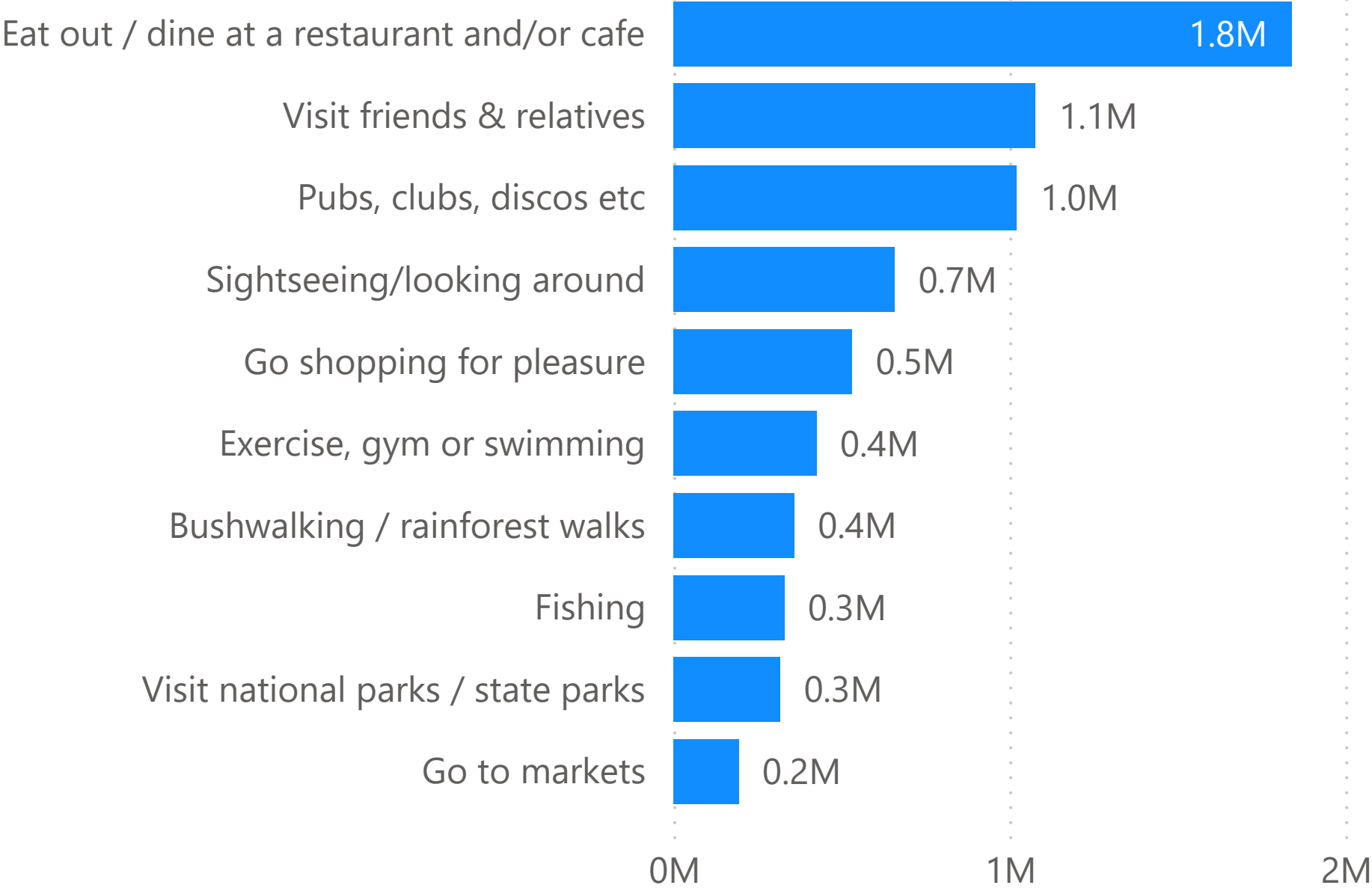
Number of Nights (Overnight Trips)



Main Activity (Overnight Trips)



Activity Detail (Overnight Trips)



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Sun Country



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Year Ending
Sept 2024



Sun Country

1,329,580

Total Visitors (All)

Sun Country

602,814

Total Day Trips

Sun Country

719,966

Total Overnight Trips

Sun Country

6,800

Total International Visitors

Sun Country

303,950

Total Day Trips (Interstate)

Sun Country

298,864

Total Day Trips (Intrastate)

Sun Country

239,287

Total Overnight Trips (Interstate)

Sun Country

480,679

Total Overnight Trips (Intrastate)



Sun Country

1,959,481

Total Domestic Overnight Nights

Sun Country

567,112

Total Domestic Overnight Nights (Interstate)

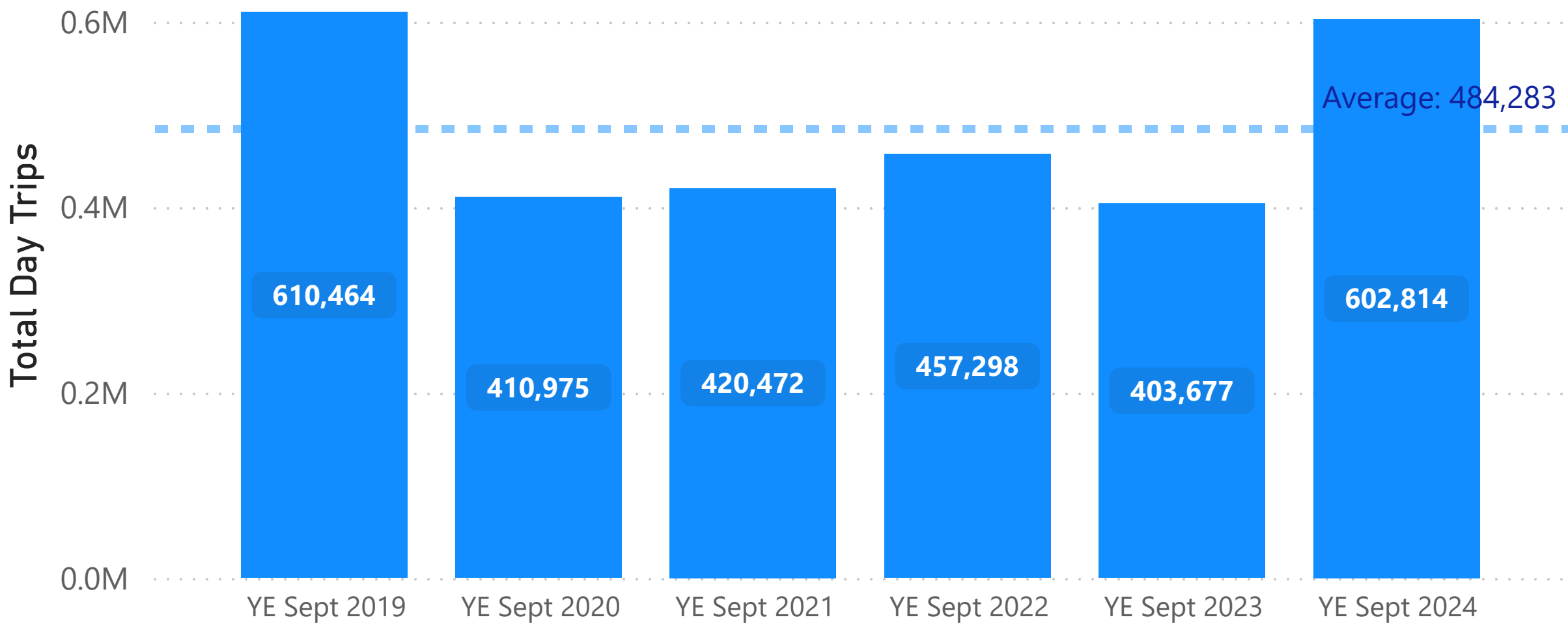
Sun Country

1,392,369

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Sun Country



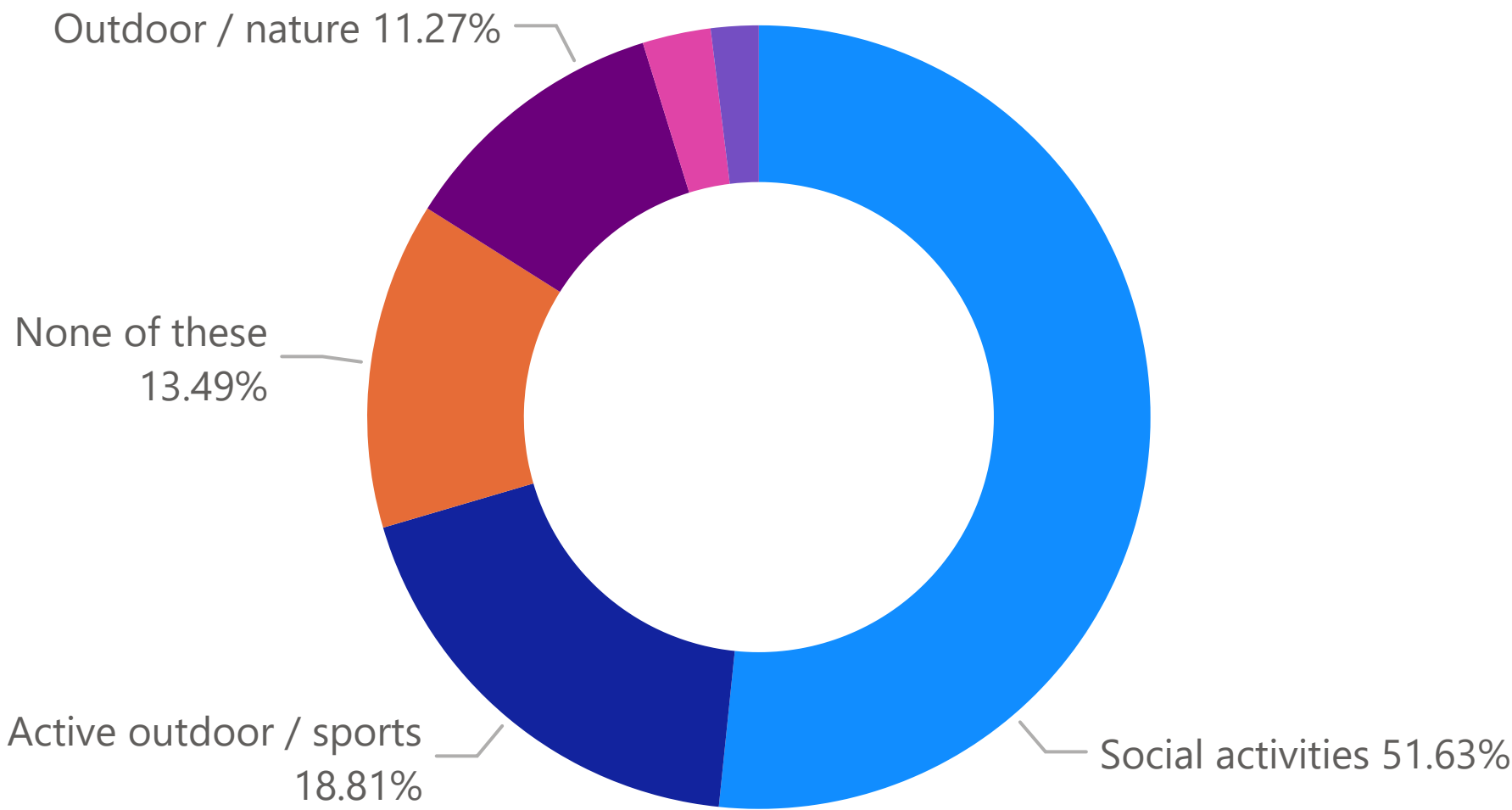
Sun Country

Period	Total Day Trips (Interstate)		Total Day Trips (Intrastate)	
YE Sept 2019		191,952		418,512
YE Sept 2020		128,846		282,129
YE Sept 2021		77,155		343,317
YE Sept 2022		141,432		315,866
YE Sept 2023		2,105		341,572
YE Sept 2024		303,950		298,864

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

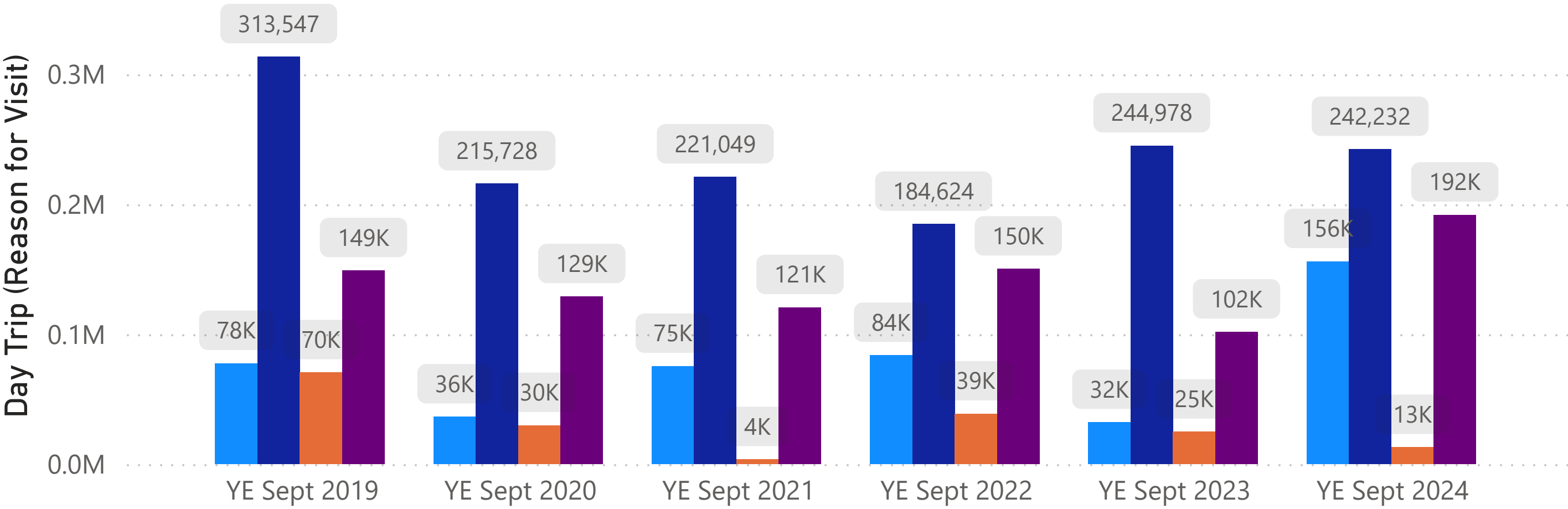
Sun Country



Day Trip (Reason for Visit)

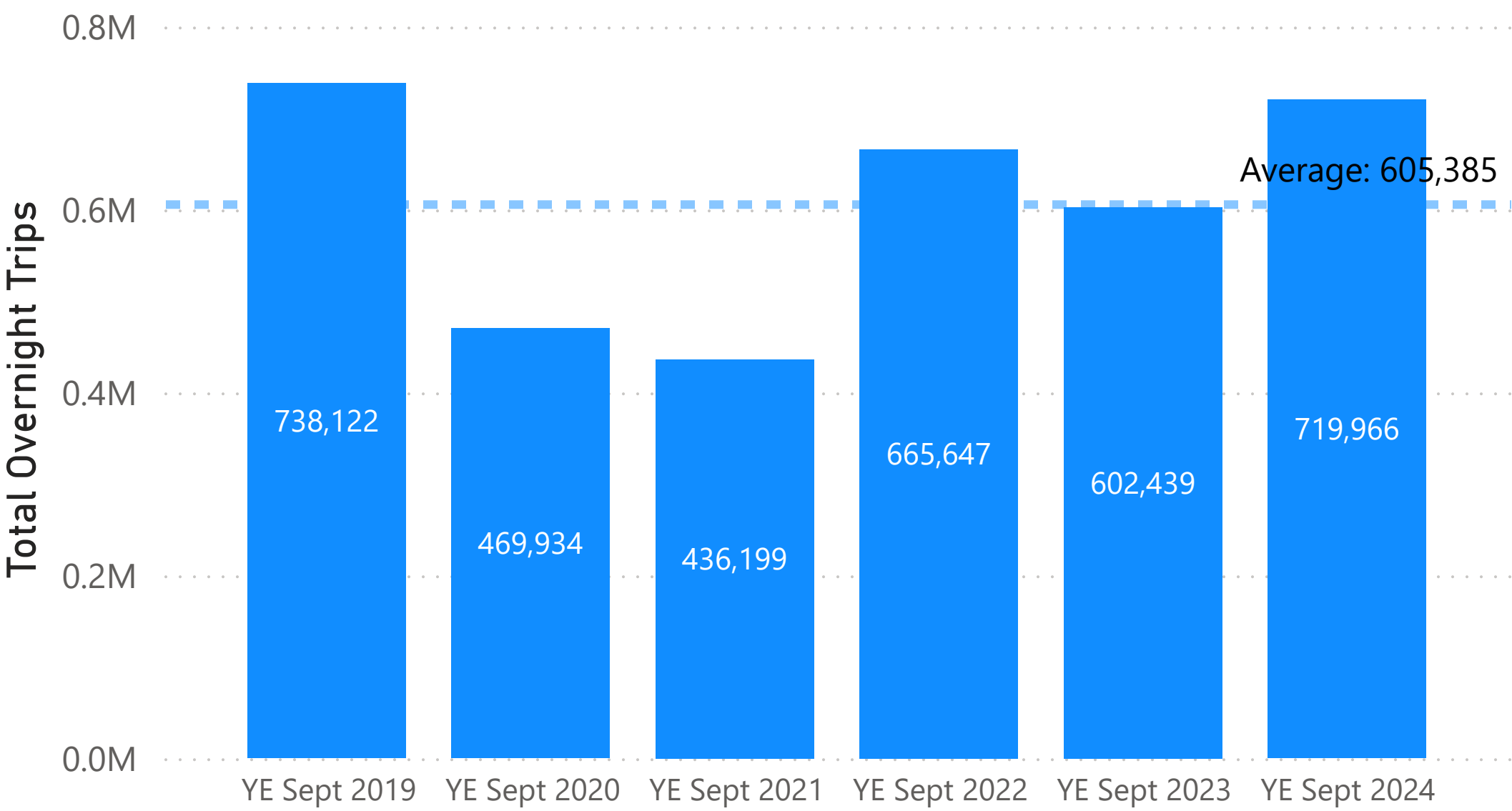
Sun Country

Reason for Visit Business Holiday Other reason Visiting friends and relatives



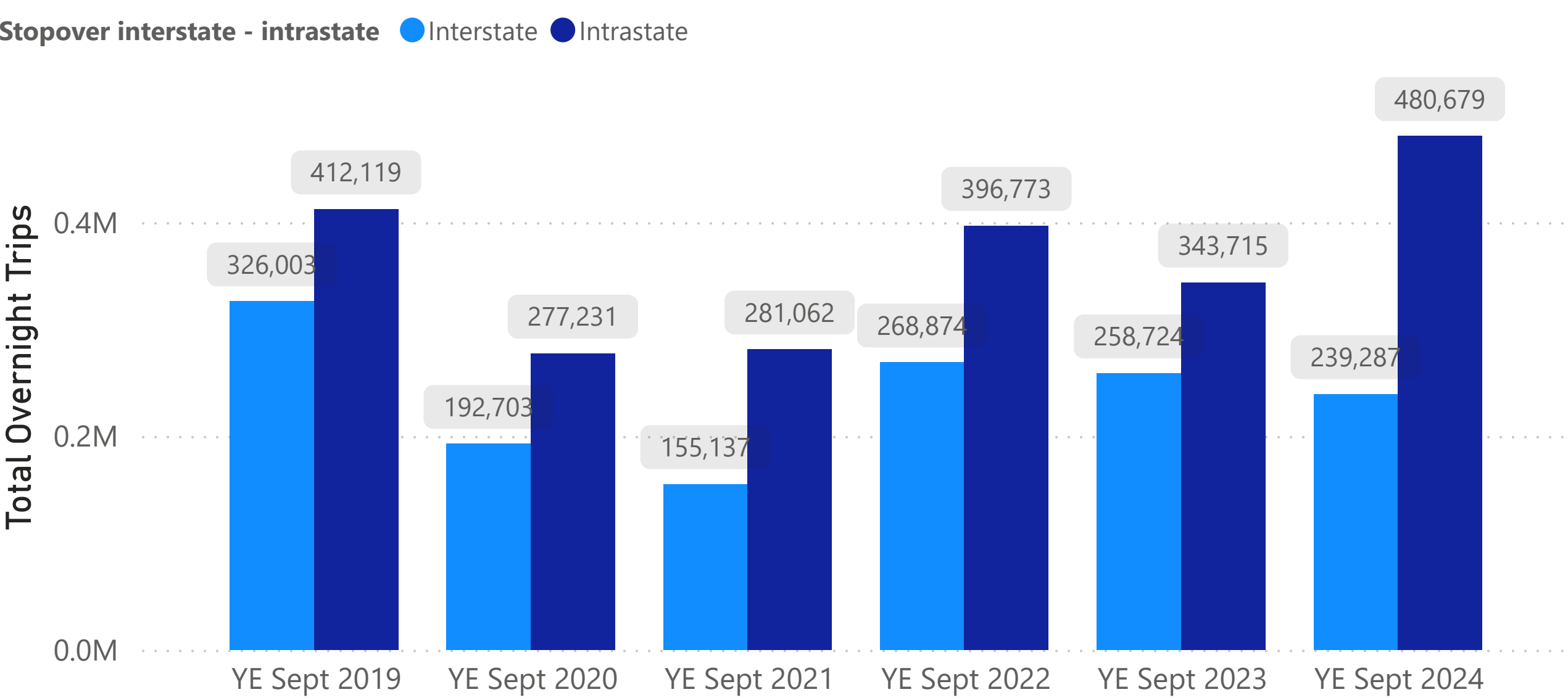
Total Overnight Trips

Sun Country



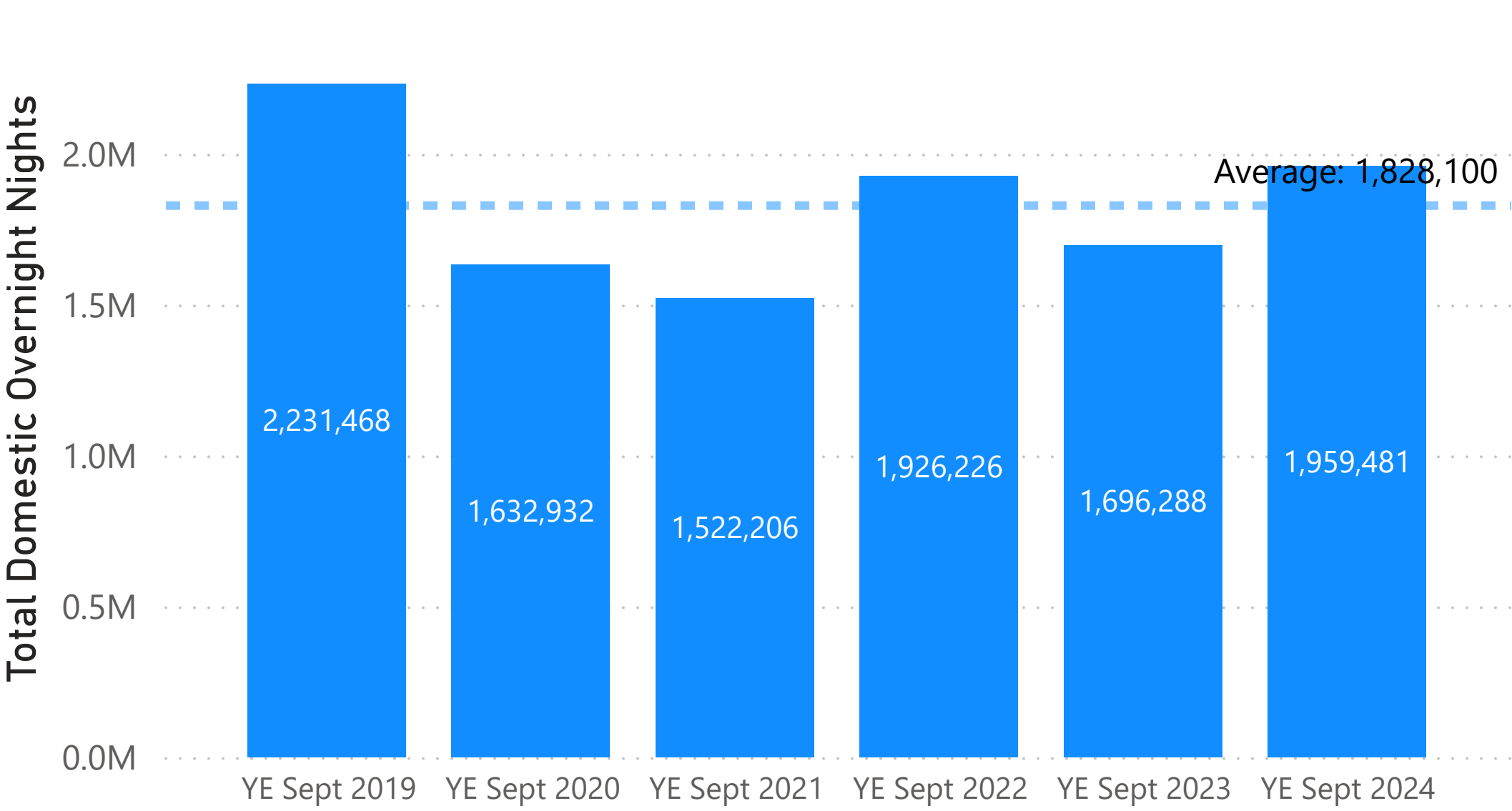
Total Domestic Overnight Trips interstate - intrastate

Sun Country



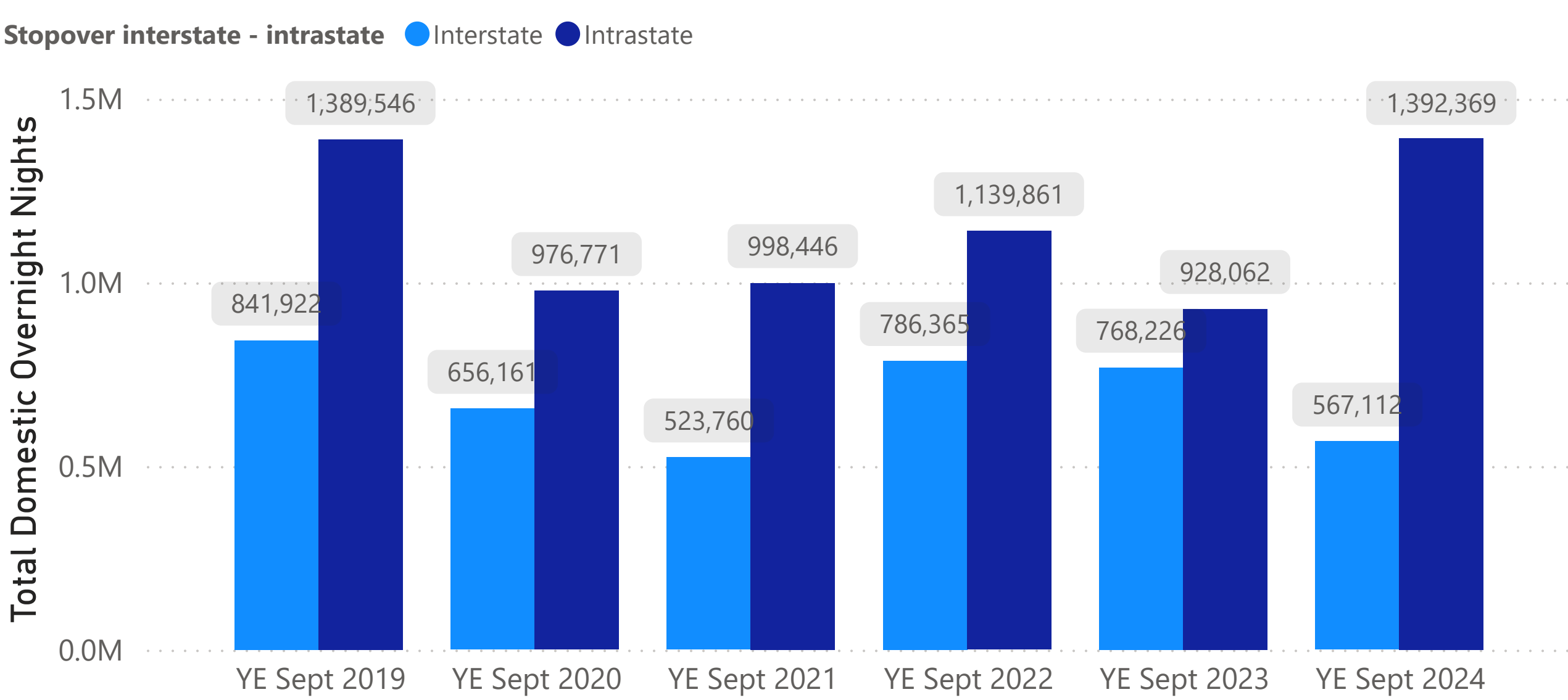
Total Overnight Nights

Sun Country



Total Domestic Overnight Nights interstate - intrastate

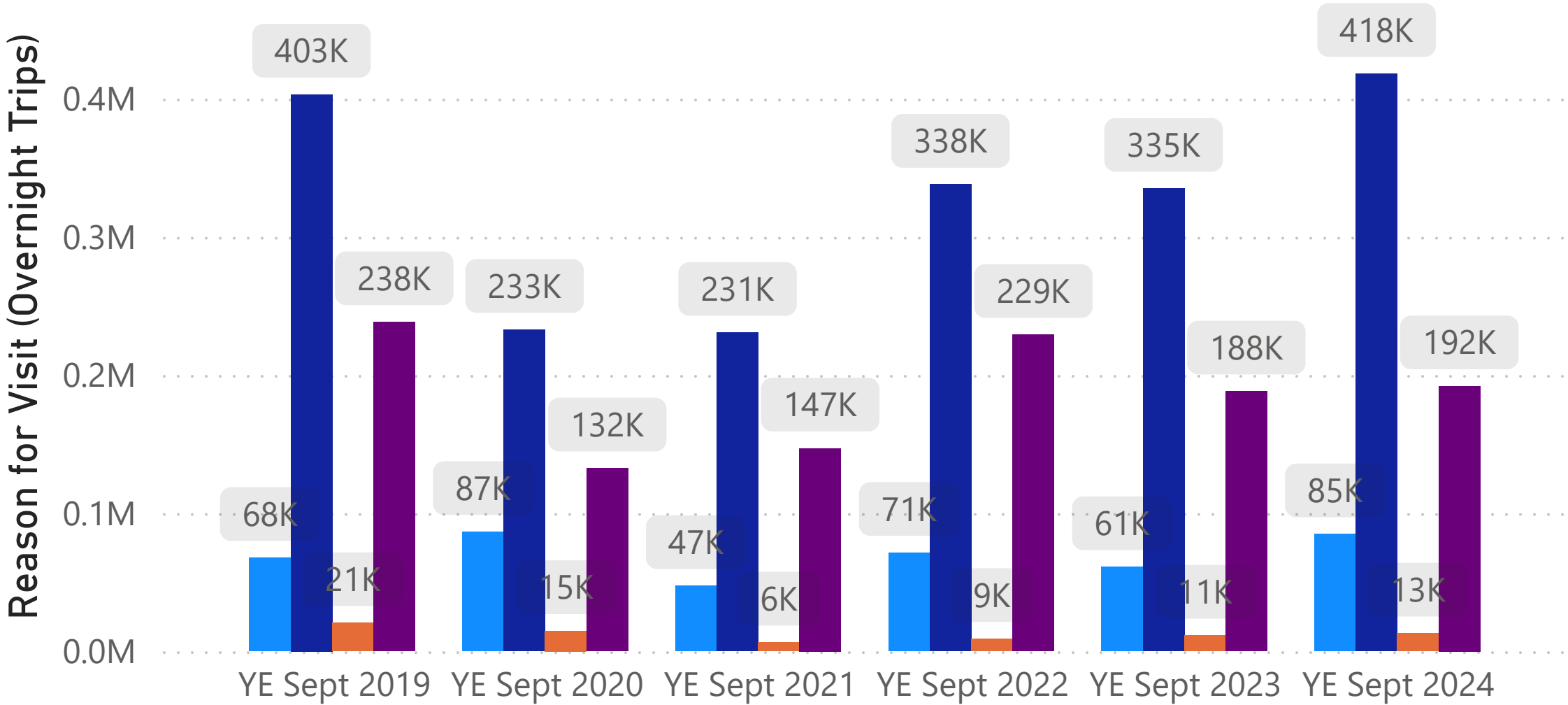
Sun Country



Reason for Visit (Overnight Trips)

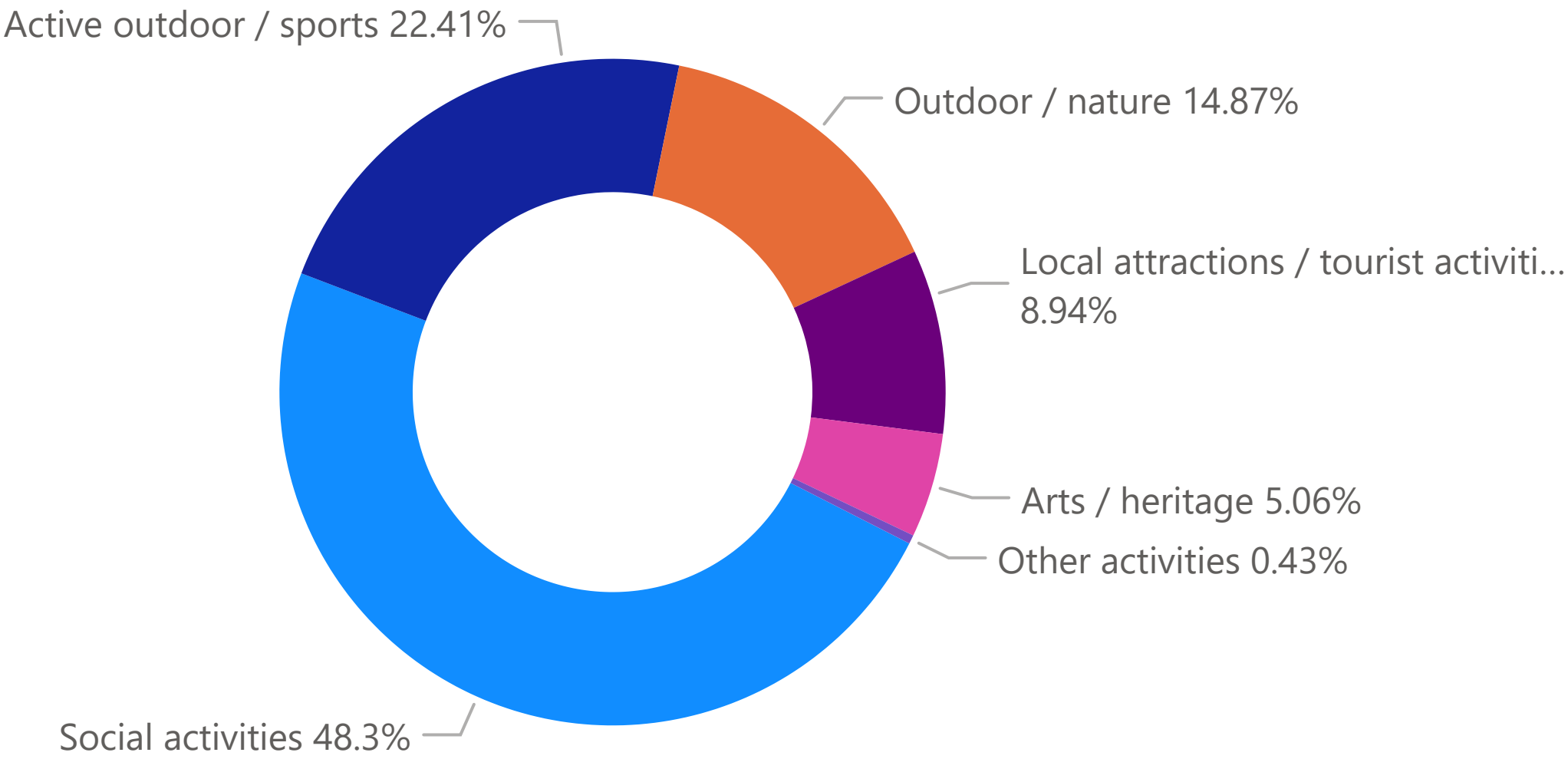
Sun Country

Reason for Visit Business Holiday Other reason Visiting friends and relatives



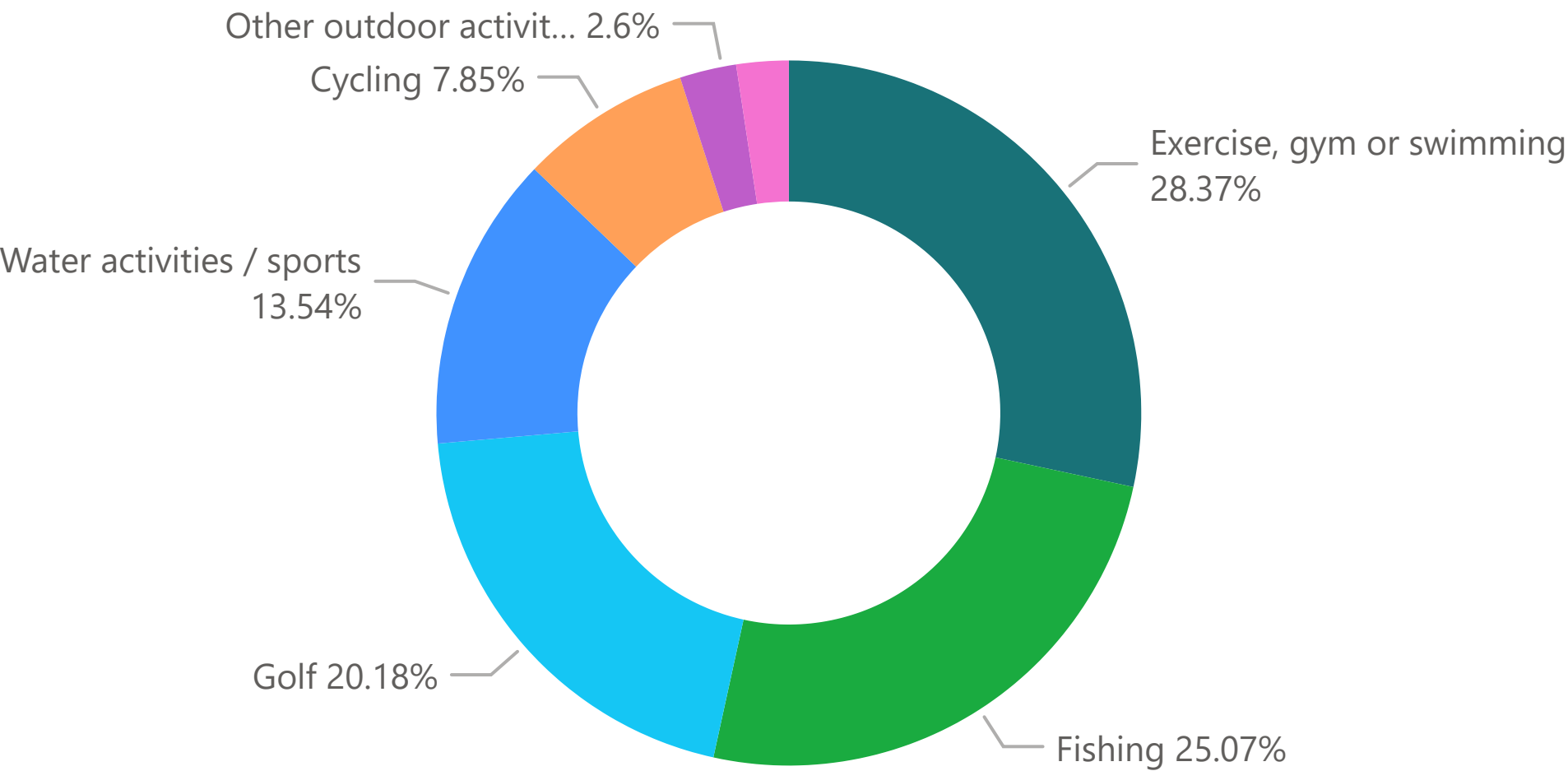
Main Activity (Overnight Trips)

Sun Country



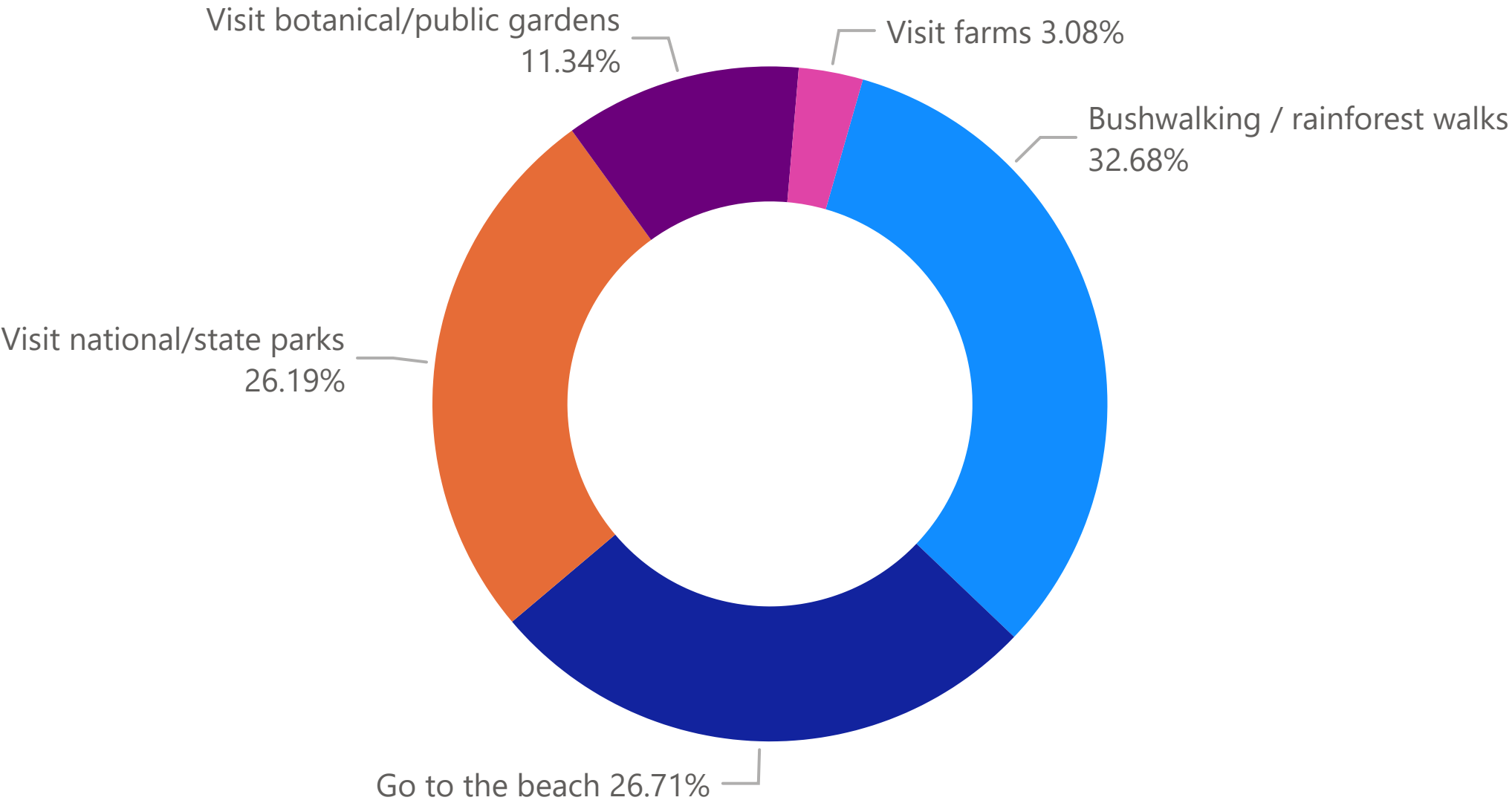
Sun Country

Active outdoor / sports



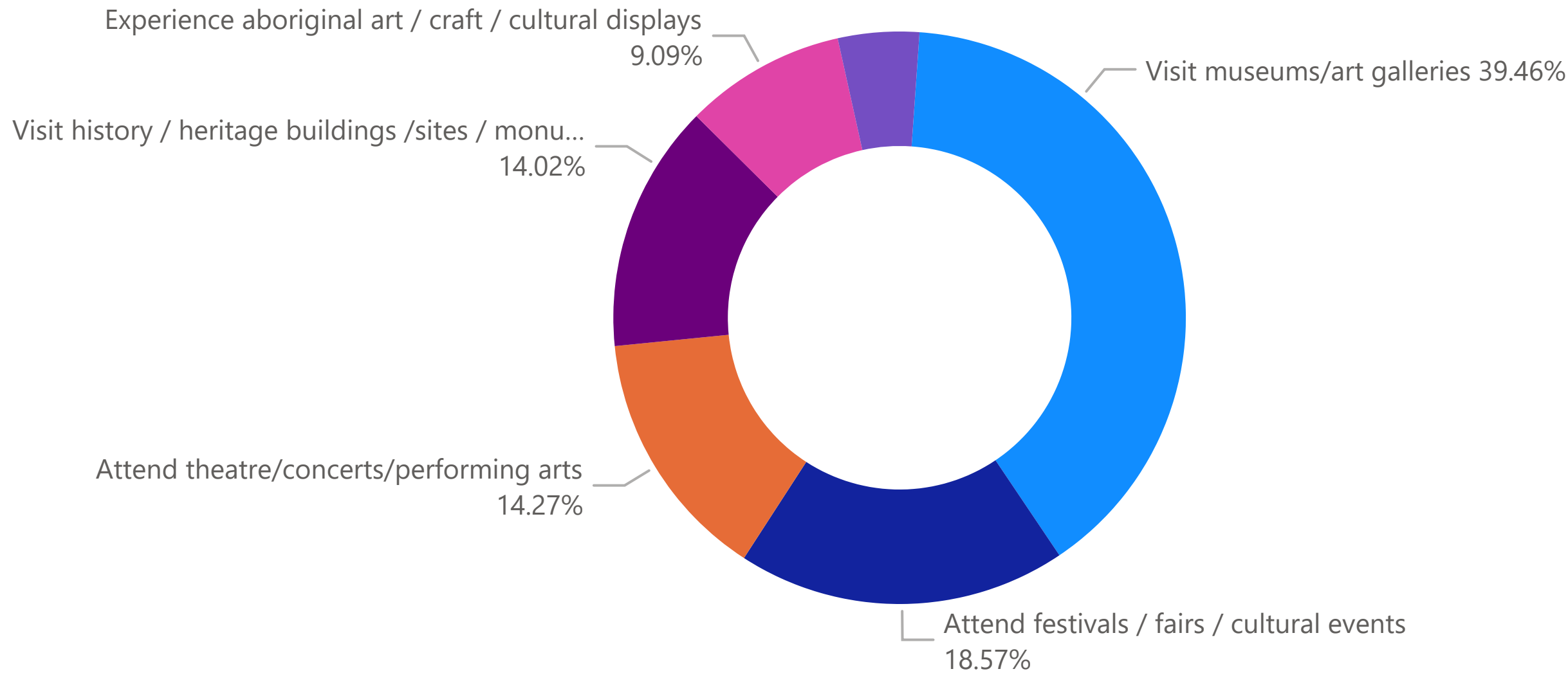
Sun Country

Outdoor / nature



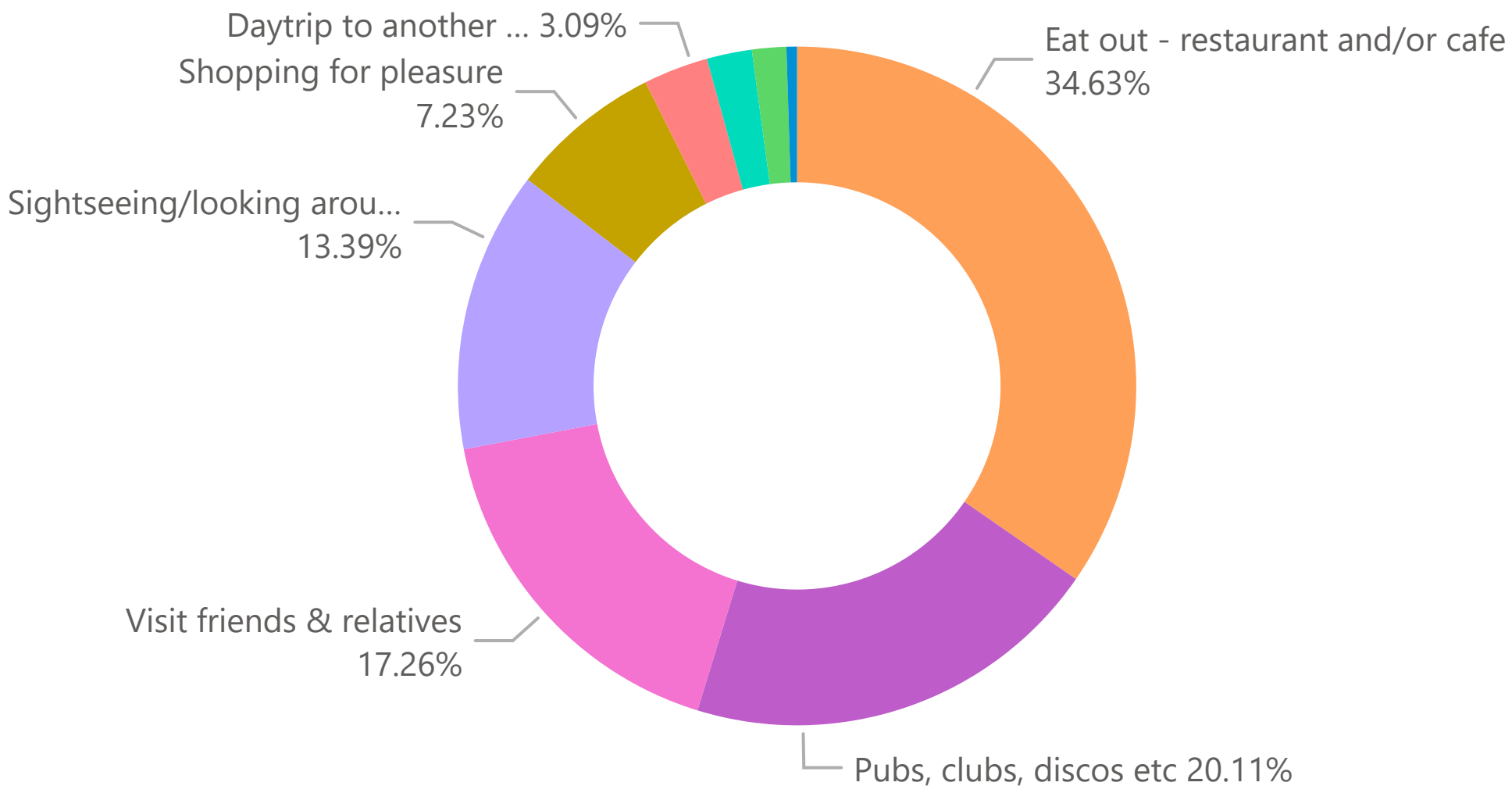
Sun Country

Arts / heritage



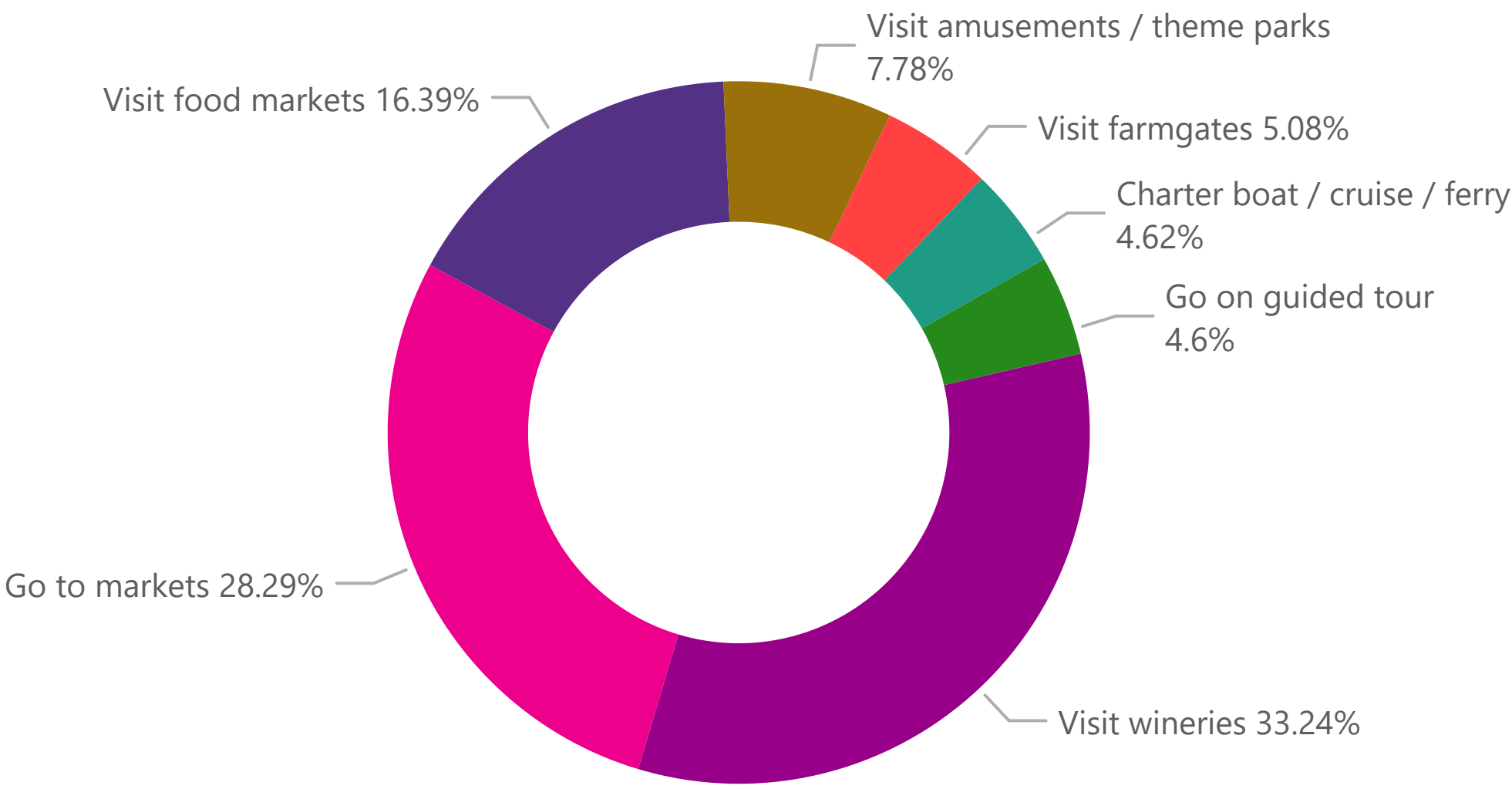
Sun Country

Social activities



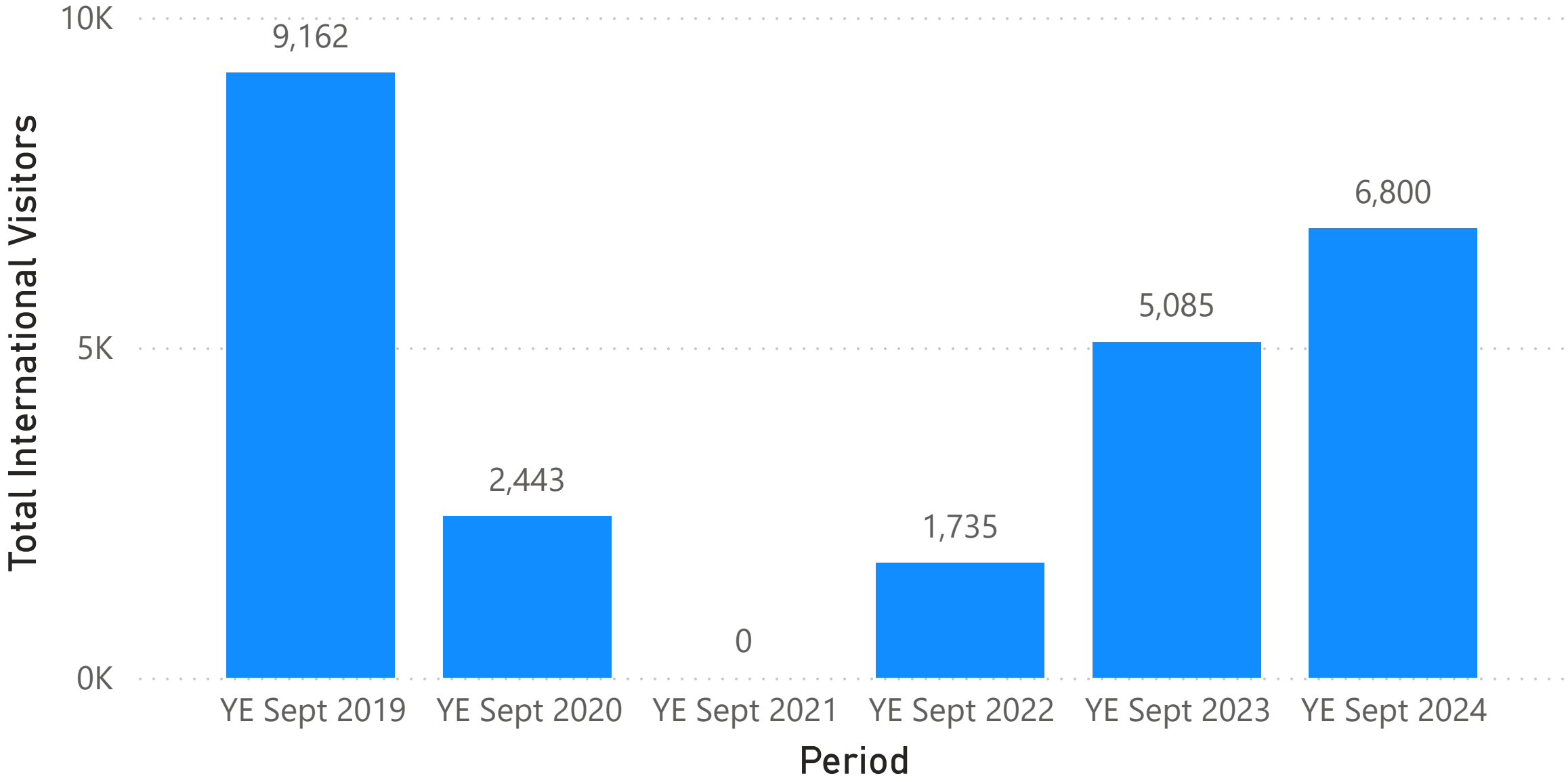
Sun Country

Local attractions / tourist activities



Total International Visitors

Sun Country



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

**Mildura
Wentworth**



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Year Ending
Sept 2024



Mildura Wentworth

1,036,210

Total Visitors (All)

Mildura Wentworth

319,362

Total Day Trips

Mildura Wentworth

694,468

Total Overnight Trips

Mildura Wentworth

22,380

Total International Visitors

Mildura Wentworth

100,128

Total Day Trips (Interstate)

Mildura Wentworth

219,234

Total Day Trips (Intrastate)

Mildura Wentworth

303,404

Total Overnight Trips (Interstate)

Mildura Wentworth

391,064

Total Overnight Trips (Intrastate)



Mildura Wentworth

1,977,354

Total Domestic Overnight Nights

Mildura Wentworth

823,144

Total Domestic Overnight Nights (Interstate)

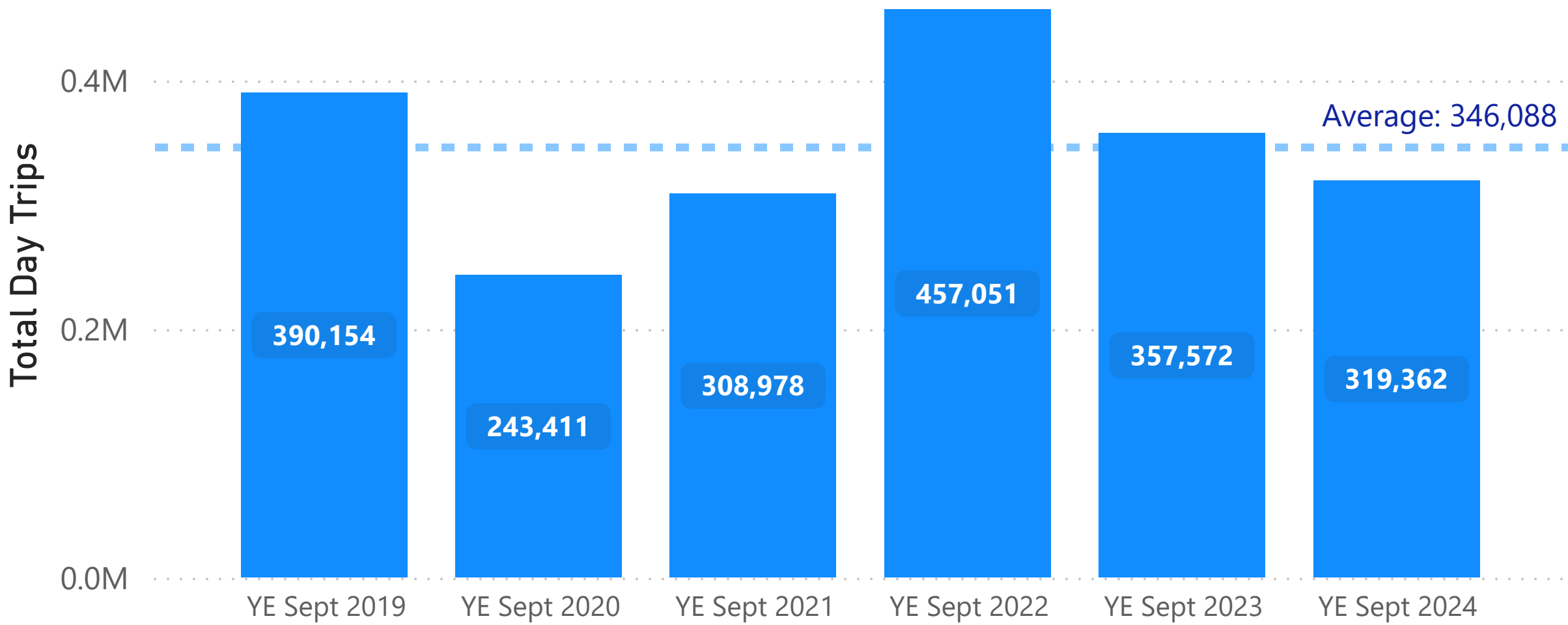
Mildura Wentworth

1,154,210

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Mildura Wentworth



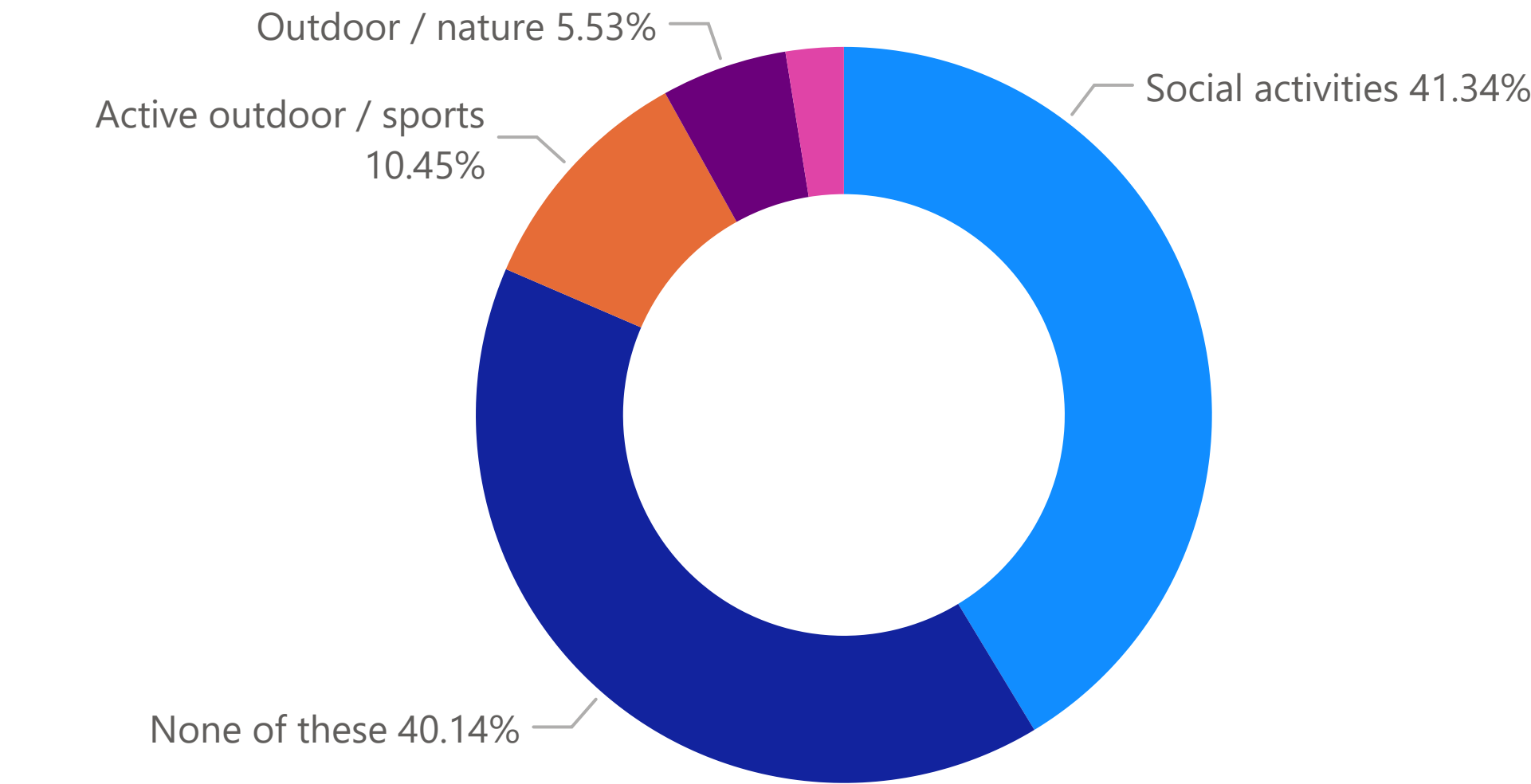
Mildura Wentworth

Period	Total Day Trips (Interstate)		Total Day Trips (Intrastate)	
YE Sept 2019		194,681		195,473
YE Sept 2020		81,780		161,631
YE Sept 2021		144,958		164,020
YE Sept 2022		209,569		247,482
YE Sept 2023		133,512		224,060
YE Sept 2024		100,128		219,234

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

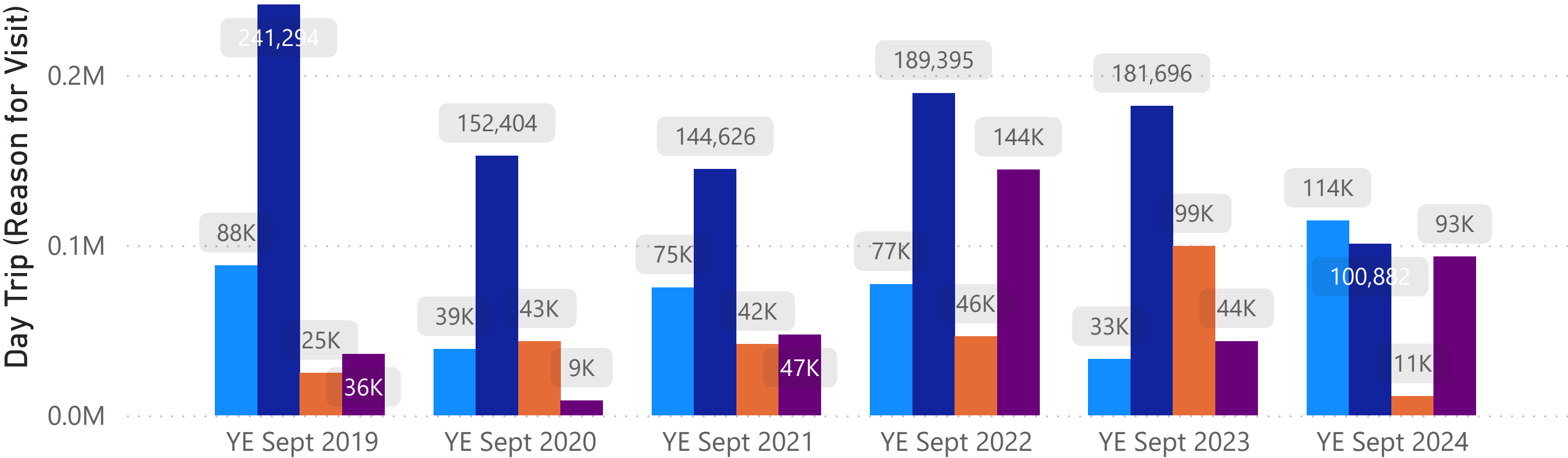
Mildura Wentworth



Day Trip (Reason for Visit)

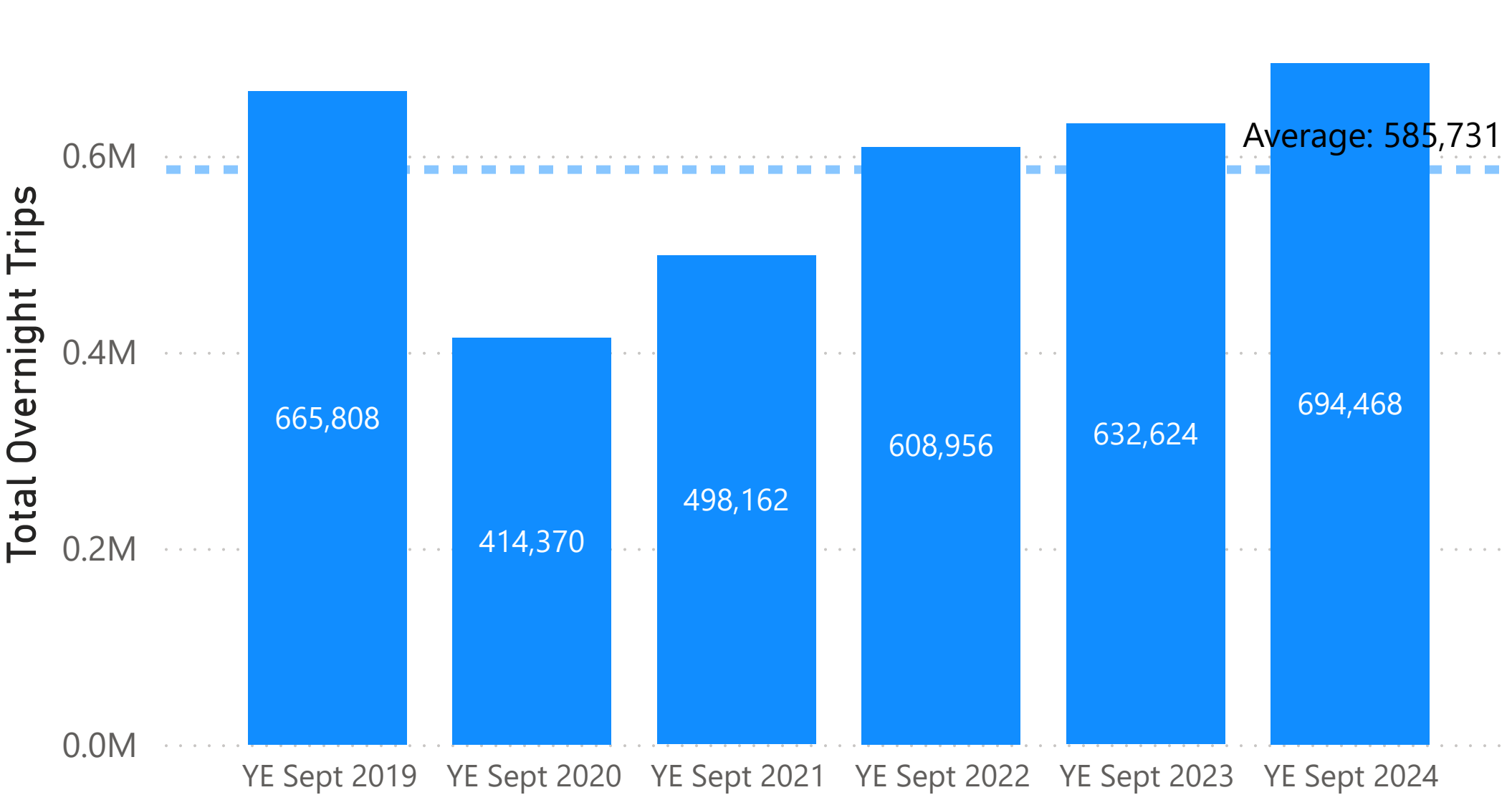
Mildura Wentworth

Reason for Visit Business Holiday Other reason Visiting friends and relatives



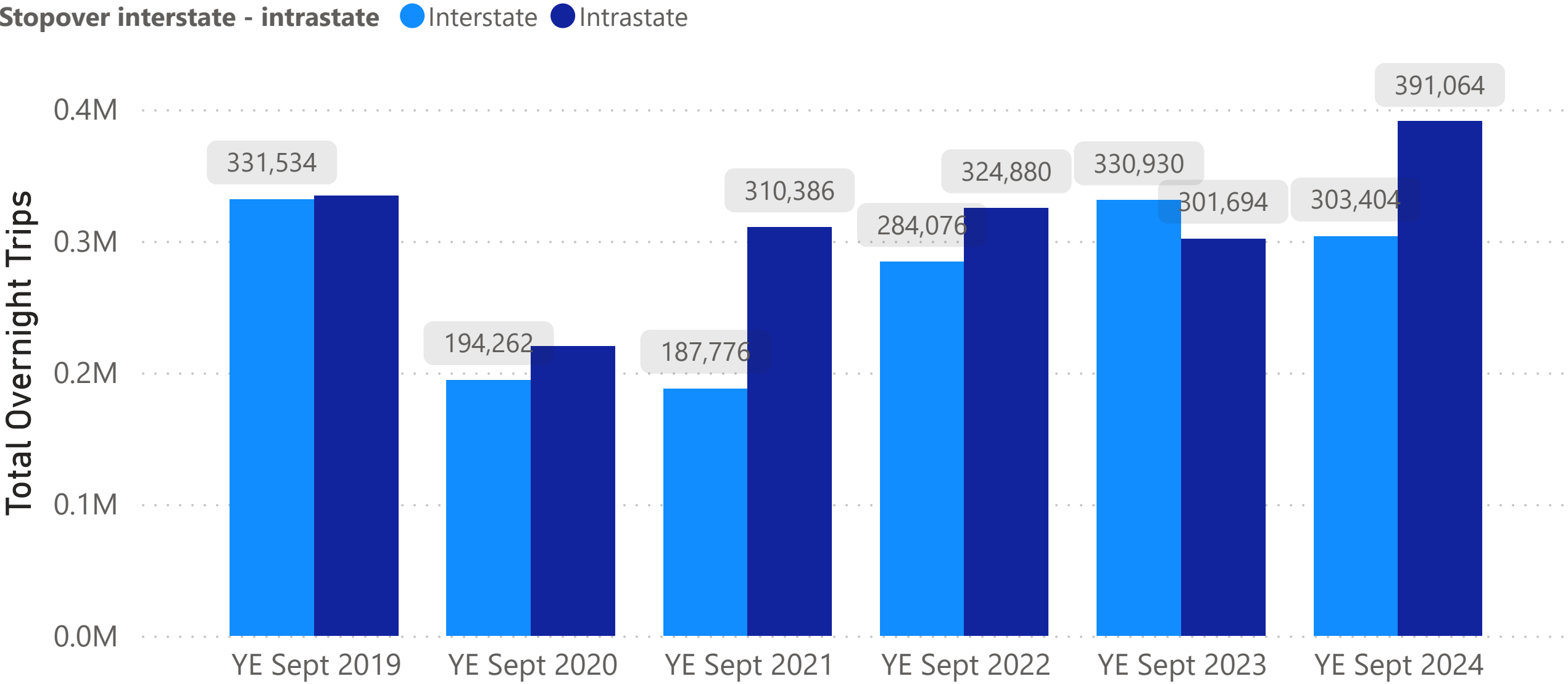
Total Overnight Trips

Mildura Wentworth



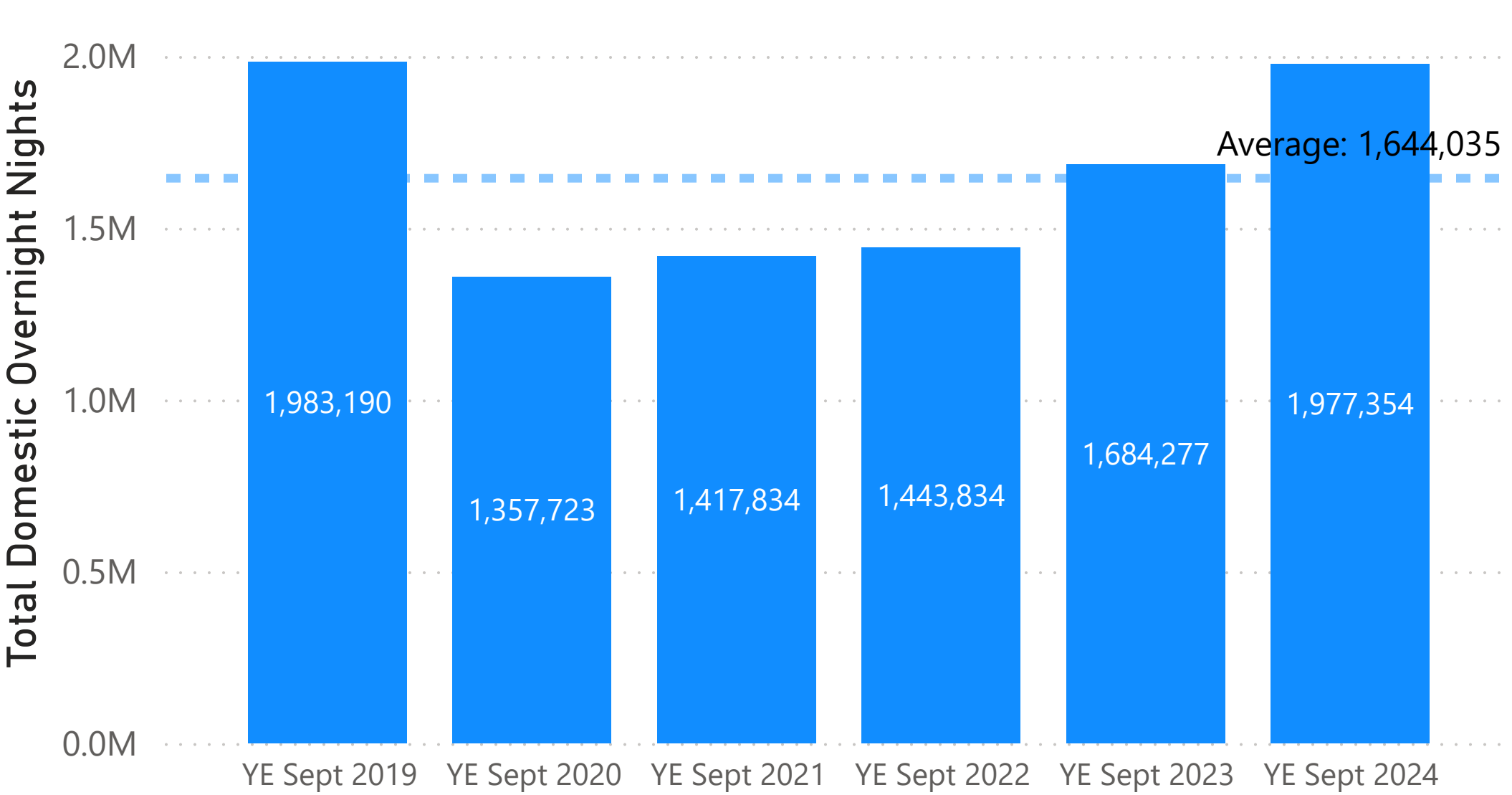
Total Domestic Overnight Trips interstate - intrastate

Mildura Wentworth



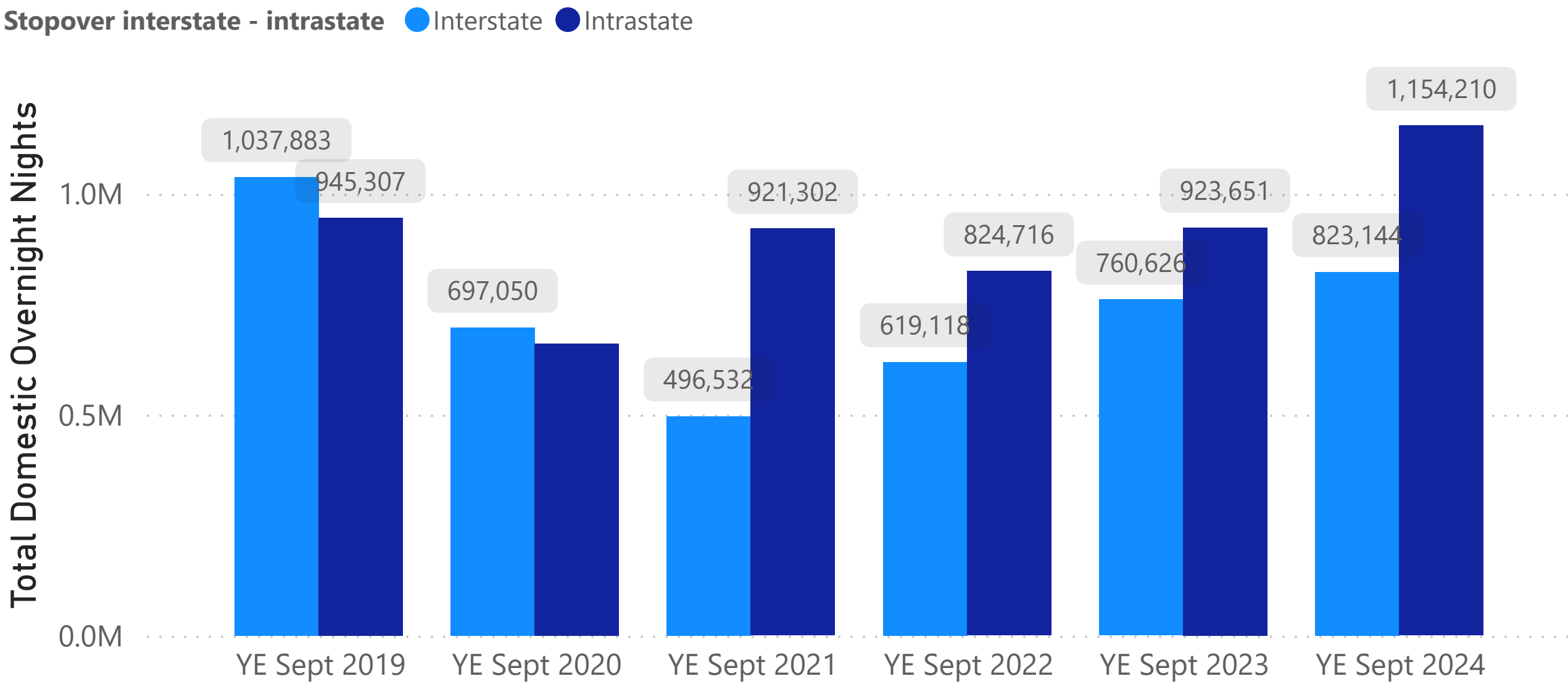
Total Overnight Nights

Mildura Wentworth



Total Domestic Overnight Nights interstate - intrastate

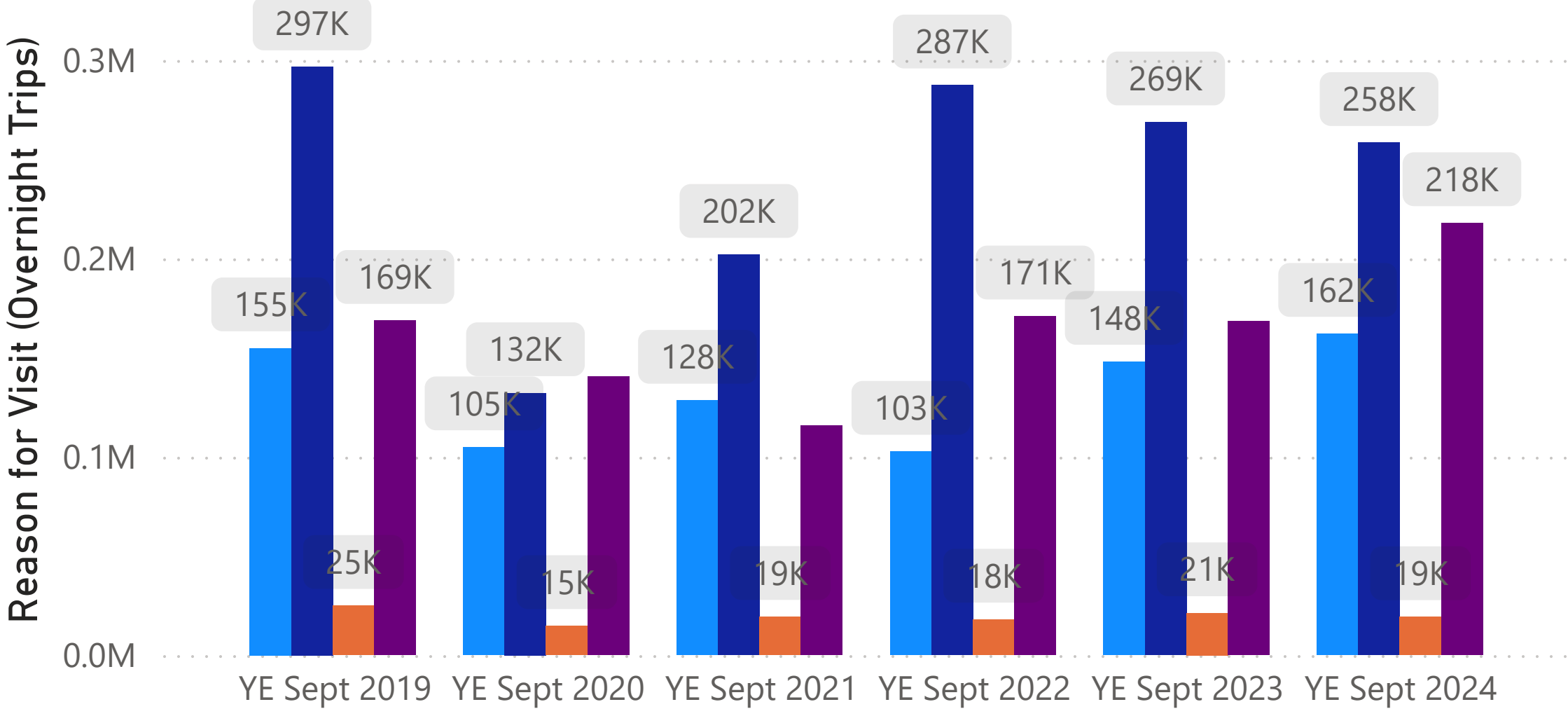
Mildura Wentworth



Reason for Visit (Overnight Trips)

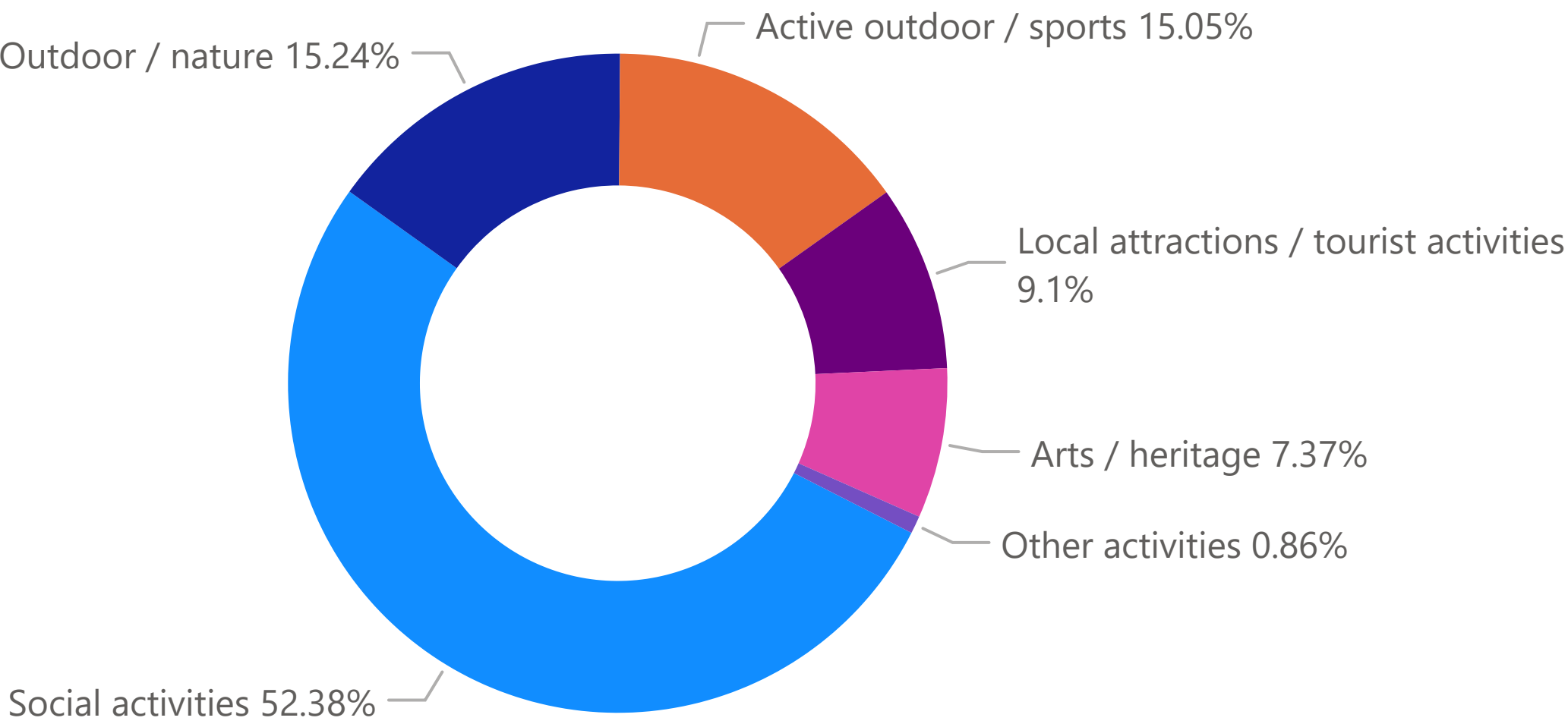
Mildura Wentworth

Reason for Visit Business Holiday Other reason Visiting friends and relatives



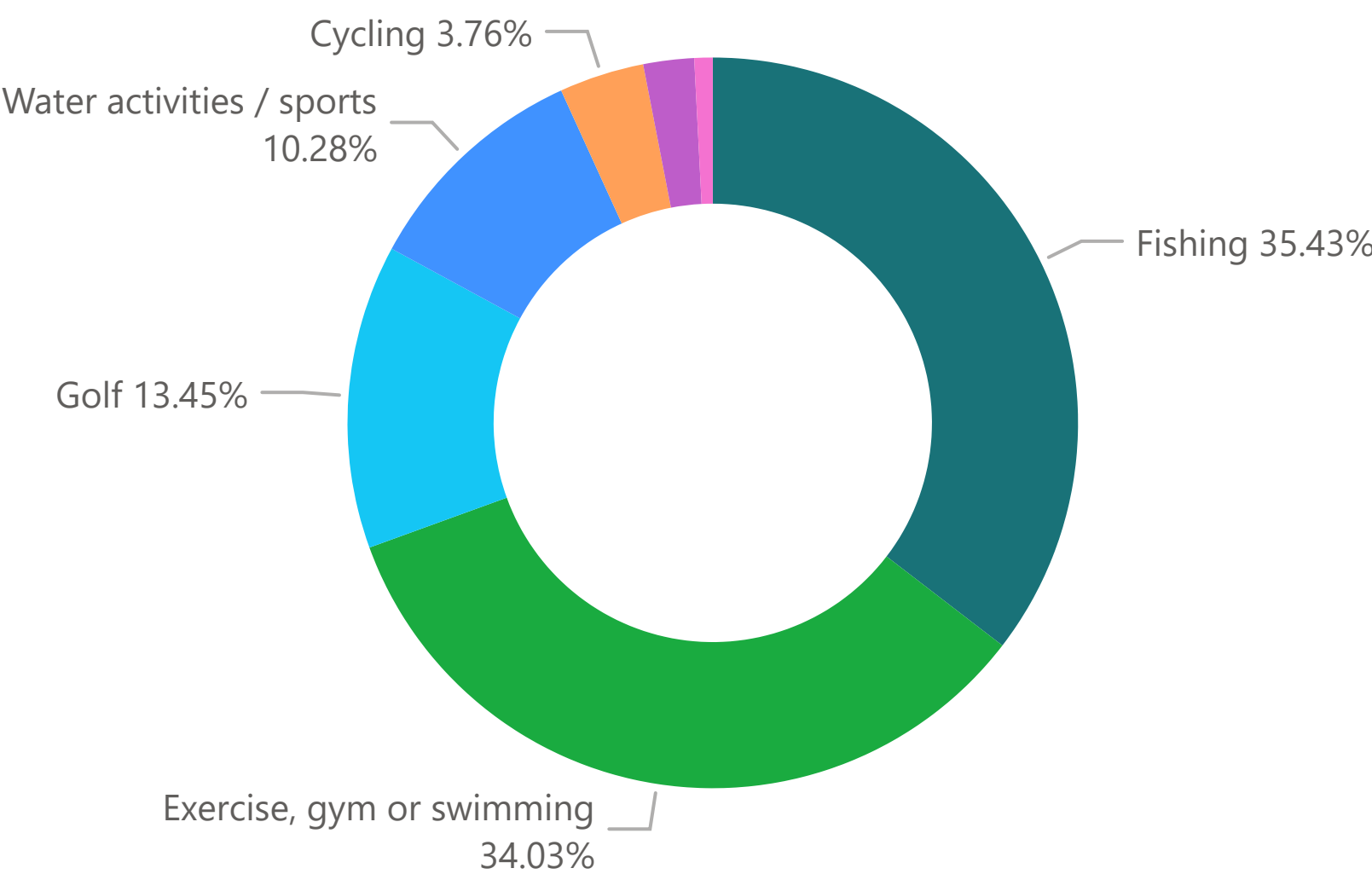
Main Activity (Overnight Trips)

Mildura Wentworth



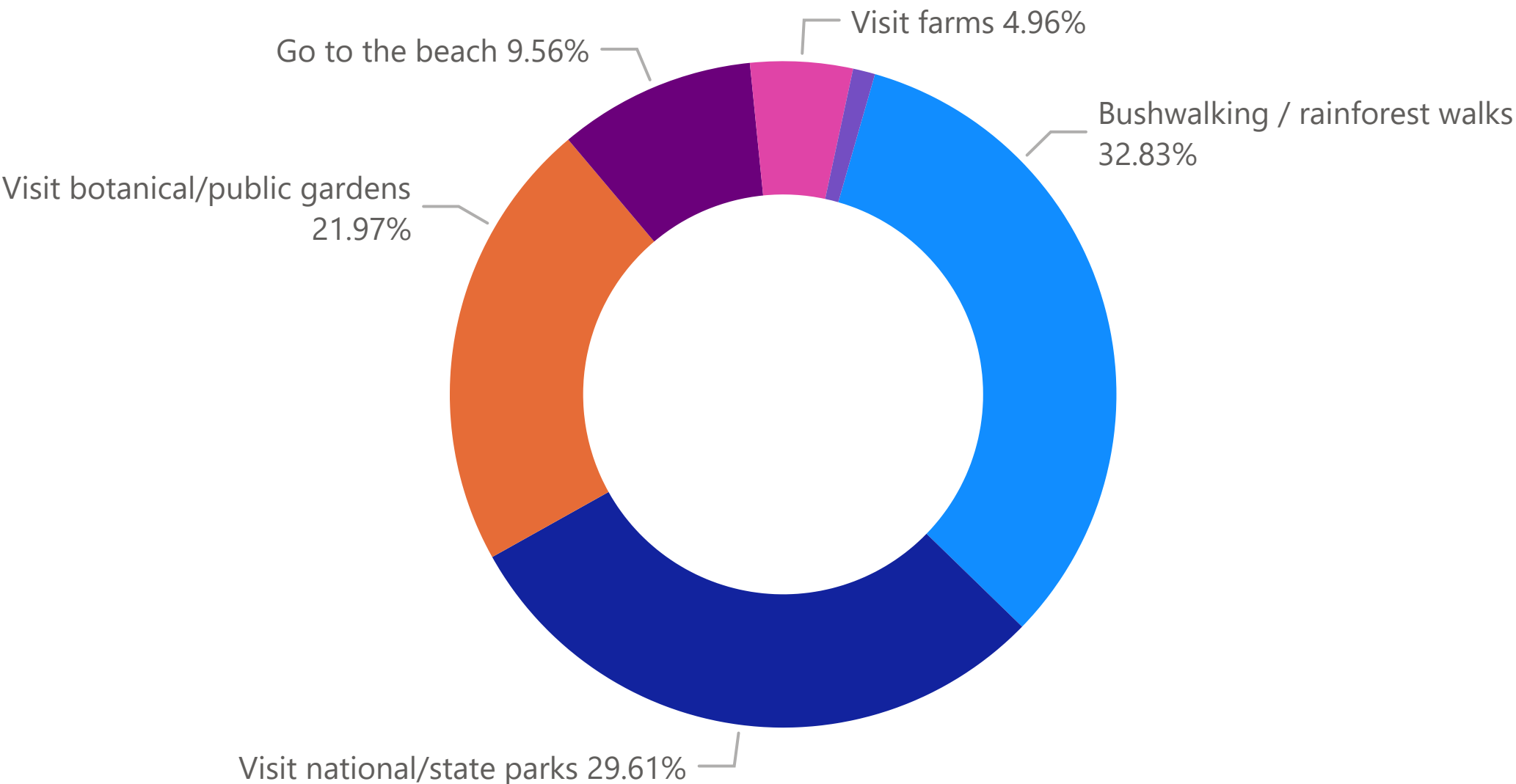
Mildura Wentworth

Active outdoor / sports



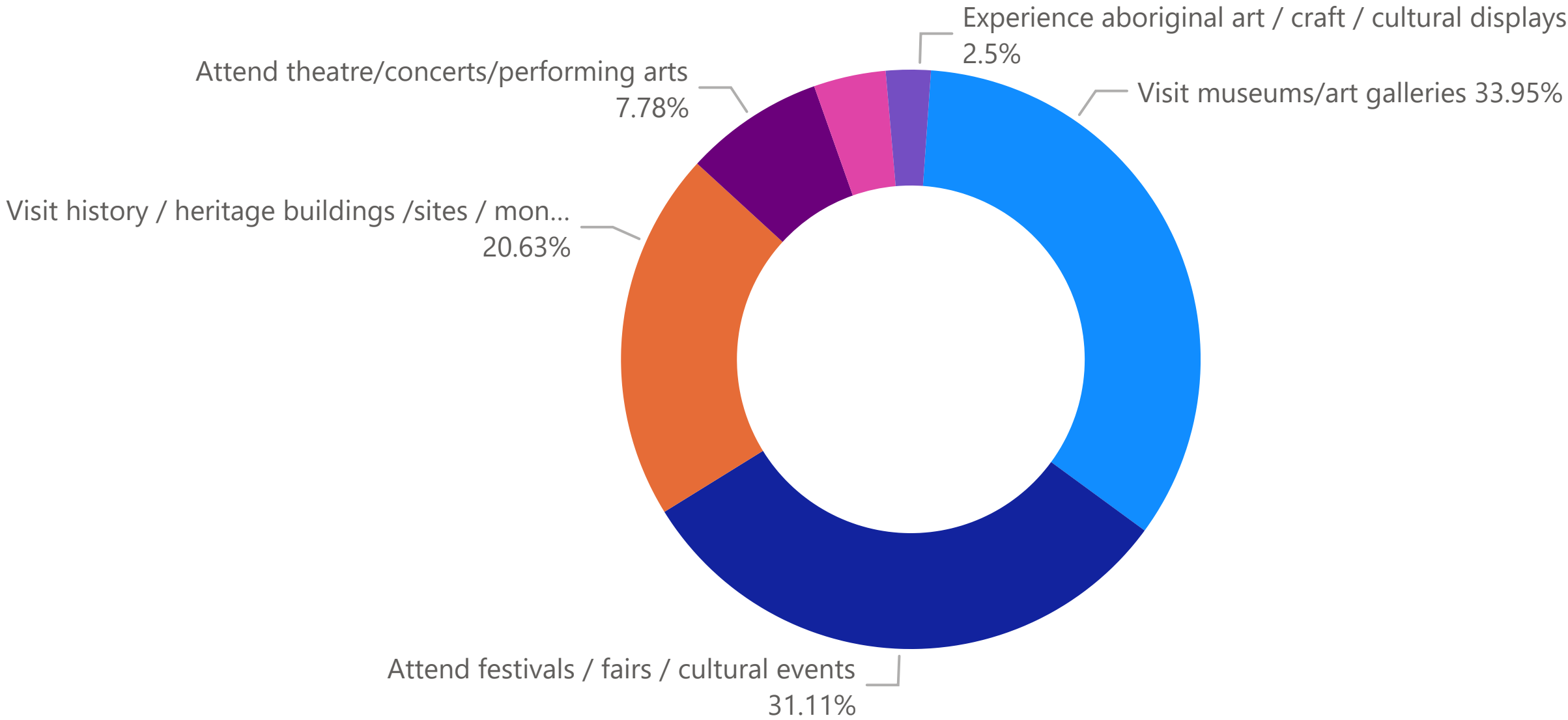
Mildura Wentworth

Outdoor / nature



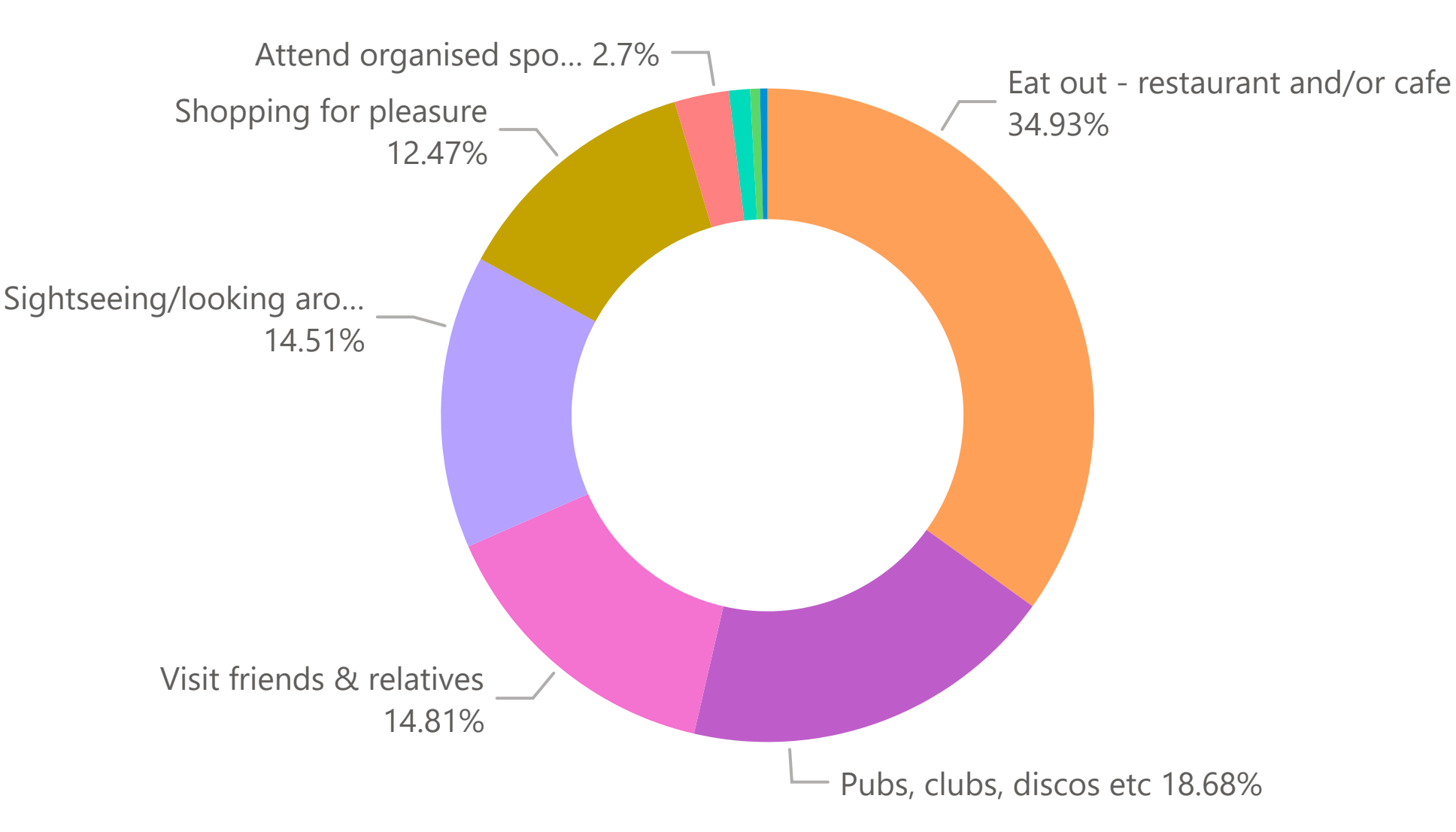
Mildura Wentworth

Arts / heritage



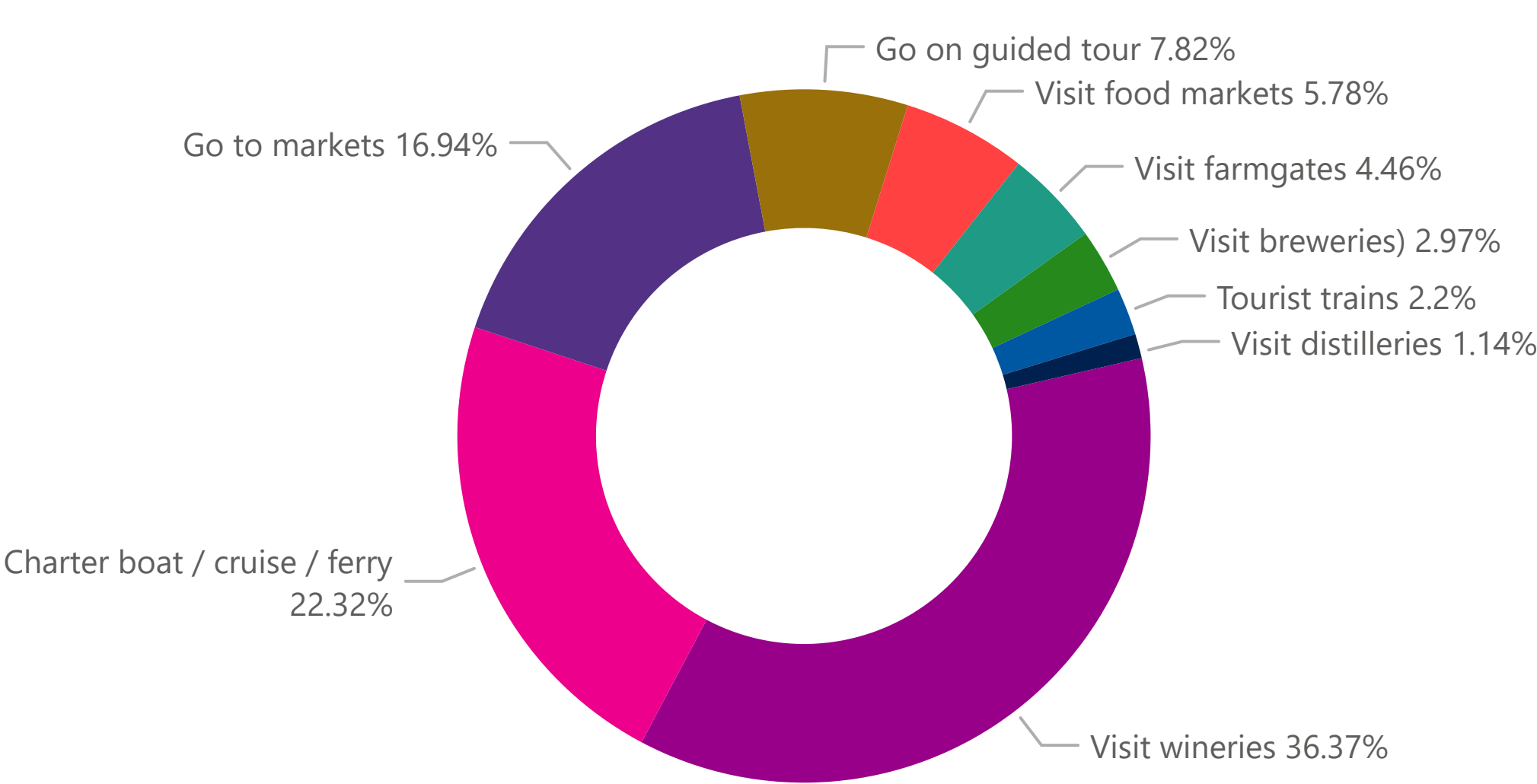
Mildura Wentworth

Social activities



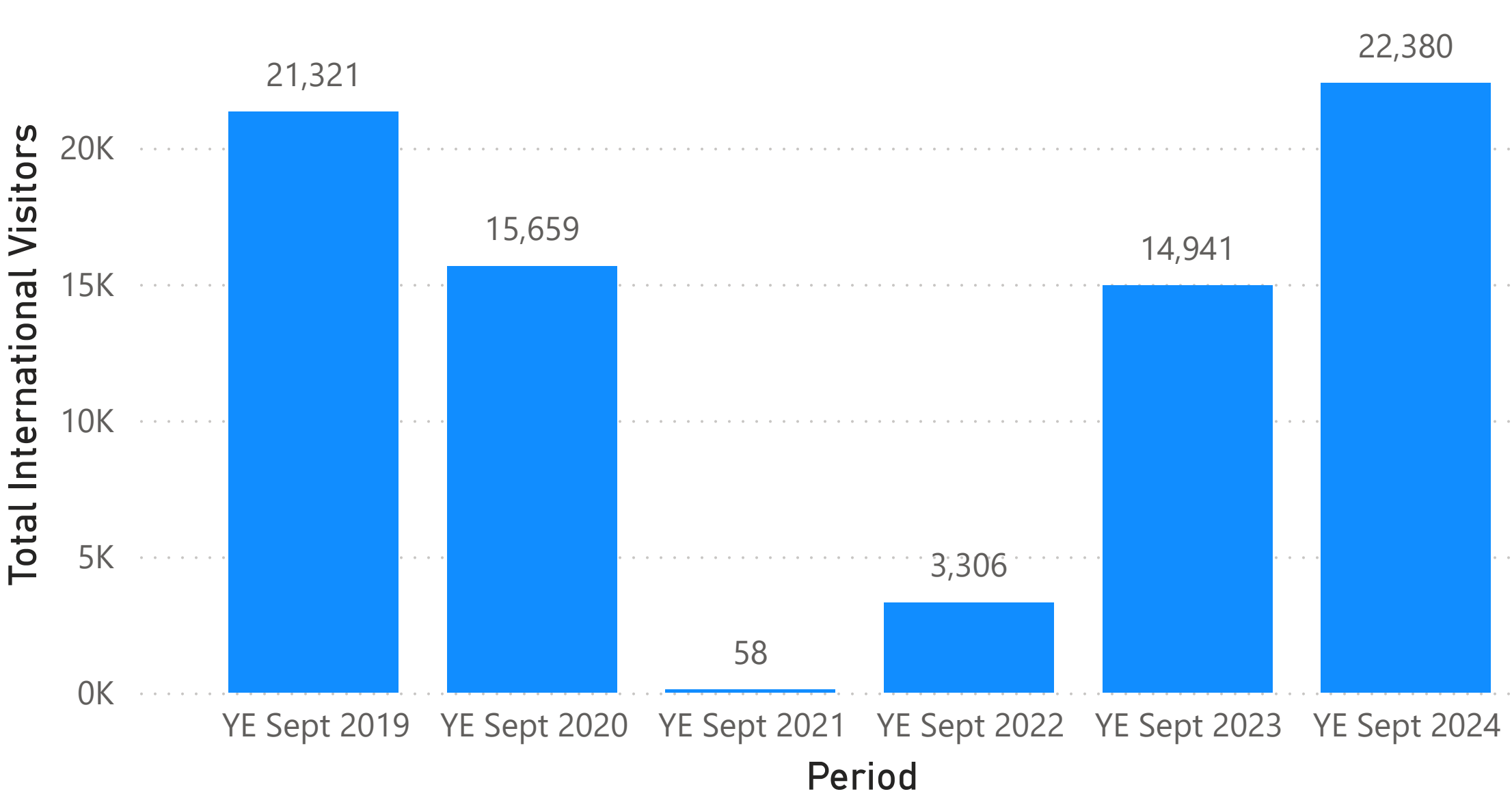
Mildura Wentworth

Local attractions / tourist activities



Total International Visitors

Mildura Wentworth



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Edward River



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Year Ending
Sept 2024



Edward River

355,038

Total Visitors (All)

Edward River

185,273

Total Day Trips

Edward River

169,078

Total Overnight Trips

Edward River

687

Total International Visitors

Edward River

77,582

Total Day Trips (Interstate)

Edward River

107,691

Total Day Trips (Intrastate)

Edward River

100,354

Total Overnight Trips (Interstate)

Edward River

68,724

Total Overnight Trips (Intrastate)



Edward River

532,727

Total Domestic Overnight Nights

Edward River

409,206

Total Domestic Overnight Nights (Interstate)

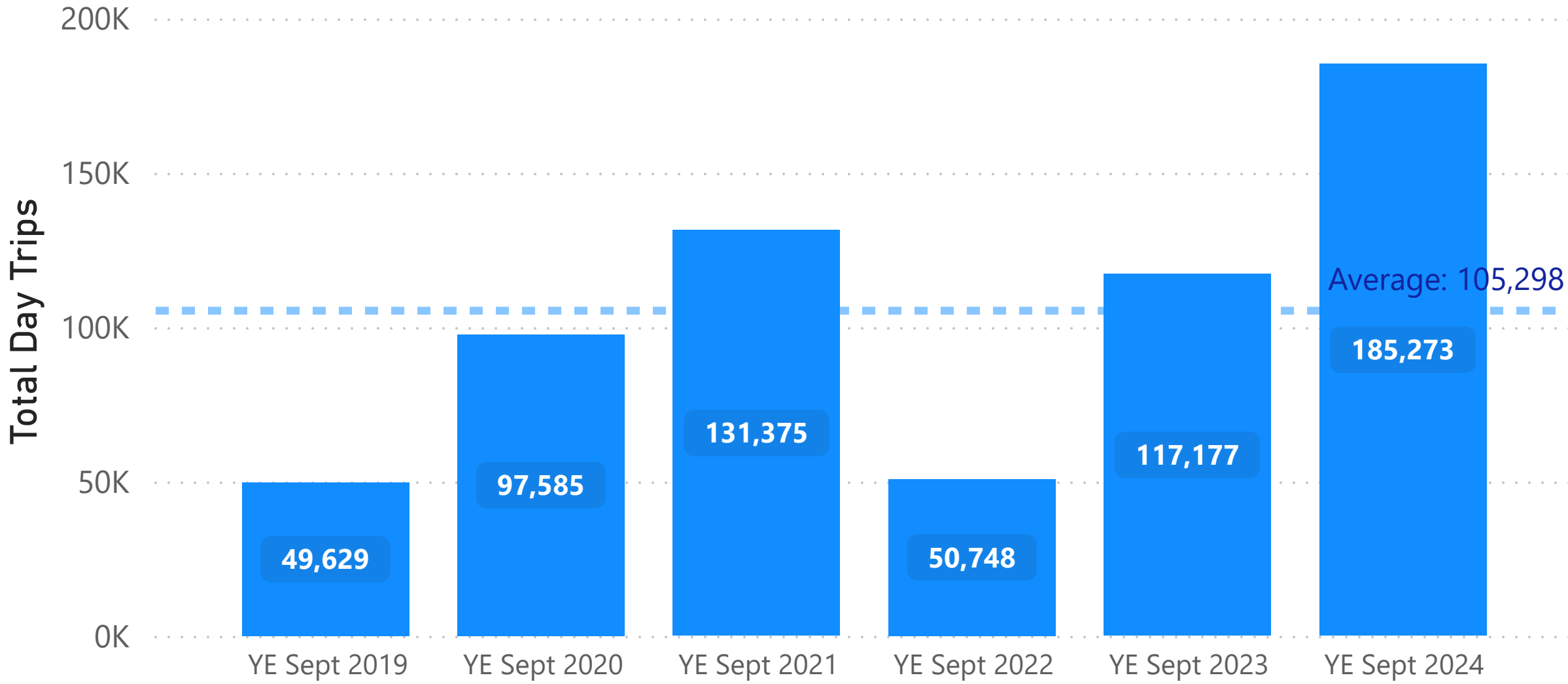
Edward River

123,521

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Edward River



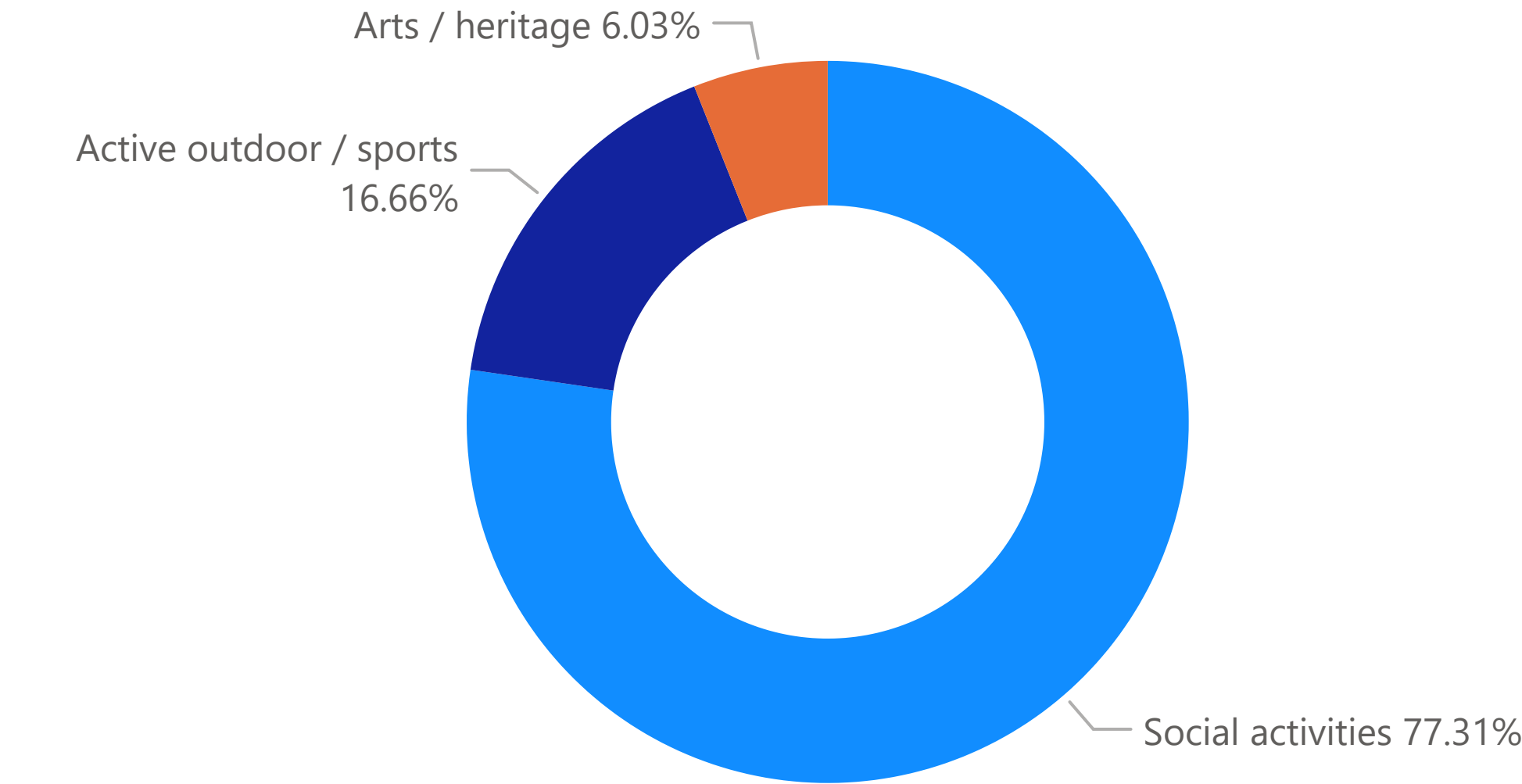
Edward River

Period	Total Day Trips (Interstate)	Total Day Trips (Intrastate)
YE Sept 2019	21,413	28,216
YE Sept 2020	15,073	82,512
YE Sept 2021	31,173	100,202
YE Sept 2022	50,748	
YE Sept 2023	29,619	87,558
YE Sept 2024	77,582	107,691

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

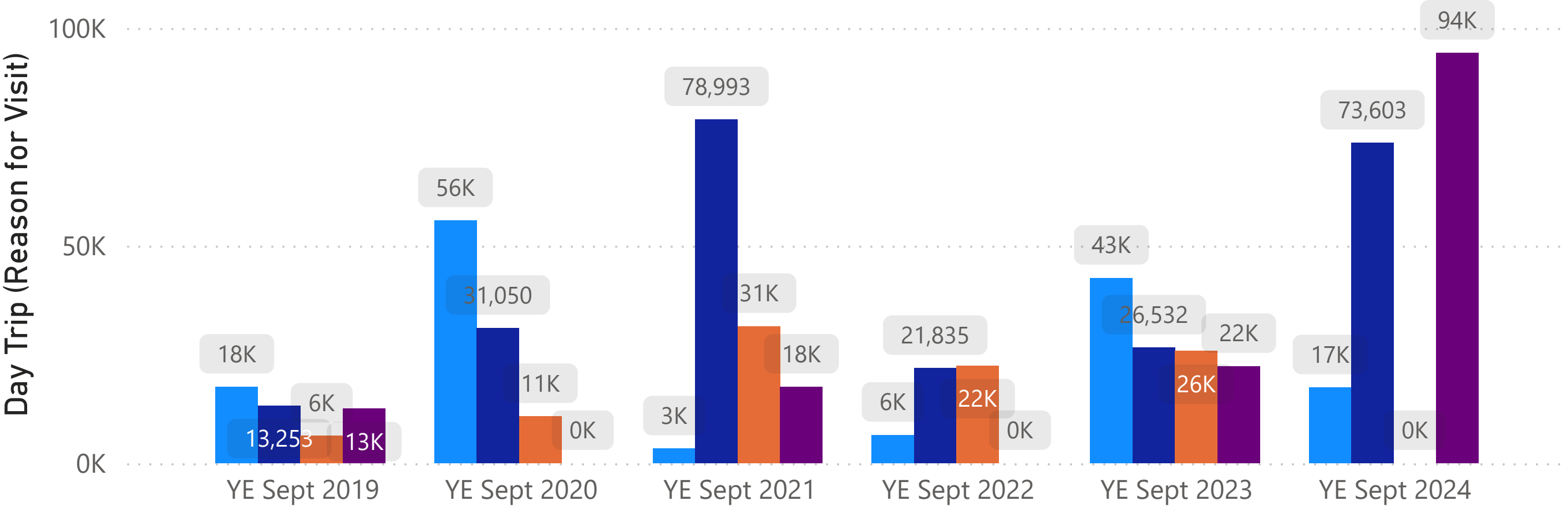
Edward River



Day Trip (Reason for Visit)

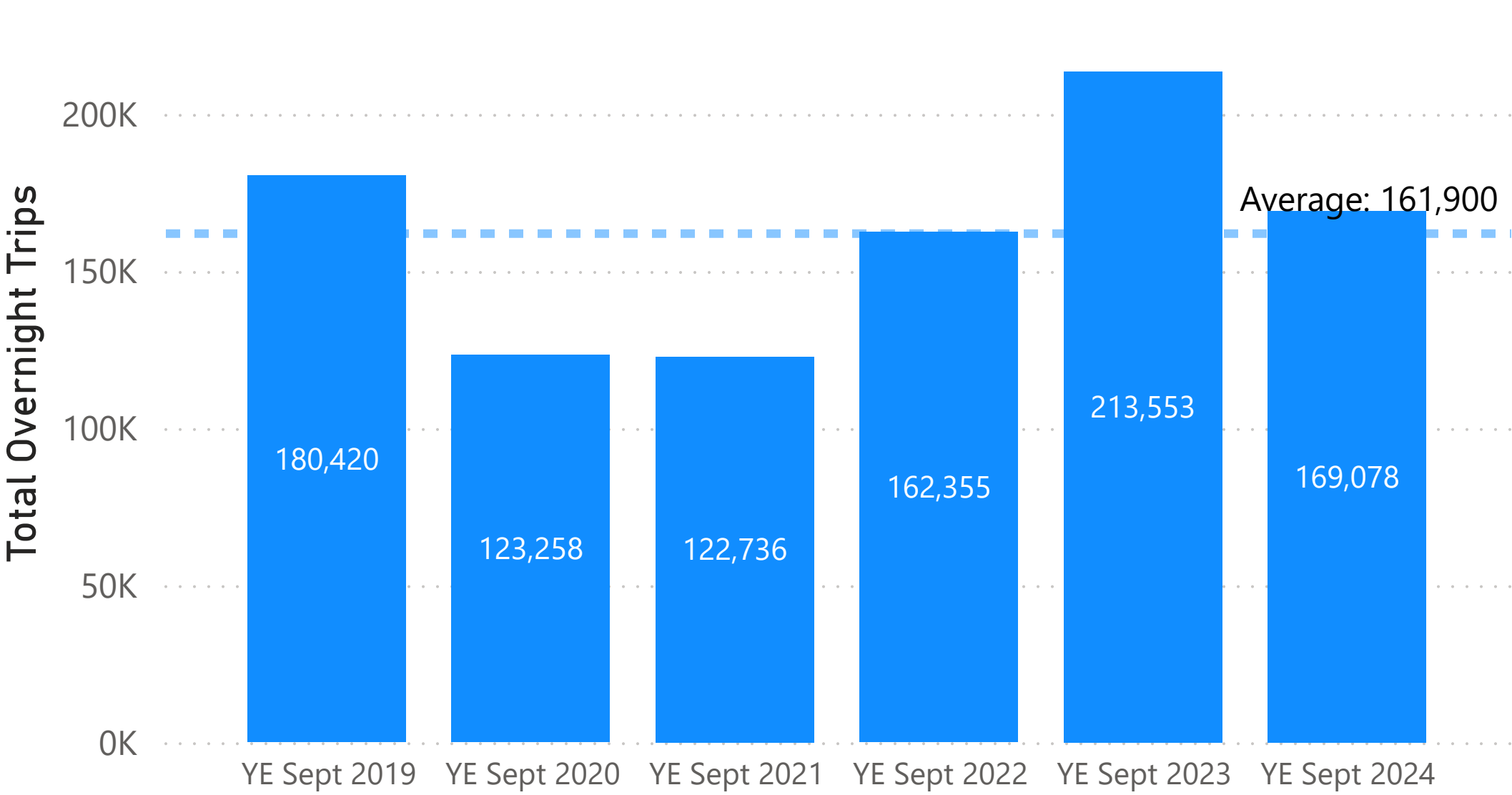
Edward River

Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



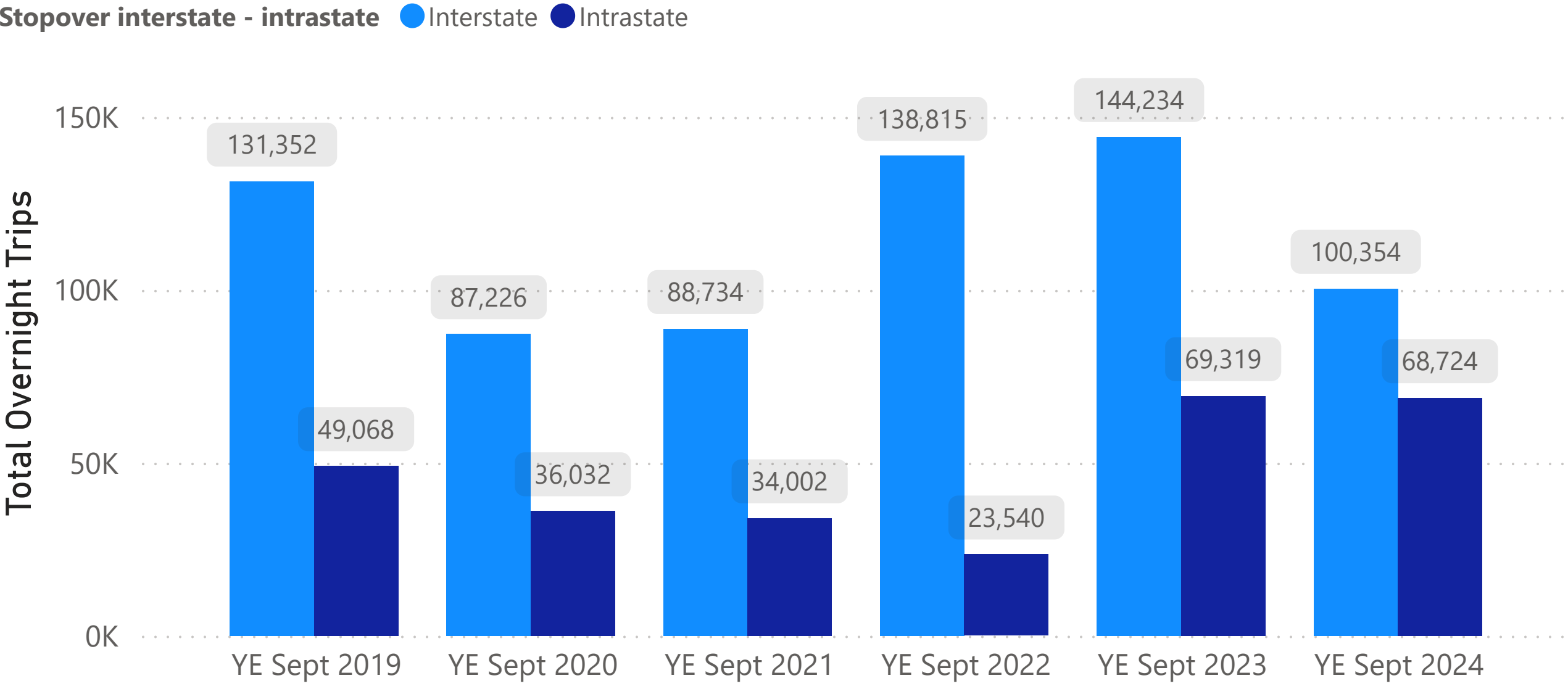
Total Overnight Trips

Edward River



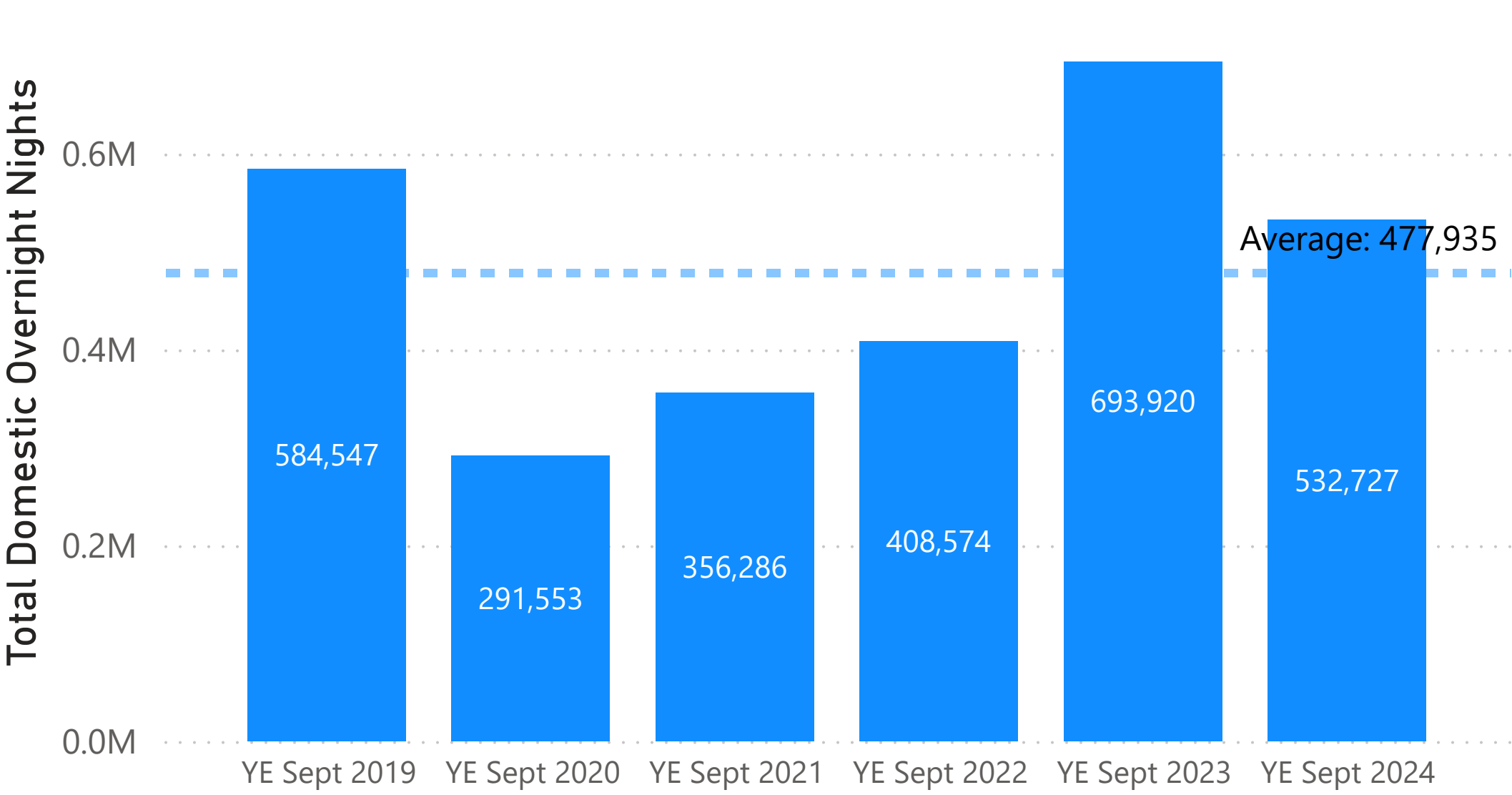
Total Domestic Overnight Trips interstate - intrastate

Edward River



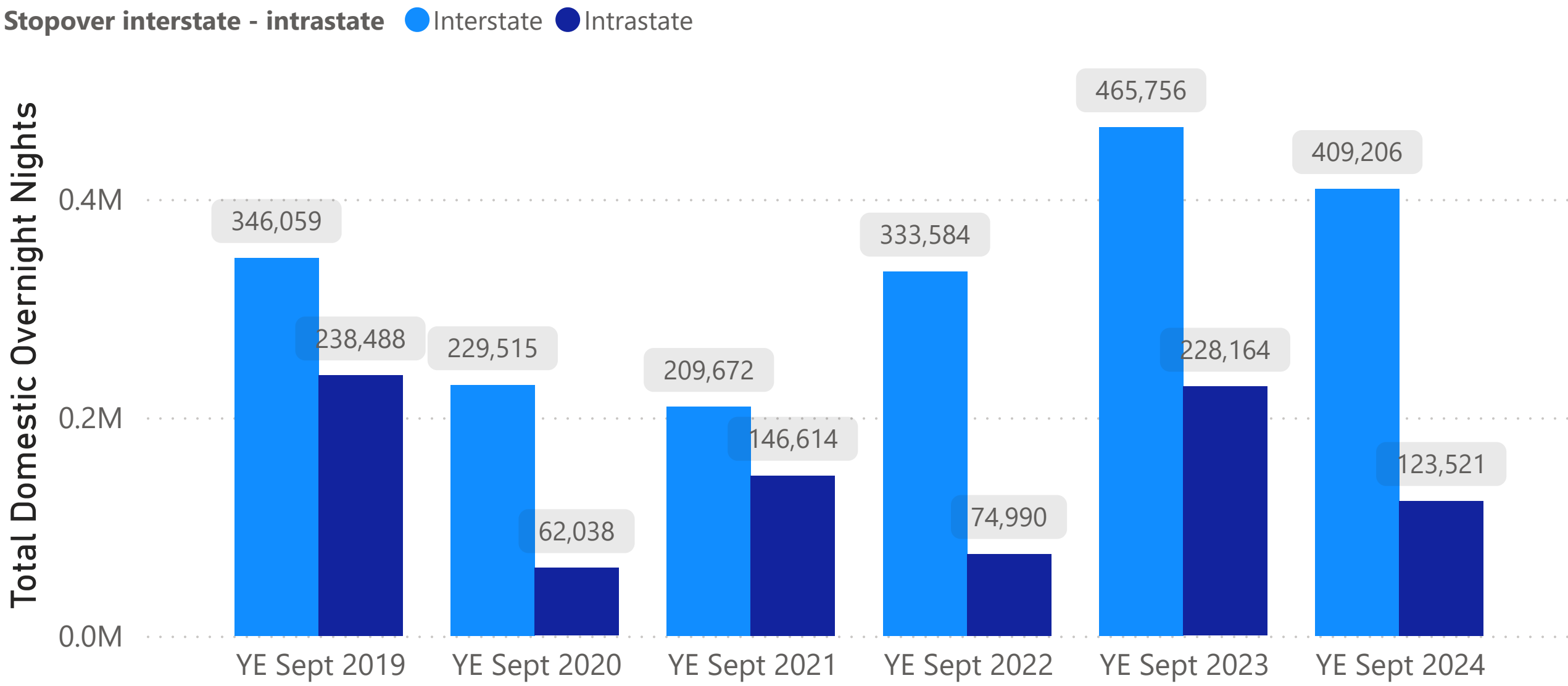
Total Overnight Nights

Edward River



Total Domestic Overnight Nights interstate - intrastate

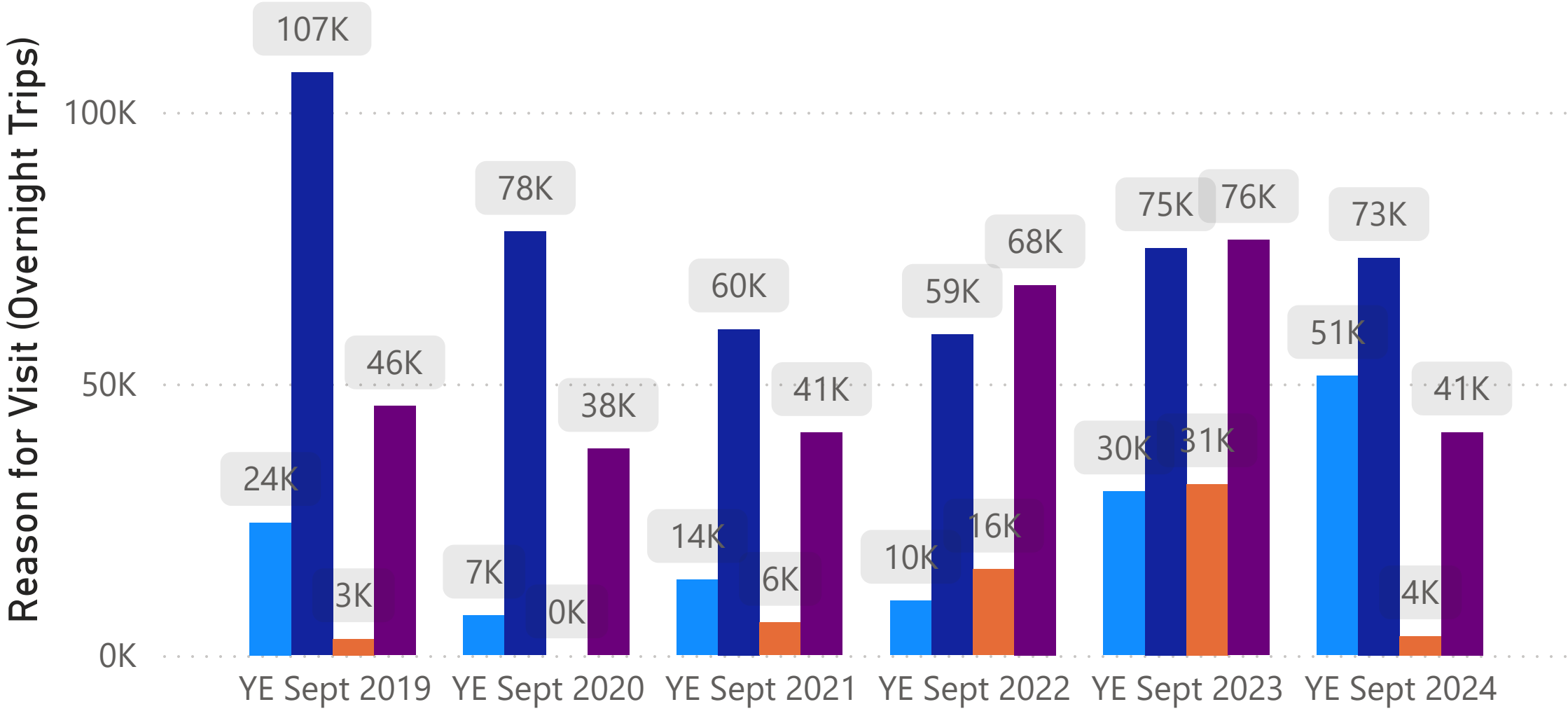
Edward River



Reason for Visit (Overnight Trips)

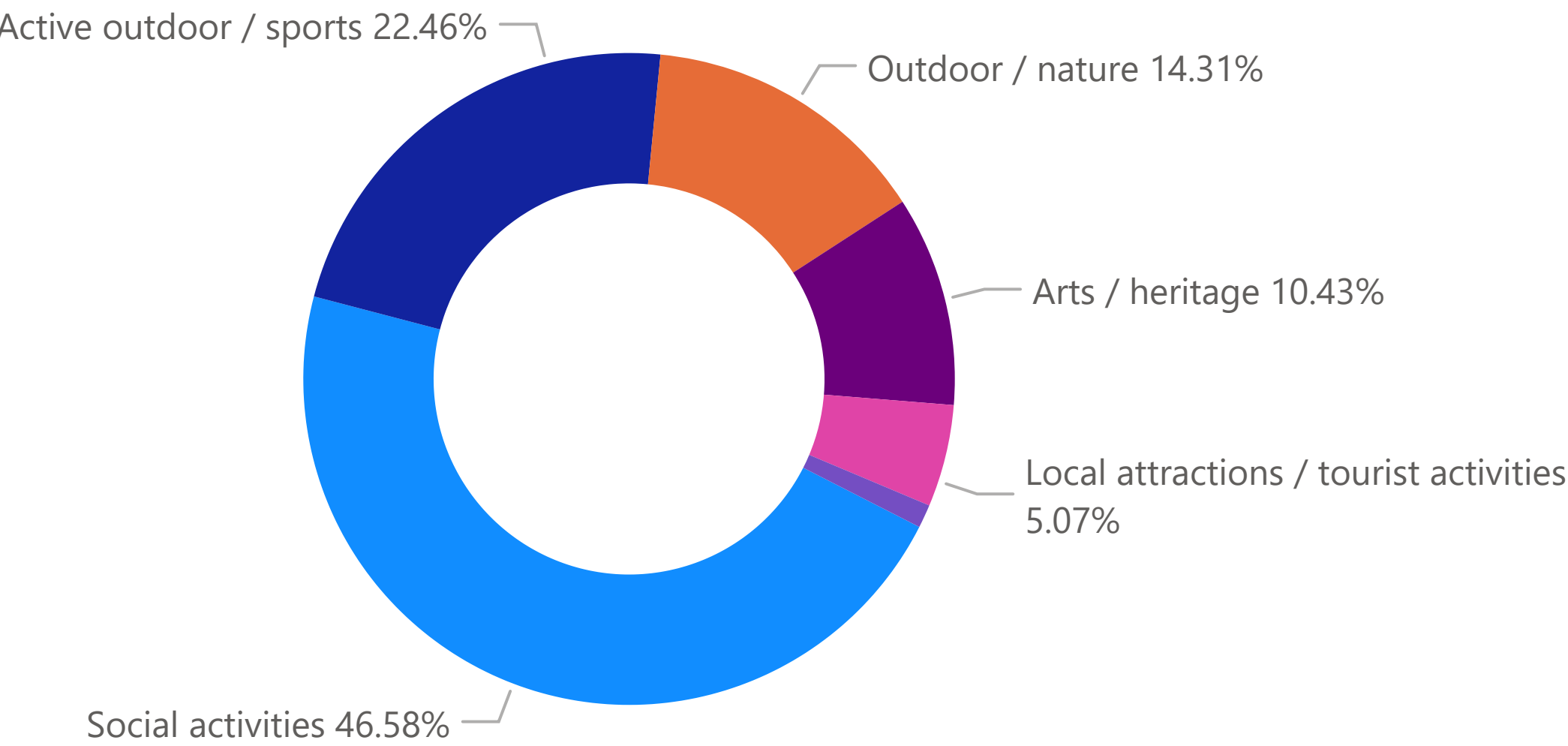
Edward River

Reason for Visit Business Holiday Other reason Visiting friends and relatives



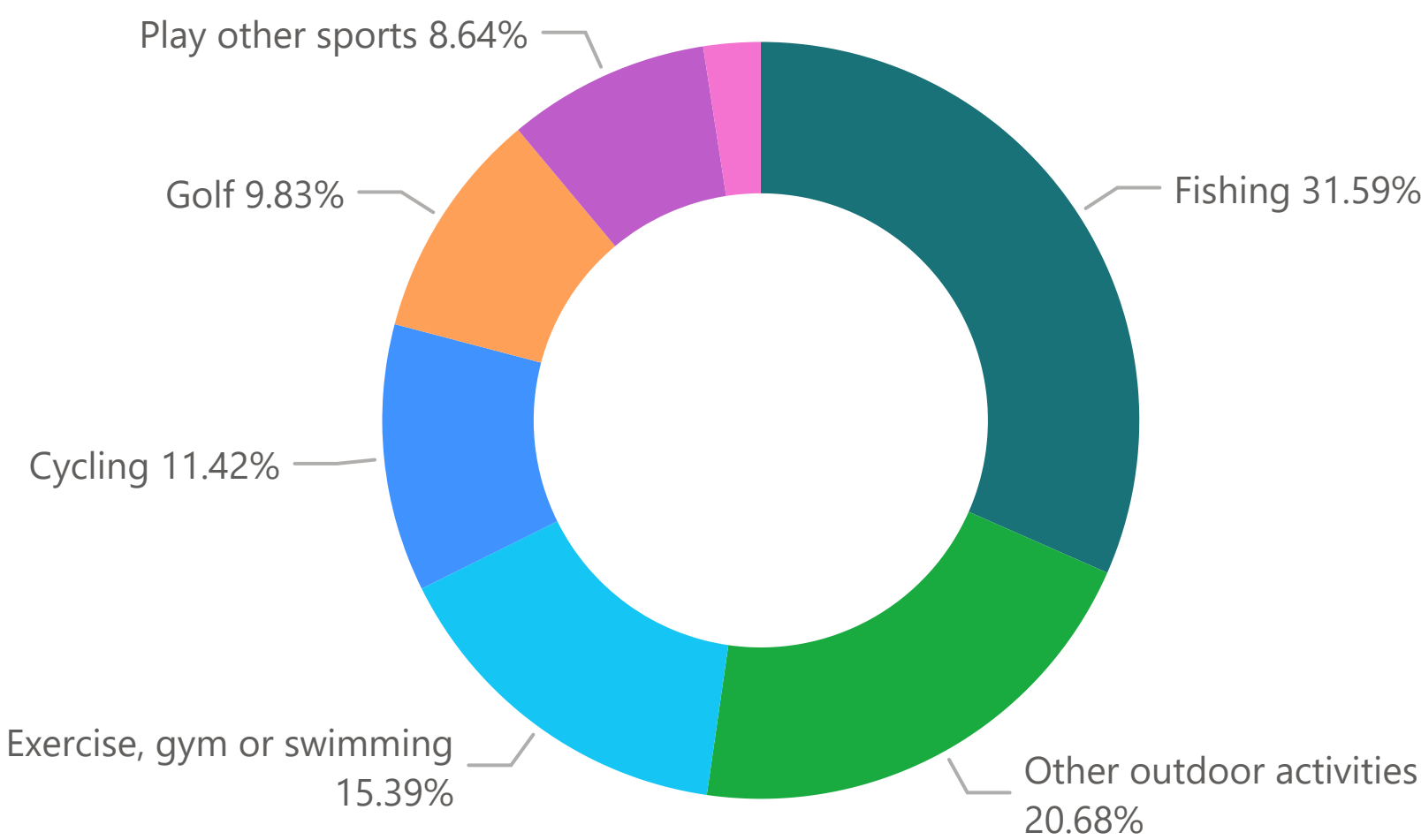
Main Activity (Overnight Trips)

Edward River



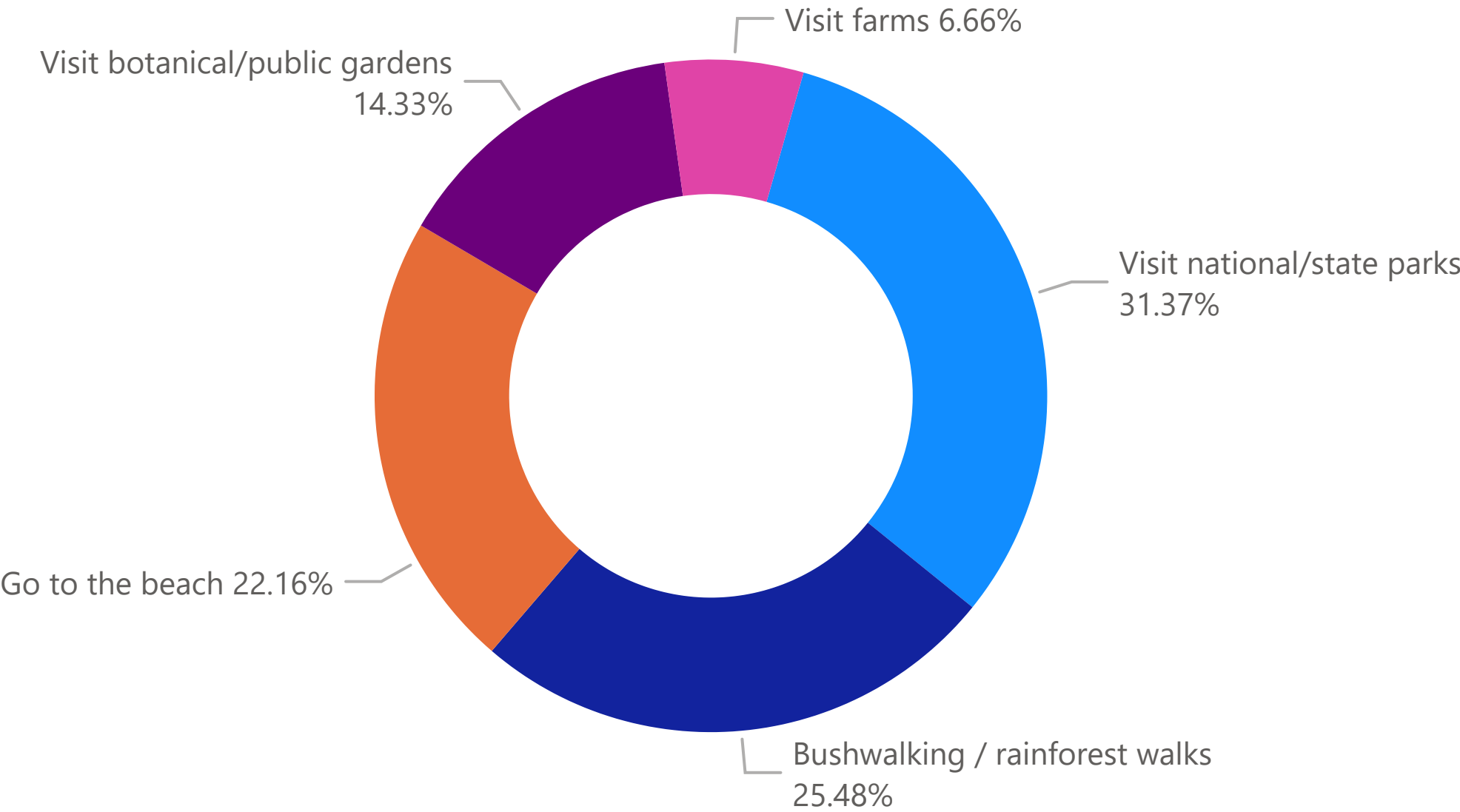
Edward River

Active outdoor / sports



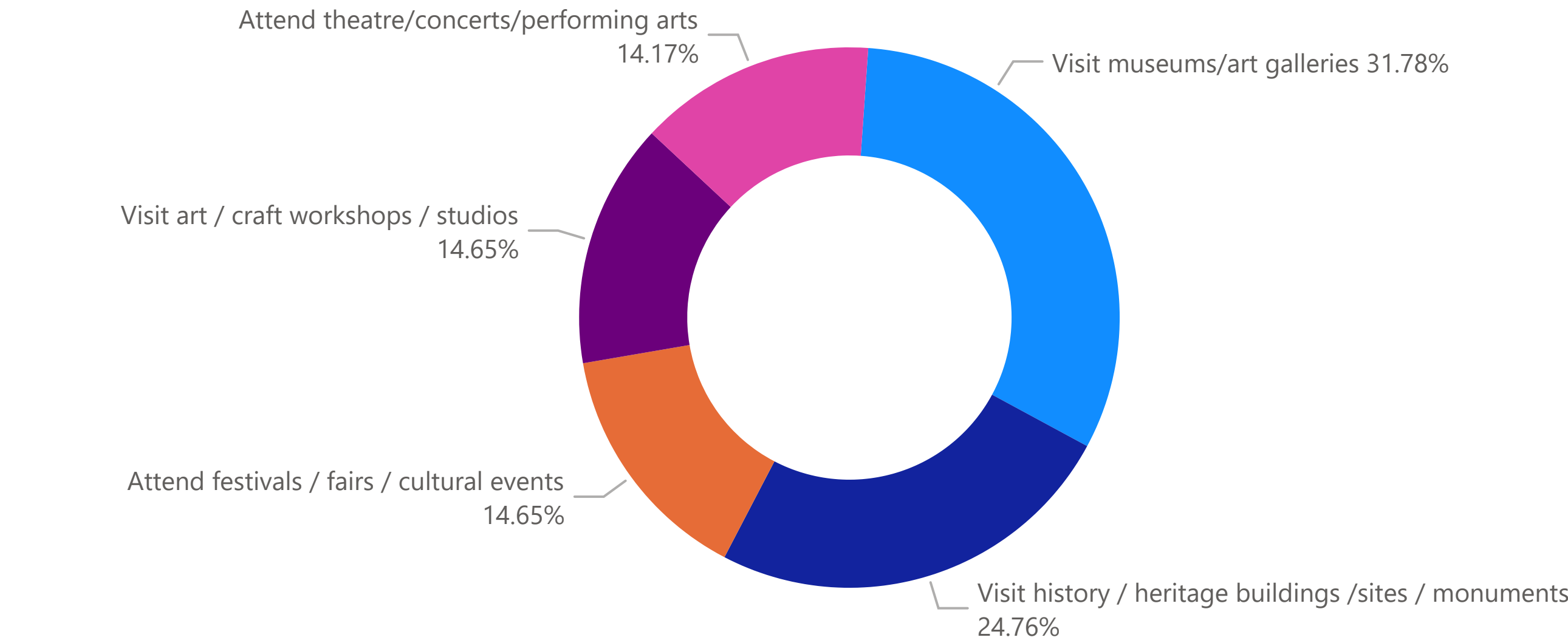
Edward River

Outdoor / nature



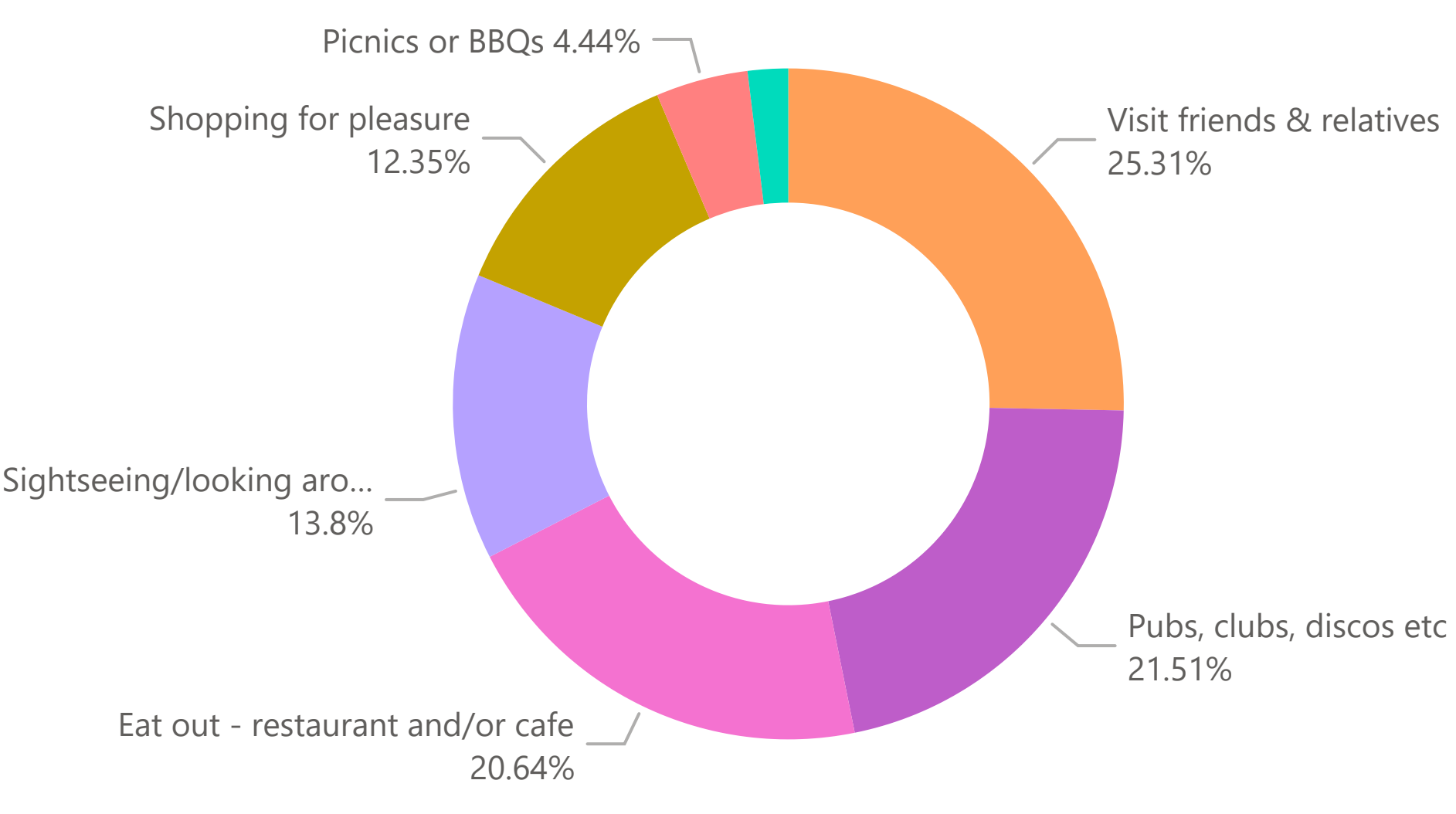
Edward River

Arts / heritage



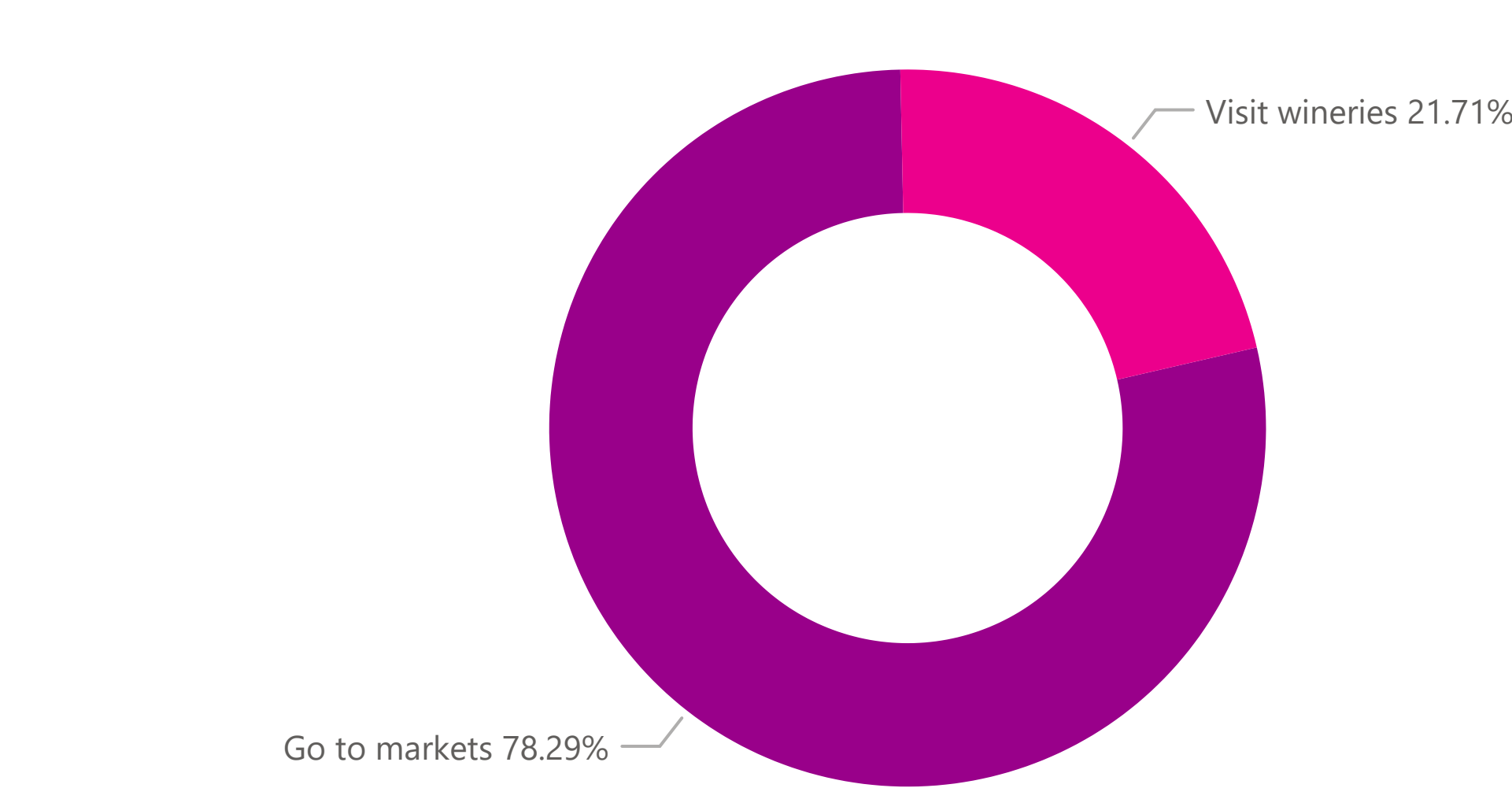
Edward River

Social activities



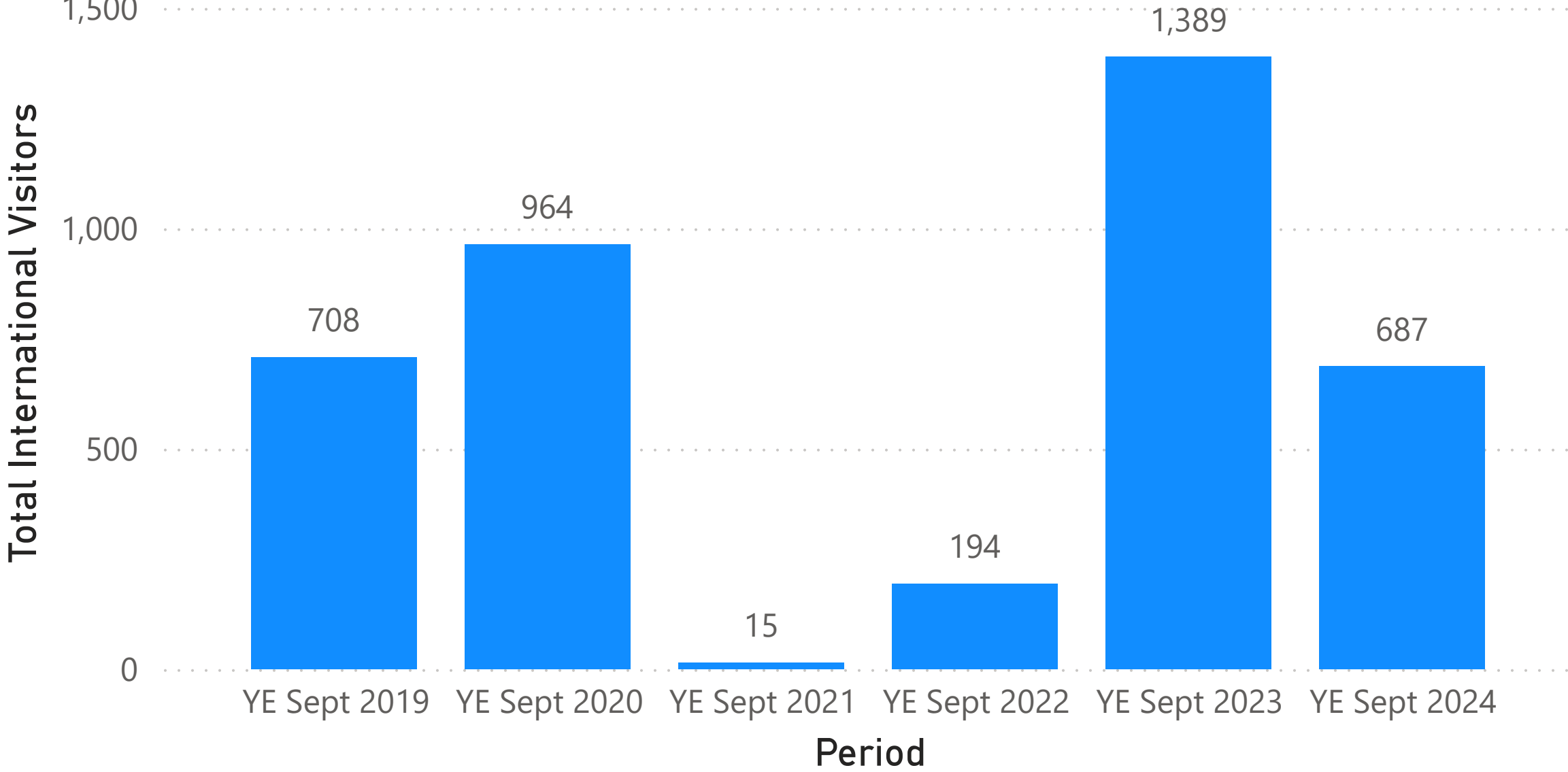
Edward River

Local attractions / tourist activities



Total International Visitors

Edward River



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Echuca
Moama



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Year Ending
Sept 2024



Echuca Moama

1,187,596

Total Visitors (All)

Echuca Moama

587,886

Total Day Trips

Echuca Moama

593,494

Total Overnight Trips

Echuca Moama

6,216

Total International Visitors

Echuca Moama

40,683

Total Day Trips (Interstate)

Echuca Moama

547,203

Total Day Trips (Intrastate)

Echuca Moama

218,901

Total Overnight Trips (Interstate)

Echuca Moama

374,593

Total Overnight Trips (Intrastate)



Echuca Moama

1,578,767

Total Domestic Overnight Nights

Echuca Moama

632,815

Total Domestic Overnight Nights (Interstate)

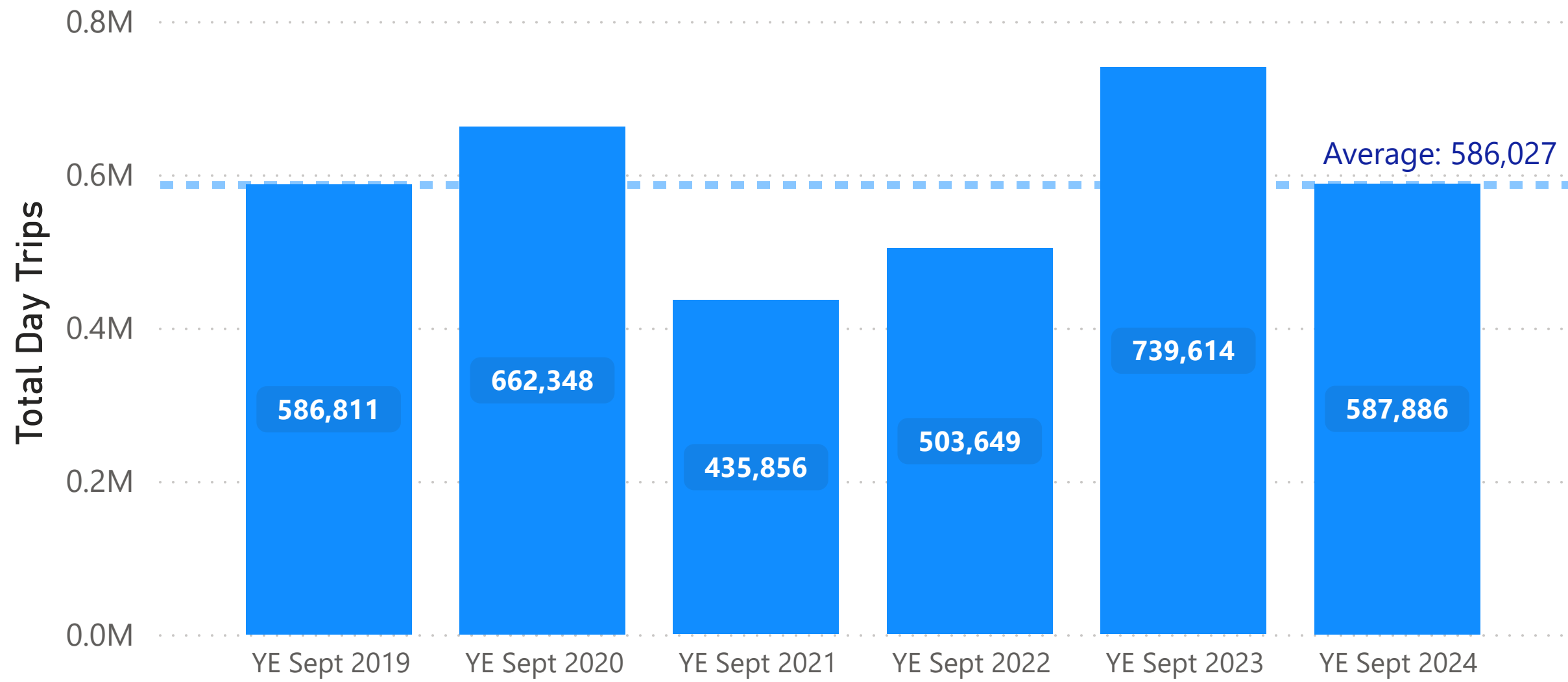
Echuca Moama

945,952

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Echuca Moama



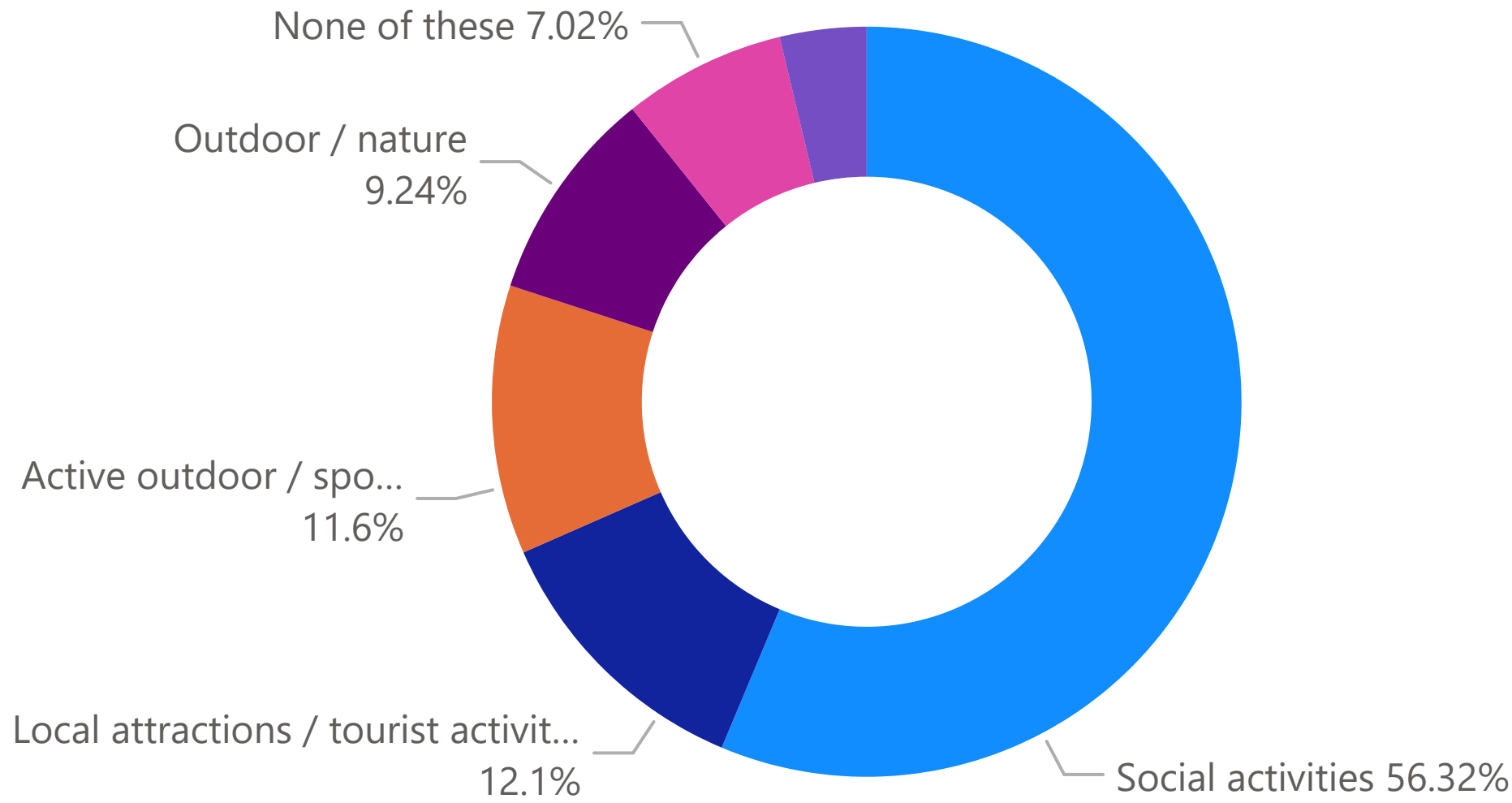
Echuca Moama

Period	Total Day Trips (Interstate)		Total Day Trips (Intrastate)	
YE Sept 2019		136,280		450,531
YE Sept 2020		83,356		578,992
YE Sept 2021		76,090		359,766
YE Sept 2022		91,785		411,864
YE Sept 2023		112,608		627,006
YE Sept 2024		40,683		547,203

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

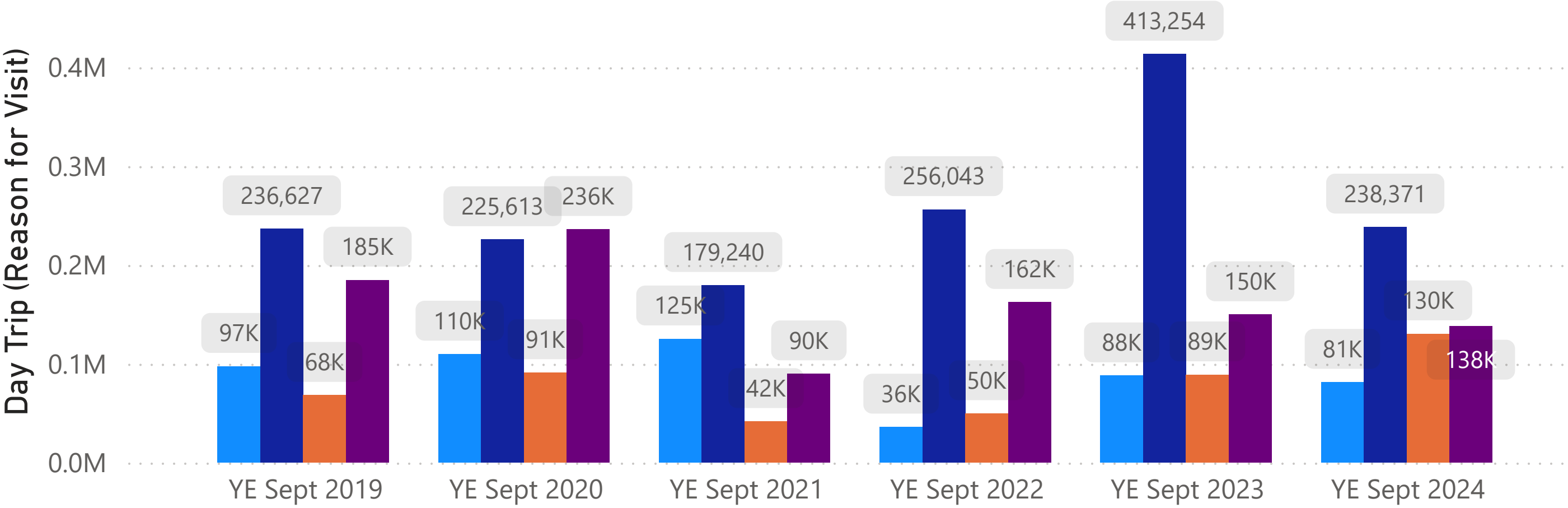
Echuca Moama



Day Trip (Reason for Visit)

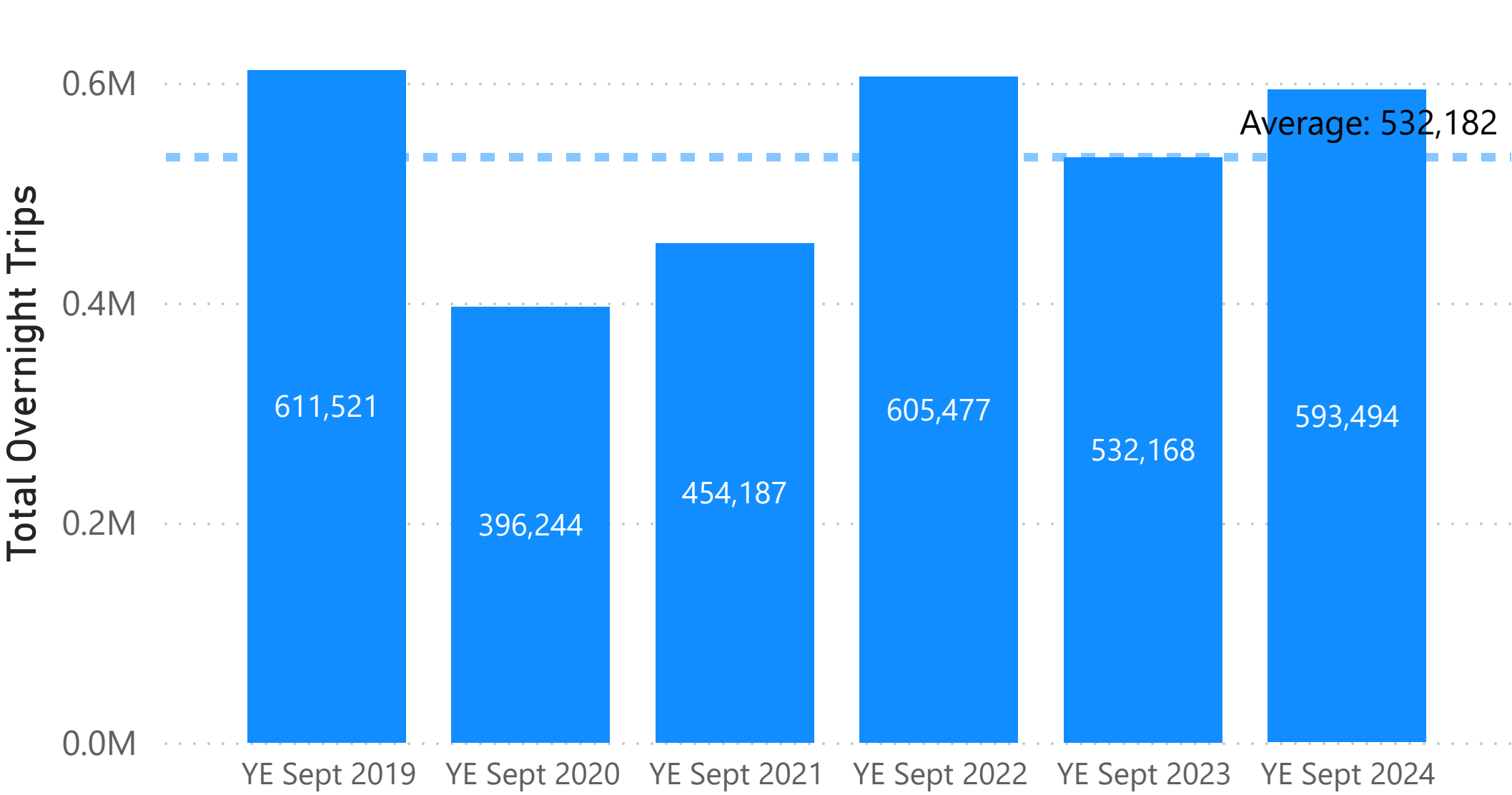
Echuca Moama

Reason for Visit Business Holiday Other reason Visiting friends and relatives



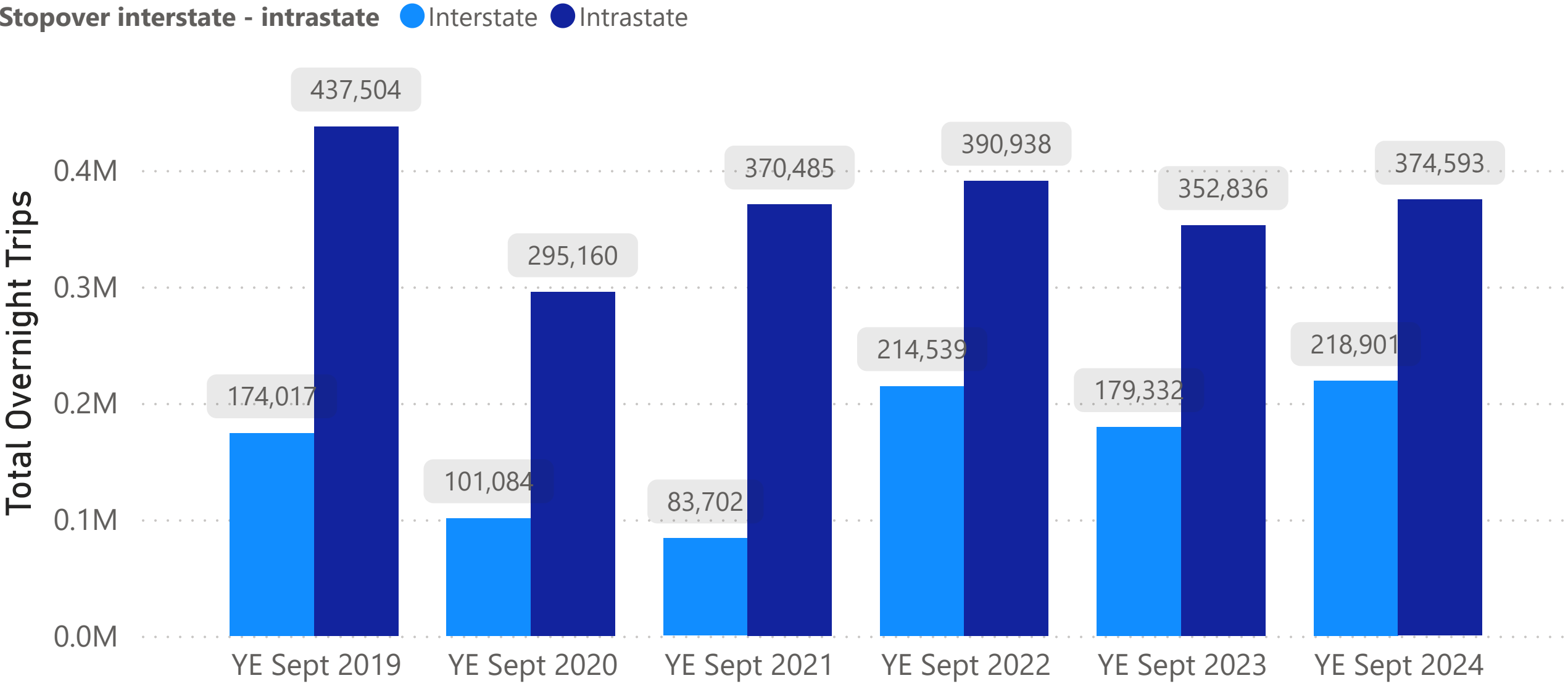
Total Overnight Trips

Echuca Moama



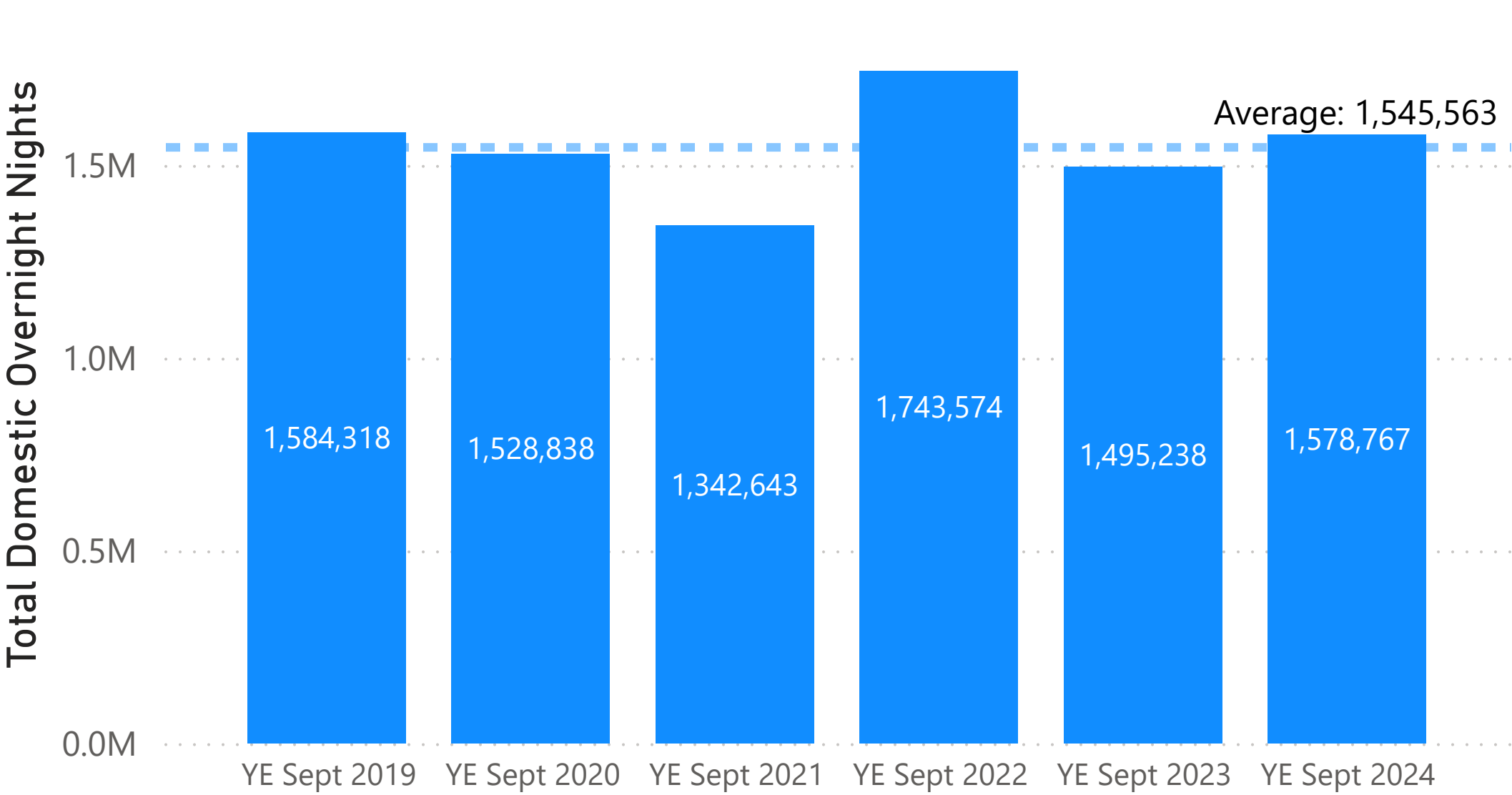
Total Domestic Overnight Trips interstate - intrastate

Echuca Moama



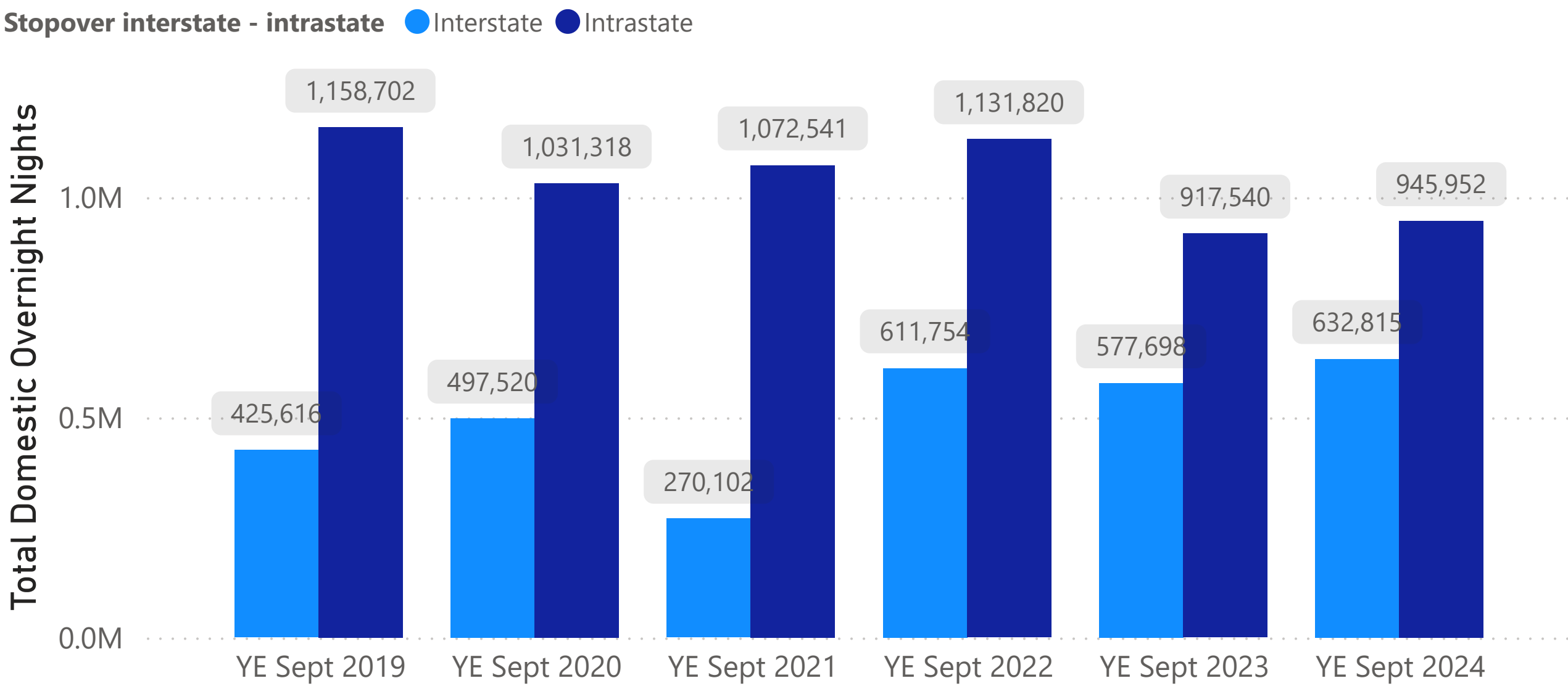
Total Overnight Nights

Echuca Moama



Total Domestic Overnight Nights interstate - intrastate

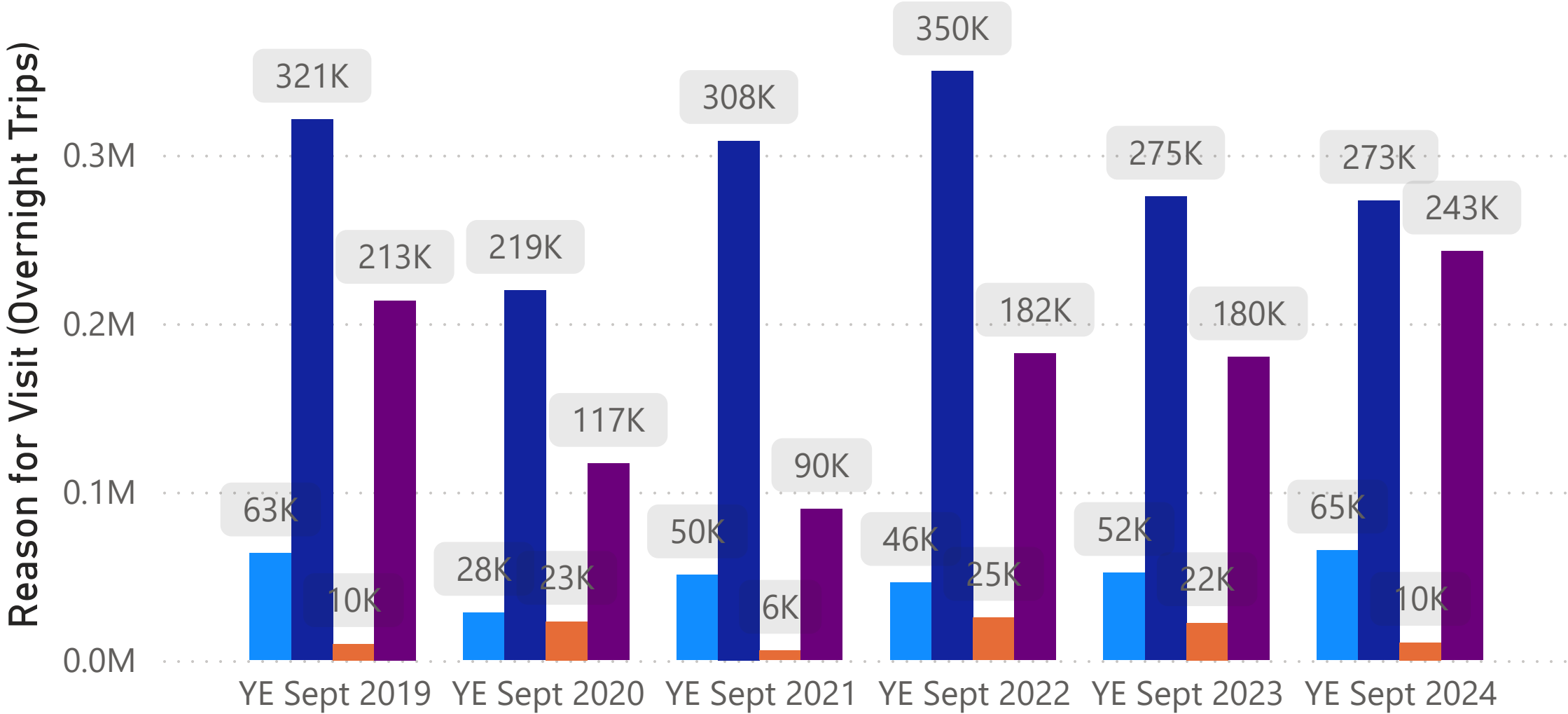
Echuca Moama



Reason for Visit (Overnight Trips)

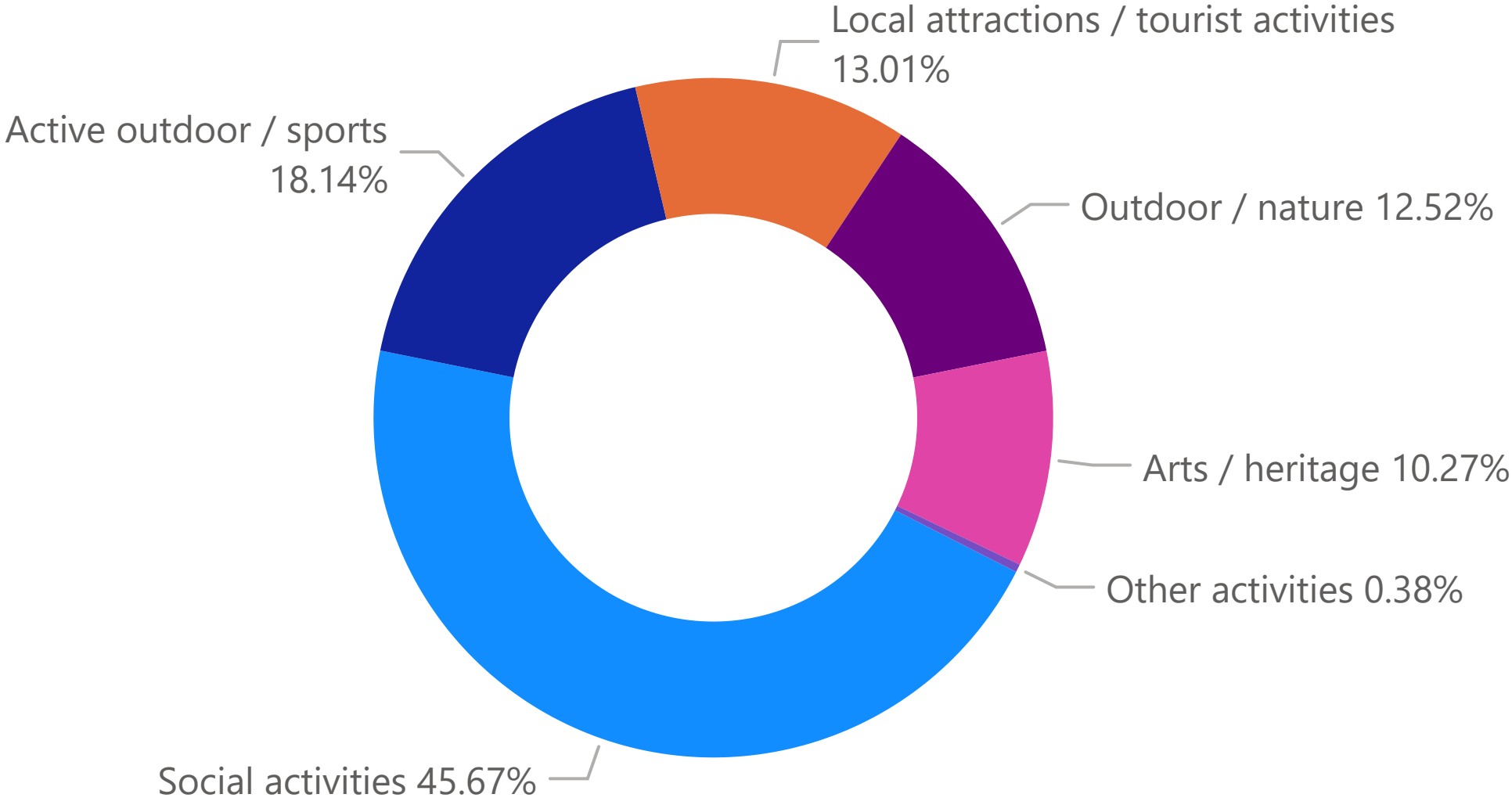
Echuca Moama

Reason for Visit Business Holiday Other reason Visiting friends and relatives



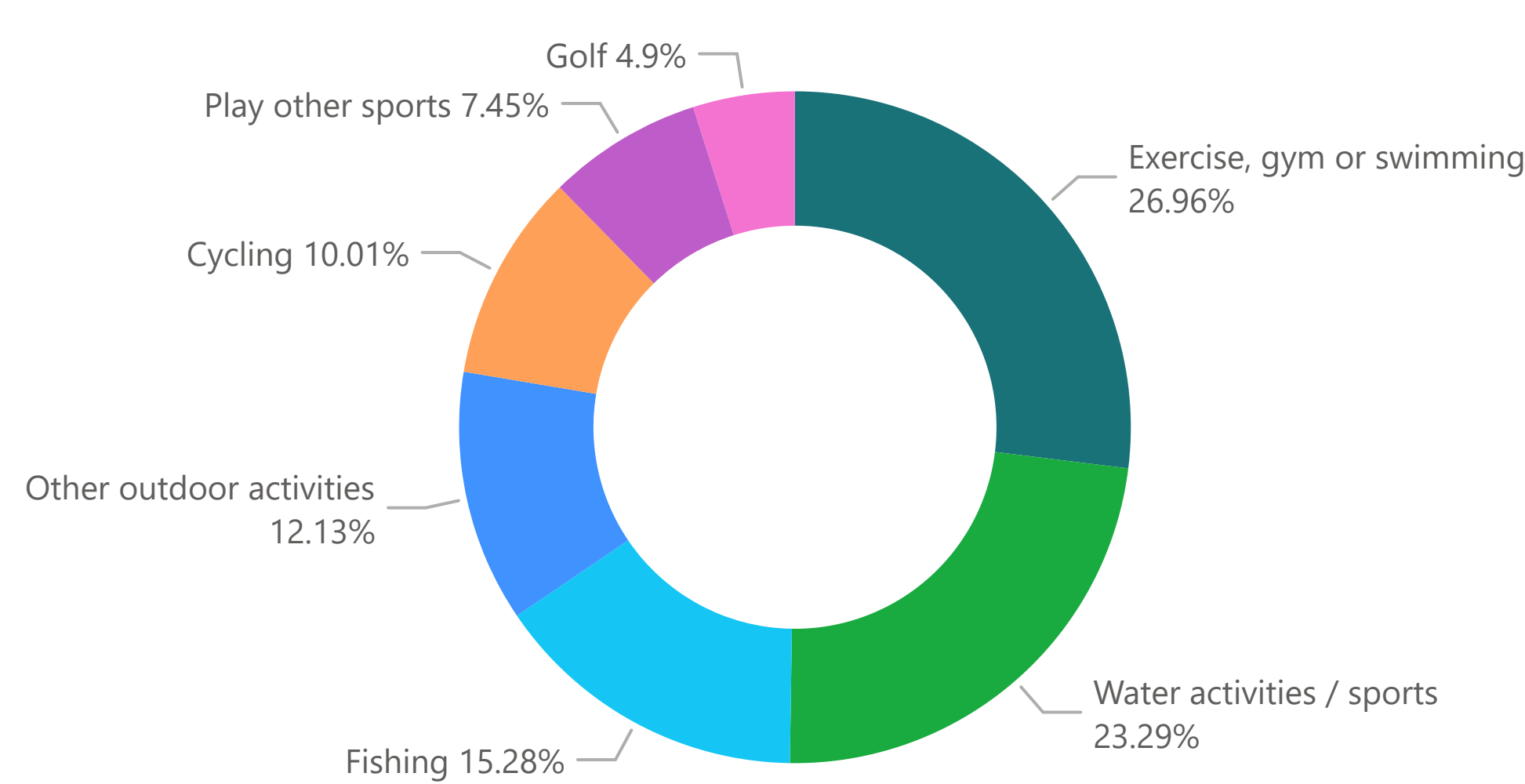
Main Activity (Overnight Trips)

Echuca Moama



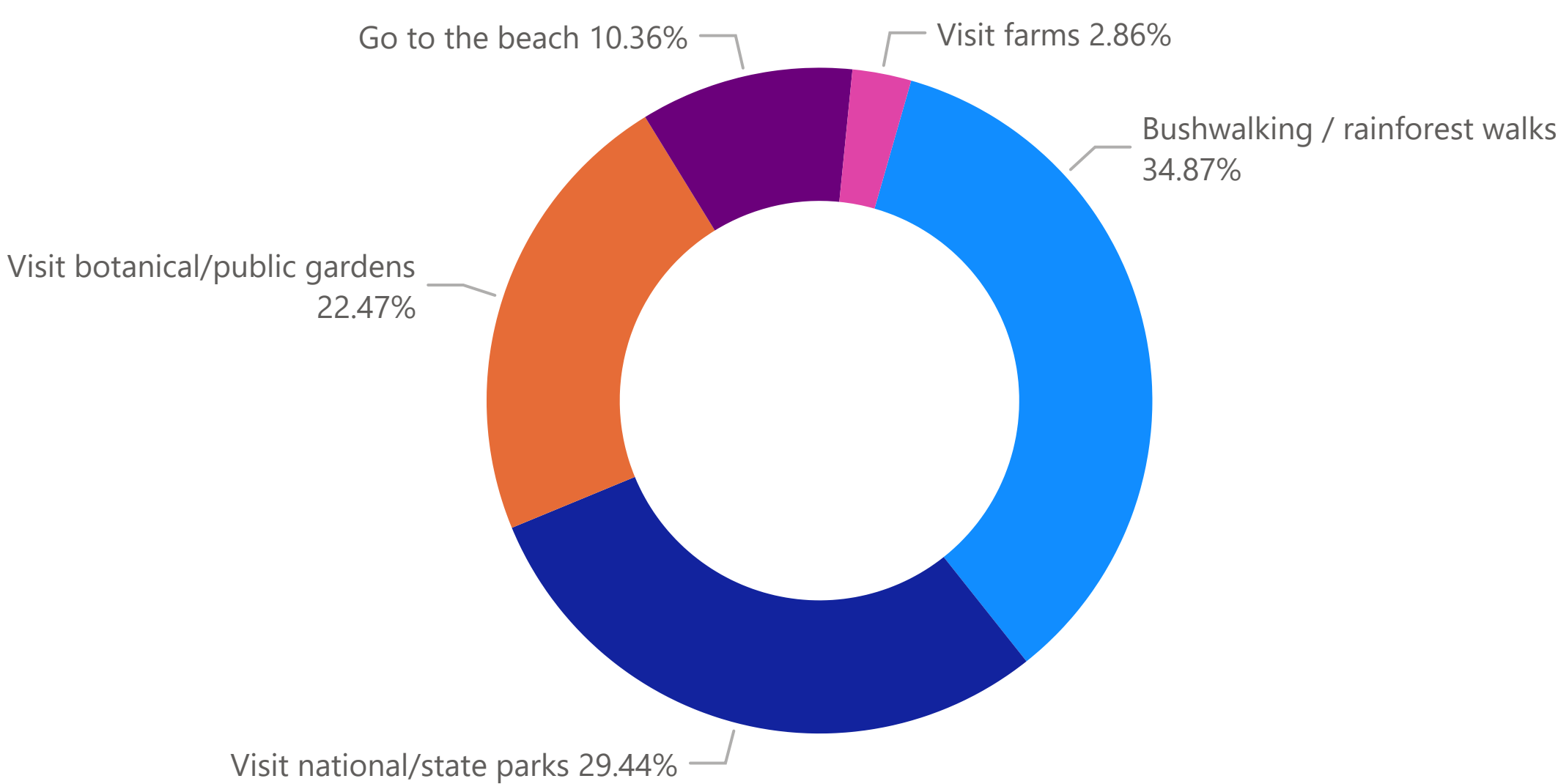
Echuca Moama

Active outdoor / sports



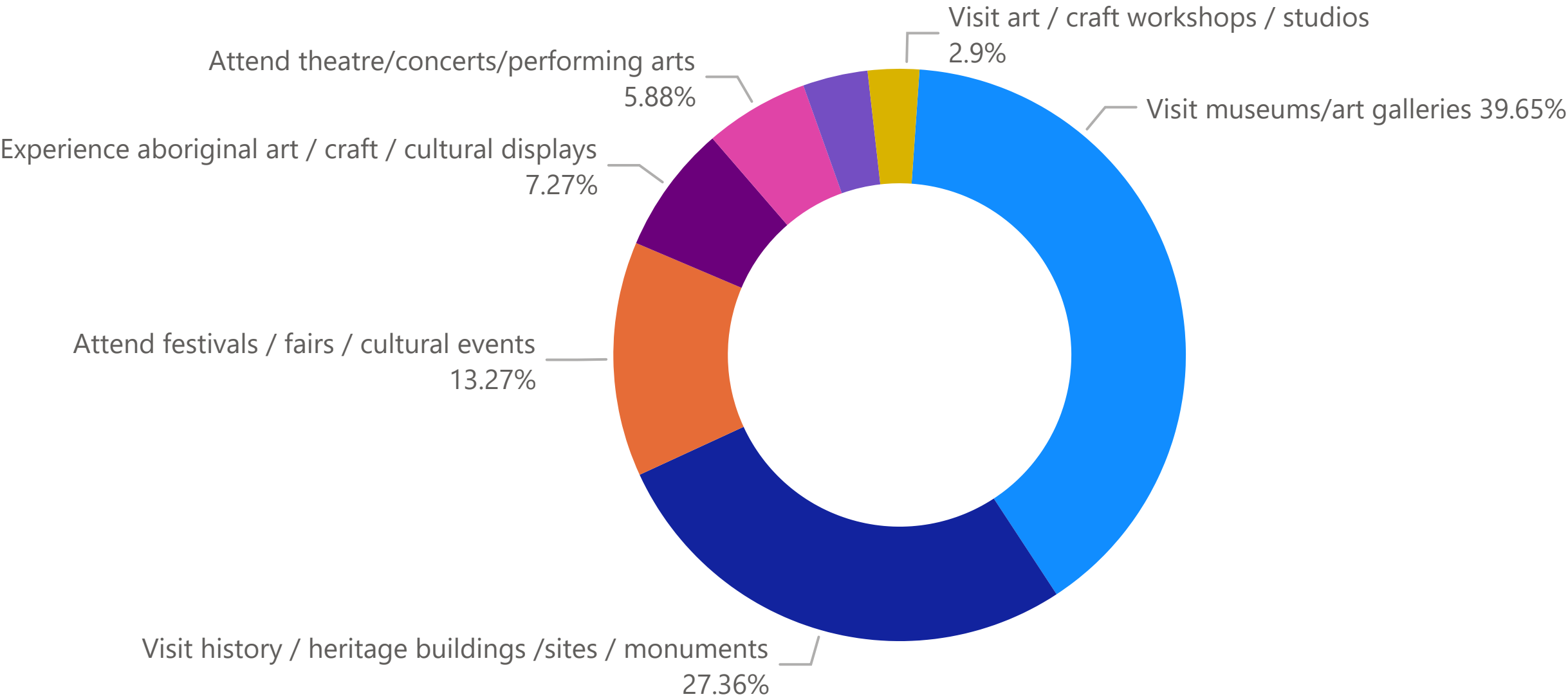
Echuca Moama

Outdoor / nature



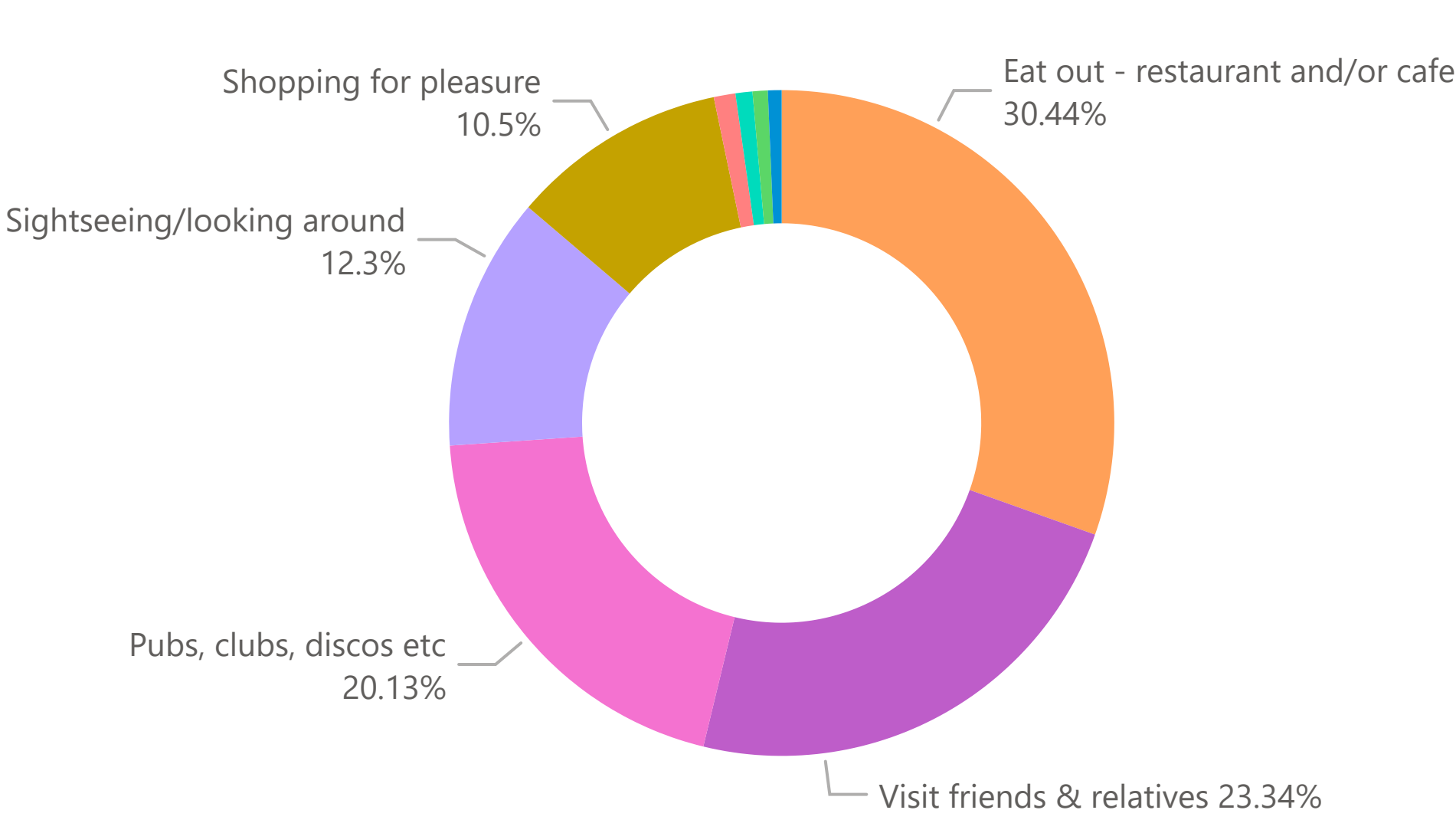
Echuca Moama

Arts / heritage



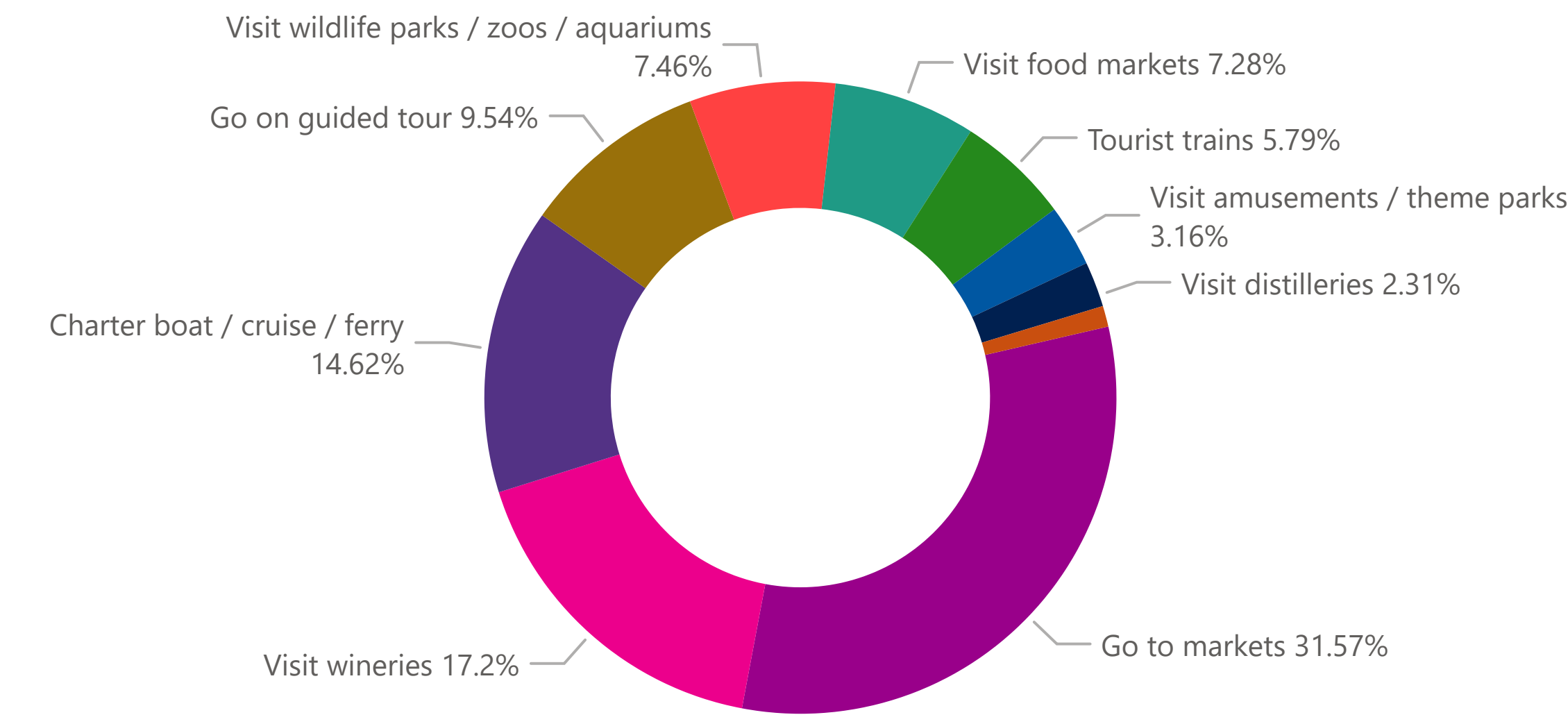
Echuca Moama

Social activities



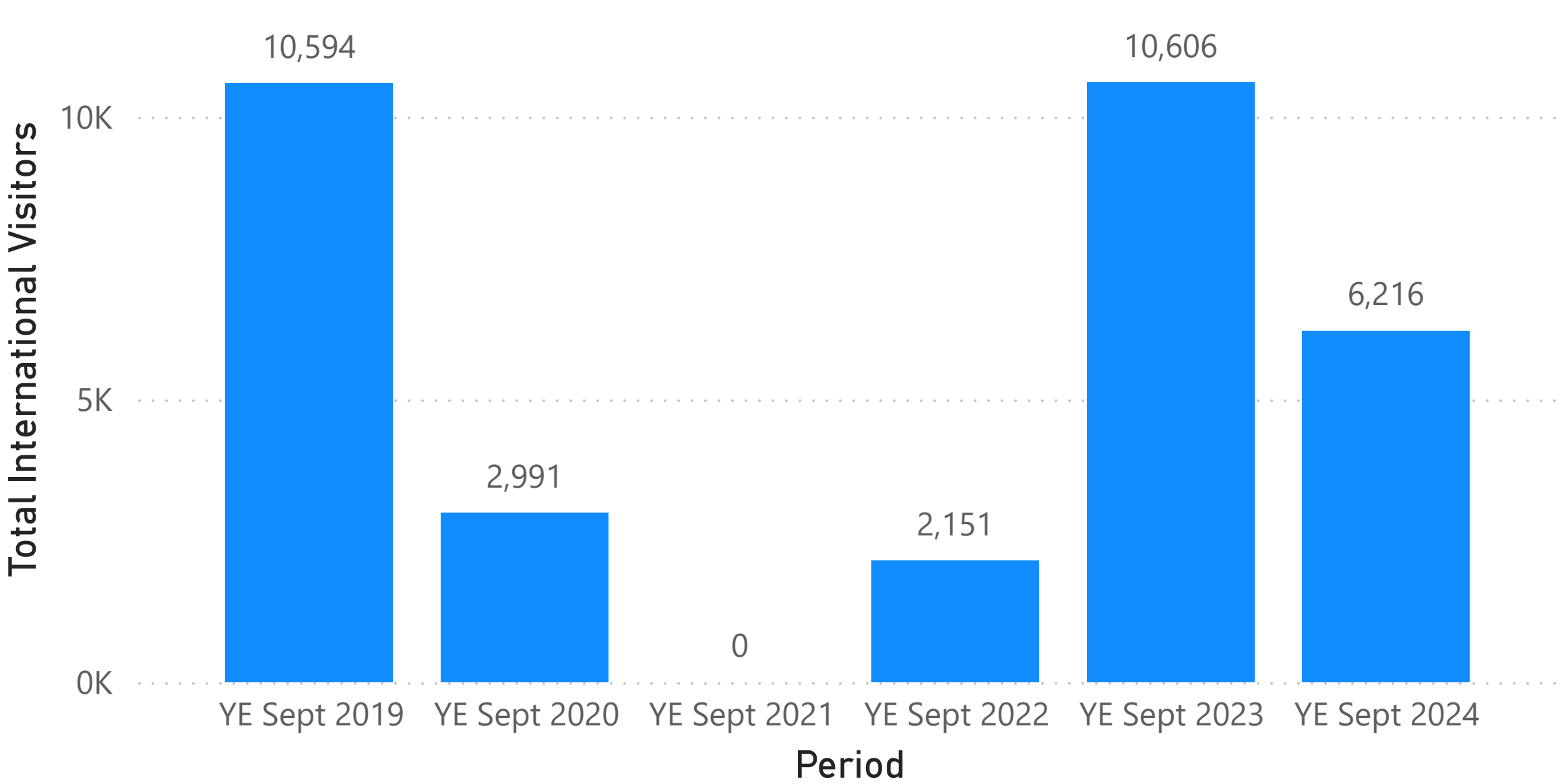
Echuca Moama

Local attractions / tourist activities



Total International Visitors

Echuca Moama



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Edward River, Echuca Moama



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Year Ending
Sept 2024



Edward River,Echuca Moama

1,542,634

Total Visitors (All)

Edward River,Echuca Moama

773,159

Total Day Trips

Edward River,Echuca Moama

762,572

Total Overnight Trips

Edward River,Echuca Moama

6,903

Total International Visitors

Edward River,Echuca Moama

118,265

Total Day Trips (Interstate)

Edward River,Echuca Moama

654,894

Total Day Trips (Intrastate)

Edward River,Echuca Moama

319,255

Total Overnight Trips (Interstate)

Edward River,Echuca Moama

443,317

Total Overnight Trips (Intrastate)



Edward River,Echuca Moama

2,111,494

Total Domestic Overnight Nights

Edward River,Echuca Moama

1,042,021

Total Domestic Overnight Nights (Interstate)

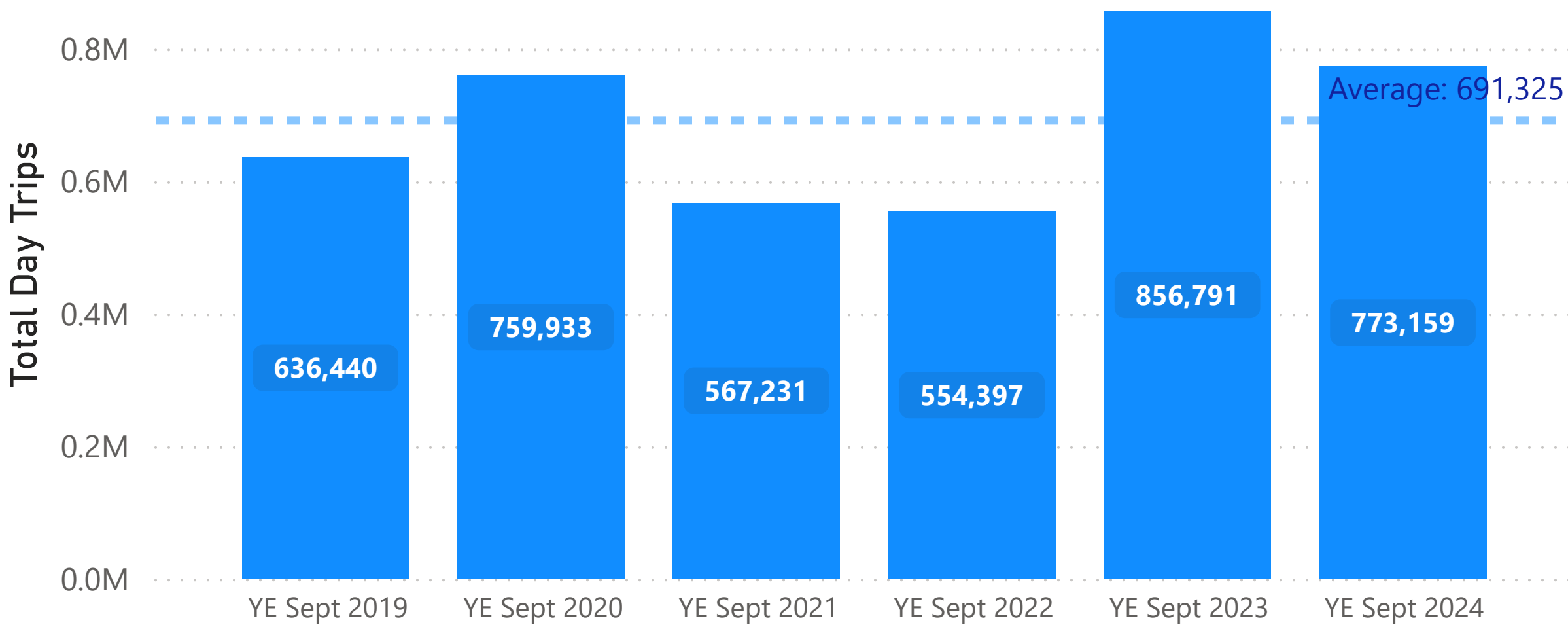
Edward River,Echuca Moama

1,069,473

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Edward River,Echuca Moama



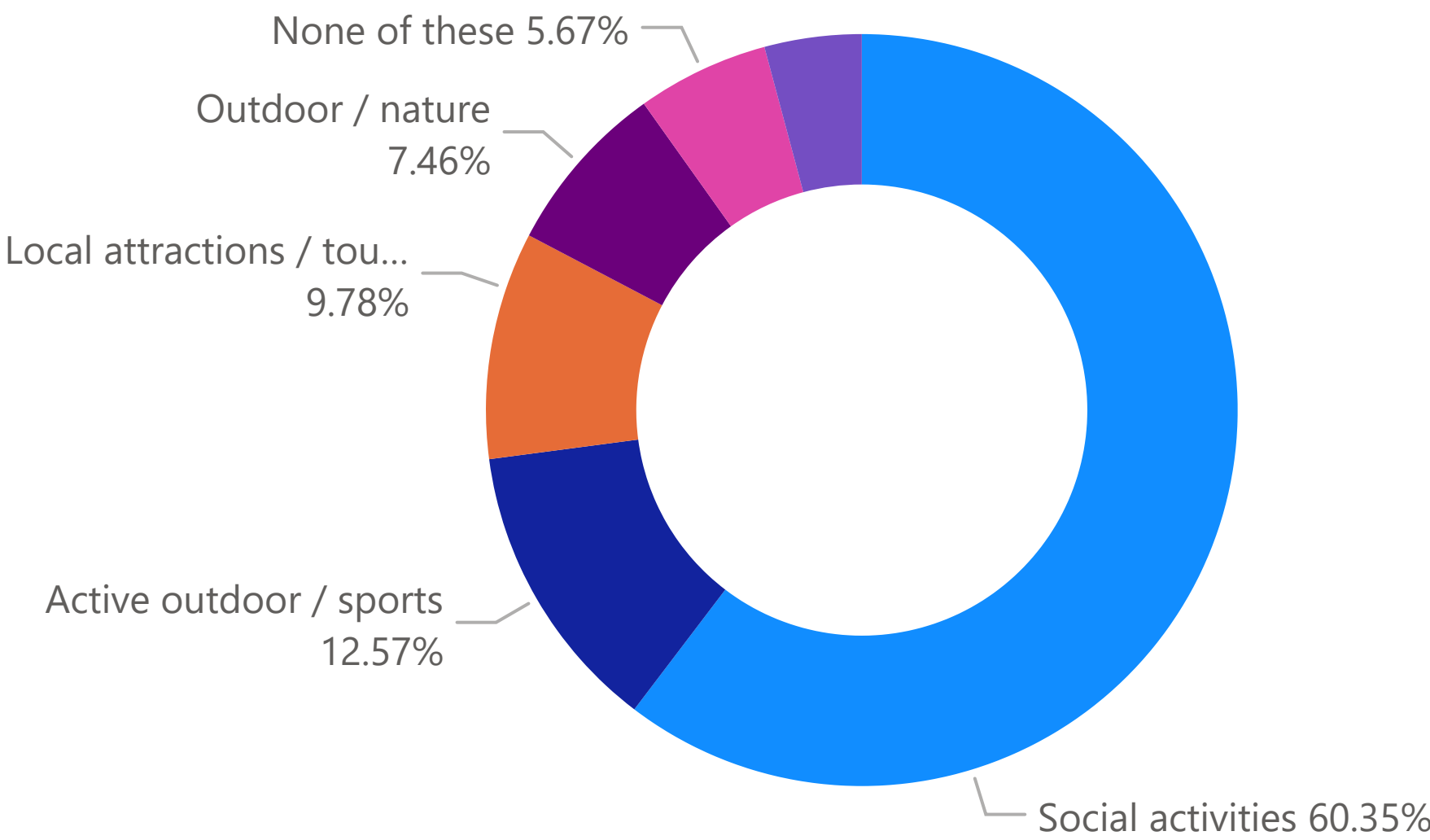
Edward River,Echuca Moama

Period	Total Day Trips (Interstate)	Total Day Trips (Intrastate)
YE Sept 2019	157,693	478,747
YE Sept 2020	98,429	661,504
YE Sept 2021	107,263	459,968
YE Sept 2022	142,533	411,864
YE Sept 2023	142,227	714,564
YE Sept 2024	118,265	654,894

Zero Values = No Data Reported for Period

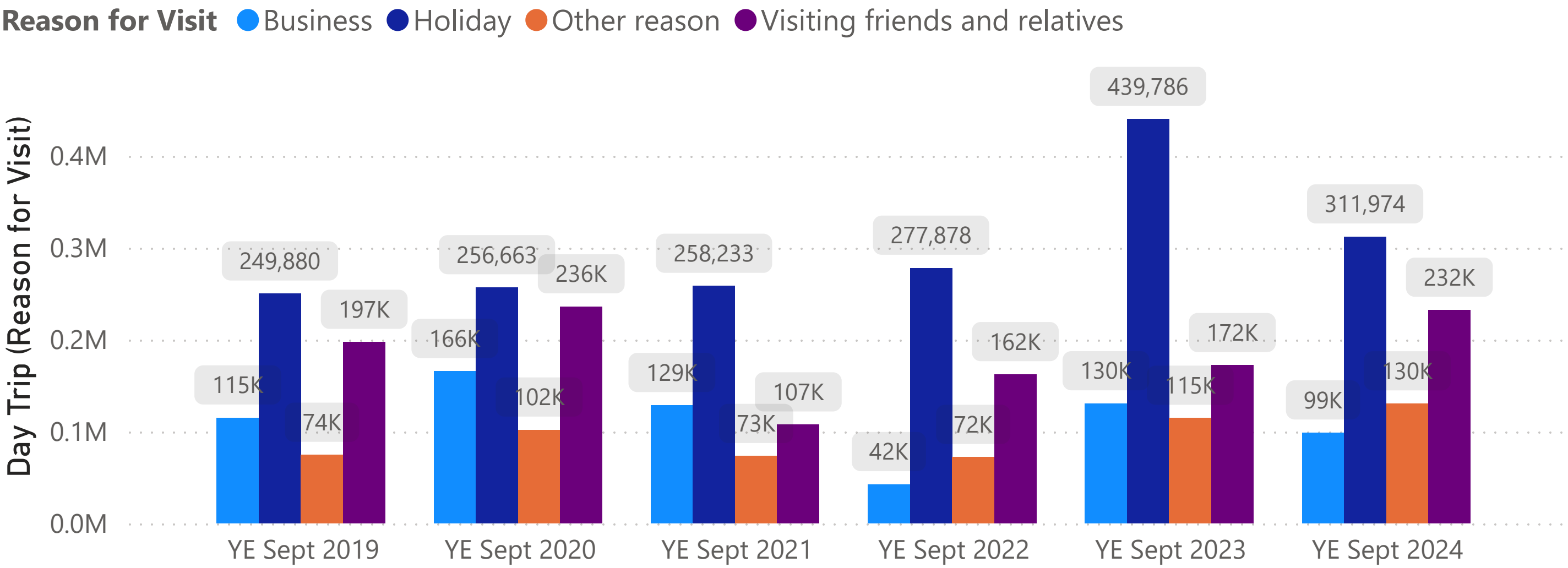
Day Trip (Main Activity)

Edward River,Echuca Moama



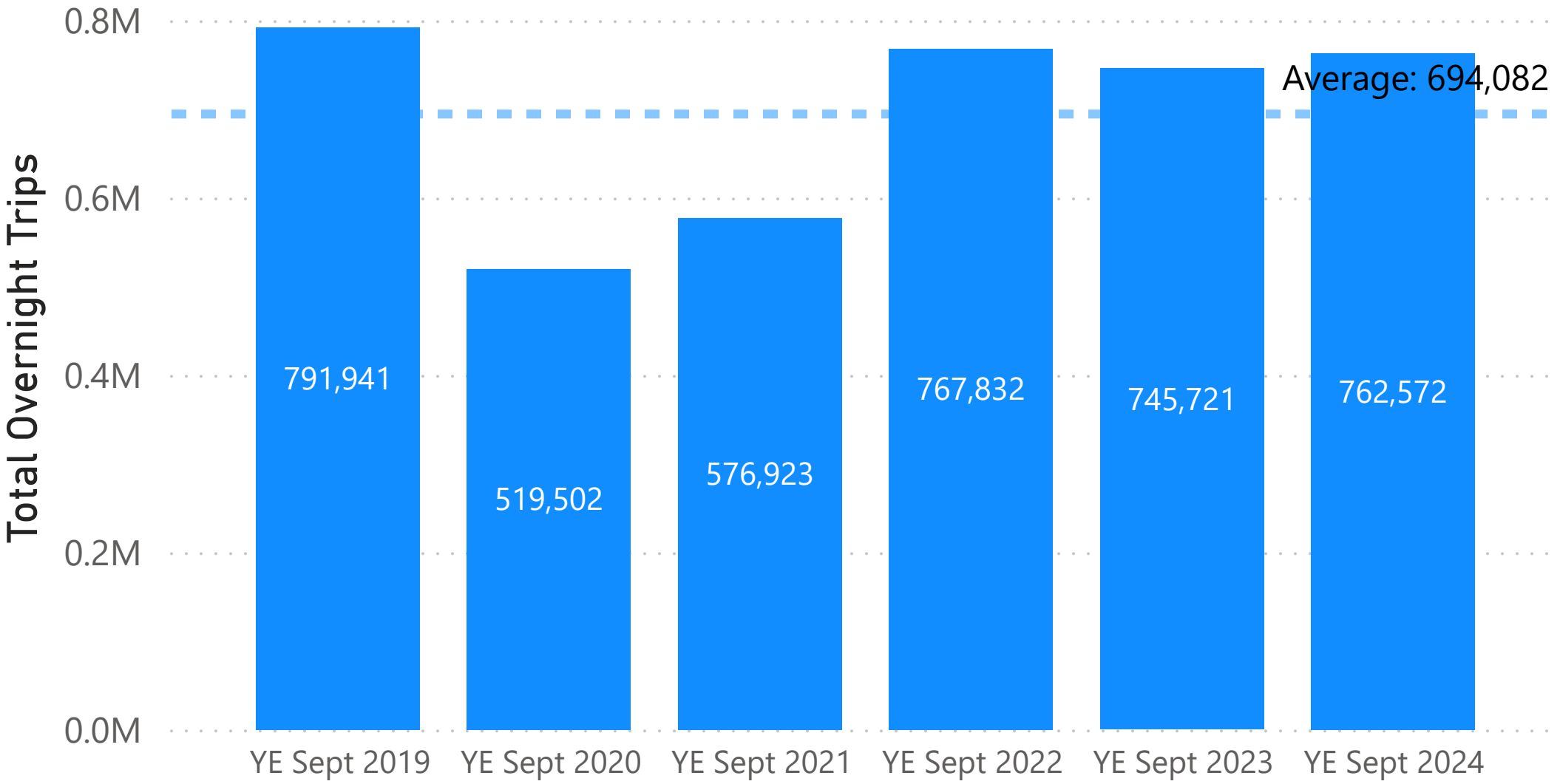
Day Trip (Reason for Visit)

Edward River,Echuca Moama



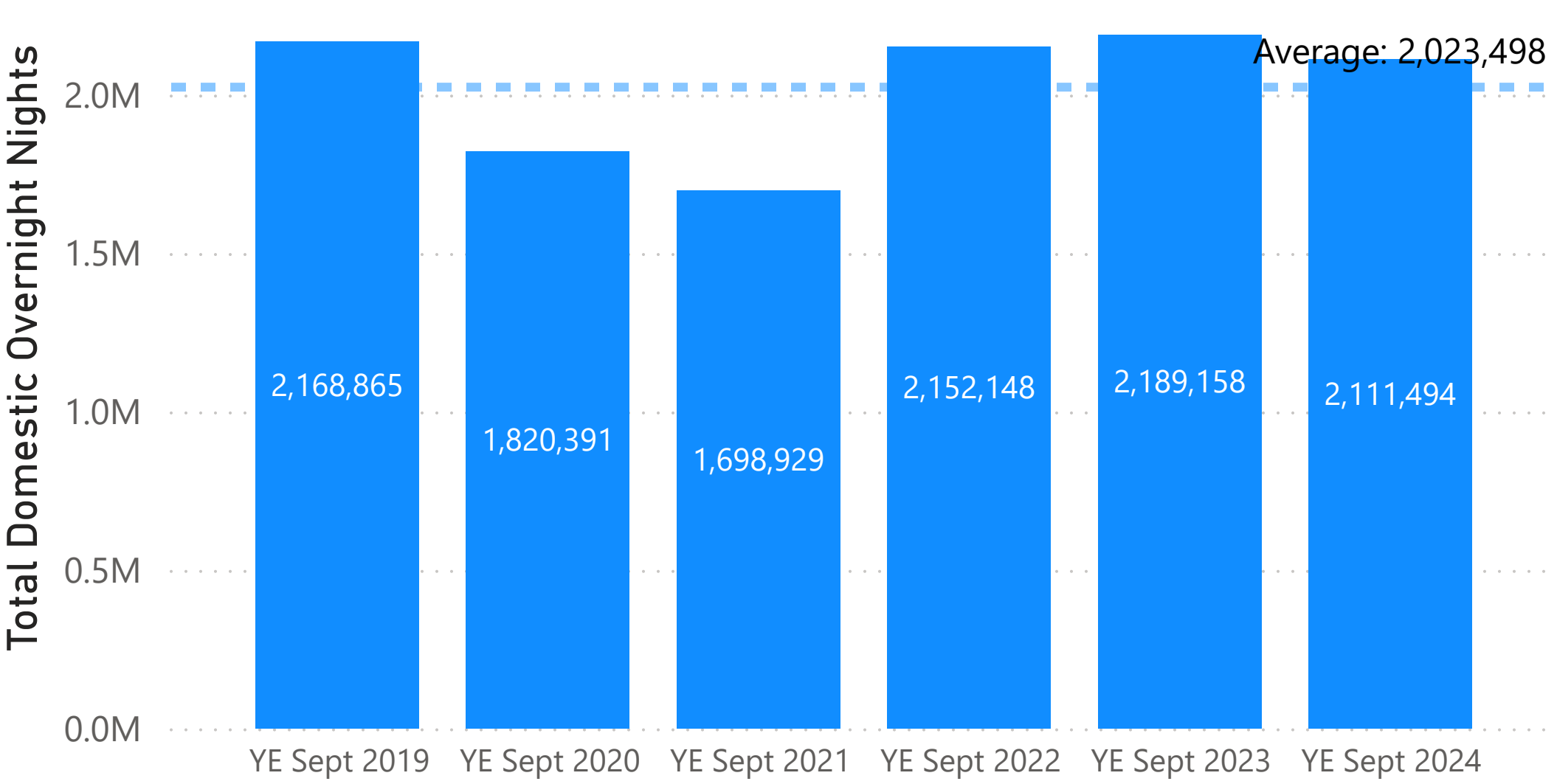
Total Overnight Trips

Edward River,Echuca Moama



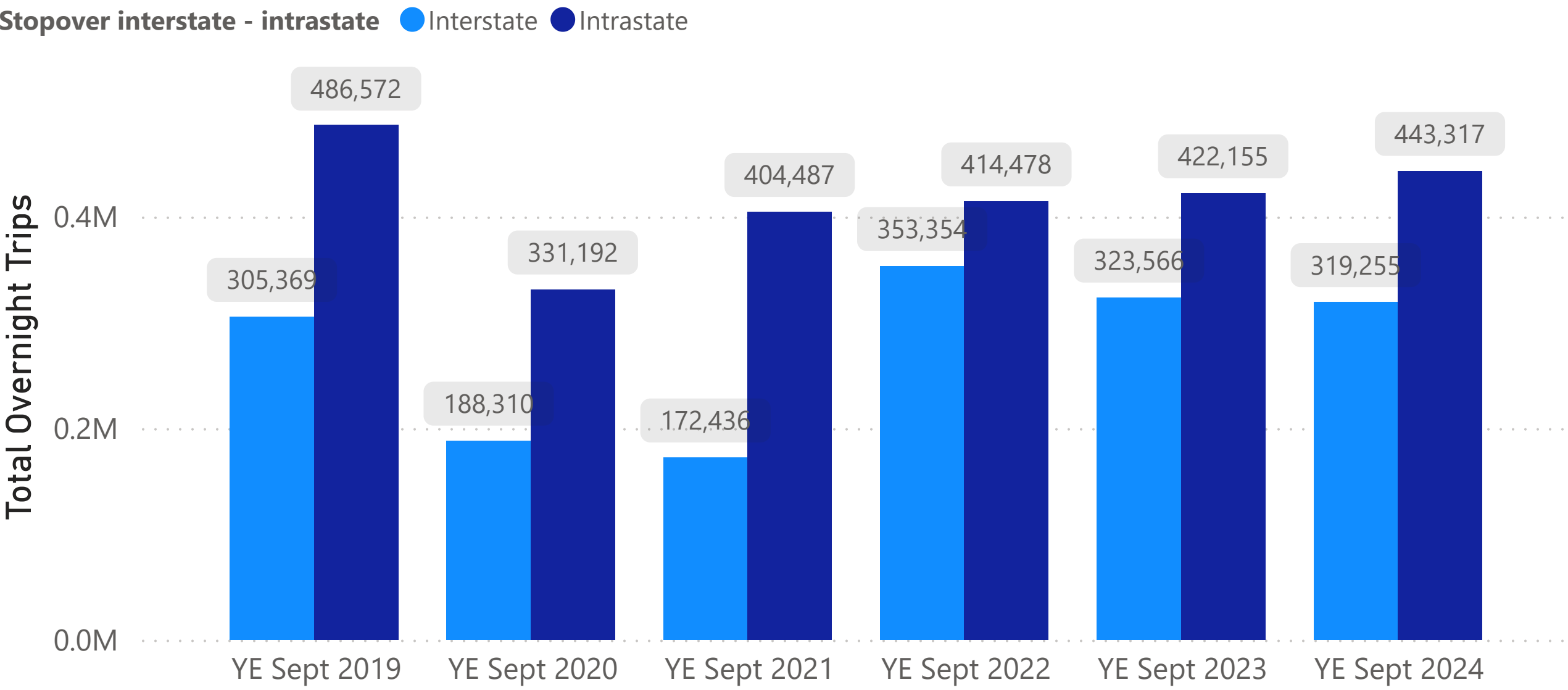
Total Overnight Nights

Edward River,Echuca Moama



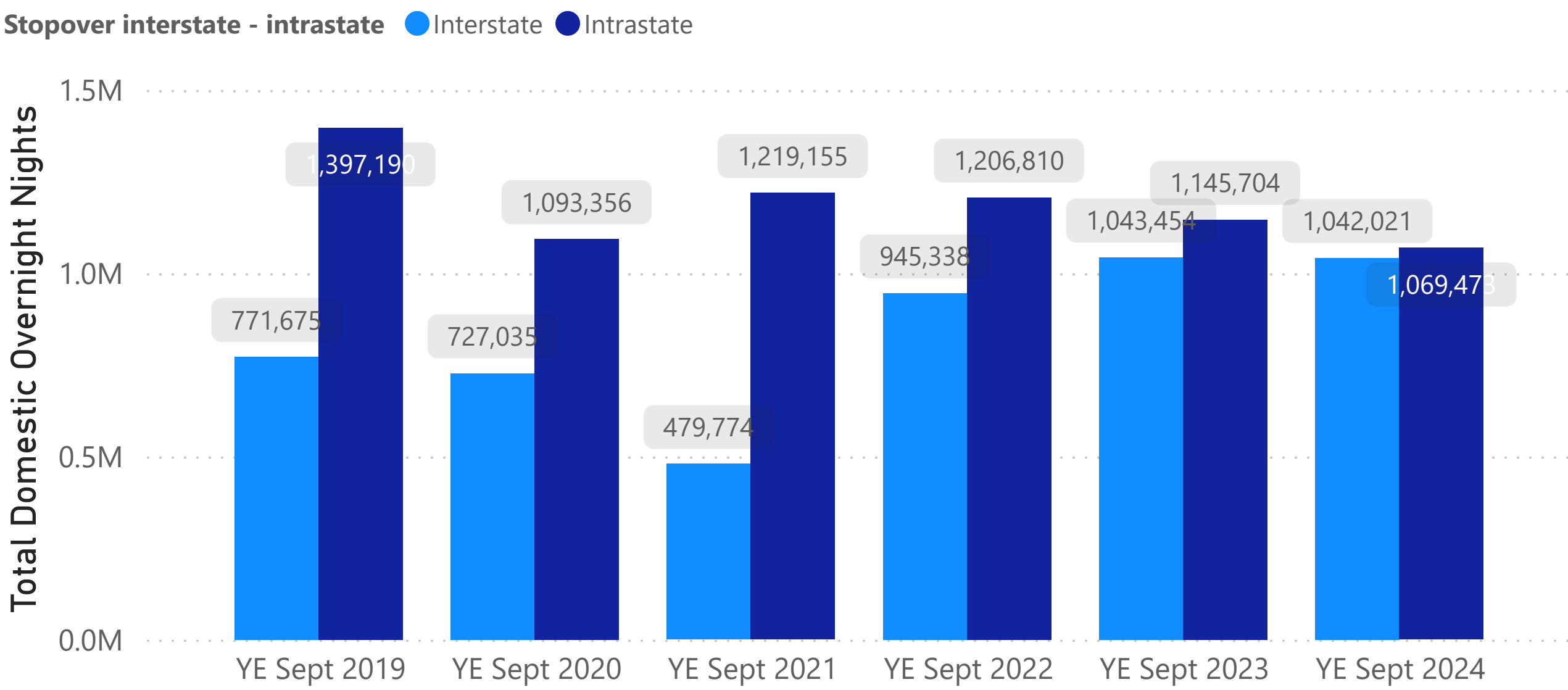
Total Domestic Overnight Trips interstate - intrastate

Edward River,Echuca Moama



Total Domestic Overnight Nights interstate - intrastate

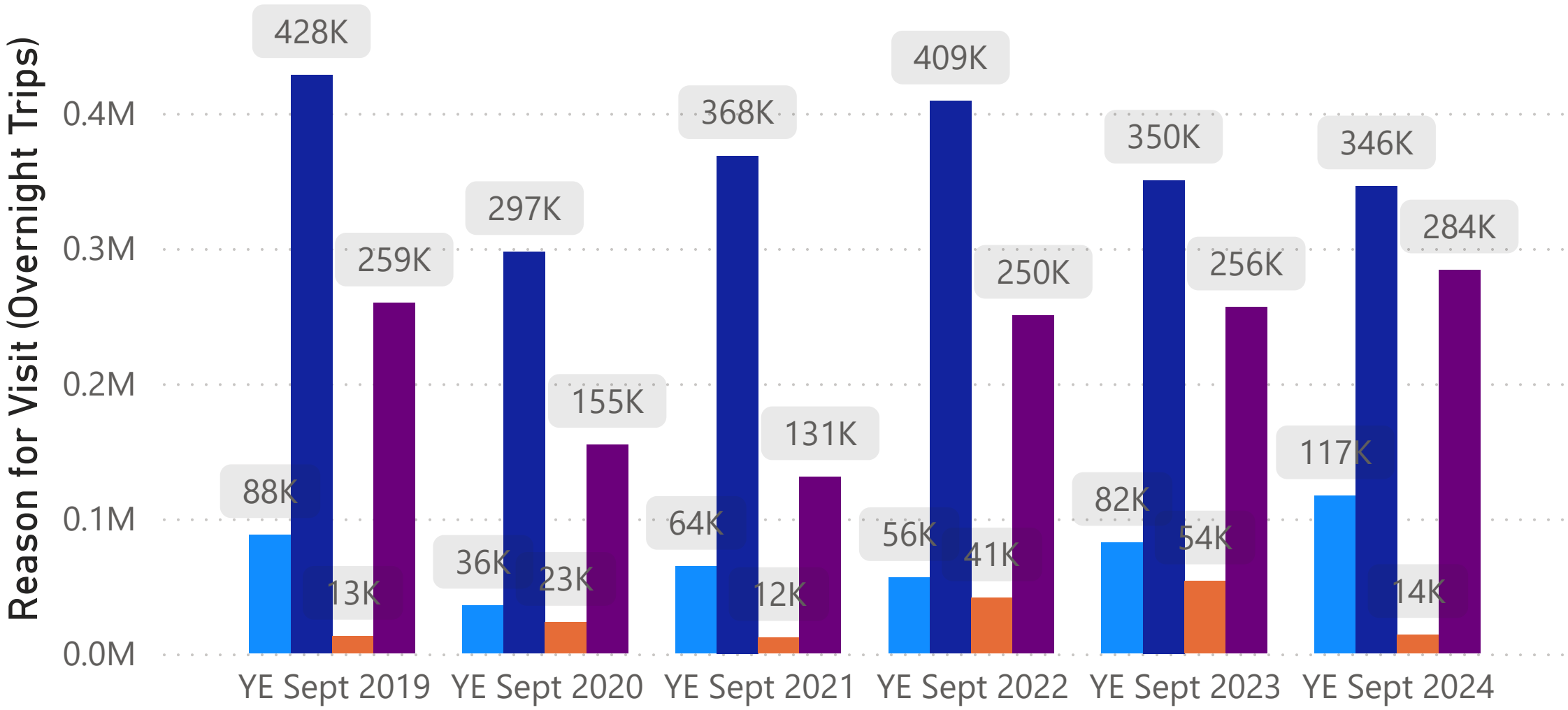
Edward River,Echuca Moama



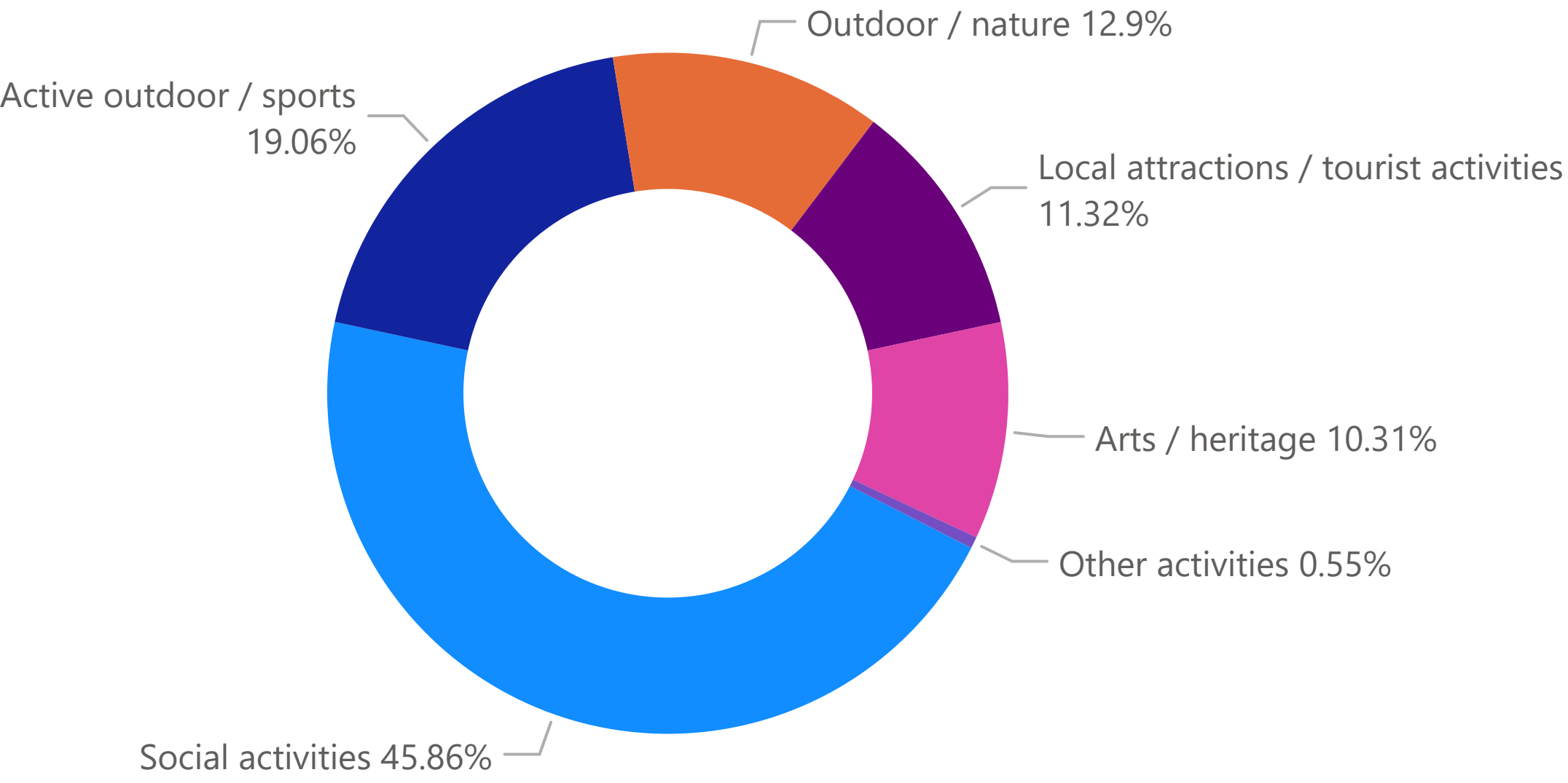
Reason for Visit (Overnight Trips)

Edward River,Echuca Moama

Reason for Visit Business Holiday Other reason Visiting friends and relatives

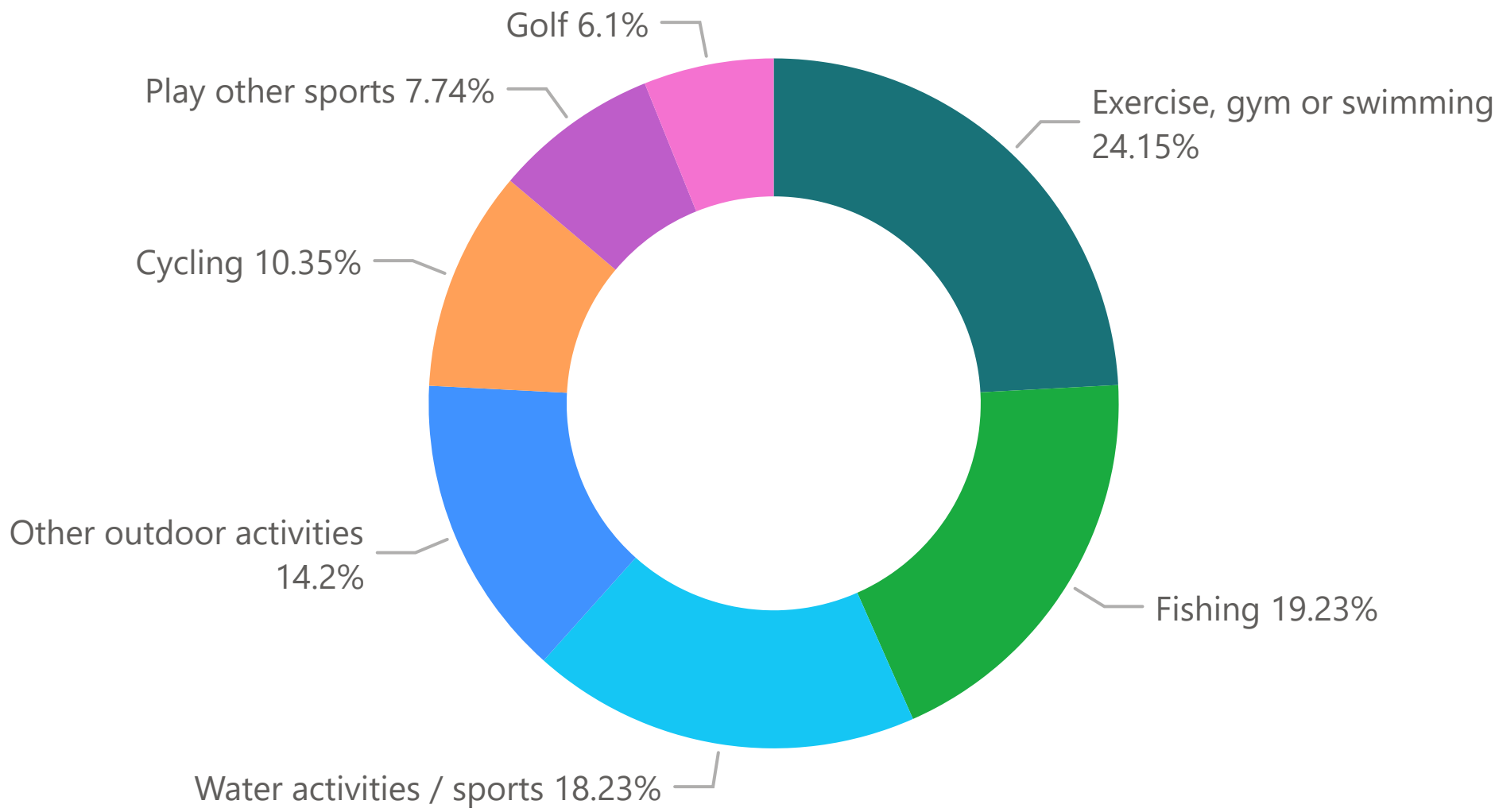


Edward River,Echuca Moama



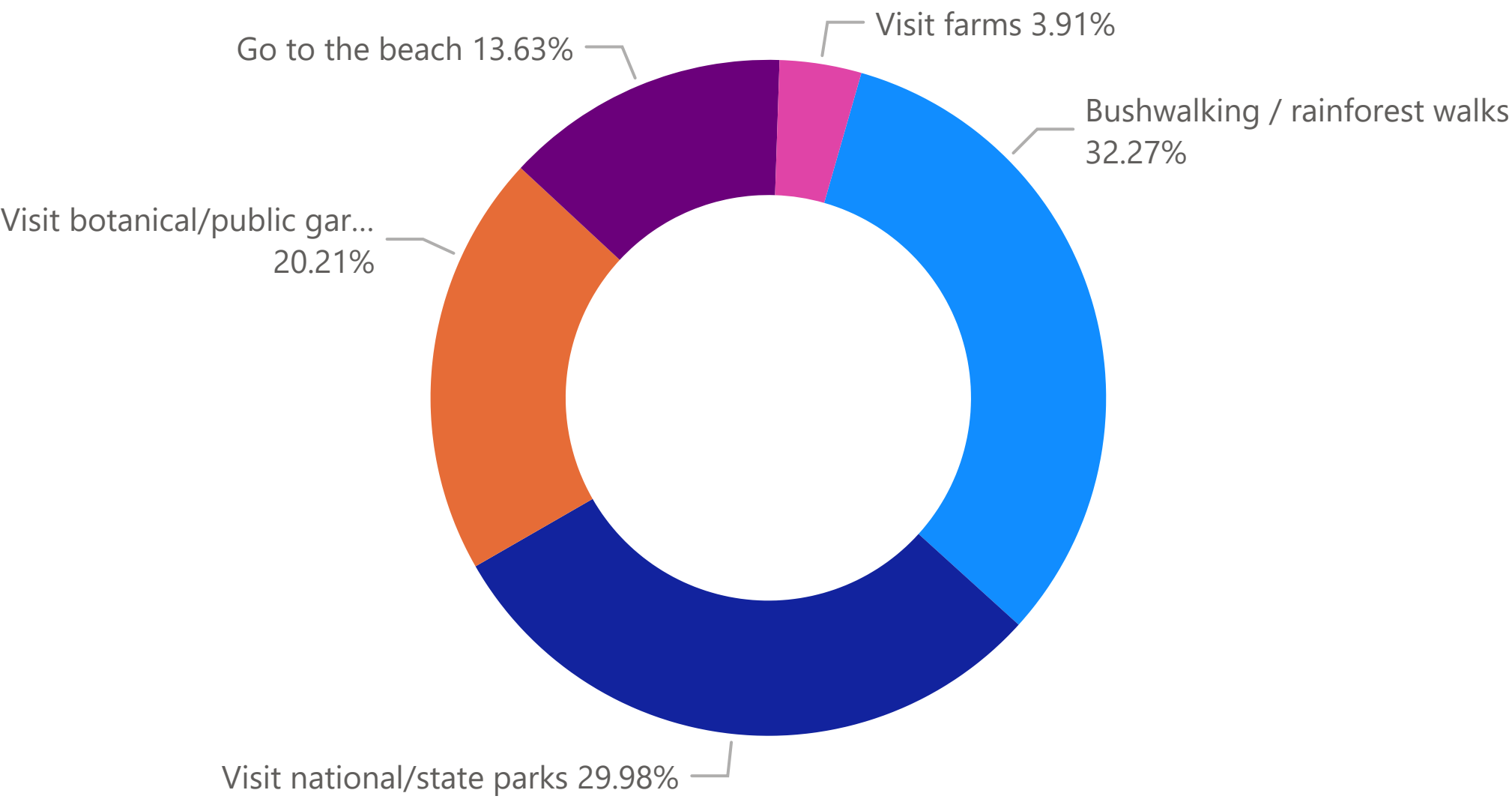
Edward River,Echuca Moama

Active outdoor / sports



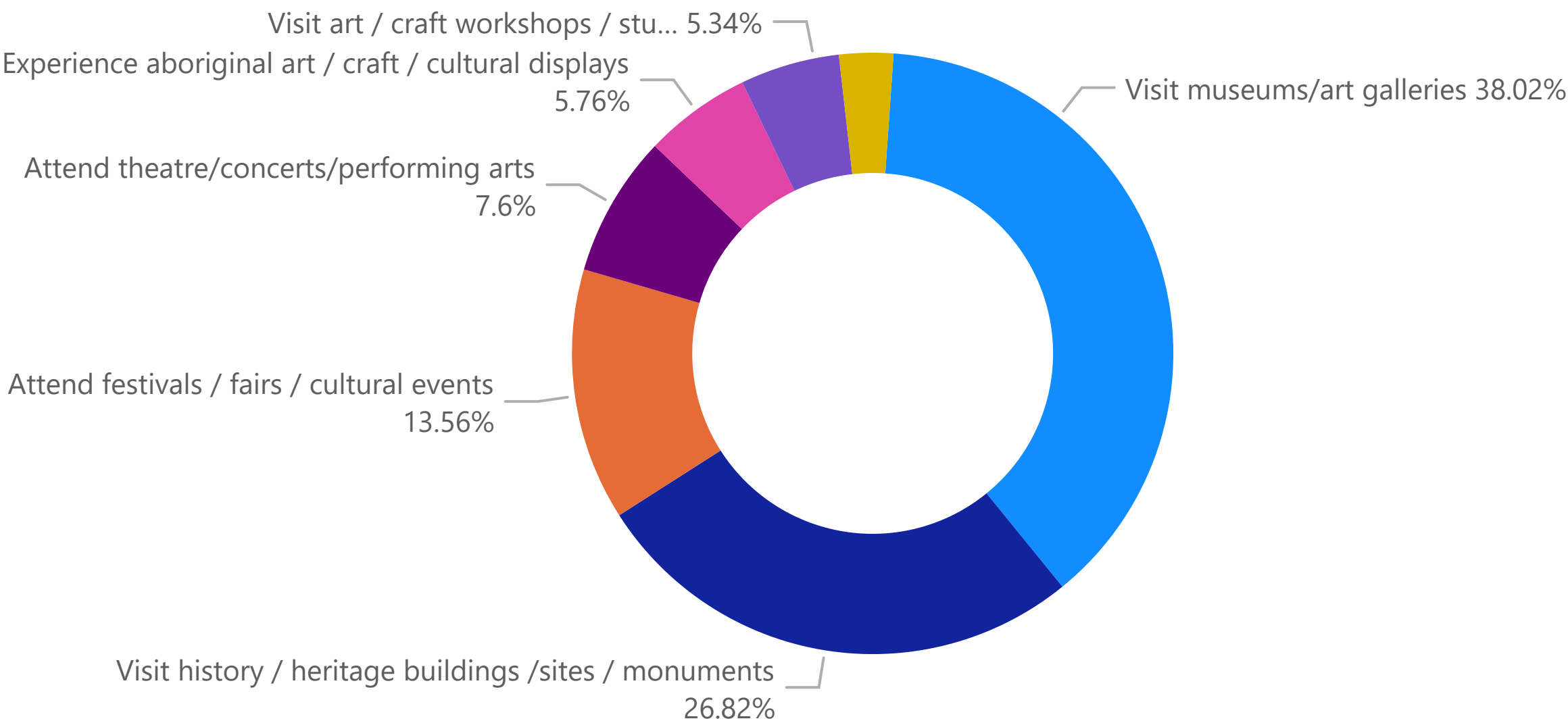
Edward River,Echuca Moama

Outdoor / nature



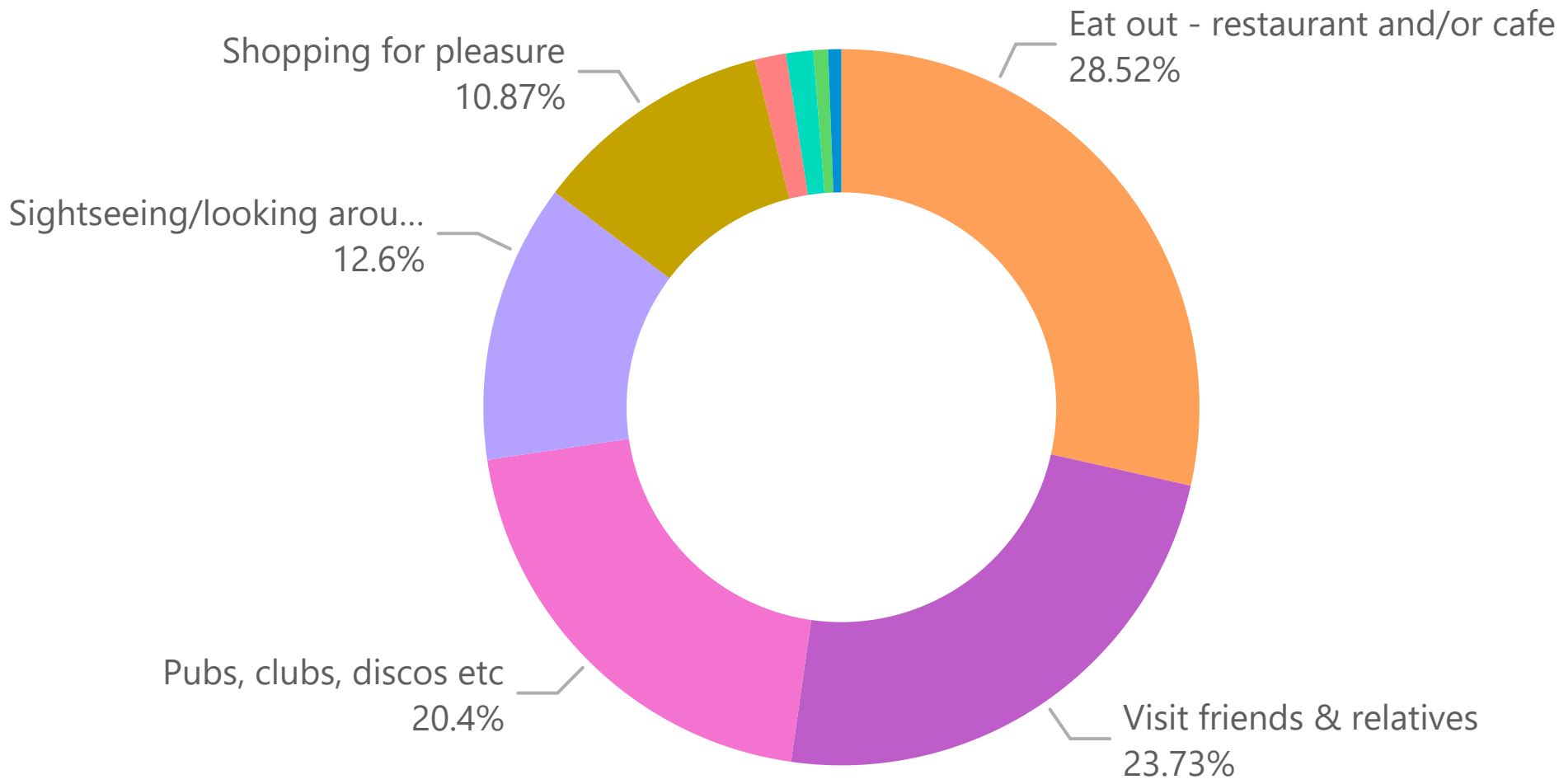
Edward River,Echuca Moama

Arts / heritage



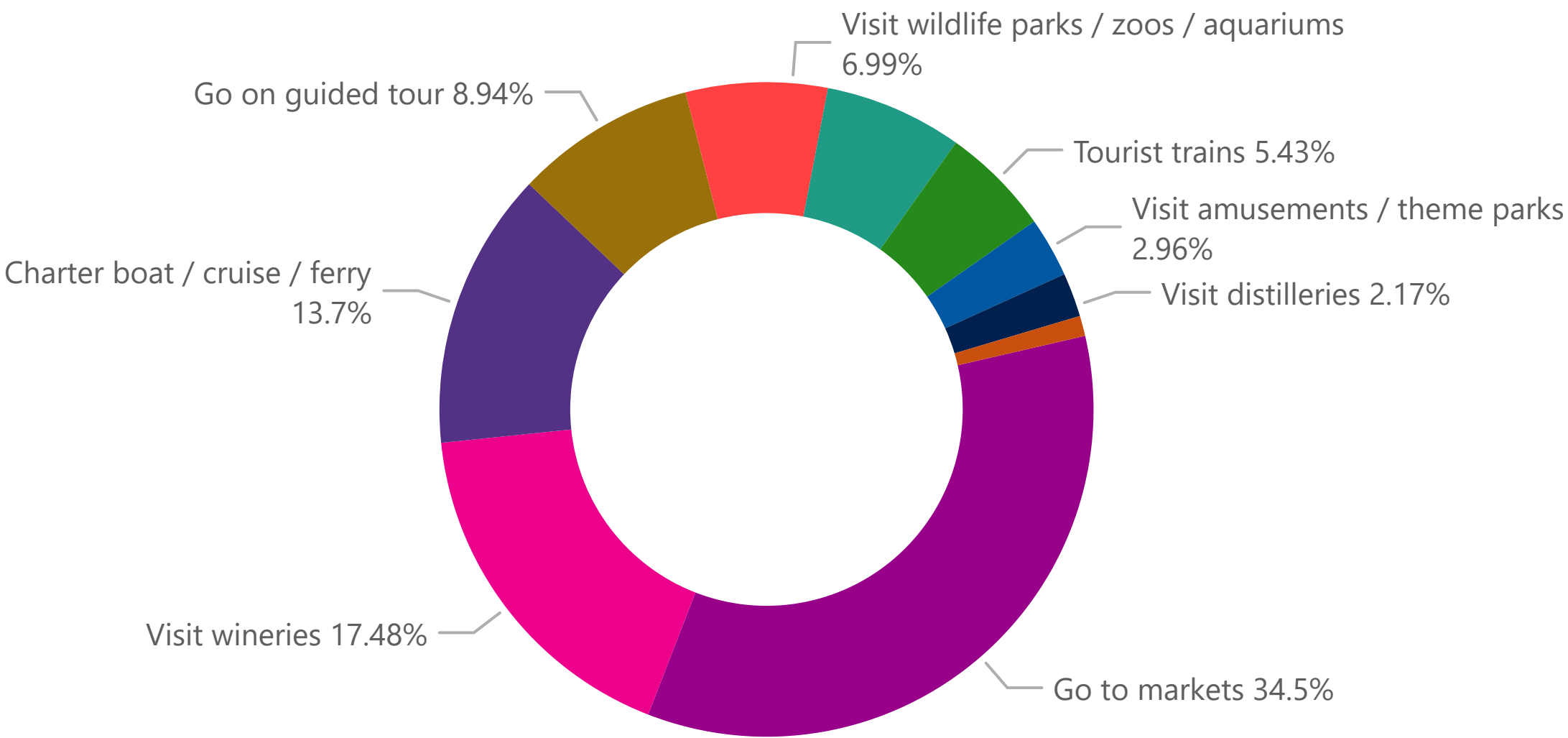
Edward River,Echuca Moama

Social activities



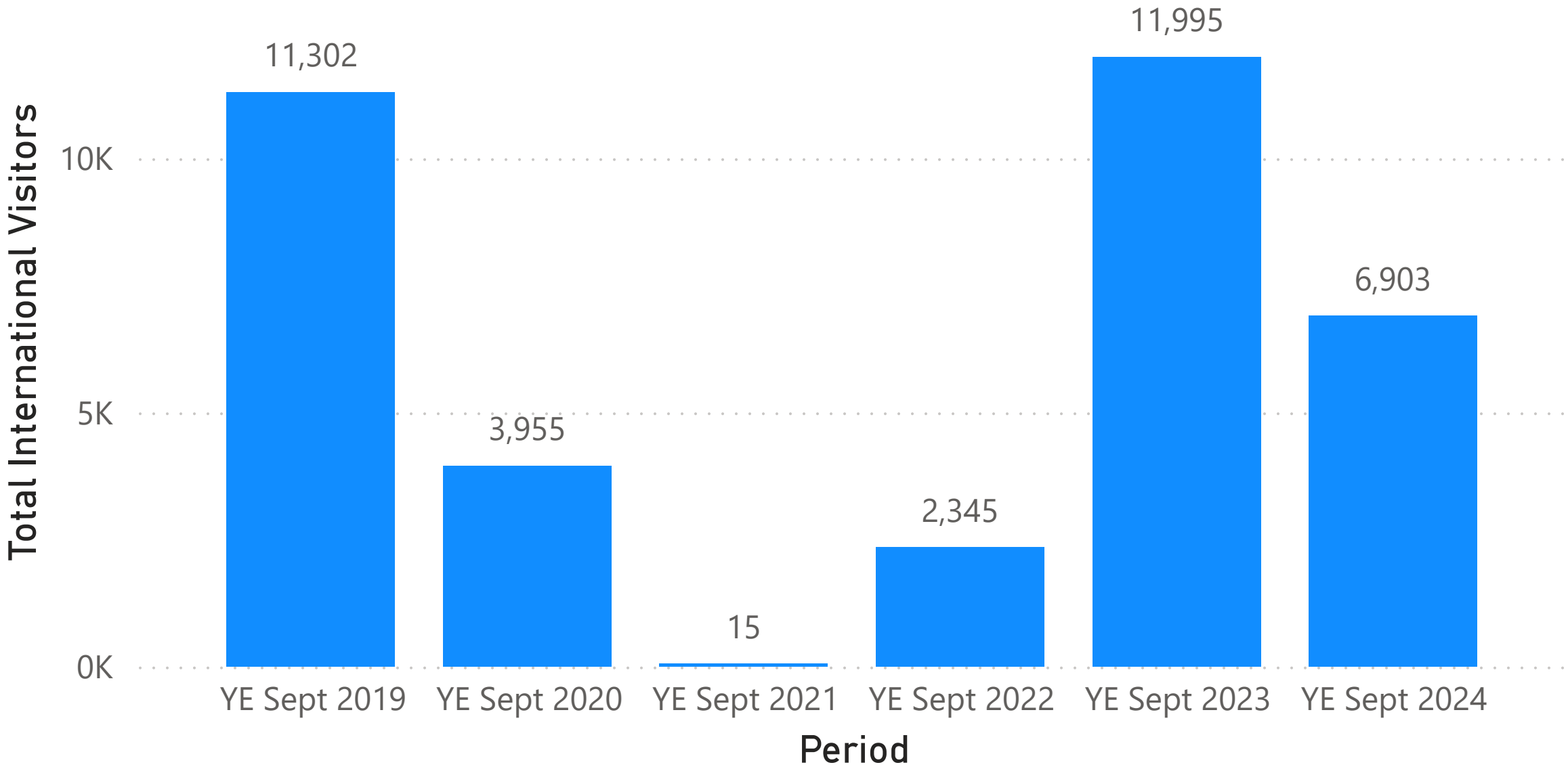
Edward River,Echuca Moama

Local attractions / tourist activities



Total International Visitors

Edward River,Echuca Moama



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Swan Hill



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Year Ending
Sept 2024



Swan Hill

748,322

Total Visitors (All)

Swan Hill

380,419

Total Day Trips

Swan Hill

360,603

Total Overnight Trips

Swan Hill

7,300

Total International Visitors

Swan Hill

74,168

Total Day Trips (Interstate)

Swan Hill

306,251

Total Day Trips (Intrastate)

Swan Hill

137,615

Total Overnight Trips (Interstate)

Swan Hill

222,988

Total Overnight Trips (Intrastate)



Swan Hill

988,174

Total Domestic Overnight Nights

Swan Hill

386,277

Total Domestic Overnight Nights (Interstate)

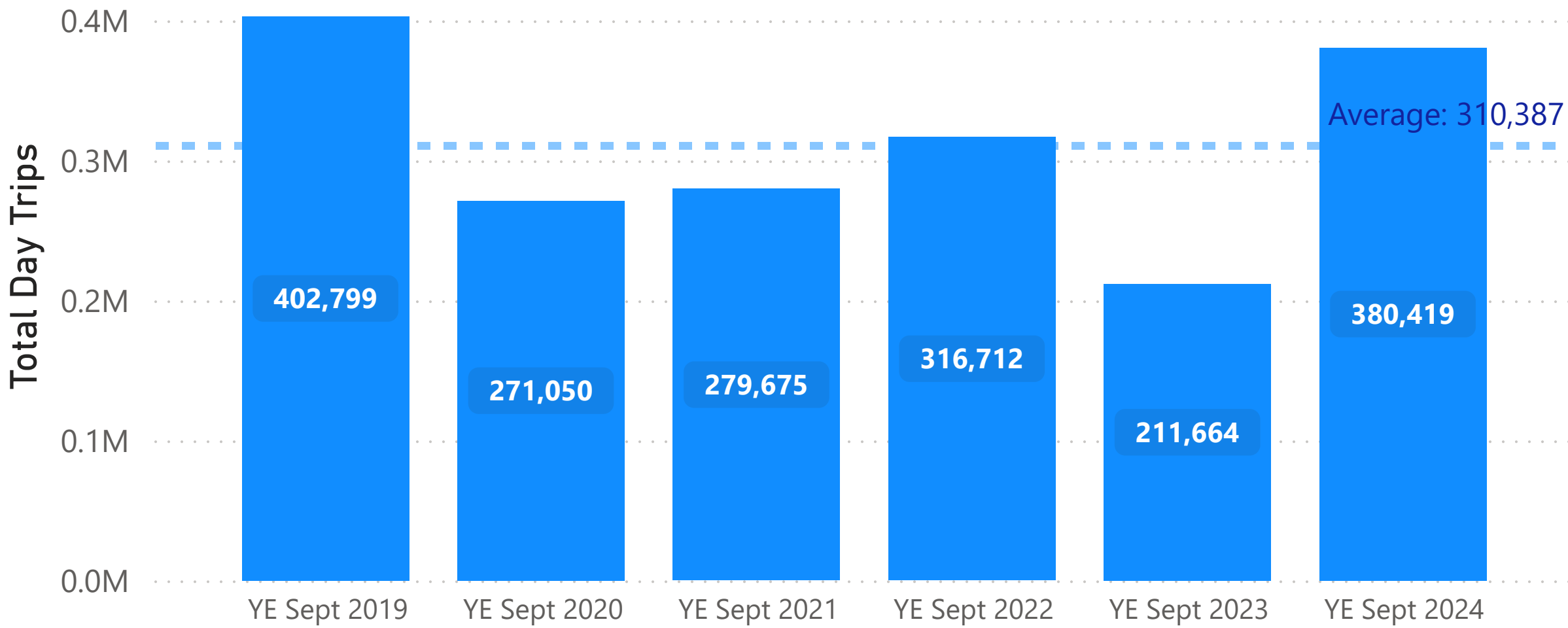
Swan Hill

601,897

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Swan Hill



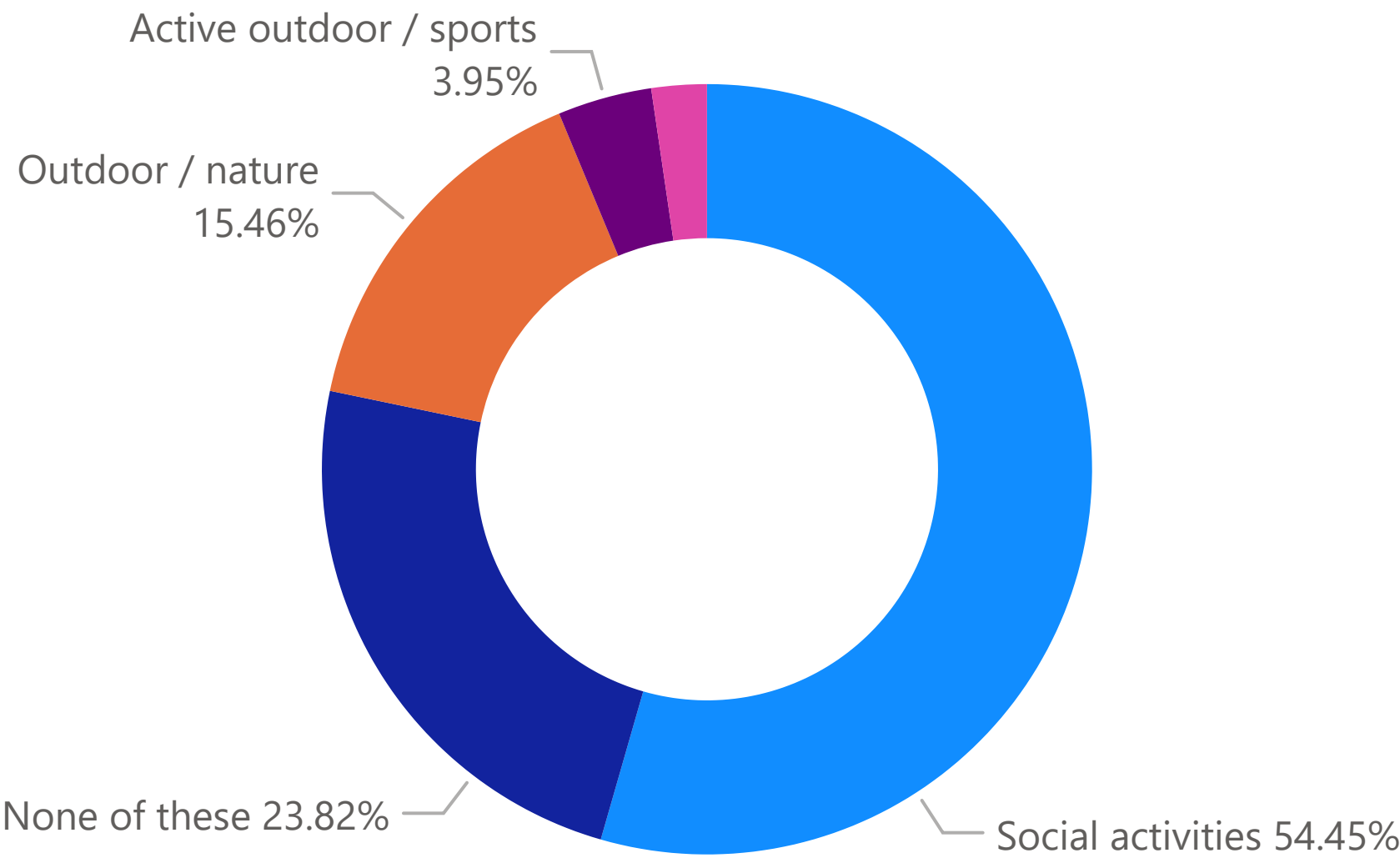
Swan Hill

Period	Total Day Trips (Interstate)		Total Day Trips (Intrastate)	
YE Sept 2019		46,083		356,716
YE Sept 2020	76,580		194,470	
YE Sept 2021	20,965		258,710	
YE Sept 2022	33,935		282,777	
YE Sept 2023	33,866		177,798	
YE Sept 2024	74,168		306,251	

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

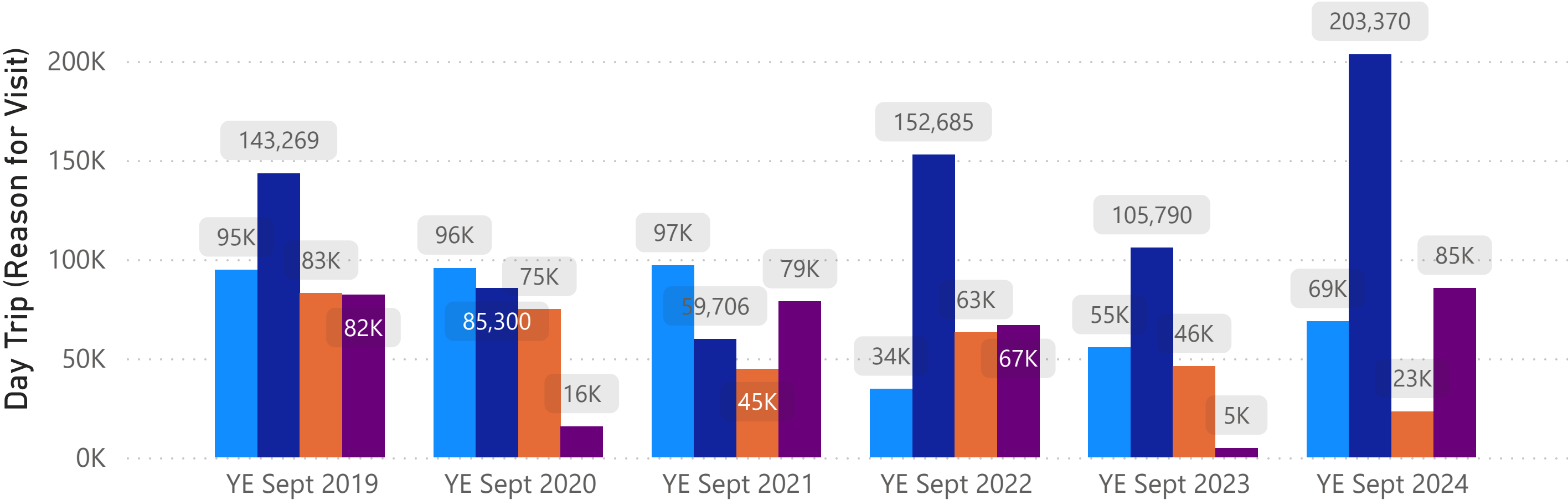
Swan Hill



Day Trip (Reason for Visit)

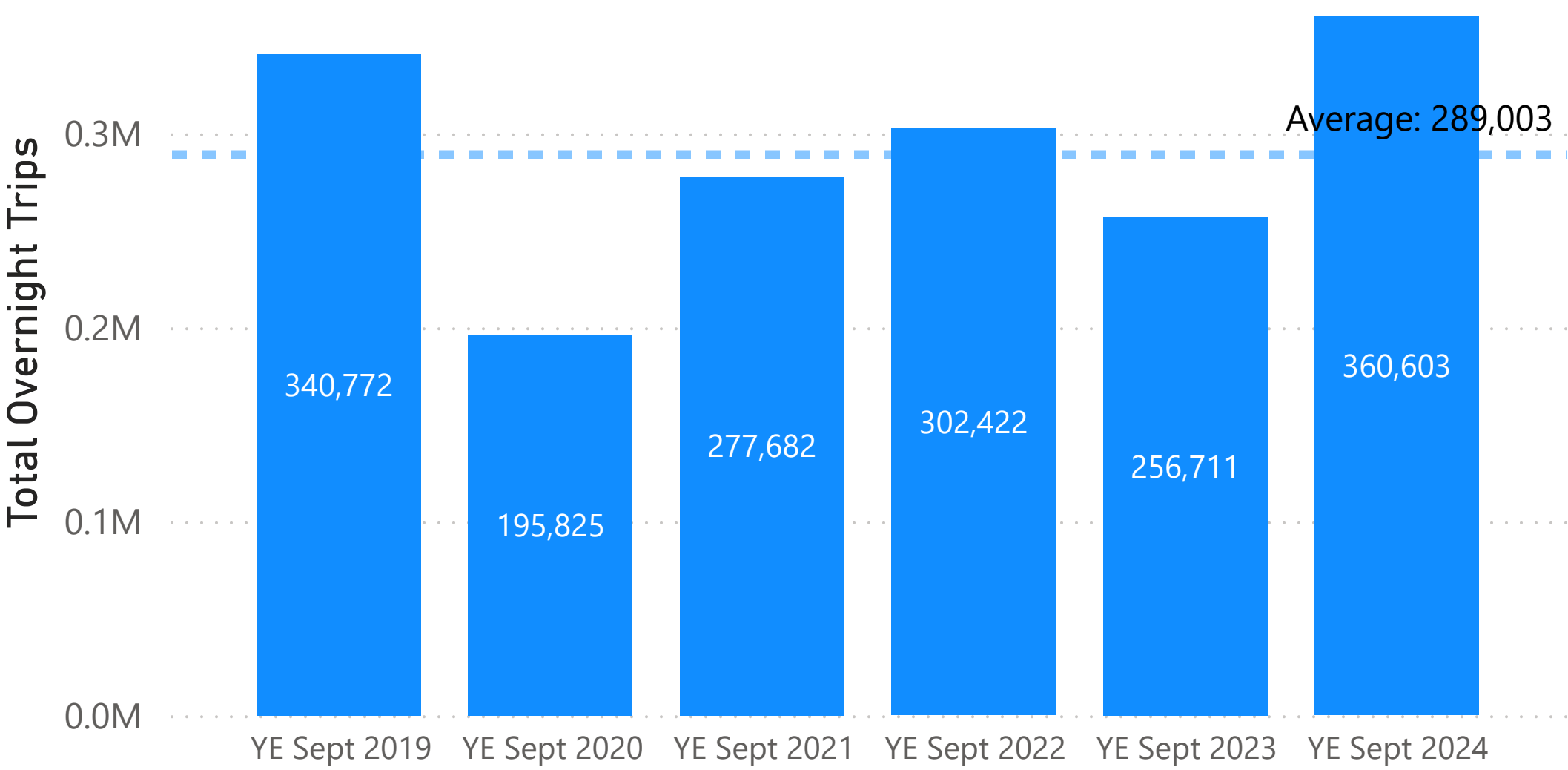
Swan Hill

Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



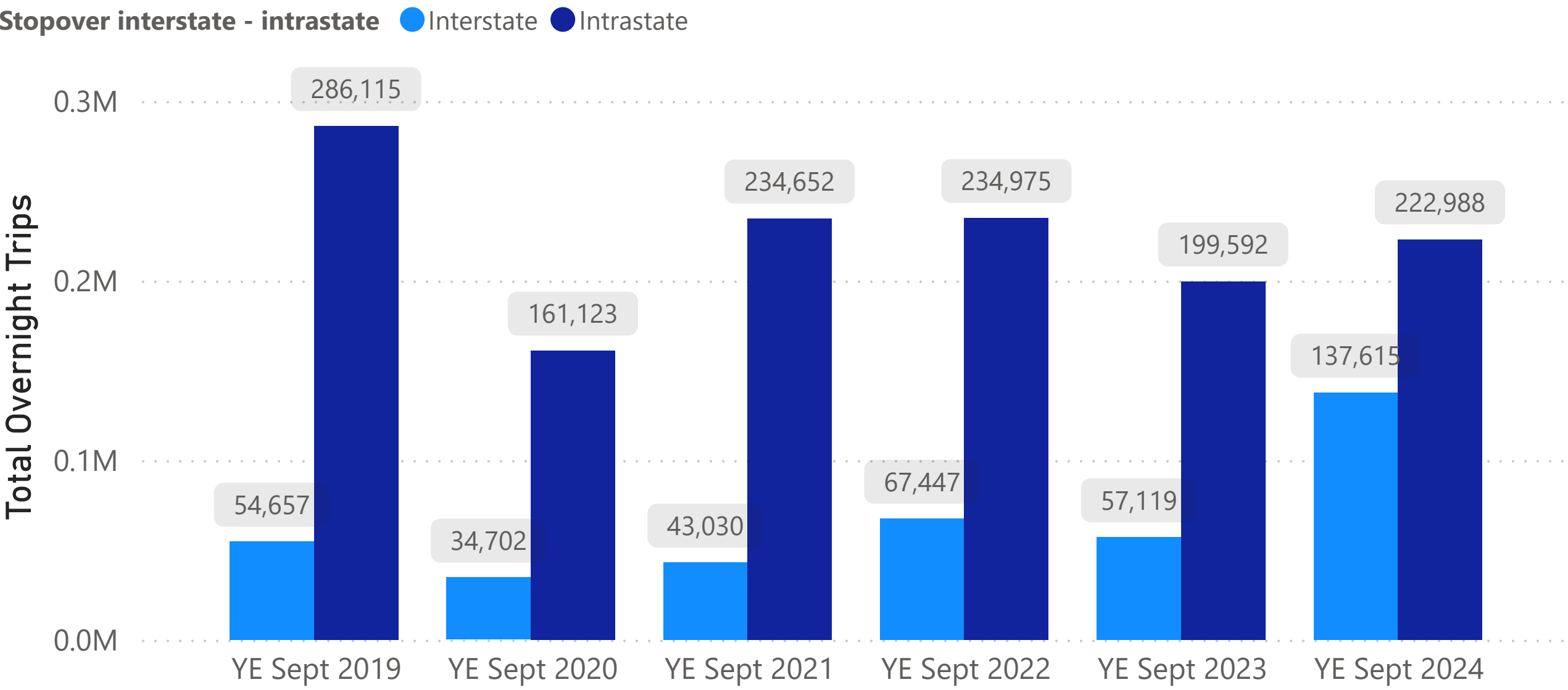
Total Overnight Trips

Swan Hill



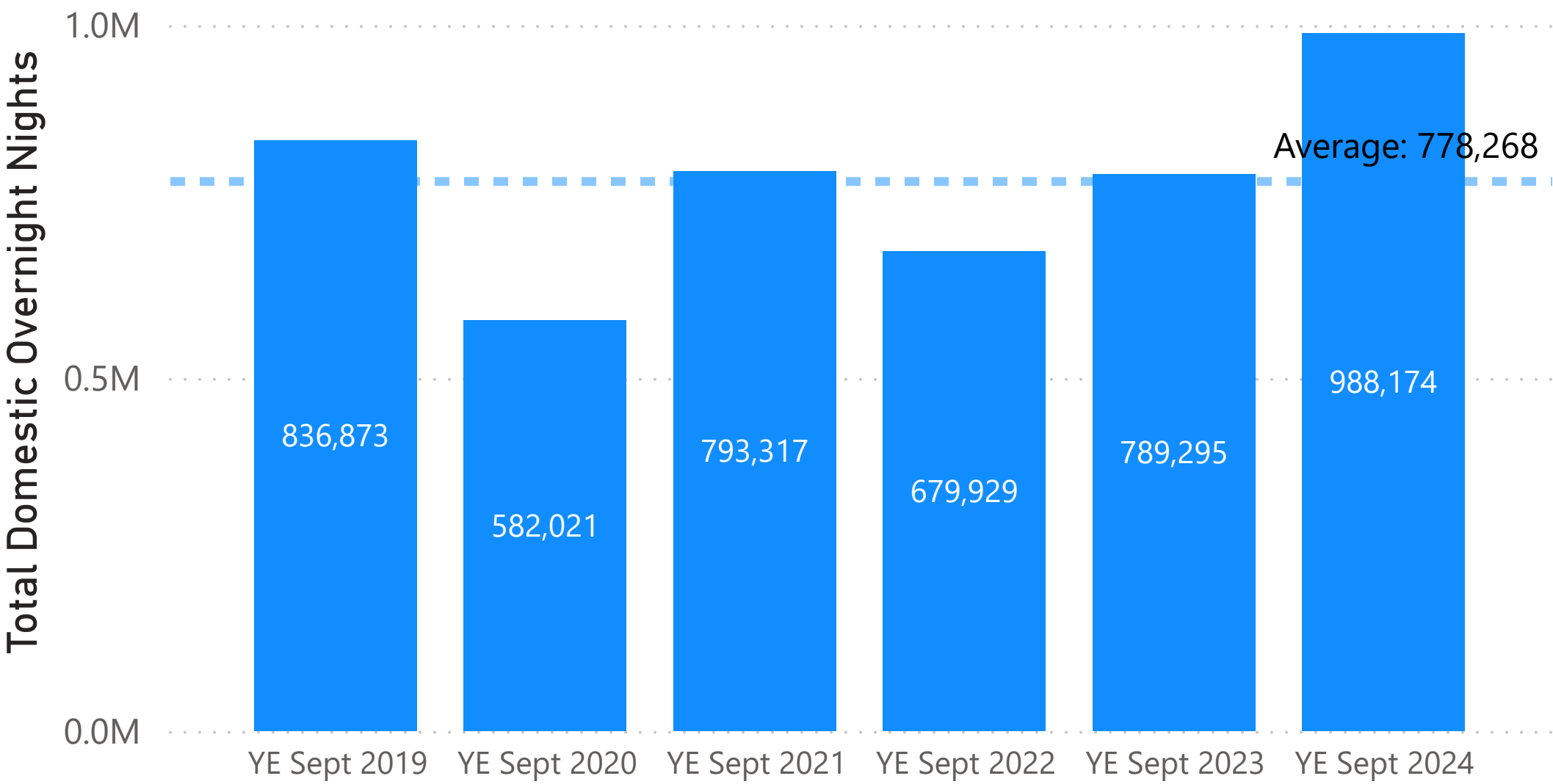
Total Domestic Overnight Trips interstate - intrastate

Swan Hill



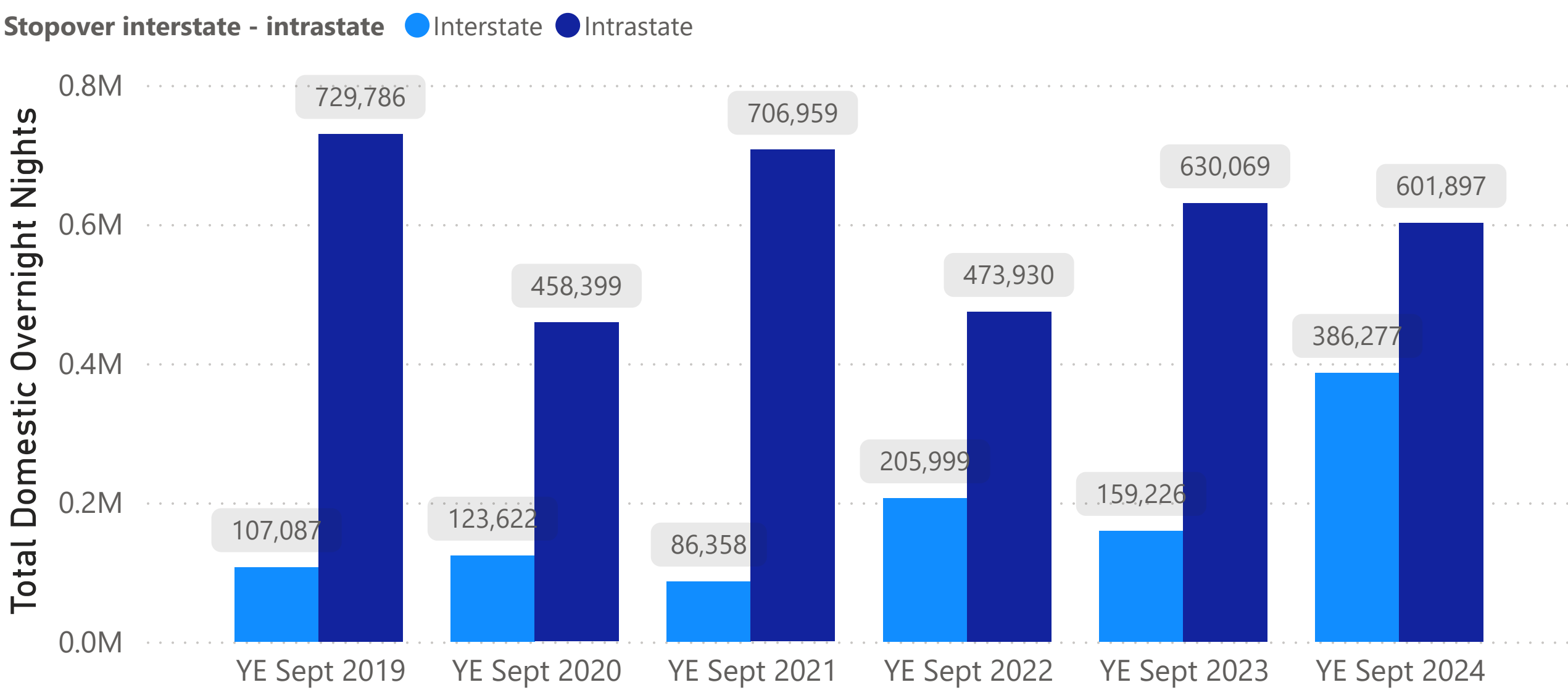
Total Overnight Nights

Swan Hill



Total Domestic Overnight Nights interstate - intrastate

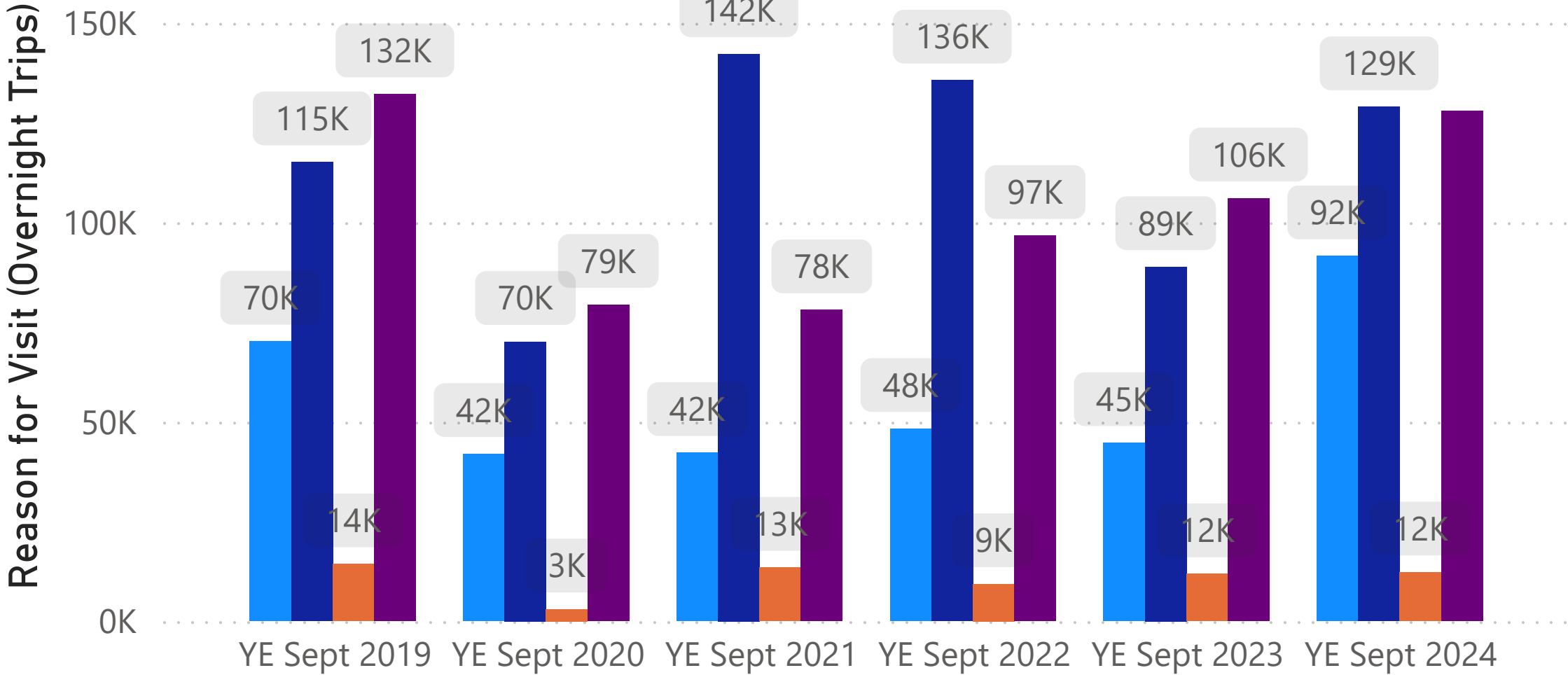
Swan Hill



Reason for Visit (Overnight Trips)

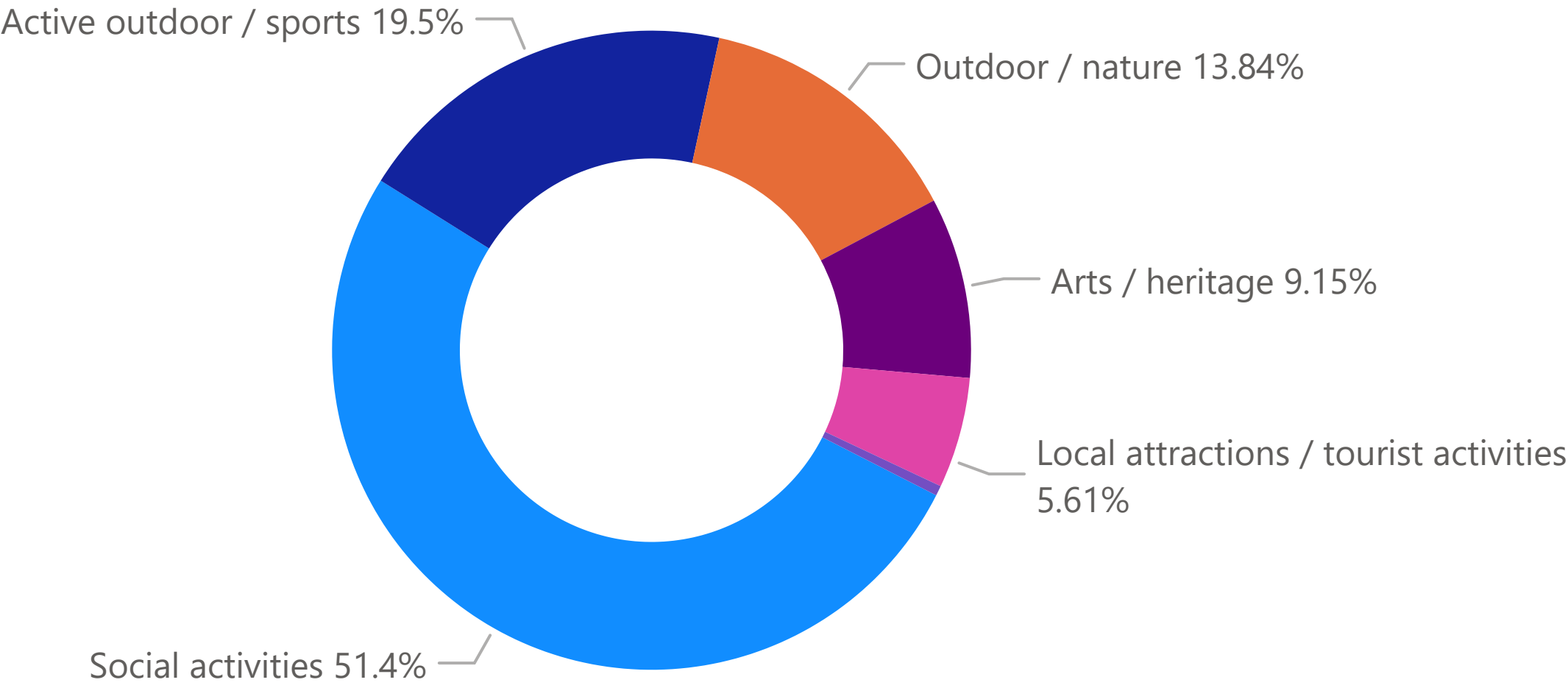
Swan Hill

Reason for Visit Business Holiday Other reason Visiting friends and relatives



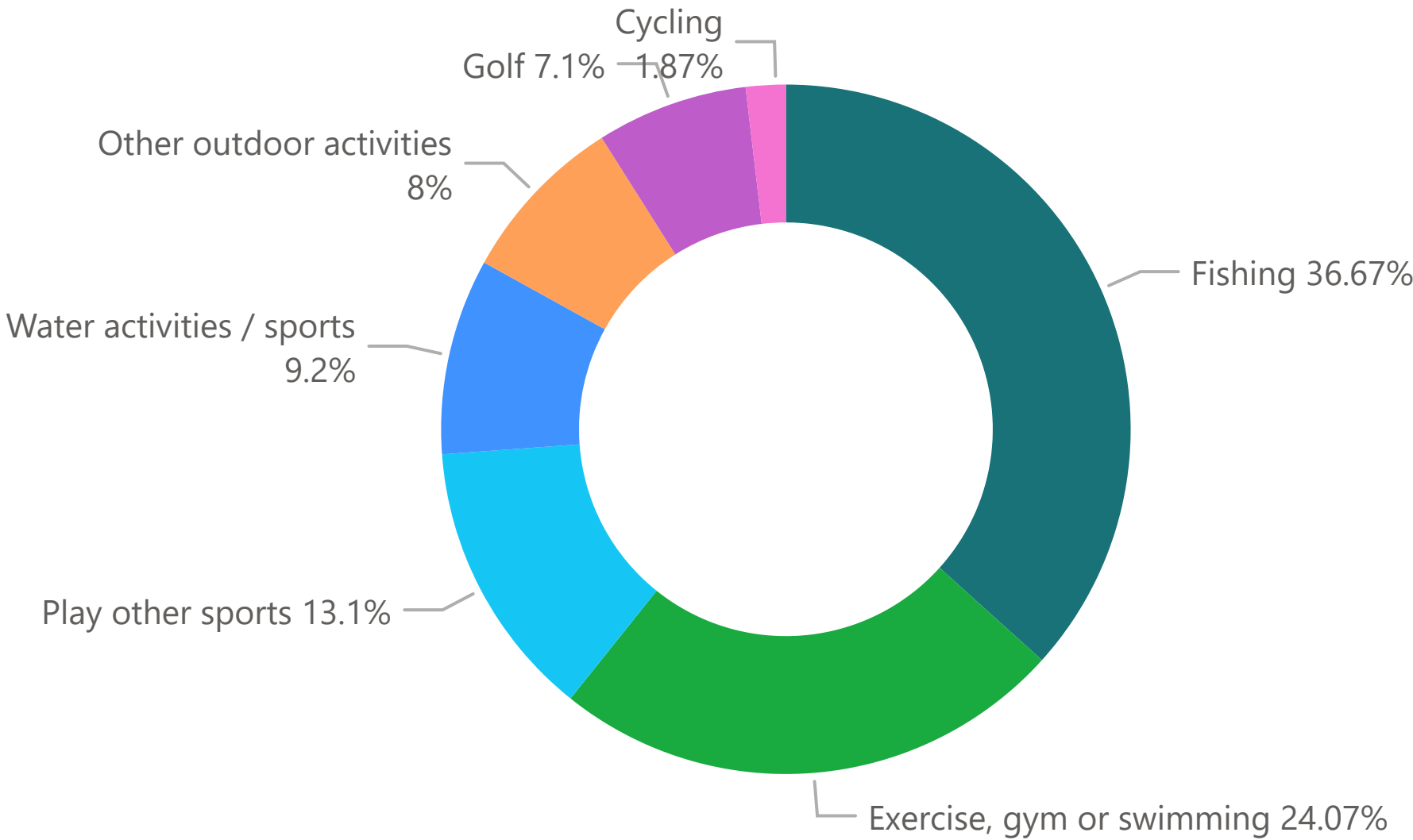
Main Activity (Overnight Trips)

Swan Hill



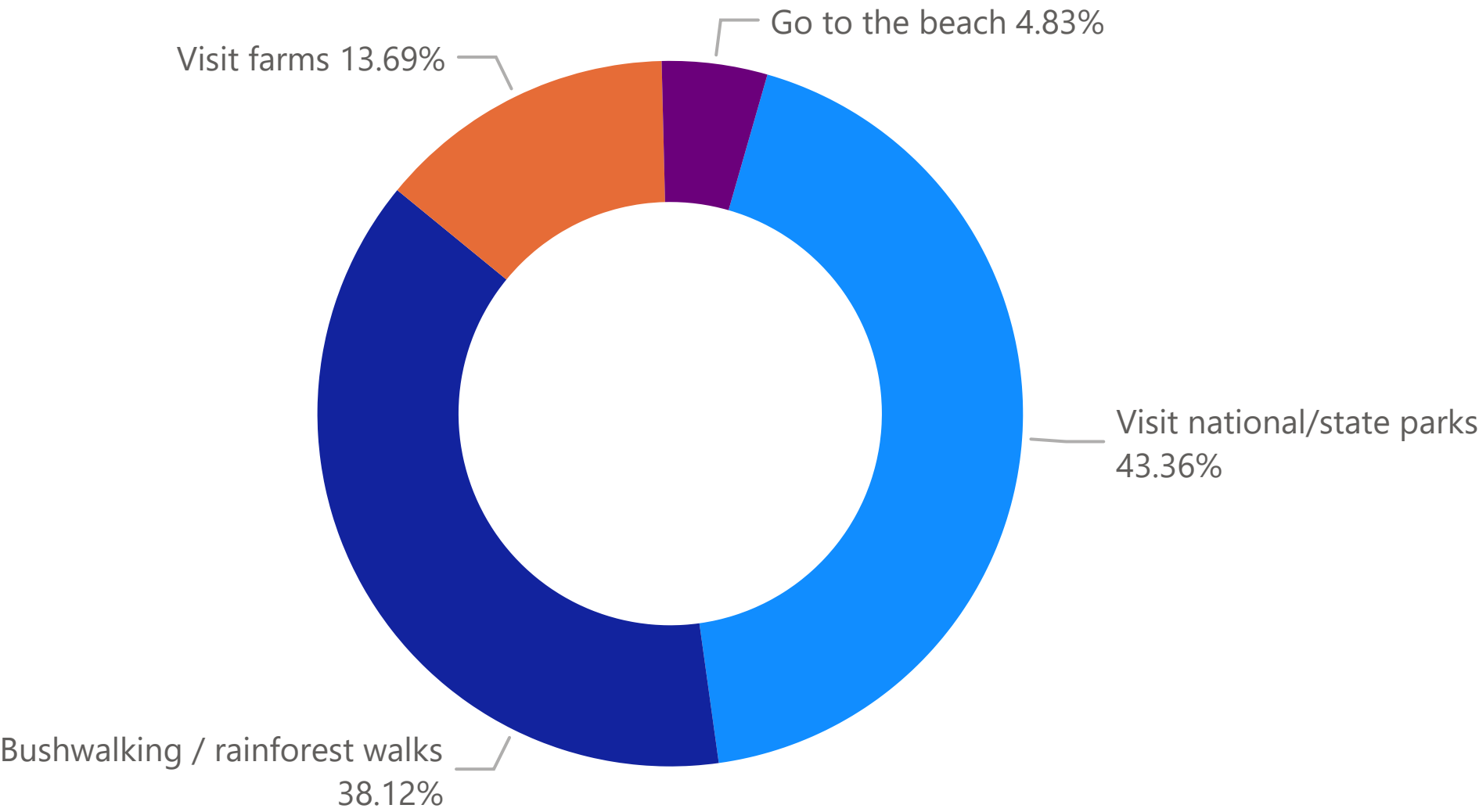
Swan Hill

Active outdoor / sports



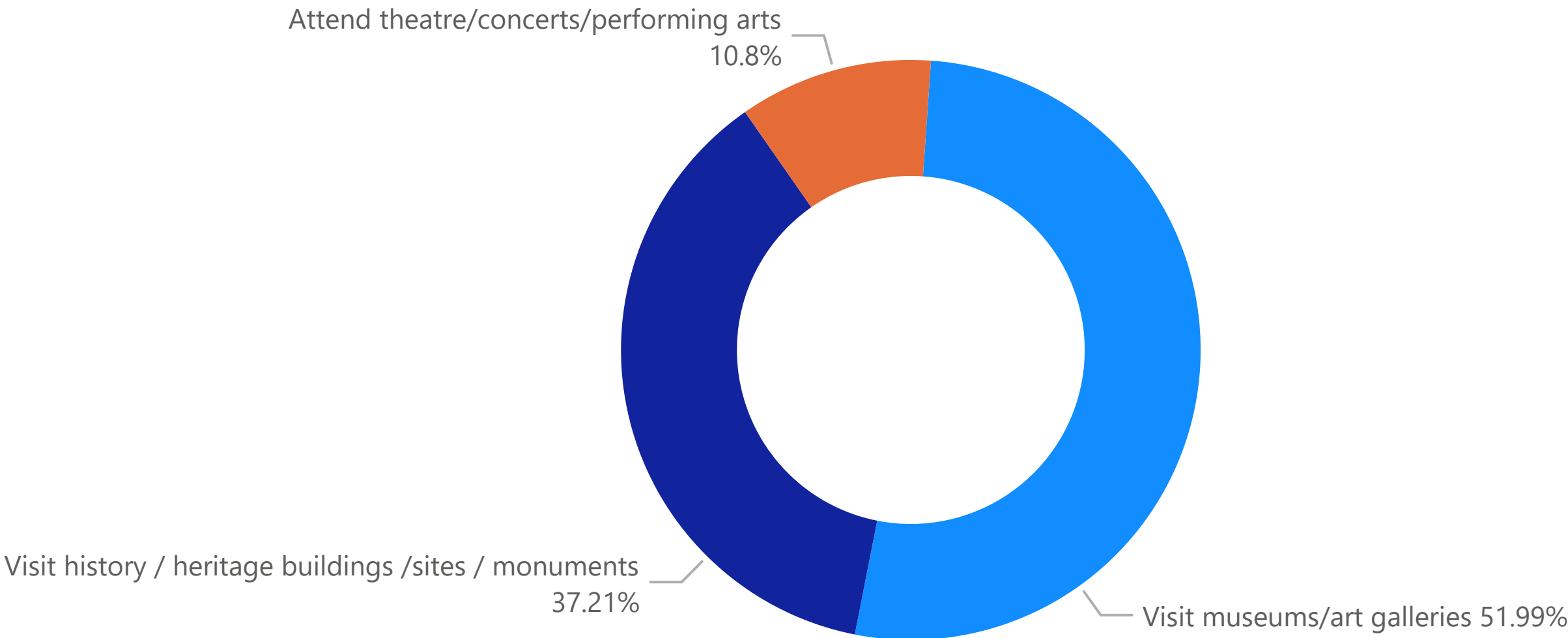
Swan Hill

Outdoor / nature



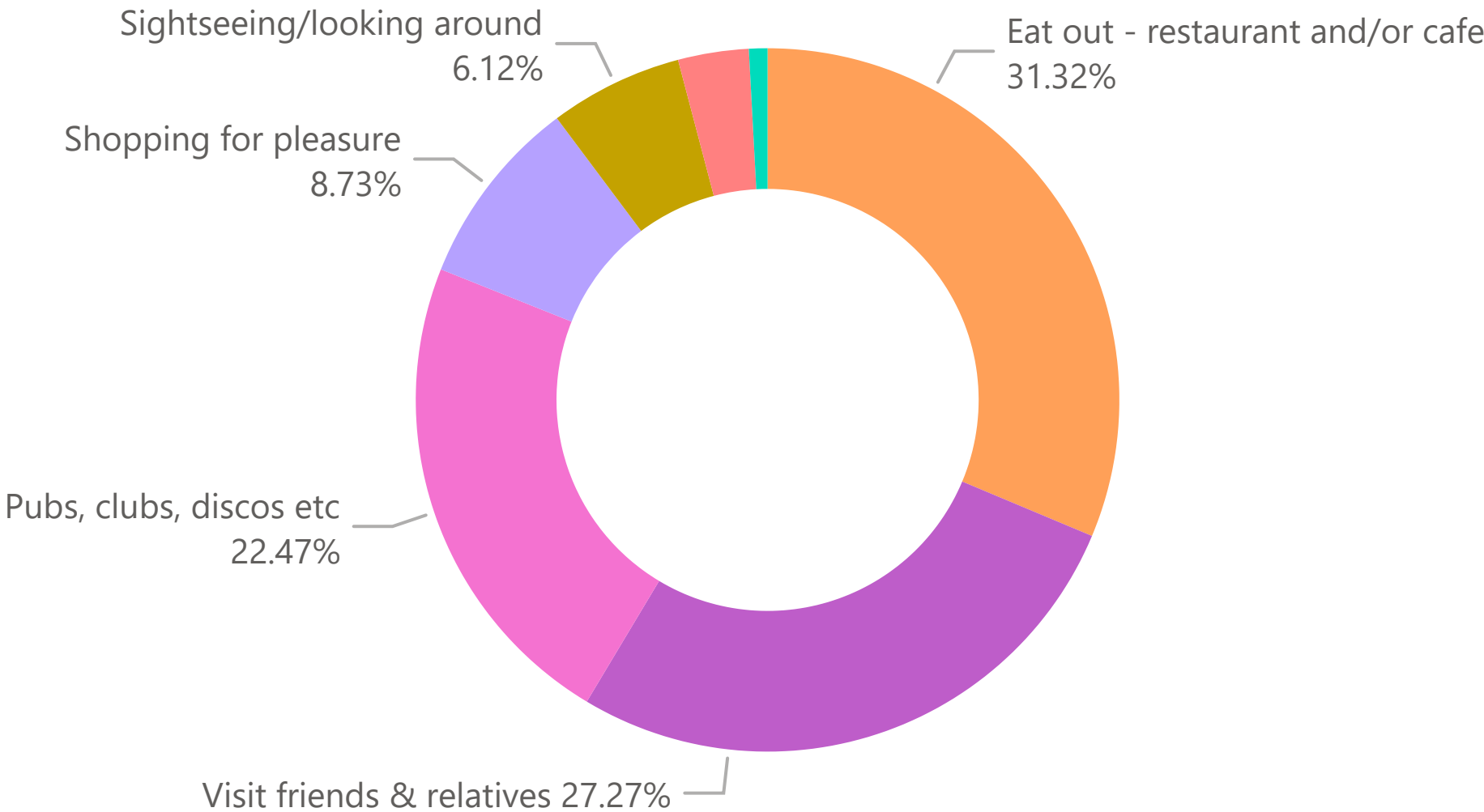
Swan Hill

Arts / heritage



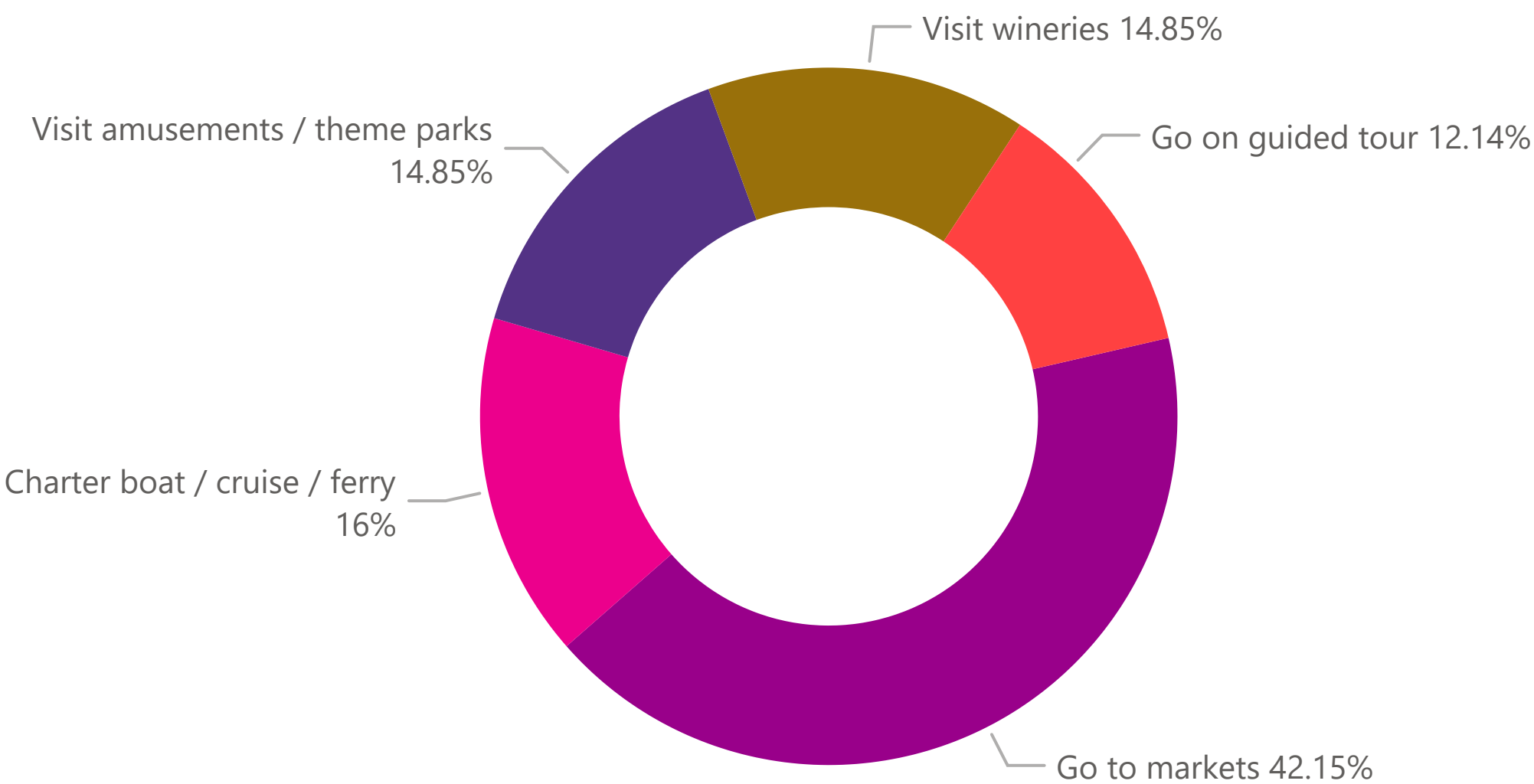
Swan Hill

Social activities



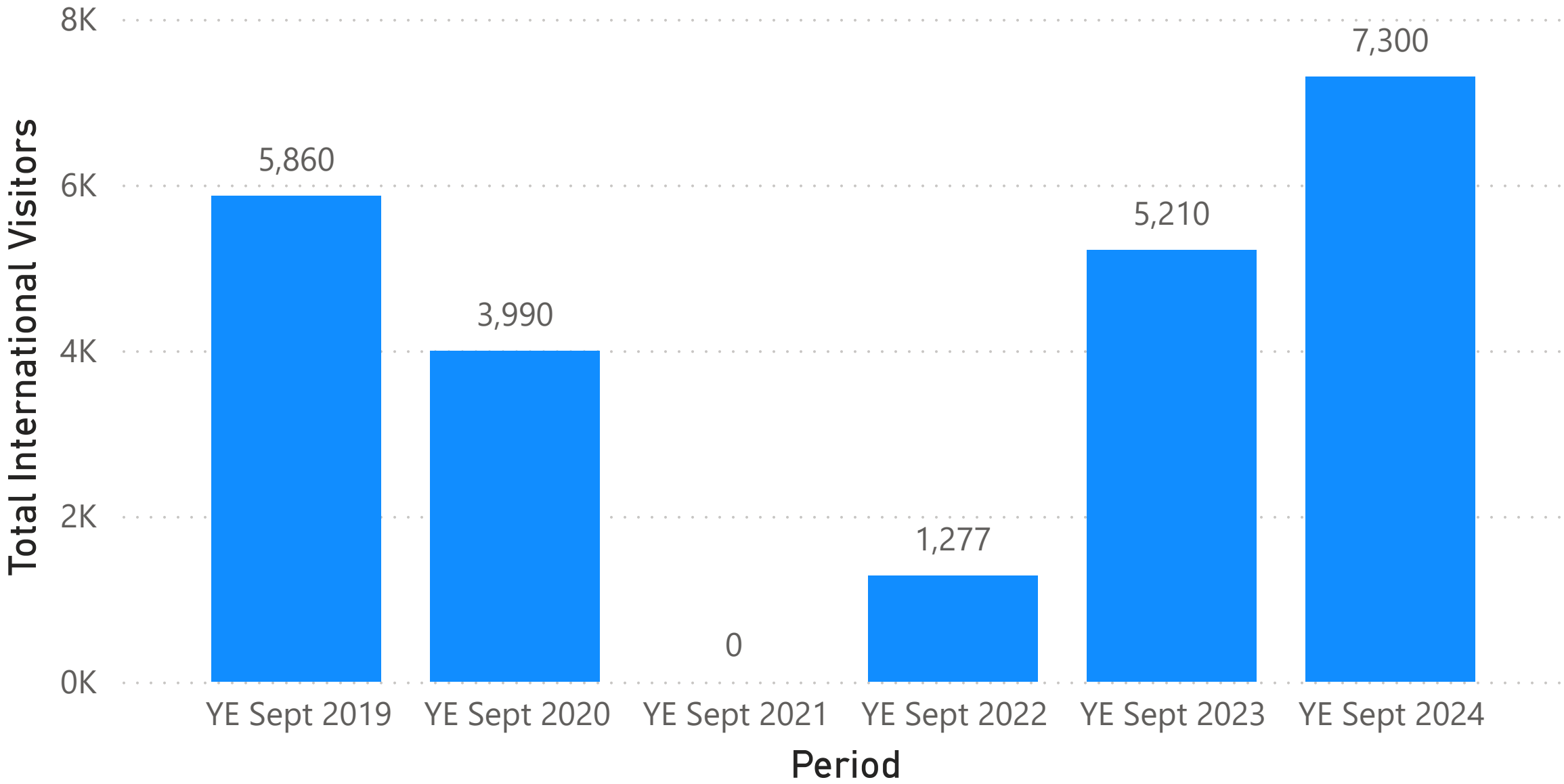
Swan Hill

Local attractions / tourist activities



Total International Visitors

Swan Hill



Murray Regional Tourism

Tourism Research Australia Year Ending September 2024 Domestic and International Visitor Survey Data

Albury
Wodonga



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Year Ending
Sept 2024



Albury Wodonga

1,910,456

Total Visitors (All)

Albury Wodonga

981,351

Total Day Trips

Albury Wodonga

907,826

Total Overnight Trips

Albury Wodonga

21,279

Total International Visitors

Albury Wodonga

425,974

Total Day Trips (Interstate)

Albury Wodonga

555,377

Total Day Trips (Intrastate)

Albury Wodonga

428,766

Total Overnight Trips (Interstate)

Albury Wodonga

479,060

Total Overnight Trips (Intrastate)



Albury Wodonga

1,986,290

Total Domestic Overnight Nights

Albury Wodonga

883,165

Total Domestic Overnight Nights (Interstate)

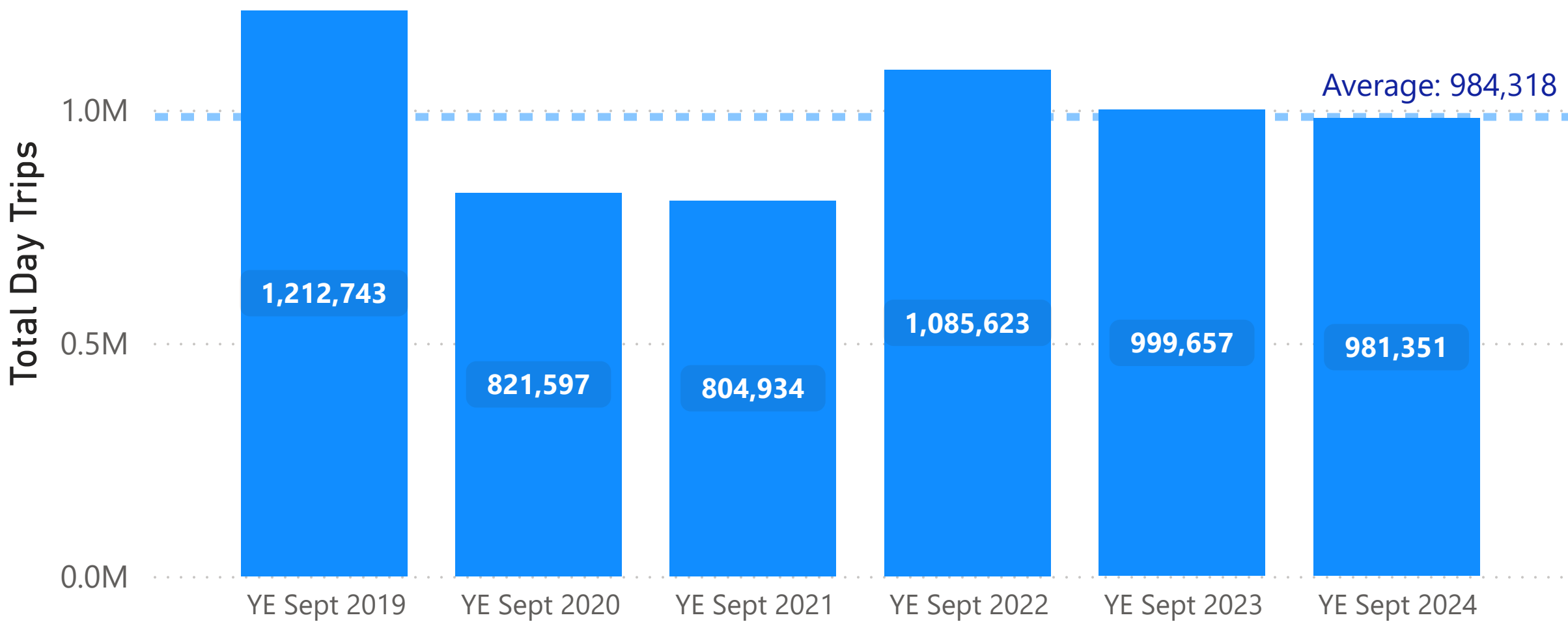
Albury Wodonga

1,103,125

Total Domestic Overnight Nights (Intrastate)

Total Day Trips

Albury Wodonga



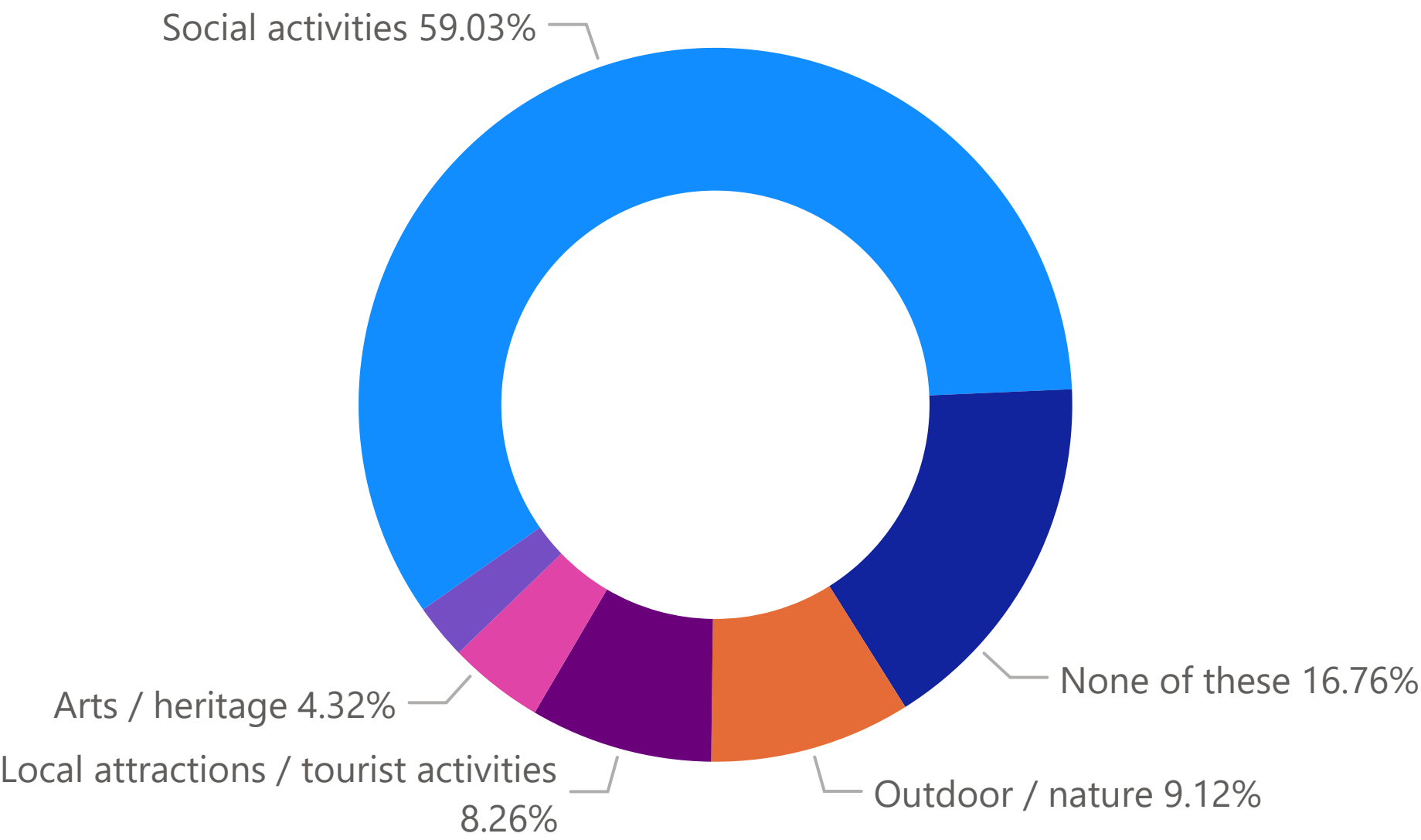
Albury Wodonga

Period	Total Day Trips (Interstate)		Total Day Trips (Intrastate)	
YE Sept 2019		543,021		669,722
YE Sept 2020		262,009		559,588
YE Sept 2021		284,914		520,020
YE Sept 2022		394,171		691,452
YE Sept 2023		580,127		419,530
YE Sept 2024		425,974		555,377

Zero Values = No Data Reported for Period

Day Trip (Main Activity)

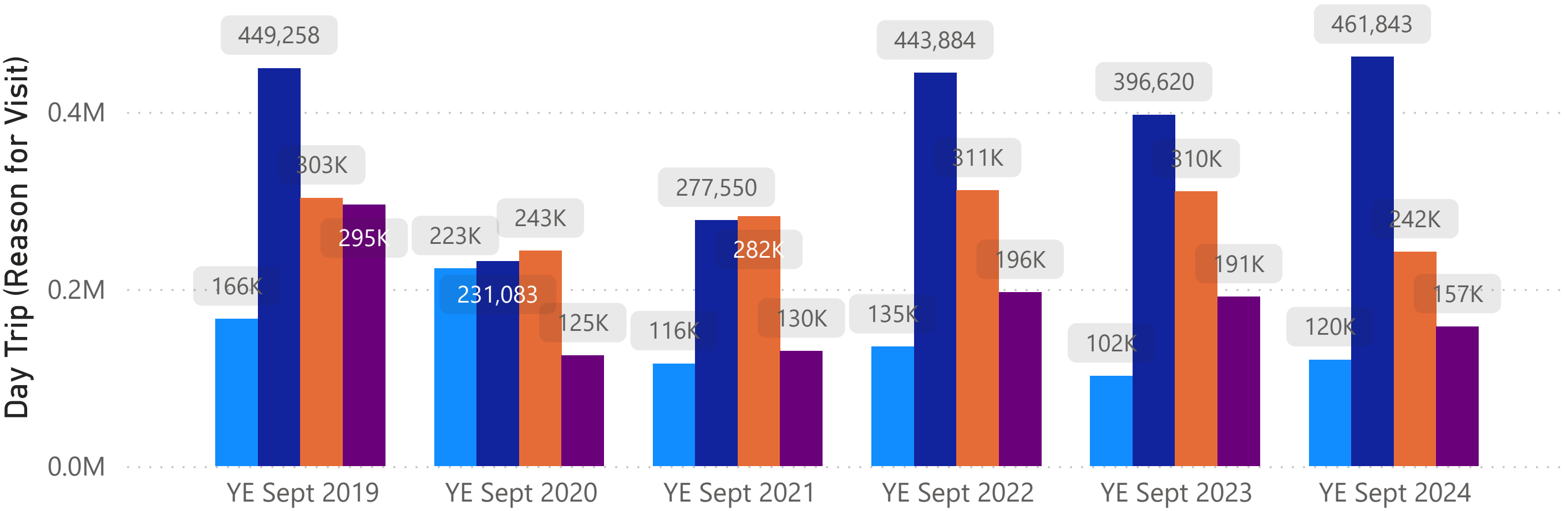
Albury Wodonga



Day Trip (Reason for Visit)

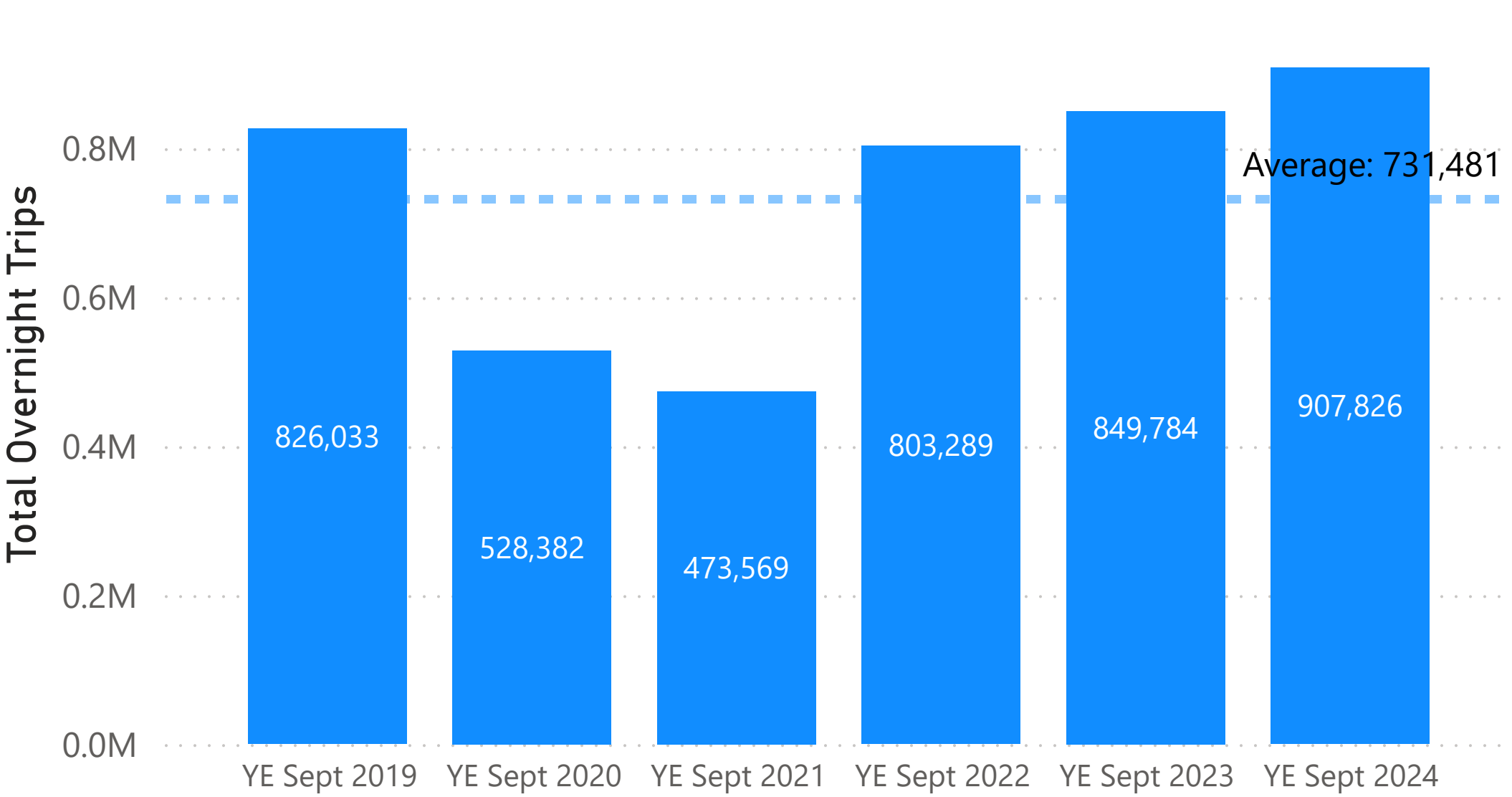
Albury Wodonga

Reason for Visit Business Holiday Other reason Visiting friends and relatives



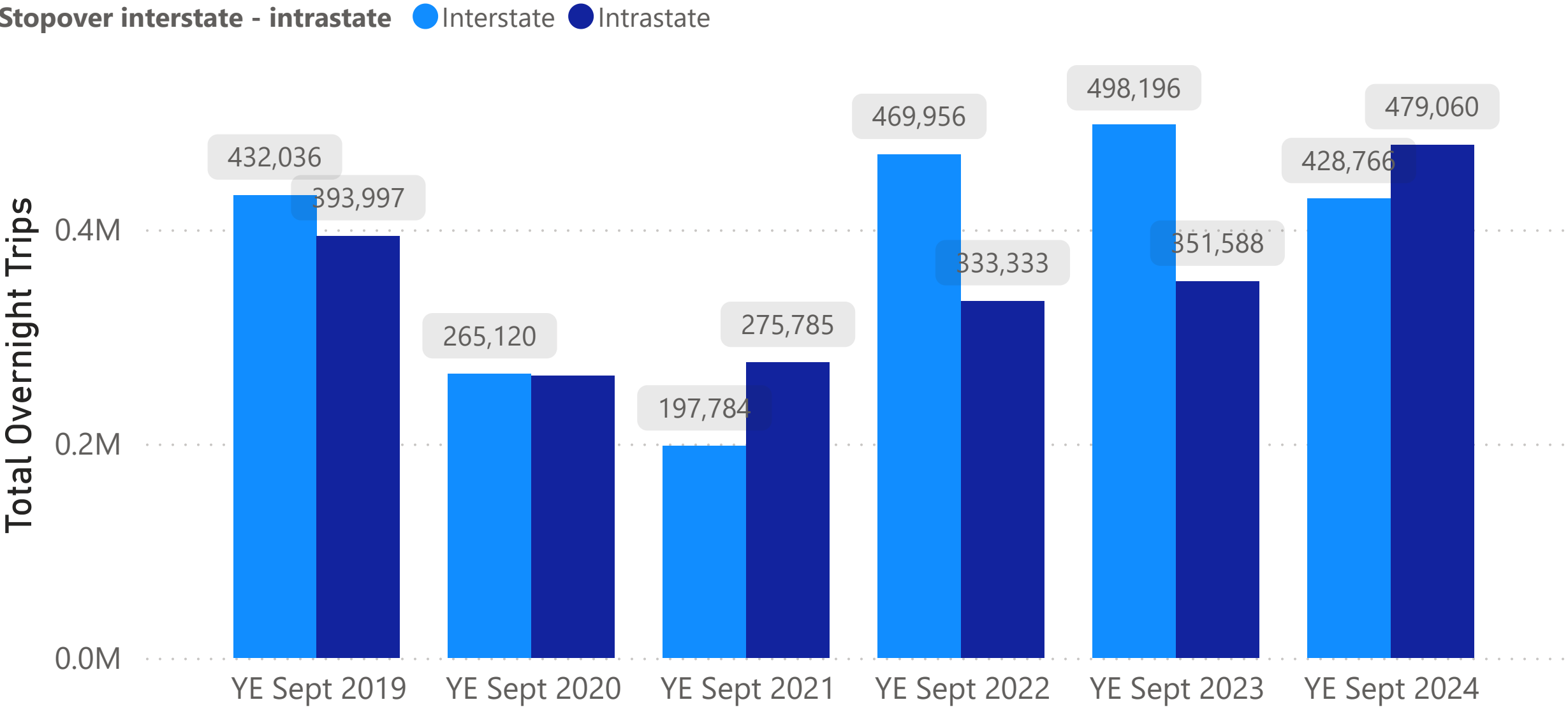
Total Overnight Trips

Albury Wodonga



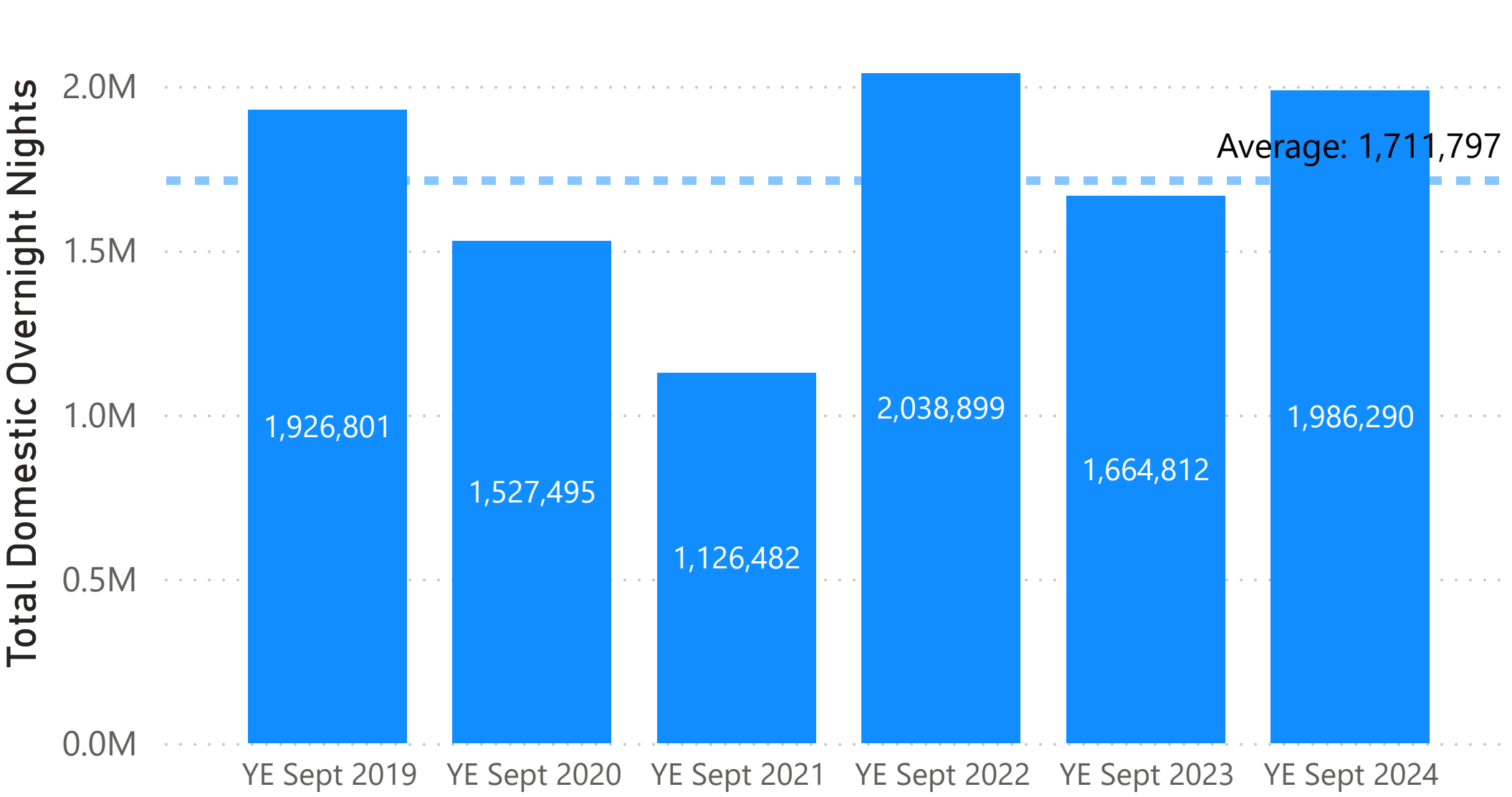
Total Domestic Overnight Trips interstate - intrastate

Albury Wodonga



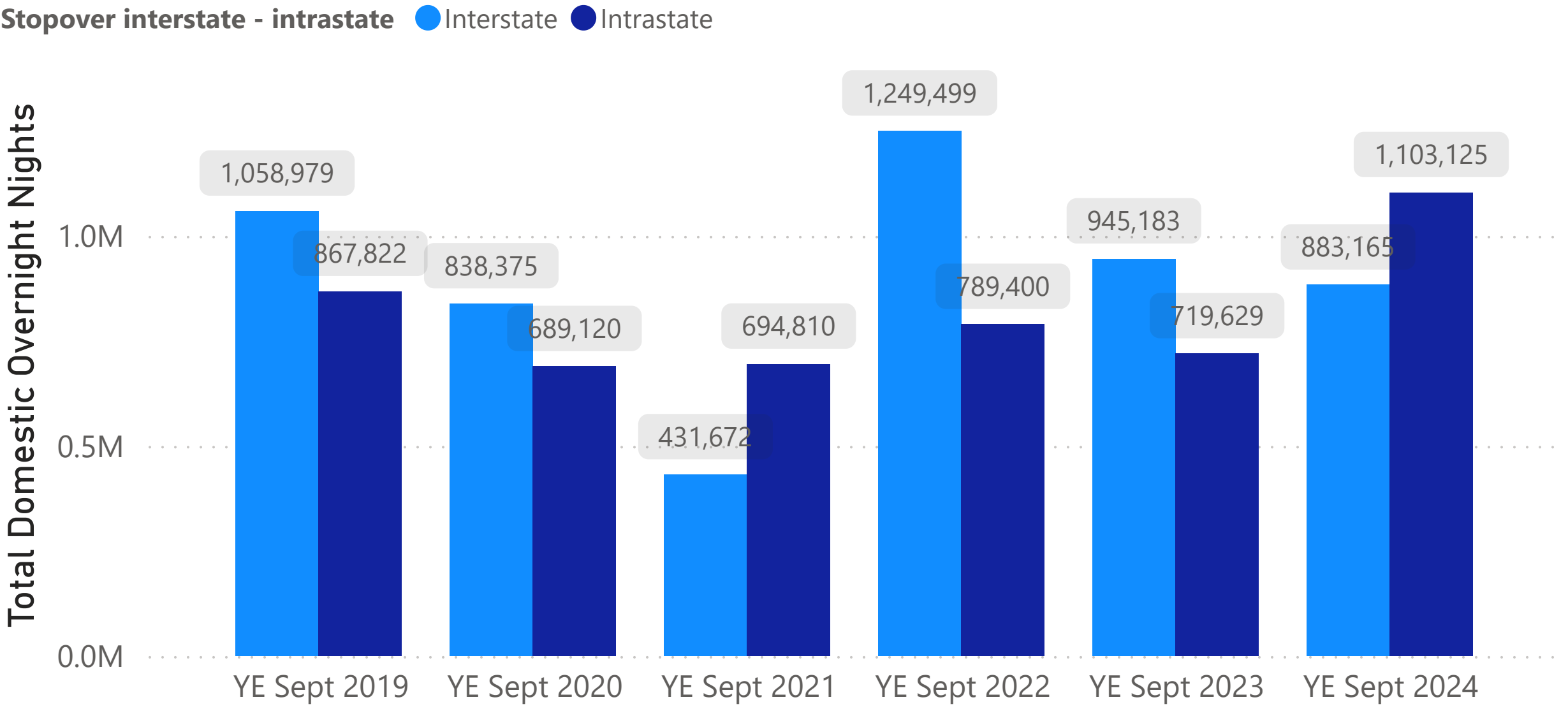
Total Overnight Nights

Albury Wodonga



Total Domestic Overnight Nights interstate - intrastate

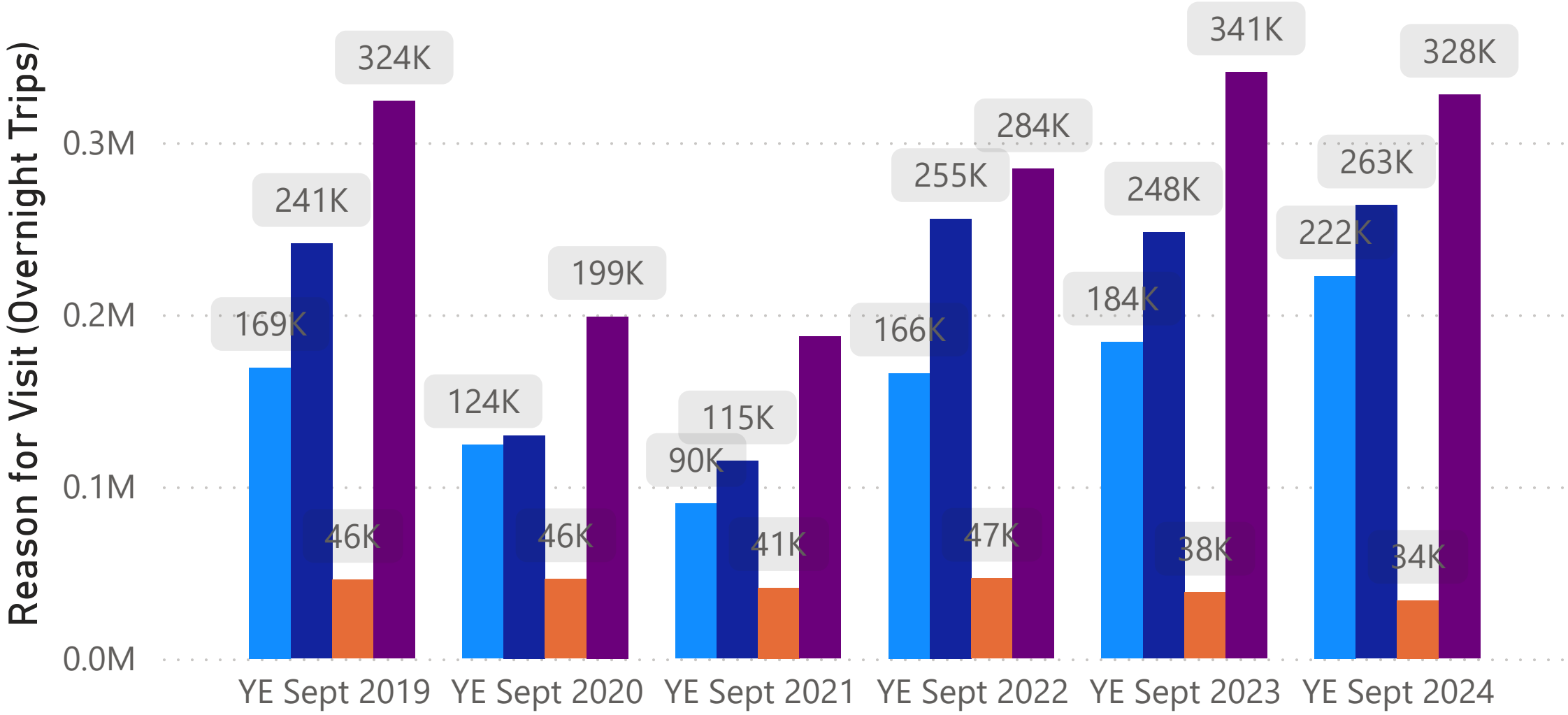
Albury Wodonga



Reason for Visit (Overnight Trips)

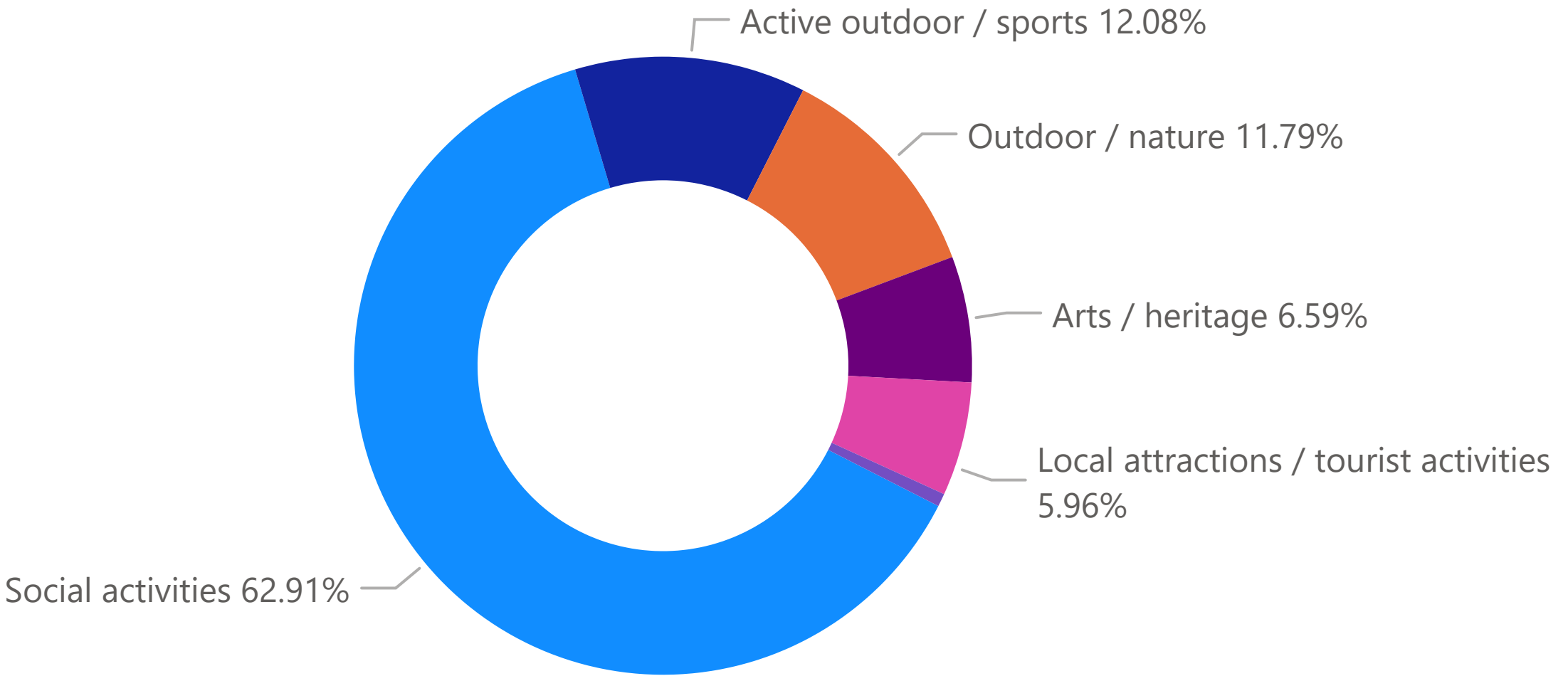
Albury Wodonga

Reason for Visit Business Holiday Other reason Visiting friends and relatives



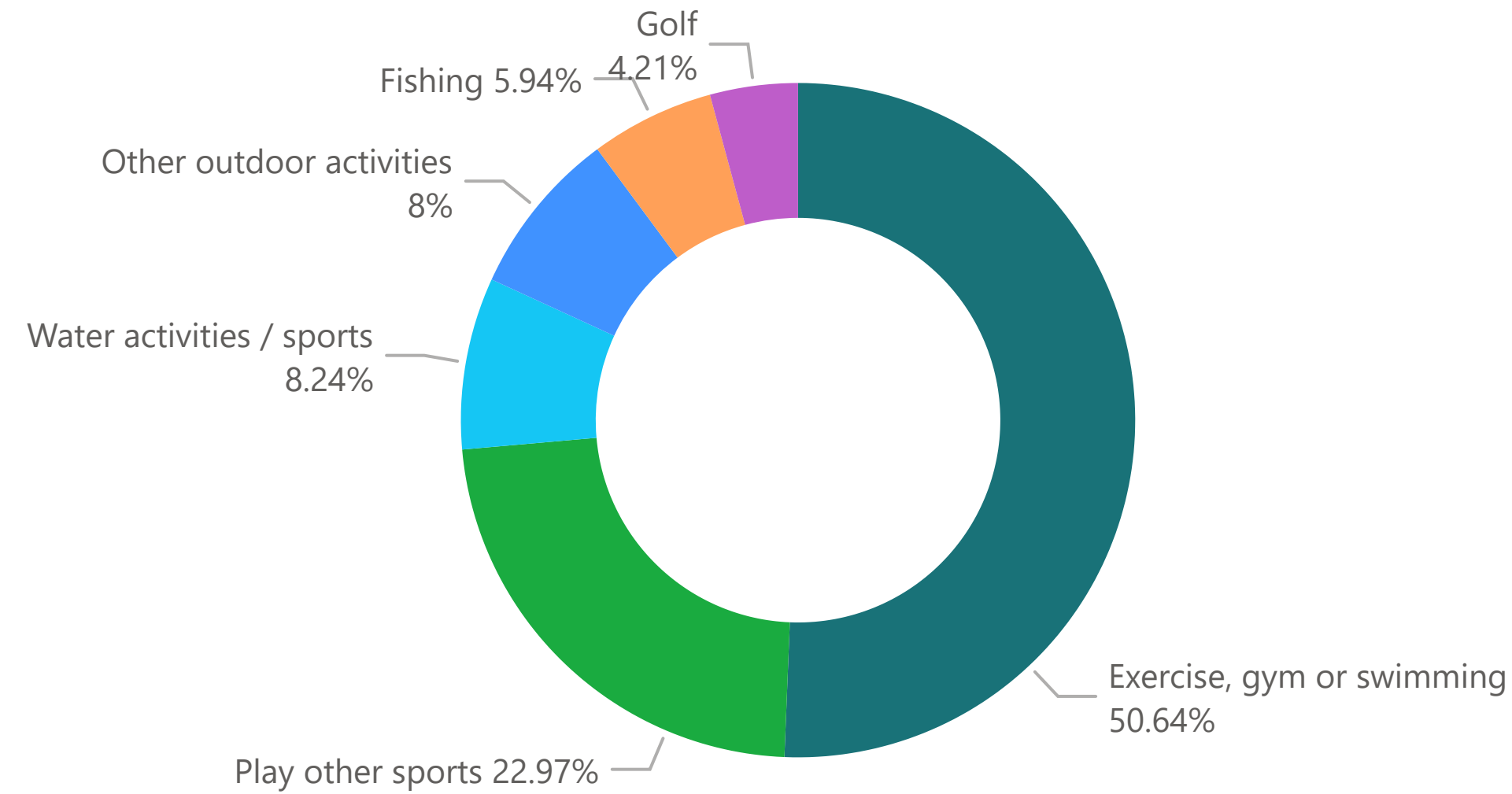
Main Activity (Overnight Trips)

Albury Wodonga



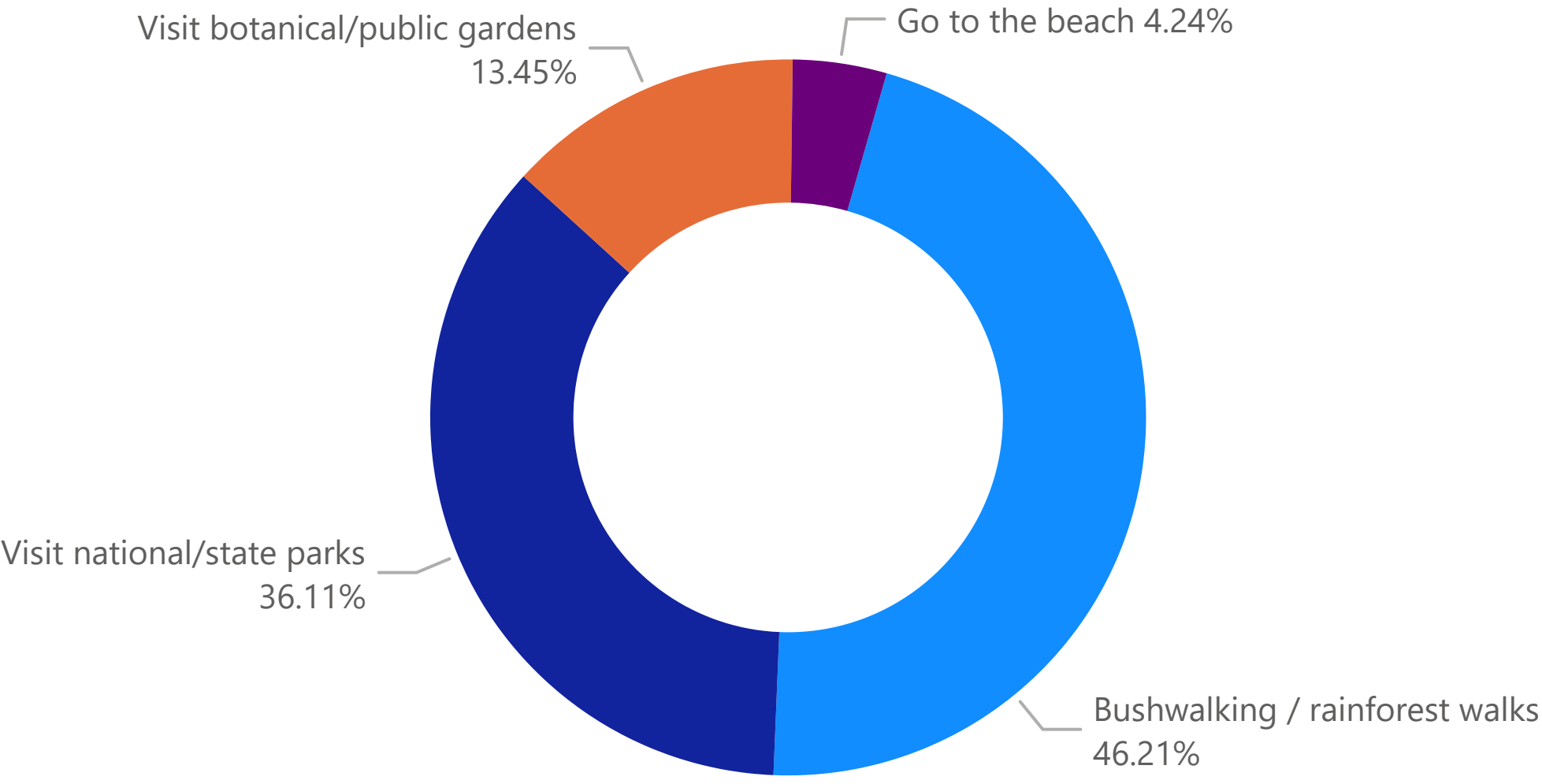
Albury Wodonga

Active outdoor / sports

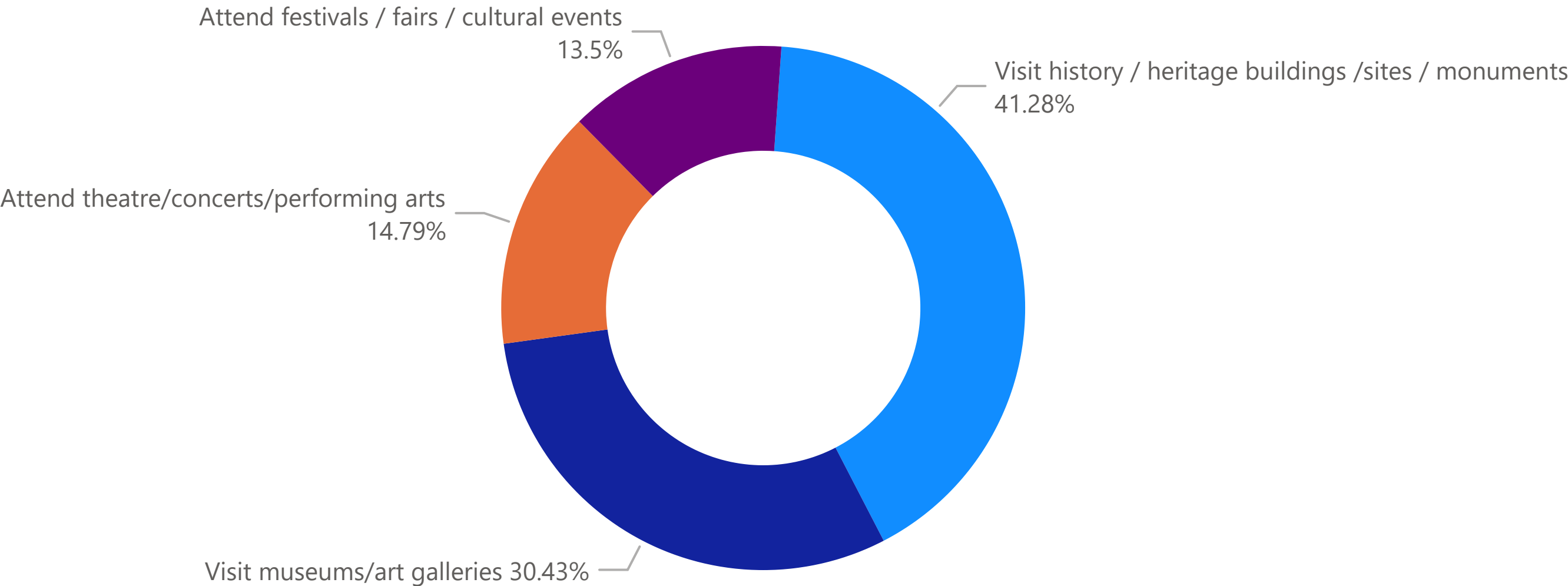


Albury Wodonga

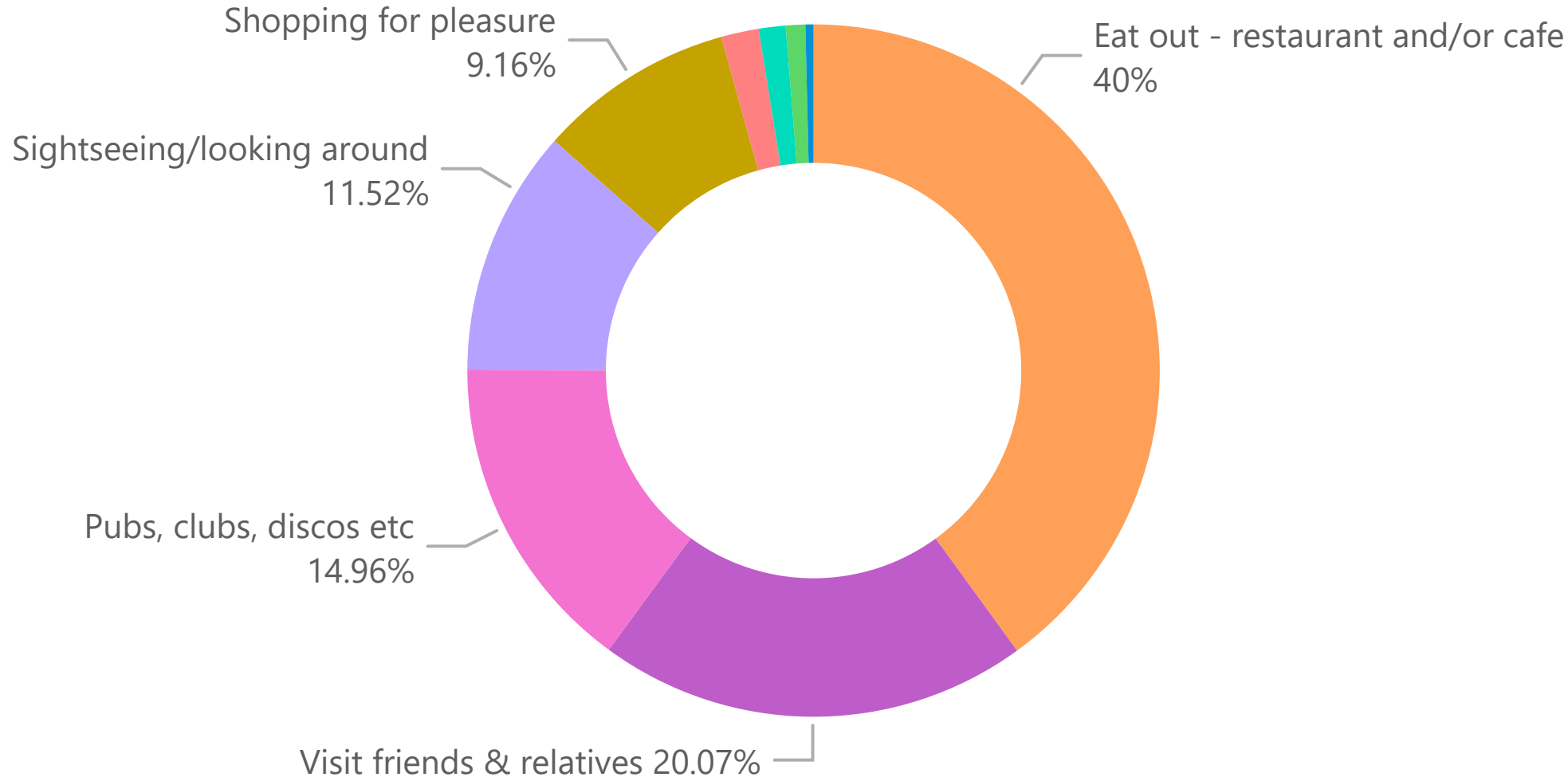
Outdoor / nature



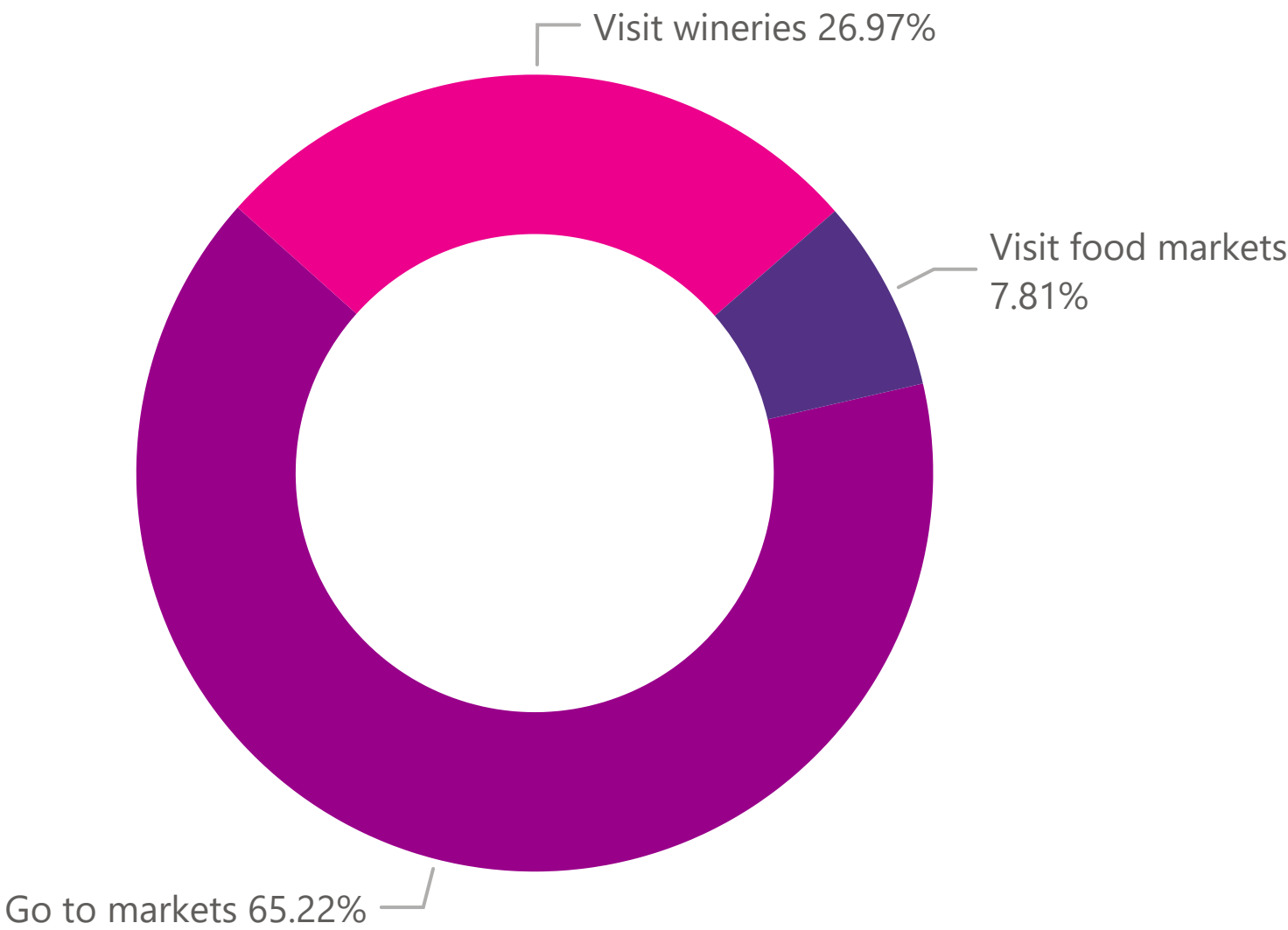
Albury Wodonga
Arts / heritage



Albury Wodonga
Social activities



Albury Wodonga
Local attractions / tourist activities



Total International Visitors
Albury Wodonga

