

Travel to The Murray Tourism Region

Year ended December 2015

Source: International and National Visitor Surveys, TRA.



OVERVIEW

Data in highlighted cells are statistically unreliable due to small sample size.

	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	% change YE Dec15 vs. YE Dec14
The Murray											
Total visitors - overnight & daytrips ('000)	2,002.8	1,895.6	1,809.1	1,893.5	1,888.7	2,063.8	1,875.3	2,535.4	2,292.9	2,303.6	0.5%
Total nights ('000)	3,226.9	2,967.1	3,085.0	3,254.6	3,189.5	2,785.3	2,894.0	2,847.1	2,707.8	3,254.1	20.2%
Total spend - overnight and daytrips (\$ million)*	509	472	471	566	519	500	485	723	624	660	5.8%
New South Wales											
Total visitors - overnight & daytrips ('000)	71,929.1	75,469.0	71,867.3	72,810.5	76,107.8	79,264.8	82,559.7	80,666.8	81,127.5	86,932.9	7.2%
Total nights ('000)	142,456.5	139,711.8	140,204.4	138,365.0	143,424.7	150,541.9	152,749.1	158,450.1	163,515.1	176,837.9	8.1%
Total spend - overnight and daytrips (\$ million)*	21,899	22,886	23,750	23,598	23,970	25,528	26,135	27,689	28,071	30,607	9.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors and Nights

	Visitors ('000)										YE Dec 2015	% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014			
The Murray	1,042	968	865	984	981	949	874	993	1,019	1,099	7.8%	
New South Wales	24,873	24,238	24,384	22,949	23,572	24,542	24,790	25,705	26,920	28,098	4.4%	
The Murray share of total NSW visitors (%)	4.2%	4.0%	3.5%	4.3%	4.2%	3.9%	3.5%	3.9%	3.8%	3.9%		
	Nights ('000)										YE Dec 2015	% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014			
The Murray	2,986	2,795	2,988	3,067	3,032	2,548	2,505	2,546	2,501	2,932	17.2%	
New South Wales	86,294	83,857	82,871	78,084	79,860	82,981	83,809	85,540	87,524	91,072	4.1%	
The Murray share of total NSW nights (%)	3.5%	3.3%	3.6%	3.9%	3.8%	3.1%	3.0%	3.0%	2.9%	3.2%		
	Average Length of Stay										YE Dec 2015	% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014			
The Murray	2.9	2.9	3.5	3.1	3.1	2.7	2.9	2.6	2.5	2.7	-	
New South Wales	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.3	3.3	3.2	-	

Expenditure (\$ million)*

	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	% change YE Dec15 vs. YE Dec14
The Murray	389	337	323	404	394	351	333	437	414	461	11.4%
New South Wales	12,471	12,481	13,176	12,864	13,172	14,060	13,972	15,121	15,329	16,109	5.1%
The Murray share of total NSW expenditure (%)	3.1%	2.7%	2.5%	3.1%	3.0%	2.5%	2.4%	2.9%	2.7%	2.9%	

Purpose of Visit

	Visitors (%)										YE Dec 2015	YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014			
Holiday	42.1%	47.5%	51.6%	43.1%	48.8%	50.2%	47.9%	39.6%	42.1%	40.7%	-1.4	
Visiting Friends & Relatives	37.6%	27.0%	31.4%	29.9%	33.3%	30.1%	31.9%	37.4%	38.6%	30.7%	-7.9	
Business	12.3%	17.8%	10.7%	19.4%	12.4%	13.6%	14.0%	14.5%	11.5%	20.0%	8.5	
Other	7.9%	8.6%	6.8%	8.1%	6.0%	6.6%	6.3%	8.8%	8.1%	8.6%	0.5	
Total**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
	Nights (%)										YE Dec 2015	YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014			
Holiday	47.1%	49.9%	65.2%	54.4%	53.4%	51.7%	49.0%	47.5%	45.6%	46.5%	0.9	
Visiting Friends & Relatives	35.2%	27.8%	23.9%	26.0%	31.2%	26.9%	32.9%	36.3%	39.9%	32.0%	-7.9	
Business	12.4%	15.8%	6.9%	15.5%	12.4%	15.9%	13.4%	9.9%	10.3%	17.0%	6.8	
Other	5.3%	6.5%	4.0%	4.1%	3.0%	5.4%	4.7%	6.4%	4.2%	4.5%	0.2	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Top 3 types of Accommodation used (sorted by the latest year)

	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec15 vs. YE Dec14 % points difference
Friends or relatives property	34.8%	28.8%	24.8%	25.7%	30.6%	27.0%	30.0%	33.0%	40.3%	30.1%	-10.2
Hotel/resort/motel or motor Inn	30.2%	28.4%	26.8%	28.3%	31.0%	26.3%	31.5%	31.1%	25.2%	29.7%	4.5
Caravan park or commercial camping ground	16.1%	20.2%	13.6%	16.1%	17.4%	17.9%	21.0%	20.7%	16.5%	21.4%	4.9

Travel to The Murray Tourism Region

Year ended December 2015

Source: International and National Visitor Surveys, TRA



Origin

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Regional NSW	18.2%	23.6%	16.0%	23.8%	18.9%	22.5%	19.8%	27.5%	19.5%	17.9%	-1.5
Sydney	11.1%	8.4%	7.7%	10.3%	9.2%	9.8%	10.6%	7.7%	9.3%	9.3%	-0.1
Total Intrastate	29.3%	32.0%	23.7%	34.1%	28.0%	32.3%	30.4%	35.2%	28.8%	27.2%	-1.6
Victoria	56.3%	56.3%	63.1%	55.7%	54.8%	55.7%	53.9%	52.1%	61.8%	59.4%	-2.4
Queensland	4.5%	2.7%	3.6%	2.5%	5.9%	3.2%	5.3%	3.9%	2.4%	4.5%	2.1
ACT	4.4%	3.4%	4.2%	2.1%	3.8%	2.6%	4.2%	3.7%	1.3%	2.2%	1.0
Other Interstate	5.5%	5.6%	5.5%	5.6%	7.4%	6.1%	6.3%	5.2%	5.8%	6.7%	0.9
Total Interstate	70.7%	68.0%	76.3%	65.9%	72.0%	67.7%	69.6%	64.8%	71.2%	72.8%	1.6
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Top 3 Activities (sorted by the latest year)

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Eat out / dine at a restaurant and/or cafe	50.8%	48.6%	52.0%	49.1%	50.5%	56.0%	52.5%	55.7%	53.0%	52.2%	-0.8
Visit friends & relatives	40.2%	36.8%	34.6%	38.6%	38.6%	38.0%	36.8%	43.1%	44.6%	35.5%	-9.1
Pubs, clubs, discos etc	28.9%	35.2%	30.7%	25.7%	25.2%	29.8%	21.7%	28.6%	32.6%	29.2%	-3.4

Top 3 types of Transport used (sorted by the latest year)

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Private vehicle or company car	84.0%	88.7%	90.3%	86.0%	82.8%	82.9%	86.7%	87.2%	88.3%	85.9%	-2.4
Aircraft	5.4%	4.6%	2.3%	3.9%	6.7%	5.2%	3.1%	6.6%	4.1%	5.6%	1.5
Railway	1.8%	0.6%	2.2%	2.2%	1.4%	3.1%	1.8%	1.1%	3.2%	3.0%	-0.2

INTERNATIONAL OVERNIGHT TRAVEL

Visitors and Nights

	Visitors (000)										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	25.1	24.5	19.9	17.2	18.3	22.3	18.0	21.2	19.8	19.4	-1.9%
New South Wales	2,756.7	2,813.4	2,726.4	2,669.1	2,792.3	2,717.9	2,843.0	3,006.2	3,208.2	3,420.9	6.6%
The Murray share of total NSW visitors (%)	0.9%	0.9%	0.7%	0.6%	0.7%	0.8%	0.6%	0.7%	0.6%	0.6%	
	Nights (000)										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	241.3	172.1	96.7	188.1	157.6	np	388.5	301.4	np	322.1	-
New South Wales	56,162.8	55,855.0	57,333.9	60,281.1	63,564.8	67,561.1	68,939.8	72,910.0	75,990.9	85,765.7	12.9%
The Murray share of total NSW nights (%)	0.4%	0.3%	0.2%	0.3%	0.2%	-	0.6%	0.4%	-	0.4%	
	Average Length of Stay										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	9.6	7.0	4.9	10.9	8.6	-	21.6	14.2	-	16.6	-
New South Wales	20.4	19.9	21.0	22.6	22.8	24.9	24.2	24.3	23.7	25.1	-

Expenditure (\$ million)*

	Expenditure (\$ million)										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	np	9	np	np	9	np	np	np	np	19	-
New South Wales	5,123	5,538	5,769	5,814	5,874	6,136	6,349	6,725	7,087	8,449	19.2%
The Murray share of total NSW expenditure (%)	-	0.2%	-	-	0.2%	-	-	-	-	0.2%	

Purpose of Visit

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Holiday	60.6%	56.8%	69.5%	58.4%	43.8%	53.6%	54.2%	51.4%	58.5%	51.6%	-6.9
Visiting Friends & Relatives	25.9%	23.3%	17.6%	22.9%	33.4%	26.7%	23.6%	30.2%	30.4%	28.0%	-2.4
Business	6.5%	12.4%	8.9%	10.4%	17.3%	17.2%	10.9%	11.6%	6.0%	8.6%	2.6
Employment	4.1%	2.5%	0.9%	2.9%	3.8%	3.0%	4.4%	3.6%	2.4%	6.9%	4.5
Education	0.8%	2.2%	1.2%	0.7%	0.7%	0.7%	5.2%	1.9%	0.4%	0.2%	-0.2
Other^	3.9%	3.4%	5.0%	6.5%	1.5%	0.6%	3.0%	4.0%	3.3%	7.1%	3.8
Total**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Nights (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Holiday	56.5%	23.9%	44.3%	44.2%	19.0%	-	30.5%	39.4%	-	45.3%	10.7
Visiting Friends & Relatives	23.9%	39.8%	29.9%	34.3%	41.9%	-	15.7%	24.0%	-	17.6%	-
Business	4.6%	10.3%	6.6%	4.0%	16.7%	-	27.8%	4.4%	-	2.4%	-
Employment	14.3%	9.2%	9.5%	16.0%	14.2%	-	12.9%	23.5%	-	34.0%	-
Education	0.3%	16.2%	8.7%	0.7%	8.0%	-	12.9%	8.4%	-	0.3%	-
Other^	0.5%	0.5%	1.0%	0.8%	0.2%	-	0.2%	0.3%	-	0.4%	-
Total	100%	100%	100%	100%	100%		100%	100%		100%	

Travel to The Murray Tourism Region

Year ended December 2015

Source: International and National Visitor Surveys, TRA.



Top 5 Int'l source markets to The Murray (of all Int'l visitors to The Murray)

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
United Kingdom	30.1%	35.0%	24.8%	21.6%	20.0%	18.1%	20.4%	13.6%	13.6%	24.8%	11.1
New Zealand	13.5%	17.3%	16.9%	20.8%	19.5%	17.8%	10.3%	21.0%	20.2%	14.4%	-5.8
United States of America	12.4%	10.2%	7.6%	10.5%	15.2%	10.0%	17.2%	8.2%	10.1%	13.4%	3.3
Malaysia	0.3%	1.0%	-	4.0%	0.3%	0.8%	0.4%	-	-	5.3%	-
Canada	6.6%	3.3%	4.1%	3.0%	1.6%	4.0%	3.6%	6.0%	2.5%	5.2%	2.7

Top 3 types of Accommodation (sorted by the latest year)

	Nights (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Rented house/apartment/flat or unit	42.7%	4.3%	11.6%	9.1%	12.7%	-	32.0%	34.2%	-	38.1%	-
Friends or relatives property	28.4%	38.8%	38.3%	42.4%	56.6%	-	12.7%	31.3%	-	36.4%	-
Standard hotel/motor inn (below 4 star)	11.1%	23.2%	13.2%	12.4%	6.7%	-	11.1%	6.2%	-	13.1%	-

Top 3 activities on the trip to Australia (sorted by the latest year)

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Eat out / dine at a restaurant and/or cafe	94.2%	92.1%	95.8%	89.3%	89.2%	87.2%	90.3%	86.2%	91.9%	94.8%	2.9
Sightseeing/looking around	-	84.5%	84.1%	79.4%	70.5%	75.4%	84.1%	73.3%	72.4%	70.3%	-2.1
Go shopping for pleasure	82.2%	82.3%	85.9%	69.1%	72.0%	66.1%	69.7%	68.9%	68.0%	69.8%	1.8

DOMESTIC DAYTRIP TRAVEL

Visitors

	Visitors (000)										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	935	903	924	892	889	1,093	983	1,521	1,254	1,185	-5.5%
New South Wales	44,299	48,418	44,757	47,193	49,744	52,005	54,927	51,956	50,999	55,414	8.7%
The Murray share of total NSW day visitors (%)	2.1%	1.9%	2.1%	1.9%	1.8%	2.1%	1.8%	2.9%	2.5%	2.1%	

Expenditure (\$ million)*

	Expenditure (\$ million)										% change YE Dec15 vs. YE Dec14
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
The Murray	103	126	141	152	116	134	127	266	197	180	-8.8%
New South Wales	4,305	4,867	4,805	4,921	4,924	5,333	5,815	5,843	5,655	6,048	7.0%
The Murray share of total NSW expenditure (%)	2.4%	2.6%	2.9%	3.1%	2.4%	2.5%	2.2%	4.5%	3.5%	3.0%	

Main Purpose of Trip

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Holiday	49.6%	43.4%	54.6%	53.1%	52.9%	56.4%	47.0%	46.5%	42.0%	40.8%	-1.3
Visiting Friends & Relatives	24.7%	24.7%	23.4%	25.5%	23.0%	16.0%	27.2%	16.1%	27.8%	19.7%	-8.0
Business	8.9%	16.6%	8.6%	14.5%	10.0%	15.4%	5.9%	17.2%	11.3%	14.8%	3.5
Other	16.7%	15.3%	13.5%	6.8%	14.0%	12.2%	19.9%	20.2%	18.9%	24.7%	5.8
Total**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Top 3 activities (sorted by the latest year)

	Visitors (%)										YE Dec15 vs. YE Dec14 % points difference
	YE Dec 2006	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	
Eat out / dine at a restaurant and/or cafe	35.3%	37.3%	45.9%	43.5%	40.0%	35.8%	48.8%	49.2%	47.1%	39.8%	-7.3
Visit friends & relatives	21.6%	32.0%	29.3%	29.4%	34.7%	23.8%	34.2%	29.6%	37.8%	29.5%	-8.3
Go shopping for pleasure	33.1%	25.2%	29.0%	32.0%	30.6%	35.8%	31.7%	34.0%	24.9%	28.1%	3.2

The Murray includes: Albury, Corowa, Echuca-Moama and Yarrawonga/Mulwala.

Data in highlighted cells are statistically unreliable due to small sample size.

np = not publishable

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions. The total spend includes publishable data only.

**Share of visitors may amount to over 100 per cent as some visitors have more than one purpose of visit.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.