



# TRAVEL RESULTS FOR THE MURRAY REGION

## January 2023 to December 2023

and change on January 2022 to December 2022

TOTAL TRAVEL		
	5.9 million	chg na
	10.4 million	chg na
	\$2.5 billion	chg na

International overnight travel		
	52.3 thousand	chg na
	1.5 million	chg na
	\$71 million	chg na

Domestic overnight travel		
	3.1 million	↑ 3.8%
	8.9 million	↑ 4.4%
	\$1.8 billion	↑ 3.1%

Domestic daytrip travel		
	2.7 million	↓ -8.0%
	\$604 million	↑ 26.9%

Total travel is the sum of international overnight travel, domestic overnight travel and domestic daytrip travel.

Sources: International Visitor Survey, National Visitor Survey & Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

[visitthemurray.com.au](https://visitthemurray.com.au)

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

# Travel to the Murray region

## For the period January 2023 to December 2023

### Total travel

#### Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Visitors ('000)</b>						
Domestic overnight visitors	3,228	1,605	2,167	2,996	3,110	+3.8%
International overnight visitors	72.0	na	na	na	52.3	chg na
Domestic daytrip visitors	3,499	2,211	2,280	2,973	2,734	-8.0%
<b>Total visitors</b>	<b>6,799</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>5,897</b>	<b>chg na</b>
<b>Nights ('000)</b>						
Domestic visitor nights	9,809	5,320	6,673	8,539	8,913	+4.4%
International visitor nights	1,759	na	na	na	1,474	chg na
<b>Total nights</b>	<b>11,568</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>10,388</b>	<b>chg na</b>
<b>Spend (\$ million)</b>						
Domestic overnight spend	\$1,478	\$767	\$935	\$1,724	\$1,777	+3.1%
International overnight spend	\$93	na	na	na	\$71	chg na
Domestic daytrip spend	\$509	\$342	\$351	\$476	\$604	+26.9%
<b>Total spend</b>	<b>\$2,080</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>\$2,453</b>	<b>chg na</b>

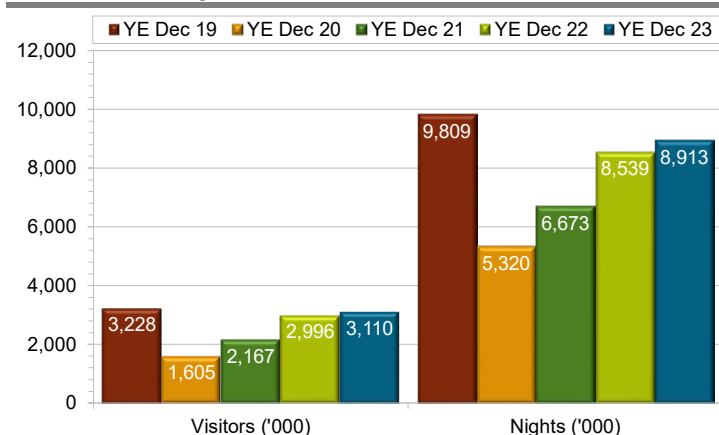
The Murray region received almost 5.9 million visitors - change on YE Dec 22 not available. Visitors spent nearly 10.4 million nights in the region - change on YE Dec 22 not available.

In total, visitors spent nearly \$2.5 billion on travel to the Murray region – change on YE Dec 22 not available.

*Total travel is the sum of domestic overnight, international overnight and domestic daytrip travel.*

### Domestic overnight travel

#### Visitors and nights



The Murray region received over 3.1 million domestic overnight visitors - up by 3.8% on YE Dec 22. Visitors spent over 8.9 million nights in the region – up by 4.4% on YE Dec 22.

#### Expenditure

Domestic overnight visitors spent nearly \$1.8 billion in the Murray region – up by 3.1% on YE Dec 22. On average, visitors spent \$199 per night – down by 1.2% on YE Dec 22.

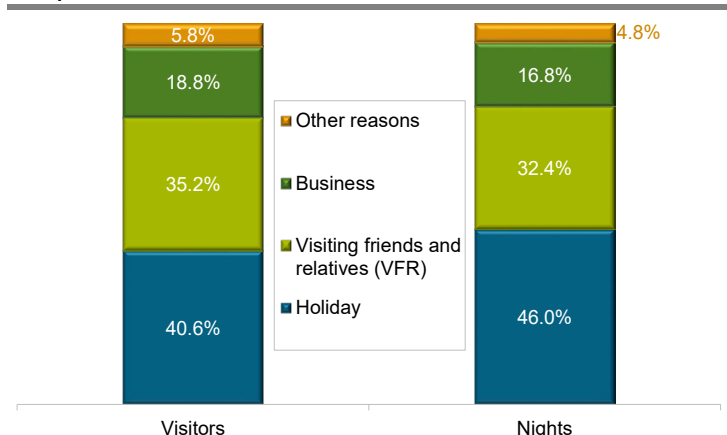
#### Market share

The domestic overnight sector represented 52.7% **total visitors** to the Murray region - change on YE Dec 22 not available. The sector contributed 72.5% of **total spend** in the region – change on YE Dec 22 not available.

The Murray region received 6.9% of visitors and 6.4% of visitor nights in the combined area of regional Victoria and regional NSW. Compared to YE Dec 22, the share of visitors was unchanged and the share of nights were up by 0.1 pt.

### Domestic overnight travel

#### Purpose of visit



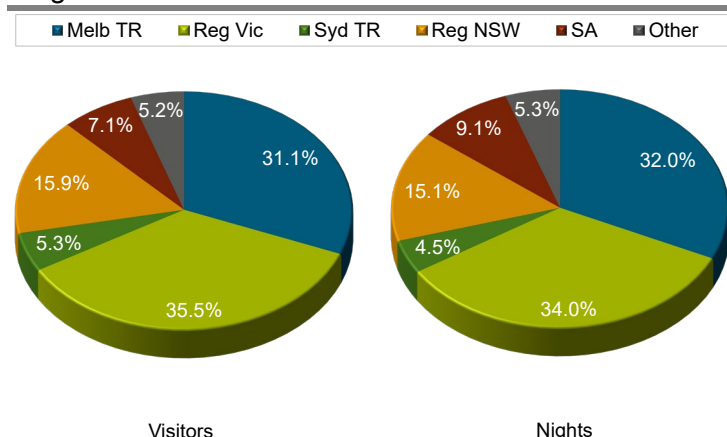
'Holiday' (40.6%) was the largest purpose for **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (35.2%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (18.8%). Compared to YE Dec 22, 'business' was up by 3.1% pts whilst 'holiday' was down by 1.7% pts.

'Holiday' (46.0%) was the largest purpose in terms of **visitor nights** in the Murray region. 'VFR' (32.4%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (16.8%). Compared to YE Dec 22, 'business' was up by 2.7% pts whilst 'holiday' was down by 2.6% pts.

#### Month returned from trip

October (10.9%) was the most popular month for visitors to return from their trip to the Murray region. December (10.6%) was the 2<sup>nd</sup> most popular month to return, followed by April (10.5%).

#### Origin



The Murray region received 66.5% of visitors and 66.0% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were up by 3.3% and nights were up by 6.7%.

**NSW** contributed 21.2% of visitors and 19.6% of nights in the region. Compared to YE Dec 22, NSW visitors were up by 6.4% and nights were down by 2.5%.

**South Australia** contributed 7.1% of visitors and 9.1% of nights in the region. Compared to YE Dec 22, visitors from South Australia were up by 27.5%.

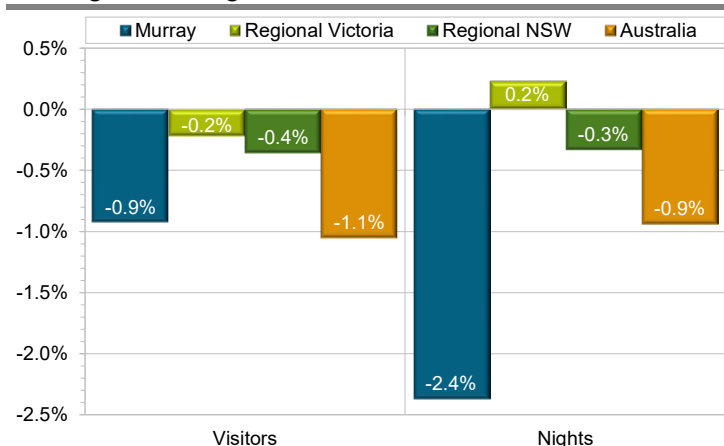
**Other states** contributed 5.2% of visitors and 5.3% of nights in the region. Compared to YE Dec 22, visitors from other states were down by 19.7%.

# Travel to the Murray region

## For the period January 2023 to December 2023

### Domestic overnight travel

#### Average annual growth - YE Dec 19 to YE Dec 23



Over the period YE Dec 19 to YE Dec 23, the Murray region had a decline of -0.9% in **visitors**. The region had a lower decline than Australia, but higher than regional Victoria and regional NSW over the period.

The Murray region had an average annual decline of -2.4% in **visitor nights** over the period. The region had higher decline than regional NSW and Australia. Regional Victoria experienced growth over the period.

#### Length of stay

Overnight visitors stayed, on average, 2.9 nights in the Murray region – unchanged on YE Dec 22.

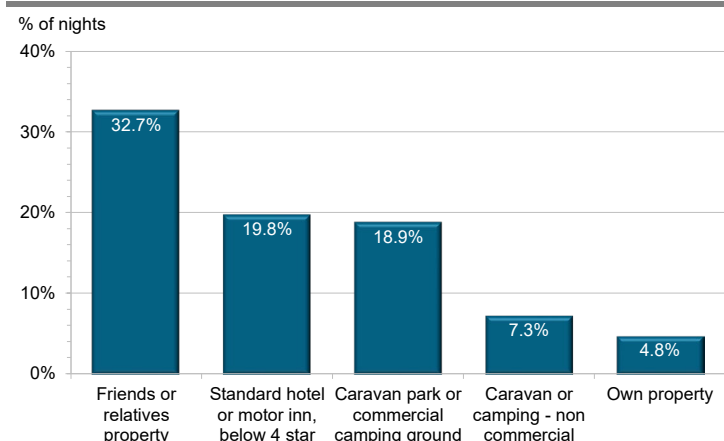
#### Activities

‘Eat out, dine at a restaurant or cafe’ (55.2%) was the most popular activity undertaken by visitors to the Murray region. ‘Visit friends and relatives’ (36.4%) was the 2<sup>nd</sup> most popular activity undertaken, followed by ‘pubs, clubs, discos etc’ (25.6%).

#### Transport

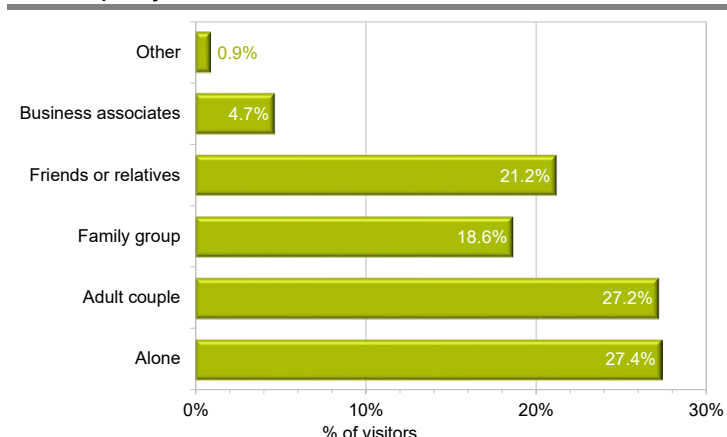
‘Private vehicle or company car’ (88.7%) was the most popular transport used by visitors to the Murray region. ‘Aircraft’ (4.3%) was the 2<sup>nd</sup> most popular transport used, followed by ‘railway’ (3.7%).

#### Accommodation



‘Friends or relatives property’ (32.7%) was the most popular accommodation type used for **visitor nights** in the Murray region. Compared to YE Dec 22, ‘own property’ was up by 3.5% pts whilst ‘caravan park or commercial camping’ was down by 3.4% pts.

#### Travel party



‘Alone’ (27.4%) was the most common travel party description of visitors to the Murray region. ‘Adult couple’ (27.2%) was the 2<sup>nd</sup> most common travel party description, followed by ‘friends and relatives’ (21.2%).

#### Lifecycle

‘Older non-working’ (23.0%) was the largest lifecycle group of visitors to the Murray region. ‘Parent with youngest child aged under 15’ (22.2%) was the 2<sup>nd</sup> largest lifecycle group, followed by ‘older working’ (19.8%).

#### Marital status

More visitors to the Murray region were married or part of a couple (63.3%) than single (36.7%).

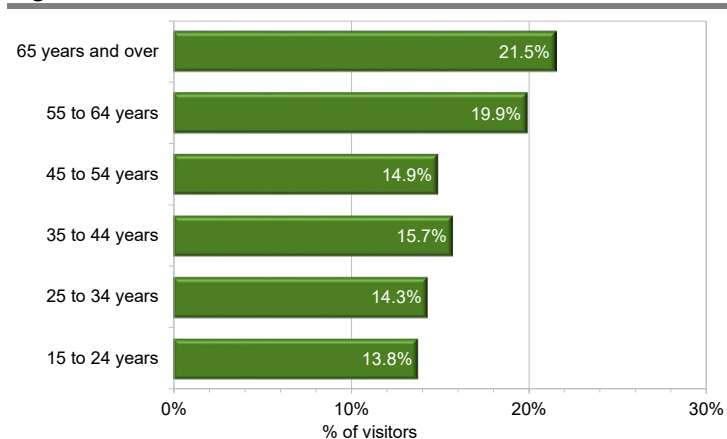
#### Employment

‘Working full time’ (51.2%) was the most common employment status of visitors to the Murray region. ‘Retired’ (21.6%) was the 2<sup>nd</sup> most common employment status, followed by ‘working part time’ (16.3%).

#### Gender

More visitors to the Murray region were male (52.9%) than female (47.1%).

#### Age



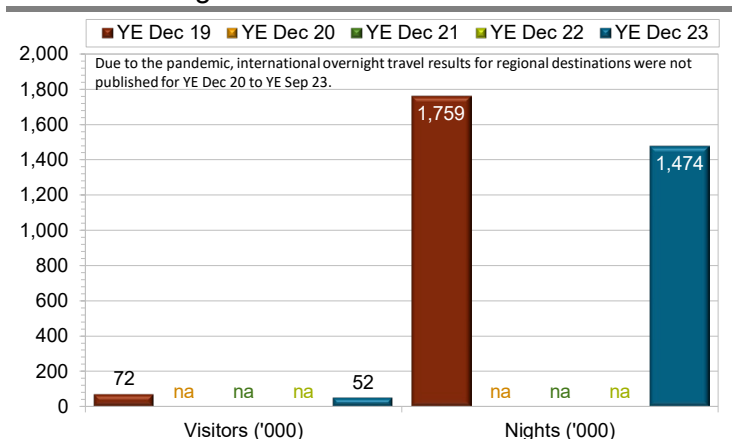
‘65 years and over’ (21.5%) was the biggest age group of visitors to the Murray region. ‘55 to 64 years’ (19.9%) was the 2<sup>nd</sup> biggest age group, followed by ‘35 to 44 years’ (15.7%).

# Travel to the Murray region

## For the period January 2023 to December 2023

### International overnight travel

#### Visitors and nights



The Murray region received 52,300 international overnight visitors - change on YE Dec 22 not available. Visitors spent nearly 1.5 million nights in the region - change on YE Dec 22 not available.

#### Expenditure

International overnight visitors spent \$71 million in the Murray region - change on YE Dec 22 not available. On average, visitors spent \$48 per night - change on YE Dec 22 not available.

#### Market share

The international overnight sector represented 0.9% **total visitors** to the Murray region - change on YE Dec 22 not available. The sector contributed 2.9% of **total spend** in the region - change on YE Dec 22 not available.

The Murray region received 5.4% of visitors and 7.2% of visitor nights in the combined area of regional Victoria and regional NSW. Change on YE Dec 22 not available.

#### Purpose of visit

'Holiday' (43.2%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives' (30.5%) was the 2<sup>nd</sup> largest, followed by 'employment' (10.9%).

#### Accommodation

'Rented house, apartment, flat or unit' (26.4%) was the most popular accommodation type used for **visitor nights** in the Murray region. 'Friends or relatives property' (24.1%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'backpacker or hostel' (17.2%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.7%	13	Mainland China	1.1%
2	New Zealand	14.6%	14	France	1.0%
3	USA	7.9%	15	Italy	0.9%
4	Canada	4.8%	16	Japan	0.8%
5	Indonesia	4.3%	17	Thailand	0.5%
6	India	3.7%	18	Malaysia	0.4%
7	Germany	3.4%	19	Hong Kong	0.0%
8	Netherlands	3.3%	20	Taiwan	0.0%
9	Singapore	2.2%			
10	Scandinavia	1.8%		Other Asia	9.6%
11	Korea	1.6%		Other Europe	7.9%
12	Switzerland	1.5%		Other Countries	11.1%

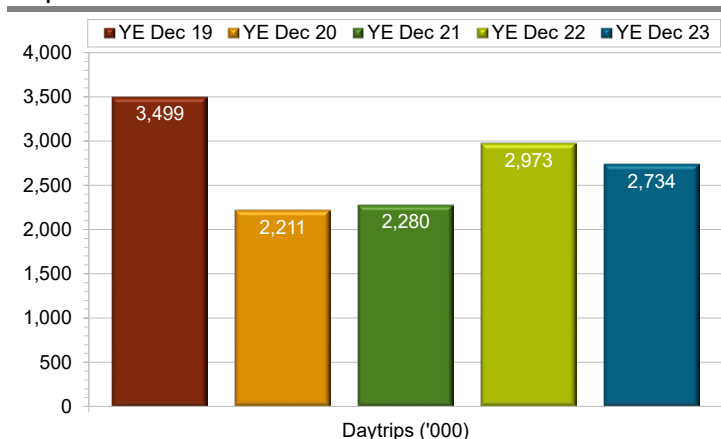
United Kingdom (17.7%) was the Murray region's largest source of visitors. New Zealand (14.6%) was the 2<sup>nd</sup> largest source market, followed by USA (7.9%).

Sources: International Visitor Survey, National Visitor Survey & Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

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

### Domestic daytrip travel

#### Trips



The Murray region received over 2.7 million domestic daytrip visitors - down by 8.0% on YE Dec 22.

#### Expenditure

Domestic daytrip visitors spent \$604 million in the Murray region - up by 26.9% on YE Dec 22. On average, visitors spent \$221 per trip - up by 37.9% on YE Dec 22.

#### Market share

The domestic daytrip sector represented 46.4% **total visitors** to the Murray region - change on YE Dec 22 not available. The sector contributed 24.6% of **total spend** in the region - change on YE Dec 22 not available. The Murray region received 3.5% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Dec 22, the share was down by 0.6% pts.

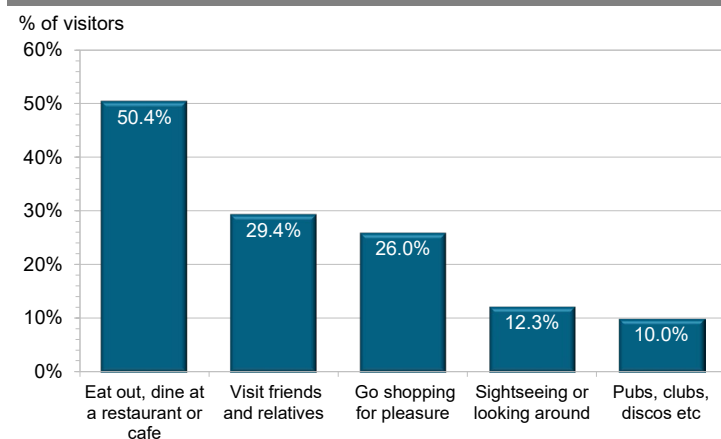
#### Main purpose of trip

'Holiday' (47.4%) was the largest purpose for visitors to the Murray region. 'Visiting friends and relatives (VFR)' (19.4%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (12.4%). Compared to YE Dec 22, 'holiday' was up by 3.7% pts whilst 'VFR' was down by 5.1% pts.

#### Age

'65 years and over' (28.0%) was the biggest age group of visitors to the Murray region. '45 to 54 years' (21.0%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (15.7%).

#### Activities






'Eat out, dine at a restaurant or cafe' (50.4%) was the most popular activity undertaken by visitors to the region.



# DOMESTIC TRAVEL TO MILDURA / WENTWORTH

January 2023 to December 2023  
and change on January 2022 to December 2022



## Domestic overnight travel

	605 thousand	↑	23.9%
	1.8 million	↑	36.4%
	\$443 million	↑	65.1%

## Total domestic travel

	901 thousand	→	0.0%
	1.8 million	↑	36.4%
	\$566 million	↑	69.4%

## Domestic daytrip travel

	np	chg na
	np	chg na



[visitthemurray.com.au](https://visitthemurray.com.au)

Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

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

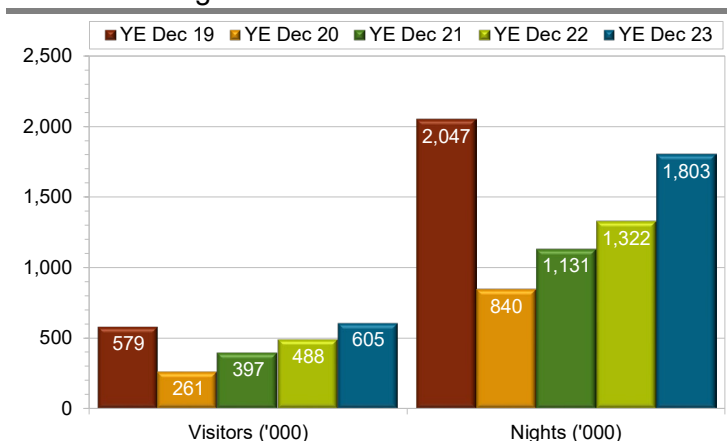


# Domestic travel to Mildura / Wentworth

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

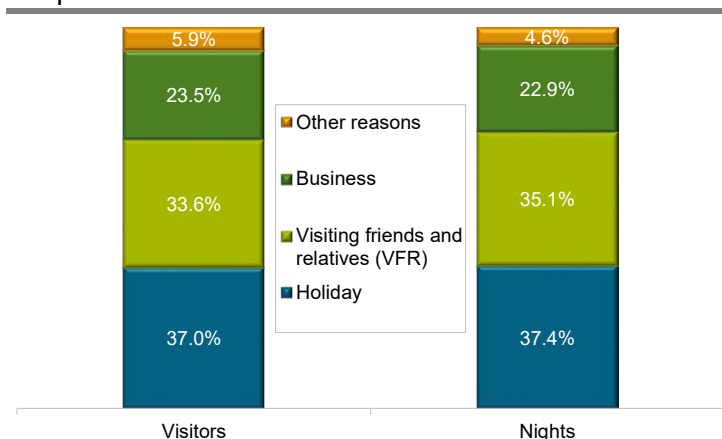


Mildura / Wentworth received 605,000 overnight visitors – up by 23.9% on YE Dec 22. Visitors spent over 1.8 million nights in the region - up by 36.4% on YE Dec 22.

#### Market share

Mildura / Wentworth received 19.5% of overnight visitors and 20.2% of visitor nights in the Murray region. Compared to YE Dec 22, the share of visitors was up by 3.2% pts and the share of nights was up by 4.7% pts.

#### Purpose of visit



'Holiday' (37.0%) was the largest purpose for overnight **visitors** to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (33.6%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (23.5%). Compared to YE Dec 22, 'VFR' was up by 9.0% pts whilst 'holiday' was down by 14.4% pts.

'Holiday' (37.4%) was the largest purpose in terms of **visitor nights** in Mildura / Wentworth. 'VFR' (35.1%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (22.9%). Compared to YE Dec 22, 'VFR' was up by 10.0% pts whilst 'holiday' was down by 13.7% pts.

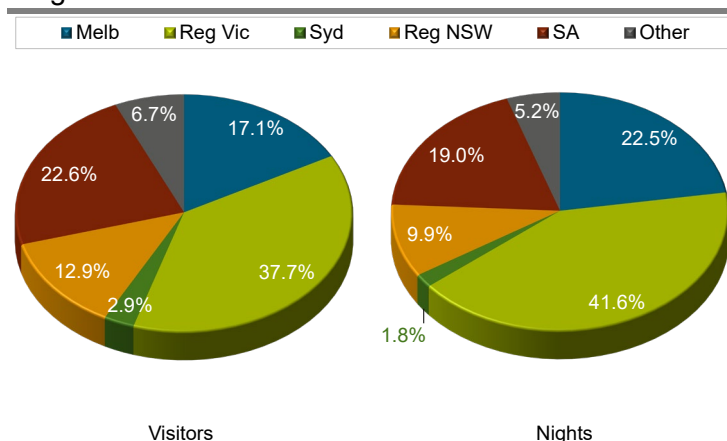
#### Accommodation

'Friends or relatives property' (34.6%) was the most popular accommodation type used for **visitor nights** in Mildura / Wentworth. 'Standard hotel or motor inn, below 4 star' (19.0%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping' (13.9%).

Compared to YE Dec 22, 'friends or relatives property' was up by 7.1% pts whilst 'caravan park or commercial camping' was down by 14.7% pts.

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

#### Origin



Mildura / Wentworth received 54.8% of overnight visitors and 64.1% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were up by 31.2% and nights were up by 50.3%.

**NSW** contributed 15.8% of visitors and 11.7% of nights in the region. Compared to YE Dec 22, NSW visitors were down by 4.4%.

**South Australia** contributed 22.6% of visitors and 19.0% of nights in the region. Compared to YE Dec 22, South Australian visitors were up by 24.1%.

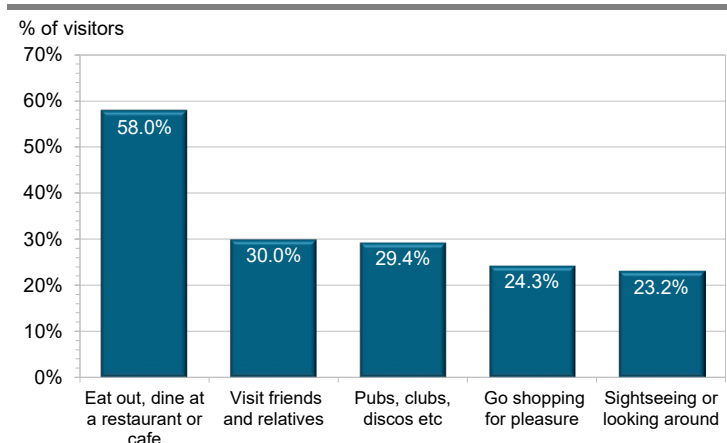
#### Length of stay

Overnight visitors stayed, on average, 3 nights in Mildura / Wentworth – up by 0.3 nights on the YE Dec 22.

#### Age

'65 years and over' (26.1%) was the biggest age group of overnight visitors to Mildura / Wentworth. '55 to 64 years' (23.8%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (16.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (58.0%) was the most popular activity undertaken by overnight visitors to Mildura / Wentworth. 'Visit friends and relatives' (30.0%) was the 2<sup>nd</sup> most popular activity, followed by 'pubs, clubs, discos etc' (29.4%).

#### Expenditure

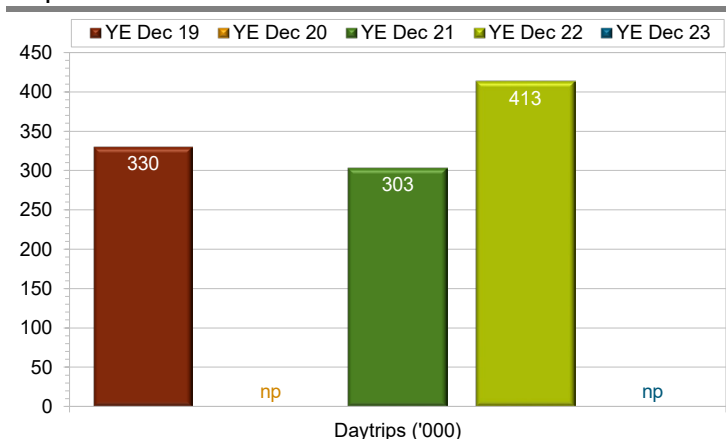
Overnight visitors spent \$443 million in Mildura / Wentworth – up by 65.1% on YE Dec 22. On average, visitors spent \$246 per night – up by 21.1% on YE Dec 22.

# Domestic travel to Mildura / Wentworth

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Estimates of daytrip visitors to Mildura / Wentworth for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

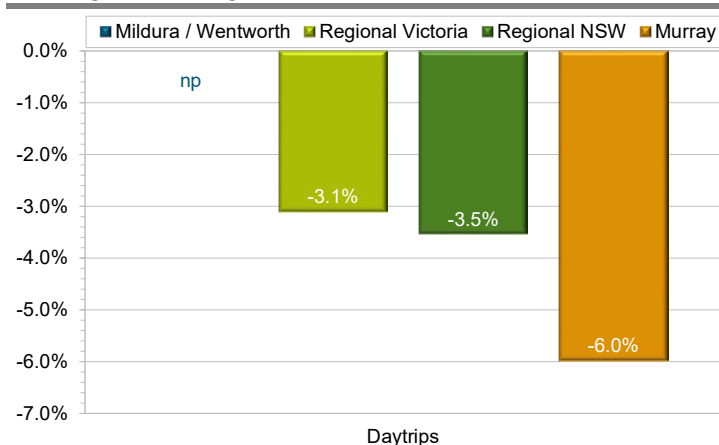
#### Expenditure

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

#### Market share

Not publishable.

#### Average annual growth - YE Dec 19 to YE Dec 23



Over the period YE Dec 19 to YE Dec 23, regional Victoria, regional NSW and the Murray region experienced a decline in daytrips. The results for Mildura / Wentworth are 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 Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	579	261	397	488	605	+23.9%
Daytrip visitors	330	np	303	413	np	chg na
<b>Total domestic visitors</b>	<b>909</b>	<b>np</b>	<b>699</b>	<b>902</b>	<b>901</b>	<b>-0.0%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,047</b>	<b>840</b>	<b>1,131</b>	<b>1,322</b>	<b>1,803</b>	<b>+36.4%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$291	\$119	\$171	\$268	\$443	+65.1%
Daytrip spend	\$39	np	np	np	np	chg na
<b>Total domestic spend</b>	<b>\$329</b>	<b>\$163</b>	<b>\$217</b>	<b>\$334</b>	<b>\$566</b>	<b>+69.4%</b>

Mildura / Wentworth received 901,000 domestic **visitors** – down marginally on YE Dec 22. Visitors spent over 1.8 million **nights** in the region – up by 36.4% on YE Dec 22.




In total, domestic visitors **spent** \$566 million on travel to Mildura / Wentworth – up by 69.4% on YE Dec 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

# DOMESTIC TRAVEL TO SWAN HILL REGION

January 2023 to December 2023  
and change on January 2022 to December 2022



## Domestic overnight travel

	354 thousand	↓ -10.4%
	912 thousand	↓ -2.8%
	\$163 million	↑ 3.8%

## Total domestic travel

	667 thousand	↓ -11.6%
	912 thousand	↓ -2.8%
	\$206 million	↓ -12.6%

## Domestic daytrip travel

	np	chg na
	np	chg na



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

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

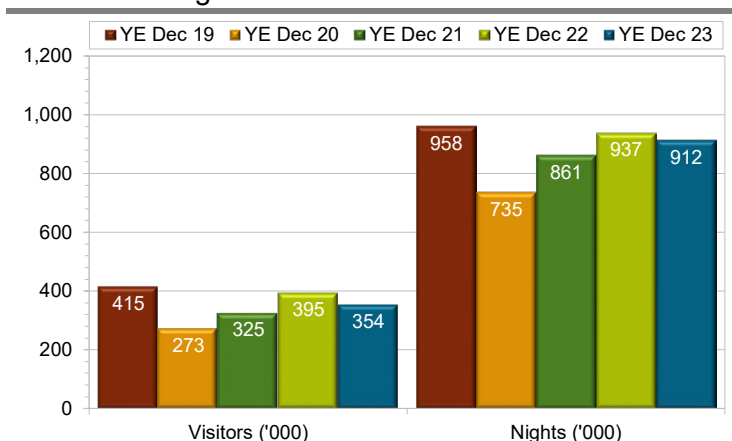


# Domestic travel to the Swan Hill region

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

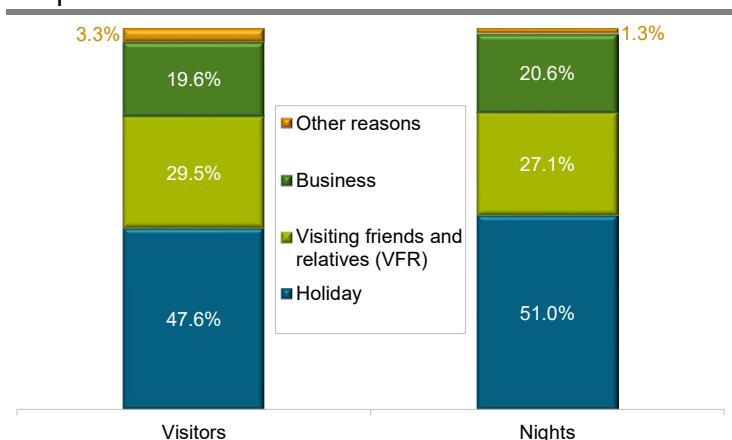


The Swan Hill region received 354,000 overnight visitors – down by 10.4% on YE Dec 22. Visitors spent 912,000 nights in the region – down by 2.8% on YE Dec 22.

#### Market share

The Swan Hill region received 11.4% of overnight visitors and 10.2% of visitor nights in the Murray region. Compared to YE Dec 22, the share of visitors was down by 1.8% pts and the share of nights was down by 0.8% pts.

#### Purpose of visit



'Holiday' (47.6%) was the largest purpose for overnight **visitors** to the Swan Hill region. 'Visiting friends and relatives (VFR)' (29.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (19.6%). Compared to YE Dec 22, 'holiday' was up by 9.3% pts whilst 'VFR' was down by 8.0% pts.

'Holiday' (51.0%) was the largest purpose in terms of **visitor nights** in the Swan Hill region. 'VFR' (27.1%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (20.6%). Compared to YE Dec 22, 'holiday' was up by 13.4% pts whilst 'VFR' was down by 8.7% pts.

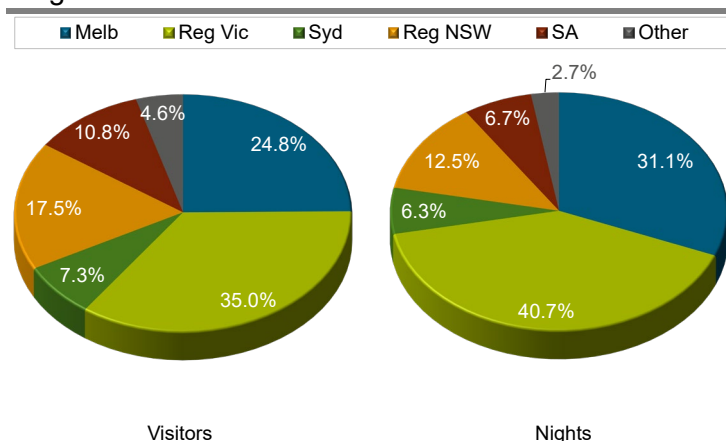
#### Accommodation

'Caravan park or commercial camping ground' (25.3%) was the most popular accommodation type used for **visitor nights** in the Swan Hill region. 'Friends or relatives property' (24.2%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (16.7%).

Compared to YE Dec 22, 'own property' was up by 9.0% pts whilst 'friends or relatives property' was down by 4.9% pts.

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

#### Origin



The Swan Hill region received 59.8% of overnight visitors and 71.9% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were down by 18.1% and nights were up by 15.5%.

**New South Wales** contributed 24.8% of visitors and 18.8% of nights in the region. Compared to YE Dec 22, NSW visitors were up by 13.3%.

**South Australia** contributed 10.8% of visitors and 6.7% of nights in the region.

**Other states** contributed 4.6% of visitors and 2.7% of nights in the region.

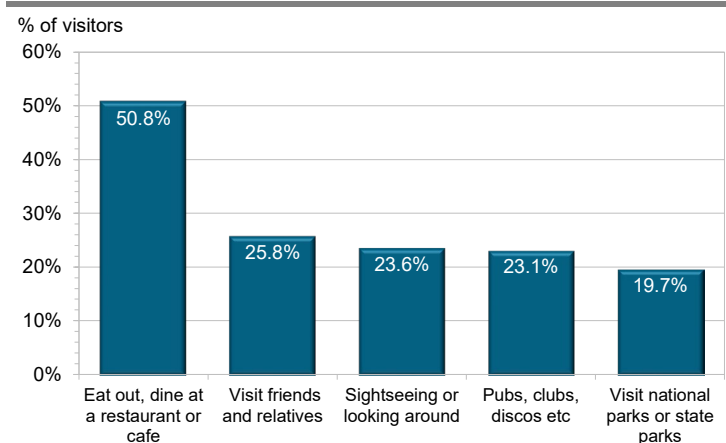
#### Length of stay

Overnight visitors stayed, on average, 2.6 nights in the Swan Hill region – up by 0.2 nights on the YE Dec 22.

#### Age

'65 years and over' (29.0%) was the biggest age group of overnight visitors to the Swan Hill region. '55 to 64 years' (21.0%) was the 2<sup>nd</sup> biggest age group, followed by '45 to 54 years' (15.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (50.8%) was the most popular activity undertaken by overnight visitors to the Swan Hill region.

#### Expenditure

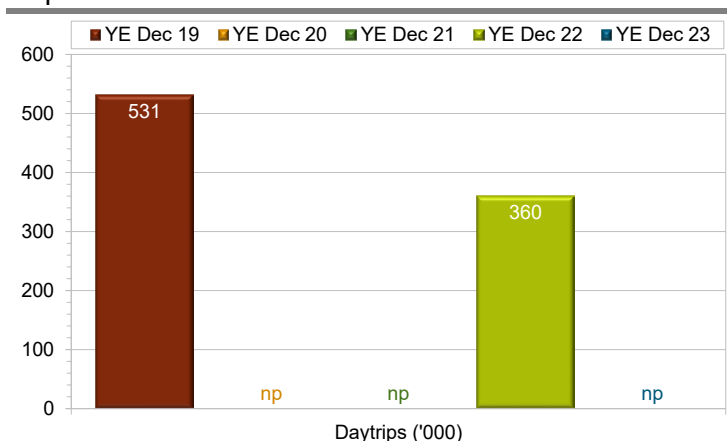
Overnight visitors spent \$163 million in the Swan Hill region – up by 3.8% on YE Dec 22. On average, visitors spent \$179 per night – up by 6.7% on YE Dec 22.

# Domestic travel to the Swan Hill region

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Estimates of daytrip visitors to the Swan Hill region for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

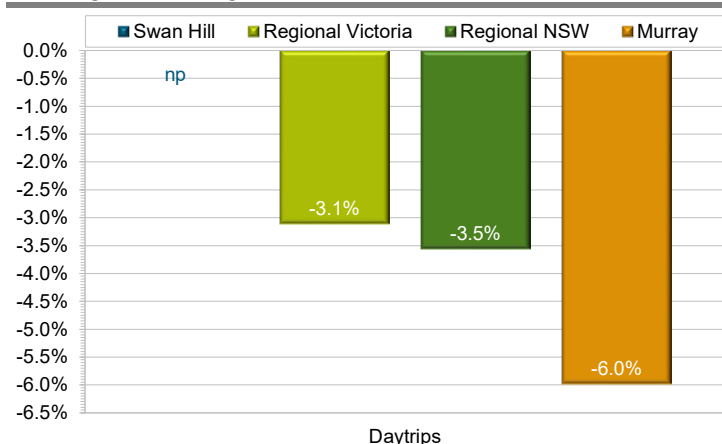
#### Expenditure

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

#### Market share

Not publishable.

#### Average annual growth - YE Dec 19 to YE Dec 23



Over the period YE Dec 19 to YE Dec 23, regional Victoria, regional NSW and the Murray region experienced a decline in daytrips. The results for the Swan Hill region are 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 Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	415	273	325	395	354	-10.4%
Daytrip visitors	531	np	np	360	np	chg na
<b>Total domestic visitors</b>	<b>945</b>	<b>524</b>	<b>574</b>	<b>755</b>	<b>667</b>	<b>-11.6%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>958</b>	<b>735</b>	<b>861</b>	<b>937</b>	<b>912</b>	<b>-2.8%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$118	\$99	\$89	\$157	\$163	+3.8%
Daytrip spend	\$97	np	np	np	np	chg na
<b>Total domestic spend</b>	<b>\$215</b>	<b>\$126</b>	<b>\$118</b>	<b>\$235</b>	<b>\$206</b>	<b>-12.6%</b>

The Swan Hill region received 667,000 domestic **visitors** – down by 11.6% on YE Dec 22. Visitors spent 912,000 **nights** in the region – down by 2.8% on YE Dec 22.




In total, domestic visitors **spent** \$206 million on travel to the Swan Hill region - down by 12.6% on YE Dec 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.




# DOMESTIC TRAVEL TO ECHUCA / MOAMA

January 2023 to December 2023  
and change on January 2022 to December 2022



## Domestic overnight travel

	779 thousand	→	0.7%
	2.3 million	↑	4.4%
	\$396 million	→	-0.4%

## Total domestic travel

	1.5 million	→	-0.1%
	2.3 million	↑	4.4%
	\$591 million	↑	14.6%

## Domestic daytrip travel

	750 thousand	→	-0.9%
	\$195 million	↑	65.3%



[visitthemurray.com.au](https://visitthemurray.com.au)

Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

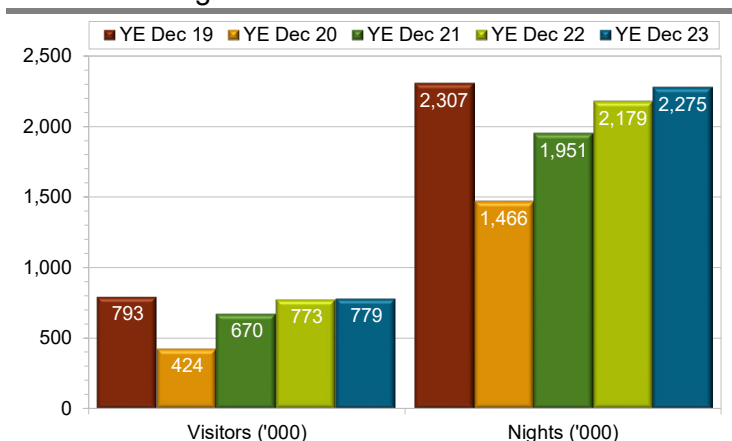
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

# Domestic travel to Echuca / Moama

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

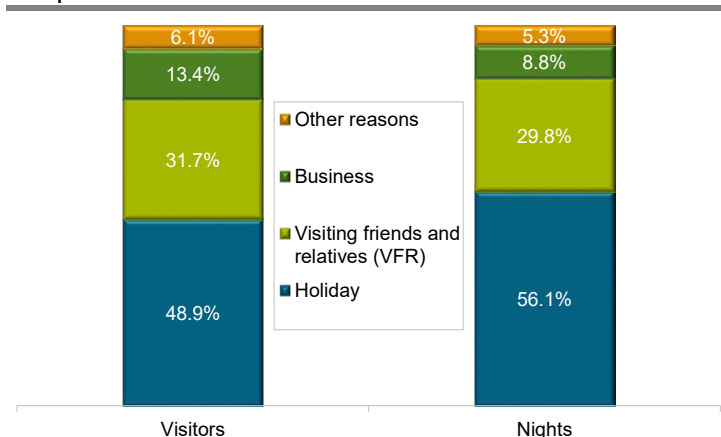


Echuca / Moama received 779,000 overnight visitors – up by 0.7% on YE Dec 22. Visitors spent nearly 2.3 million nights in the region – up by 4.4% on YE Dec 22.

#### Market share

Echuca / Moama received 25.0% of overnight visitors and 25.5% of visitor nights in the Murray region. Compared to YE Dec 22, share of visitors was down by 0.8% pts and share of nights was unchanged.

#### Purpose of visit



'Holiday' (48.9%) was the largest purpose for overnight **visitors** to Echuca / Moama. 'Visiting friends and relatives (VFR)' (31.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (13.4%). Compared to YE Dec 22, 'business' was up by 3.9% pts whilst 'other nfd' was down by 2.2% pts.

'Holiday' (56.1%) was the largest purpose in terms of **visitor nights** in Echuca / Moama. 'VFR' (29.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (8.8%). Compared to YE Dec 22, 'holiday' was up by 2.4% pts whilst 'other nfd' was down by 2.7% pts.

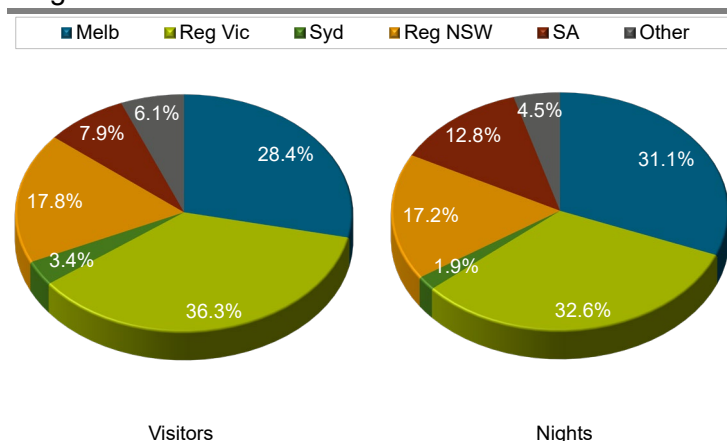
#### Accommodation

'Caravan park or commercial camping ground' (31.4%) was the most popular accommodation type used for **visitor nights** in Echuca / Moama. 'Friends or relatives property' (29.4%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.5%).

Compared to YE Dec 22, 'caravan park or commercial camping ground' was up by 5.2% pts whilst 'caravan or camping – non commercial' was down by 5.2% pts.

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

#### Origin



Echuca / Moama received 64.8% of overnight visitors and 63.7% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were down by 14.2% and nights were down by 15.3%.

**New South Wales** contributed 21.2% of visitors and 19.1% of nights in the region. Compared to YE Dec 22, NSW visitors were up by 43.1%.

**Other states** contributed 14.1% of visitors and 17.2% of nights in the region. Compared to YE Dec 22, visitors from other states were up by 56.3%.

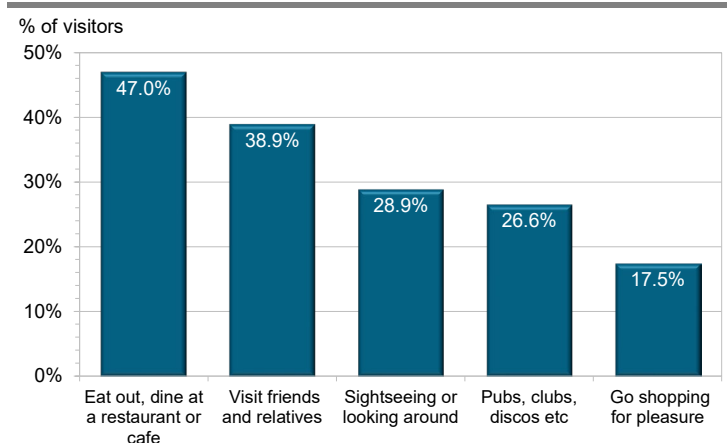
#### Length of stay

Overnight visitors stayed, on average, 2.9 nights in Echuca / Moama – up by 0.1 night on the YE Dec 22.

#### Age

'55 to 64 years' (23.5%) was the biggest age group of overnight visitors to Echuca / Moama. '65 years and over' (20.9%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (19.2%).

#### Activities



'Eat out, dine at a restaurant or cafe' (47.0%) was the most popular activity undertaken by overnight visitors to Echuca / Moama. 'Visit friends and relatives' (38.9%) was the 2<sup>nd</sup> most popular activity, followed by 'sightseeing or looking around' (28.9%).

#### Expenditure

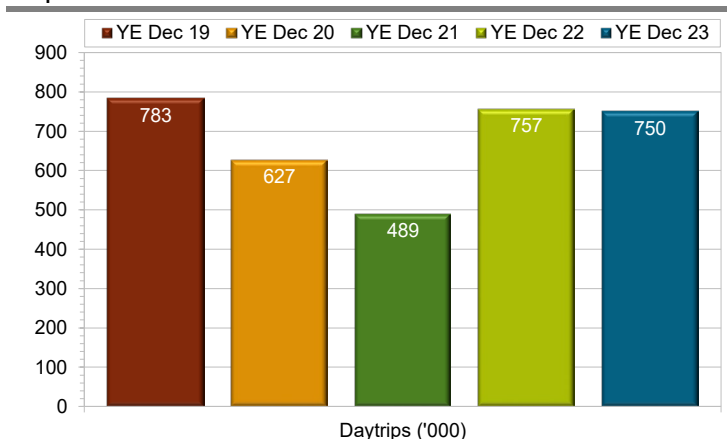
Overnight visitors spent \$396 million in Echuca / Moama – down by 0.4% on YE Dec 22. On average, visitors spent \$174 per night – down by 4.6% on YE Dec 22.

# Domestic travel to Echuca / Moama

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Echuca / Moama received 750,000 daytrip visitors - down by 0.9% on YE Dec 22.

#### Expenditure

Daytrip visitors spent \$195 million in Echuca / Moama - up by 65.3% on YE Dec 22. On average, visitors spent \$259 per trip - up by 66.9% on YE Dec 22.

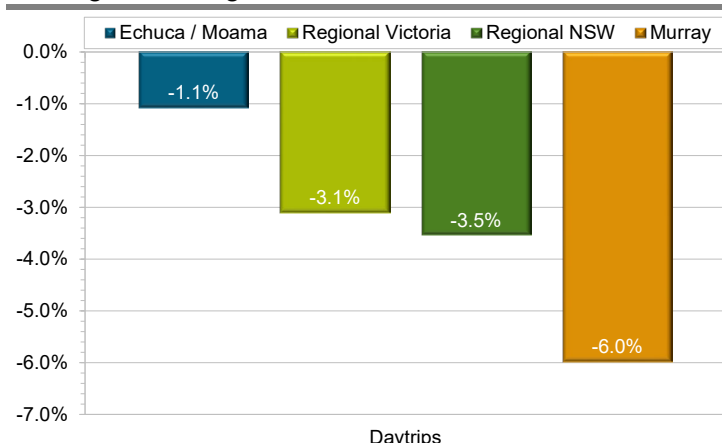
#### Market share

The daytrip sector represented 49.1% all domestic **visitors** to Echuca / Moama - down by 0.4% pts on YE Dec 22.

The daytrip sector contributed 32.9% of total domestic **spend** in the region - up by 10.1% pts on YE Dec 22.

Echuca / Moama received 27.4% of daytrips to the Murray region. Compared to YE Dec 22, the share was up by 1.9% pts.

#### Average annual growth - YE Dec 19 to YE Dec 23



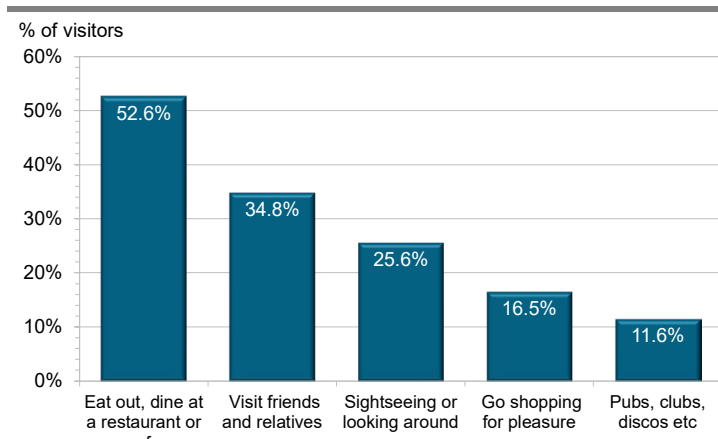
Over the period YE Dec 19 to YE Dec 23, Echuca / Moama had an average annual decline of -1.1% in daytrip visitors. The region had a lower decline than regional Victoria, regional NSW and the Murray region over the period.

#### Main purpose of trip

'Holiday' (54.0%) was the largest purpose for daytrip visitors to Echuca / Moama. 'Visiting friends and relatives (VFR)' (15.8%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (11.0%).

Compared to YE Dec 22, 'holiday' was up by 7.2% pts whilst 'VFR' was down by 12.6% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (52.6%) was the most popular activity undertaken by daytrip visitors to Echuca / Moama.

#### Transport

'Private vehicle or company car' (100%) was the most popular transport used by daytrip visitors to Echuca / Moama. No other transport was reported by survey respondents.

#### Origin

Echuca / Moama received 56.3% of daytrip visitors from regional Victoria. Melbourne tourism region contributed 30.2% and regional NSW contributed 13.5% of daytrip visitors to the region.

#### Age

'65 years and over' (29.2%) was the biggest age group of daytrip visitors to Echuca / Moama. '45 to 54 years' (21.2%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (18.2%).

#### Month travelled

June (13.7%) was the most popular month for a daytrip to Echuca / Moama. September (13.3%) was the 2<sup>nd</sup> most popular month to travel, followed by February (10.4%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	793	424	670	773	779	+0.7%
Daytrip visitors	783	627	489	757	750	-0.9%
<b>Total domestic visitors</b>	<b>1,576</b>	<b>1,052</b>	<b>1,160</b>	<b>1,530</b>	<b>1,529</b>	<b>-0.1%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,307</b>	<b>1,466</b>	<b>1,951</b>	<b>2,179</b>	<b>2,275</b>	<b>+4.4%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$337	\$219	\$288	\$398	\$396	-0.4%
Daytrip spend	\$76	\$71	\$48	\$118	\$195	+65%
<b>Total domestic spend</b>	<b>\$414</b>	<b>\$290</b>	<b>\$336</b>	<b>\$515</b>	<b>\$591</b>	<b>+14.6%</b>

Echuca / Moama received over 1.5 million domestic **visitors** – down by 0.1% on YE Dec 22. Visitors spent nearly 2.3 million **nights** in the region – up by 4.4% on YE Dec 22.

In total, domestic visitors **spent** \$591 million on travel to Echuca / Moama – up by 14.6% on YE Dec 22.







Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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







# DOMESTIC TRAVEL TO SUN COUNTRY

January 2023 to December 2023  
and change on January 2022 to December 2022




## Domestic overnight travel

	649 thousand		2.4%
	1.9 million		-1.2%
	\$329 million		1.3%

## Total domestic travel

	986 thousand		-8.5%
	1.9 million		-1.2%
	\$379 million		0.0%

## Domestic daytrip travel

	337 thousand		-24.0%
	np		chg na



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

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

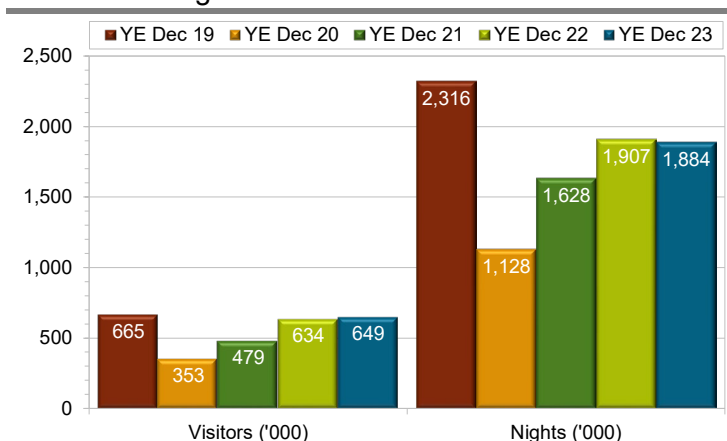


# Domestic travel to Sun Country

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

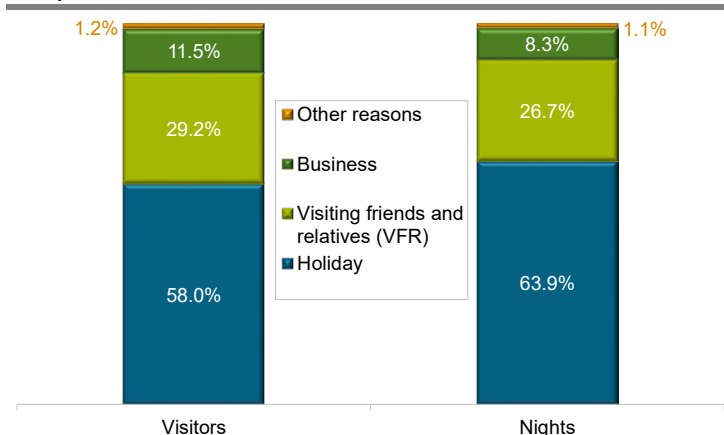


Sun Country received 649,000 overnight visitors – up by 2.4% on YE Dec 22. Visitors spent nearly 1.9 million nights in the region – down by 1.2% on YE Dec 22.

#### Market share

Sun Country received 20.9% of overnight visitors and 21.1% of visitor nights in the Murray region. Compared to YE Dec 22, share of visitors was down by 0.3% pts and share of nights was down by 1.2% pts.

#### Purpose of visit



'Holiday' (58.0%) was the largest purpose for overnight **visitors** to Sun Country. 'Visiting friends and relatives (VFR)' (29.2%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (11.5%). Compared to YE Dec 22, 'holiday' was up by 6.6% pts whilst 'VFR' was down by 6.7% pts.

'Holiday' (63.9%) was the largest purpose in terms of **visitor nights** in Sun Country. 'VFR' (26.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (8.3%). Compared to YE Dec 22, 'holiday' was up by 0.7% pts whilst 'business' was down by 0.4% pts.

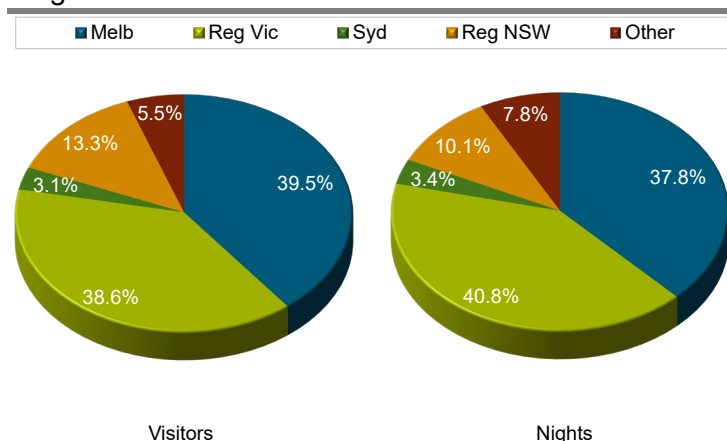
#### Accommodation

'Friends or relatives property' (28.4%) was the most popular accommodation type used for **visitor nights** in Sun Country. 'Standard hotel or motor inn, below 4 star' (22.6%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (20.4%).

Compared to YE Dec 22, 'standard hotel or motor inn, below 4 star' was up by 7.8% pts whilst 'caravan park or commercial camping' was down by 3.9% pts.

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

#### Origin



Sun Country received 78.1% of overnight visitors and 78.7% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were down by 2.1% and nights were down by 6.2%.

**New South Wales** contributed 16.3% of visitors and 13.5% of nights in the region. Compared to YE Dec 22, NSW visitors up by 19.5%.

**Other states** contributed 5.5% of visitors and 7.8% of nights in the region.

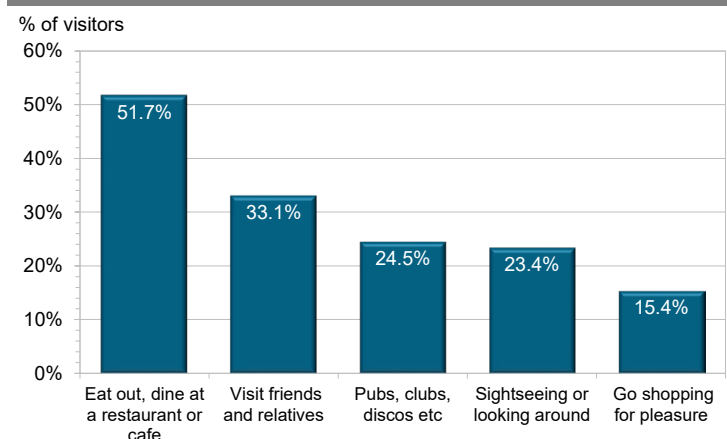
#### Length of stay

Overnight visitors stayed, on average, 2.9 nights in Sun Country – down by 0.1 night on the YE Dec 22.

#### Age

'65 years and over' (31.0%) was the biggest age group of overnight visitors to Sun Country. '15 to 24 years' (16.3%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (16.3%).

#### Activities



'Eat out, dine at a restaurant or cafe' (51.7%) was the most popular activity undertaken by overnight visitors to Sun Country 'Visit friends and relatives' (33.1%) was the 2<sup>nd</sup> most popular activity, followed by 'pubs, clubs, discos etc' (24.5%).

#### Expenditure

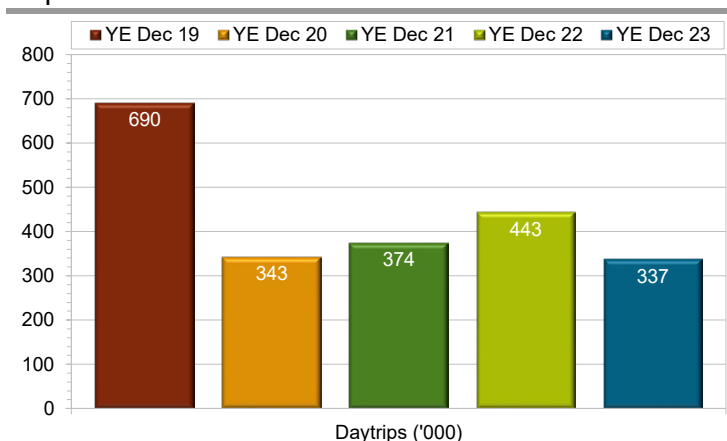
Overnight visitors spent \$329 million in Sun Country – up by 1.3% on YE Dec 22. On average, visitors spent \$174 per night – up by 2.6% on YE Dec 22.

# Domestic travel to Sun Country

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Sun Country received 337,000 daytrips – down by 24.4% on YE Dec 22.

#### Expenditure

Expenditure estimates by daytrip visitors in Sun Country for YE Dec 23 are below the data confidence intervals used by Tourism Research Australia.

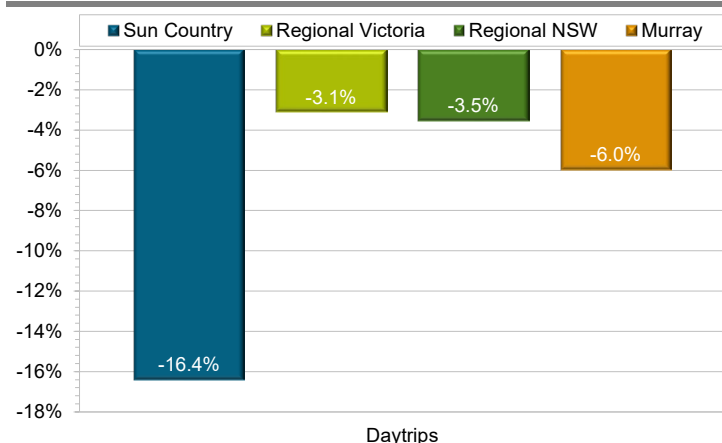
#### Market share

The daytrip sector represented 34.2% all domestic **visitors** to Sun Country – down by 6.9% pts on YE Dec 22.

The daytrip sector contribution to total domestic **spend** in the region was not publishable.

Sun Country received 12.3% of daytrips to the Murray region. Compared to YE Dec 22, the share was down by 2.6% pts.

#### Average annual growth - YE Dec 19 to YE Dec 23



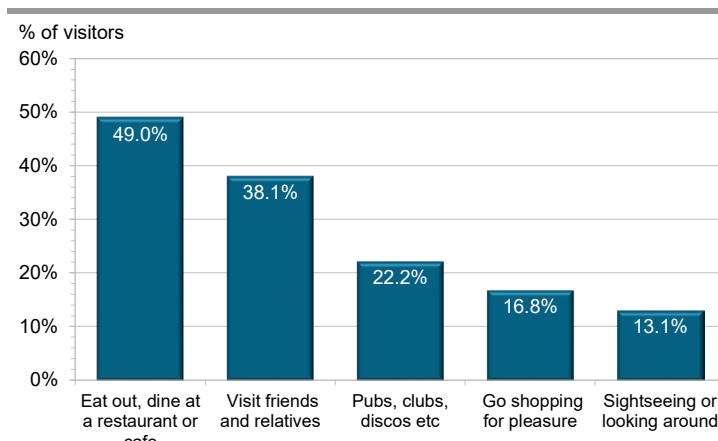
Over the period YE Dec 19 to YE Dec 23, Sun Country had an average annual decline of -16.4% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (51.5%) was the largest purpose for daytrip visitors to Sun Country. 'Visiting friends and relatives (VFR)' (29.3%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (12.3%).

Compared to YE Dec 22, 'holiday' was up by 5.8% pts whilst 'business' was down by 6.4% pts.

#### Activities



'Eat out, dine at restaurant or cafe' (49.0%) was the most popular activity undertaken by daytrip visitors to Sun Country.

#### Transport

'Private vehicle or company car' (95.1%) was the most popular transport used by daytrip visitors to Sun Country. 'Railway' (4.9%) was the 2<sup>nd</sup> most popular transport used.

#### Origin

Sun Country received 60.8% of daytrip visitors from regional Victoria. Melbourne tourism region contributed 21.4% and regional NSW 17.9% of daytrip visitors to the region.

#### Age

'65 years and over' (43.3%) was the biggest age group of daytrip visitors to Sun Country. '45 to 54 years' (18.0%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (11.8%).

#### Month travelled

June (16.1%) was the most popular month for a daytrip to Sun Country. September (16.0%) was the 2<sup>nd</sup> most popular month to travel, followed by February (15.9%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	665	353	479	634	649	+2.4%
Daytrip visitors	690	343	374	443	337	-24.0%
<b>Total domestic visitors</b>	<b>1,355</b>	<b>696</b>	<b>852</b>	<b>1,077</b>	<b>986</b>	<b>-8.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,316</b>	<b>1,128</b>	<b>1,628</b>	<b>1,907</b>	<b>1,884</b>	<b>-1.2%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$302	\$137	\$199	\$324	\$329	+1.3%
Daytrip spend	\$69	\$27	\$29	\$54	np	chg na
<b>Total domestic spend</b>	<b>\$371</b>	<b>\$164</b>	<b>\$229</b>	<b>\$379</b>	<b>\$379</b>	<b>+0.0%</b>

Sun Country received 986,000 domestic **visitors** – down by 8.5% on YE Dec 22. Visitors spent nearly 1.9 million **nights** in the region – down by 1.2% on YE Dec 22.

In total, domestic visitors **spent** \$379 million on travel to Sun Country – unchanged on YE Dec 22.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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




# DOMESTIC TRAVEL TO ALBURY / WODONGA

January 2023 to December 2023  
and change on January 2022 to December 2022


## Domestic overnight travel

	926 thousand	↑	3.2%
	2.0 million	↓	-7.2%
	\$443 million	↓	-23.2%

## Total domestic travel

	2.0 million	↑	3.5%
	2.0 million	↓	-7.2%
	\$637 million	↓	-13.6%

## Domestic daytrip travel

	1.0 million	↑	3.9%
	\$194 million	↑	21.1%



[visitthemurray.com.au](https://visitthemurray.com.au)

Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Dec 23, Tourism Research Australia.

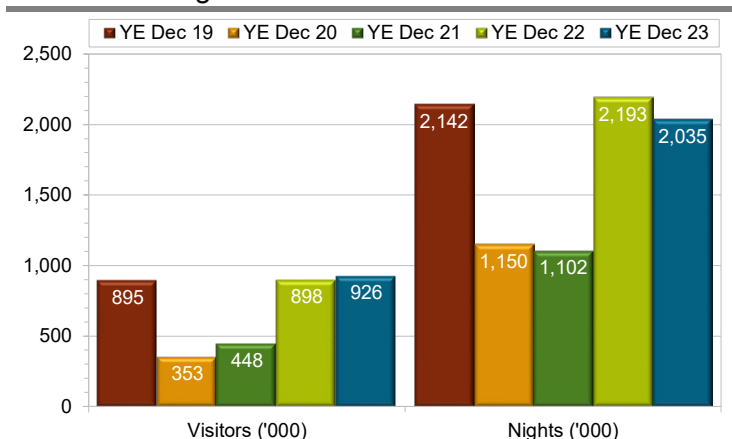
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

# Domestic travel to Albury / Wodonga

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

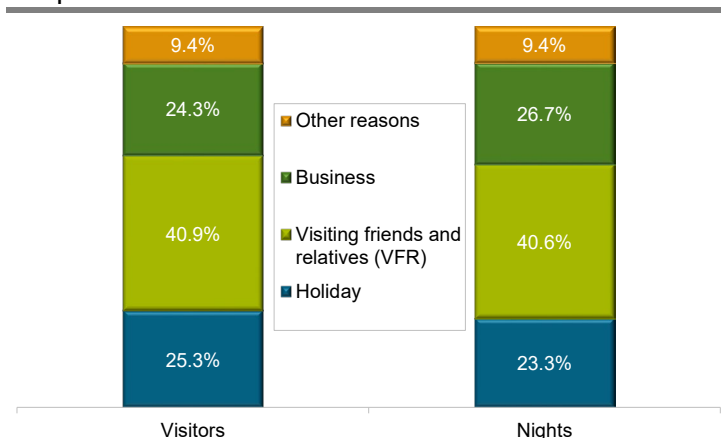


Albury / Wodonga received 926,000 overnight visitors - up by 3.2% on YE Dec 22. Visitors spent over 2.0 million nights in the region - down by 7.2% on YE Dec 22.

#### Market share

Albury / Wodonga received 29.8% of overnight visitors and 22.8% of visitor nights in the Murray region. Compared to YE Dec 22, share of visitors was down by 0.2% pts and share of nights was down by 2.9% pts.

#### Purpose of visit



'Visiting friends and relatives (VFR)' (40.9%) was the largest purpose for overnight **visitors** to Albury / Wodonga. 'Holiday' (25.3%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (24.3%). Compared to YE Dec 22, 'VFR' was up by 7.0% pts whilst 'holiday' was down by 8.0% pts.

'VFR' (40.6%) was the largest purpose in terms of **visitor nights** in Albury / Wodonga. 'Business' (26.7%) was the 2<sup>nd</sup> largest purpose, followed by 'holiday' (23.3%). Compared to YE Dec 22, 'business' was up by 7.9% pts whilst 'holiday' was down by 10.5% pts.

#### Accommodation

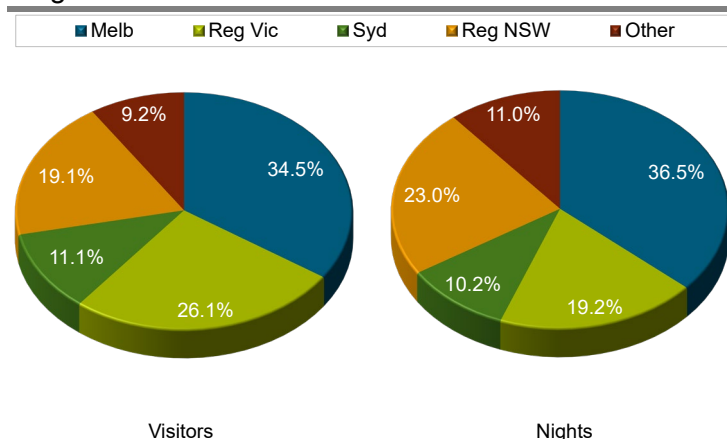
'Friends or relatives property' (42.7%) was the most popular accommodation type used for **visitor nights** in Albury / Wodonga. 'Standard hotel or motor inn, below 4 star' (24.1%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'own property' (6.7%).

Compared to YE Dec 22, 'own property' was up by 6.3 pts whilst 'caravan park or commercial camping ground' was down by 8.6% pts.

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

Sources: National Visitor Survey & Regional Expenditure Model, YE Dec 23, Tourism Research Australia

#### Origin



Albury / Wodonga received 60.6% of overnight visitors and 55.7% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were up by 24.1% and nights were up by 27.9%.

**New South Wales** contributed 30.1% of visitors and 33.3% of nights in the region. Compared to YE Dec 22, NSW visitors were down by 14.5% and nights were down by 21.7%.

**Other states** contributed 9.2% of visitors and 11.0% of nights in the region. Compared to YE Dec 22, visitors from other states were down by 28.2%.

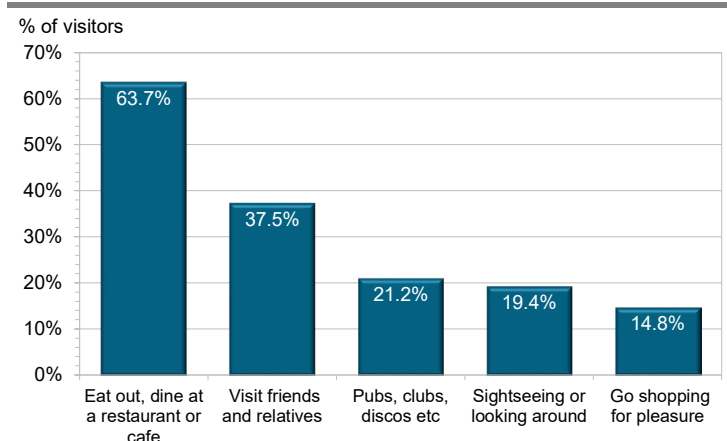
#### Length of stay

Overnight visitors stayed, on average, 2.2 nights in Albury / Wodonga - down by 0.2 nights on the YE Dec 22.

#### Age

'55 to 64 years' (20.1%) was the biggest age group of overnight visitors to Albury / Wodonga. '25 to 34 years' (18.0%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (16.1%).

#### Activities



'Eat out, dine at a restaurant or cafe' (63.7%) was the most popular activity undertaken by overnight visitors to Albury / Wodonga. 'Visit friends and relatives' (37.5%) was the 2<sup>nd</sup> most popular activity, followed by 'pubs, clubs, discos etc' (21.2%).

#### Expenditure

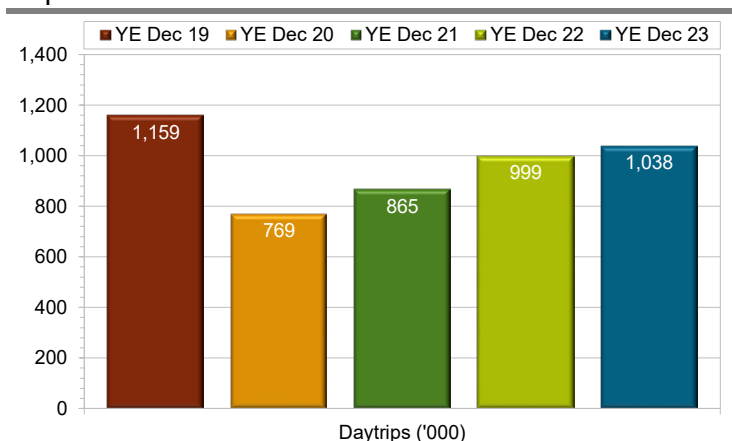
Overnight visitors spent \$443 million in Albury / Wodonga - down by 23.2% on YE Dec 22. On average, visitors spent \$218 per night - down by 17.2% on YE Dec 22.

# Domestic travel to Albury / Wodonga

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Albury / Wodonga received over 1.0 million daytrip visitors – up by 3.9% on YE Dec 22.

#### Expenditure

Daytrip visitors spent \$194 million in Albury / Wodonga – up by 21.1% on YE Dec 22. On average, visitors spent \$187 per trip – up by 16.6% on YE Dec 22.

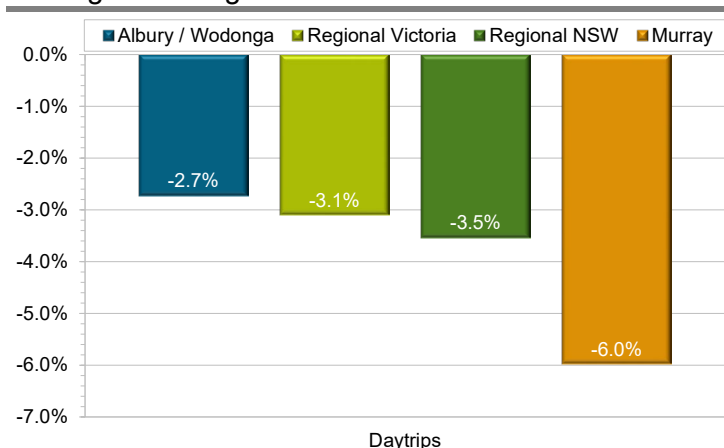
#### Market share

The daytrip sector represented 52.8% all domestic **visitors** to Albury / Wodonga - up by 0.1% pt on YE Dec 22.

The daytrip sector contributed 30.5% of total domestic **spend** in the region – up by 8.8% pts on YE Dec 22.

Albury / Wodonga received 37.9% of daytrips to the Murray region. Compared to YE Dec 22, the share was up by 4.3% pts.

#### Average annual growth - YE Dec 19 to YE Dec 23



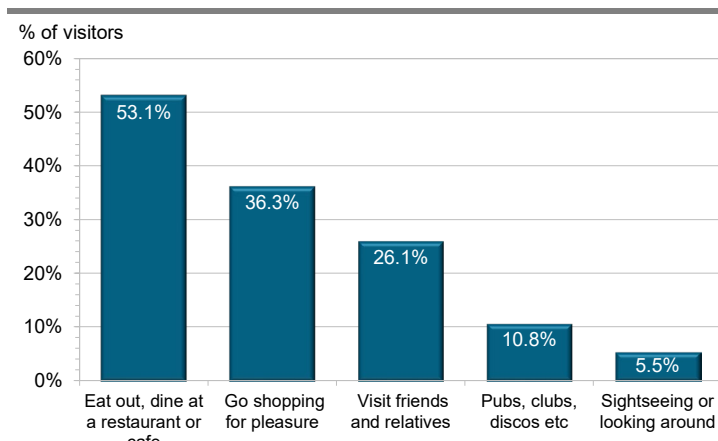
Over the period YE Dec 19 to YE Dec 23, the Albury / Wodonga had an average annual decline of -2.7% in daytrip visitors. The region had a lower decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (43.6%) was the largest purpose for daytrip visitors to Albury / Wodonga. 'Visiting friends and relatives' (19.4%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (17.2%).

Compared to YE Dec 22, 'holiday' was up by 6.4% pts whilst 'education' was down by 5.0% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (53.1%) was the most popular activity undertaken by daytrip visitors to Albury / Wodonga.

#### Transport

'Private vehicle or company car' (97.0%) was the most popular transport used by daytrip visitors to Albury / Wodonga. 'Railway' (3.0%) was the 2<sup>nd</sup> most popular.

#### Origin

Albury / Wodonga received 49.0% of daytrip visitors from regional Victoria. Regional NSW contributed 36.1% and Melbourne tourism region 13.4% of daytrip visitors to the region.

#### Age

'65 years and over' (33.0%) was the biggest age group of daytrip visitors to Albury / Wodonga. '45 to 54 years' (17.3%) was the 2<sup>nd</sup> biggest age group, followed by '15 to 24 years' (16.9%).

#### Month travelled

July (14.7%) was the most popular month for a daytrip to Albury / Wodonga. February (13.8%) was the 2<sup>nd</sup> most popular month to travel, followed by November (11.0%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	895	353	448	898	926	+3.2%
Daytrip visitors	1,159	769	865	999	1,038	+3.9%
<b>Total domestic visitors</b>	<b>2,054</b>	<b>1,123</b>	<b>1,313</b>	<b>1,897</b>	<b>1,964</b>	<b>+3.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,142</b>	<b>1,150</b>	<b>1,102</b>	<b>2,193</b>	<b>2,035</b>	<b>-7.2%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$428	\$193	\$188	\$577	\$443	-23.2%
Daytrip spend	\$227	\$173	\$197	\$160	\$194	+21.1%
<b>Total domestic spend</b>	<b>\$655</b>	<b>\$366</b>	<b>\$385</b>	<b>\$737</b>	<b>\$637</b>	<b>-13.6%</b>

Albury / Wodonga received nearly 2.0 million domestic **visitors** – up by 3.5% on YE Dec 22. Visitors spent over 2.0 million **nights** in the region - down by 7.2% on YE Dec 22.

In total, domestic visitors **spent** \$637 million on travel to Albury / Wodonga – down by 13.6% on YE Dec 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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