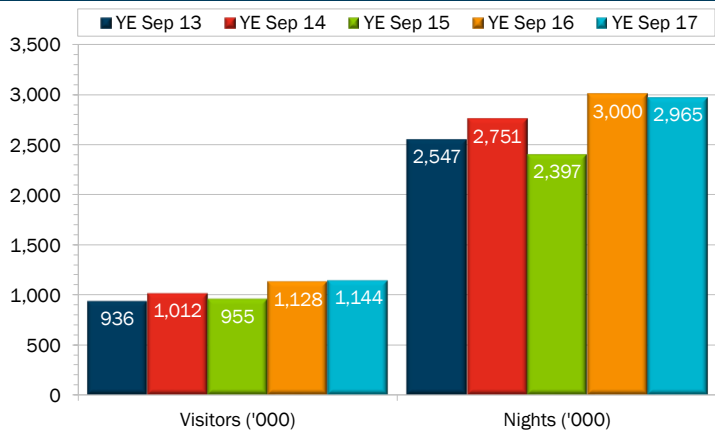


### Domestic Overnight Travel<sup>1</sup>

#### Visitors and nights



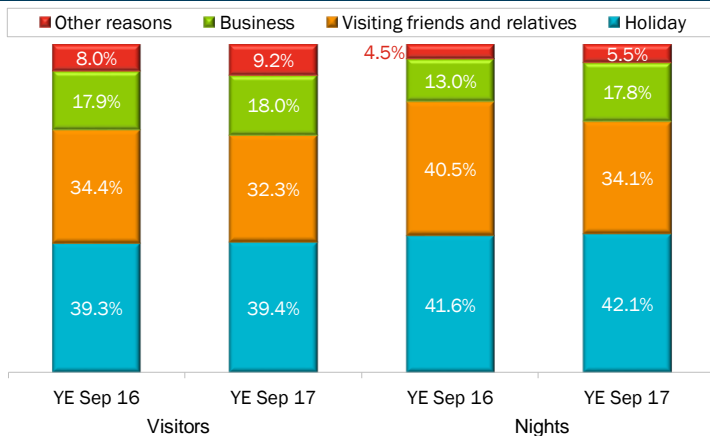
The Murray received over 1.1 million domestic overnight visitors – up by 1.4% on YE Sep 16. Visitors spent nearly 3.0 million nights in the region – down by 1.2% on YE Sep 16.

Note: The number of domestic overnight trips to regional New South Wales increased by 6.6 percent\* on last year and by 20.6 percent\* compared to four years ago.

#### Market share

The region received 5.2% of visitors and 4.1% of nights in regional NSW. Compared to YE Sep 16, the share of visitors was down by 0.3 pts and the share of nights was down by 0.2% pts.

#### Purpose of visit to The Murray



'Holiday' (39.4%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (32.3%) and 'business' (18.0%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 1.7% while 'VFR' declined by 4.9% and 'business' increased by 2.2%.

'Holiday' (42.1%) was the largest purpose in terms of nights in the region, followed by 'VFR' (34.1%) and 'business' (17.8%). Compared to YE Sep 16, nights spent for 'holiday' declined by 0.2% and 'VFR' decreased by 16.6% while 'business' grew by 35.3%.

#### Accommodation used in The Murray

'Friends or relatives property' (32.7%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (24.5%) and 'caravan park or commercial camping ground' (13.2%).

#### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 16	YE Sep 17	YE Sep 16	YE Sep 17
Regional NSW	18.6%	23.1%	17.8%	16.8%
Sydney	8.9%	12.2%	9.0%	12.5%
Total intrastate	27.5%	35.3%	26.8%	29.3%
Victoria	59.5%	52.8%	55.6%	58.6%
South Australia	4.3%	5.3%	4.7%	5.3%
Queensland	5.2%	3.0%	8.0%	4.1%
Other interstate	3.5%	3.6%	4.8%	2.7%
Total interstate	72.5%	64.7%	73.2%	70.7%

Victoria (52.8%) was the largest source of visitors to the region, followed by regional NSW (23.1%) and Sydney (12.2%). Compared to YE Sep 16, the regional NSW source market grew by 25.7% and Sydney increased by 39.2%\*. Over the same period, Victoria declined by 10.1% while South Australia grew by 27.1% and Queensland decreased by 41.9%.

Victoria (58.6%) was the largest source market in terms of nights in the region, followed by regional NSW (16.8%) and Sydney (12.5%). Compared to YE Sep 16, nights spent by visitors from regional NSW declined by 6.6% while nights from Sydney grew by 36.8%. Over the same period, nights by Victorians grew by 4.1% and nights by visitors from South Australia increased by 10.2% while Queensland nights declined by 49.0%.

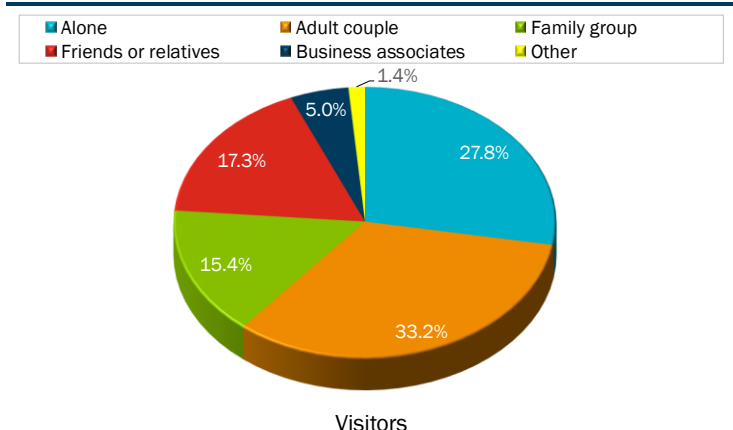
#### Top activities in The Murray

'Eat out, dine at a restaurant or cafe' (57.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.3%) and 'pubs, clubs, discos etc' (27.2%).

#### Age groups

'15 to 29 years' (18.4%) was the largest age group of visitors to the region, followed by '40 to 49 years' (18.3%) and '60 to 69 years' (17.6%).

#### Travel party



'Adult couple' (33.2%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.8%) and 'friends or relatives' (17.3%).

#### Expenditure (incl airfares and transport costs)<sup>3</sup>

Domestic overnight visitors spent \$417 million in the region – up by 4.5% on YE Sep 16. On average, they spent \$141 per night – up by 5.8% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

# Travel To The Murray

Year ended September 2017

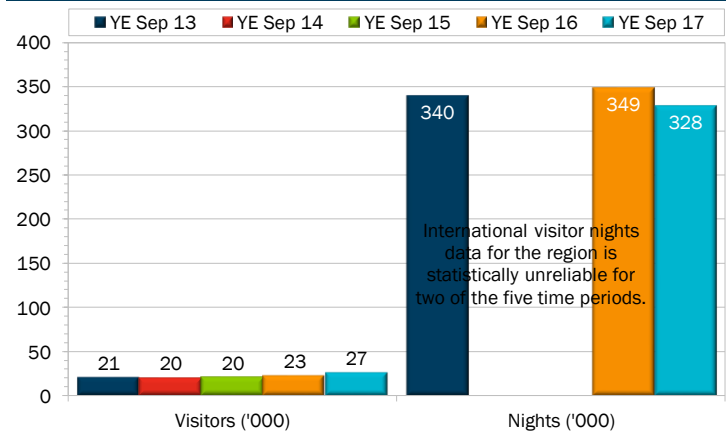
For the period of October 2016 to September 2017

Sources: (1) NVS & (2) IVS, YE Sep 17, TRA - unless otherwise specified.

	YE Sep 17	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	2.5	12.0%	1.1%	46.3%	52.6%	4.1%	10
Total nights (million)	3.3	-1.7%	10.0%	90.0%	0.0%	3.7%	10
Total spend (million)	\$585	1.4%	3.1%	71.2%	25.7%	3.7%	11

## International Overnight Travel<sup>2</sup>

### Visitors and nights



The Murray received 26,500 international overnight visitors - up by 15.3% on YE Sep 16. Visitors spent 328,300 nights in the region - down by 6.0% on YE Sep 16.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 14.0 percent\* on last year and by 40.4 percent\* compared to four years ago.

### Market share

The region received 3.2% of visitors and 2.2% of nights in regional NSW. Compared to YE Sep 16, the share of visitors was unchanged and the share of nights was down by 0.6% pts.

### Purpose of visit to The Murray

'Holiday' (49.7%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (30.8%) and 'business' (13.1%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 17.0% and 'VFR' increased by 34.8% while 'business' grew by 23.8%.

### Origin - share of visitors to The Murray

Rank	Individual market	Share of international visitors to The Murray		
		YE Sep 16	YE Sep 17	Origin region
1	United Kingdom	19.0%	11.5%	Europe
2	New Zealand	17.4%	10.3%	North America
3	np	np	np	Asia
4	np	np	np	New Zealand & Oceania
5	np	np	np	Other Countries

The United Kingdom (11.5%) was the region's largest individual source market of visitors. New Zealand (10.3%) was the 2<sup>nd</sup> largest source market.

### Accommodation in The Murray

'Friends or relatives property' (45.4%) was the most popular form of accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (34.7%).

### Age groups

'15 to 29 years' (28.6%) was the largest age group of visitors to the region, followed by '30 to 39 years' (21.0%) and '60 to 69 years' (15.3%).

### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

International overnight visitors spent \$18 million in the region. On average, they spent \$55 per night region.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 17.

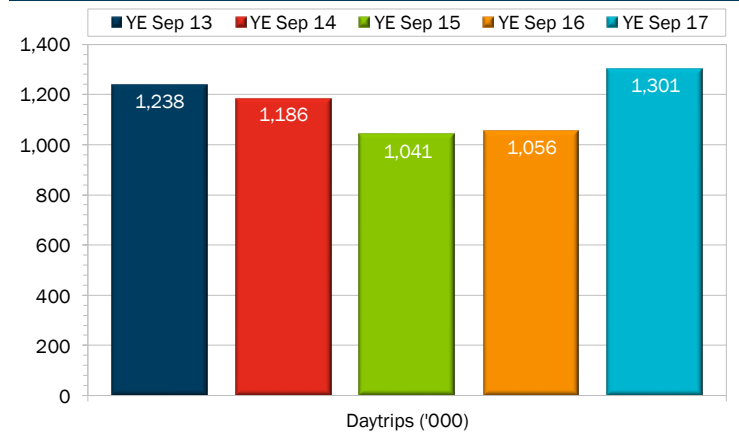
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

np = Not published due to insufficient sample.

## Domestic Daytrip Travel<sup>4</sup>

### Daytrips



The Murray received over 1.3 million domestic daytrip visitors - up by 23.2%\* on YE Sep 16.

Note: The number of domestic daytrips to regional New South Wales increased by 4.8 percent\* on last year and by 15.0 percent\* compared to four years ago.

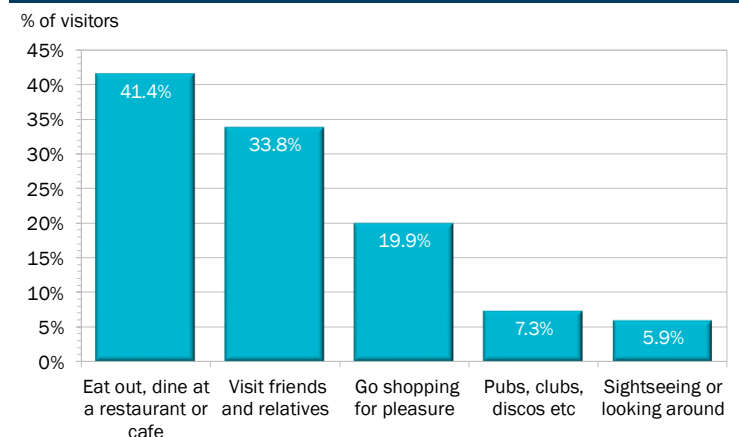
### Market share

The region received 3.4% of daytrips to regional NSW. Compared to YE Sep 16, the share was up by 0.5% pts.

### Main purpose of trip

'Holiday' (43.8%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (23.8%) and 'business' (11.2%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 35.9%\* and 'VFR' increased by 29.2% while 'business' grew by 47.3%.

### Top activities in The Murray



'Eat out, dine at a restaurant or cafe' (41.4%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>3</sup>

Domestic daytrip visitors spent \$150 million in the region - down by 6.2% on YE Sep 16. On average, they spent \$116 per trip - down by 23.9% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.