

Travel to the Murray Region

Year ended June 2016

Quarterly Tracking of Selected Measures

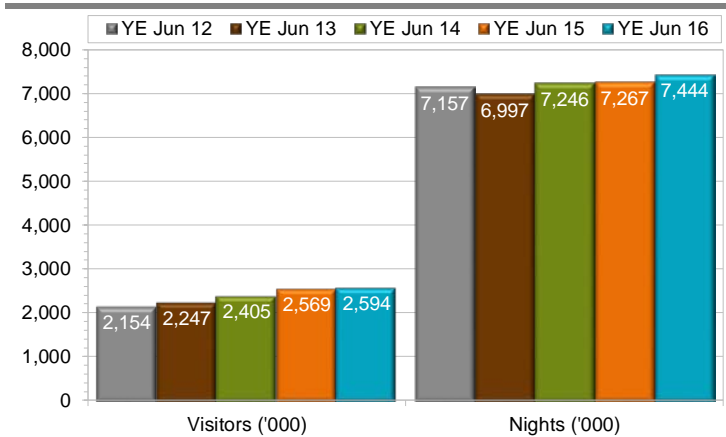
RESEARCH REPORT



Murray
REGIONAL TOURISM

Domestic Overnight Travel⁽¹⁾

Visitors and nights

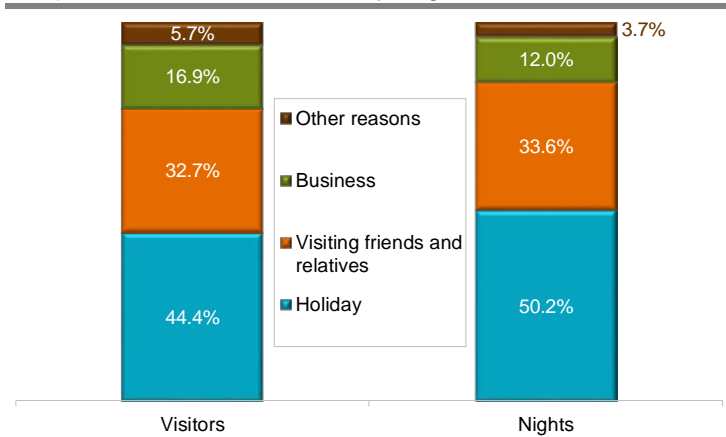


The Murray region received nearly 2.6 million domestic overnight visitors - up by 0.9% on YE Jun 15. Visitors spent over 7.4 million nights in the region - up by 2.4% on YE Jun 15.

Market share

The region received 7.7% of visitors and 6.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 15, the share of visitors was down by 0.4% pts and the share of nights was down by 0.2% pts.

Purpose of visit to the Murray region



'Holiday' (44.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.7%) and 'business' (16.9%). Compared to YE Jun 15, 'business' increased by 2.6% pts while 'VFR' decreased by 3.2% pts.

'Holiday' (50.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.6%) and 'business' (12.0%). Compared to YE Jun 15, 'VFR' grew by 1.3% pts while 'other reasons' declined by 1.6% pts.

Accommodation

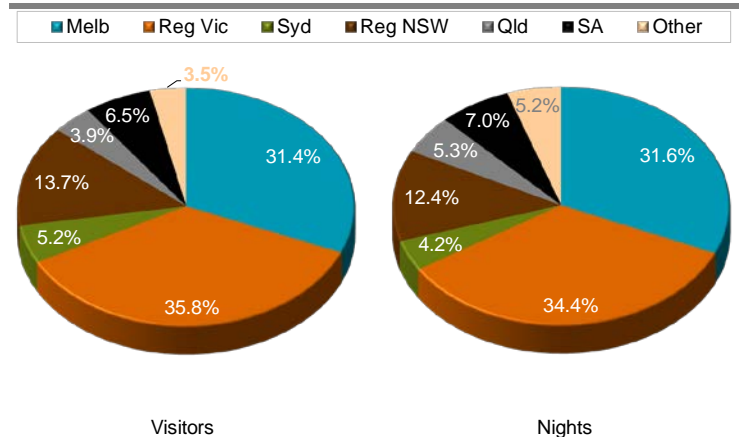
'Friends or relatives property' (34.6%) was the most popular accommodation type used for nights in the region, followed by 'caravan park or commercial camping ground' (18.4%) and 'standard hotel or motor inn, below 4 star' (17.6%).

Compared to YE Jun 15, 'friends or relatives property' declined by 0.4% pts and 'caravan park or commercial camping ground' decreased by 0.5% pts.

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

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

Origin



The region received 67.2% of visitors and 66.0% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were down by 2.6% and nights were down by 3.4%.

NSW contributed 18.9% of visitors and 16.5% of nights in the region. Compared to YE Jun 15, NSW visitors were down by 3.2% and nights were up by 3.9%.

Other states contributed 13.9% of visitors and 17.5% of nights in the region. Compared to YE Jun 15, visitors from other states were up by 31.4% and nights were up by 30.8%.

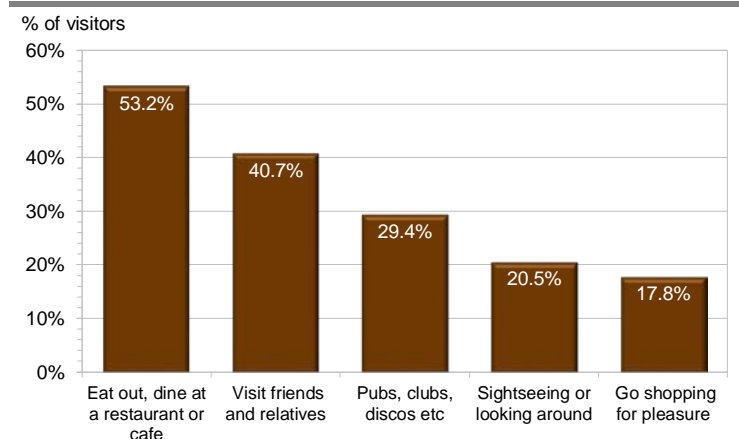
Length of stay

Visitors stayed, on average, 2.9 nights in the region – up by 0.1 night on YE Jun 15.

Age

'65 years and over' (22.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.5%) and '55 to 64 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (53.2%) was the most popular activity undertaken by visitors to the region.

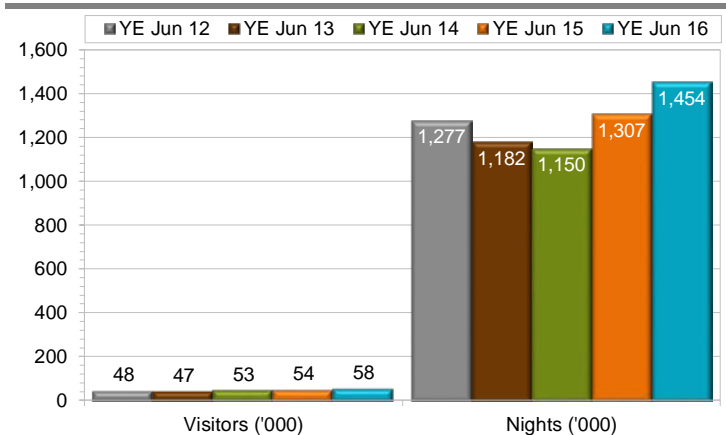
Expenditure⁽²⁾

Domestic overnight visitors spent nearly \$1.1 billion in the region - an average of \$142 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 58,100 international overnight visitors - up by 8.2% on YE Jun 15. Visitors spent nearly 1.5 million nights in the region - up by 11.2% on YE Jun 15.

Market share

The region received 5.3% of visitors and 7.0% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 15, the share of visitors was down by 0.1% pt and the share of nights was unchanged.

Purpose of visit to the Murray region

'Holiday' (55.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.9%) and 'business' (7.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	18.4%	13	Hong Kong	2.3%
2	New Zealand	14.5%	14	Thailand	1.9%
3	USA	7.8%	15	India	1.9%
4	Germany	6.5%	16	Japan	1.8%
5	Malaysia	6.4%	17	Singapore	1.5%
6	Mainland China	4.7%	18	Italy	1.0%
7	Canada	4.3%	19	Switzerland	0.3%
8	Taiwan	4.0%	20	Netherlands	0.3%
9	France	3.6%			
10	Indonesia	3.2%		Other Asia	3.8%
11	Scandinavia	3.0%		Other Europe	2.3%
12	South Korea	2.6%		Other Countries	3.9%

The UK (18.4%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (30.3%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (25.0%) and 'backpacker or hostel' (23.0%).

Age

'25 to 34 years' (24.6%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.6%).

Expenditure⁽⁴⁾

International overnight visitors spent \$53 million in the region - an average of \$36 per night.

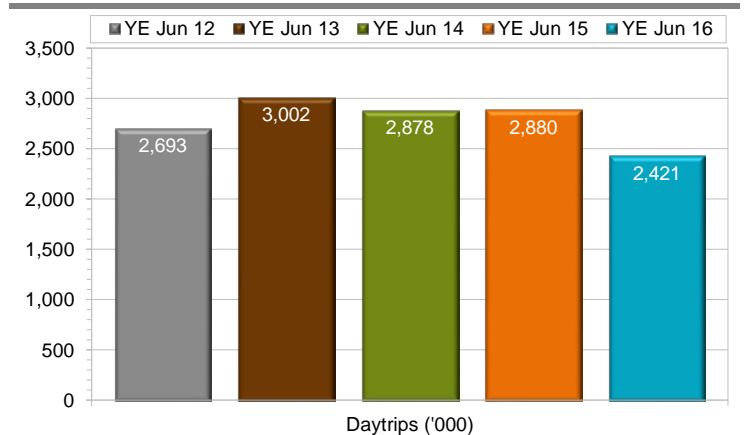
(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16

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

(3) Source: International Visitor Survey, YE Jun 16, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received over 2.4 million domestic daytrip visitors - down by 15.9% on YE Jun 15.

Market share

The region received 3.6% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 15, the share was down by 1.0% pt.

Main purpose of trip

'Holiday' (43.7%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (25.1%) and 'business' (11.9%).

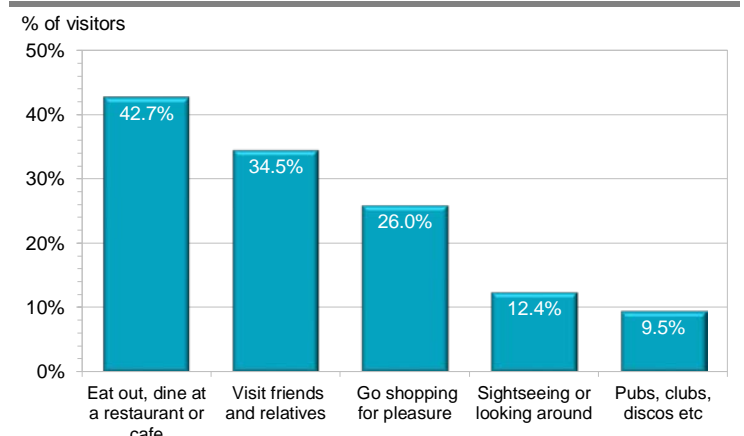
Age

'65 years and over' (23.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (17.4%) and '35 to 44 years' (17.2%).

Gender

More visitors to the region were female (53.6%) than male (46.4%).

Activities



'Eat out, dine at a restaurant or cafe' (42.7%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

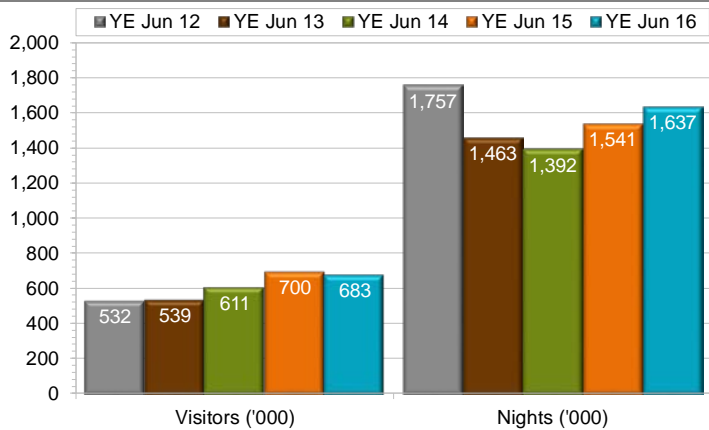
Domestic daytrip visitors spent \$359 million in the region - an average of \$148 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16

(5) Source: National Visitor Survey, YE Jun 16, TRA

Domestic Overnight Travel⁽¹⁾

Visitors and nights

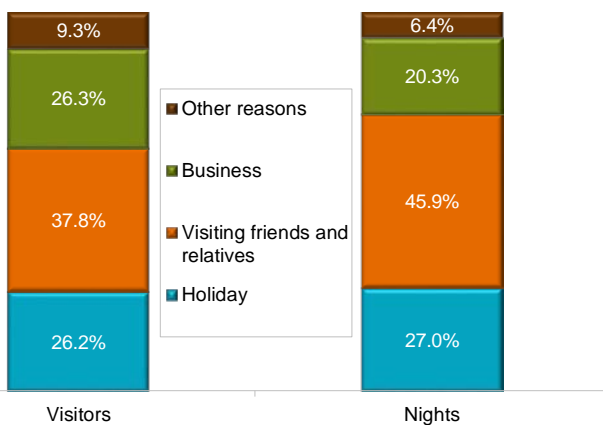


Albury / Wodonga received 683,000 domestic overnight visitors - down by 2.4% on YE Jun 15. Visitors spent over 1.6 million nights in the region - up by 6.2% on YE Jun 15.

Market share

The region received 26.3% of visitors and 22.0% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was down by 0.9% pts and the share of nights was up by 0.8% pts.

Purpose of visit to Albury / Wodonga



'Visiting friends and relatives (VFR)' (37.8%) was the largest purpose for **visitors** to the region, followed by 'business' (26.3%) and 'holiday' (26.2%). Compared to YE Jun 15, 'business' grew by 2.9% pts while 'VFR' declined by 3.1% pts.

'VFR' (45.9%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (27.0%) and 'business' (20.3%). Compared to YE Jun 15, 'holiday' grew by 3.0% pts while 'business' declined by 1.9% pts.

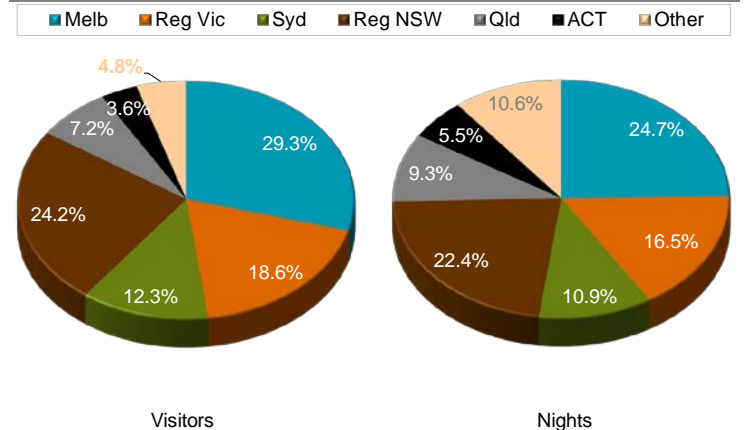
Accommodation

'Friends or relatives property' (45.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (24.5%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (10.8%).

Compared to YE Jun 15, 'caravan park or commercial camping ground' increased by 3.5% pts while 'standard hotel or motor inn, below 4 star' declined by 5.0% pts.

Albury / Wodonga includes: Albury - East, Albury - North, Albury - South, Lavington, Albury Region, Greater Hume Shire, West Wodonga, and Wodonga.

Origin



The region received 47.9% of visitors and 41.3% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were down by 16.2% and nights were down by 17.0%.

New South Wales contributed 36.5% of visitors and 33.3% of nights in the region. Compared to YE Jun 15, NSW visitors were up by 5.3% and nights were up by 3.6%.

Other states contributed 15.6% of visitors and 25.5% of nights in the region. Compared to YE Jun 15, visitors from other states were up by 47.2%.

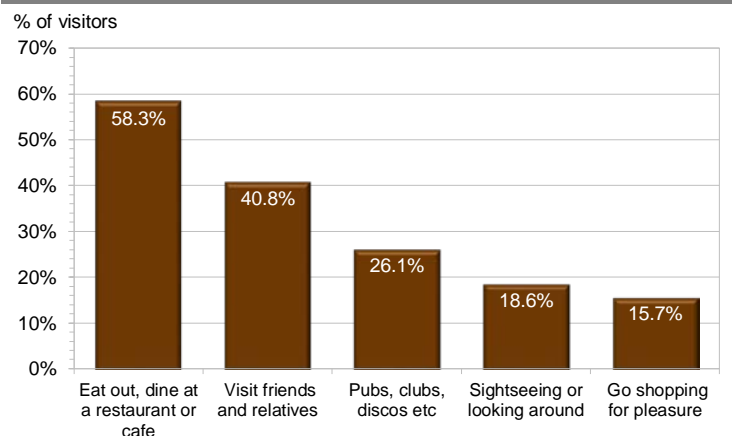
Length of stay

Visitors stayed on average 2.4 nights in the region - up by 0.2 nights on the YE Jun 15.

Age

'65 years and over' (23.9%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.7%) and '55 to 64 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (58.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.8%).

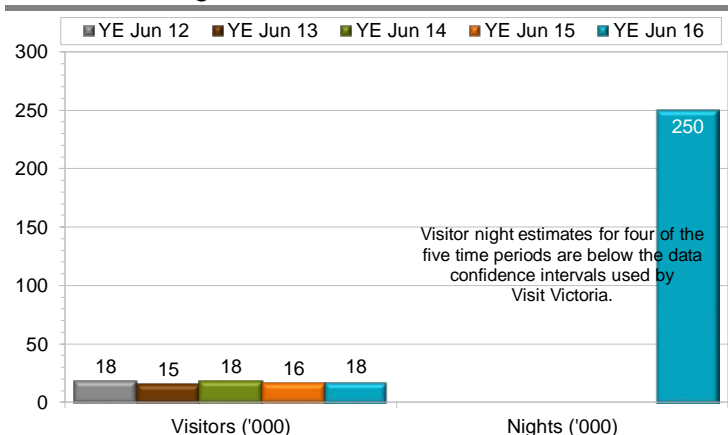
Expenditure⁽²⁾

Domestic overnight visitors spent \$236 million in the region - an average of \$144 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

International Overnight Travel⁽³⁾

Visitors and nights



Albury / Wodonga received 18,200 international overnight visitors - up by 12.3% on YE Jun 15. Visitors spent 250,000 nights in the region.

Market share

The region received 31.3% of visitors and 17.2% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was up by 1.1% pts.

Purpose of visit to Albury / Wodonga

'Holiday' (46.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.7%) and 'in-transit' (10.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.8%	13	Canada	1.3%
2	New Zealand	16.3%	14	Taiwan	1.0%
3	Mainland China	9.9%	15	Indonesia	0.7%
4	USA	8.9%	16	Netherlands	0.7%
5	Germany	8.4%	17	Switzerland	0.3%
6	Thailand	3.9%	18	Italy	0.2%
7	France	3.6%	19	Hong Kong	0.0%
8	South Korea	3.3%	19	Malaysia	0.0%
9	Scandinavia	2.8%			
10	Japan	2.6%		Other Asia	4.8%
11	India	2.4%		Other Europe	0.9%
12	Singapore	1.4%		Other Countries	3.8%

The UK (22.8%) was the region's largest source market of visitors, followed by New Zealand (16.3%) and Mainland China (9.9%).

Accommodation

'Rented house, apartment, flat or unit' (48.2%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (28.3%).

Age

'35 to 44 years' (19.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.9%).

Expenditure⁽⁴⁾

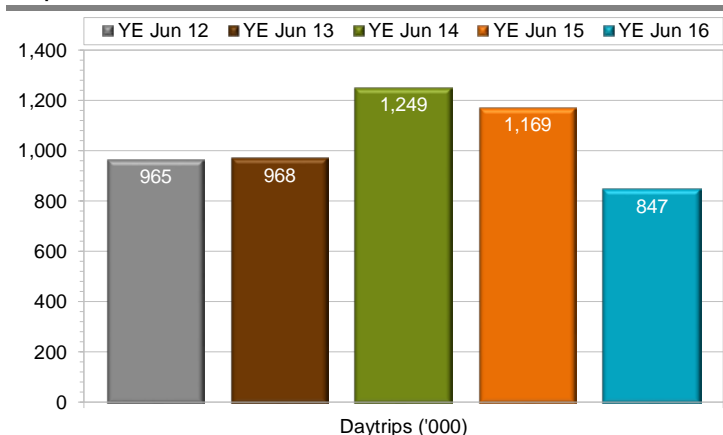
Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 16.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Albury / Wodonga received 847,000 domestic daytrip visitors - down by 27.6% on YE Jun 15.

Market share

The region received 35.0% of daytrips to the Murray region. Compared to YE Jun 15, the share was down by 5.6% pts.

Main purpose of trip

'Holiday' (45.3%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (20.2%) and 'medical reasons' (15.0%).

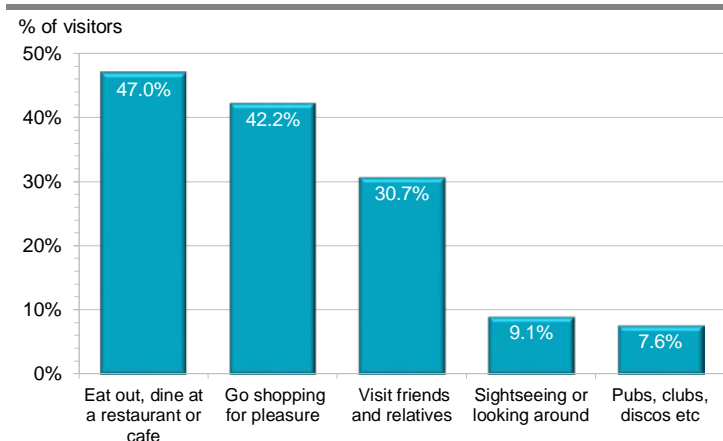
Age

'35 to 44 years' (25.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (23.4%) and '65 years and over' (19.4%).

Gender

More visitors to the region were female (62.1%) than male (37.9%).

Activities



'Eat out, dine at a restaurant or cafe' (47.0%) was the most popular activity undertaken by visitors to the region.

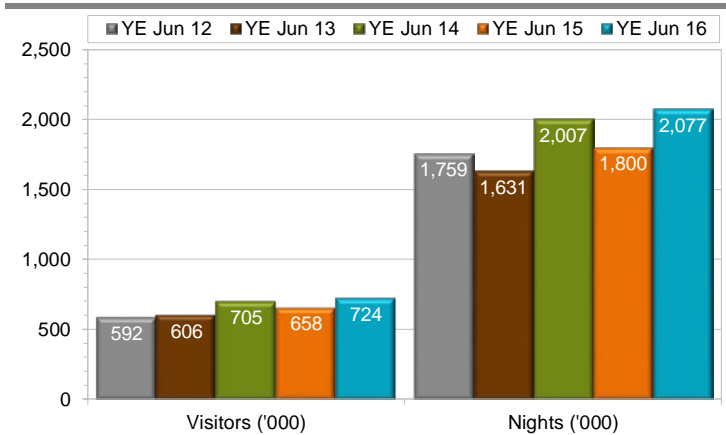
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$129 million in the region - an average of \$152 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16

Domestic Overnight Travel⁽¹⁾

Visitors and nights



Echuca / Moama received 724,000 domestic overnight visitors – up by 9.9% on YE Jun 15. Visitors spent nearly 2.1 million nights in the region - up by 15.4% on YE Jun 15.

Market share

The region received 27.9% of both visitors and nights in the Murray region. Compared to YE Jun 15, the share of visitors was up by 2.3% pts and the share of nights was up by 3.1% pts.

Purpose of visit to Echuca / Moama



'Holiday' (56.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (28.3%) and 'business' (10.5%). Compared to YE Jun 15, 'other reasons' grew by 2.1% pts while 'VFR' declined by 3.8% pts.

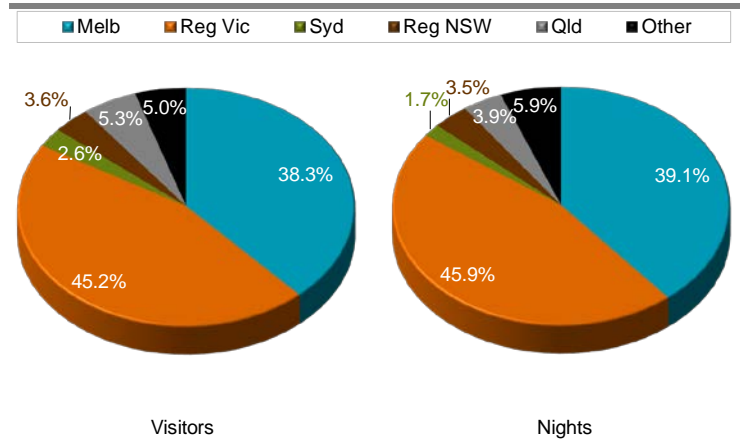
'Holiday' (60.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (28.5%) and 'business' (8.5%). Compared to YE Jun 15, 'business' grew by 2.4% pts while 'holiday' declined by 4.2% pts.

Accommodation

'Friends or relatives property' (29.8%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (24.0%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.3%).

Compared to YE Jun 15, 'caravan park or commercial camping ground' grew by 2.3% pts while 'friends or relatives property' declined by 0.8% pts.

Origin



The region received 83.5% of visitors and 85.0% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were up by 9.1% and nights were up by 20.5%.

New South Wales contributed 6.2% of visitors and 5.2% of nights in the region.

Other states contributed 10.3% of visitors and 9.8% of nights in the region.

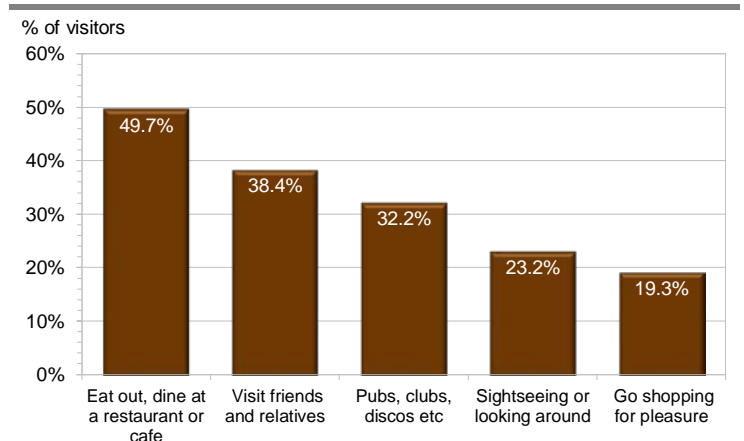
Length of stay

Visitors stayed on average 2.9 nights in the region – up by 0.2 nights on the YE Jun 15.

Age

'65 years and over' (21.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.2%) and '45 to 54 years' (17.9%).

Activities



'Eat out, dine at a restaurant or cafe' (49.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (38.4%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (32.2%).

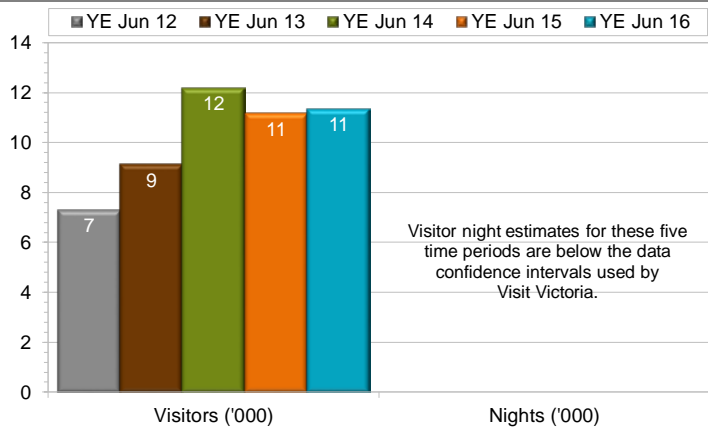
Expenditure⁽²⁾

Domestic overnight visitors spent \$274 million in the region - an average of \$132 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

International Overnight Travel⁽³⁾

Visitors and nights



Echuca / Moama received 11,400 international overnight visitors - up by 1.6% on YE Jun 15. Night estimates for these five time periods are below the data confidence intervals used by Visit Victoria.

Market share

The region received 19.6% of visitors to the Murray region. Compared to YE Jun 15, the share was down by 1.2% pts.

Purpose of visit to Echuca / Moama

'Holiday' (71.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.3%) and 'employment' (3.8%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	28.6%	13	Taiwan	0.9%
2	New Zealand	15.2%	14	Switzerland	0.9%
3	USA	9.7%	15	Japan	0.7%
4	Canada	8.2%	16	Thailand	0.6%
5	Germany	6.5%	17	Italy	0.6%
6	South Korea	5.0%	18	Hong Kong	0.0%
7	Malaysia	4.2%	18	Mainland China	0.0%
8	Indonesia	2.9%	18	Netherlands	0.0%
9	France	2.8%			
10	Singapore	2.2%		Other Asia	2.4%
11	India	1.0%		Other Europe	2.6%
12	Scandinavia	1.0%		Other Countries	4.0%

The United Kingdom (28.6%) was the region's largest source market of visitors, followed by New Zealand (15.2%) and the USA (9.7%).

Accommodation

'Backpacker or hostel' (43.0%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (22.8%).

Age

'65 years and over' (28.8%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.1%).

Expenditure⁽⁴⁾

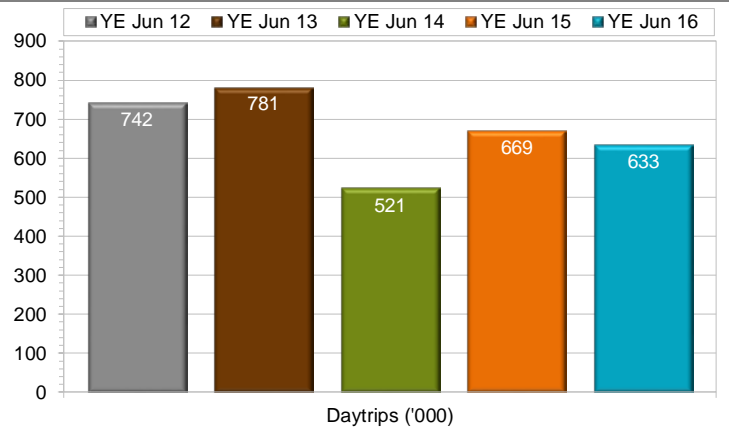
Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 16.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Echuca / Moama received 633,000 domestic daytrip visitors - down by 5.4% on YE Jun 15.

Market share

The region received 26.1% of daytrips to the Murray region. Compared to YE Jun 15, the share was up by 2.9% pts.

Main purpose of trip

'Holiday' (42.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (33.6%) and 'business' (9.3%).

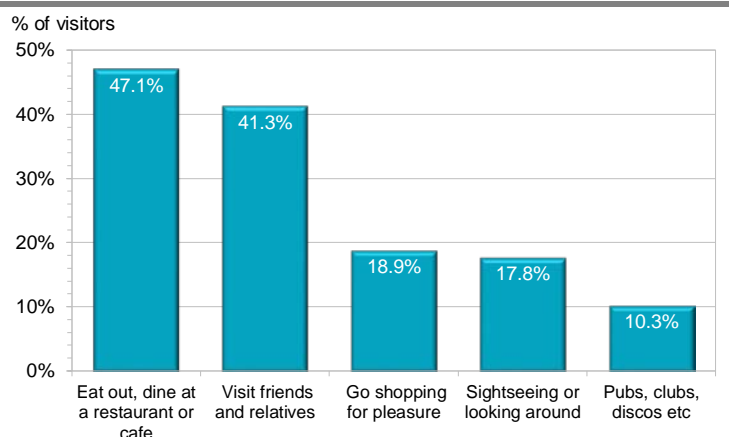
Age

'45 to 54 years' (26.8%) was the biggest age group of visitors to the region, followed by '65 years and over' (25.7%) and '55 to 64 years' (20.1%).

Gender

More visitors to the region were female (54.8%) than male (45.2%).

Activities



'Eat out, dine at a restaurant or cafe' (47.1%) was the most popular activity undertaken by visitors to the region.

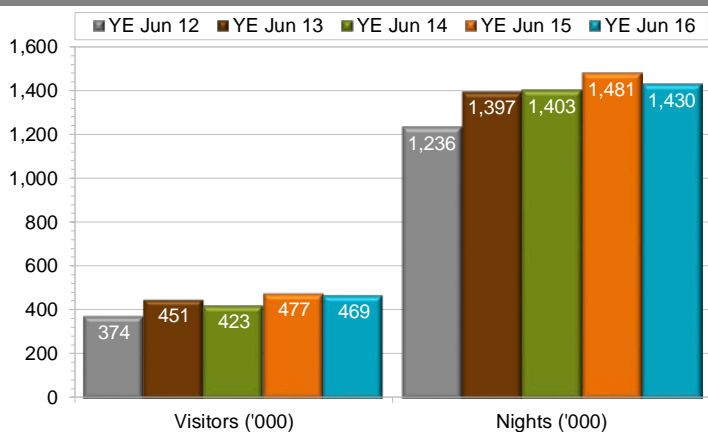
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$84 million in the region - an average of \$133 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16

Domestic Overnight Travel⁽¹⁾

Visitors and nights

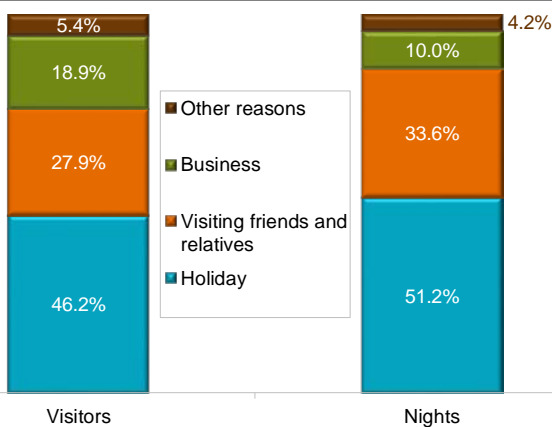


Mildura / Wentworth received 469,000 domestic overnight visitors - down by 1.8% on YE Jun 15. Visitors spent over 1.4 million nights in the region - down by 3.5% on YE Jun 15.

Market share

The region received 18.1% of visitors and 19.2% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was down by 0.5% pts and the share of nights was down by 1.2% pts.

Purpose of visit to Mildura / Wentworth



'Holiday' (46.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.9%) and 'business' (18.9%). Compared to YE Jun 15, 'holiday' increased by 8.3% pts while 'other reasons' decreased by 5.0% pts.

'Holiday' (51.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.6%) and 'business' (10.0%). Compared to YE Jun 15, 'holiday' increased by 9.1% pts while 'business' decreased by 9.1% pts.

Accommodation

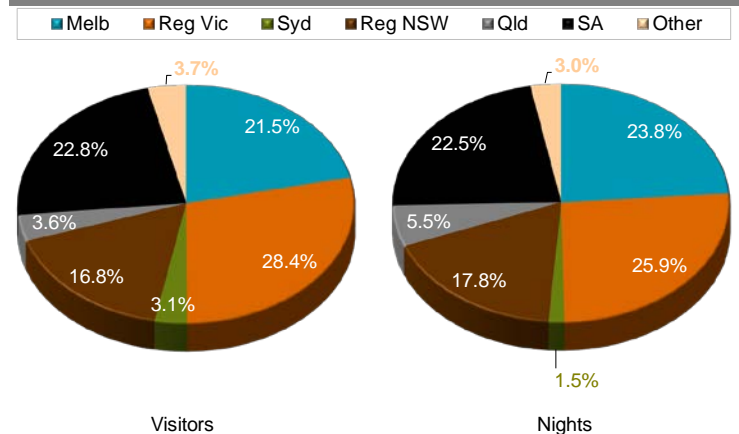
'Friends or relatives property' (35.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (16.2%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.4%).

Compared to YE Jun 15, 'friends or relatives property' grew by 2.8% pts while 'caravan park or commercial camping ground' declined by 6.6% pts.

Mildura / Wentworth includes: Irymple, Merbein, Mildura, Mildura Region, Red Cliffs, and Wentworth - Buronga

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

Origin



The region received 49.9% of visitors and 49.7% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were down by 8.2% and nights were down by 19.0%.

NSW contributed 20.0% of visitors and 19.3% of nights in the region. Compared to YE Jun 15, visitors from NSW were down by 14.6%.

South Australia contributed 22.8% of visitors and 22.5% of nights in the region. Compared to YE Jun 15, visitors from South Australia were up by 11.5%.

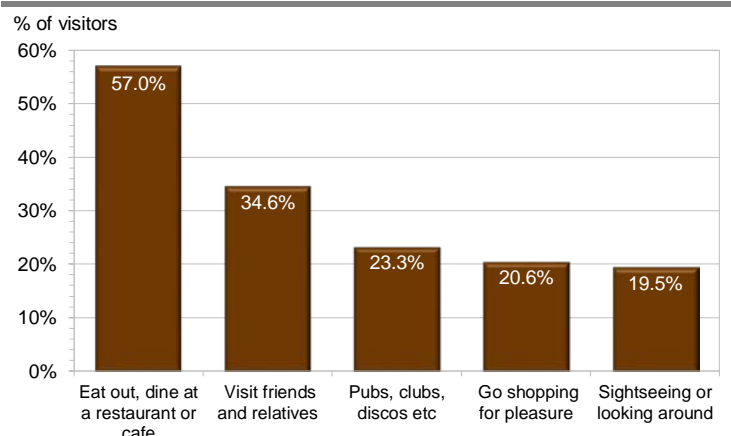
Length of stay

Visitors stayed, on average, 3 nights in the region - down by 0.1 night on the YE Jun 15.

Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.3%) and '25 to 34 years' (19.0%).

Activities



'Eat out, dine at a restaurant or cafe' (57.0%) was the most popular activity undertaken by visitors to the region.

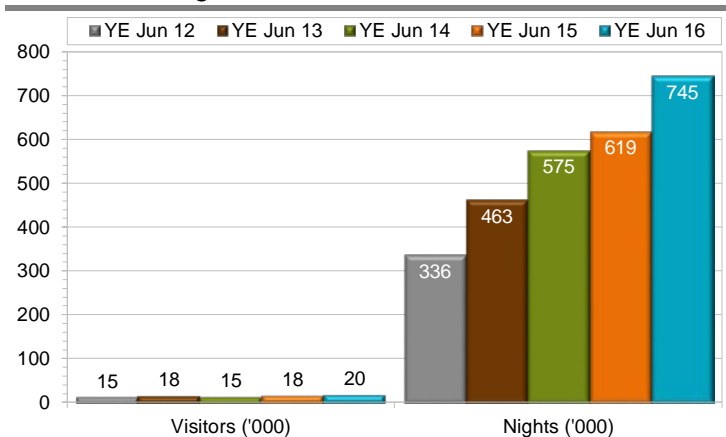
Expenditure⁽²⁾

Domestic overnight visitors spent \$220 million in the region - an average of \$154 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16.

International Overnight Travel⁽³⁾

Visitors and nights



Mildura / Wentworth received 20,100 international overnight visitors - up by 9.6% on YE Jun 15. Visitors spent 745,100 nights in the region - up by 20.4% on YE Jun 15.

Market share

The region received 34.6% of visitors and 51.2% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was up by 0.4% pts and the share of nights was up by 3.9% pts.

Purpose of visit to Mildura / Wentworth

'Holiday' (66.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.4%) and 'business' (7.1%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	13.9%	13	Italy	2.0%
2	United Kingdom	11.0%	14	India	1.0%
3	Malaysia	10.4%	15	Singapore	1.0%
4	Germany	10.1%	16	Japan	0.9%
5	Taiwan	8.4%	17	Thailand	0.4%
6	Canada	8.0%	18	Indonesia	0.2%
7	Hong Kong	6.0%	19	Netherlands	0.2%
8	Scandinavia	4.8%	20	Switzerland	0.0%
9	USA	4.0%			
10	South Korea	4.0%		Other Asia	2.4%
11	Mainland China	3.8%		Other Europe	1.9%
12	France	3.3%		Other Countries	2.1%

New Zealand (13.9%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (37.1%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (28.9%) and 'friends or relatives property' (15.6%).

Age

'25 to 34 years' (24.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.7%).

Expenditure⁽⁴⁾

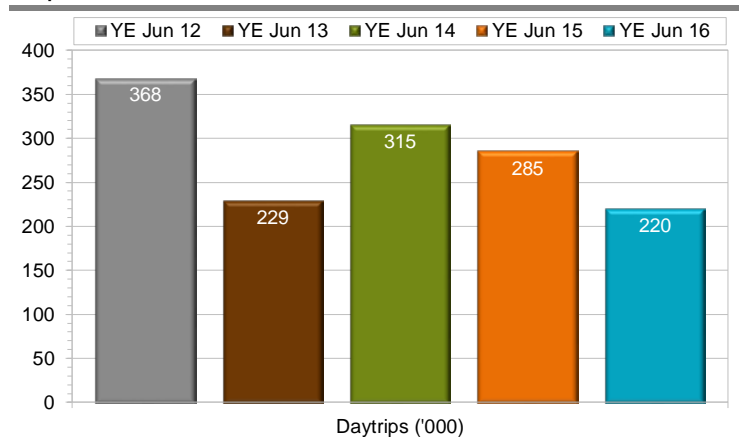
International overnight visitors spent \$26 million in the region - an average of \$35 per night.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura / Wentworth received 220,000 domestic daytrip visitors - down by 22.9% on YE Jun 15.

Market share

The region received 9.1% of daytrips to the Murray region. Compared to YE Jun 15, the share was down by 0.8% pts.

Main purpose of trip

'Visiting friends and relatives' (34.2%) was the largest purpose for visitors to the region the region, followed by 'holiday' (30.6%) and 'medical reasons' (23.8%).

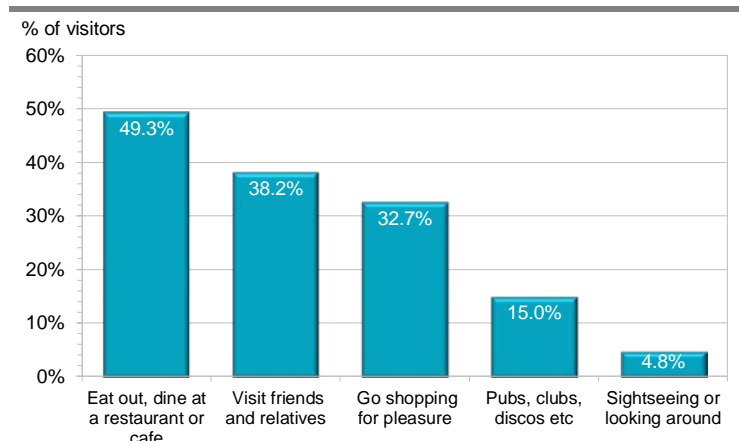
Age

'65 years and over' (31.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (28.3%) and '15 to 24 years' (13.8%).

Gender

More visitors to the region were male (56.6%) than female (43.4%).

Activities



'Eat out, dine at a restaurant or cafe' (49.3%) was the most popular activity undertaken by visitors to the region.

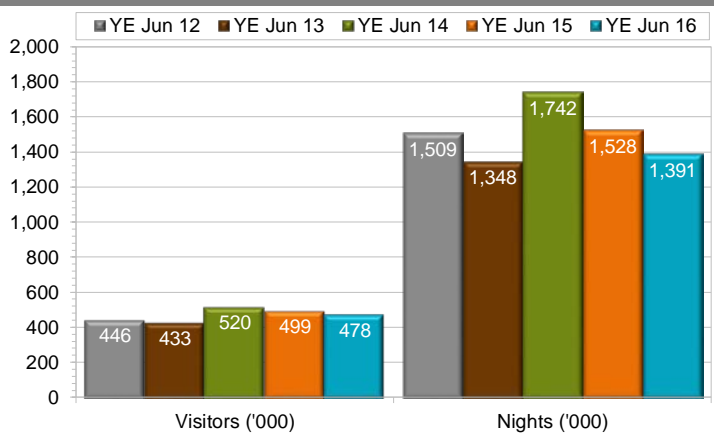
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$37 million in the region - an average of \$167 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16.

Domestic Overnight Travel⁽¹⁾

Visitors and nights

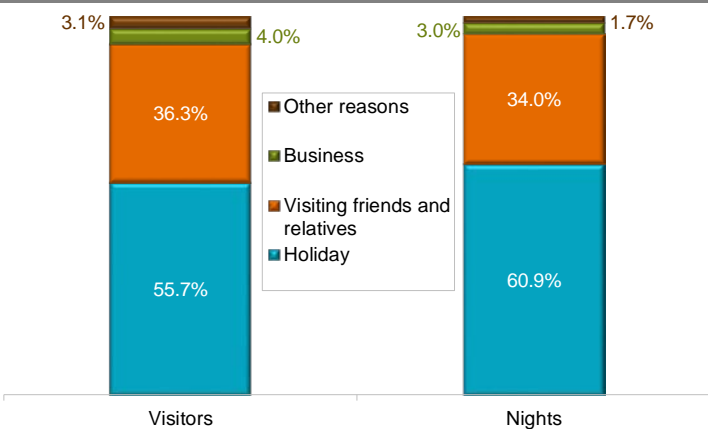


Sun Country received 478,000 domestic overnight visitors - down by 4.2% on YE Jun 15. Visitors spent nearly 1.4 million nights in the region - down by 9.0% on YE Jun 15.

Market share

The region received 18.4% of visitors and 18.7% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was down by 1.0% pt and the share of nights was down by 2.3% pts.

Purpose of visit to Sun Country



'Holiday' (55.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (36.3%) and 'business' (4.0%). Compared to YE Jun 15, 'VFR' grew by 0.7% pts while 'other reasons' declined by 1.2% pts.

'Holiday' (60.9%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (34.0%) and 'business' (3.0%). Compared to YE Jun 15, 'VFR' grew by 4.8% pts while 'other reasons' declined by 2.8% pts.

Accommodation

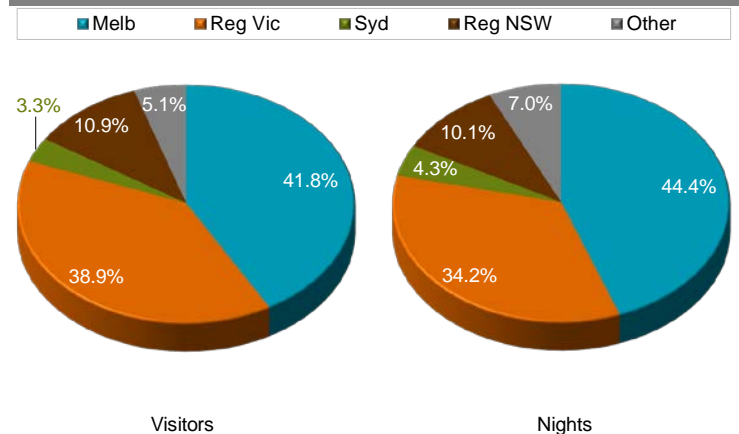
'Friends or relatives property' (36.2%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (18.1%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (15.8%).

Compared to YE Jun 15, 'standard hotel or motor inn, below 4 star' grew by 6.5% pts while 'friends or relatives property' declined by 1.1% pts.

Sun Country includes: Cobram, Moira, Numurkah, Yarrawonga, Corowa, Corowa Region, and Tocumwal - Finley - Jerilderie.

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

Origin



The region received 80.7% of visitors and 78.6% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were down by 2.8% and nights were down by 10.0%.

New South Wales contributed 14.2% of visitors and 14.4% of nights in the region. Compared to YE Jun 15, NSW visitors were down by 7.5%.

Other states contributed 5.1% of visitors and 7.0% of nights in the region.

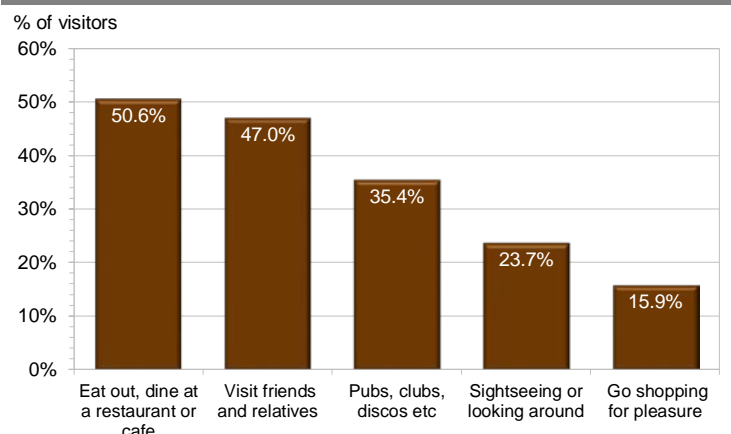
Length of stay

Visitors stayed on average 2.9 nights in the region - down by 0.2 nights on the YE Jun 15.

Age

'65 years and over' (29.7%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.7%) and '35 to 44 years' (17.1%).

Activities



'Eat out, dine at a restaurant or cafe' (50.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (47.0%).

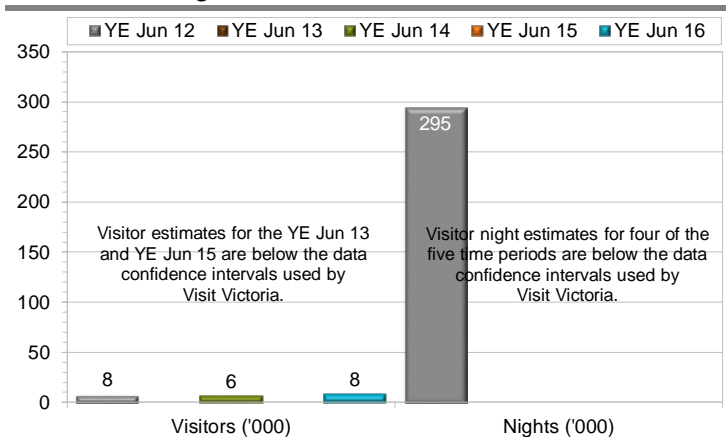
Expenditure⁽²⁾

Domestic overnight visitors spent \$187 million in the region - an average of \$135 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

International Overnight Travel⁽³⁾

Visitors and nights



Sun Country received 7,900 international overnight visitors. Night estimates for four of these five time periods are below the data confidence intervals used by Visit Victoria, incl for the YE Jun 16.

Market share

The region received 13.6% of international visitors to the Murray region.

Purpose of visit to Sun Country

'Holiday' (51.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.2%) and 'employment' (8.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	18.0%	13	Hong Kong	1.5%
2	New Zealand	10.9%	14	South Korea	1.2%
3	USA	9.3%	15	Netherlands	0.2%
4	Canada	8.8%	16	Indonesia	0.0%
5	Malaysia	6.2%	16	Mainland China	0.0%
6	France	6.1%	16	Germany	0.0%
7	Taiwan	5.7%	16	Italy	0.0%
8	India	4.2%	16	Switzerland	0.0%
9	Japan	4.1%			
10	Scandinavia	3.3%		Other Asia	3.3%
11	Thailand	3.0%		Other Europe	8.0%
12	Singapore	2.4%		Other Countries	3.7%

The United Kingdom (18.0%) was the region's largest source market of visitors, followed by New Zealand (10.9%) and the USA (9.3%).

Accommodation

'Friends or relatives property' (54.1%) was the most popular accommodation type used for international nights in the region. 'Rented house, apartment, flat or unit' (23.3%) was the 2nd most popular accommodation used.

Age

'25 to 34 years' (31.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (28.4%).

Expenditure⁽⁴⁾

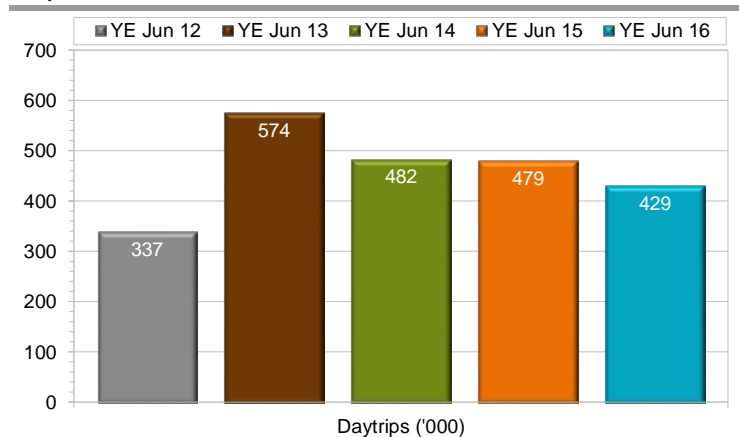
Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 16.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Sun Country received 429,000 domestic daytrips - down by 10.4% on YE Jun 15.

Market share

The region received 17.7% of daytrips to the Murray region. Compared to YE Jun 15, the share was up by 1.1% pts.

Main purpose of trip

'Holiday' (52.1%) was the largest purpose for daytrips to the region, followed by 'visiting friends and relatives' (22.3%) and 'business' (20.3%).

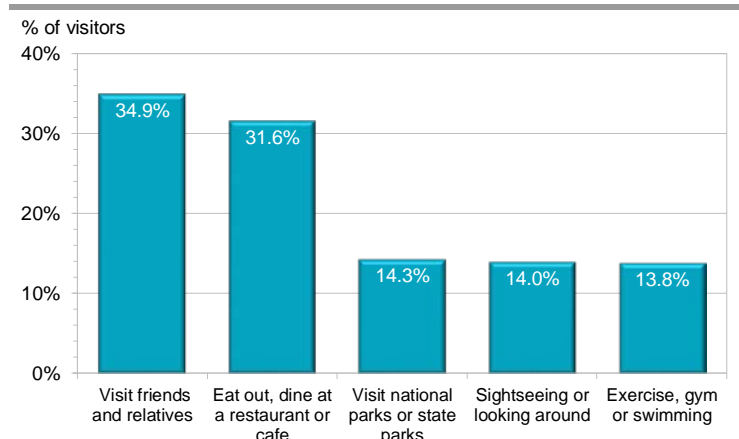
Age

'25 to 34 years' (35.7%) was the biggest age group of daytrip visitors to the region, followed by '65 years and over' (23.2%) and '35 to 44 years' (13.3%).

Gender

More visitors to the region were male (65.8%) than female (34.2%).

Activities



'Visit friends and relatives' (34.9%) was the most popular activity undertaken by daytrip visitors to the region, followed by 'eat out, dine at a restaurant or cafe' (31.6%).

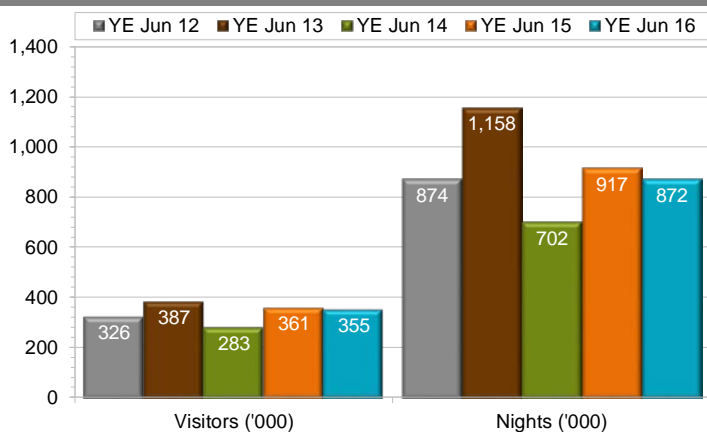
Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$60 million in the region - an average of \$139 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16

Domestic Overnight Travel⁽¹⁾

Visitors and nights

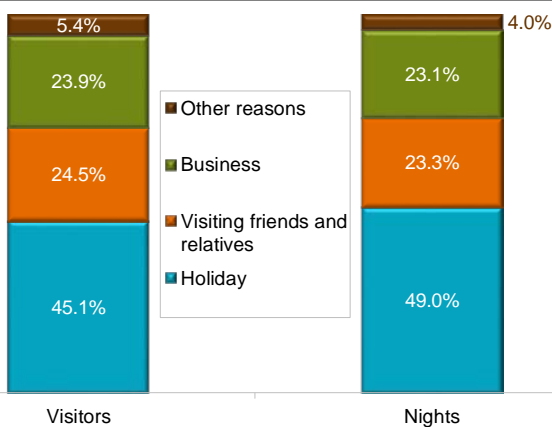


The Swan Hill region received 355,000 domestic overnight visitors - down by 1.8% on YE Jun 15. Visitors spent 872,000 nights in the region - down by 4.9% on YE Jun 15.

Market share

The region received 13.7% of visitors and 11.7% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was down by 0.3 pts and the share of nights was down by 0.9% pts.

Purpose of visit to the Swan Hill region



'Holiday' (45.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (24.5%) and 'business' (23.9%). Compared to YE Jun 15, 'business' increased by 15.7% pts while 'VFR' declined by 10.6% pts.

'Holiday' (49.0%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (23.3%) and 'business' (23.1%). Compared to YE Jun 15, 'business' grew by 14.6% pts while 'VFR' declined by 7.5% pts.

Accommodation

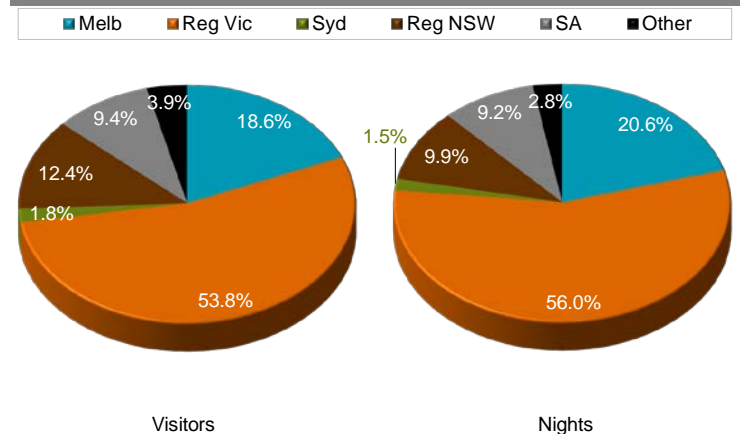
'Friends or relatives property' (24.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (23.8%) was the 2nd most popular accommodation used, followed by 'caravan or camping - non commercial' (22.2%).

Compared to YE Jun 15, 'caravan or camping - non commercial' grew by 6.2% pts while 'friends or relatives property' declined by 5.8% pts.

The Swan Hill region includes: Gannawarra, Kerang, Robinvale, Swan Hill, Swan Hill Region, and Wentworth-Balranald Region.

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

Origin



The region received 72.4% of visitors and 76.6% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were up by 0.7% and nights were down by 6.9%.

New South Wales contributed 14.2% of visitors and 11.4% of nights in the region. Compared to YE Jun 15, Victorian visitors were down by 4.0%.

Other states contributed 13.3% of visitors and 12.0% of nights in the region.

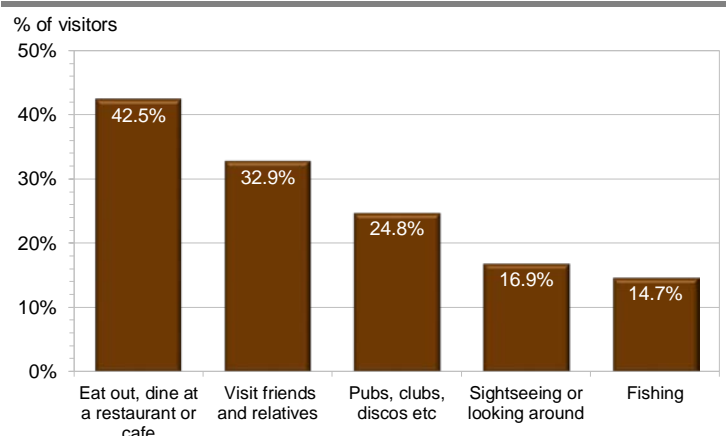
Length of stay

Visitors stayed on average 2.5 nights in the region - unchanged on the YE Jun 15.

Age

'65 years and over' (20.9%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.5%) and '25 to 34 years' (18.2%).

Activities



'Eat out, dine at a restaurant or cafe' (42.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (32.9%).

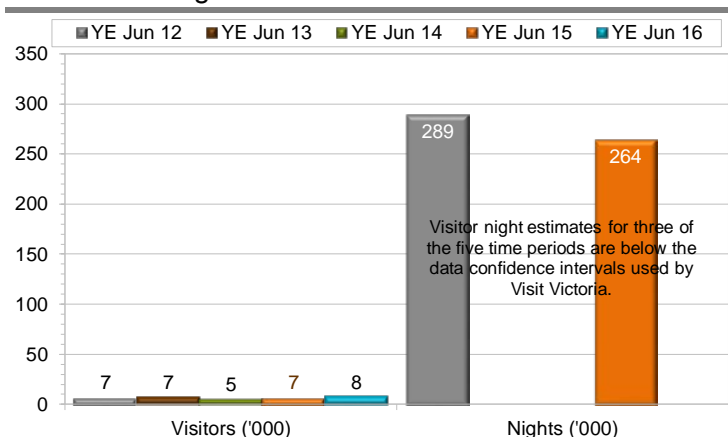
Expenditure⁽²⁾

Domestic overnight visitors spent \$133 million in the region - an average of \$153 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16

International Overnight Travel⁽³⁾

Visitors and nights



The Swan Hill region received 7,500 international overnight visitors – up by 8.4% on YE Jun 15. Night estimates for three of these five time periods are below the data confidence intervals used by Visit Victoria, incl for the YE Jun 16.

Market share

The region received 12.9% of visitors to the Murray region. Compared to YE Jun 15, the share was unchanged.

Purpose of visit to the Swan Hill region

'Holiday' (58.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.2%) and 'business' (3.2%).

Origin

No.	Market	Share	No.	Market	Share
1	Malaysia	23.9%	13	Japan	0.0%
2	New Zealand	21.3%	13	Hong Kong	0.0%
3	Indonesia	17.6%	13	Singapore	0.0%
4	United Kingdom	10.4%	13	South Korea	0.0%
5	Taiwan	4.3%	13	India	0.0%
6	USA	3.6%	13	Scandinavia	0.0%
7	Germany	2.4%	13	France	0.0%
8	Mainland China	2.1%	13	Netherlands	0.0%
9	Italy	1.6%			
10	Thailand	0.9%		Other Asia	5.2%
11	Canada	0.8%		Other Europe	0.0%
12	Switzerland	0.4%		Other Countries	5.4%

Malaysia (23.9%) was the region's largest source market of international visitors, followed by New Zealand (21.3%).

Accommodation

'Rented house, apartment, flat or unit' (36.3%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (20.3%).

Age

'65 years and over' (27.2%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (24.2%).

Expenditure⁽⁴⁾

Expenditure in the region by international overnight visitors is considered statistically unreliable for the YE Jun 16.

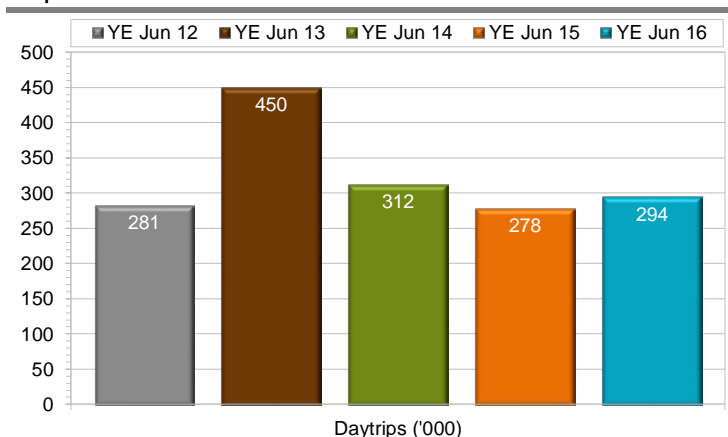
(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16

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

(3) Source: International Visitor Survey, YE Jun 16, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Swan Hill region received 294,000 domestic daytrip visitors – up by 5.8% on YE Jun 15.

Market share

The region received 12.1% of daytrips to the Murray region. Compared to YE Jun 15, the share was up by 2.5% pts.

Main purpose of trip

'Holiday' (39.1%) was the largest purpose for visitors to the region, followed by 'business' (26.0%) and 'visiting friends and relatives' (18.4%).

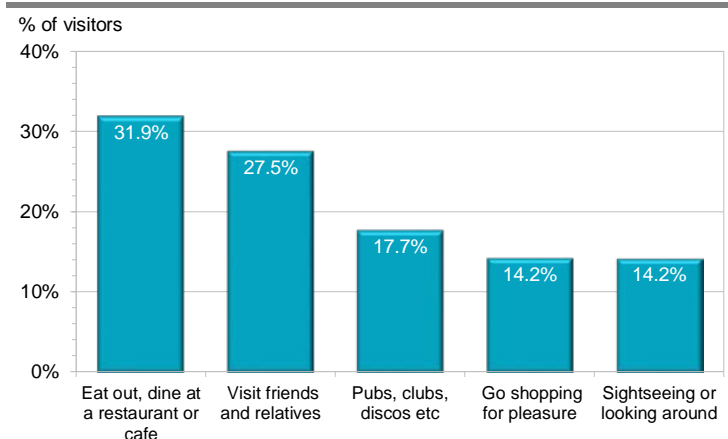
Age

'45 to 54 years' (23.6%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (21.9%) and '65 years and over' (20.9%).

Gender

More visitors to the region were female (62.0%) than male (38.0%).

Activities



'Eat out, dine at a restaurant or cafe' (31.9%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$49 million in the region – an average of \$167 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Jun 16

(5) Source: National Visitor Survey, YE Jun 16, TRA