

Murray Regional Tourism

Tourism Australia FY 2023-24 International and Domestic Visitor Survey Data

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

Tourism Research Australia advises caution when comparing data periods due to possible sampling error.

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Domestic day

2,769,784

Total Visitors

Domestic day

\$601.59M

Total Spend (\$)

Domestic overnight

3,353,929

Total Visitors

Domestic overnight

\$1.84bn

Total Spend (\$)

Traveller Type	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	2,769,784	\$601,587,125	0
Domestic overnight	3,353,929	\$1,836,538,178	9,147,569
International	63,797	\$85,719,867	2,180,961
Total	6,187,510	\$2,523,845,170	11,328,530

Previous Year Traveller Type	FY June 2024 Vs FY June 2023		
	Total Visitors	Total Spend (\$)	Total Nights
Domestic day	-13.34%	13.79%	
Domestic overnight	6.67%	0.35%	10.24%
International	41.28%	82.67%	166.41%

Traveller Type	Average Spend
Domestic day	\$166
Domestic overnight	\$495
International	\$1,141

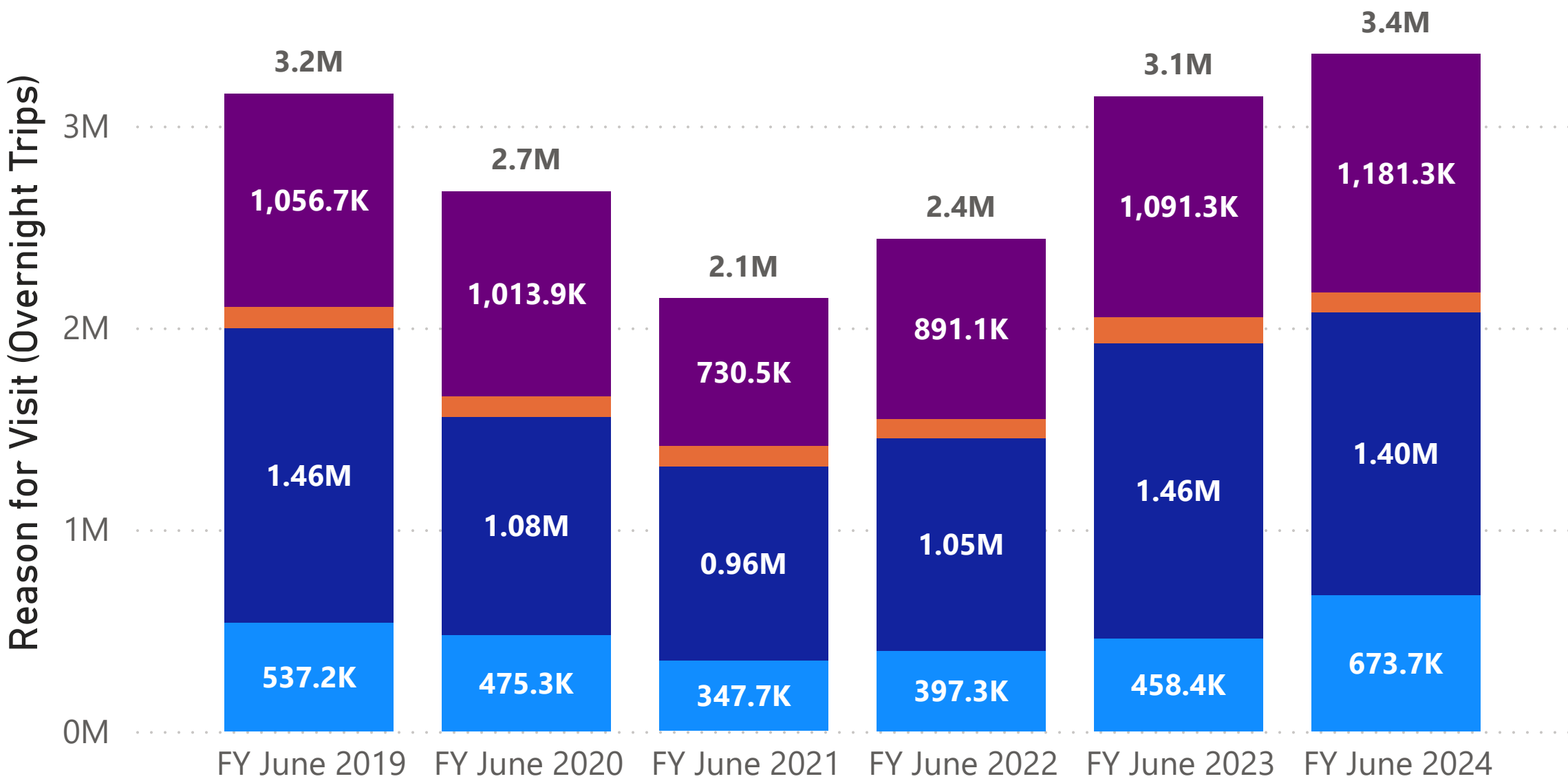
Visitor_Type	Total Visitors (intra)	Total Spend (intra) \$	Total Nights (intra)
Domestic day:Interstate	968,072	\$227,137,291	0
Domestic day:Intrastate	1,801,713	\$374,449,834	0
Domestic overnight:Interstate	1,429,951	\$742,649,631	3,910,403
Domestic overnight:Intrastate	1,923,978	\$1,093,888,548	5,237,165
Total	6,123,714	\$2,438,125,304	9,147,568

Previous_Year Visitor_Type	FY_June 2024 Vs FY_June 2023		
	Total Visitors (intra)	Total Spend (intra) \$	Total Nights (intra)
Domestic day:Interstate	-8.50%	20.98%	
Domestic day:Intrastate	-15.74%	9.82%	
Domestic overnight:Interstate	-7.55%	-10.55%	-0.89%
Domestic overnight:Intrastate	20.44%	9.39%	20.33%

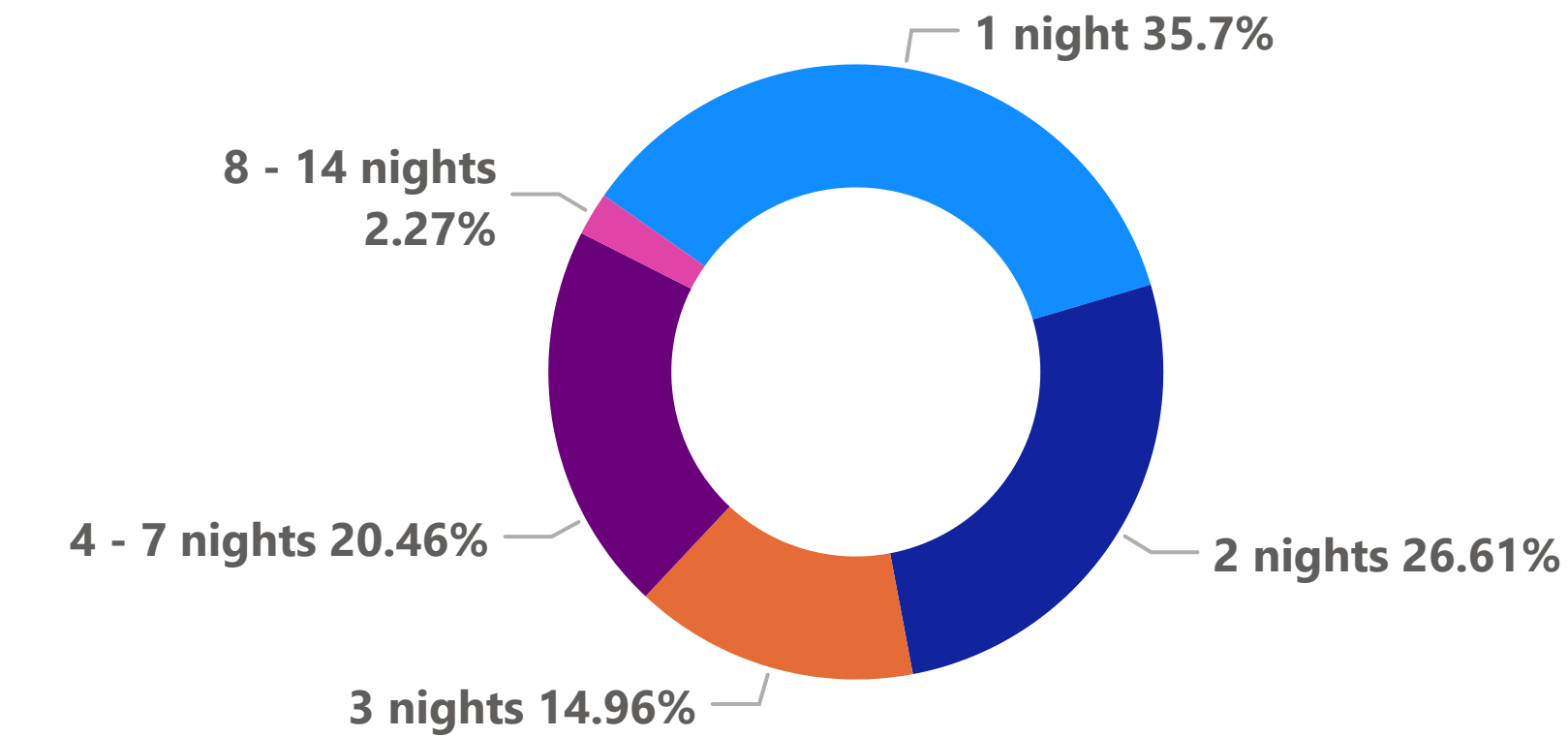


Reason for Visit (Overnight Trips)

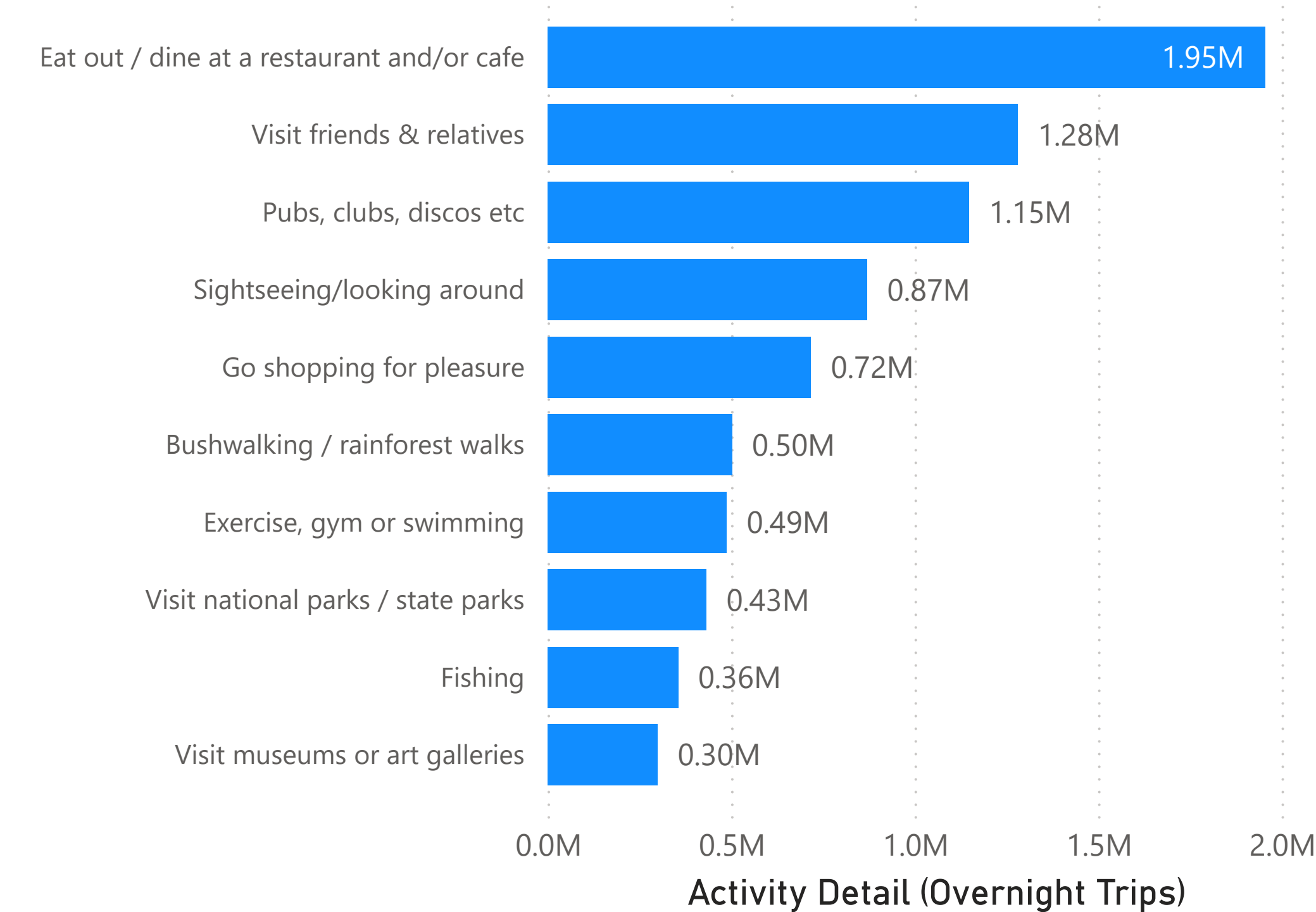
Reason For Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



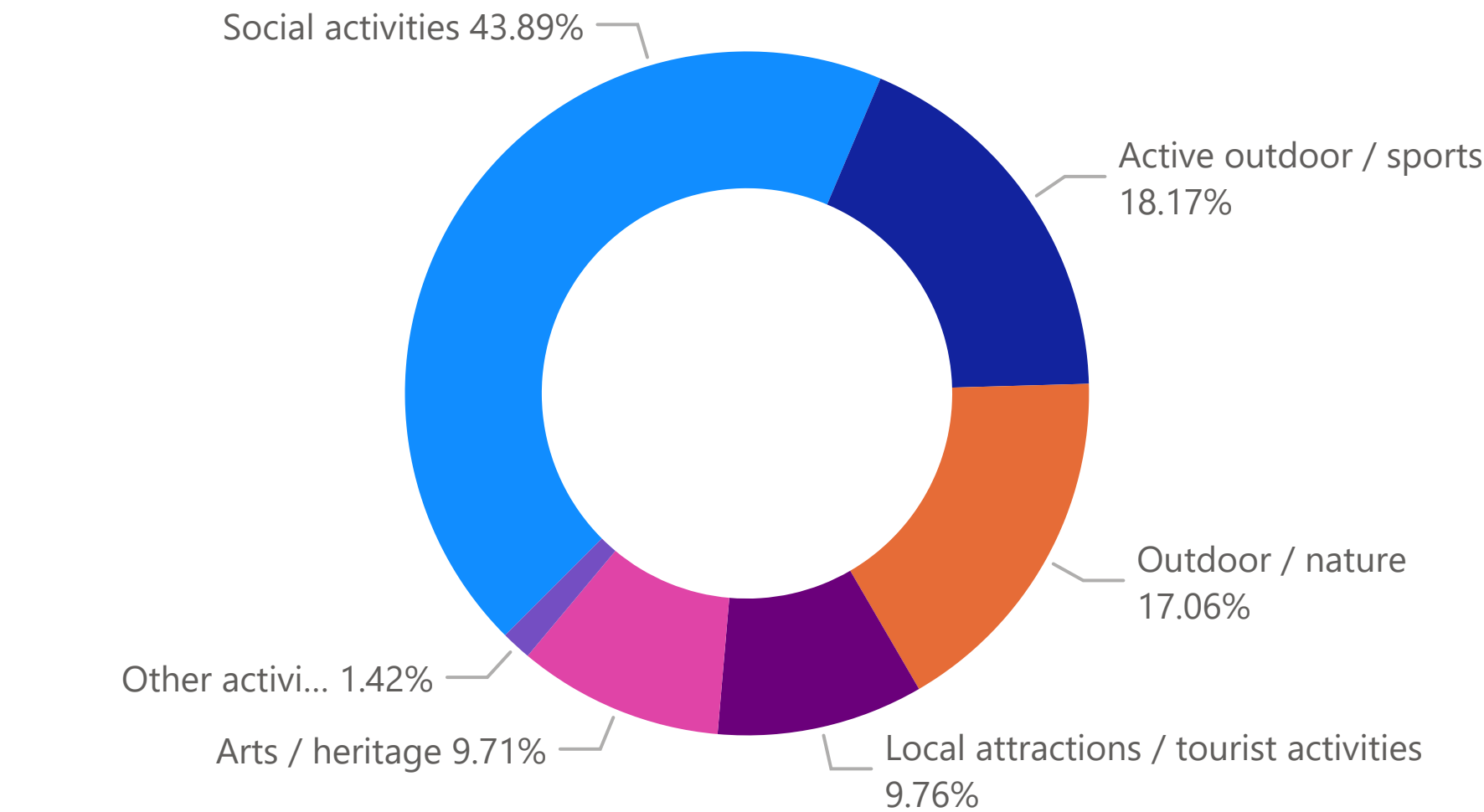
Number of Nights (Overnight Trips)



Top 10 Activity Detail (Overnight Trips)



Main Activity (Overnight Trips)



Murray Regional Tourism

Tourism Research Australia FY 2023-24 Domestic and International Visitor Survey Data

Echuca Moama

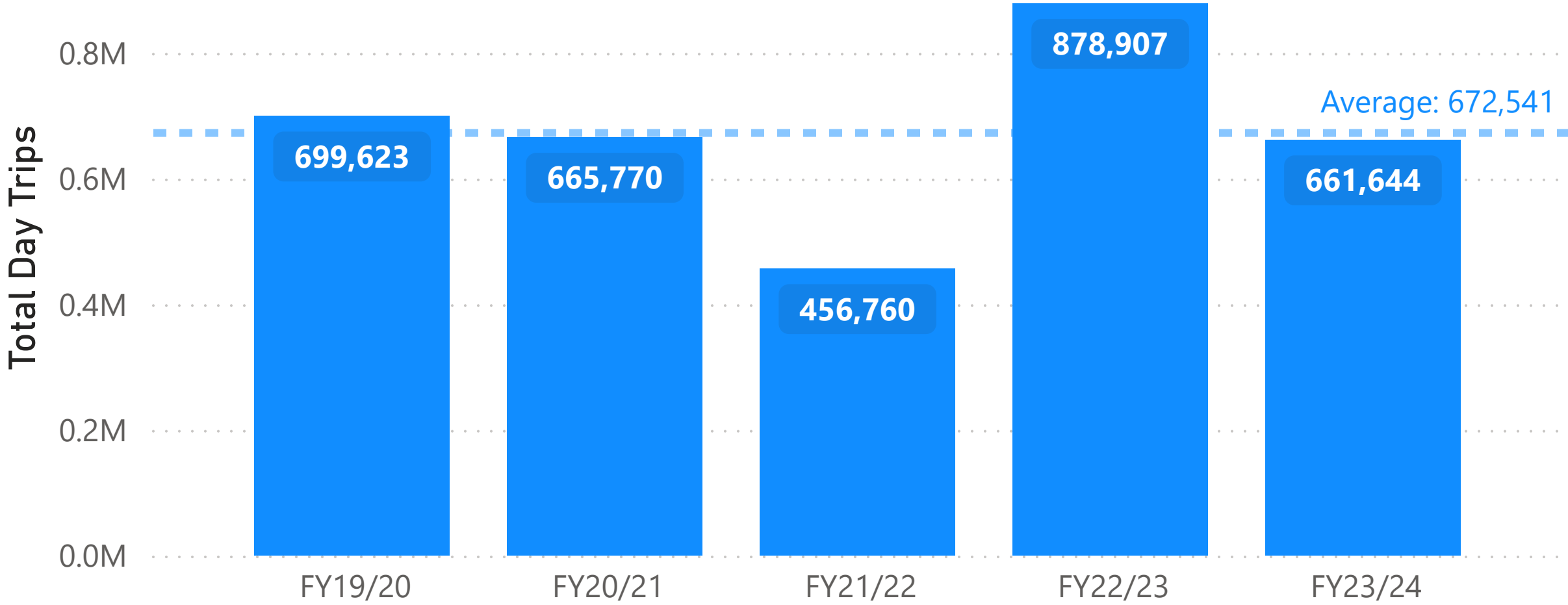


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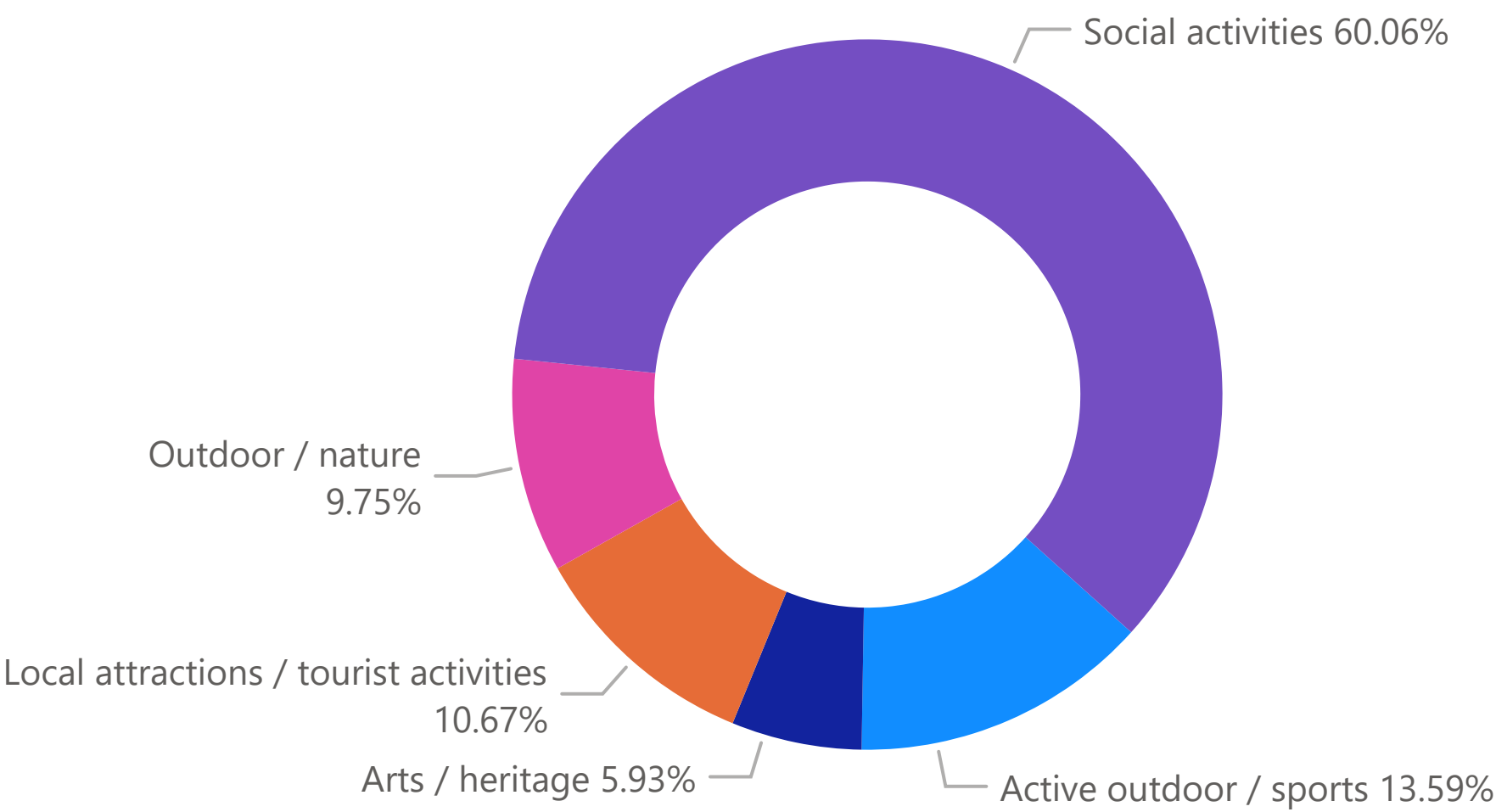
Total Day Trips
Echuca Moama



Period	Total Day Trips Interstate	Total Day Trips Intrastate
FY19/20	105,231	594,391
FY20/21	117,004	548,765
FY21/22	79,347	377,413
FY22/23	181,359	697,547
FY23/24	120,205	541,439

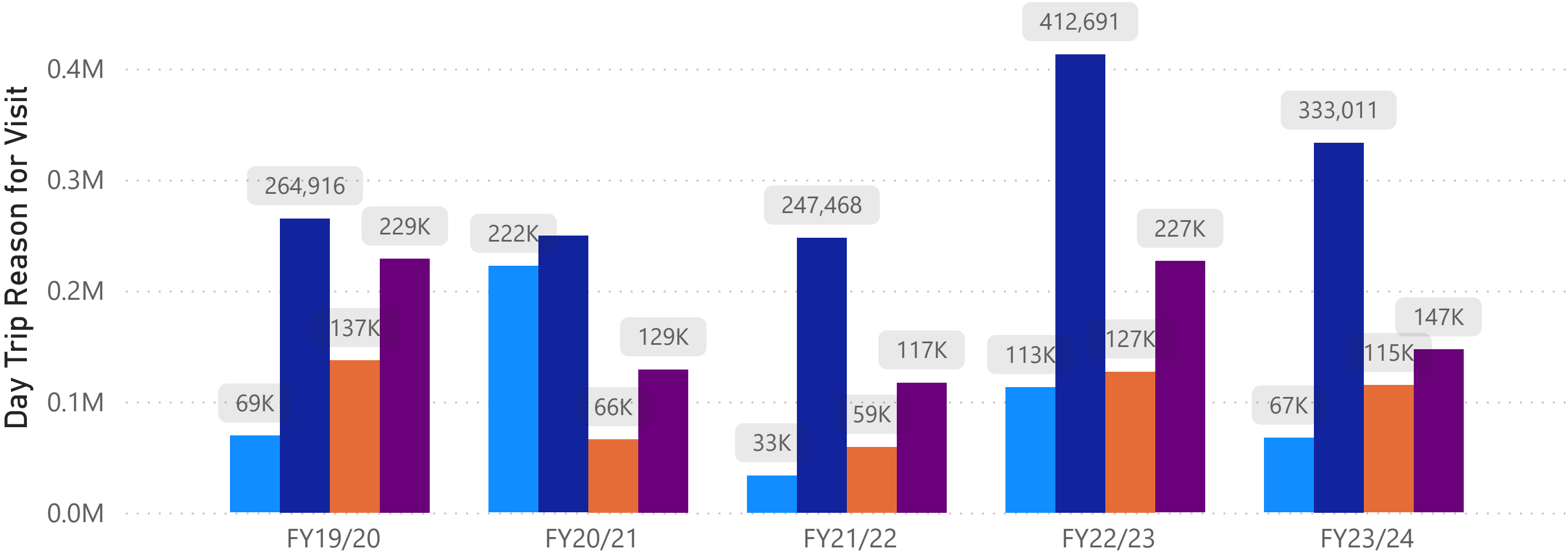
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Day Trip Activity FY
2023-24
Echuca Moama



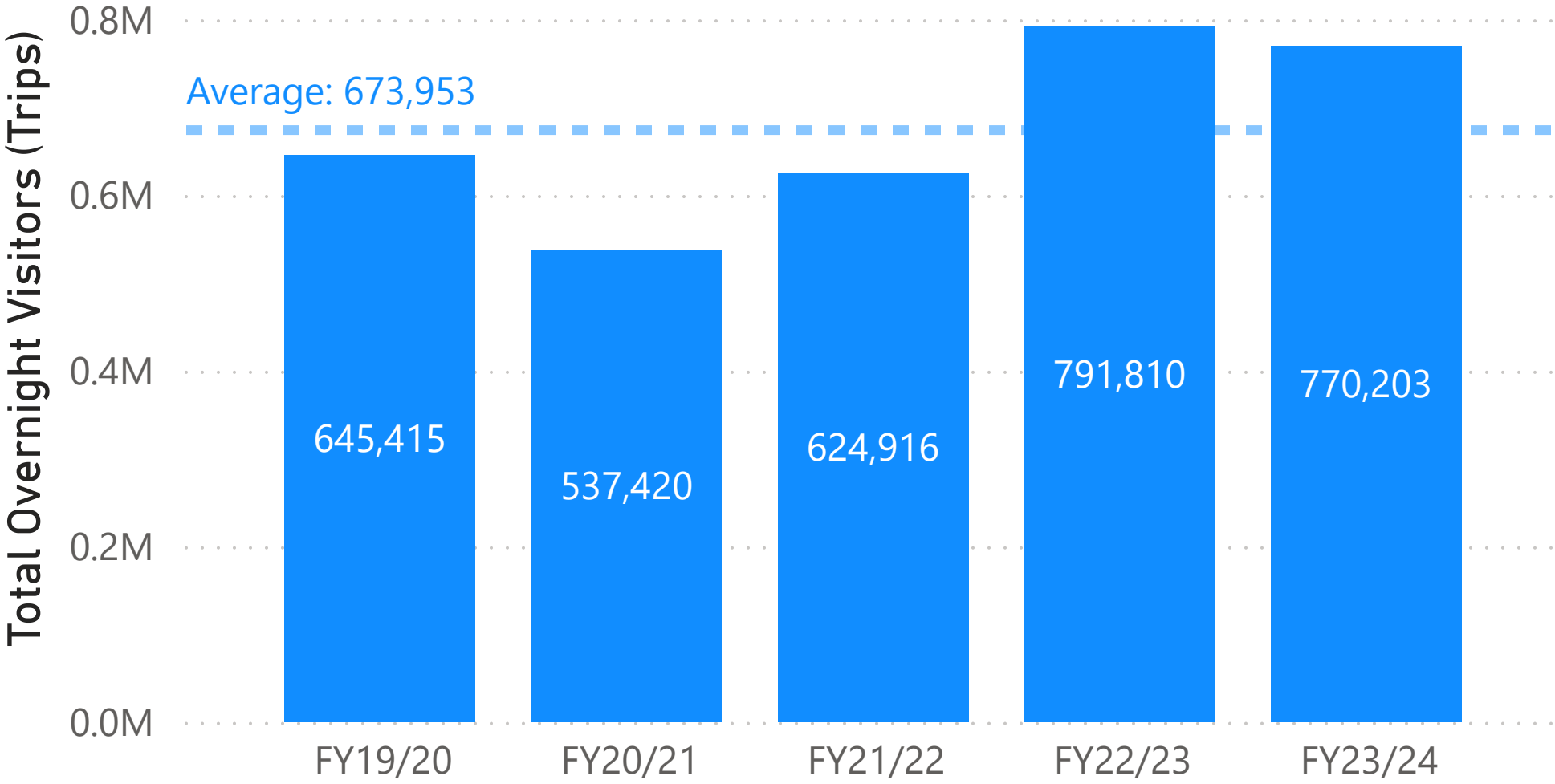
Echuca Moama

Reason for Visit Business Holiday Other reason Visiting friends and relatives



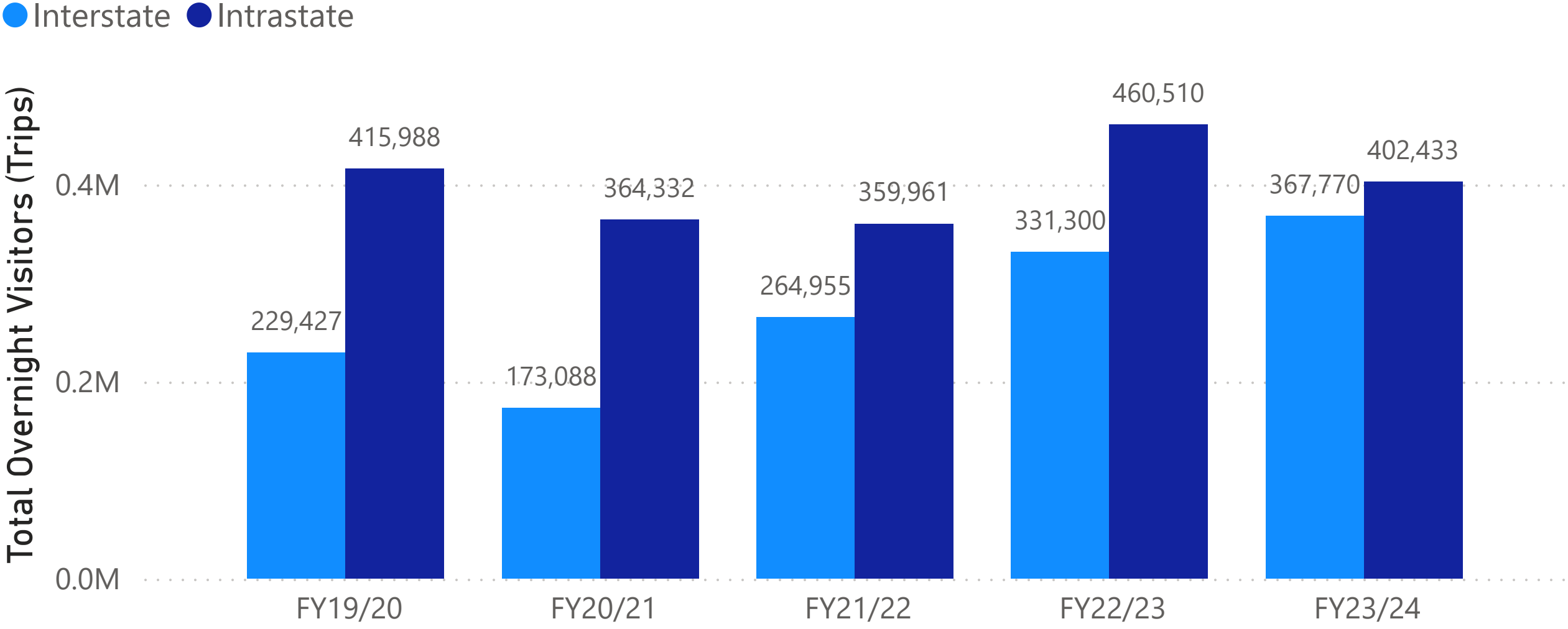
Total Overnight Visitors (Trips)

Echuca Moama



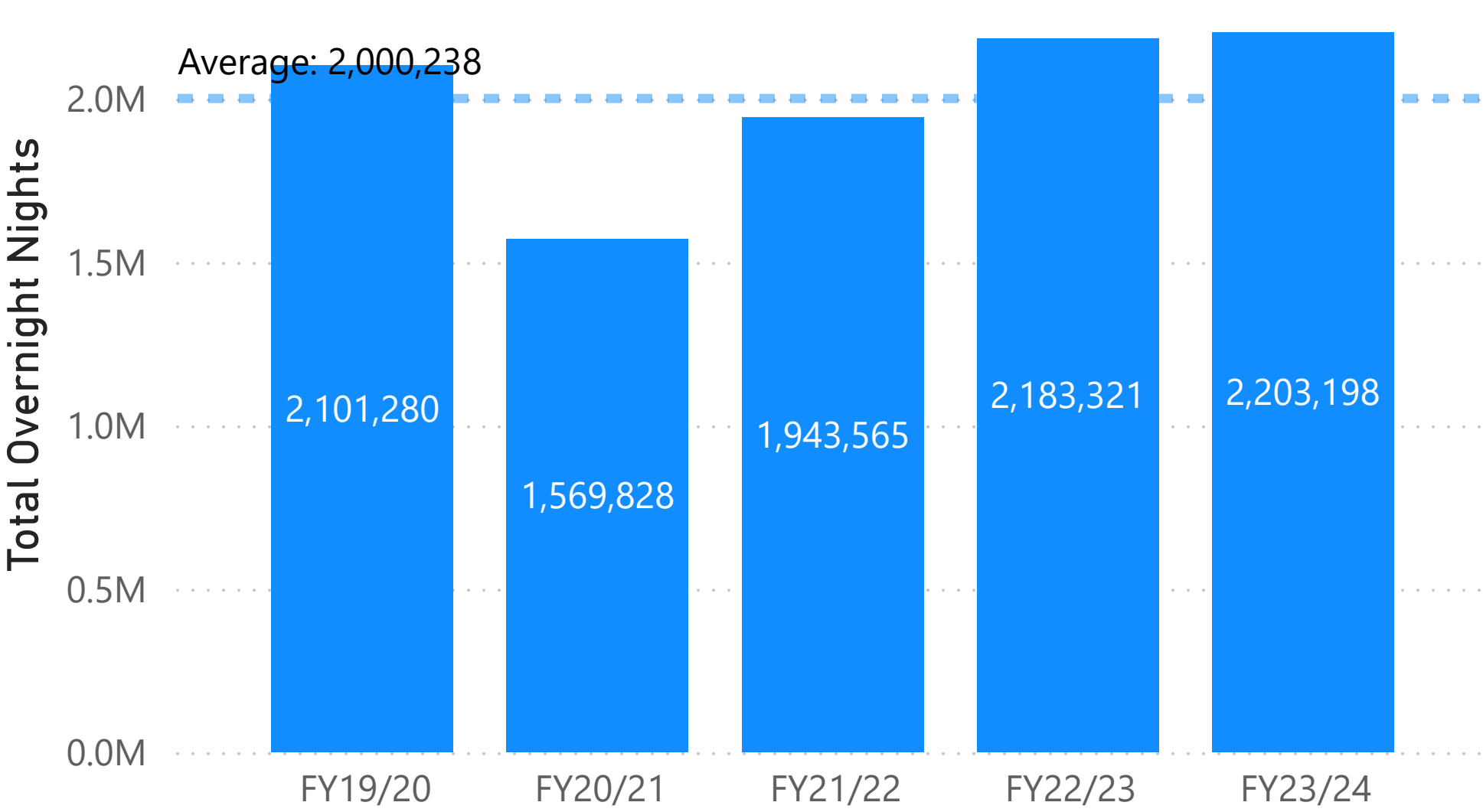
Total Overnight Visitors (Trips)

Echuca Moama



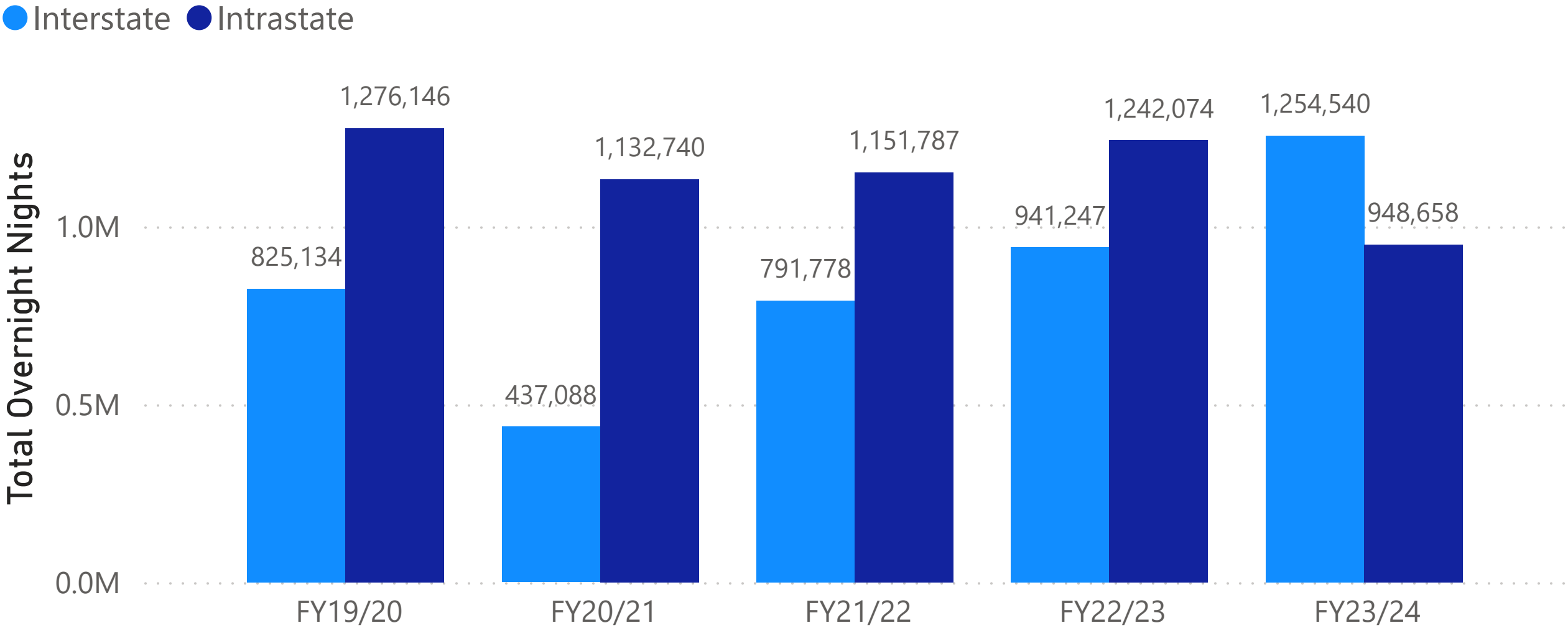
Total Overnight Nights

Echuca Moama



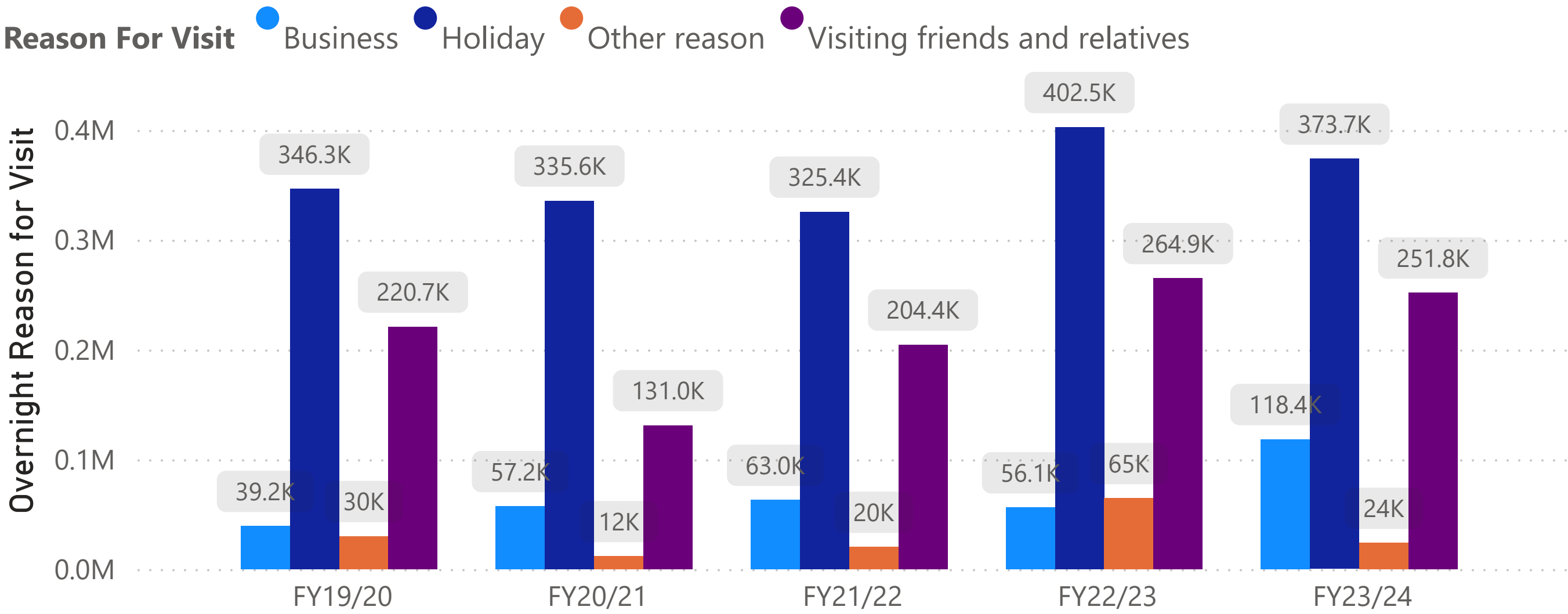
Total Overnight Nights

Echuca Moama



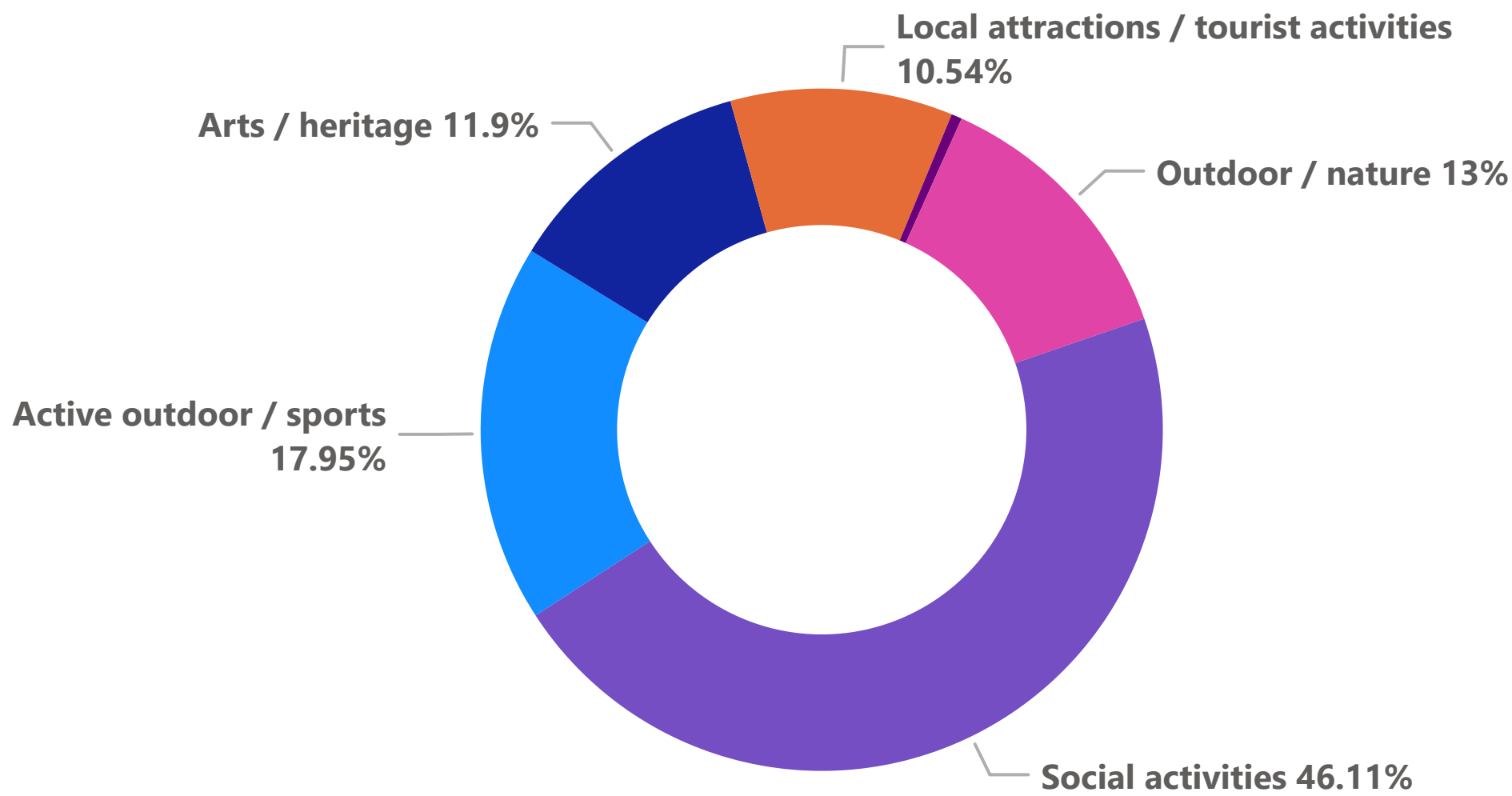
Visitor (Trips) Overnight Reason for Visit

Echuca Moama



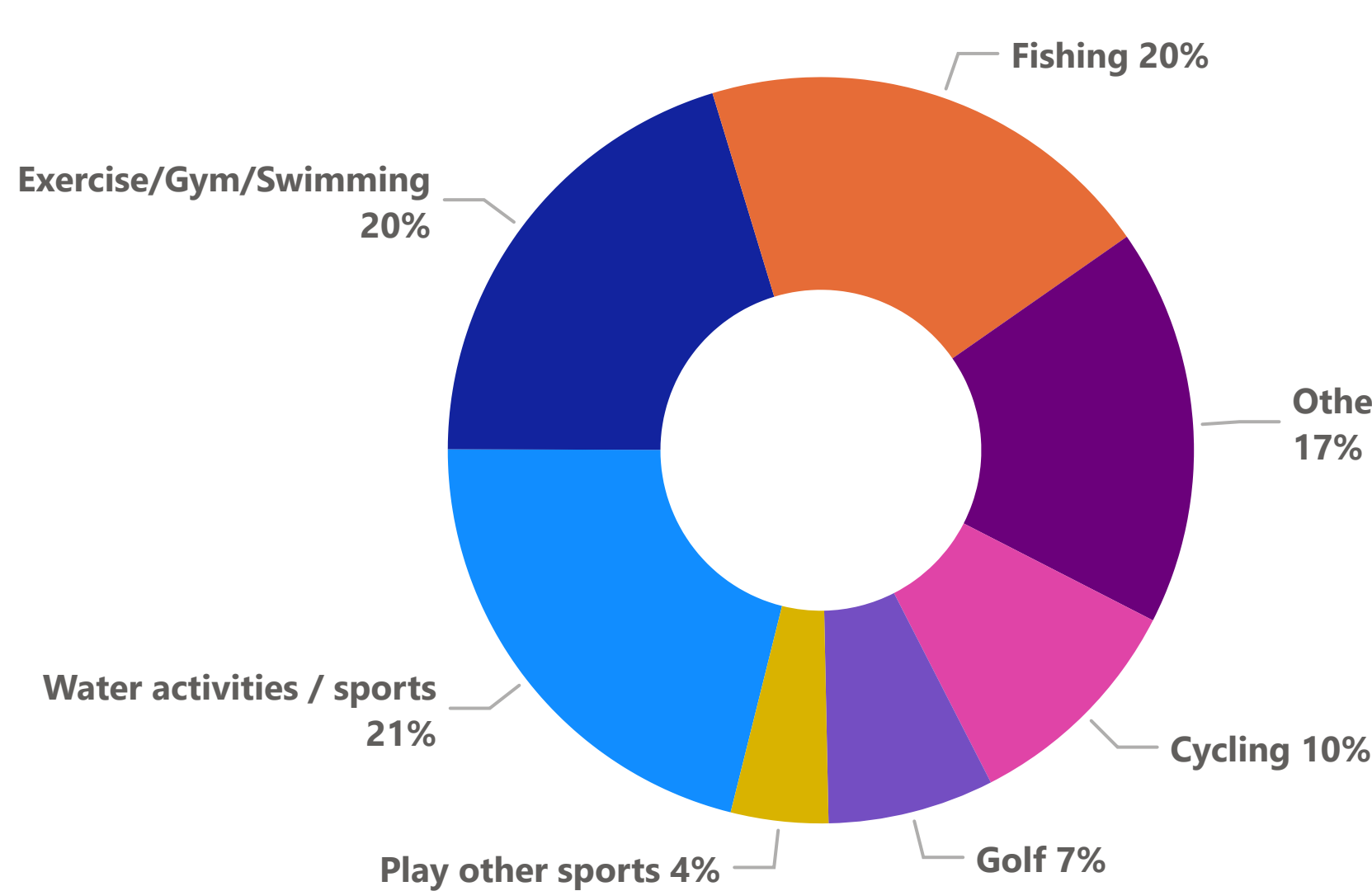
Overnight Visitor Main Activity FY 2023-24

Echuca Moama



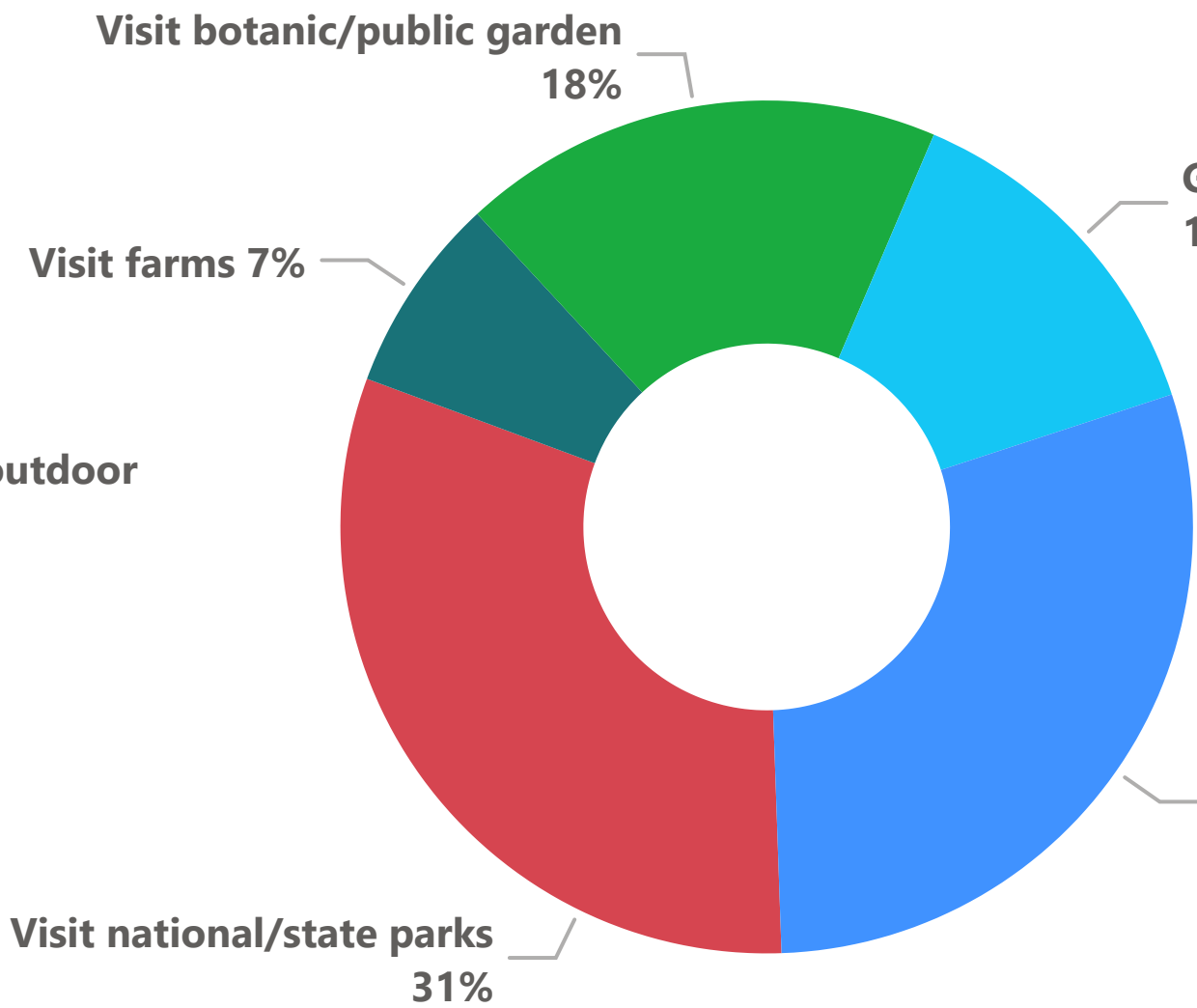
Edward River,Echuca Moama

Active outdoor / sports



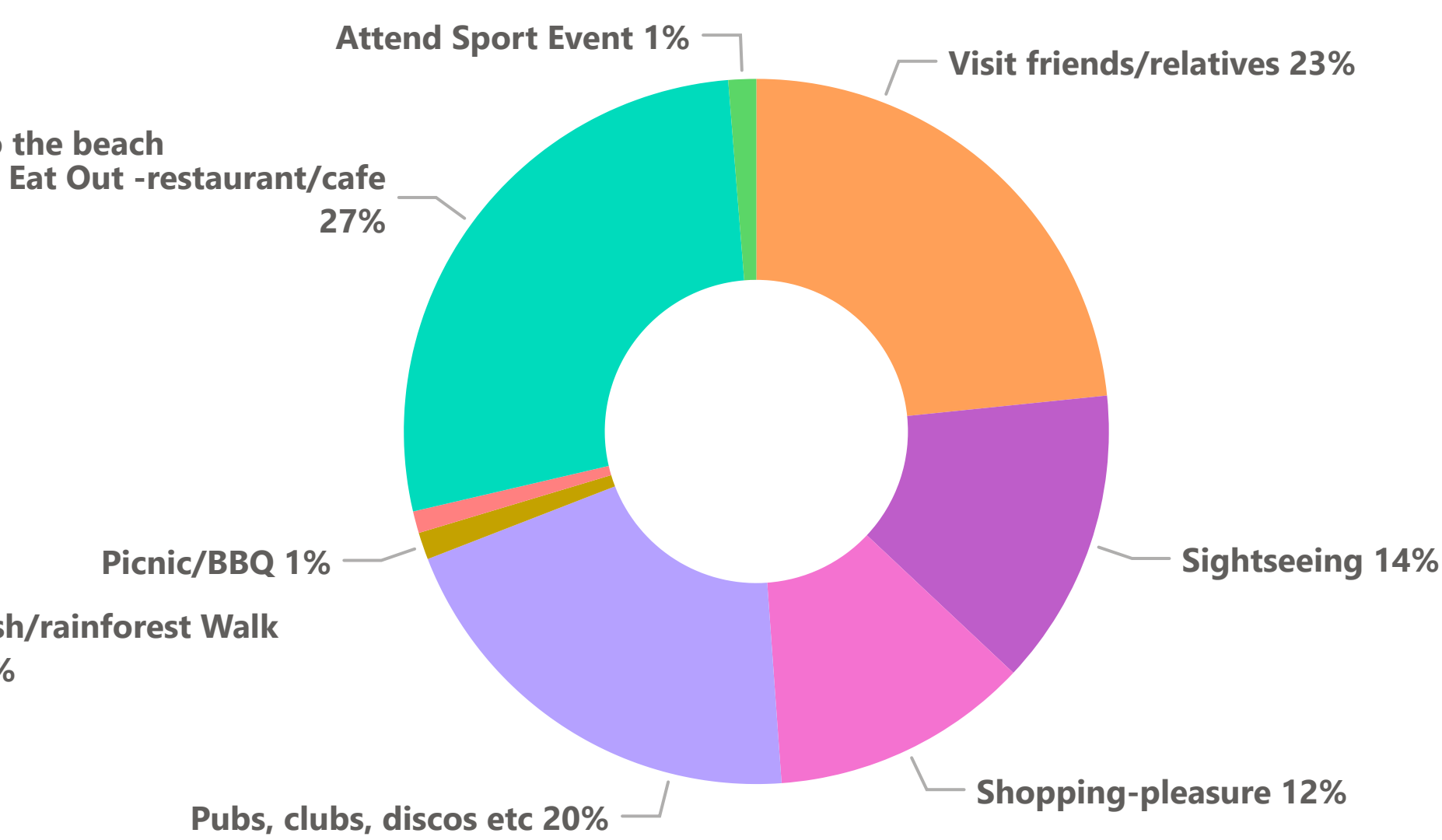
Edward River,Echuca Moama

Outdoor / nature



Edward River,Echuca Moama

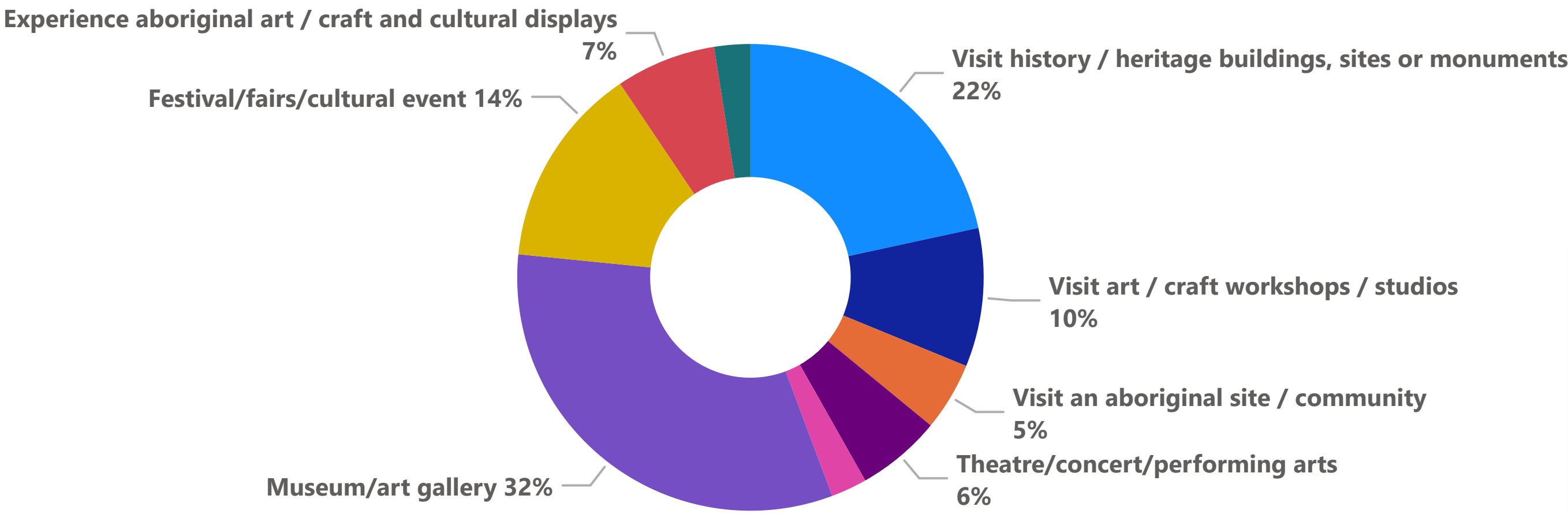
Social activities



FY 2023-24

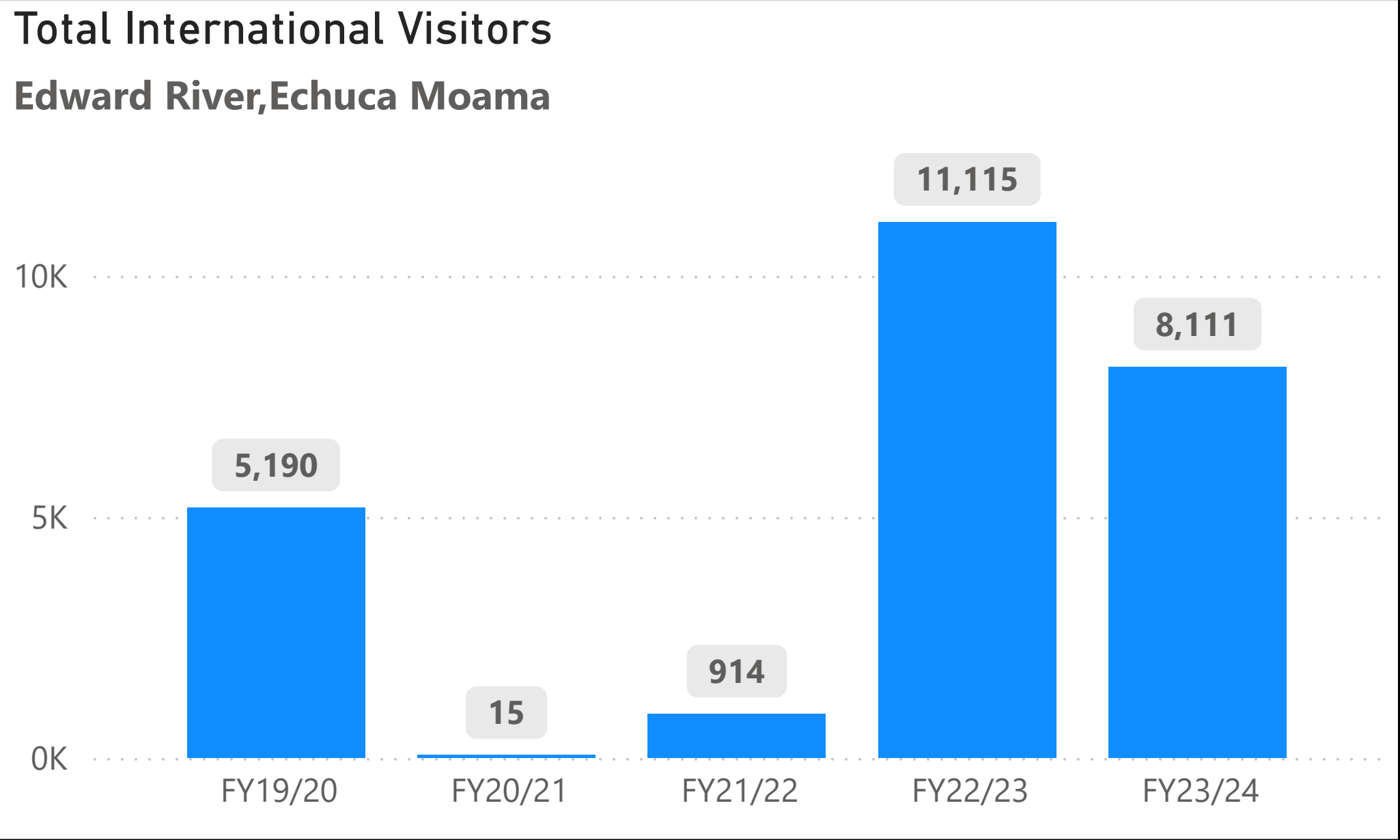
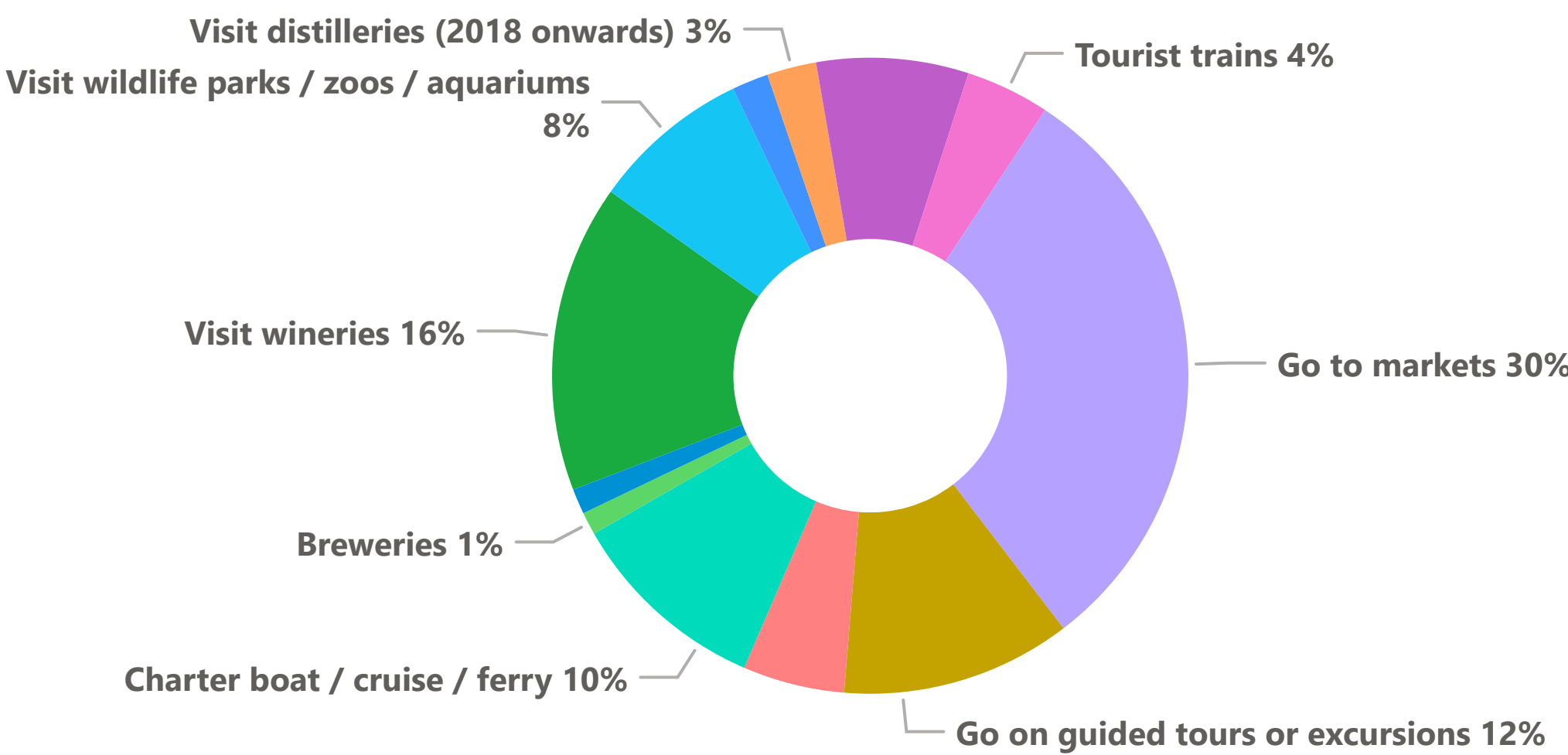
Edward River,Echuca Moama

Arts / heritage



Edward River,Echuca Moama

Local attractions / tourist activities



Murray Regional Tourism

Tourism Research Australia FY 2023-24 Domestic and International Visitor Survey Data

Swan Hill

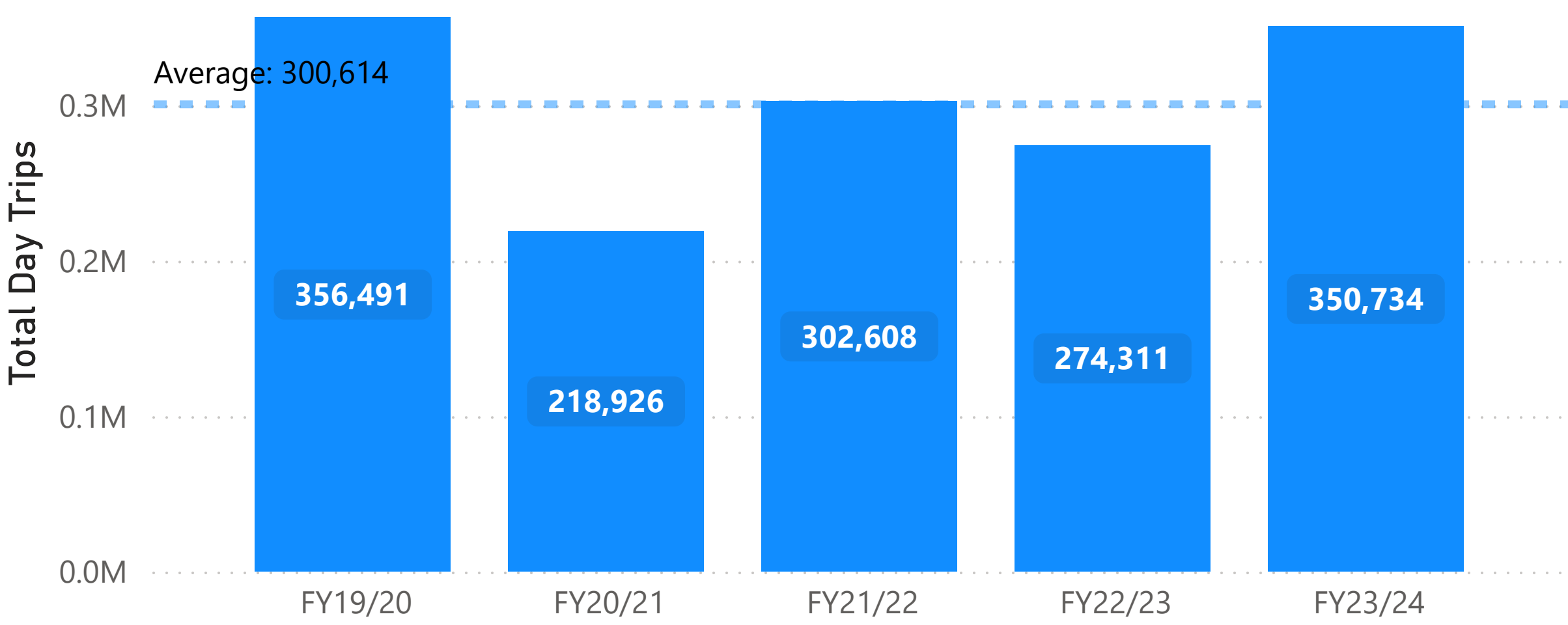


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Total Day Trips
Swan Hill

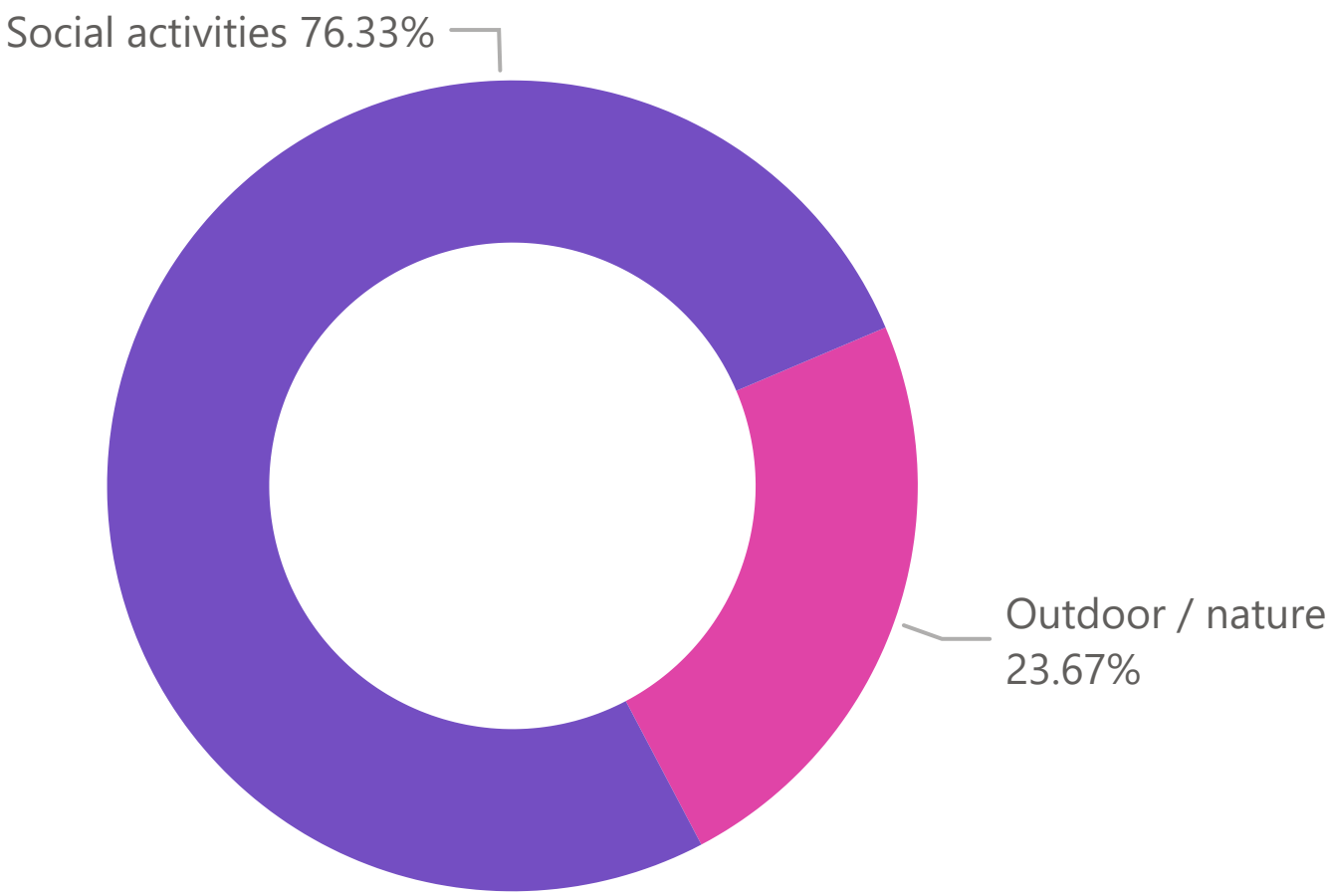


Swan Hill

Period	Total Day Trips Interstate	Total Day Trips Intrastate
FY19/20	97,602	258,889
FY20/21	9,972	208,954
FY21/22	33,208	269,400
FY22/23	26,730	247,581
FY23/24	55,596	295,137

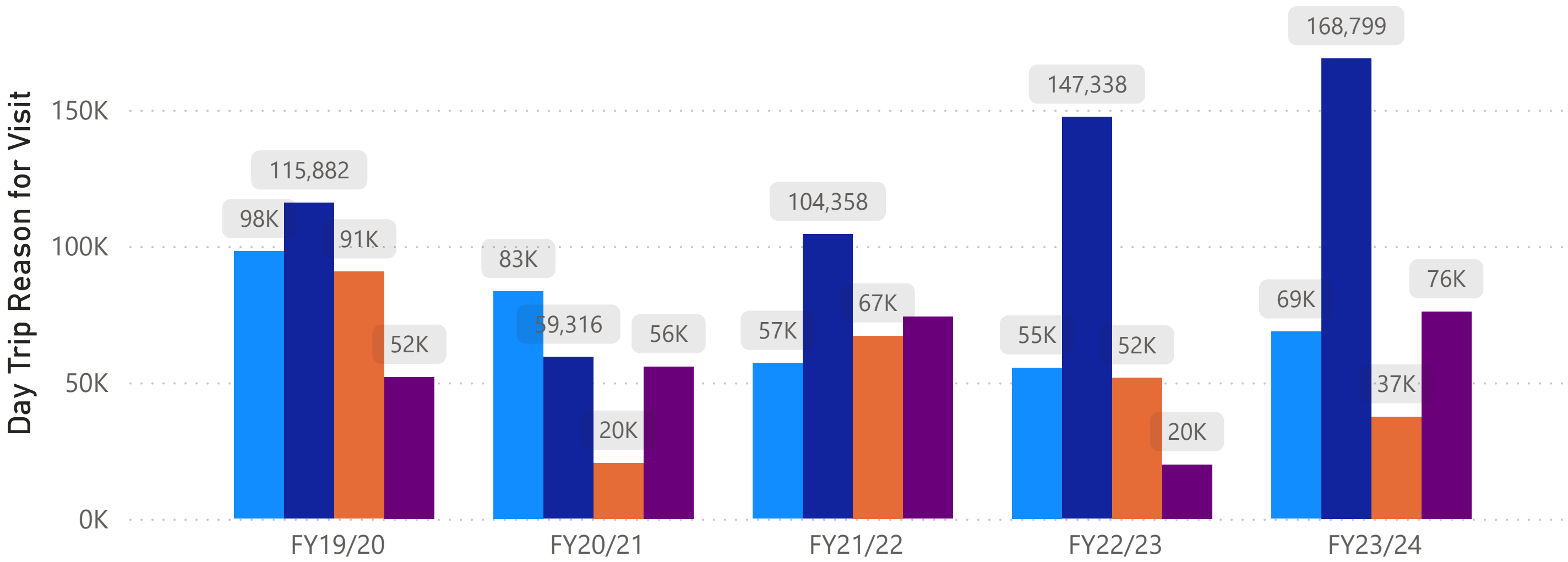
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Day Trip Activity FY 2023-24
Swan Hill

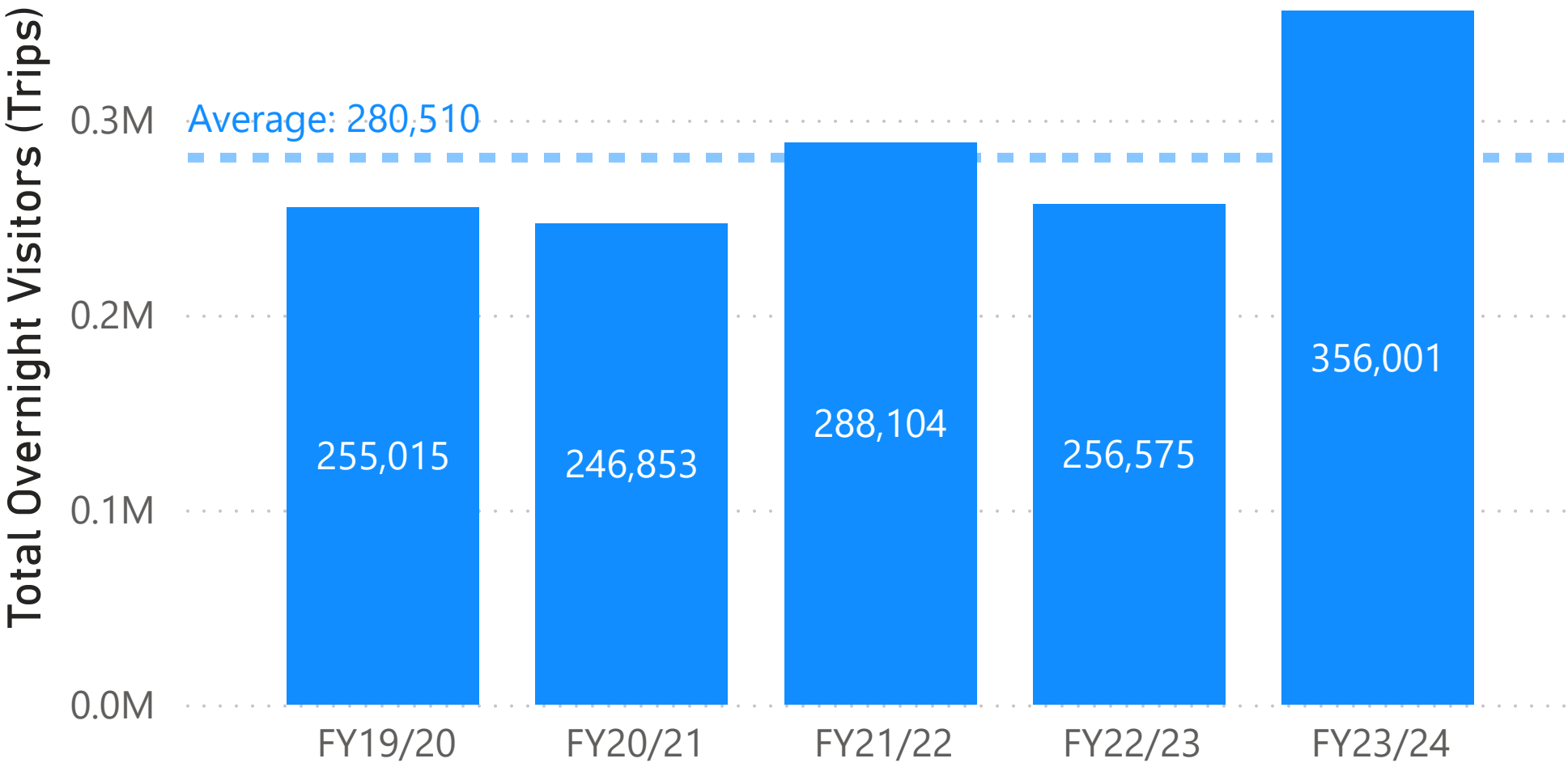


Swan Hill

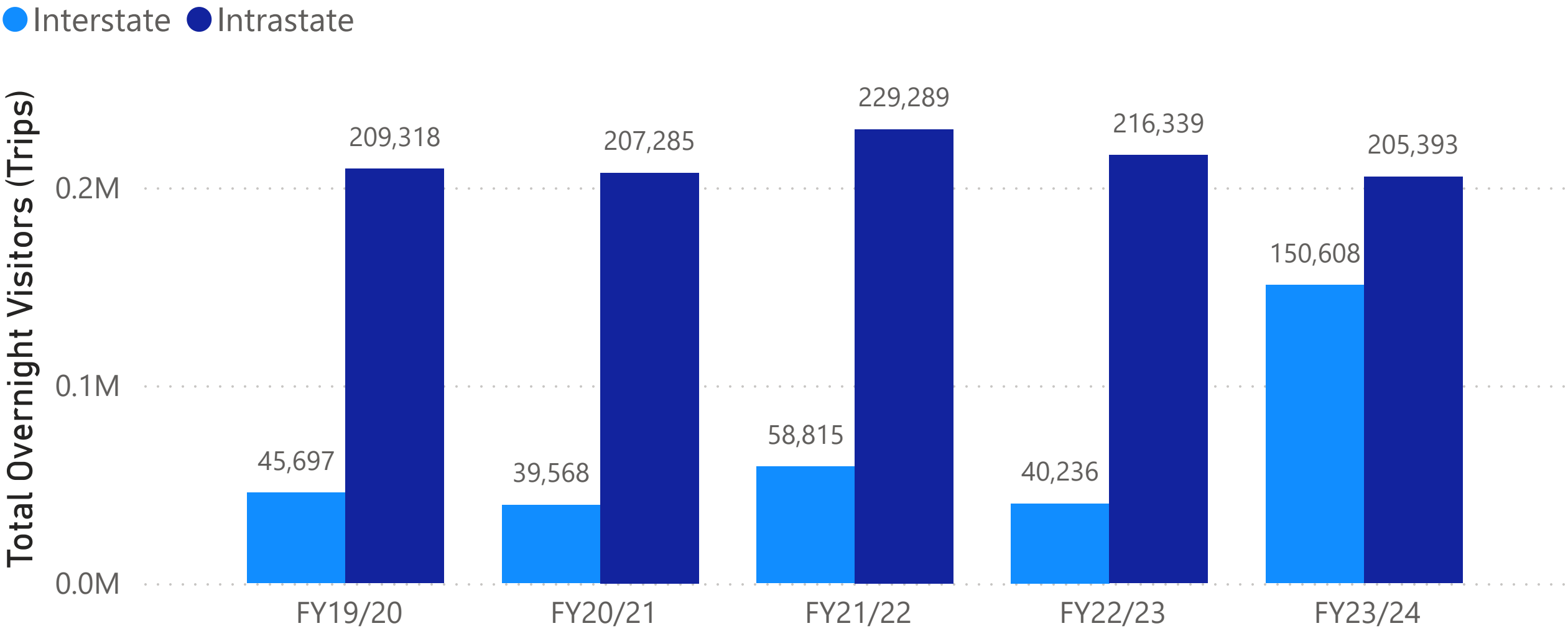
Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



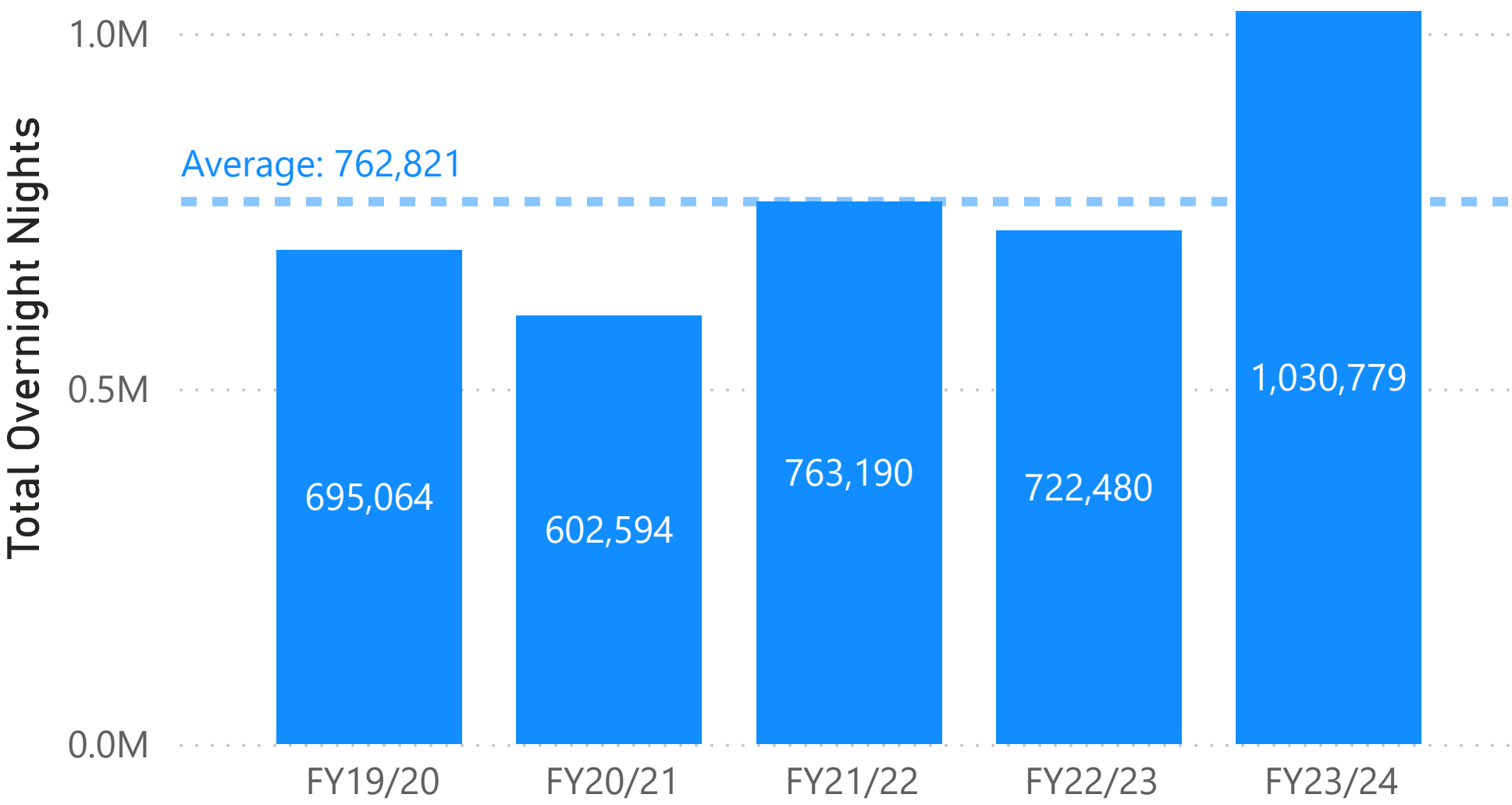
Total Overnight Visitors (Trips)
Swan Hill



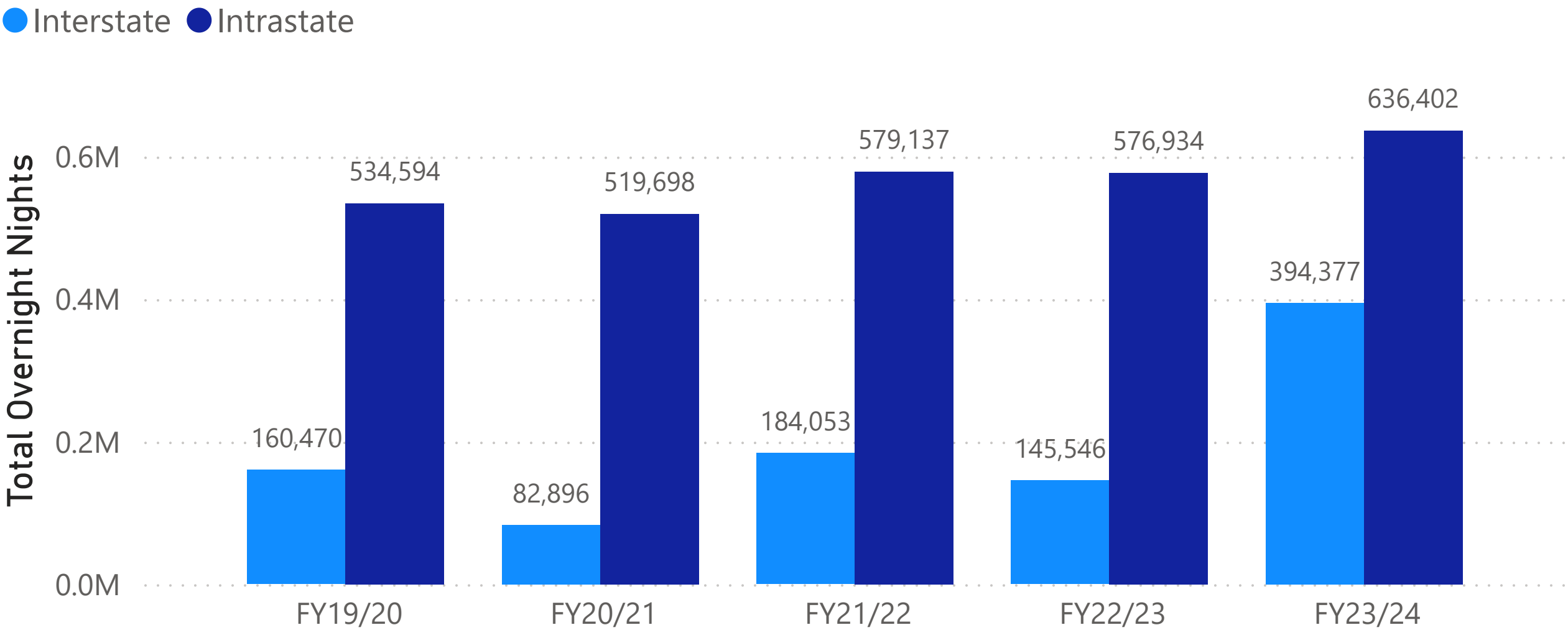
Total Overnight Visitors (Trips)
Swan Hill



Total Overnight Nights
Swan Hill

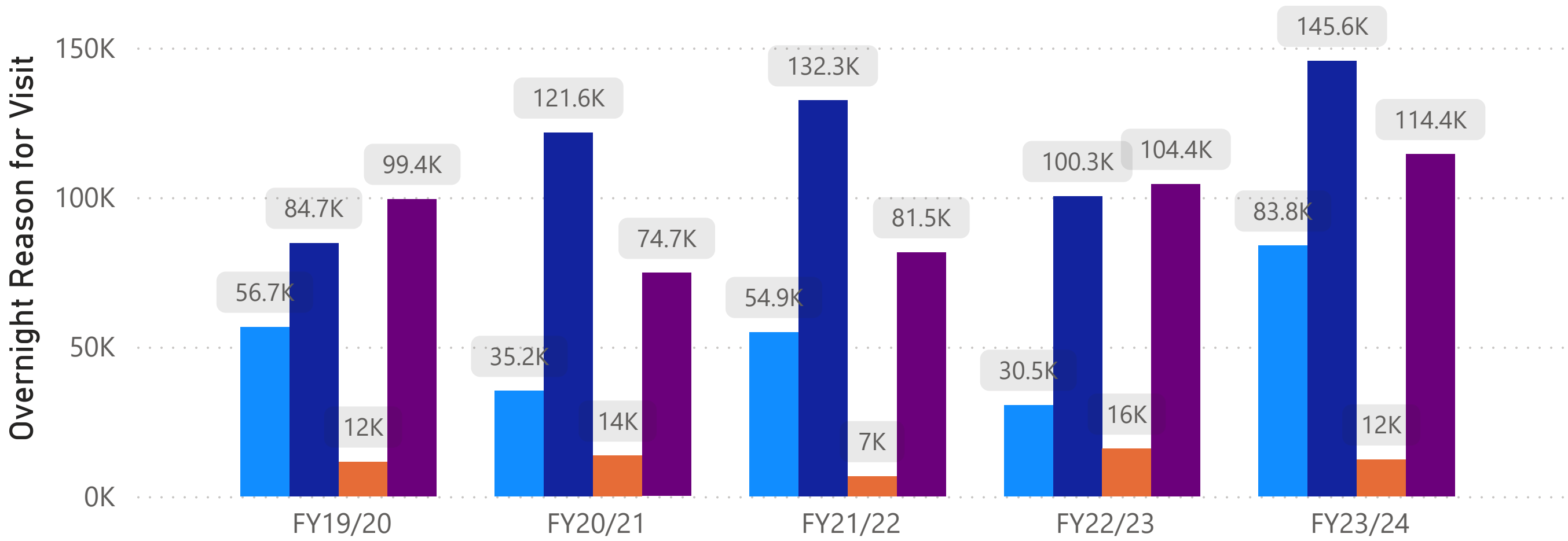


Total Overnight Nights
Swan Hill

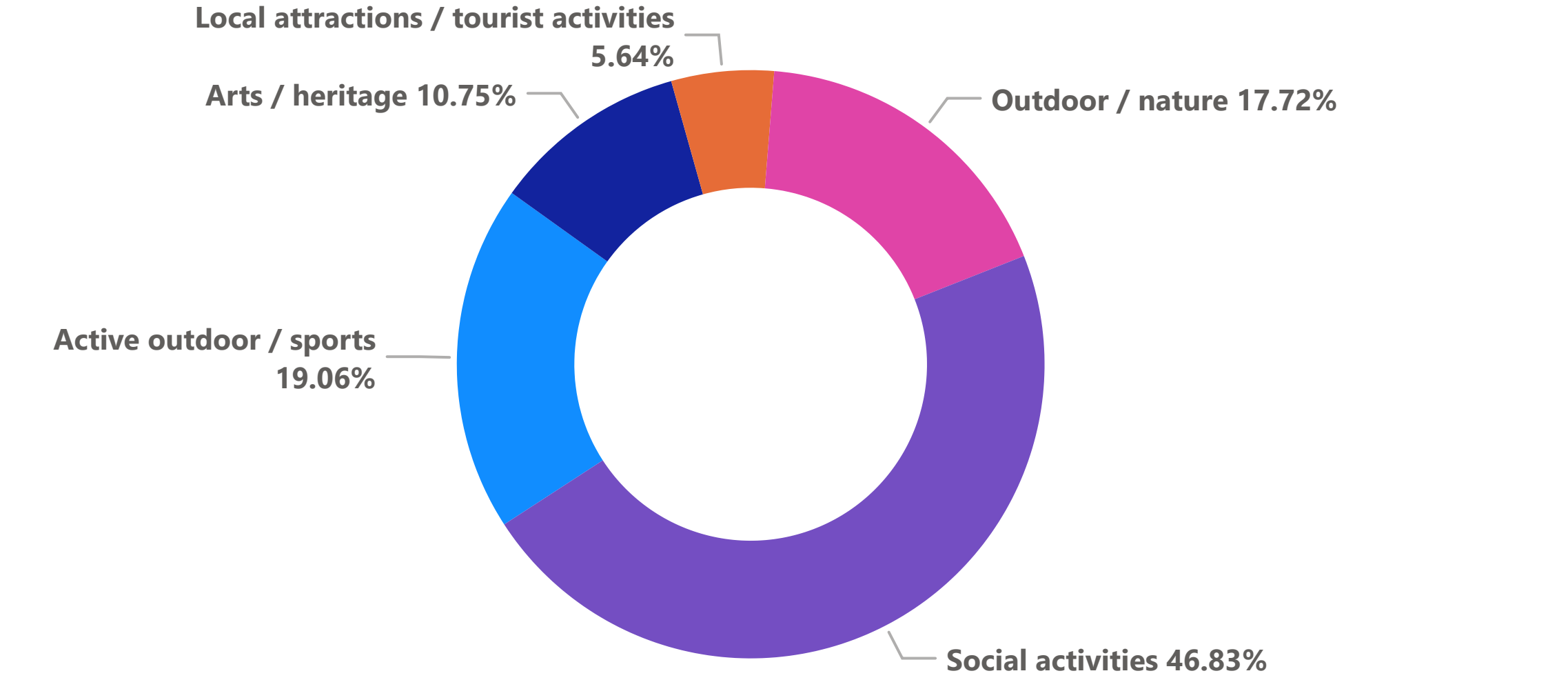


Visitor (Trips) Overnight Reason for Visit
Swan Hill

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

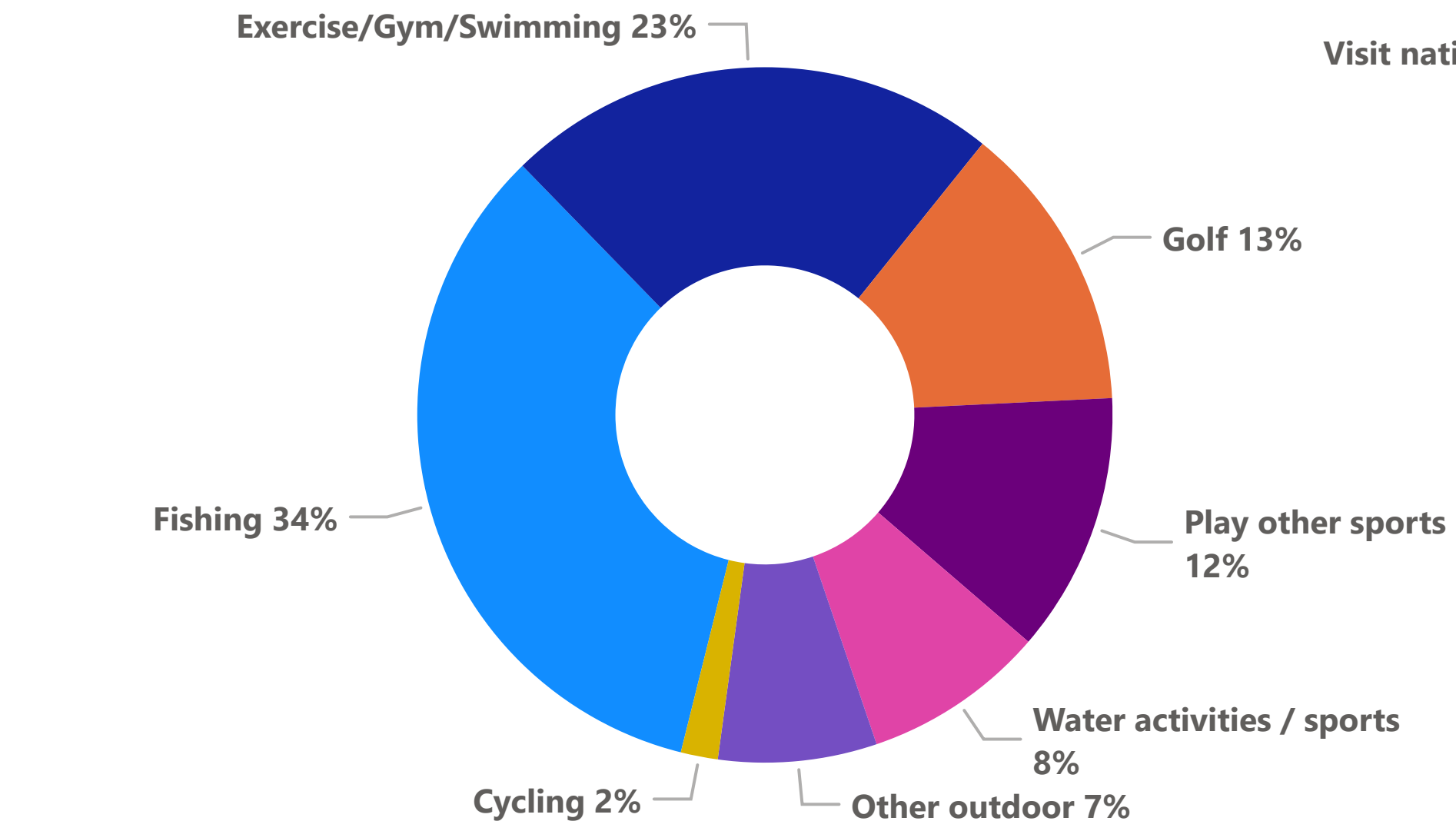


Overnight Visitor Main Activity FY 2023-24
Swan Hill



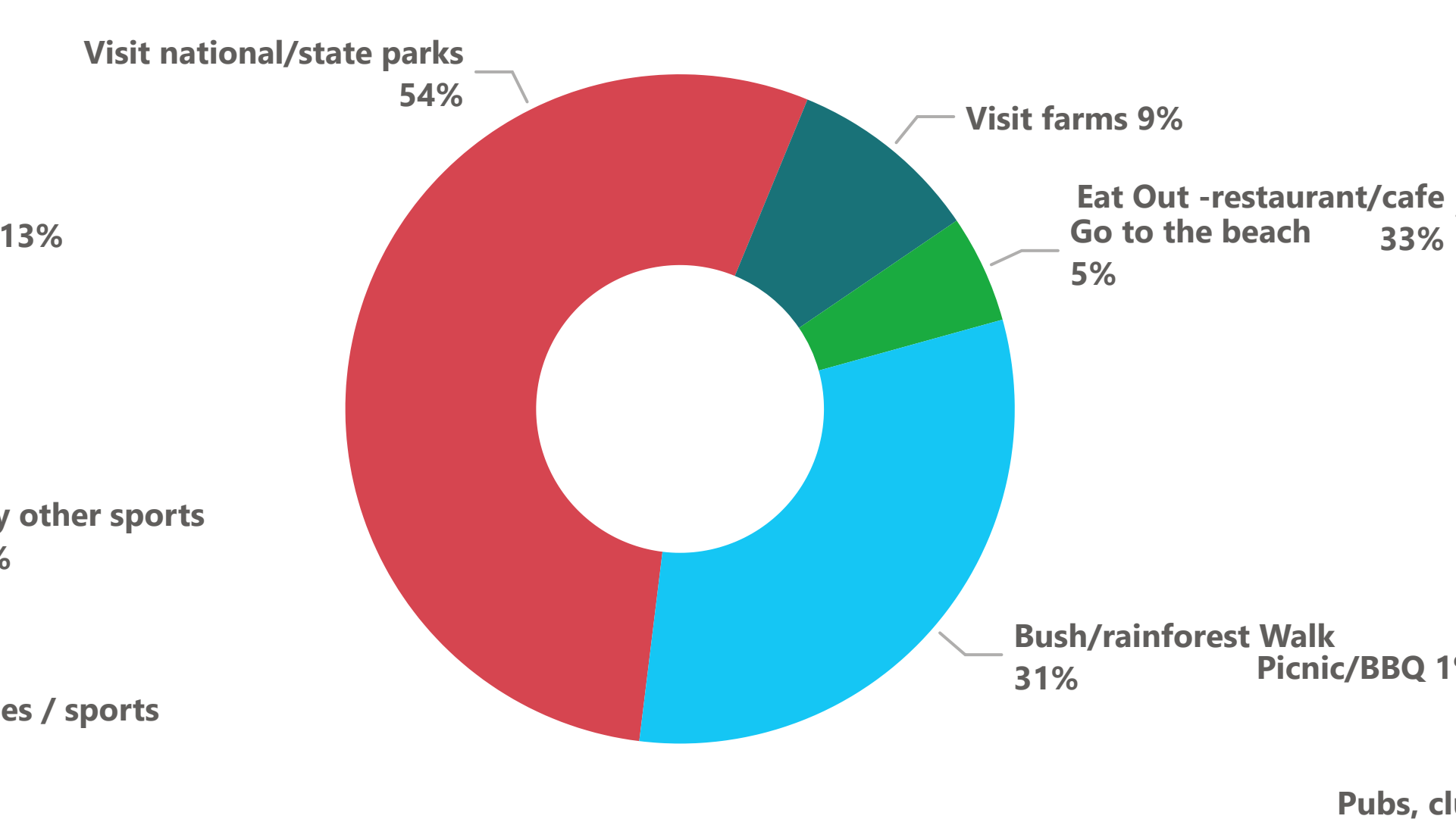
Swan Hill

Active outdoor / sports



Swan Hill

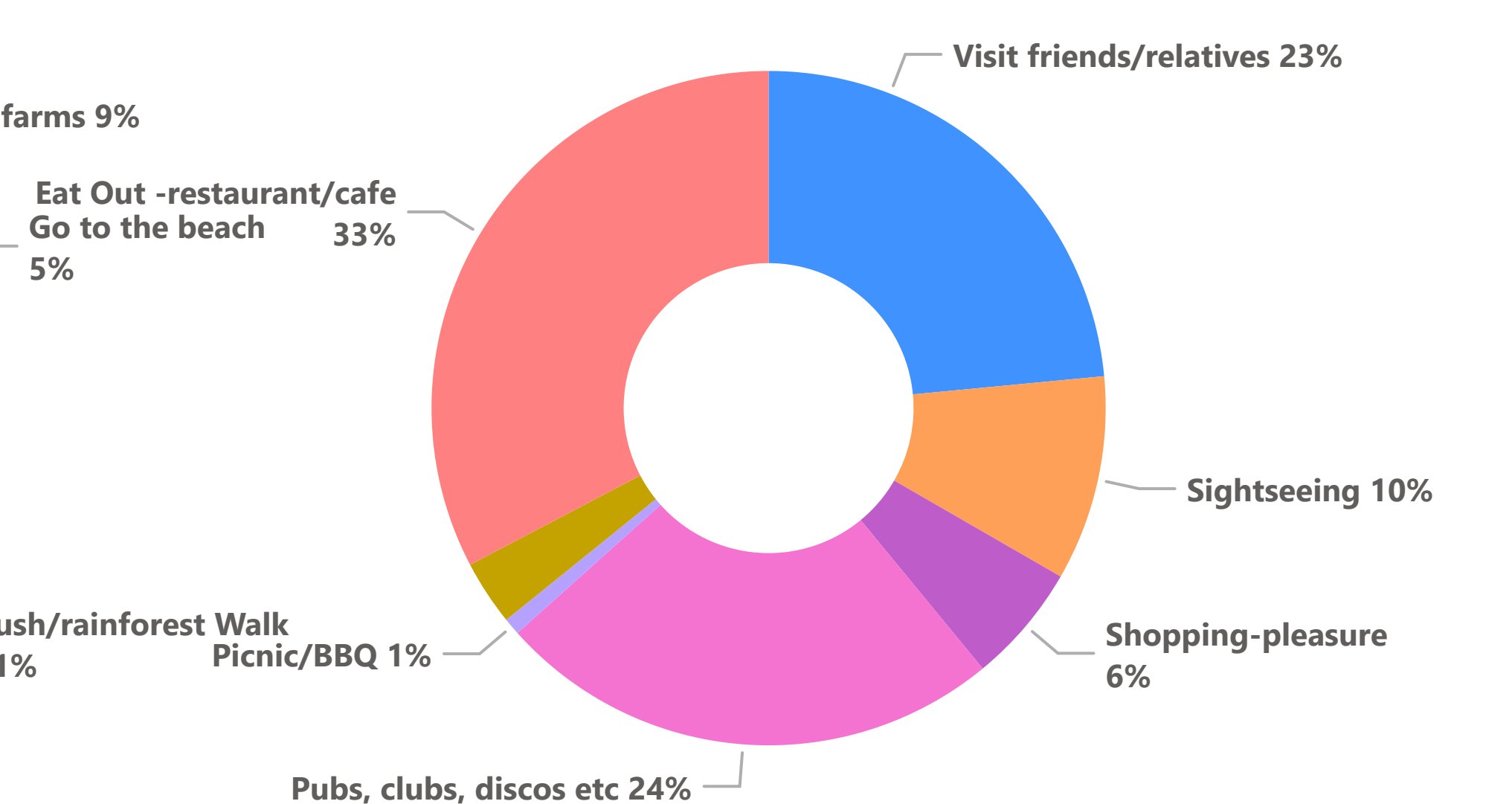
Outdoor / nature



FY 2023-24

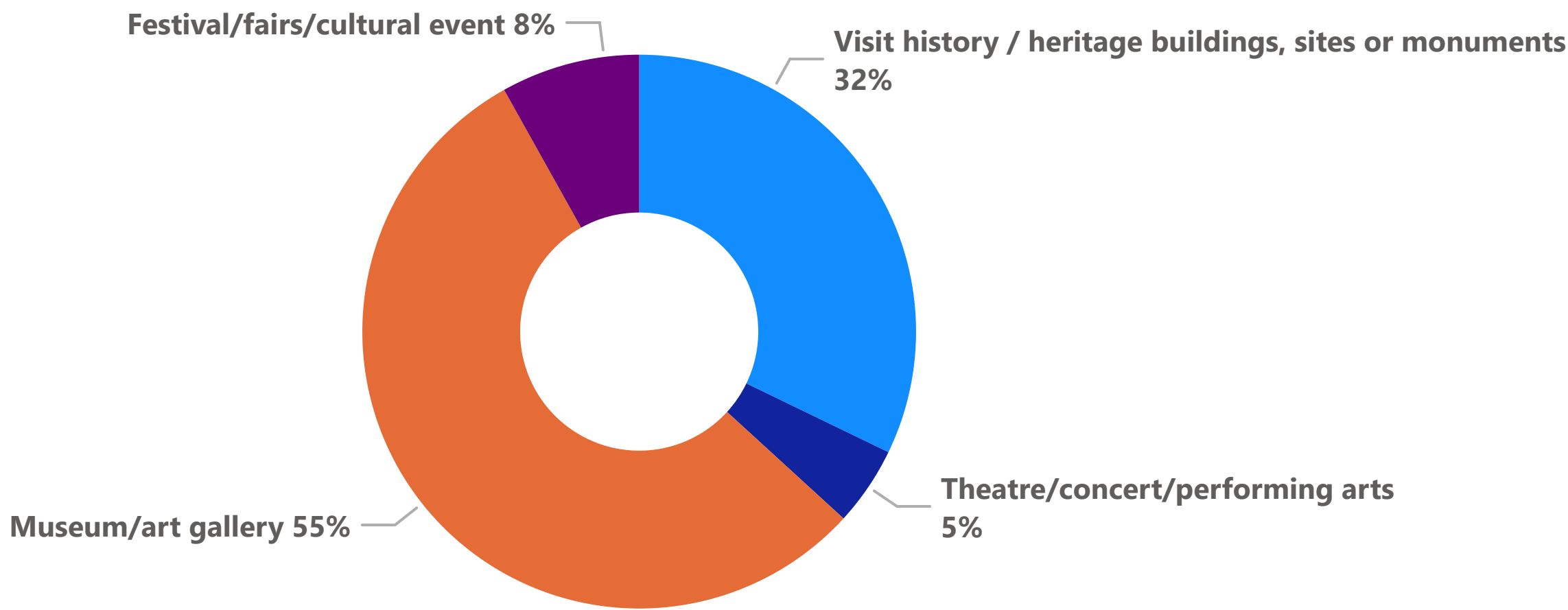
Swan Hill

Social activities

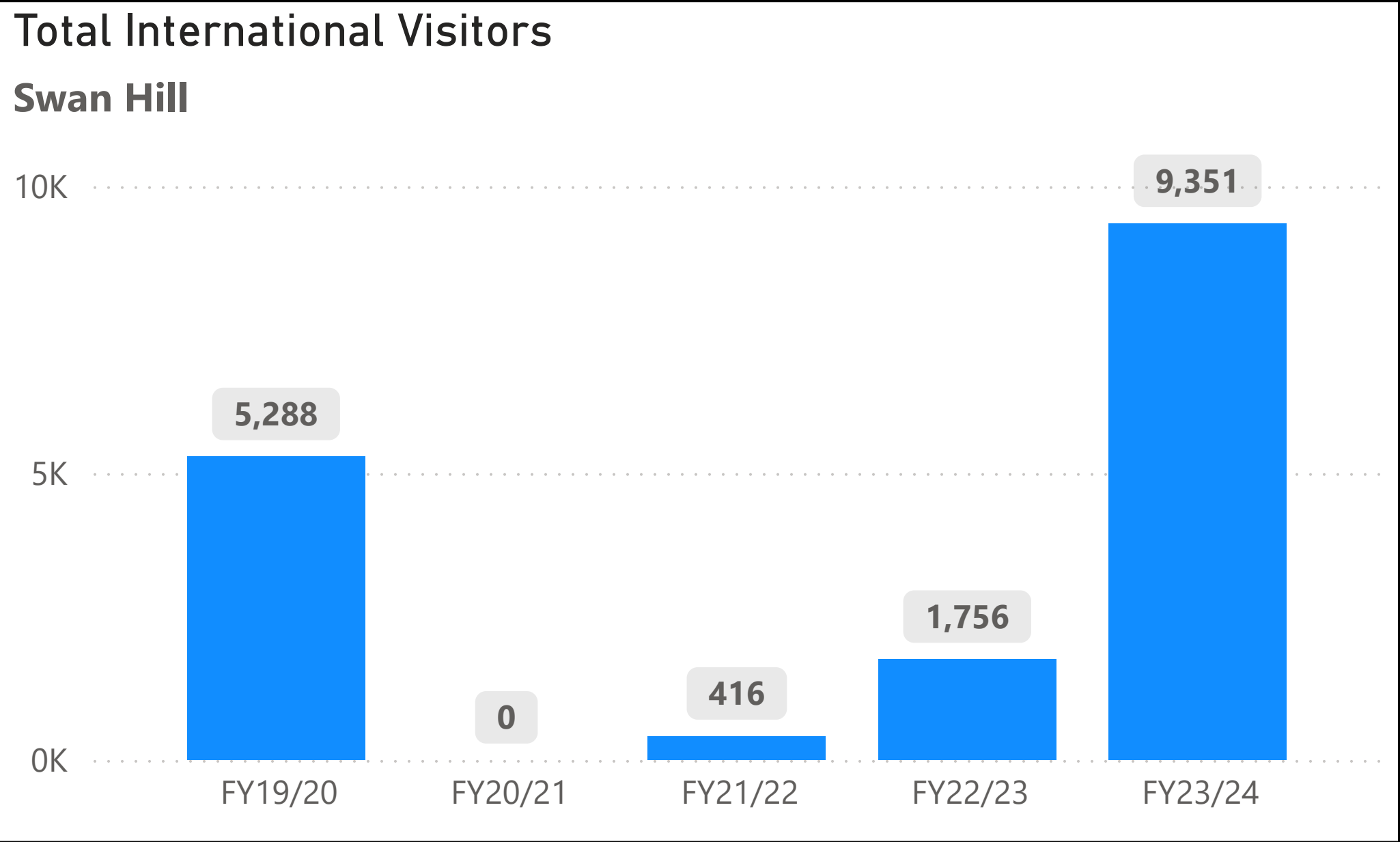
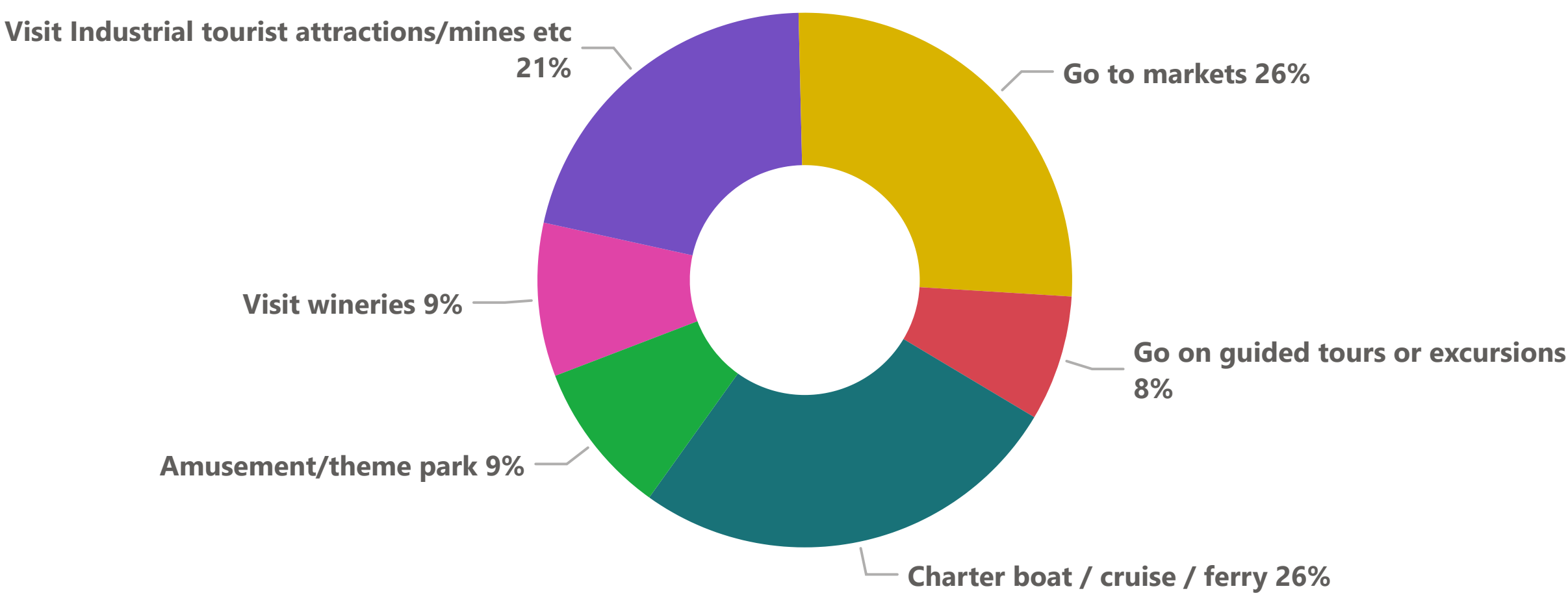


FY 2023-24

Swan Hill
Arts / heritage



Swan Hill
Local attractions / tourist activities



Murray Regional Tourism

Tourism Research Australia FY 2023-24 Domestic and International Visitor Survey Data

Mildura Wentworth

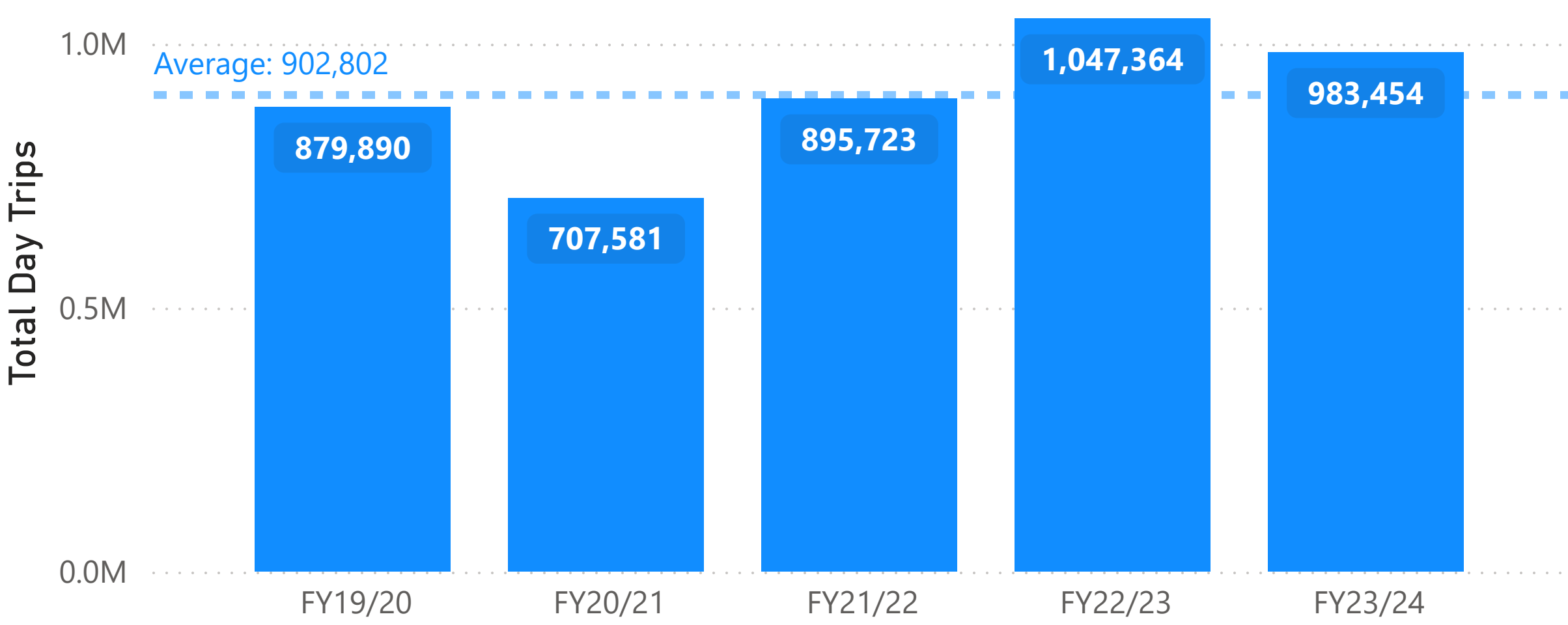


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Total Day Trips
Mildura Wentworth

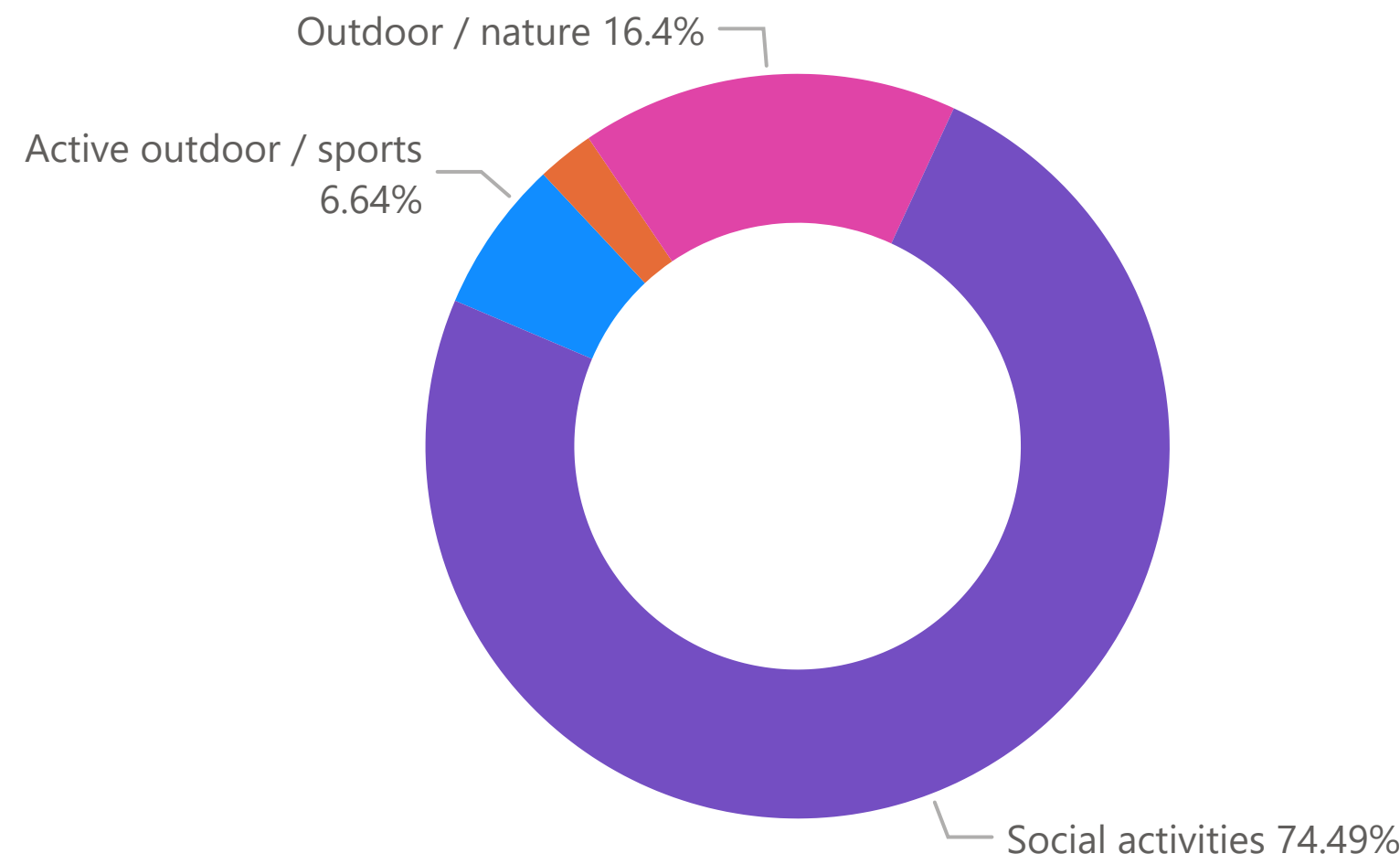


Mildura Wentworth

Period	Total Day Trips Interstate	Total Day Trips Intrastate
FY19/20	266,284	613,607
FY20/21	238,490	469,091
FY21/22	197,191	698,534
FY22/23	322,815	724,548
FY23/24	265,344	718,109

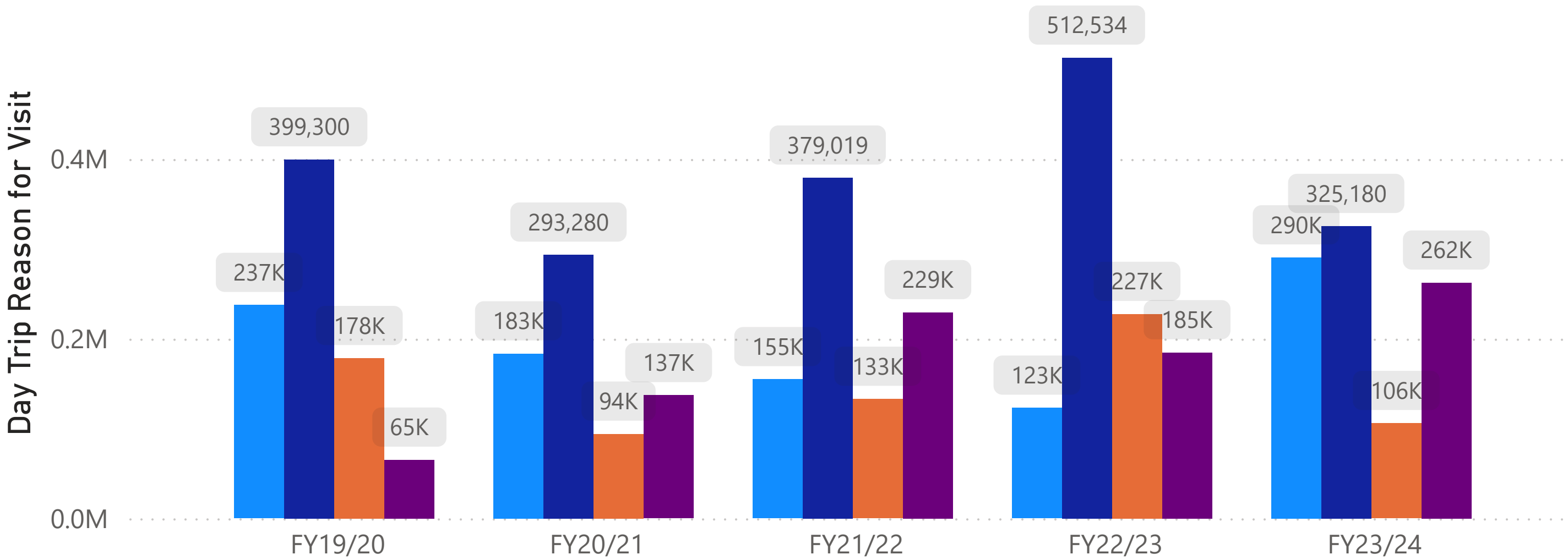
Zero Values = No Data Reported for Period

Day Trip Activity FY 2023-24
Mildura Wentworth



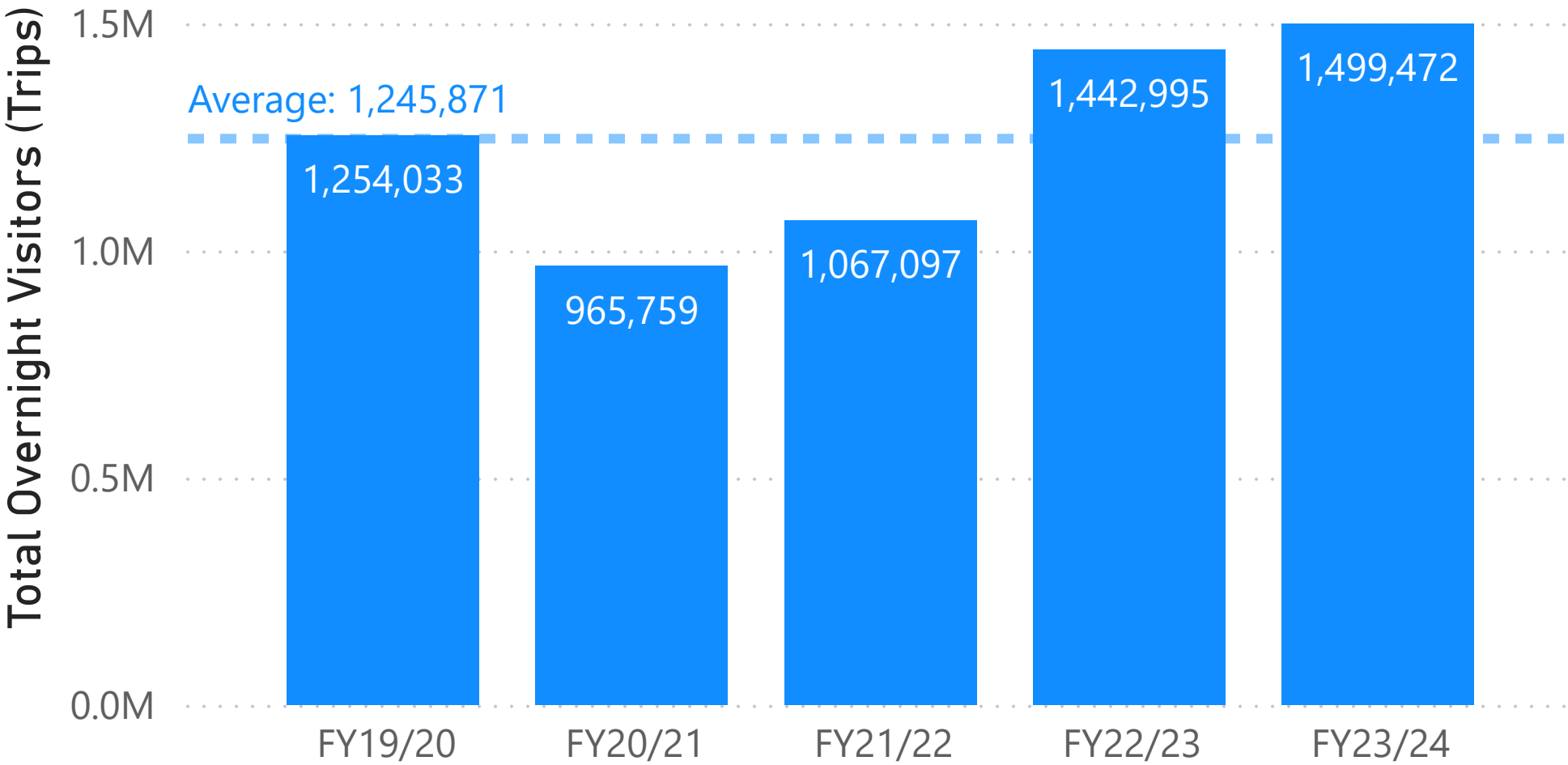
Mildura Wentworth

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



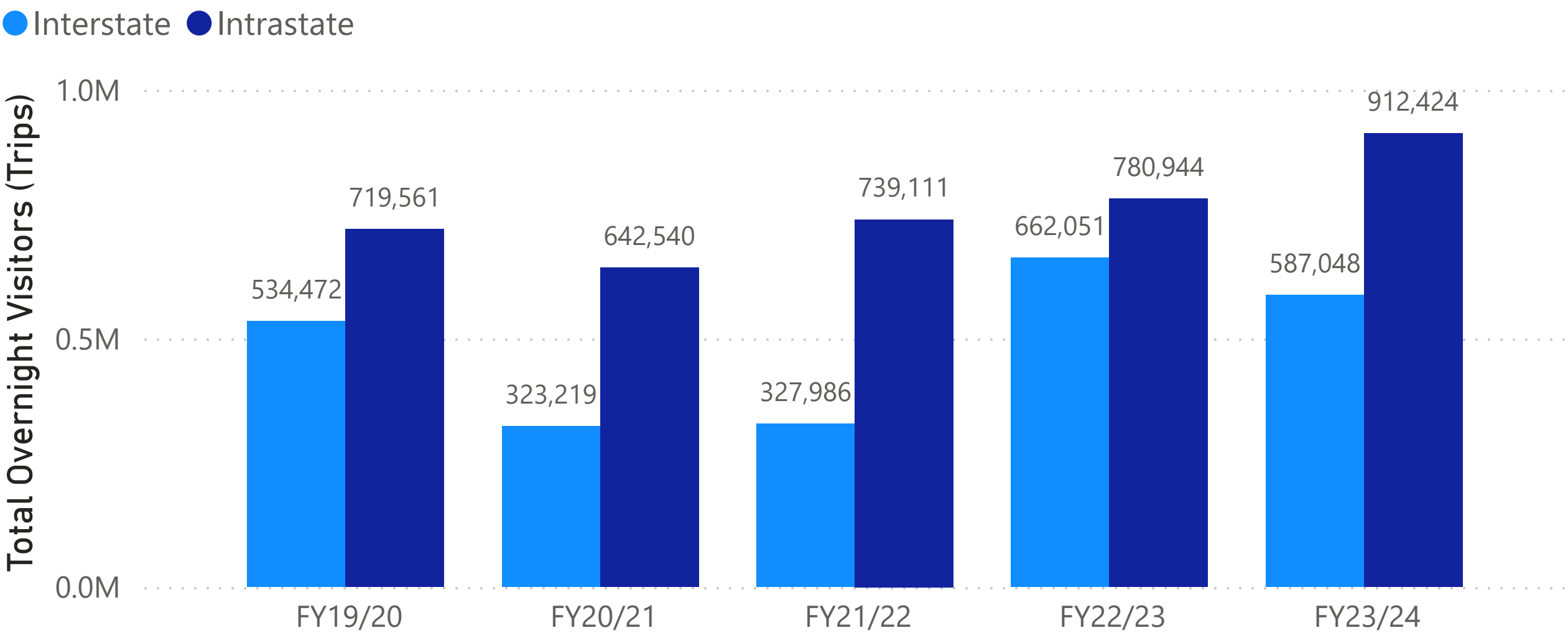
Total Overnight Visitors (Trips)

Mildura Wentworth



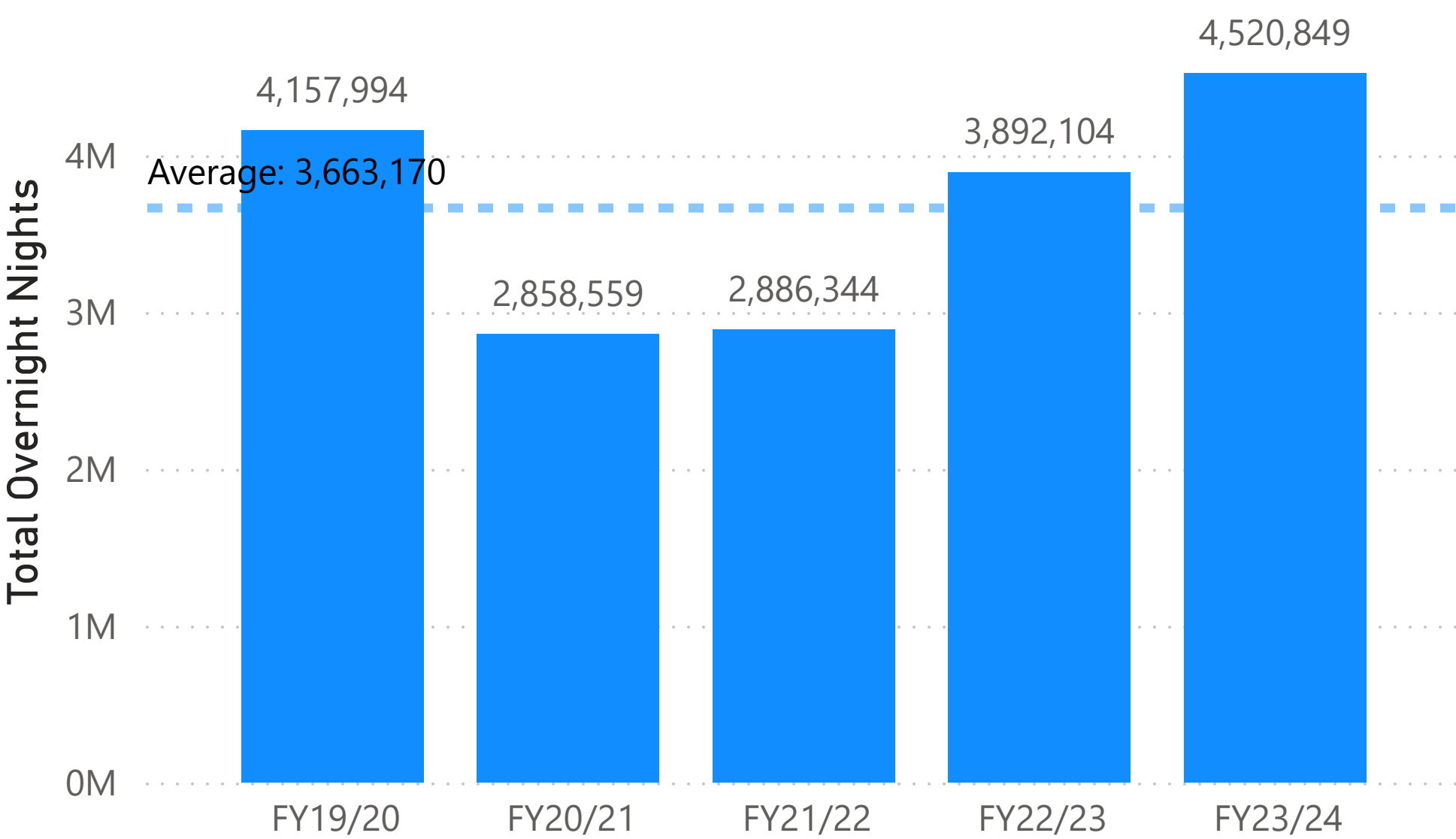
Total Overnight Visitors (Trips)

Mildura Wentworth



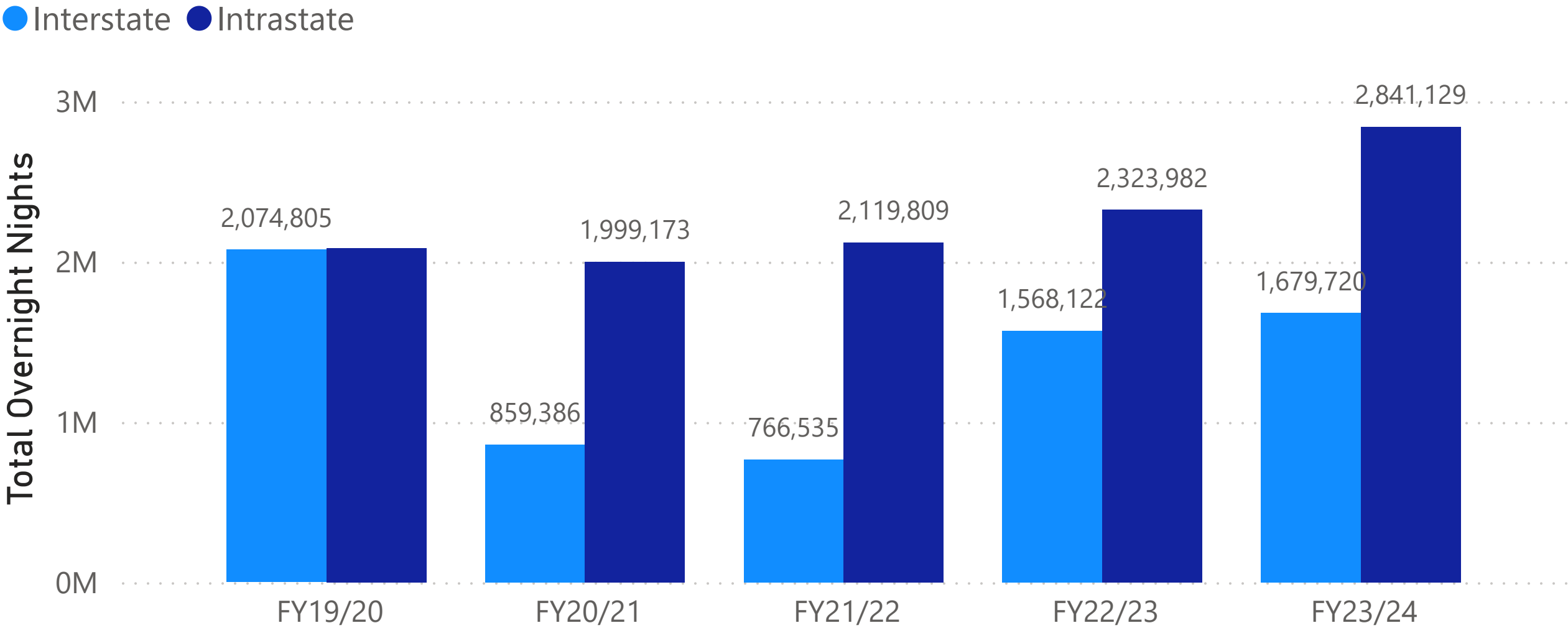
Total Overnight Nights

Mildura Wentworth



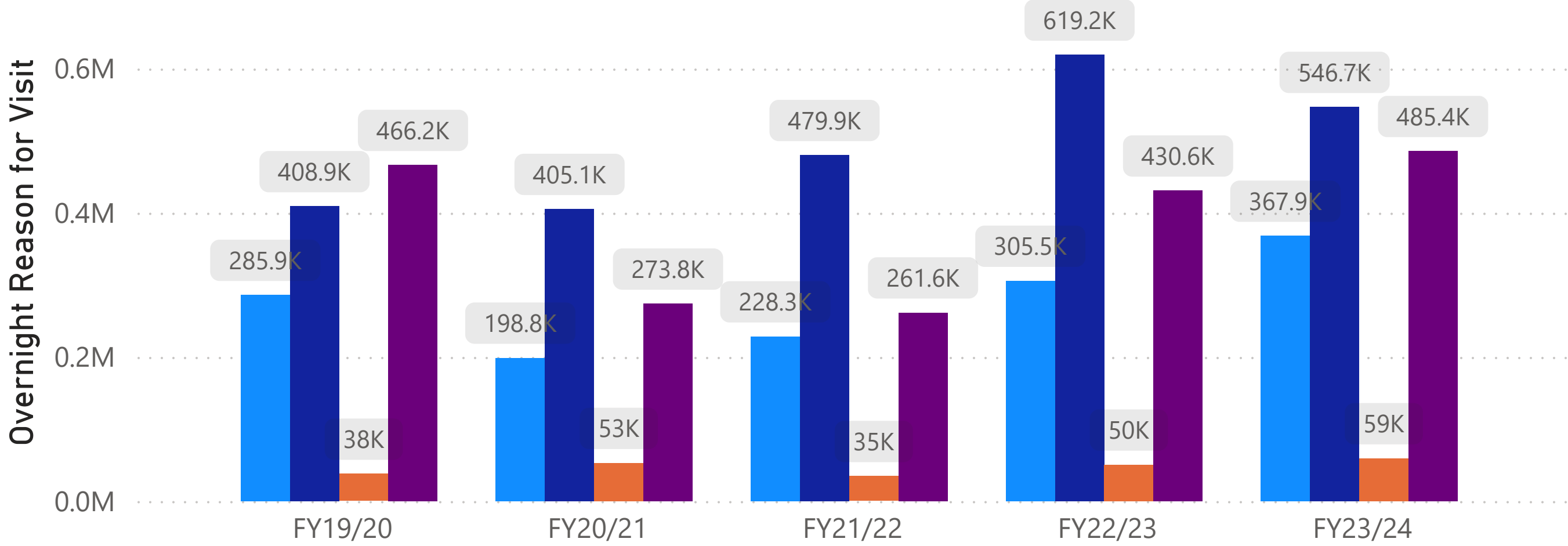
Total Overnight Nights

Mildura Wentworth

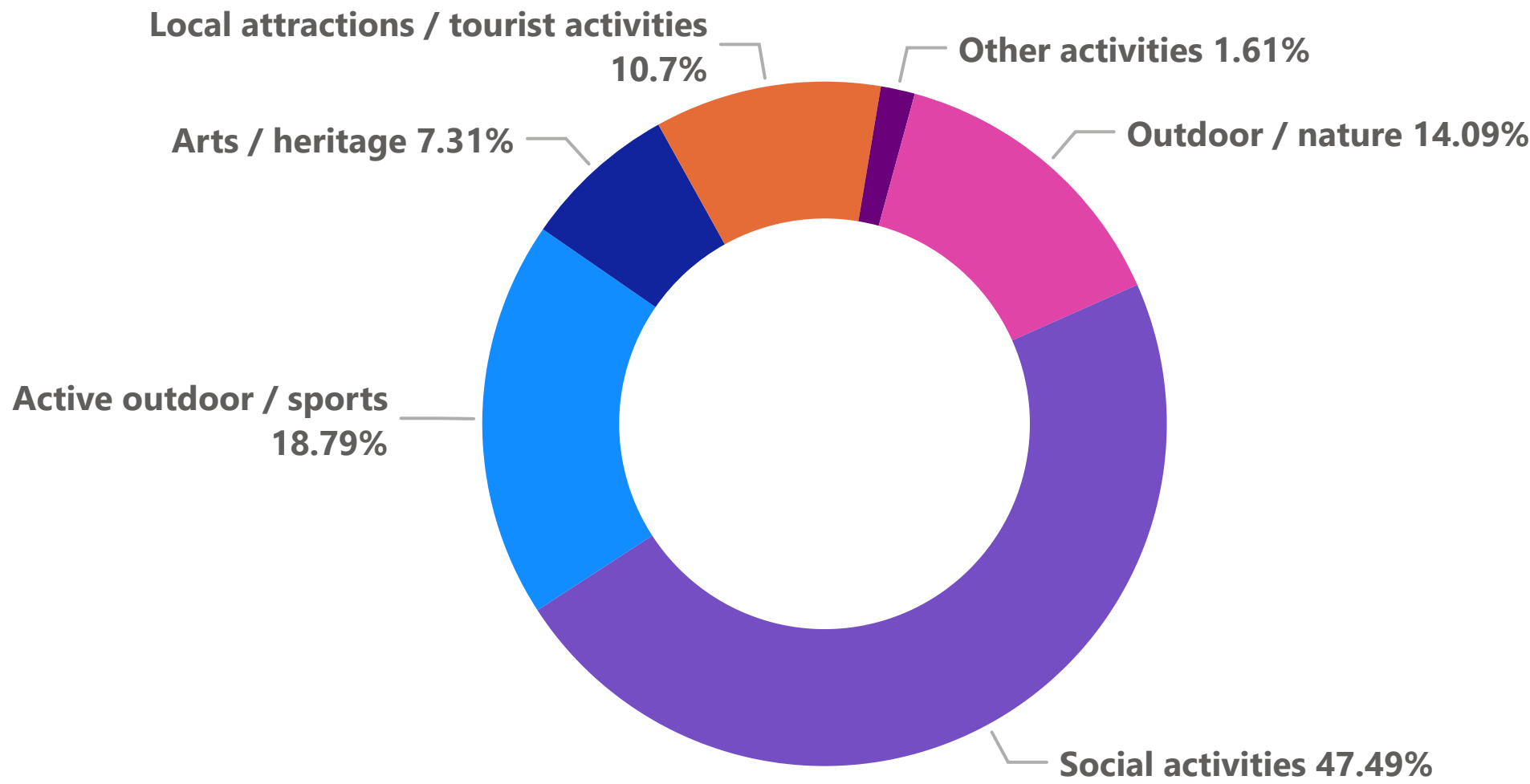


Visitor (Trips) Overnight Reason for Visit
Mildura Wentworth

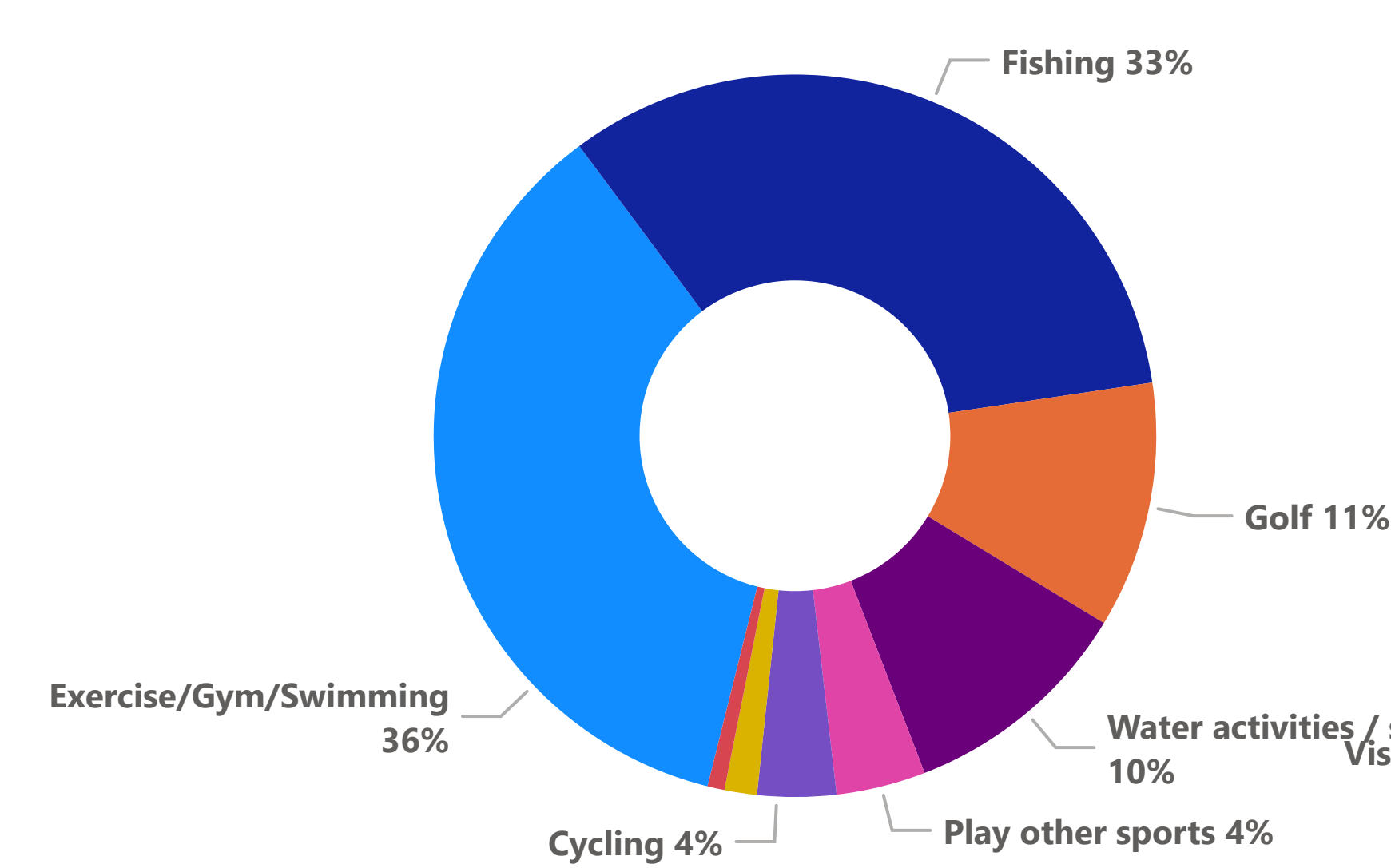
Reason For Visit Business Holiday Other reason Visiting friends and relatives



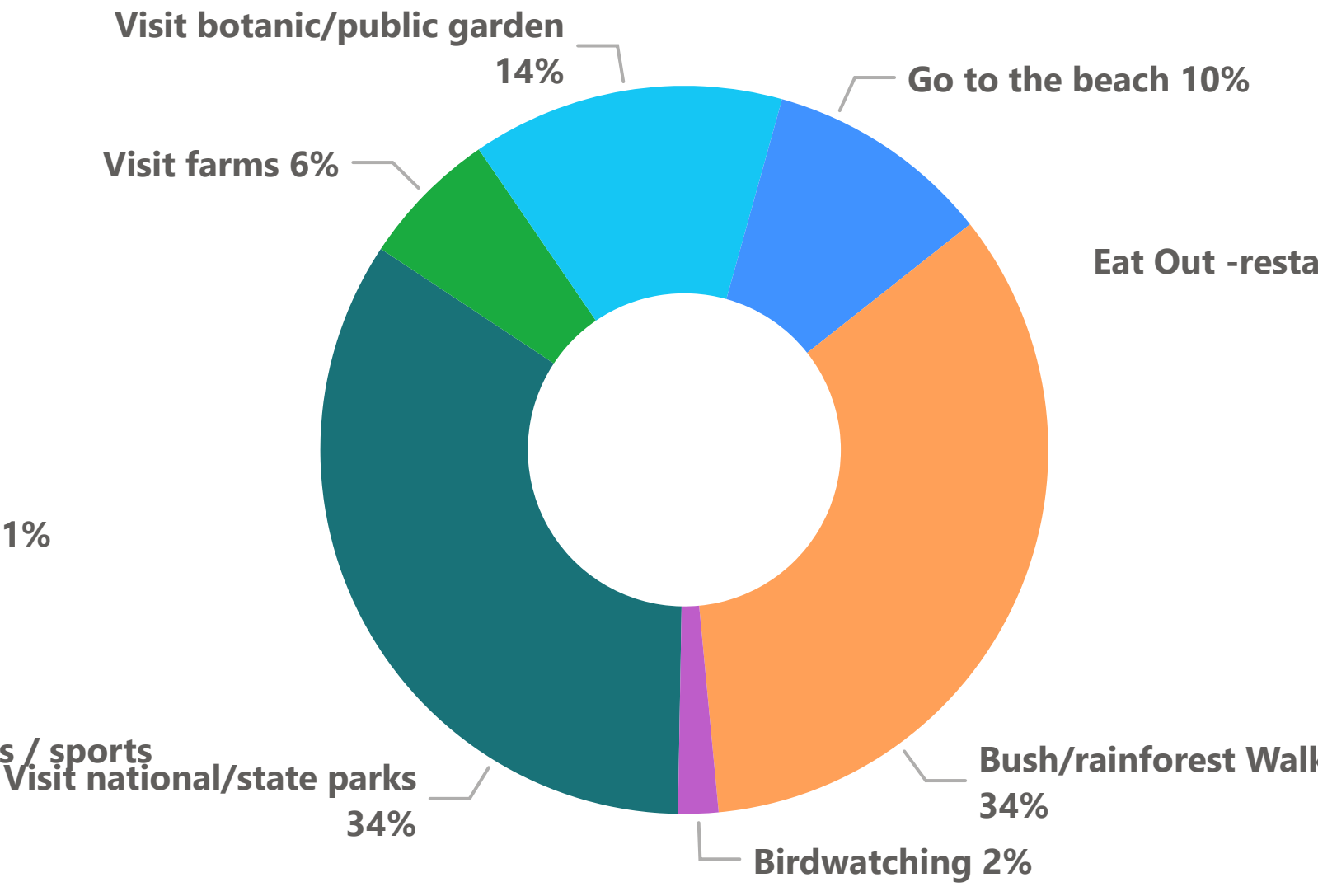
Overnight Visitor Main Activity FY 2023-24
Mildura Wentworth



Mildura Wentworth
Active outdoor / sports

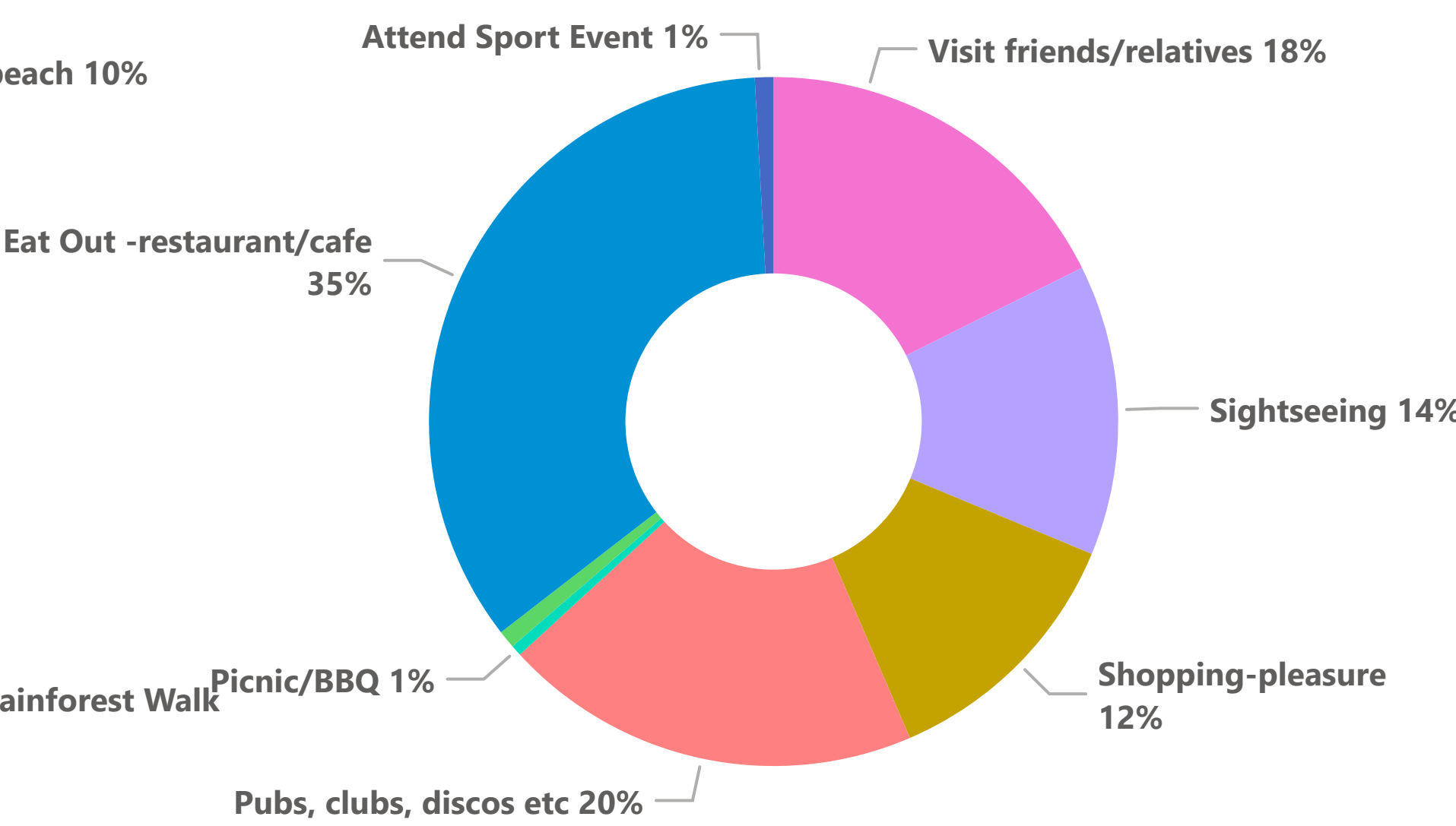


Mildura Wentworth
Outdoor / nature



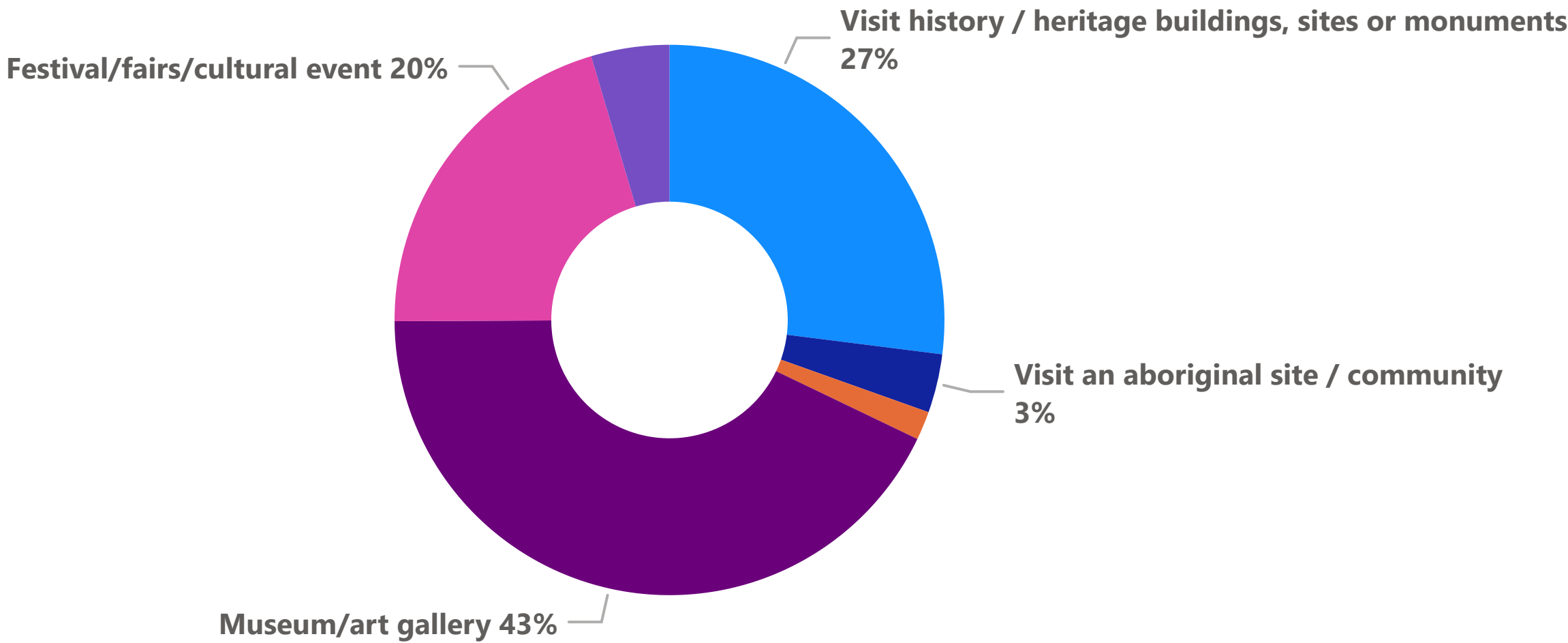
FY 2023-24

Mildura Wentworth
Social activities

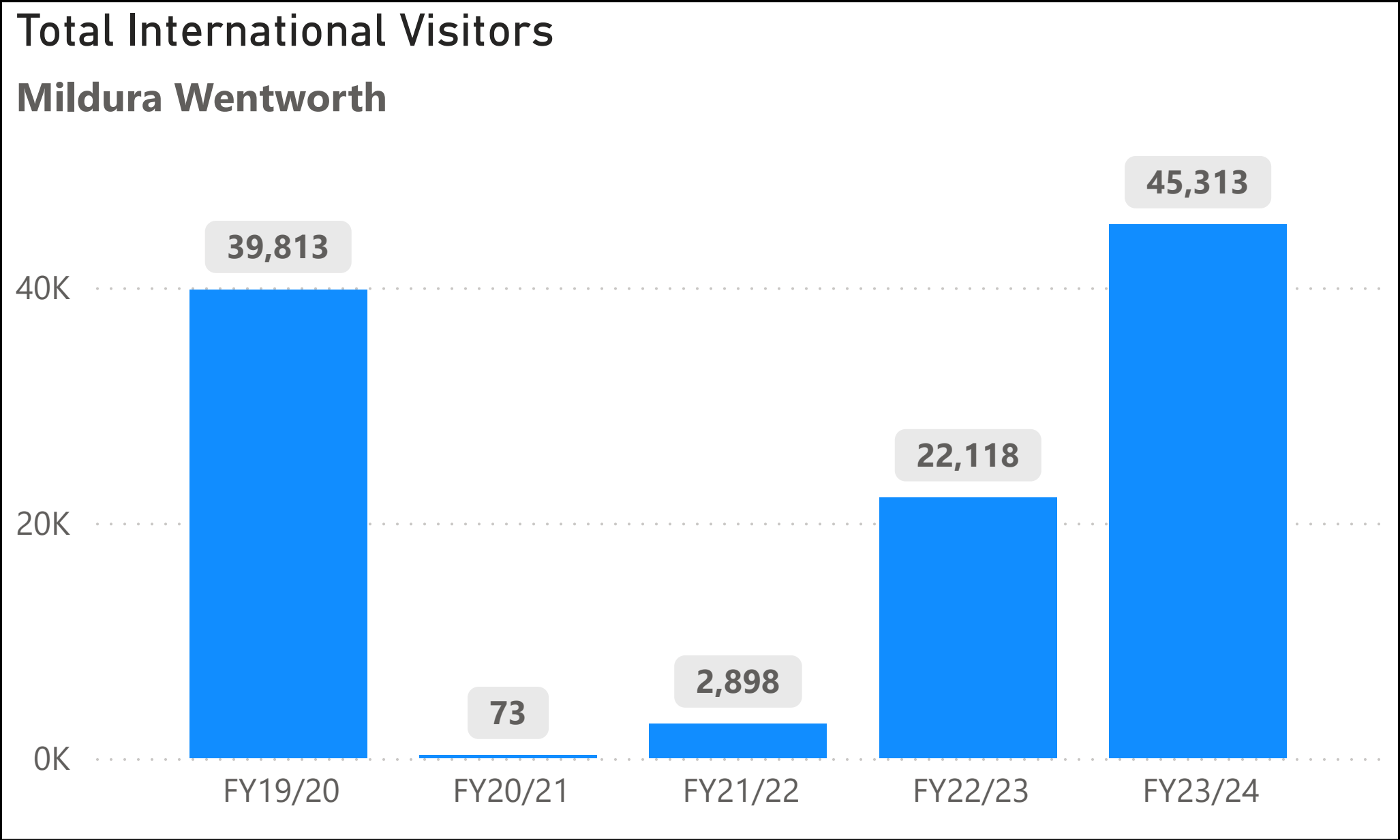
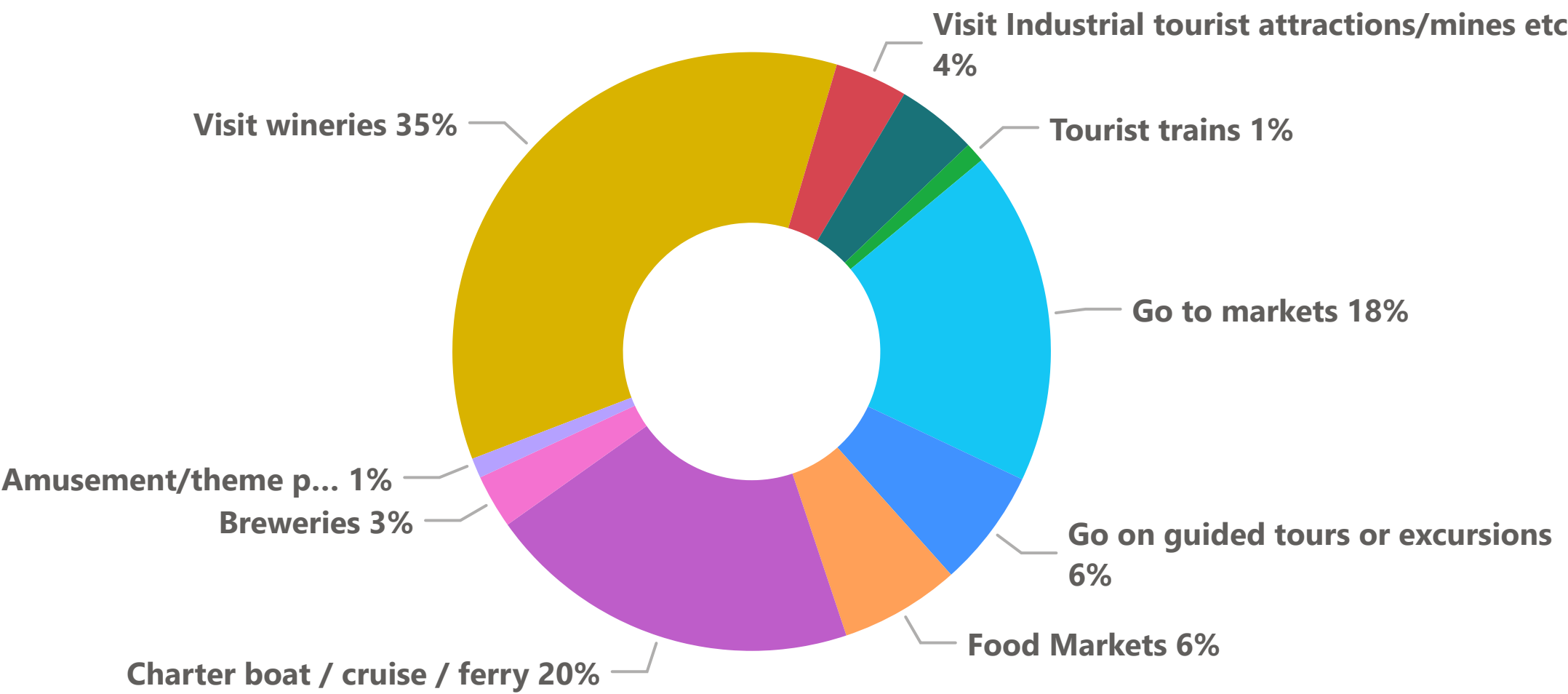


FY 2023-24

Mildura Wentworth
Arts / heritage



Mildura Wentworth
Local attractions / tourist activities



Murray Regional Tourism

Tourism Research Australia FY 2023-24 Domestic and International Visitor Survey Data

Sun
Country

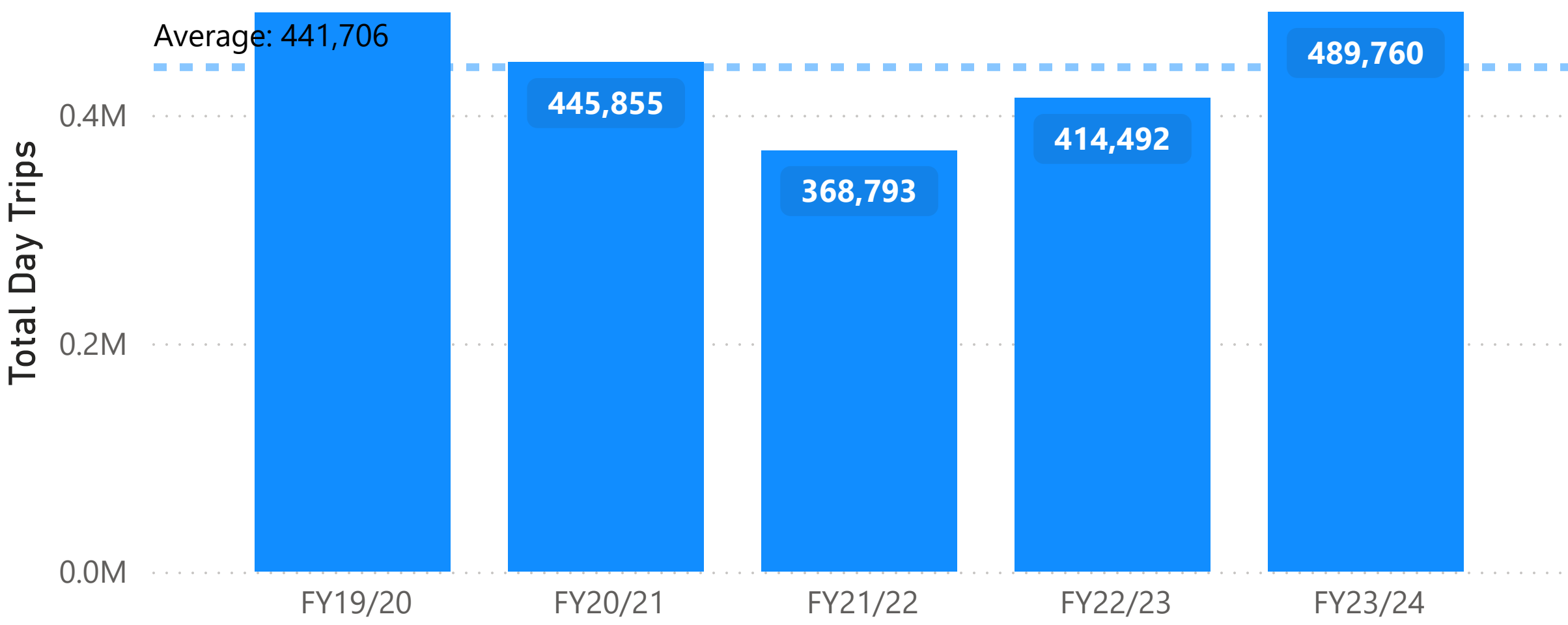


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Total Day Trips
Sun Country

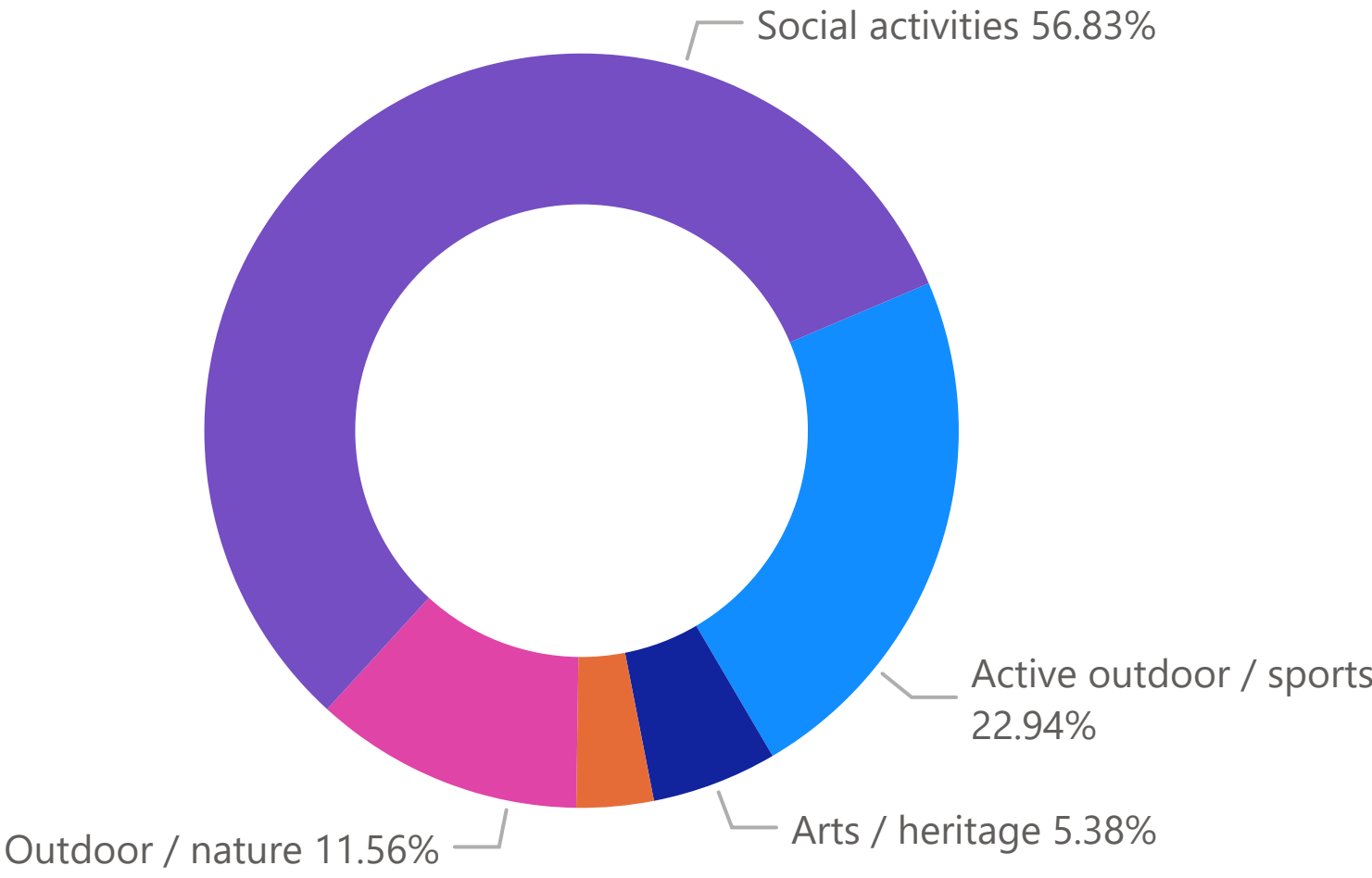


Sun Country

Period	Total Day Trips Interstate	Total Day Trips Intrastate
FY19/20	179,180	310,452
FY20/21	77,155	368,699
FY21/22	91,682	277,110
FY22/23	111,855	302,637
FY23/24	197,036	292,724

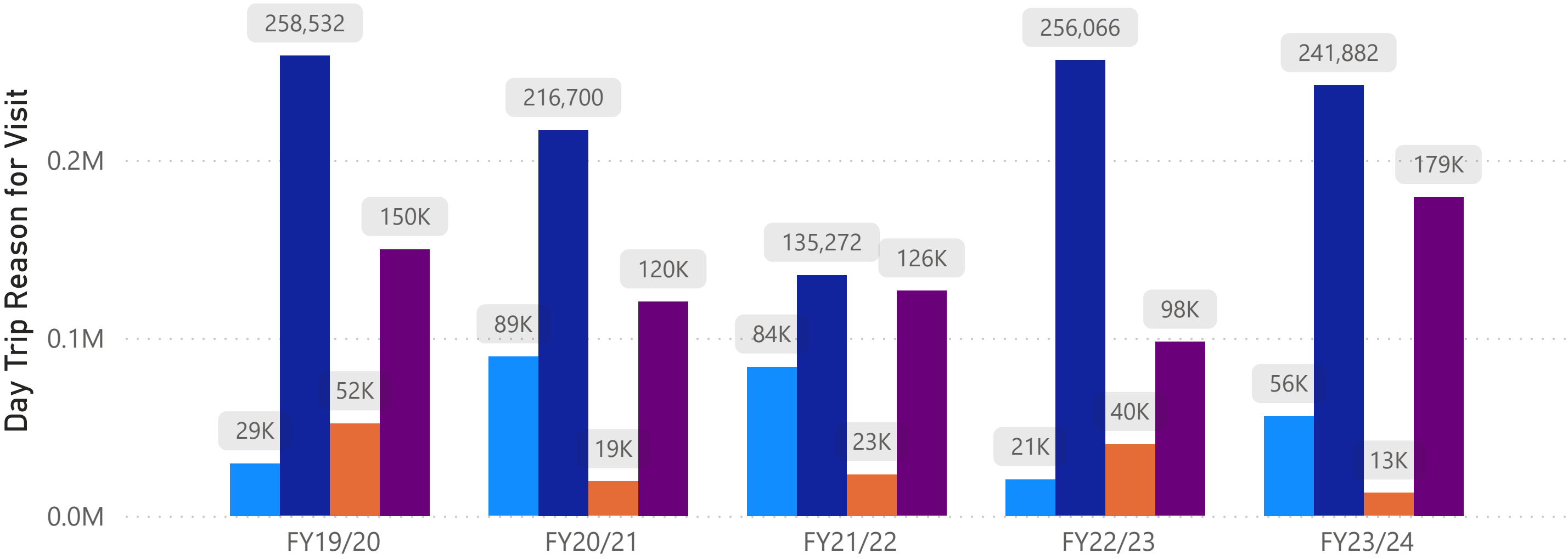
Zero Values = No Data Reported for Period

Day Trip Activity FY 2023-24
Sun Country



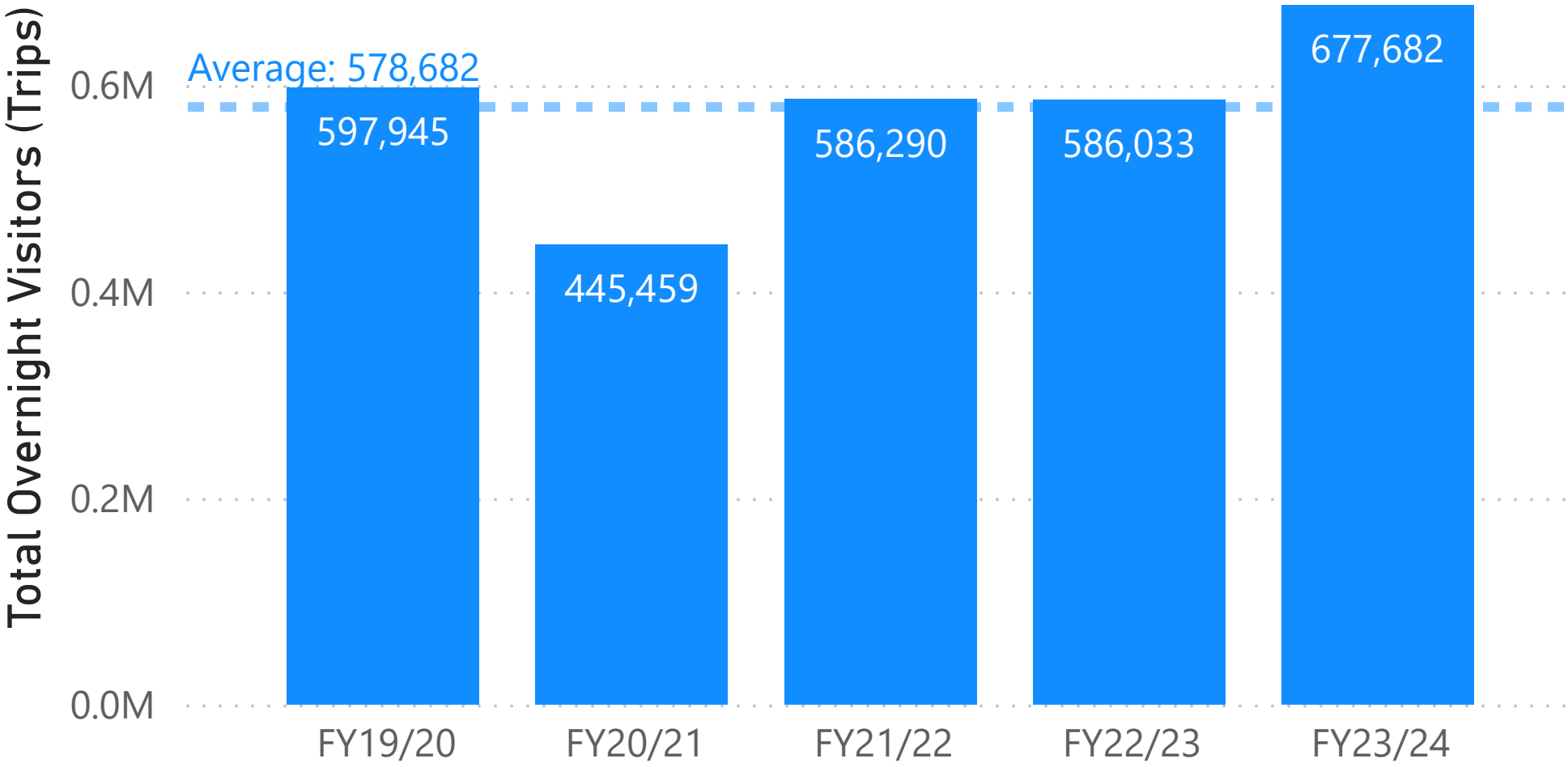
Sun Country

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



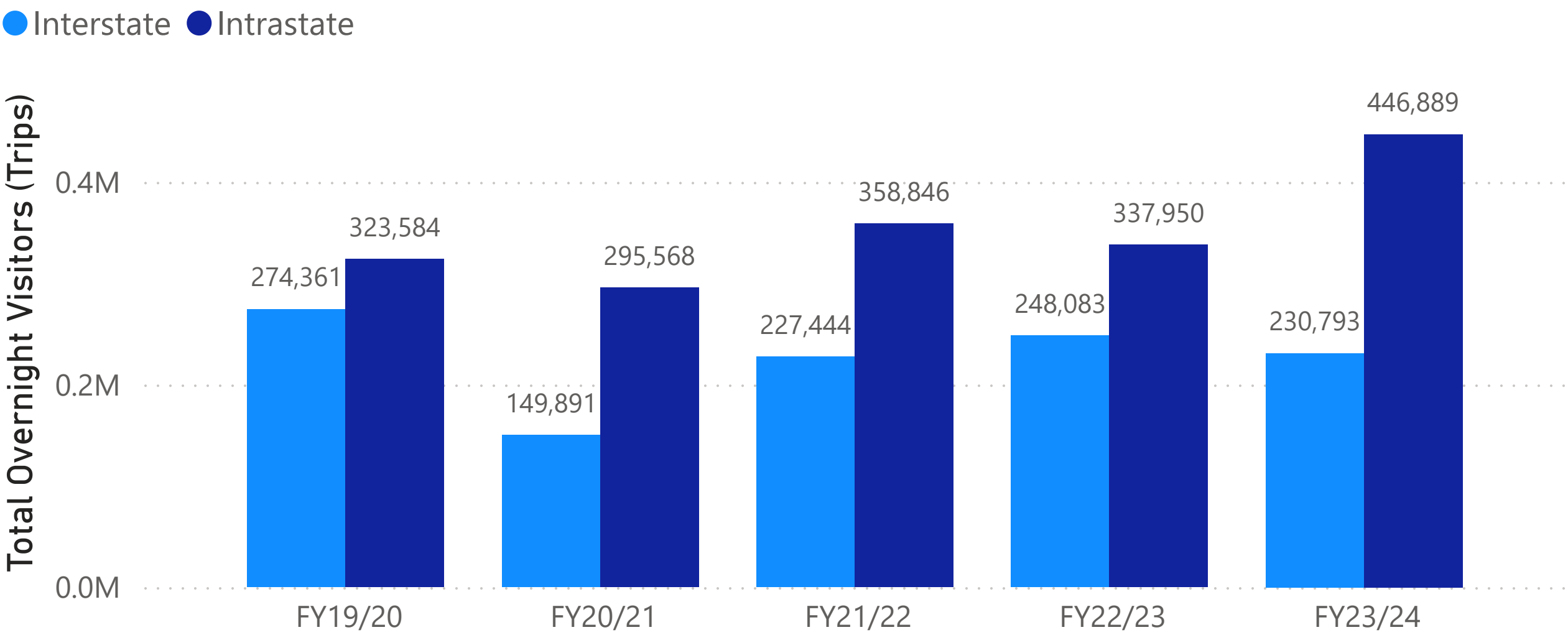
Total Overnight Visitors (Trips)

Sun Country



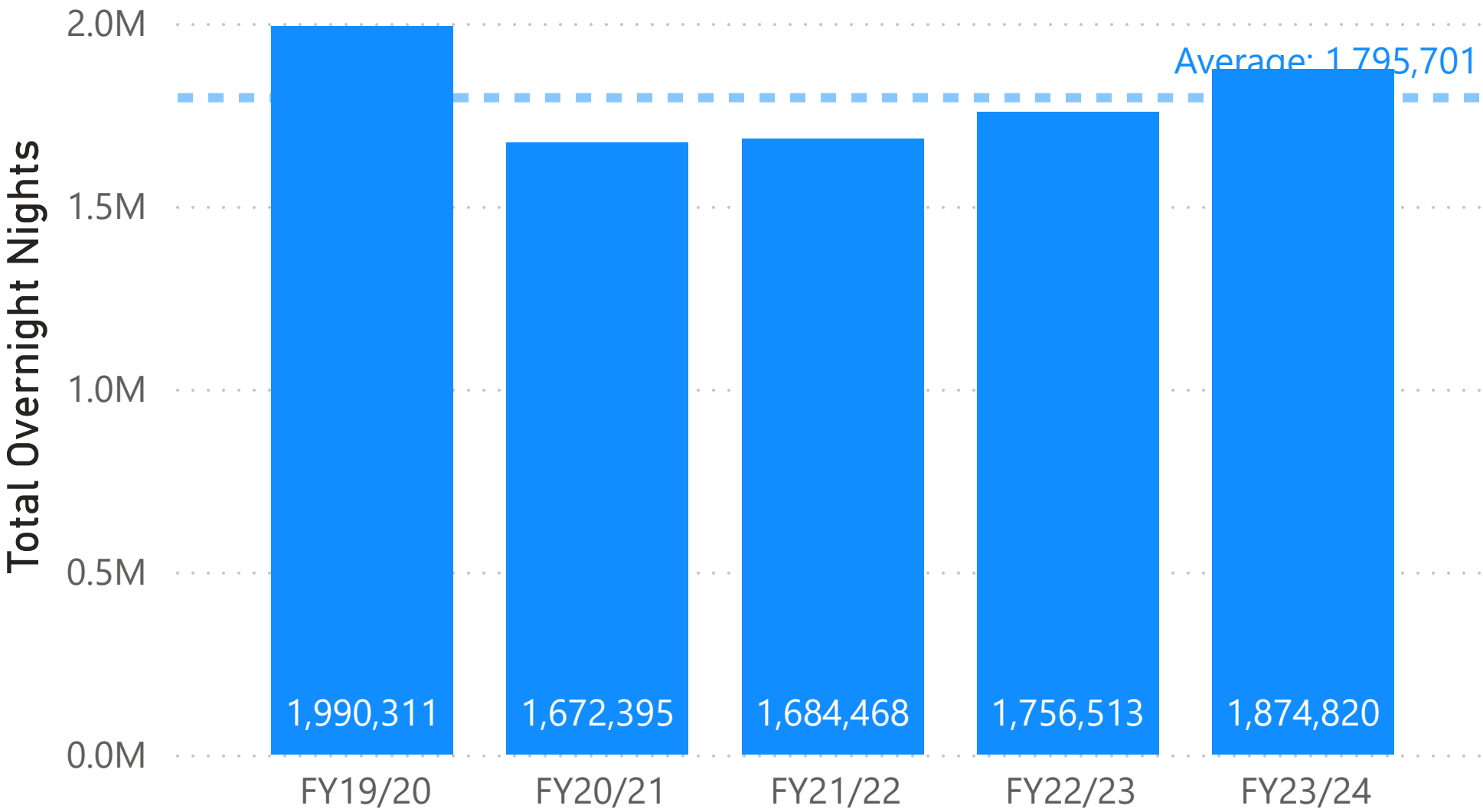
Total Overnight Visitors (Trips)

Sun Country



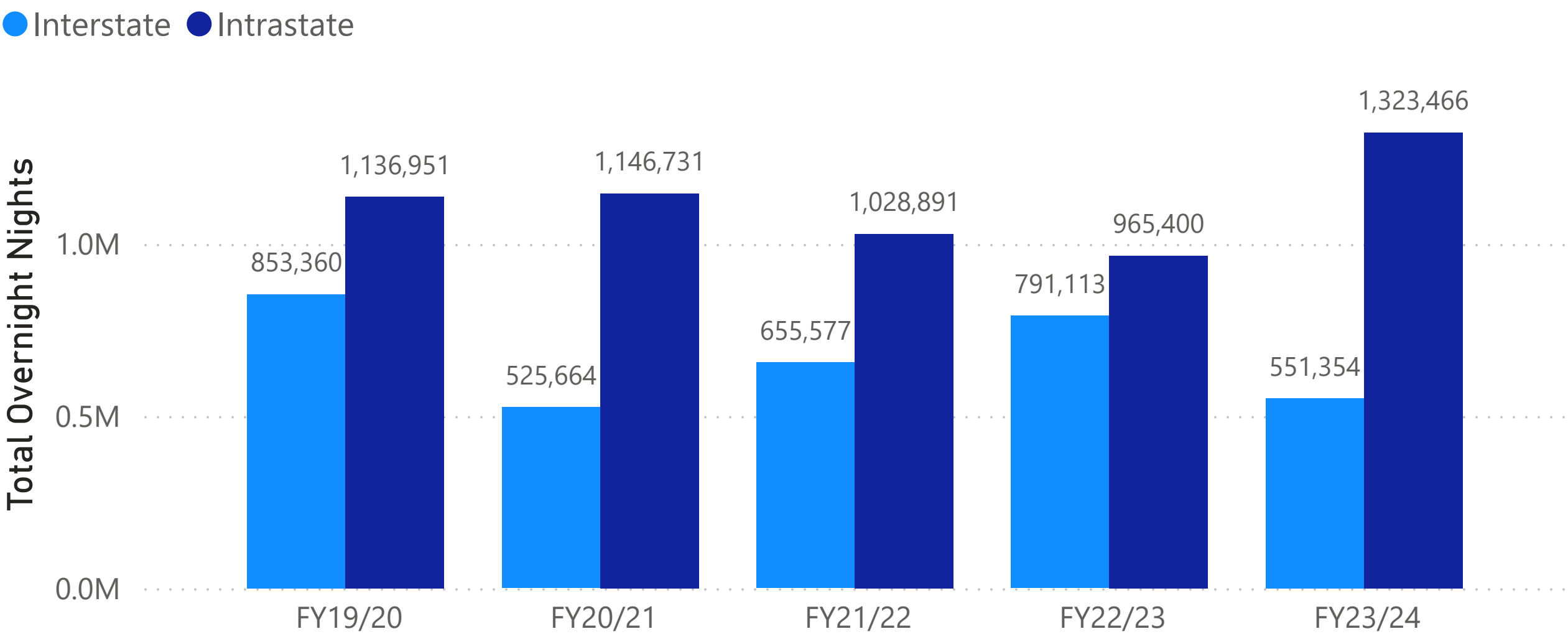
Total Overnight Nights

Sun Country



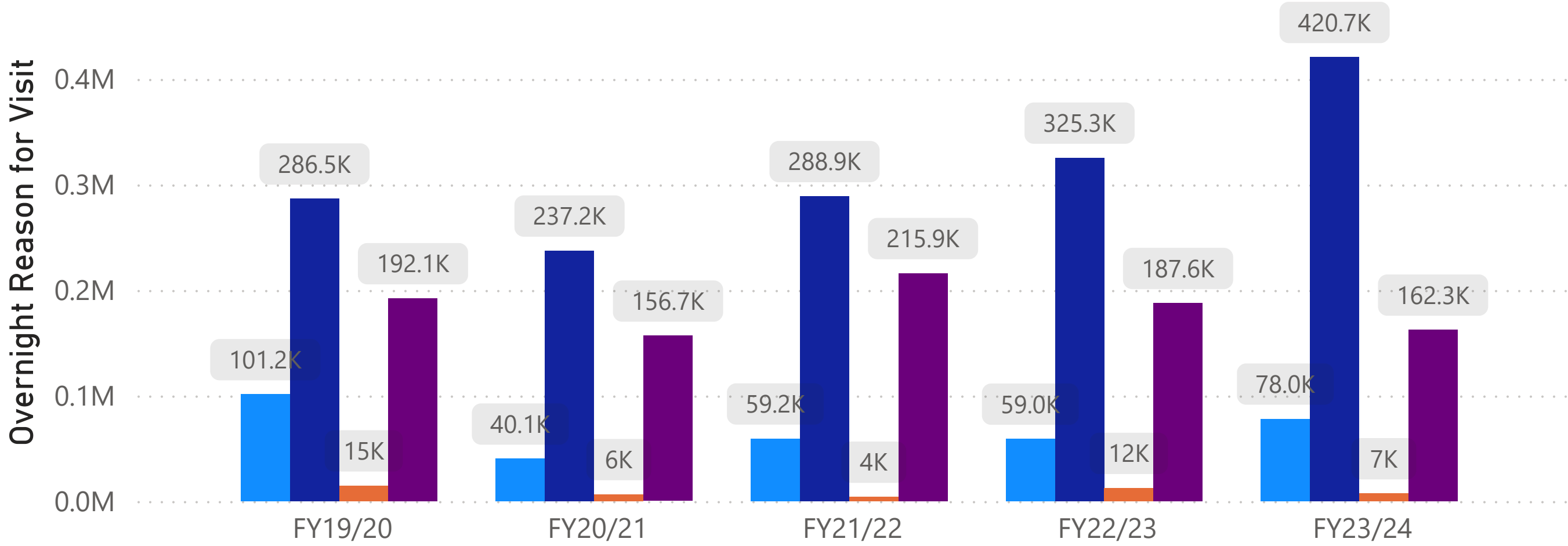
Total Overnight Nights

Sun Country

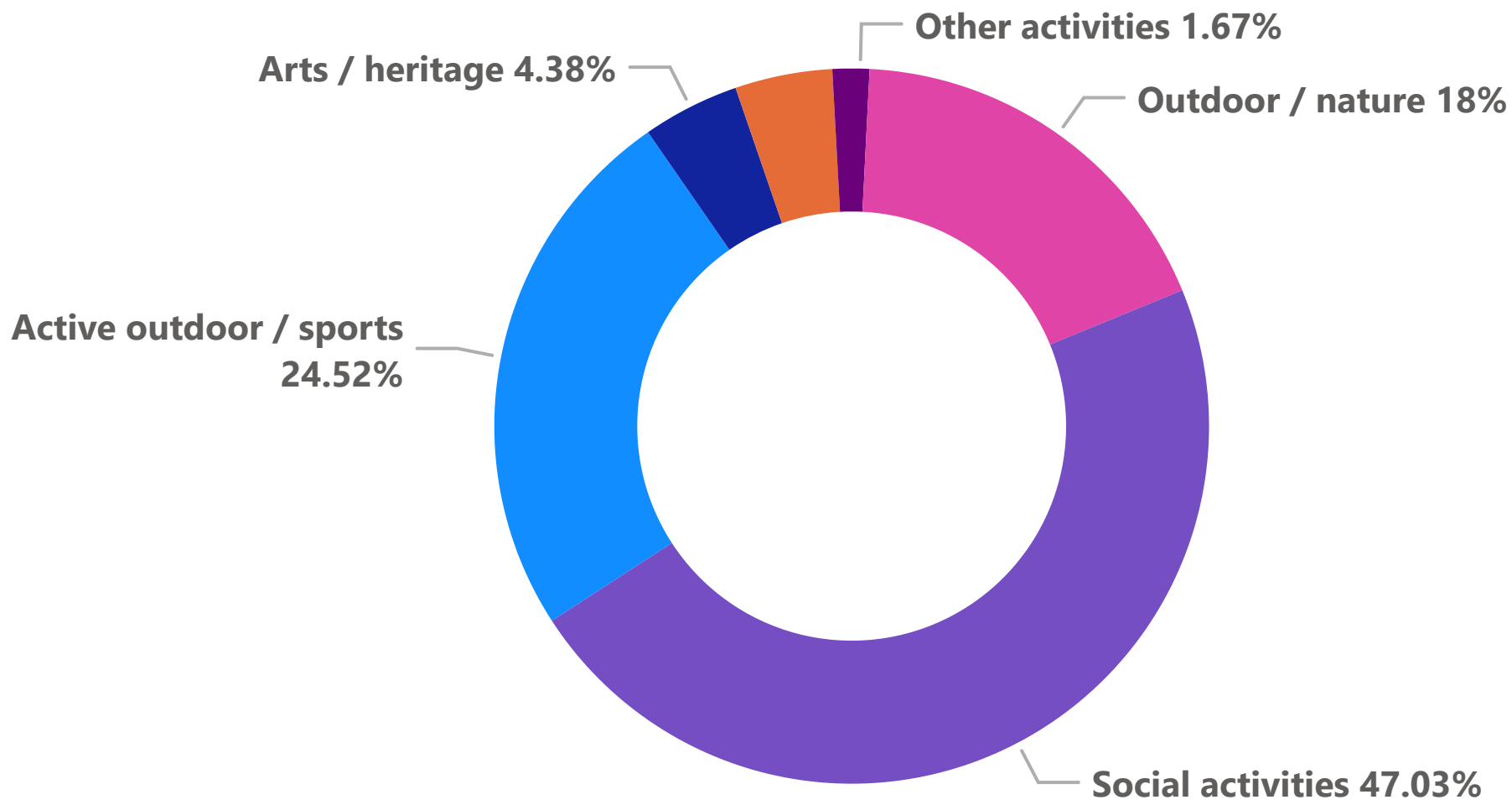


Visitor (Trips) Overnight Reason for Visit
Sun Country

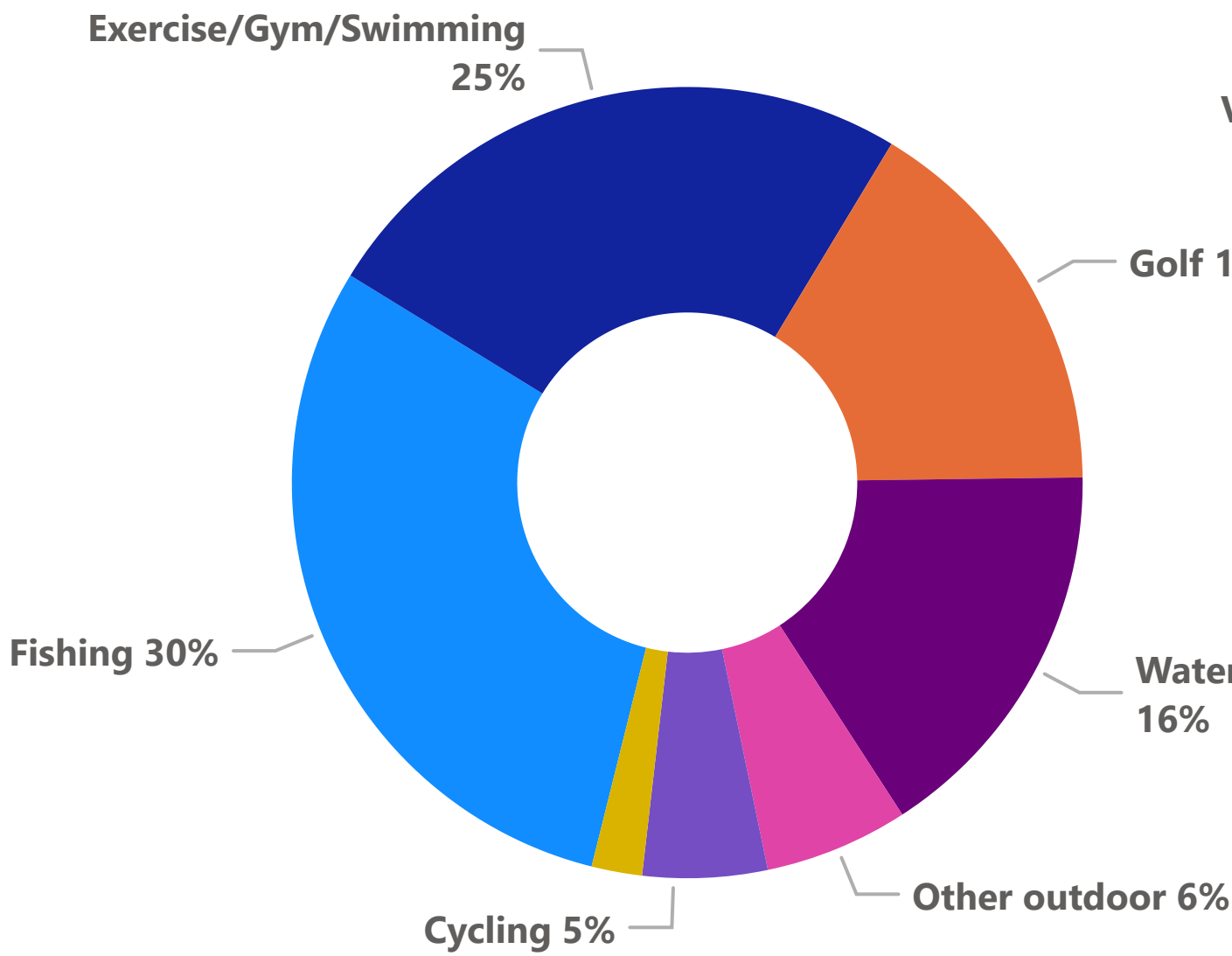
Reason For Visit Business Holiday Other reason Visiting friends and relatives



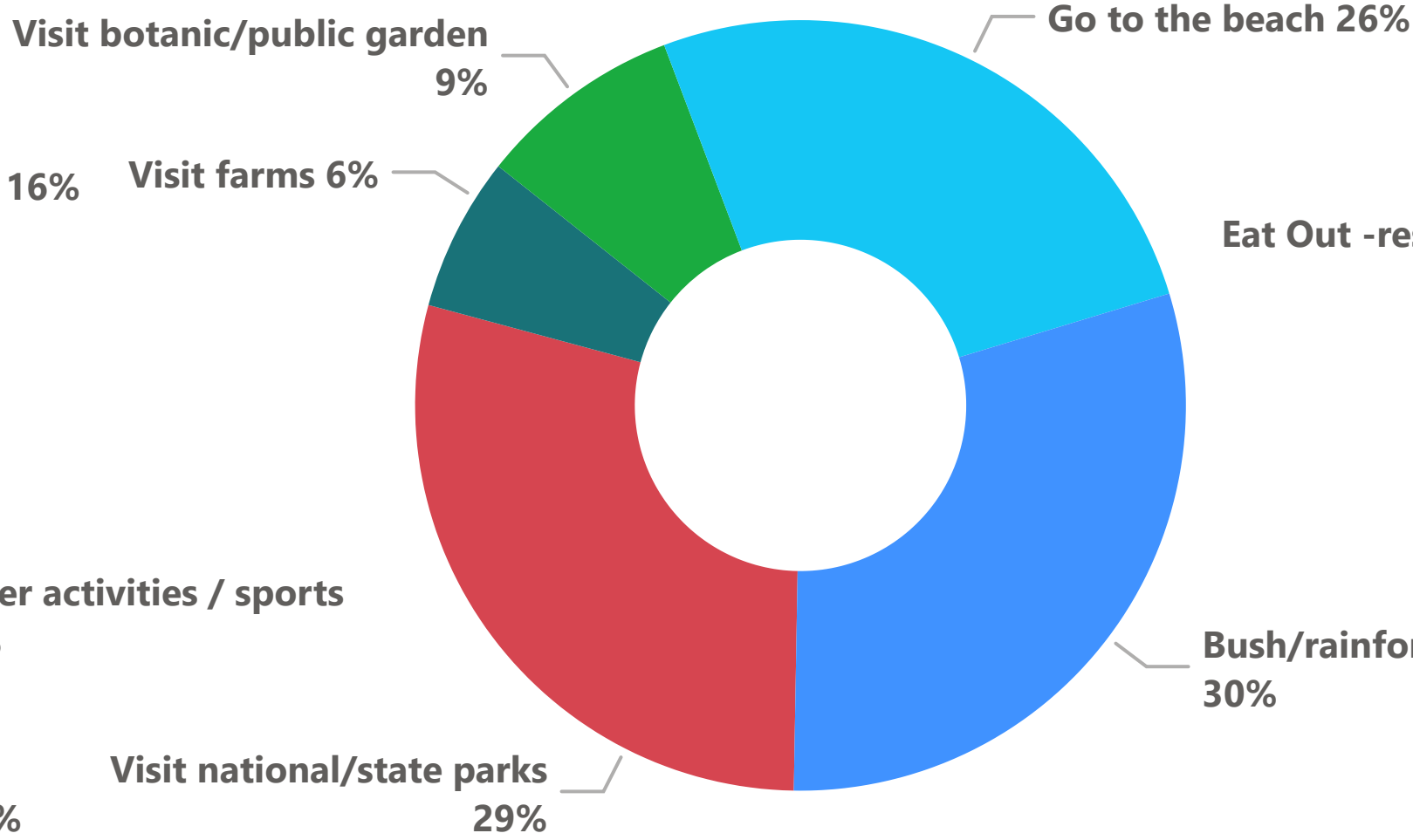
Overnight Visitor Main Activity FY 2023-24
Sun Country



Sun Country
Active outdoor / sports

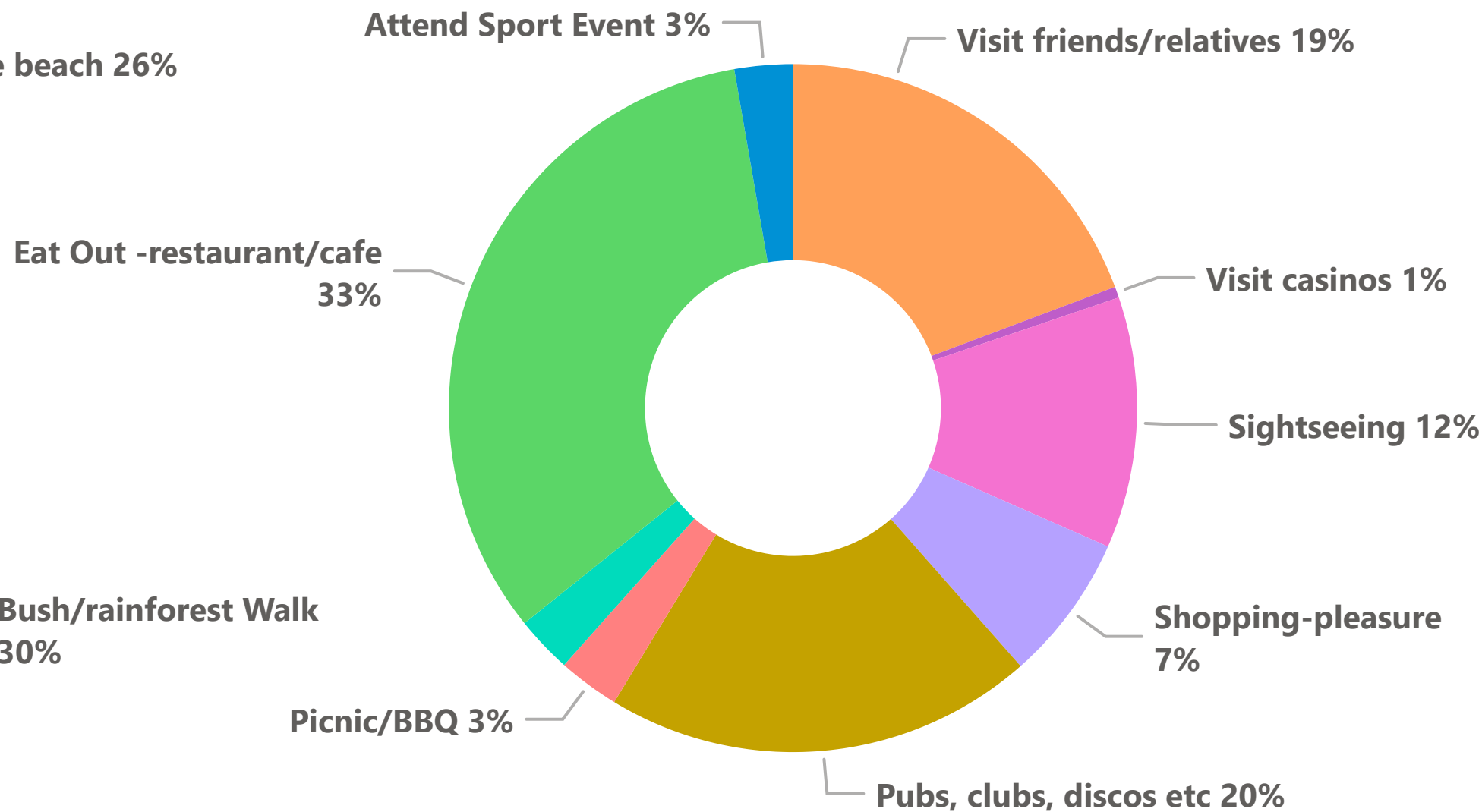


Sun Country
Outdoor / nature



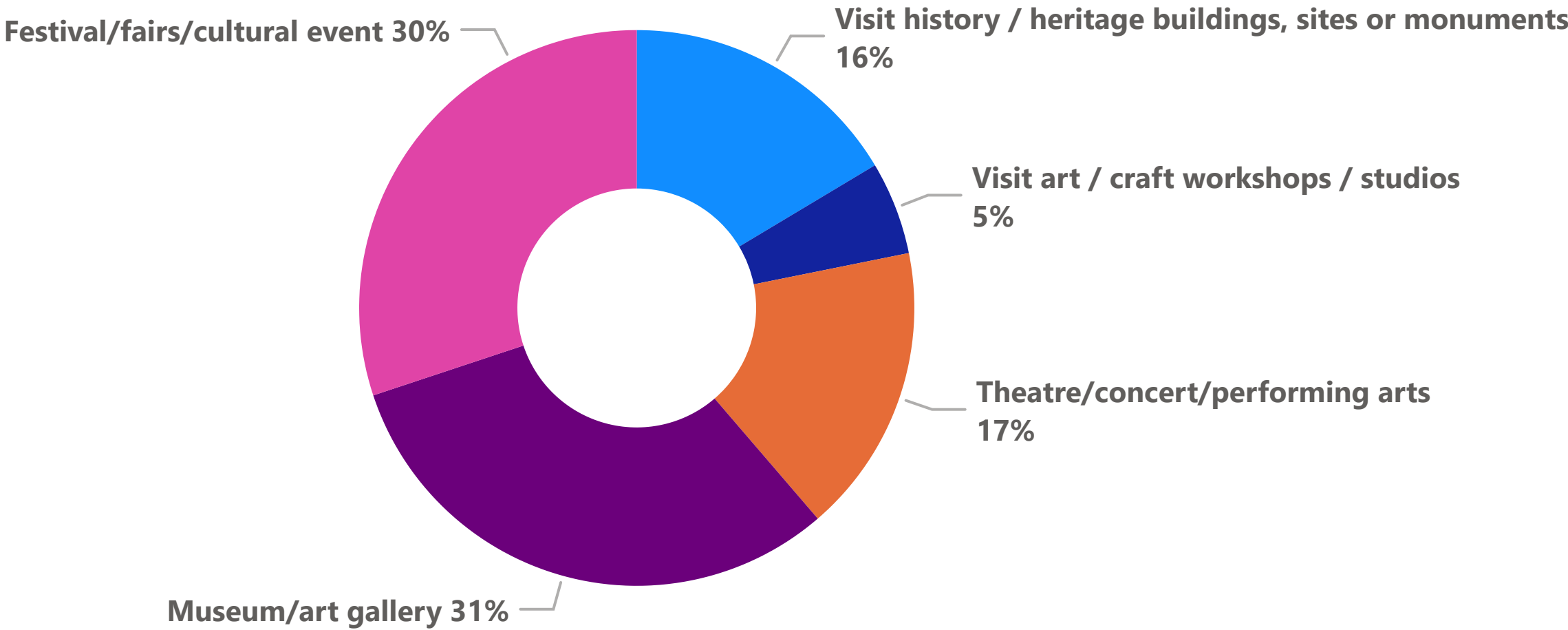
FY 2023-24

Sun Country
Social activities

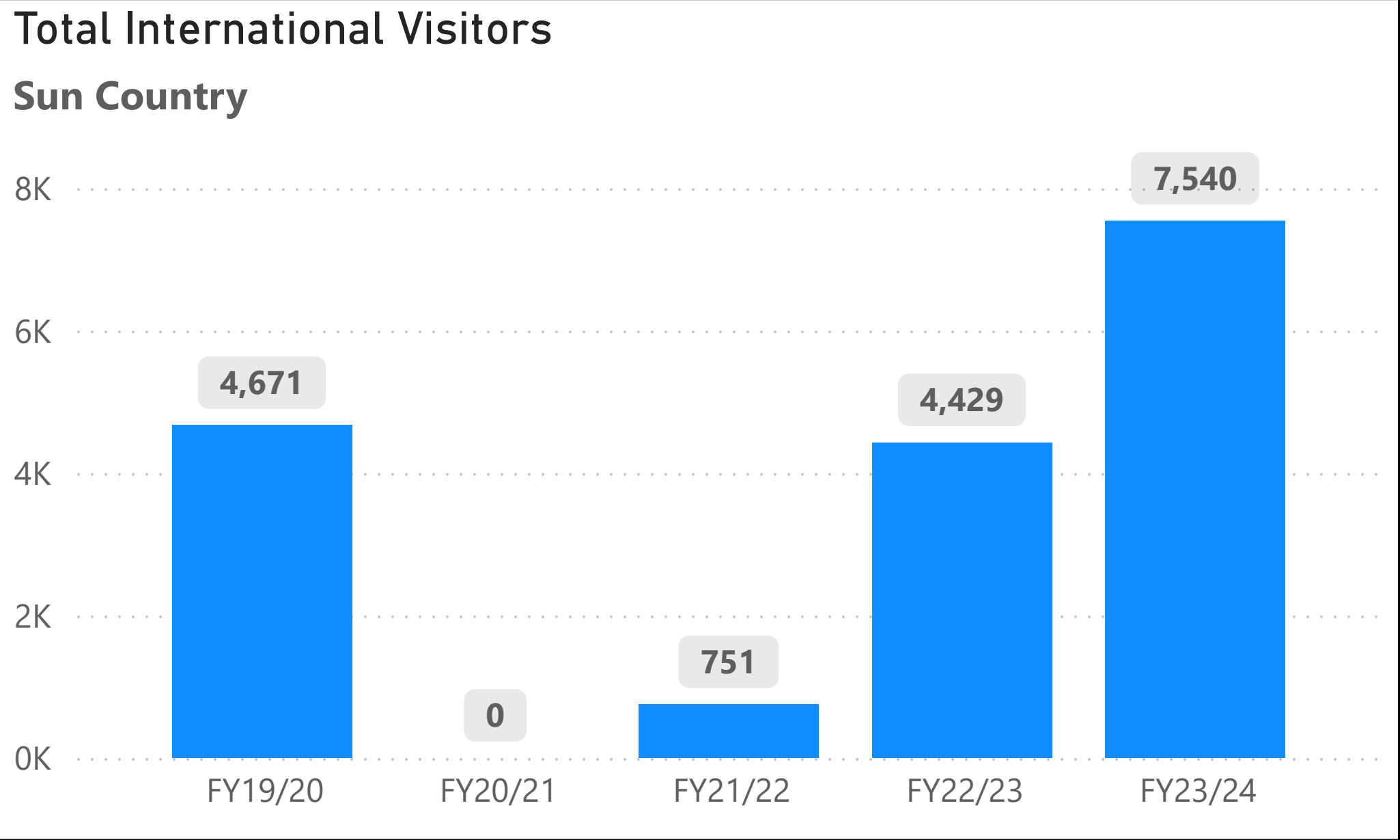
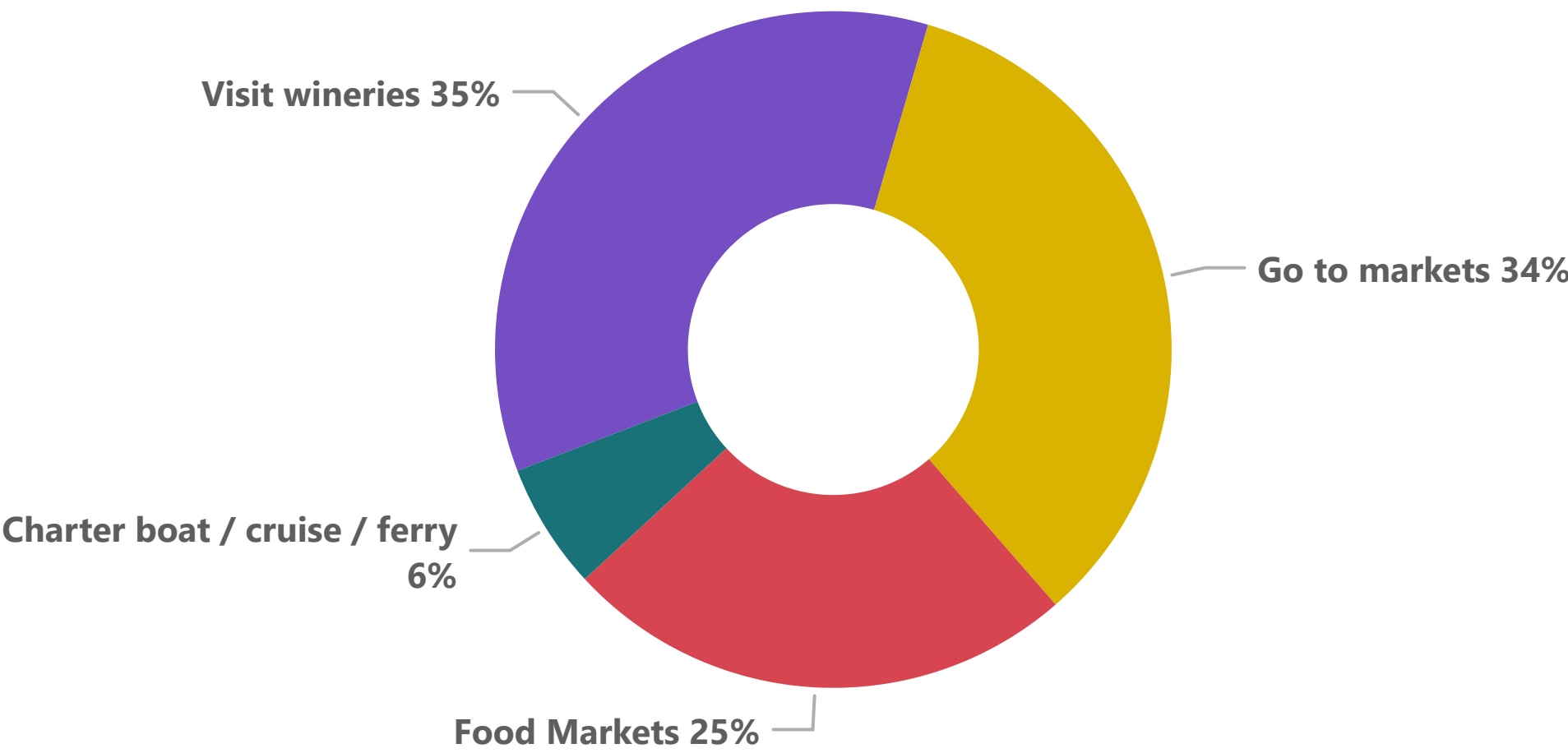


FY 2023-24

Sun Country
Arts / heritage



Sun Country
Local attractions / tourist activities



Murray Regional Tourism

Tourism Research Australia FY 2023-24 Domestic and International Visitor Survey Data

Albury Wodonga

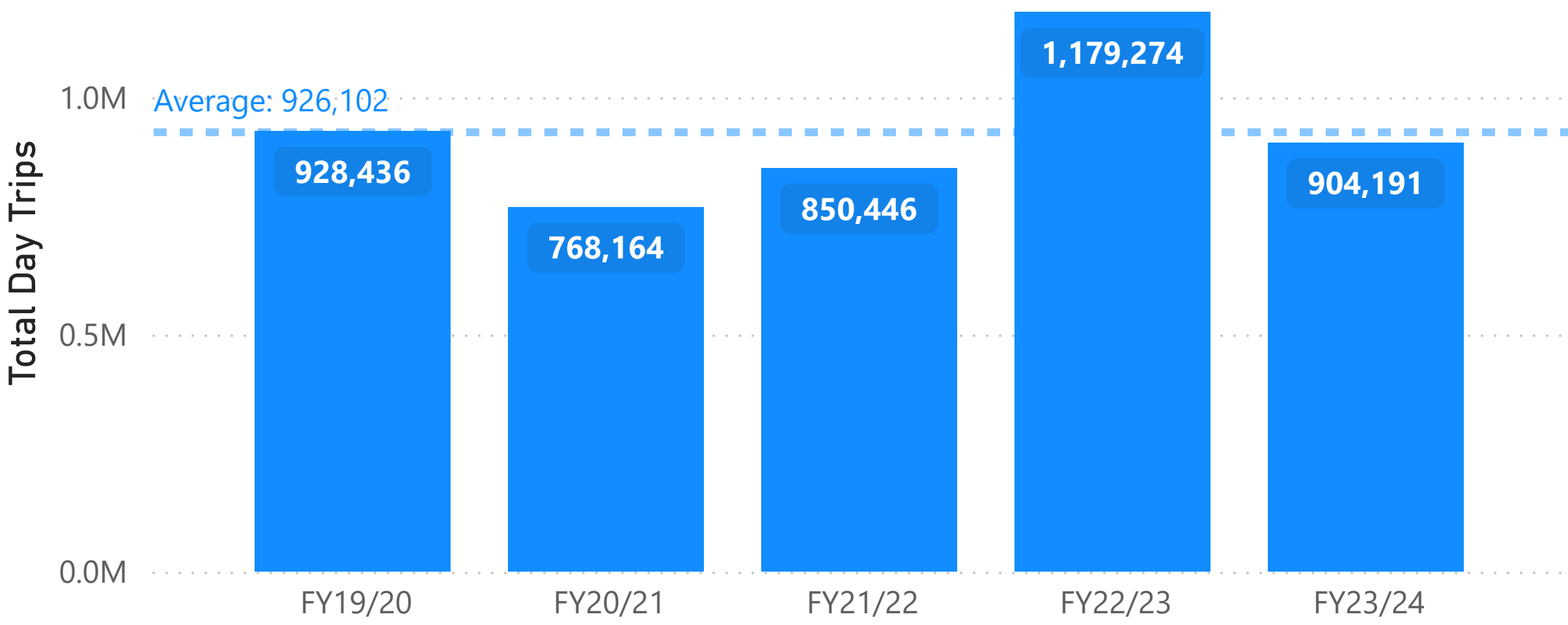


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Total Day Trips
Albury Wodonga

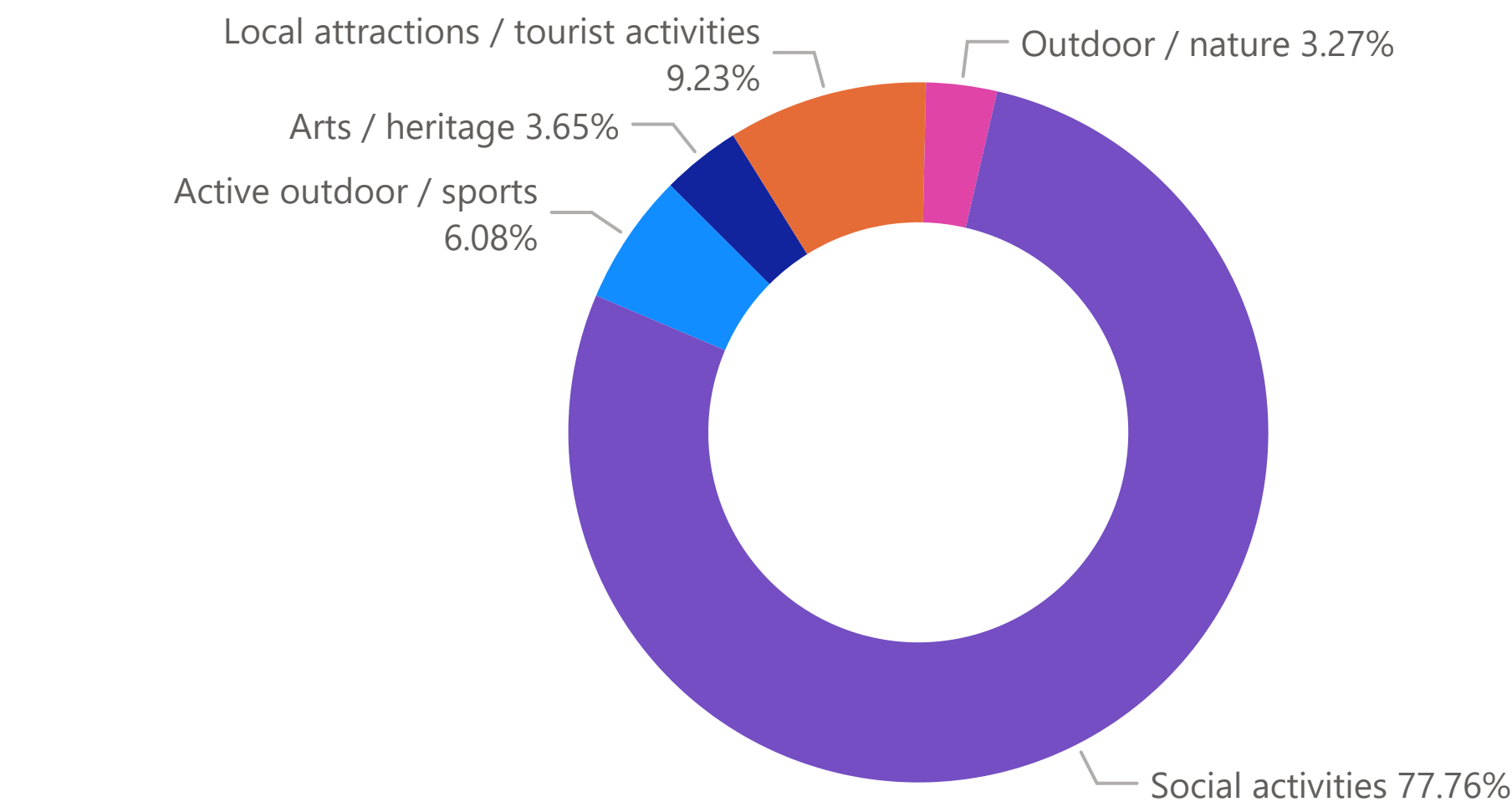


Albury Wodonga

Period	Total Day Trips Interstate	Total Day Trips Intrastate
FY19/20	370,481	557,955
FY20/21	258,064	510,100
FY21/22	305,467	544,979
FY22/23	546,601	632,673
FY23/24	471,960	432,230

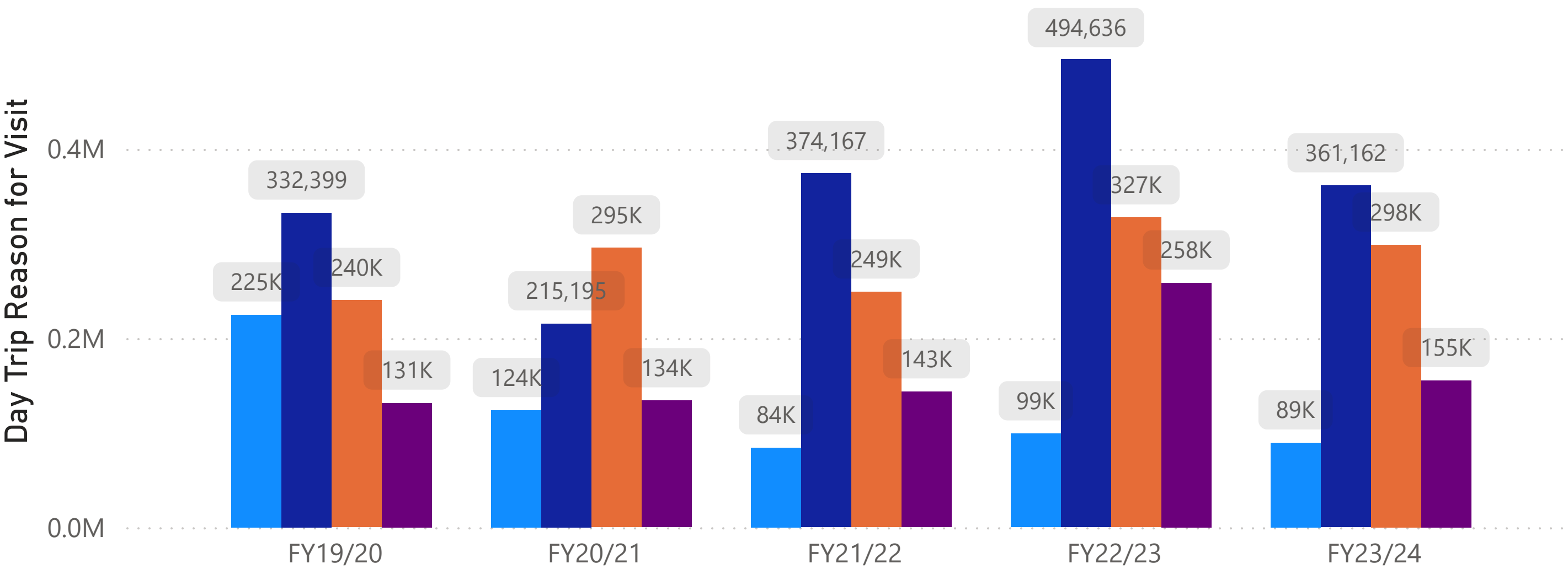
Zero Values = No Data Reported for Period

Day Trip Activity FY 2023-24
Albury Wodonga

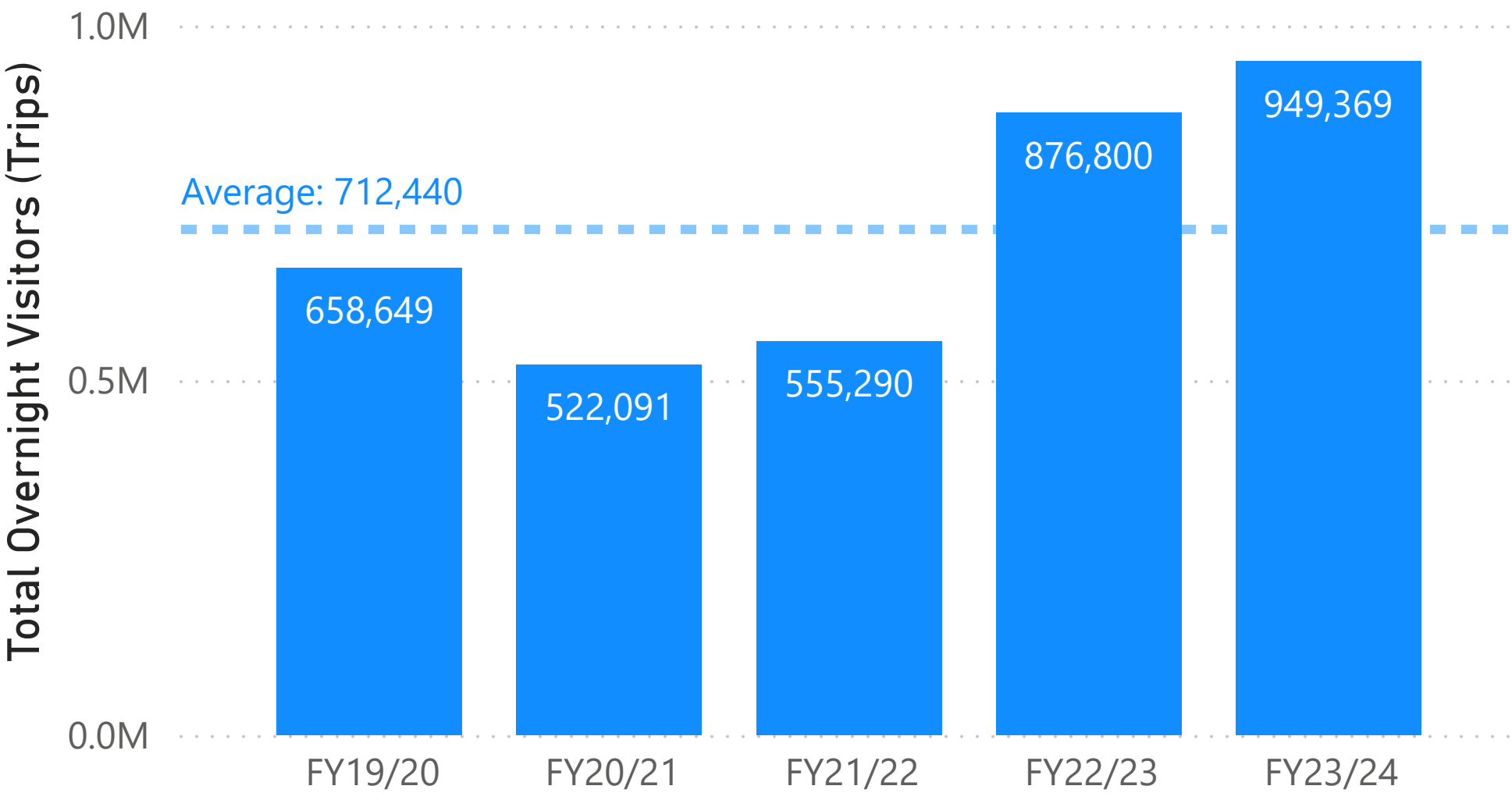


Albury Wodonga

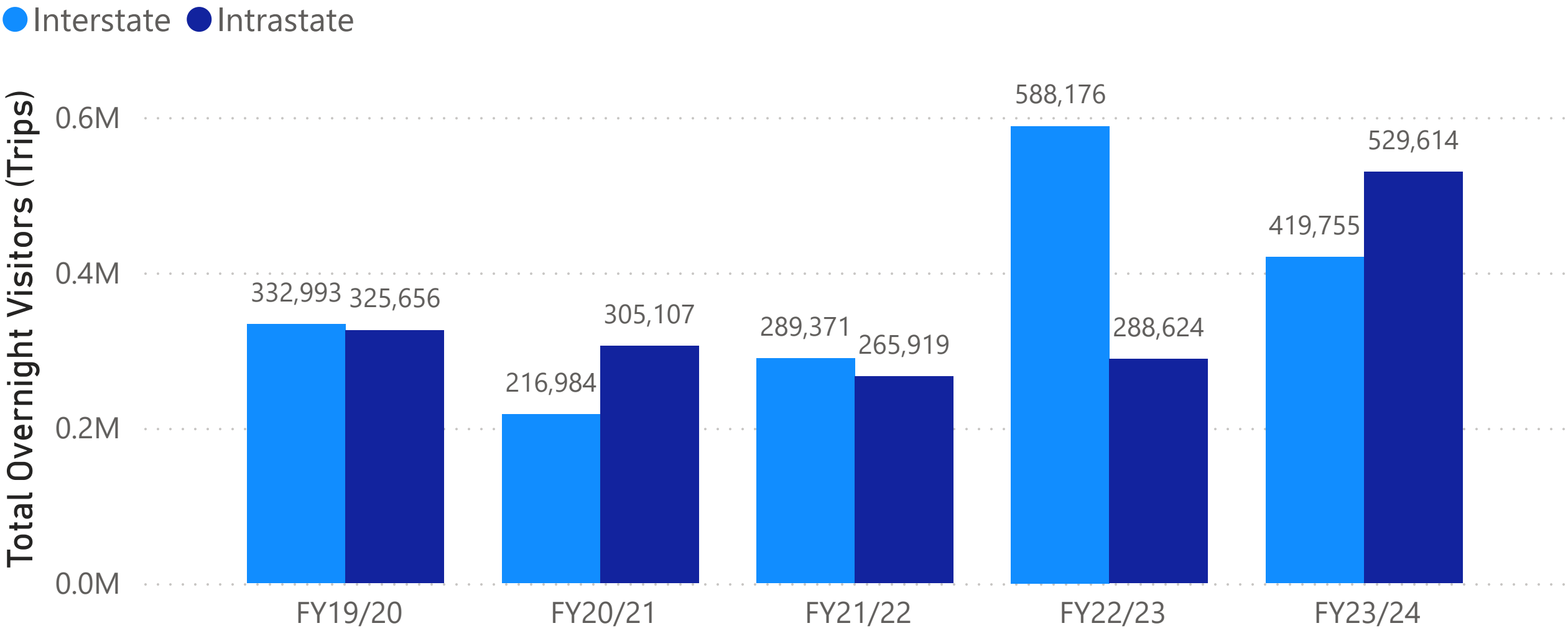
Reason for Visit ● Business ● Holiday ● Other reason ● Visiting friends and relatives



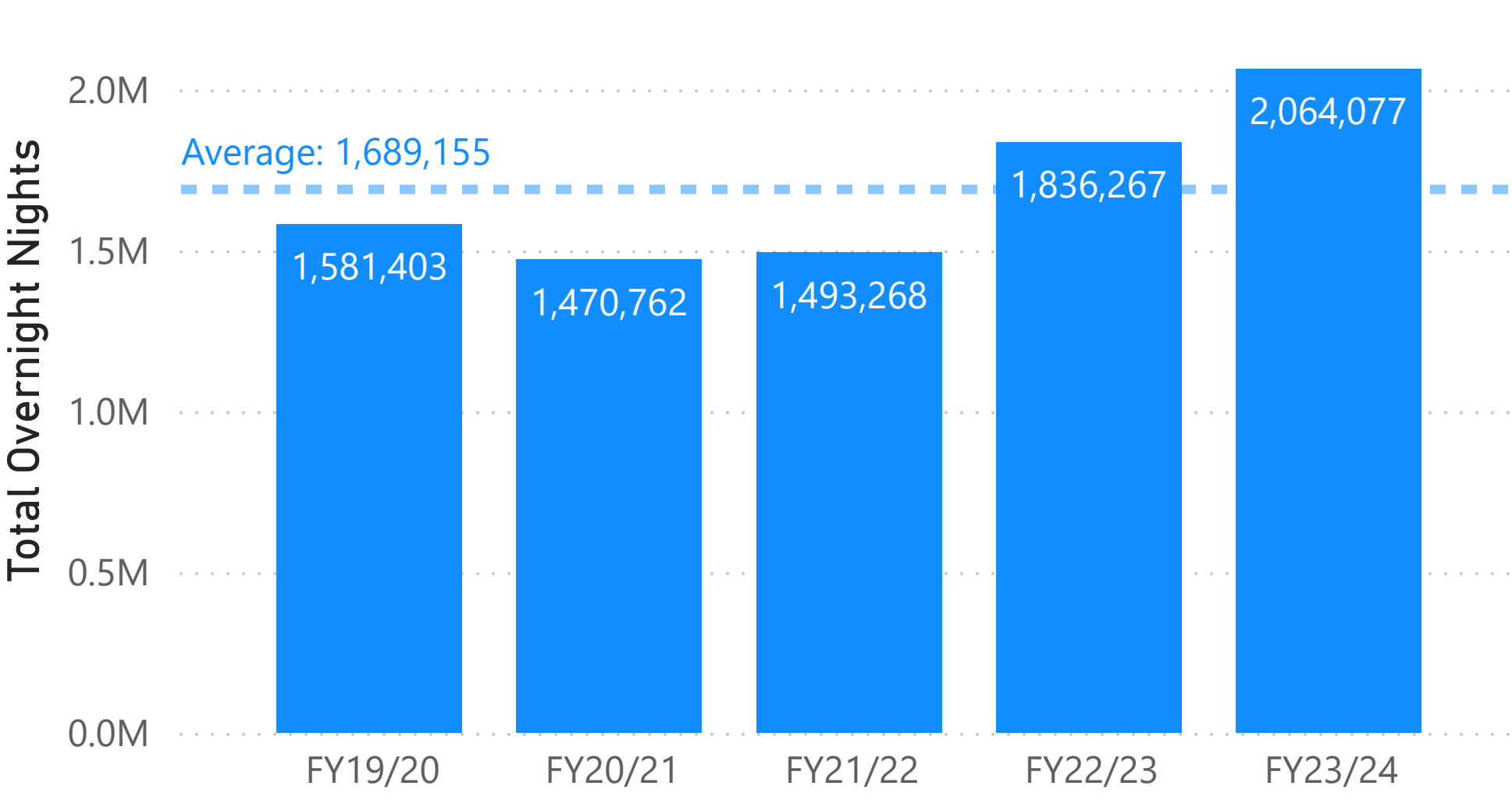
Total Overnight Visitors (Trips)
Albury Wodonga



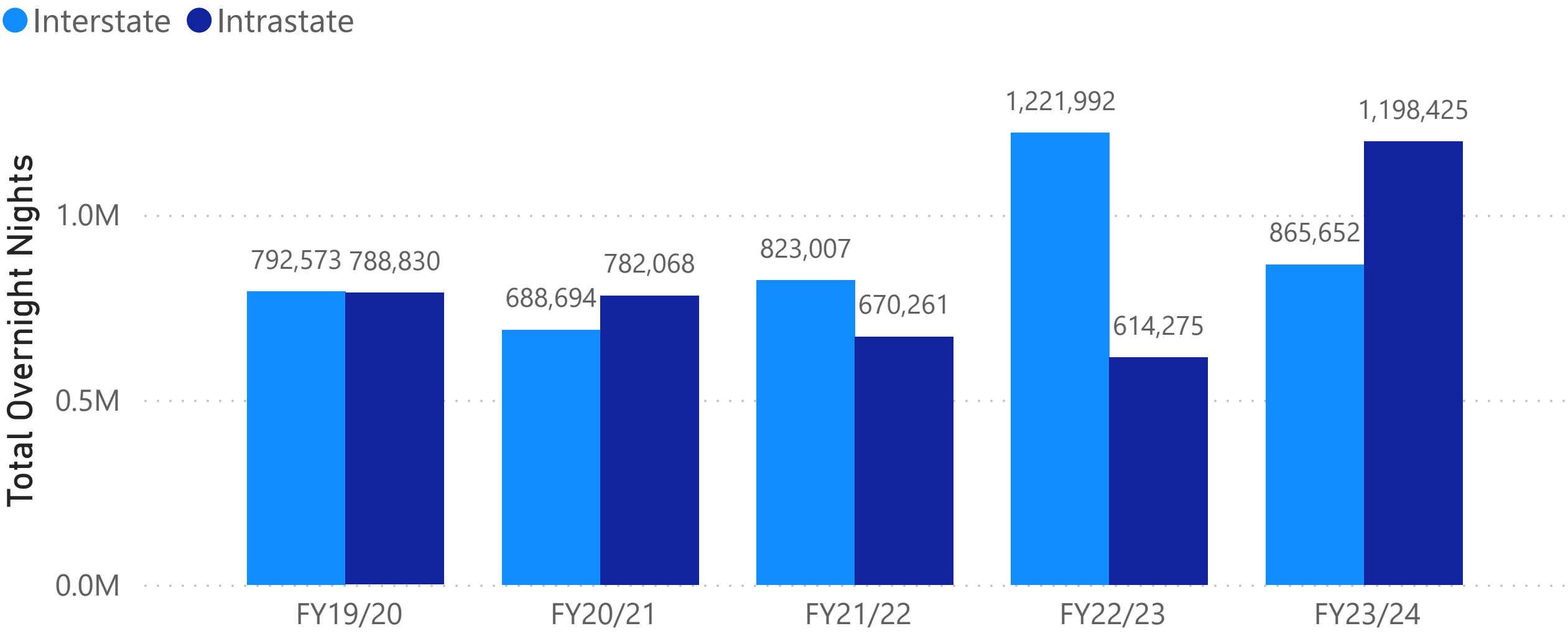
Total Overnight Visitors (Trips)
Albury Wodonga



Total Overnight Nights
Albury Wodonga

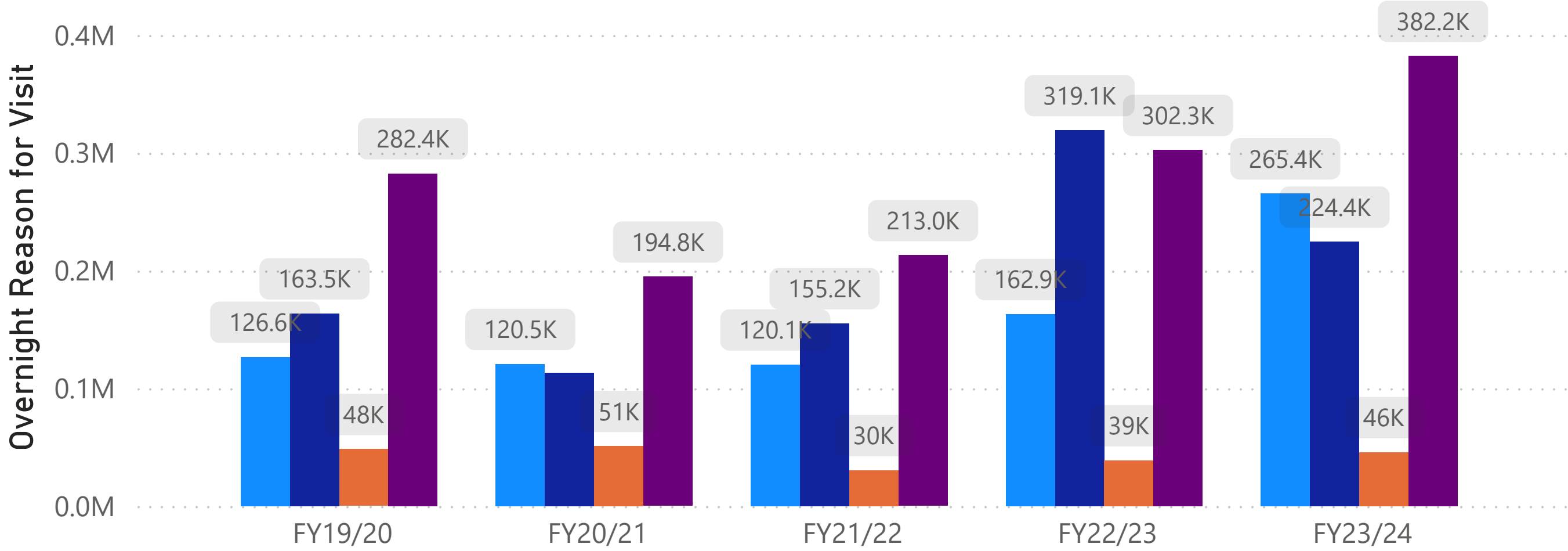


Total Overnight Nights
Albury Wodonga

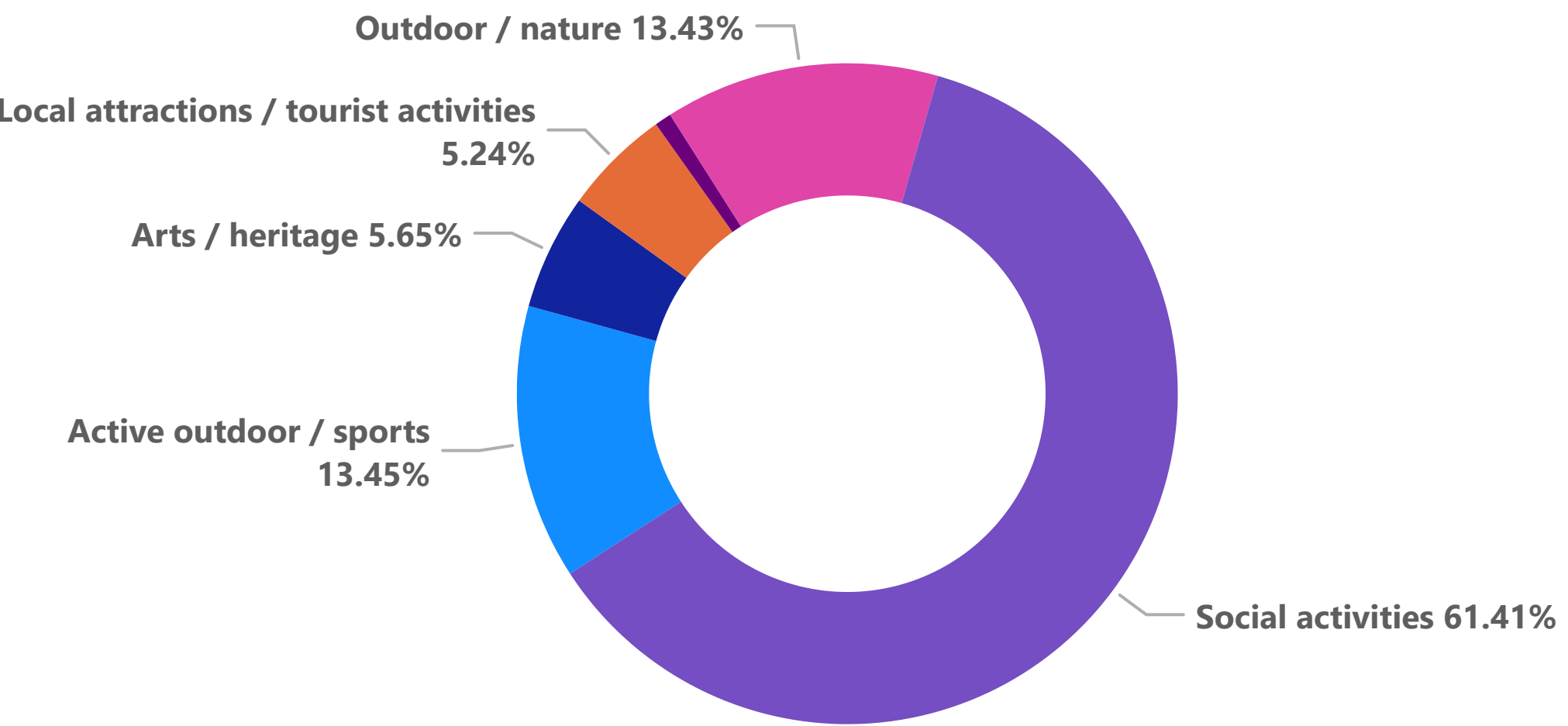


Visitor (Trips) Overnight Reason for Visit
Albury Wodonga

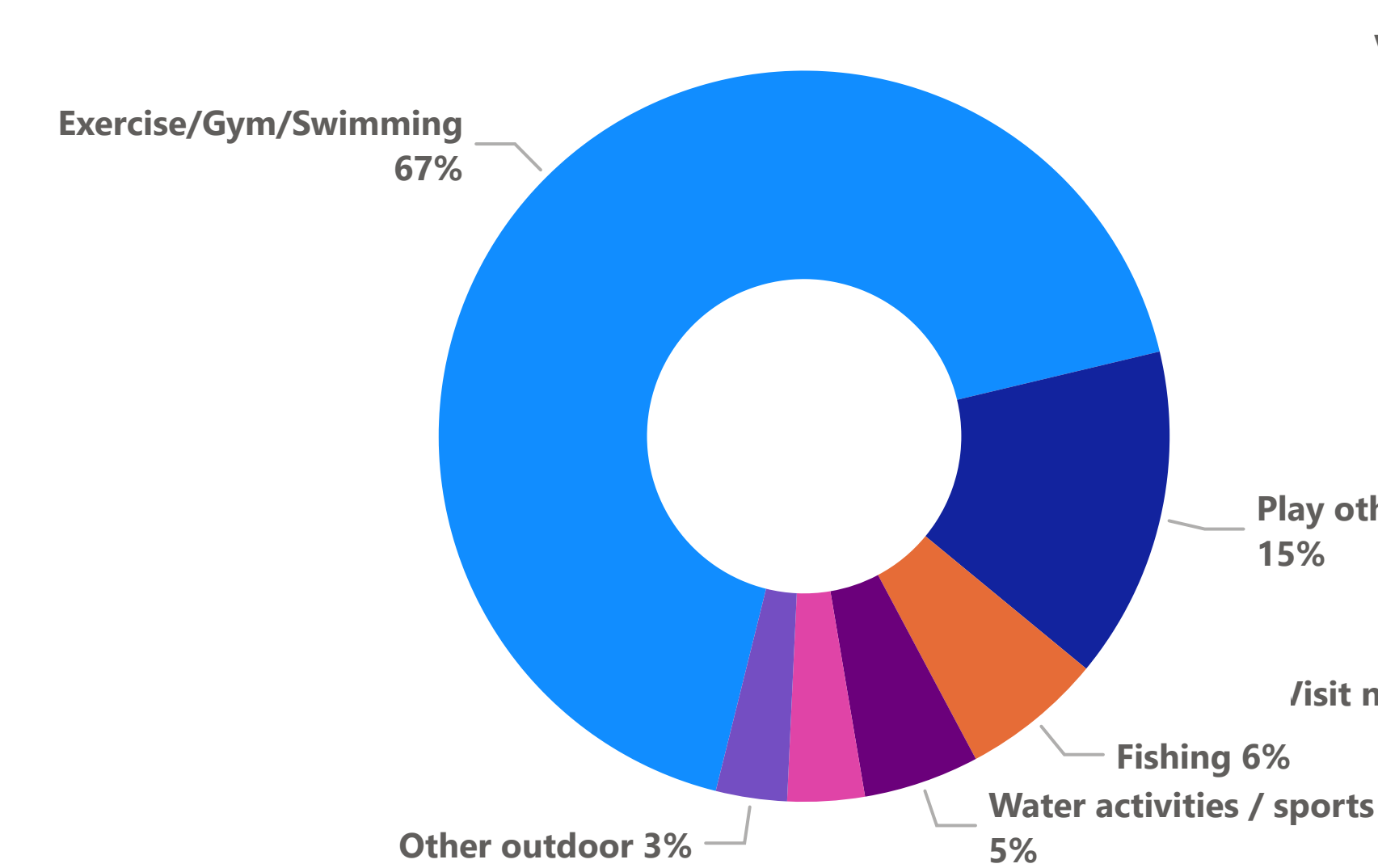
Reason For Visit Business Holiday Other reason Visiting friends and relatives



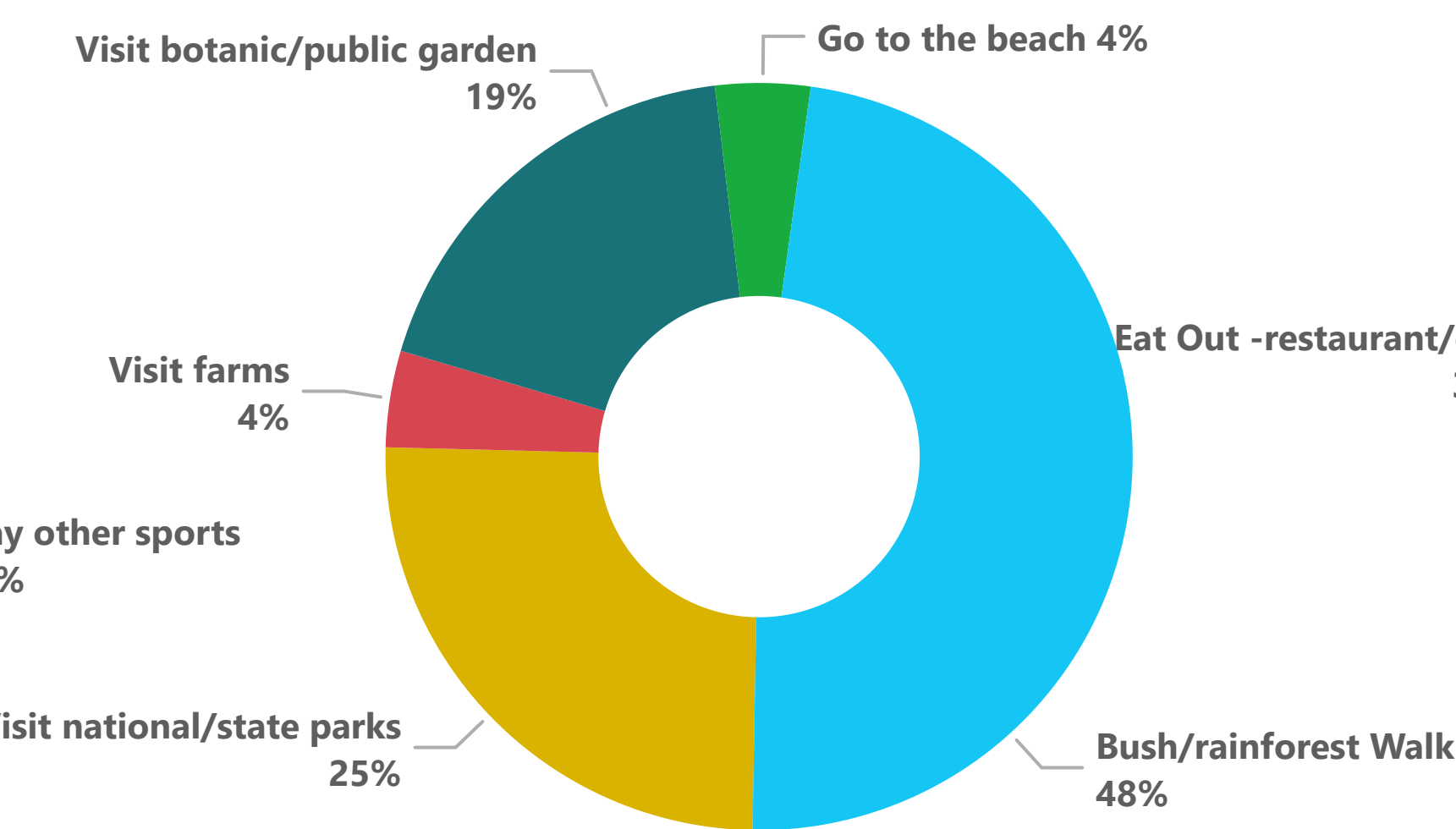
Overnight Visitor Main Activity FY 2023-24
Albury Wodonga



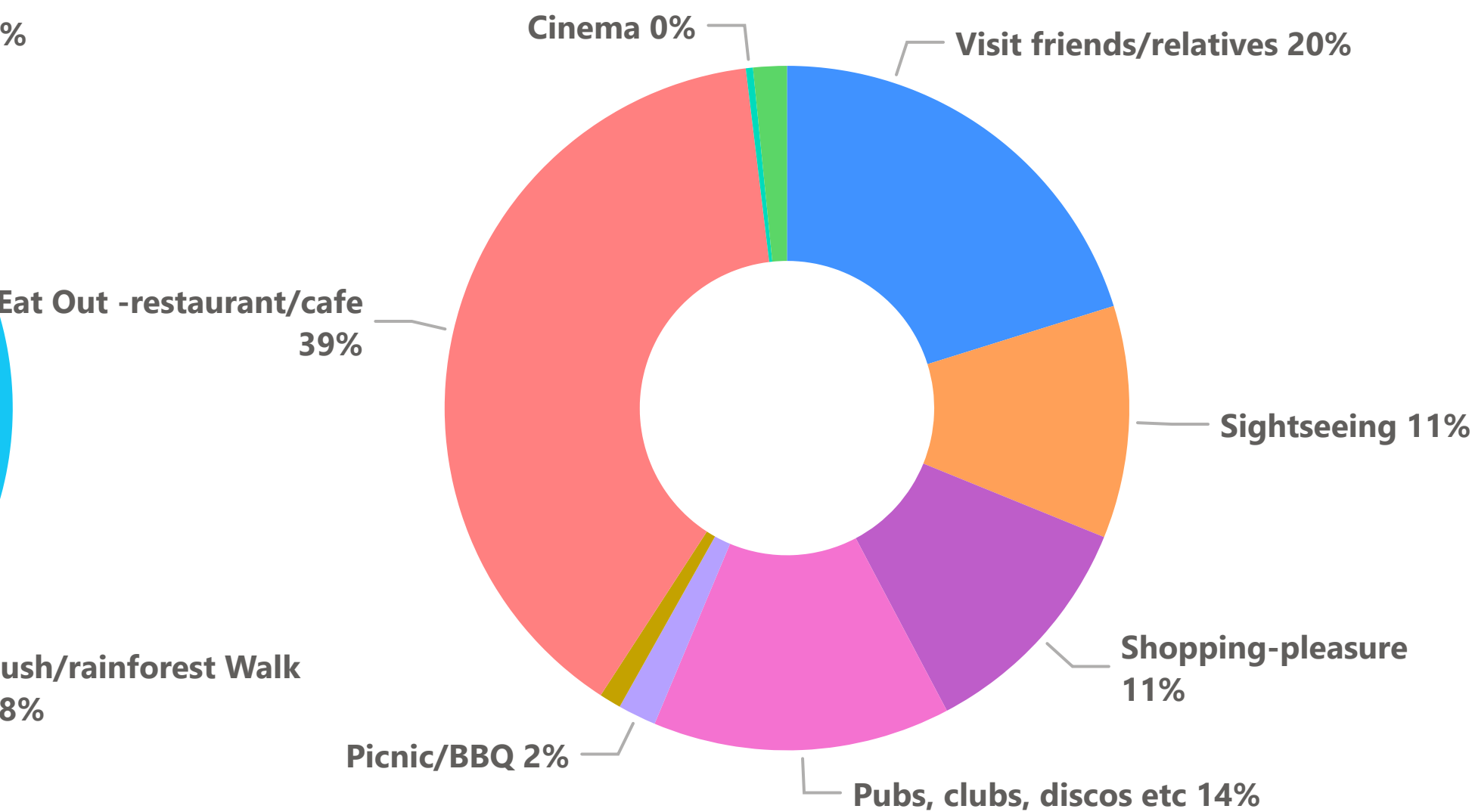
Albury Wodonga
Active outdoor / sports



Albury Wodonga
Outdoor / nature



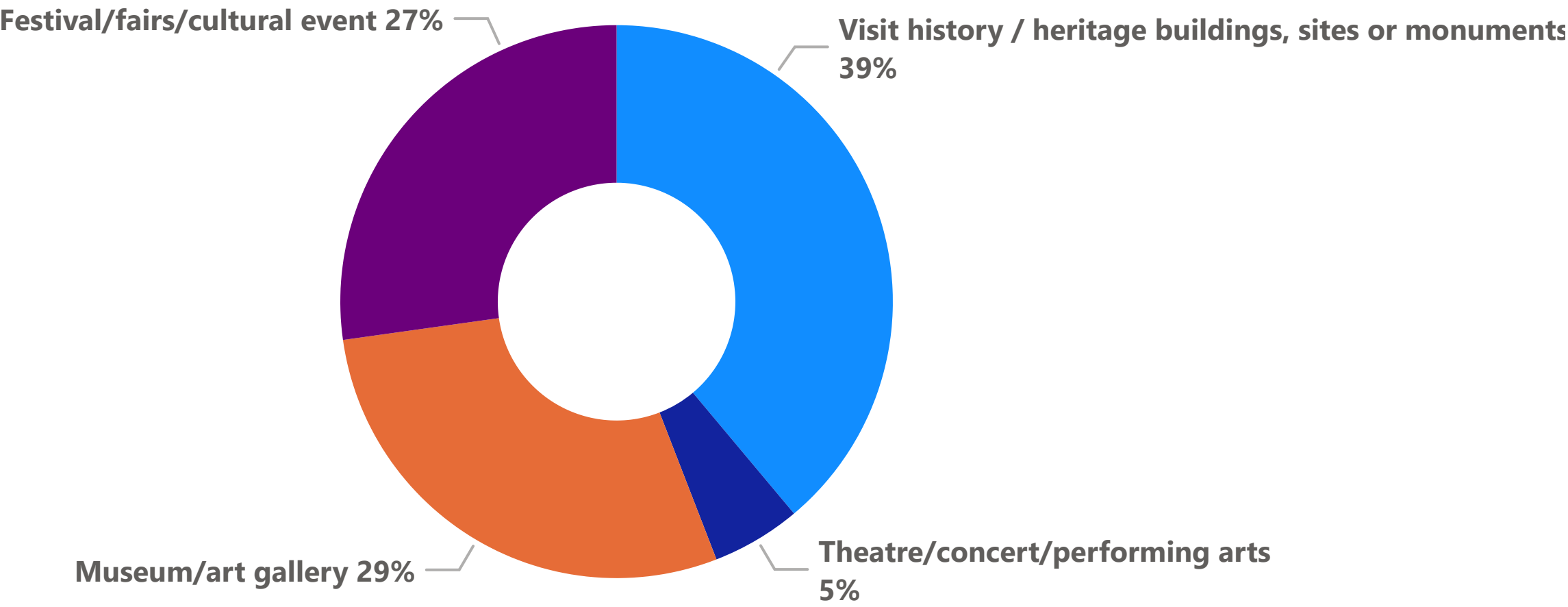
Albury Wodonga
Social activities



FY 2023-24

FY 2023-24

Albury Wodonga
Arts / heritage



Albury Wodonga
Local attractions / tourist activities

