

# Travel to The Murray Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,814	1,942	1,967	2,014	2,195	2,219	2,017	2,207	2,471	12.0%	36.3%
Nights ('000)	3,536	3,177	2,991	2,587	2,887	2,976	2,616	3,349	3,293	-1.7%	-6.9%
Expenditure (\$ million)*	\$555	\$538	\$494	\$471	\$693	\$510	\$506	\$577	\$585	1.4%	5.5%

### Overnight - Int'l & domestic

Visitors ('000)	931	1,000	978	905	957	1,032	976	1,151	1,170	1.7%	25.7%
Nights ('000)	3,536	3,177	2,991	2,587	2,887	2,976	2,616	3,349	3,293	-1.7%	-6.9%
Expenditure (\$ million)*	\$398	\$396	\$369	\$340	\$478	\$356	\$368	\$417	\$435	4.3%	9.2%

### Domestic - overnight & daytrip

Visitors ('000)	1,796	1,924	1,946	1,995	2,174	2,198	1,996	2,184	2,445	12.0%	36.1%
Nights ('000)	3,354	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	-1.2%	-11.6%
Expenditure (\$ million)*	\$545	\$529	\$479	\$449	\$671	\$498	\$493	\$559	\$567	1.5%	4.1%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	913	982	957	886	936	1,012	955	1,128	1,144	1.4%	25.2%
Nights (000)	3,354	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	-1.2%	-11.6%
Average Length of Stay	3.7	3.1	2.9	2.6	2.7	2.7	2.5	2.7	2.6	-2.5%	-29.4%
Expenditure (\$ million)*	\$389	\$388	\$354	\$318	\$457	\$344	\$355	\$399	\$417	4.5%	7.2%
Spend per visitor per night (\$)	\$116	\$128	\$129	\$140	\$179	\$125	\$148	\$133	\$141	5.8%	21.3%
Intrastate visitors (000)	283	306	311	266	309	306	251	310	403	30.1%	42.6%
Interstate visitors (000)	631	676	646	619	626	707	705	818	740	-9.5%	17.4%
Intrastate nights (000)	872	829	799	651	775	778	541	805	869	8.0%	-0.3%
Interstate nights (000)	2,482	2,207	1,947	1,617	1,772	1,973	1,857	2,195	2,096	-4.5%	-15.6%
Intrastate (\$million)	\$113	\$133	\$143	\$98	\$152	\$118	\$109	\$120	\$135	12.3%	19.3%
Interstate (\$ million)	\$276	\$255	\$211	\$220	\$305	\$226	\$246	\$279	\$282	1.2%	2.3%

#### Purpose of Visit

	Visitors (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Holiday	412	436	476	442	386	407	388	443	451	1.7%	9.5%
Visiting Friends & Relatives	279	338	299	261	340	363	304	388	369	-4.9%	32.3%
Business	153	151	n/p	136	n/p	n/p	151	202	206	2.2%	35.2%
Other	n/p	n/p	n/p	n/p	n/p	103	n/p	98	122	24.4%	-
Total	913	982	957	886	936	1,012	955	1,128	1,144	1.4%	25.2%

	Nights (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Holiday	2,136	1,535	1,365	1,159	1,239	1,177	1,123	1,249	1,247	-0.2%	-41.6%
Visiting Friends & Relatives	709	981	831	660	901	1,078	755	1,214	1,012	-16.6%	42.8%
Business	396	429	n/p	346	n/p	n/p	353	389	526	35.3%	33.0%
Other	n/p	n/p	n/p	n/p	n/p	139	n/p	147	179	21.8%	-
Total	3,354	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	-1.2%	-11.6%

#### Origin

	Visitors (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Regional NSW	202	210	207	175	236	213	189	210	264	25.7%	31.0%
Sydney	n/p	n/p	n/p	n/p	n/p	93	n/p	n/p	139	-	-
<b>Total Intrastate</b>	283	306	311	266	309	306	251	310	403	30.1%	42.6%
Victoria	548	515	521	508	478	600	572	671	603	-10.1%	10.0%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	53	70	62	57	46	57	70	72	81	11.3%	53.6%
<b>Total Interstate</b>	631	676	646	619	626	707	705	818	740	-9.5%	17.4%
<b>Grand Total</b>	913	982	957	886	936	1,012	955	1,128	1,144	1.4%	25.2%

# Travel to The Murray Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
15-29	n/p	n/p	n/p	n/p	n/p	190	159	182	n/p	-	-	
30-39	133	137	n/p	n/p	n/p	n/p	130	168	n/p	-	-	
40-49	170	192	150	158	165	200	100	218	210	-3.8%	23.4%	
50-59	167	189	204	185	216	154	209	203	197	-2.6%	18.0%	
60-69	200	193	211	219	202	215	237	240	201	-16.1%	0.7%	
70+	93	97	111	111	126	142	119	117	165	40.5%	77.2%	
Total	913	982	957	886	936	1,012	955	1,128	1,144	1.4%	25.2%	

### Travel Party

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Travelling alone	175	193	189	170	185	258	229	340	317	-6.7%	80.9%	
Adult couple	303	343	319	300	350	314	337	375	380	1.2%	25.1%	
Family group - parent(s), relatives, friends travelling together with children	241	220	241	213	242	220	174	217	225	3.8%	-6.5%	
Friends and/ or relatives travelling together without children	120	148	138	131	109	147	175	130	148	13.7%	23.4%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	913	982	957	886	936	1,012	955	1,128	1,144	1.4%	25.2%	

### Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Eat out / dine at a restaurant and/or cafe	468	481	532	457	543	542	491	611	654	7.1%	39.7%	
Visit friends & relatives	334	380	386	301	400	439	343	440	427	-3.1%	27.6%	
Pubs, clubs, discos etc	265	227	267	230	247	319	261	337	311	-7.8%	17.3%	
Sightseeing/looking around	208	231	211	208	192	178	177	217	206	-5.1%	-0.7%	
Go shopping for pleasure	185	171	222	169	177	214	162	158	142	-10.0%	-22.9%	

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

	Nights (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Friends or relatives property	709	827	895	661	778	1,094	769	1,094	968	-11.5%	36.5%	
Standard hotel/motor inn (below 4 star)	635	778	522	624	729	569	499	696	728	4.5%	14.5%	
Caravan park or commercial camping ground	420	616	429	418	528	428	525	412	391	-5.1%	-6.9%	

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

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Private vehicle or company car	810	802	794	760	805	902	824	968	1,006	4.0%	24.3%	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	17.6	17.6	20.9	18.8	21.0	20.0	20.4	23.0	26.5	15.3%	50.4%
Nights (000)	181.8	141.9	245.6	318.1	339.8	225.3	218.9	349.2	328.3	-6.0%	80.6%
Average Length of Stay	10.3	8.0	11.8	16.9	16.2	11.2	10.7	15.2	12.4	-18.5%	20.0%
Expenditure (\$ million)*	\$9.7	\$8.4	\$15.0	n/p	\$21.5	\$11.9	\$12.8	n/p	\$18.2	-	87.9%
Spend per visitor per night (\$)	\$53	\$59	\$61	-	\$63	\$53	\$59	-	\$55	-	4.1%

### Purpose of Visit

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Holiday	11.1	8.3	10.0	11.1	11.2	12.2	10.5	11.3	13.2	17.0%	18.4%	
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Employment	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	17.6	17.6	20.9	18.8	21.0	20.0	20.4	23.0	26.5	15.3%	50.4%	



# Travel to The Murray Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	882	942	989	1,109	1,238	1,186	1,041	1,056	1,301	23.2%	47.4%
Expenditure (\$ million)*	\$156	\$142	\$124	\$131	\$214	\$154	\$138	\$160	\$150	-6.2%	-3.9%
Spend per visitor (\$)	\$177	\$150	\$126	\$118	\$173	\$130	\$133	\$152	\$116	-23.9%	-34.8%

#### Main Purpose of Trip

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Holiday	421	557	529	588	559	508	392	n/p	570	-	35.3%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	882	942	989	1,109	1,238	1,186	1,041	1,056	1,301	23.2%	47.4%

#### Origin

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Sydney	n/p	-	n/p	-	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	371	333	407	528	486	462	511	n/p	534	-	44.0%
<b>Total Intrastate</b>	411	333	421	528	507	467	529	n/p	544	-	32.4%
<b>Total Interstate</b>	472	610	568	581	732	719	511	594	758	27.6%	60.6%
Total	882	942	989	1,109	1,238	1,186	1,041	1,056	1,301	23.2%	47.4%

#### Age

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	882	942	989	1,109	1,238	1,186	1,041	1,056	1,301	23.2%	47.4%

#### Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Eat out / dine at a restaurant and/or cafe	421	381	n/p	482	634	527	380	454	539	18.8%	28.0%
Visit friends & relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Go shopping for pleasure	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

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

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Private vehicle or company car	867	931	979	1,073	1,162	1,141	1,007	1,025	1,262	23.1%	45.6%
Bus/Coach	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Railway	-	-	n/p	-	n/p	n/p	-	n/p	n/p	-	-

n/p = not publishable

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

\*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

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