

Target Markets

The Murray Region Destination Management Plan identifies five core visitor segments. These visitors travel frequently and have a strong interest in The Murray.



Murray Habituals

Visitors who return regularly often for longer stays. They are self sufficient travellers and committed advocates for the region.



Back to Basics

Travellers seeking simple natural and relaxed experiences that provide time to reconnect with loved ones.



Road Trip

Visitors motivated by the freedom of driving holidays with interest in exploring new destinations towns and landscapes.



Explorer and Discoverer

Adventurous travellers seeking authentic experiences nature and culture led activities and short breaks throughout the year.



Luxury Travellers

Higher income travellers seeking indulgence premium accommodation food and relaxation.