

Travel to the Murray Region

Year ended June 2022
Quarterly Tracking of Selected Measures






DOMESTIC TRAVEL TO MURRAY REGION




July 2021 to June 2022

and change on July 2020 to June 2021



Domestic overnight travel

	2.3 million	↑	10.8%
	7.1 million	↑	7.3%
	\$1.2 billion	↑	30.9%

Total domestic travel

	4.6 million	↑	3.7%
	7.1 million	↑	7.3%
	\$1.6 billion	↑	31.3%

Domestic daytrip travel

	2.3 million	↓	-2.4%
	\$404 million	↑	32.8%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

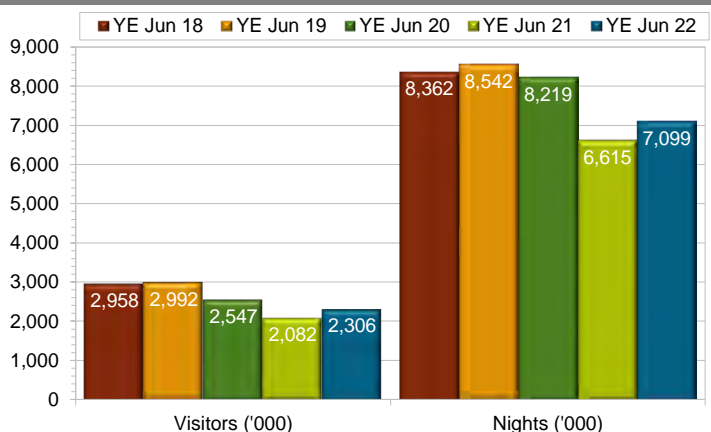
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to the Murray region ⁽¹⁾

For the period July 2021 to June 2022

Overnight travel

Visitors and nights



The Murray region received over 2.3 million overnight visitors - up by 10.8% on YE Jun 21. Visitors spent almost 7.1 million nights in the region – up by 7.3% on YE Jun 21.

Expenditure ⁽²⁾

Overnight visitors spent over \$1.2 billion in the Murray region – up by 30.9% on YE Jun 21. On average, visitors spent \$170 per night - up by 21.9% on YE Jun 21.

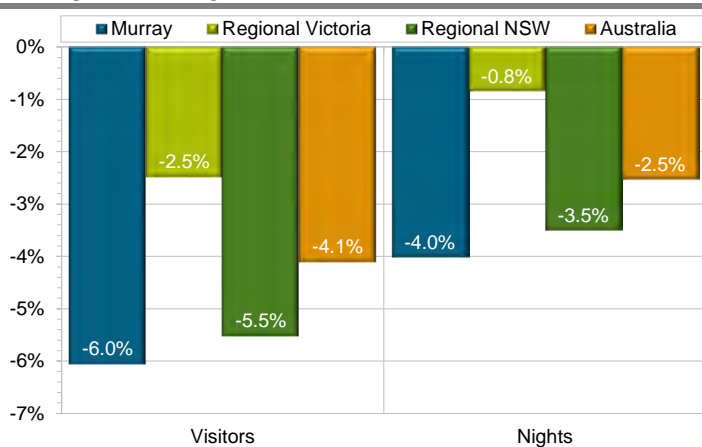
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The overnight sector represented 49.7% all domestic visitors to the Murray region - up by 3.2% pts on YE Jun 21. The overnight sector contributed 75.0% of total domestic spend in the region – down by 0.2% pts on YE Jun 21.

The Murray region received 6.9% of visitors and 6.4% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 21, the share of visitors was up by 1.3% pts and the share of nights was up by 1.1% pts.

Average annual growth - YE Jun 18 to YE Jun 22



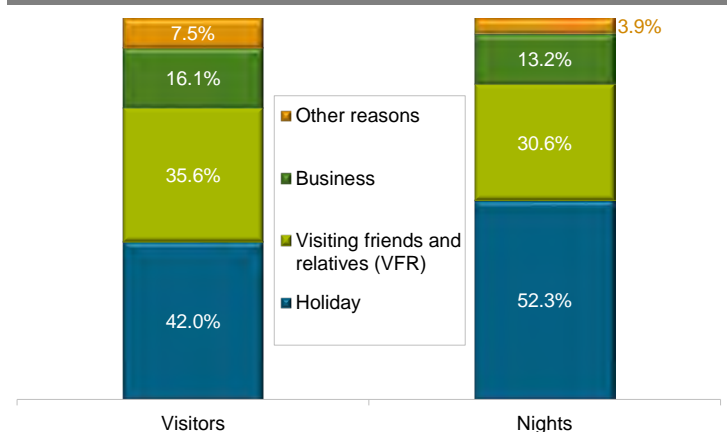
Over the period YE Jun 18 to YE Jun 22, the Murray region had an average annual decline of -6.0% in **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia.

The Murray region had an average annual decline of -4.0% 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 Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

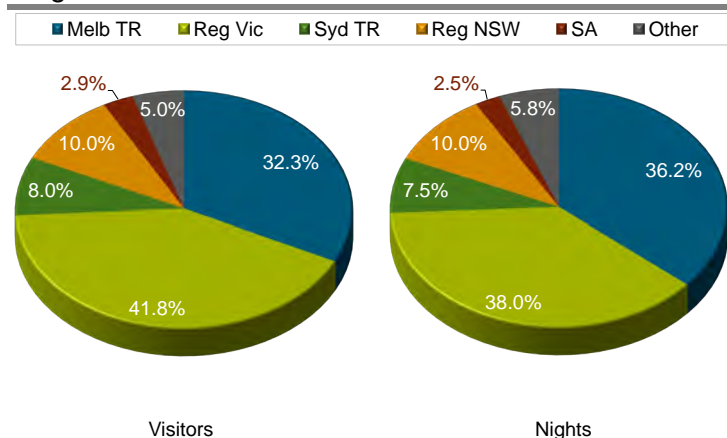
Purpose of visit



'Holiday' (42.0%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (35.6%) was the 2nd largest purpose, followed by 'business' (16.1%). Compared to YE Jun 21, 'VFR' increased by 4.1% pts whilst 'holiday' decreased by 2.9% pts.

'Holiday' (52.3%) was the largest purpose in terms of **nights** in the Murray region. 'VFR' (30.6%) was the 2nd largest purpose, followed by 'business' (13.2%). Compared to YE Jun 21, 'holiday' increased by 8.0% pts whilst 'VFR' decreased by 2.6% pts.

Origin



The Murray region received 74.1% of visitors and 74.2% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 18.3% and nights were up by 14.6%.

NSW contributed 18.0% of visitors and 17.5% of nights in the region. Compared to YE Jun 21, NSW visitors were down by 8.3% and nights were down by 11.3%.

South Australia contributed 2.9% of visitors and 2.5% of nights in the region. Compared to YE Jun 21, visitors from South Australia were down by 38.5%.

Other states contributed 5.0% of visitors and 5.8% of nights in the region. Compared to YE Jun 21, visitors from other states were up by 53.9%.

Month returned from trip

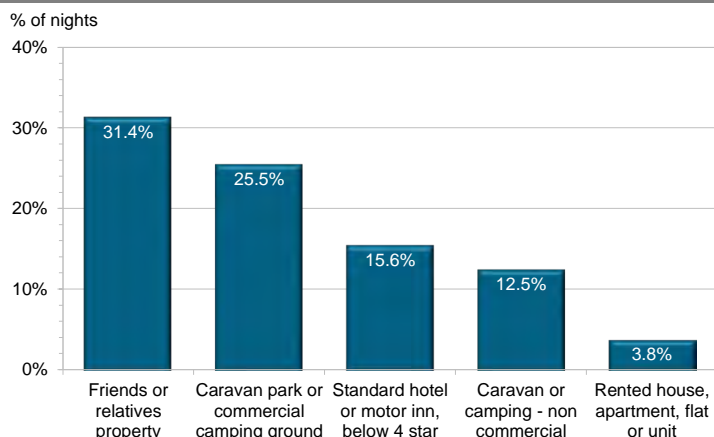
April (13.7%) was the most popular month for visitors to return from their trip to the Murray region. December (12.2%) was the 2nd most popular month to return, followed by January (11.5%).

Domestic travel to the Murray region ⁽¹⁾

For the period July 2021 to June 2022

Overnight travel (cont)

Accommodation



'Friends or relatives property' (31.4%) was the most popular accommodation type used for **nights** in the Murray region. Compared to YE Jun 21, 'caravan park or commercial camping' increased by 8.4% pts whilst 'friends or relatives property' decreased by 3.8% pts.

Length of stay

Visitors stayed, on average, 3.1 nights in the Murray region – down by 0.1 night on YE Jun 21.

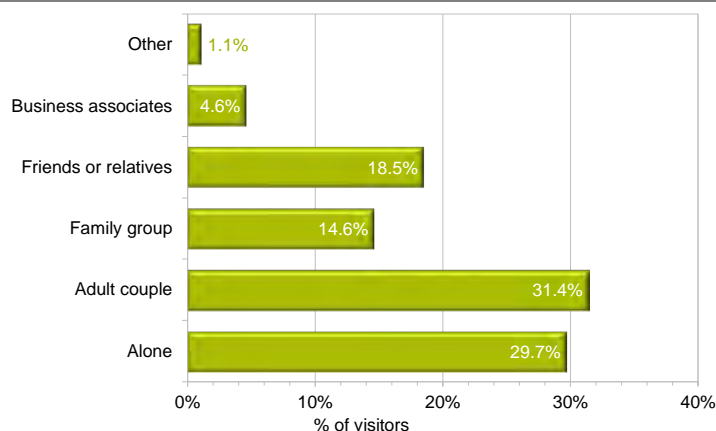
Activities

'Eat out, dine at a restaurant or cafe' (50.9%) was the most popular activity undertaken by visitors to the Murray region. 'Visit friends and relatives' (30.2%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (28.4%).

All transport

'Private vehicle or company car' (92.5%) was the most popular transport used by visitors to the Murray region. 'Aircraft' (2.4%) was the 2nd most popular transport used, followed by 'railway' (1.2%).

Travel party



'Adult couple' (31.4%) was the most common travel party description of visitors to the Murray region. 'Alone' (29.7%) was the 2nd most common travel party description.

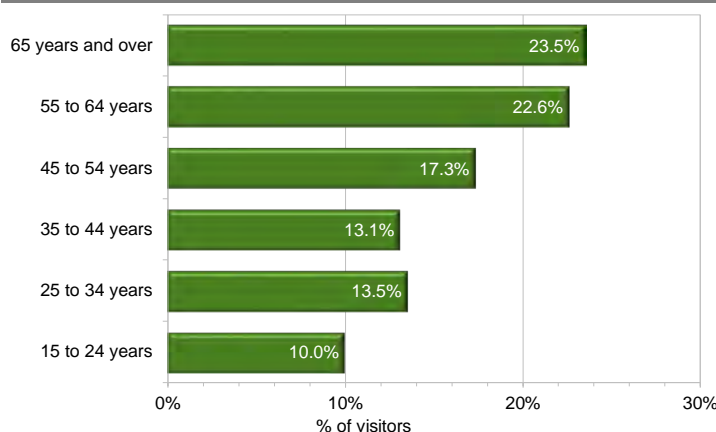
Number of stopovers on trip

Nearly ¾ (74.6%) visitors to the Murray region had one stopover only on the trip. Nearly 1/10 (8.1%) 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 Jun 22, TRA – unless otherwise specified

Age



'65 years and over' (23.5%) was the biggest age group of visitors to the Murray region. '55 to 64 years' (22.6%) was the 2nd biggest age group, followed by '45 to 54 years' (17.3%).

Gender

More visitors to the Murray region were female (51.4%) than male (48.6%).

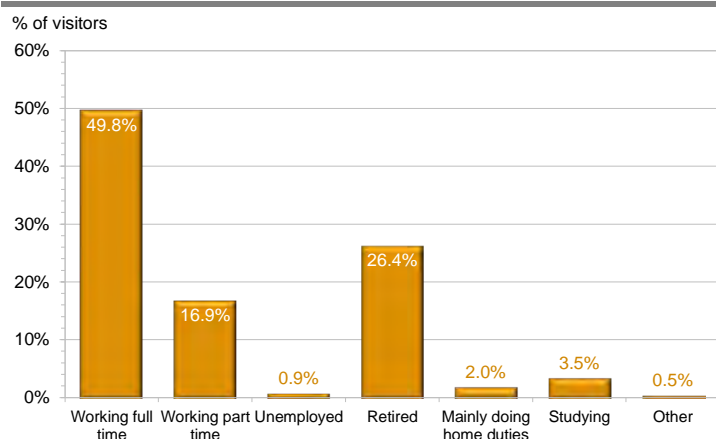
Lifecycle

'Older non-working' (25.9%) was the largest lifecycle group of visitors to the Murray region. 'Older working' (21.9%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (18.3%).

Marital status

More visitors to the Murray region were married or part of a couple (68.3%) than single (31.0%).

Employment



'Working full time' (49.8%) was the most common employment status of visitors to the Murray region. 'Retired' (26.4%) was the 2nd most common employment status, followed by 'working part time' (16.9%).

Annual household income

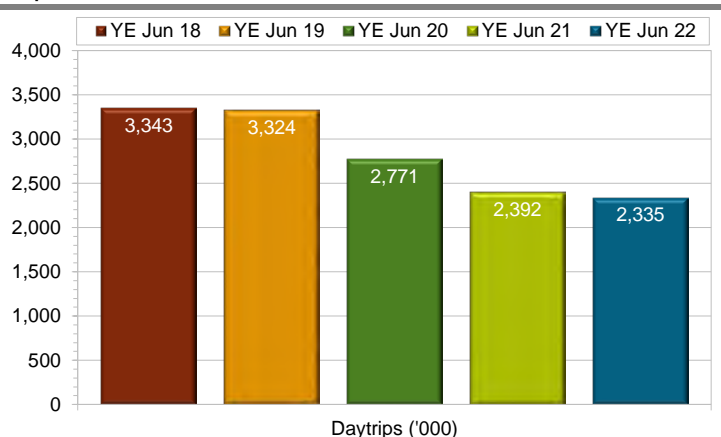
The average annual household income was \$122,604 amongst visitors to the Murray region. Nearly 3/10 (29.6%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (19.4%) did not provide an income.

Domestic travel to the Murray region ⁽¹⁾

For the period July 2021 to June 2022

Daytrip travel

Trips



The Murray region received over 2.3 million daytrip visitors – down by 2.4% on YE Jun 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$404 million in the Murray region – up by 32.8% on YE Jun 21. On average, visitors spent \$173 per trip - up by 36.0% on YE Jun 21.

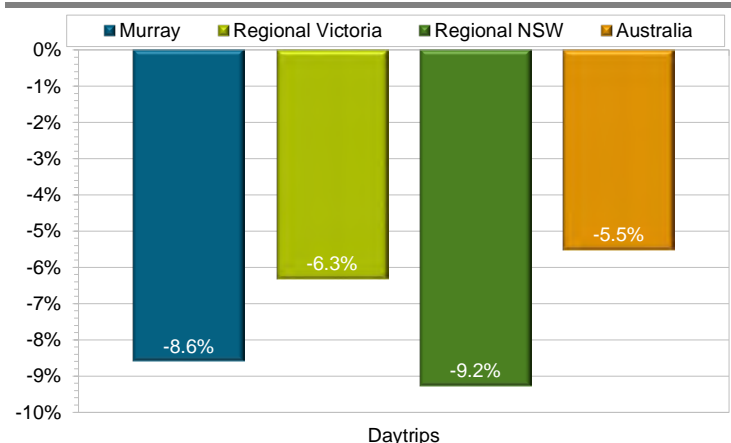
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The daytrip sector represented 50.3% all domestic visitors to the Murray region - down by 3.2% pts on YE Jun 21. The daytrip sector contributed 25.0% of total domestic spend in the region - up by 0.2% pts on YE Jun 21.

The Murray region received 4.3% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 21, the share was up by 0.2% pts.

Average annual growth - YE Jun 18 to YE Jun 22

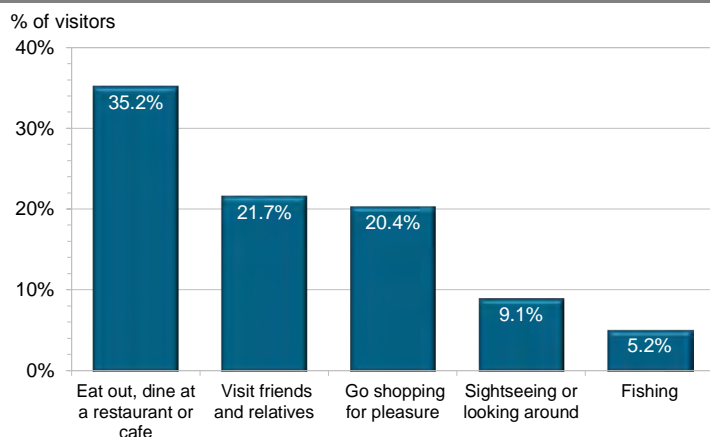


Over the period YE Jun 18 to YE Jun 22, the Murray region had an average annual decline of -8.6% in daytrips. The region had a lower decline than regional NSW, but a higher decline than regional Victoria and Australia.

Main purpose of trip

'Holiday' (43.9%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives (VFR)' (23.9%) was the 2nd largest purpose, followed by 'business' (13.4%). Compared to YE Jun 21, 'holiday' increased by 7.5% pts whilst 'business' decreased by 11.0% pts.

Activities



'Eat out, dine at a restaurant or cafe' (35.2%) was the most popular activity undertaken by visitors to the Murray region.

Transport

'Private vehicle or company car' (98.5%) was the most popular transport used by visitors to the Murray region. 'Railway' (0.8%) was the 2nd most popular transport used.

Origin

The Murray region received (61.6%) of daytrip visitors from Victoria. NSW contributed (25.1%) and South Australia (1.0%) of daytrip visitors to the region. The Murray (NSW) tourism region (18.1%) was the Murray region's largest individual source market.

Age

'65 years and over' (28.9%) was the biggest age group of visitors to the Murray region. '25 to 34 years' (16.2%) was the 2nd biggest age group, followed by '45 to 54 years' (14.8%).

Month travelled

December (14.1%) was the most popular month for a daytrip to the Murray region. June (11.3%) was the 2nd most popular month to travel, followed by February (10.2%).

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors (million)						
Overnight visitors	3.0	3.0	2.5	2.1	2.3	+10.8%
Daytrip visitors	3.3	3.3	2.8	2.4	2.3	-2.4%
Total domestic visitors	6.3	6.3	5.3	4.5	4.6	+3.7%
Domestic nights (million)						
Total domestic nights	8.4	8.5	8.2	6.6	7.1	+7.3%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$1,290	\$1,328	\$1,227	\$924	\$1,209	+30.9%
Daytrip spend ⁽²⁾	\$450	\$526	\$432	\$304	\$404	+32.8%
Total domestic spend ⁽²⁾	\$1,740	\$1,854	\$1,659	\$1,228	\$1,613	+31.3%

The Murray region received over 4.6 million domestic visitors – up by 3.7% on YE Jun 21. Visitors spent almost 7.1 million nights in the region – up by 7.3% on YE Jun 21. In total, domestic visitors spent over \$1.6 billion on travel to the Murray region – up by 31.3% on YE Jun 21.

⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

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

DOMESTIC TRAVEL TO ALBURY / WODONGA

July 2021 to June 2022

and change on July 2020 to June 2021

Domestic overnight travel

 549 thousand  7.6%

 1.5 million  1.5%

 \$306 million  23.9%

Total domestic travel

 1.4 million  9.5%

 1.5 million  1.5%

 \$500 million  26.0%

Domestic daytrip travel

 850 thousand  10.7%

 \$194 million  29.6%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

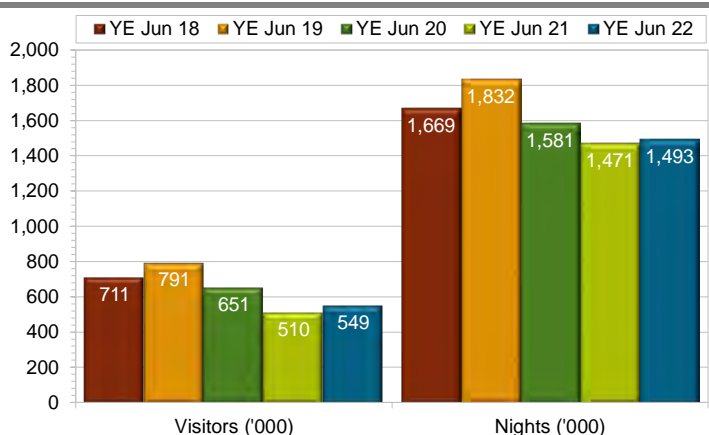
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period July 2021 to June 2022

Overnight travel

Visitors and nights

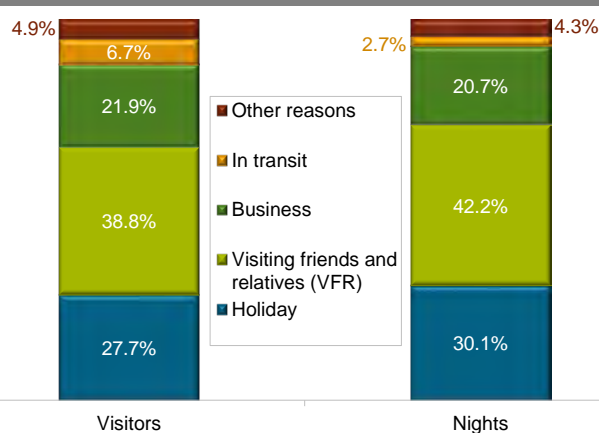


Albury / Wodonga received 549,000 overnight visitors - up by 7.6% on YE Jun 21. Visitors spent nearly 1.5 million nights in the region – up by 1.5% on YE Jun 21.

Market share

Albury / Wodonga received 23.8% of visitors and 21.0% of nights in the Murray region. Compared to YE Jun 21, share of visitors was down by 0.7% pts and share of nights was down by 1.2% pts.

Purpose of visit



'Visiting friends and relatives (VFR)' (38.8%) was the largest purpose for **visitors** to Albury / Wodonga, followed by 'holiday' (27.7%) and 'business' (21.9%). Compared to YE Jun 21, 'holiday' grew by 5.5% pts whilst 'other reasons' fell by 5.9% pts.

'VFR' (42.2%) was the largest purpose in terms of **nights** in Albury / Wodonga, followed by 'holiday' (30.1%) and 'business' (20.7%). Compared to YE Jun 21, 'holiday' grew by 14.7% pts whilst 'other reasons' fell by 18.8% pts.

Accommodation

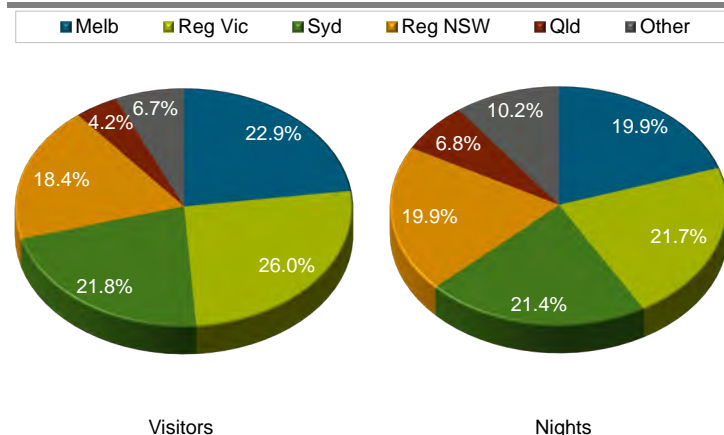
'Friends or relatives property' (50.1%) was the most popular accommodation type used for **nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (16.6%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (12.0%).

Compared to YE Jun 21, 'caravan park or commercial camping ground' increased by 7.5% pts whilst 'standard hotel or motor inn, below 4 star' declined by 3.9% pts.

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

(1) Source: National Visitor Survey, YE Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Albury / Wodonga received 48.8% of visitors and 41.7% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 0.4% and nights were down by 25.2%.

New South Wales contributed 40.3% of visitors and 41.3% of nights in the region. Compared to YE Jun 21, NSW visitors were up by 15.1% and nights were up by 16.5%.

Other states contributed 10.9% of visitors and 17.0% of nights in the region. Compared to YE Jun 21, visitors from other states were up by 17.2%.

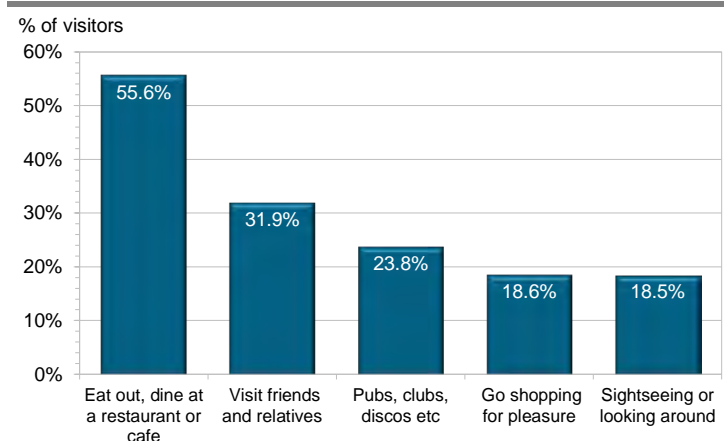
Length of stay

Visitors stayed, on average, 2.7 nights in Albury / Wodonga – down by 0.2 nights on the YE Jun 21.

Age

'55 to 64 years' (28.4%) was the biggest age group of visitors to Albury / Wodonga, followed by '65 years and over' (22.4%) and '45 to 54 years' (18.5%).

Activities



'Eat out, dine at a restaurant or cafe' (55.6%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Expenditure ⁽²⁾

Overnight visitors spent \$306 million in Albury / Wodonga – up by 23.9% on YE Jun 21. On average, visitors spent \$205 per night – up by 22.0% on YE Jun 21.

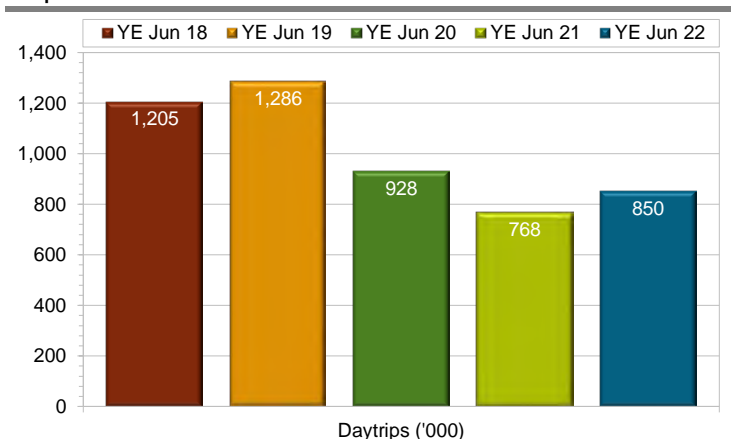
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Domestic travel to Albury / Wodonga ⁽¹⁾

For the period July 2021 to June 2022

Daytrip travel

Trips



Albury / Wodonga received 850,000 daytrip visitors – up by 10.7% on YE Jun 21.

Expenditure ⁽²⁾

Daytrip visitors spent \$194 million in Albury / Wodonga – up by 29.6% on YE Jun 21. On average, visitors spent \$228 per trip – up by 17.1% on YE Jun 21.

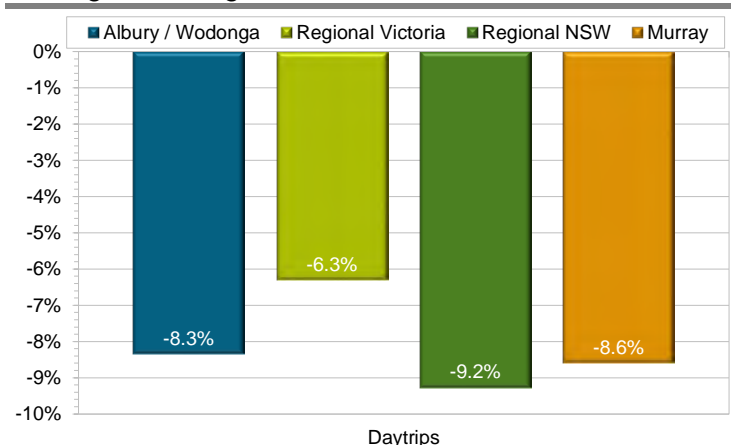
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The daytrip sector represented 60.8% all domestic visitors to Albury / Wodonga - up by 0.7% pts on YE Jun 21. The daytrip sector contributed 38.7% of total domestic spend in the region – up by 1.1% pts on YE Jun 21.

Albury / Wodonga received 36.4% of daytrips to the Murray region. Compared to YE Jun 21, the share was up by 4.3% pts.

Average annual growth - YE Jun 18 to YE Jun 22

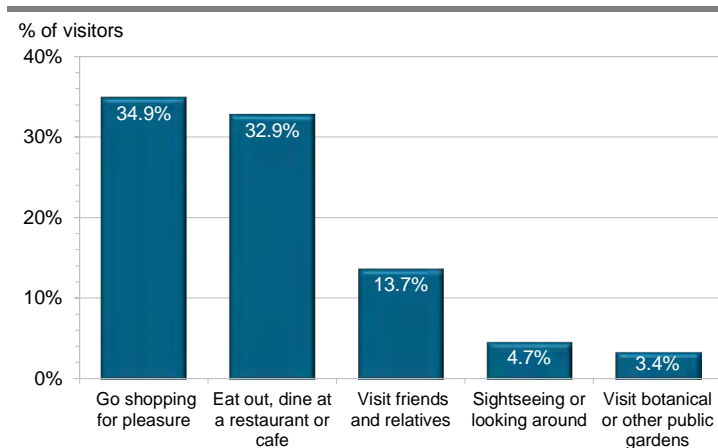


Over the period YE Jun 18 to YE Jun 22, the Albury / Wodonga had an average annual decline of -8.3% in daytrips. The region had a lower decline than regional NSW and the Murray region, but higher than regional Victoria.

Main purpose of trip

'Holiday' (44.0%) was the largest purpose for visitors to Albury / Wodonga, followed by 'visiting friends and relatives (VFR)' (16.9%) and 'medical reasons' (15.8%). Compared to YE Jun 21, 'holiday' increased by 16.0% pts whilst 'medical reasons' decreased by 10.8% pts.

Activities



'Go shopping for pleasure' (34.9%) was the most popular activity undertaken by visitors to Albury / Wodonga.

Transport

'Private vehicle or company car' (99.6%) was the most popular transport used by visitors to Albury / Wodonga. 'Aircraft' (0.4%) was the 2nd most popular.

Origin

Albury / Wodonga received (46.9%) of daytrip visitors from regional NSW. Regional Victoria contributed (45.9%) and Melbourne tourism region (6.7%) of daytrip visitors to the region.

Age

'65 years and over' (25.4%) was the biggest age group of visitors to Albury / Wodonga, followed by '35 to 44 years' (20.1%) and '15 to 24 years' (17.8%).

Month travelled

December (19.1%) was the most popular month for a daytrip to Albury / Wodonga. June (16.3%) was the 2nd most popular month to travel, followed by February (16.0%).

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	711	791	651	510	549	+7.6%
Daytrip visitors	1,205	1,286	928	768	850	+10.7%
Total domestic visitors	1,915	2,076	1,579	1,278	1,399	+9.5%
Domestic nights ('000)						
Total domestic nights	1,669	1,832	1,581	1,471	1,493	+1.5%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$331	\$372	\$315	\$247	\$306	+23.9%
Daytrip spend ⁽²⁾	\$185	\$245	\$230	\$149	\$194	+29.6%
Total domestic spend ⁽²⁾	\$516	\$616	\$545	\$397	\$500	+26.0%

Albury / Wodonga received almost 1.4 million domestic visitors – up by 9.5% on YE Jun 21. Visitors spent nearly 1.5 million nights in the region - up by 1.5% on YE Jun 21.

In total, domestic visitors spent \$500 million on travel to Albury / Wodonga – up by 26.0% on YE Jun 21.




⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.




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



⁽¹⁾ Source: NVS, YE Jun 22, TRA – unless otherwise specified

DOMESTIC TRAVEL TO SUN COUNTRY

July 2021 to June 2022
and change on July 2020 to June 2021

Domestic overnight travel			
	565 thousand	↑	30.3%
	1.7 million	→	0.2%
	\$264 million	↑	41.2%

Total domestic travel			
	934 thousand	↑	5.0%
	1.7 million	→	0.2%
	\$309 million	↑	42.4%

Domestic daytrip travel			
	369 thousand	↓	-19.0%
	np		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

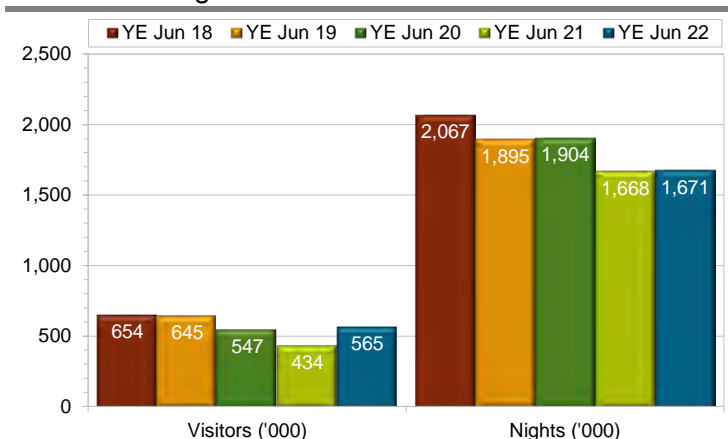
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Domestic travel to Sun Country ⁽¹⁾

For the period July 2021 to June 2022

Overnight travel

Visitors and nights

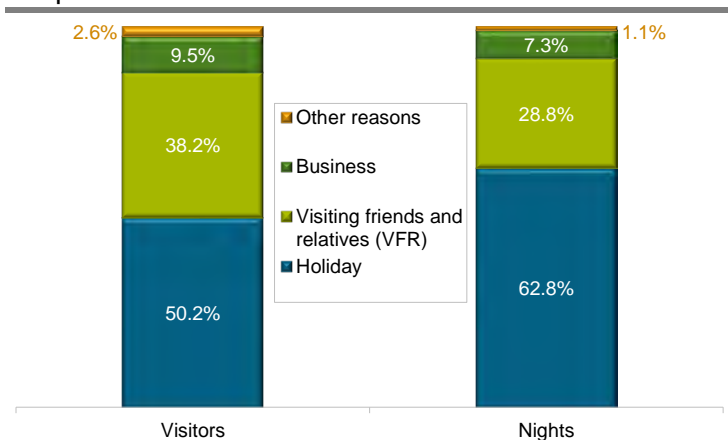


Sun Country received 565,000 overnight visitors – up by 30.3% on YE Jun 21. Visitors spent nearly 1.7 million nights in the region - up by 0.2% on YE Jun 21.

Market share

Sun Country received 24.5% of visitors and 23.5% of nights in the Murray region. Compared to YE Jun 21, share of visitors was up by 3.7% pts and share of nights was down by 1.7% pts.

Purpose of visit



'Holiday' (50.2%) was the largest purpose for **visitors** to Sun Country, followed by 'visiting friends and relatives (VFR)' (38.2%) and 'business' (9.5%). Compared to YE Jun 21, 'VFR' increased by 2.1% pts whilst 'holiday' declined by 2.5% pts.

'Holiday' (62.8%) was the largest purpose in terms of **nights** in Sun Country, followed by 'VFR' (28.8%) and 'business' (7.3%). Compared to YE Jun 21, 'holiday' increased by 14.9% pts whilst 'VFR' declined by 13.5% pts.

Accommodation

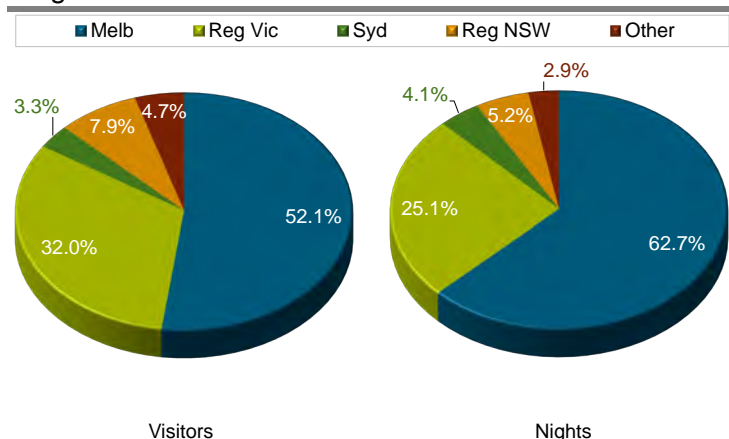
'Friends or relatives property' (33.2%) was the most popular accommodation type used for **nights** in Sun Country. 'Caravan park or commercial camping ground' (23.2%) was the 2nd most popular accommodation used, followed by 'caravan or camping – non commercial' (15.7%).

Compared to YE Jun 21, 'standard hotel or motor inn, below 4 star' increased by 4.9% pts whilst 'friends or relatives property' decreased by 6.7% pts.

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

(1) Source: National Visitor Survey, YE Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Sun Country received 84.1% of visitors and 87.8% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 40.6% and nights were up by 26.3%.

New South Wales contributed 11.1% of visitors and 9.3% of nights in the region. Compared to YE Jun 21, NSW visitors down by 4.9%.

Other states contributed 4.7% of visitors and 2.9% of nights in the region.

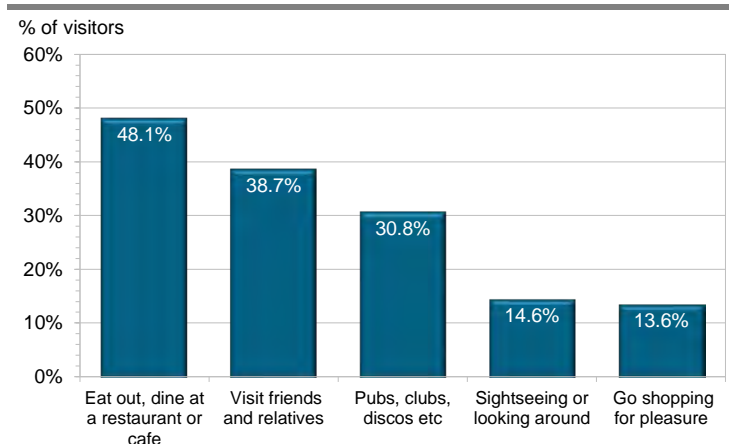
Length of stay

Visitors stayed, on average, 3 nights in Sun Country – down by 0.8 nights on the YE Jun 21.

Age

'65 years and over' (26.1%) was the biggest age group of visitors to Sun Country, followed by '55 to 64 years' (20.1%) and '45 to 54 years' (14.1%).

Activities



'Eat out, dine at a restaurant or cafe' (48.1%) was the most popular activity undertaken by visitors to Sun Country 'Visit friends and relatives' (38.7%) was the 2nd most popular, followed by 'pubs, clubs, discos etc' (30.8%).

Expenditure ⁽²⁾

Overnight visitors spent \$264 million in Sun Country – up by 41.2% on YE Jun 21. On average, visitors spent \$158 per night – up by 41.0% on YE Jun 21.

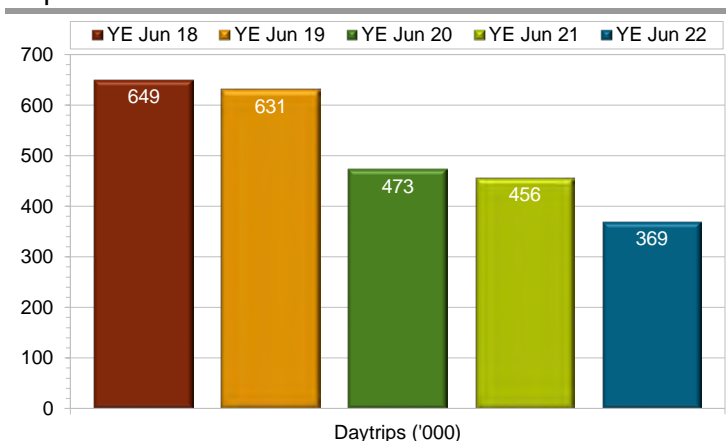
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Domestic travel to Sun Country ⁽¹⁾

For the period July 2021 to June 2022

Daytrip travel

Trips



Sun Country received 369,000 daytrips - down by 19.0% on YE Jun 21.

Expenditure ⁽²⁾

Expenditure estimates by daytrip visitors in Sun Country for YE Jun 22 are below the data confidence intervals used by TRA.

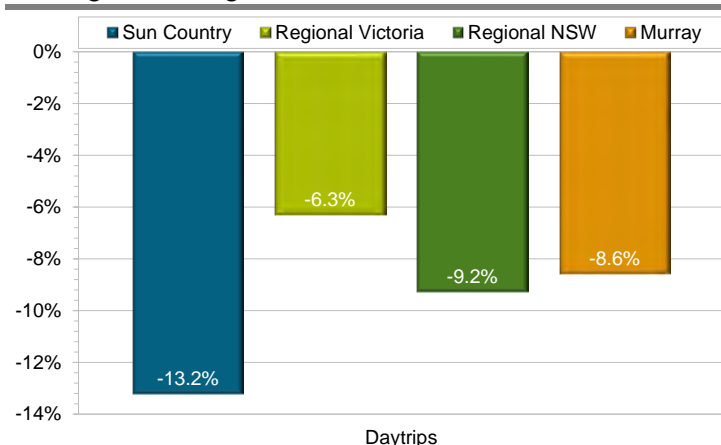
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The daytrip sector represented 39.5% all domestic visitors to Sun Country - down by 11.7% pts on YE Jun 21. As the daytrip expenditure estimates are below the data confidence intervals used by TRA, daytrip sector contribution and change on YE Jun 21 are not publishable.

Sun Country received 15.8% of daytrips to the Murray region. Compared to YE Jun 21, the share was down by 3.2% pts.

Average annual growth - YE Jun 18 to YE Jun 22



Over the period YE Jun 18 to YE Jun 22, 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

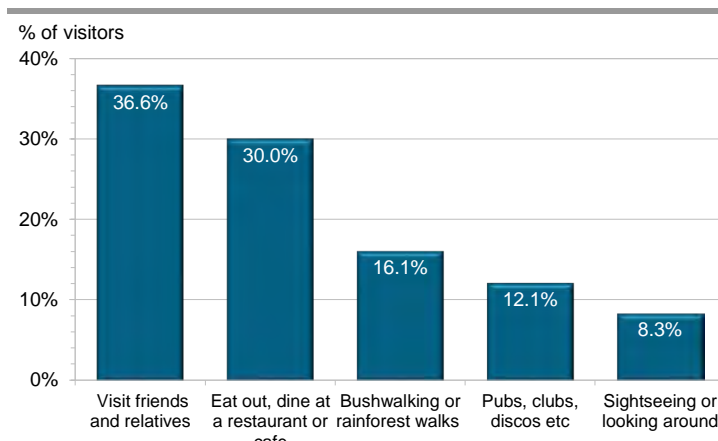
'Holiday' (36.7%) was the largest purpose for visitors to Sun Country, followed by 'visiting friends and relatives (VFR)' (34.3%) and 'business' (22.7%).

Compared to YE Jun 21, 'VFR' grew by 5.7% pts whilst 'holiday' fell by 10.9% pts.

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

⁽¹⁾ Source: NVS, YE Jun 22, TRA - unless otherwise specified

Activities



'Visit friends and relatives' (36.6%) 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 (68.4%) of daytrip visitors from regional Victoria. Regional NSW contributed (19.6%) and Melbourne tourism region (12.0%) of daytrip visitors to the region.

Age

'65 years and over' (22.2%) was the biggest age group of daytrip visitors to Sun Country, followed by '25 to 34 years' (20.8%) and '45 to 54 years' (19.3%).

Month travelled

January (18.4%) was the most popular month for a daytrip to Sun Country. November (15.7%) was the 2nd most popular month to travel, followed by May (13.8%).

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	654	645	547	434	565	+30.3%
Daytrip visitors	649	631	473	456	369	-19.0%
Total domestic visitors	1,303	1,276	1,020	889	934	+5.0%
Domestic nights ('000)						
Total domestic nights	2,067	1,895	1,904	1,668	1,671	+0.2%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$263	\$248	\$243	\$187	\$264	+41.2%
Daytrip spend ⁽²⁾	\$69	\$82	\$29	\$30	np	na
Total domestic spend ⁽²⁾	\$332	\$330	\$272	\$217	\$309	+42.4%

Sun Country received 934,000 domestic visitors - up by 5.0% on YE Jun 21. Visitors spent nearly 1.7 million nights in the region - up by 0.2% on YE Jun 21.

In total, domestic visitors spent \$309 million on travel to Sun Country - up by 42.4% on YE Jun 21.

⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

DOMESTIC TRAVEL TO ECHUCA / MOAMA

July 2021 to June 2022

and change on July 2020 to June 2021

Domestic overnight travel



663 thousand 22.6%



2.0 million 26.9%



\$322 million 32.8%

Total domestic travel



1.1 million -7.2%



2.0 million 26.9%



\$387 million 30.4%

Domestic daytrip travel



457 thousand -31.4%



\$65 million 19.4%



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

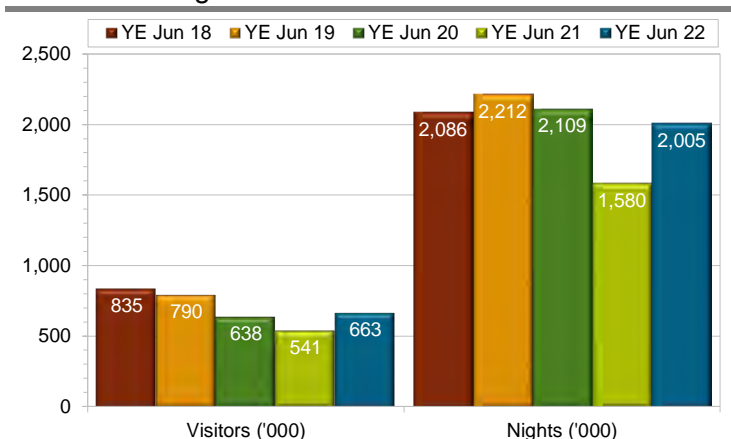
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Domestic travel to Echuca / Moama (1)

For the period July 2021 to June 2022

Overnight travel

Visitors and nights

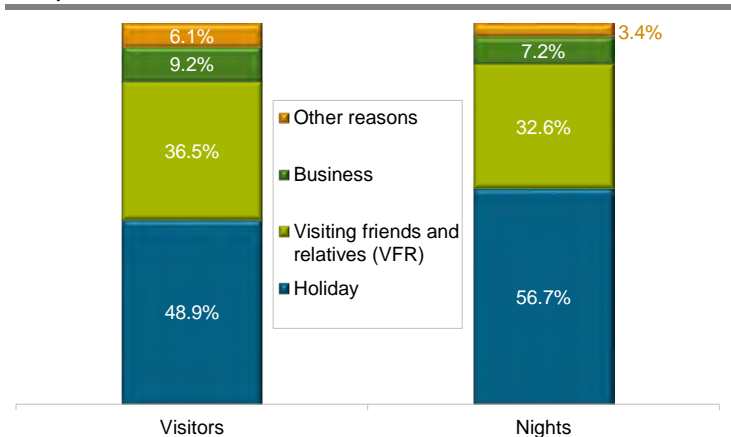


Echuca / Moama received 663,000 overnight visitors – up by 22.6% on YE Jun 21. Visitors spent over 2.0 million nights in the region – up by 26.9% on YE Jun 21.

Market share

Echuca / Moama received 28.7% of visitors and 28.2% of nights in the Murray region. Compared to YE Jun 21, share of visitors was up by 2.7% pts and share of nights was up by 4.3% pts.

Purpose of visit



'Holiday' (48.9%) was the largest purpose for **visitors** to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (36.5%) and 'business' (9.2%). Compared to YE Jun 21, 'VFR' increased by 12.6% pts whilst 'holiday' declined by 13.9% pts.

'Holiday' (56.7%) was the largest purpose in terms of **nights** in Echuca / Moama, followed by 'VFR' (32.6%) and 'business' (7.2%). Compared to YE Jun 21, 'VFR' increased by 13.6% pts whilst 'holiday' declined by 7.9% pts.

Accommodation

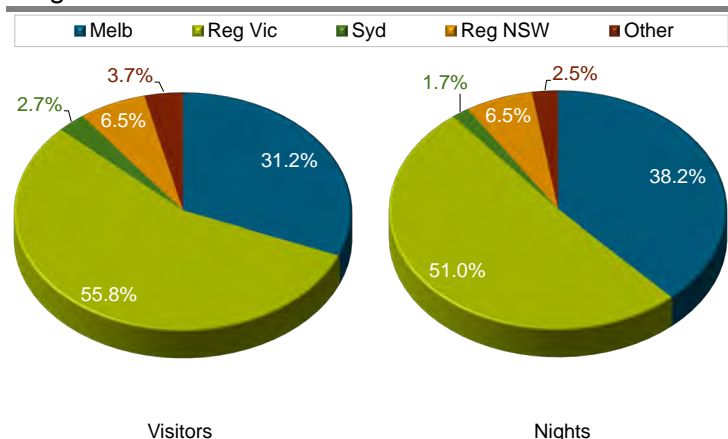
'Caravan park or commercial camping ground' (37.2%) was the most popular accommodation type used for **nights** in Echuca / Moama. 'Friends or relatives property' (27.0%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (14.7%).

Compared to YE Jun 21, 'caravan park or commercial camping ground' grew by 17.8% pts whilst 'caravan or camping – non commercial' fell by 4.3% pts.

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

(1) Source: National Visitor Survey, YE Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Echuca / Moama received 87.0% of visitors and 89.2% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 27.0% and nights were up by 38.1%.

New South Wales contributed 9.3% of visitors and 8.2% of nights in the region. Compared to YE Jun 21, NSW visitors were down by 6.2%.

Other states contributed 3.7% of visitors and 2.5% of nights in the region.

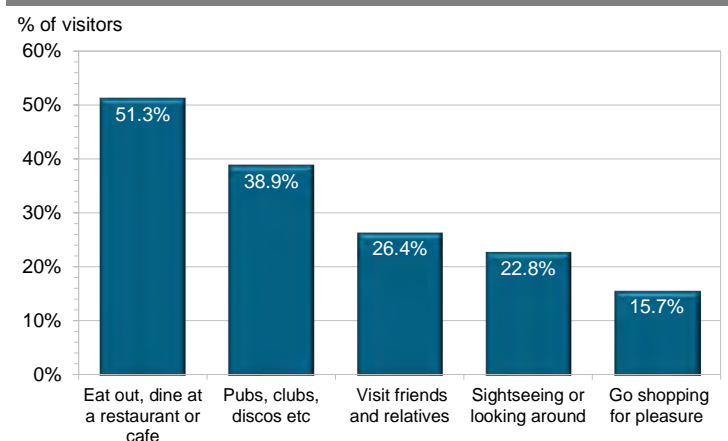
Length of stay

Visitors stayed, on average, 3 nights in Echuca / Moama – up by 0.1 night on the YE Jun 21.

Age

'65 years and over' (26.2%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (22.1%) and '45 to 54 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (51.3%) was the most popular activity undertaken by visitors to Echuca / Moama, followed by 'pubs, clubs, discos etc' (38.9%).

Expenditure (2)

Overnight visitors spent \$322 million in Echuca / Moama – up by 32.8% on YE Jun 21. On average, visitors spent \$160 per night – up by 4.7% on YE Jun 21.

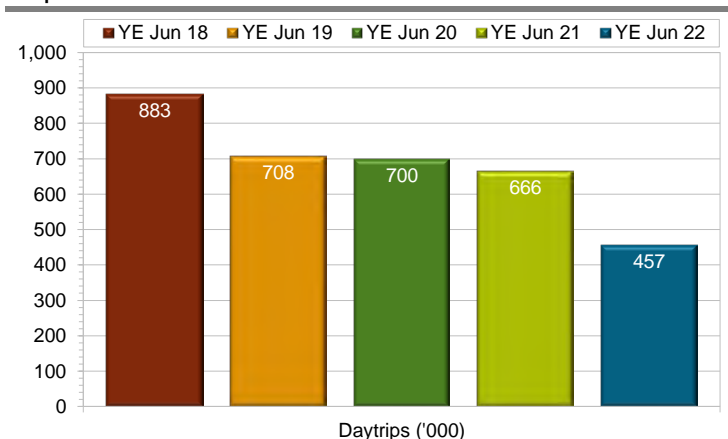
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Domestic travel to Echuca / Moama (1)

For the period July 2021 to June 2022

Daytrip travel

Trips



Echuca / Moama received 457,000 daytrip visitors - down by 31.4% on YE Jun 21.

Expenditure (2)

Daytrip visitors spent \$65 million in Echuca / Moama - up by 19.4% on YE Jun 21. On average, visitors spent \$143 per trip - up by 74.1% on YE Jun 21.

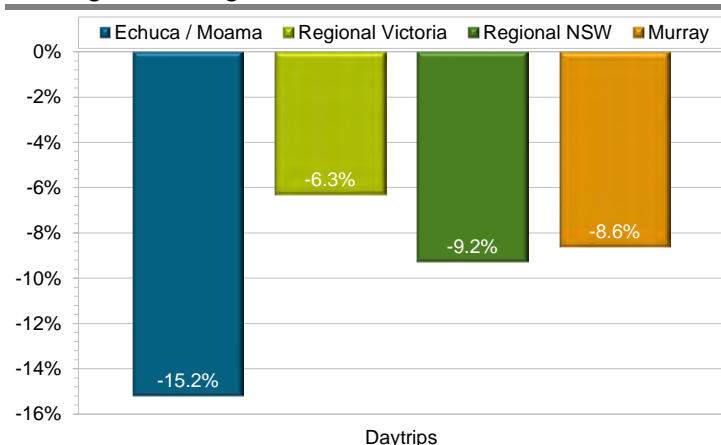
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The daytrip sector represented 40.8% all domestic visitors to Echuca / Moama - down by 14.4% pts on YE Jun 21. The daytrip sector contributed 16.8% of total domestic spend in the region - down by 1.6% pts on YE Jun 21.

Echuca / Moama received 19.6% of daytrips to the Murray region. Compared to YE Jun 21, the share was down by 8.2% pts.

Average annual growth - YE Jun 18 to YE Jun 22



Over the period YE Jun 18 to YE Jun 22, Echuca / Moama had an average annual decline of -15.2% in daytrips. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

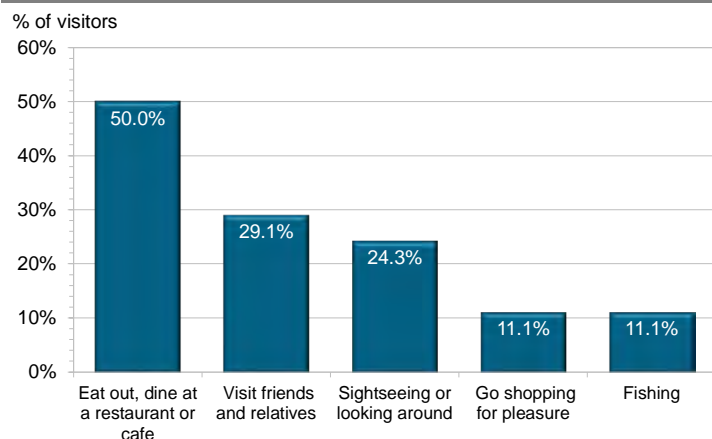
'Holiday' (54.2%) was the largest purpose for visitors to Echuca / Moama, followed by 'visiting friends and relatives (VFR)' (25.6%) and 'business' (7.3%).

Compared to YE Jun 21, 'holiday' increased by 16.8% pts whilst 'business' declined by 26.0% pts.

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

(1) Source: NVS, YE Jun 22, TRA - unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (50.0%) was the most popular activity undertaken by visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (98.2%) was the most popular transport used by visitors to Echuca / Moama. 'Aircraft' (1.8%) was the 2nd most popular transport used.

Origin

Echuca / Moama received (64.1%) of daytrip visitors from regional Victoria. Melbourne tourism region contributed (26.0%) and regional NSW (9.8%) of daytrip visitors to the region.

Age

'65 years and over' (42.8%) was the biggest age group of visitors to Echuca / Moama, followed by '55 to 64 years' (20.9%) and '45 to 54 years' (19.0%).

Month travelled

April (28.2%) was the most popular month for a daytrip to Echuca / Moama. July (10.5%) was the 2nd most popular month to travel, followed by January (8.4%).

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	835	790	638	541	663	+22.6%
Daytrip visitors	883	708	700	666	457	-31.4%
Total domestic visitors	1,719	1,498	1,337	1,206	1,119	-7.2%
Domestic nights ('000)						
Total domestic nights	2,086	2,212	2,109	1,580	2,005	+26.9%
Domestic spend (\$ million)						
Overnight spend (2)	\$283	\$339	\$318	\$242	\$322	+32.8%
Daytrip spend (2)	\$97	\$81	\$85	\$55	\$65	+19.4%
Total domestic spend (2)	\$380	\$420	\$403	\$297	\$387	+30.4%

Echuca / Moama received over 1.1 million domestic visitors - down by 7.2% on YE Jun 21. Visitors spent over 2.0 million nights in the region - up by 26.9% on YE Jun 21.

In total, domestic visitors spent 387 million on travel to Echuca / Moama - up by 30.4% on YE Jun 21.




(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

DOMESTIC TRAVEL TO SWAN HILL REGION




July 2021 to June 2022

and change on July 2020 to June 2021



Domestic overnight travel

	349 thousand	↑	1.3%
	903 thousand	↑	13.6%
	\$125 million	↑	25.6%

Total domestic travel

	671 thousand	↑	17.2%
	903 thousand	↑	13.6%
	\$177 million	↑	52.0%

Domestic daytrip travel

	322 thousand	np
	np	np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

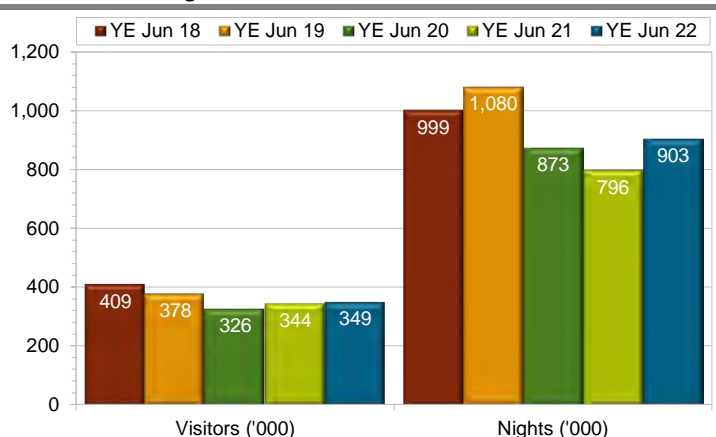
The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Domestic travel to the Swan Hill region ⁽¹⁾

For the period July 2021 to June 2022

Overnight travel

Visitors and nights

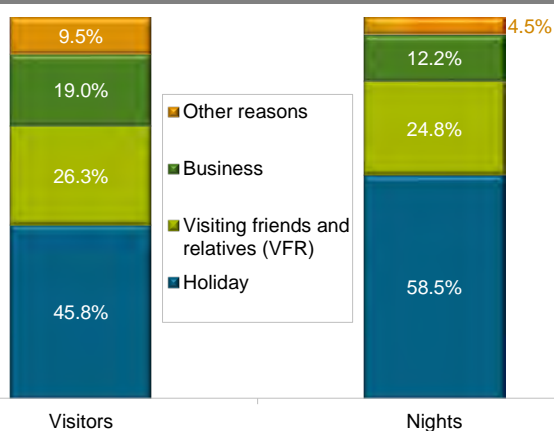


The Swan Hill region received 349,000 overnight visitors – up by 1.3% on YE Jun 21. Visitors spent 903,000 nights in the region – up by 13.6% on YE Jun 21.

Market share

The Swan Hill region received 15.1% of visitors and 12.7% of nights in the Murray region. Compared to YE Jun 21, share of visitors was down by 1.4% pts and share of nights was up by 0.7% pts.

Purpose of visit



'Holiday' (45.8%) was the largest purpose for **visitors** to the Swan Hill region, followed by 'visiting friends and relatives (VFR)' (26.3%) and 'business' (19.0%). Compared to YE Jun 21, 'VFR' increased by 3.8% pts whilst 'holiday' declined by 7.8% pts.

'Holiday' (58.5%) was the largest purpose in terms of **nights** in the Swan Hill region, followed by 'VFR' (24.8%) and 'business' (12.2%). Compared to YE Jun 21, 'VFR' increased by 4.8% pts whilst 'holiday' declined by 3.7% pts.

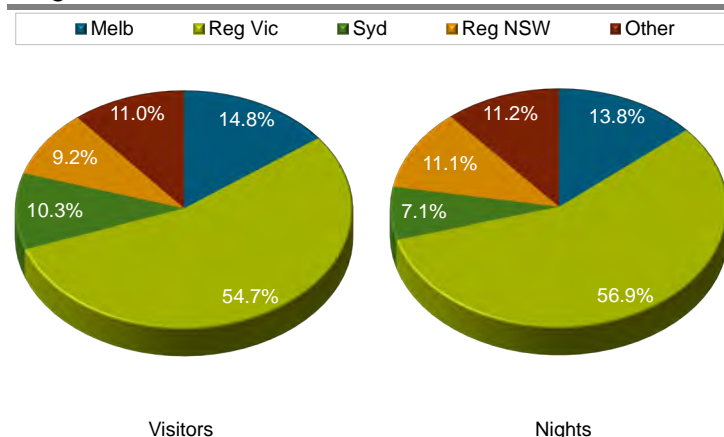
Accommodation

'Caravan or camping – non commercial' (28.0%) was the most popular accommodation type used for **nights** in the Swan Hill region. 'Caravan park or commercial camping ground' (27.8%) was the 2nd most popular accommodation used, followed by 'friends or relatives property' (19.5%).

Compared to YE Jun 21, 'caravan or camping – non commercial' increased by 6.3% pts whilst 'friends or relatives property' declined by 6.7% pts.

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

Origin



The Swan Hill region received 69.5% of visitors and 70.6% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 5.9% and nights were up by 8.2%.

New South Wales contributed 19.5% of visitors and 18.2% of nights in the region. Compared to YE Jun 21, NSW visitors were down by 23.4%.

South Australia contributed 4.4% of visitors and 3.5% of nights in the region.

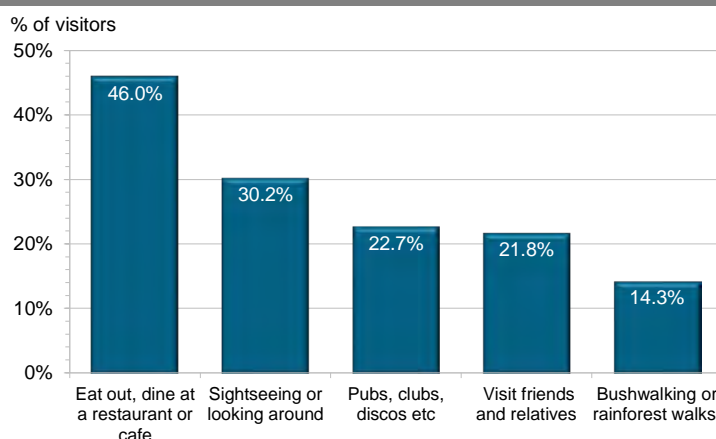
Length of stay

Visitors stayed, on average, 2.6 nights in the Swan Hill region – up by 0.3 nights on the YE Jun 21.

Age

'55 to 64 years' (28.1%) was the biggest age group of visitors to the Swan Hill region, followed by '65 years and over' (25.0%) and '25 to 34 years' (18.0%).

Activities



'Eat out, dine at a restaurant or cafe' (46.0%) was the most popular activity undertaken by visitors to the Swan Hill region. 'Sightseeing or looking around' (30.2%) was the 2nd most popular.

Expenditure ⁽²⁾

Overnight visitors spent \$125 million in the Swan Hill region – up by 25.6% on YE Jun 21. On average, visitors spent \$138 per night – up by 10.6% on YE Jun 21.

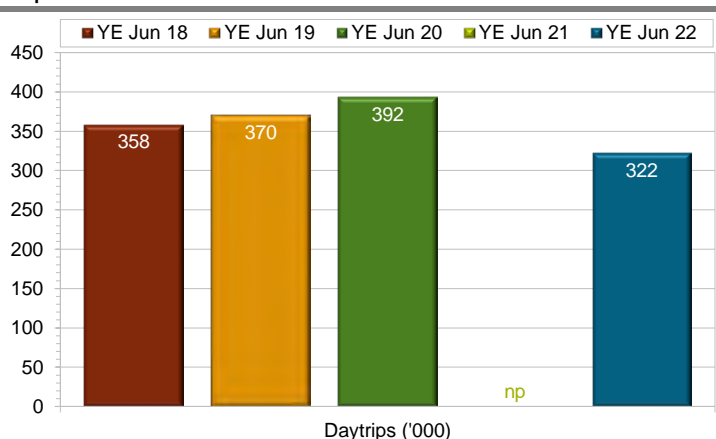
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Domestic travel to the Swan Hill region ⁽¹⁾

For the period July 2021 to June 2022

Daytrip travel

Trips



The Swan Hill region received 322,000 daytrip visitors – change on YE Jun 21 is not publishable.

Expenditure ⁽²⁾

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Jun 22 are below the data confidence intervals used by TRA.

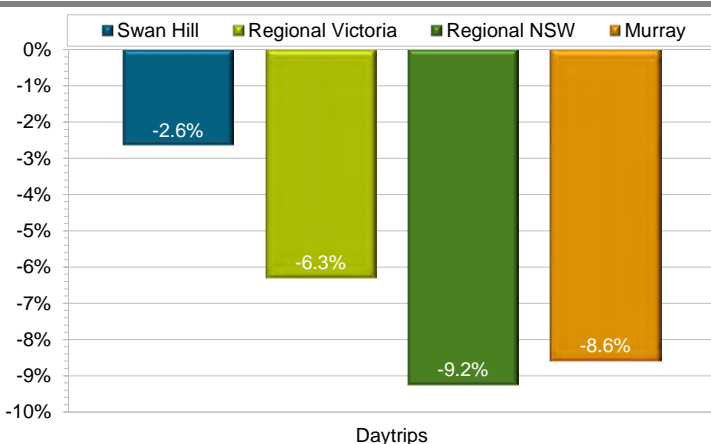
⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

The daytrip sector represented 48.0% all domestic visitors to the Swan Hill region - change on YE Jun 21 is not publishable. As the daytrip expenditure estimates are below the data confidence intervals used by TRA, daytrip sector contribution and change on YE Jun 21 are not publishable.

The Swan Hill region received 13.8% of daytrips to the Murray region - change on YE Jun 21 is not publishable.

Average annual growth - YE Jun 18 to YE Jun 22



Over the period YE Jun 18 to YE Jun 22, the Swan Hill region had an average annual decline of -2.6% in daytrips. The region had a lower decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

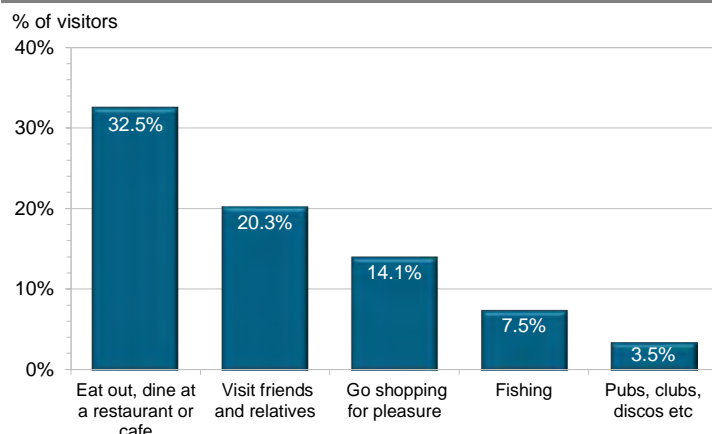
'Holiday' (32.4%) was the largest purpose for visitors to the Swan Hill region. 'Visiting friends and relatives (VFR)' (23.0%) was the 2nd largest purpose, followed by 'business' (17.7%) and 'personal appointment' (10.5%).

Change on YE Jun 21 is not publishable.

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

⁽¹⁾ Source: NVS, YE Jun 22, TRA – unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (32.5%) was the most popular activity undertaken by visitors to the Swan Hill region.

Transport

'Private vehicle or company car' (94.5%) was the most popular transport used by visitors to the Swan Hill region. 'Railway' (5.5%) was the 2nd most popular.

Origin

The Swan Hill region received (81.4%) of daytrip visitors from regional Victoria. Regional NSW contributed (10.3%) and Melbourne tourism region (8.3%) of daytrip visitors to the region.

Age

'65 years and over' (34.3%) was the biggest age group of visitors to the Swan Hill region, followed by '45 to 54 years' (29.8%) and '55 to 64 years' (14.8%).

Month travelled

April (18.4%) was the most popular month for a daytrip to the Swan Hill region. May (13.5%) was the 2nd most popular month to travel, followed by July (12.8%).

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	409	378	326	344	349	+1.3%
Daytrip visitors	358	370	392	np	322	np
Total domestic visitors	767	748	718	572	671	+17.2%
Domestic nights ('000)						
Total domestic nights	999	1,080	873	796	903	+13.6%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$125	\$101	\$109	\$99	\$125	+25.6%
Daytrip spend ⁽²⁾	\$55	\$70	\$58	np	np	na
Total domestic spend ⁽²⁾	\$180	\$171	\$167	\$117	\$177	+52.0%

The Swan Hill region received 671,000 domestic visitors – up by 17.2% on YE Jun 21. Visitors spent 903,000 nights in the region – up by 13.6% on YE Jun 21.

In total, domestic visitors spent \$177 million on travel to the Swan Hill region - up by 52.0% on YE Jun 21.




⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

DOMESTIC TRAVEL TO MILDURA / WENTWORTH




July 2021 to June 2022

and change on July 2020 to June 2021



Domestic overnight travel

	378 thousand	↑	9.3%
	1.0 million	↓	-6.7%
	\$192 million	↑	29.8%

Total domestic travel

	715 thousand	↑	15.3%
	1.0 million	↓	-6.7%
	\$239 million	↑	19.3%

Domestic daytrip travel

	np		np
	np		np



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Sources: National Visitor Survey and Regional Expenditure Model, YE Jun 22, Tourism Research Australia.
Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

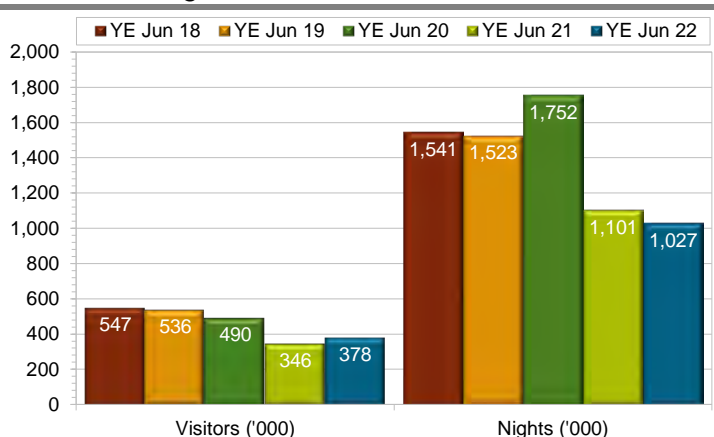
Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Domestic travel to Mildura / Wentworth (1)

For the period July 2021 to June 2022

Overnight travel

Visitors and nights



Mildura / Wentworth received 378,000 overnight visitors – up by 9.3% on YE Jun 21. Visitors spent over 1.0 million nights in the region - down by 6.7% on YE Jun 21.

Market share

Mildura / Wentworth received 16.4% of visitors and 14.5% of nights in the Murray region. Compared to YE Jun 21, share of visitors was down by 0.2% pts and share of nights was down by 2.1% pts.

Purpose of visit



'Holiday' (48.6%) was the largest purpose for **visitors** to Mildura / Wentworth, followed by 'business' (24.1%) and 'visiting friends and relatives (VFR)' (18.5%). Compared to YE Jun 21, 'holiday' increased by 12.8% pts whilst 'VFR' decreased by 13.2% pts.

'Holiday' (53.3%) was the largest purpose in terms of **nights** in Mildura / Wentworth, followed by 'business' (24.8%) and 'VFR' (17.7%). Compared to YE Jun 21, 'holiday' increased by 17.8% pts whilst 'VFR' decreased by 22.3% pts.

Accommodation

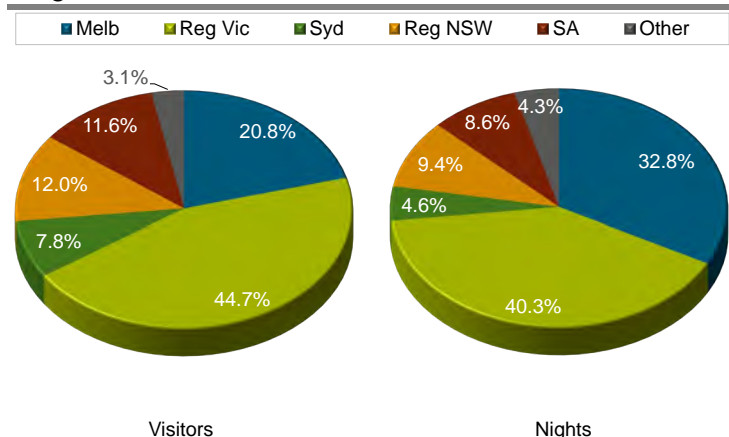
'Caravan park or commercial camping' (24.1%) was the most popular accommodation type used for **nights** in Mildura / Wentworth. 'Friends or relatives property' (20.2%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.8%) and 'caravan or camping – non commercial' (9.6%).

Compared to YE Jun 21, 'serviced apartment' increased by 7.1% pts whilst 'friends or relatives property' decreased by 10.8% pts.

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

(1) Source: National Visitor Survey, YE Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

Origin



Mildura / Wentworth received 65.5% of visitors and 73.1% of nights from **Victoria**. Compared to YE Jun 21, Victorian visitors were up by 21.5% and nights were up by 4.5%.

NSW contributed 19.8% of visitors and 14.0% of nights in the region. Compared to YE Jun 21, NSW visitors were up by 18.6%.

South Australia contributed 11.6% of visitors and 8.6% of nights in the region.

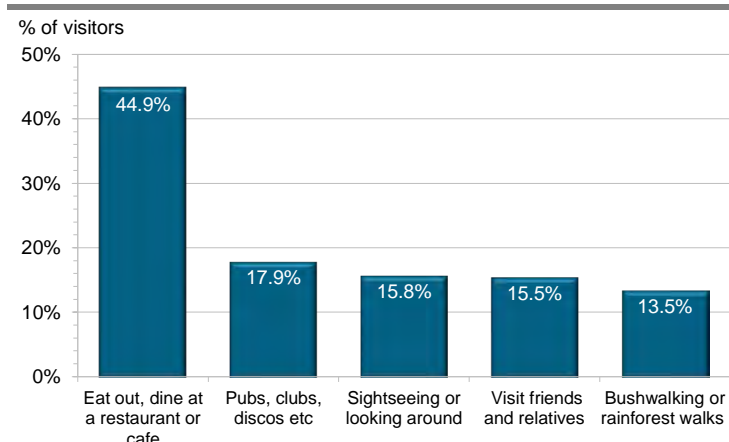
Length of stay

Visitors stayed, on average, 2.7 nights in Mildura / Wentworth – down by 0.5 nights on the YE Jun 21.

Age

'65 years and over' (32.1%) was the biggest age group of visitors to Mildura / Wentworth, followed by '25 to 34 years' (19.3%) and '45 to 54 years' (18.9%).

Activities



'Eat out, dine at a restaurant or cafe' (44.9%) was the most popular activity undertaken by visitors to Mildura / Wentworth, followed by 'pubs, clubs, discos etc' (17.9%) and 'sightseeing or looking around' (15.8%).

Expenditure (2)

Overnight visitors spent \$192 million in Mildura / Wentworth – up by 29.8% on YE Jun 21. On average, visitors spent \$187 per night – up by 39.2% on YE Jun 21.

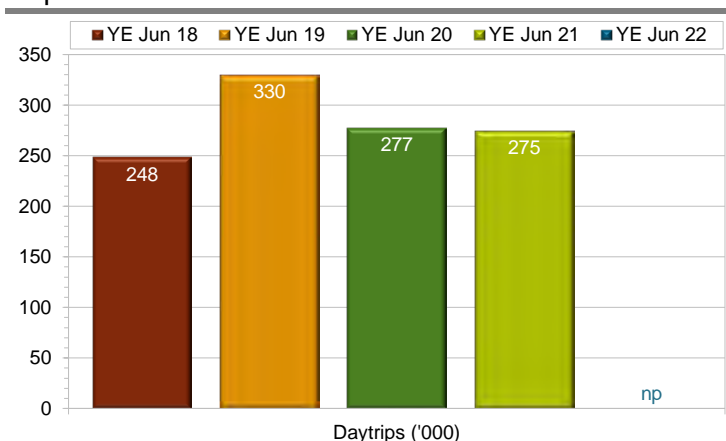
(2) Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Domestic travel to Mildura / Wentworth ⁽¹⁾

For the period July 2021 to June 2022

Daytrip travel

Trips



Estimates of daytrip visitors to Mildura / Wentworth for YE Jun 22 are below the data confidence intervals used by TRA.

Expenditure ⁽²⁾

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Jun 22 are below the data confidence intervals used by TRA.

⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.

Market share

Not publishable.

Average annual growth - YE Jun 18 to YE Jun 22

Not publishable.

Main purpose of trip

Not publishable.

Activities

Not publishable.

Transport

Not publishable.

Origin

Not publishable.

Age

Not publishable.

Month travelled

Not publishable.

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	547	536	490	346	378	+9.3%
Daytrip visitors	248	330	277	275	np	np
Total domestic visitors	795	866	768	621	715	+15.3%
Domestic nights ('000)						
Total domestic nights	1,541	1,523	1,752	1,101	1,027	-6.7%
Domestic spend (\$ million)						
Overnight spend ⁽²⁾	\$289	\$269	\$243	\$148	\$192	+29.8%
Daytrip spend ⁽²⁾	np	np	np	np	np	na
Total domestic spend ⁽²⁾	\$333	\$318	\$272	\$201	\$239	+19.3%

Mildura / Wentworth received 715,000 domestic visitors – up by 15.3% on YE Jun 21. Visitors spent over 1.0 million nights in the region – down by 6.7% on YE Jun 21.

In total, domestic visitors spent 239 million on travel to Mildura / Wentworth – up by 19.3% on YE Jun 21.

⁽²⁾ Sources: NVS & Regional Expenditure Model, YE Jun 22, TRA.