

Travel to The Murray Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,894	1,889	2,064	1,875	2,535	1,973	2,054	2,163	2,549	17.9%	34.6%
Nights ('000)	3,255	3,189	2,785	2,894	2,847	2,701	3,017	3,118	3,431	10.0%	5.4%
Expenditure (\$ million)*	\$566	\$519	\$500	\$485	\$723	\$495	\$524	\$527	\$636	20.7%	12.5%
Overnight - Int'l & domestic											
Visitors ('000)	1,002	1,000	971	892	1,014	992	1,045	1,081	1,213	12.2%	21.1%
Nights ('000)	3,255	3,189	2,785	2,894	2,847	2,701	3,017	3,118	3,431	10.0%	5.4%
Expenditure (\$ million)*	\$414	\$403	\$366	\$357	\$458	\$373	\$384	\$382	\$481	25.7%	16.1%
Domestic - overnight & daytrip											
Visitors ('000)	1,876	1,870	2,042	1,857	2,514	1,953	2,034	2,136	2,524	18.2%	34.5%
Nights ('000)	3,067	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,145	11.9%	2.5%
Expenditure (\$ million)*	\$556	\$510	\$485	\$461	\$703	\$483	\$505	\$512	\$620	21.2%	11.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	984	981	949	874	993	972	1,025	1,054	1,187	12.6%	20.6%
Nights (000)	3,067	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,145	11.9%	2.5%
Average Length of Stay	3.1	3.1	2.7	2.9	2.6	2.6	2.6	2.7	2.6	-0.6%	-15.0%
Expenditure (\$ million)*	\$404	\$394	\$351	\$333	\$437	\$361	\$365	\$367	\$464	26.5%	14.8%
Spend per visitor per night (\$)	\$132	\$130	\$138	\$133	\$172	\$145	\$136	\$131	\$148	13.1%	12.0%
Intrastate visitors (000)	336	275	306	265	349	261	275	294	418	42.1%	24.4%
Interstate visitors (000)	648	706	642	609	644	711	750	760	770	1.2%	18.7%
Intrastate nights (000)	1,026	703	772	752	835	590	663	709	909	28.3%	-11.4%
Interstate nights (000)	2,041	2,329	1,776	1,753	1,711	1,904	2,032	2,101	2,235	6.4%	9.5%
Intrastate expenditure (\$million)	\$141	\$114	\$145	\$103	\$155	\$114	\$109	\$106	\$144	35.6%	2.4%
Interstate expenditure (\$ million)	\$263	\$280	\$206	\$230	\$282	\$247	\$256	\$260	\$320	22.8%	21.5%

Purpose of Visit

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Holiday	424	479	476	419	394	394	398	409	509	24.2%	19.9%
Visiting Friends & Relatives	294	327	285	278	371	329	343	354	372	4.9%	26.4%
Business	191	n/p	n/p	n/p	n/p	n/p	178	177	195	9.9%	2.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	119	121	2.1%	-
Total	984	981	949	874	993	972	1,025	1,054	1,187	12.6%	20.6%
	Nights (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Holiday	1,668	1,618	1,318	1,227	1,209	1,083	1,190	1,135	1,414	24.6%	-15.2%
Visiting Friends & Relatives	797	947	686	824	923	919	952	1,049	1,091	3.9%	36.9%
Business	477	n/p	n/p	n/p	n/p	n/p	392	450	444	-1.2%	-6.9%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	176	196	11.3%	-
Total	3,067	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,145	11.9%	2.5%

Origin

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Regional NSW	235	185	213	173	273	173	187	211	260	23.4%	10.9%
Sydney	101	n/p	n/p	n/p	n/p	n/p	n/p	n/p	157	-	55.6%
Total Intrastate	336	275	306	265	349	261	275	294	418	42.1%	24.4%
Victoria	549	538	529	471	517	608	610	612	633	3.4%	15.4%
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	55	72	58	55	51	66	n/p	66	77	16.4%	39.9%
Total Interstate	648	706	642	609	644	711	750	760	770	1.2%	18.7%
Grand Total	984	981	949	874	993	972	1,025	1,054	1,187	12.6%	20.6%

Travel to The Murray Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
15-29	n/p	n/p	n/p	n/p	n/p	178	185	n/p	238	-	-	
30-39	140	145	n/p	n/p	n/p	n/p	140	174	n/p	-	-	
40-49	202	176	157	123	197	171	140	192	204	6.2%	0.8%	
50-59	183	198	205	185	198	193	197	181	197	8.4%	7.2%	
60-69	200	195	215	217	219	199	238	229	228	-0.5%	13.9%	
70+	90	95	130	110	142	114	125	125	178	41.9%	97.8%	
Total	984	981	949	874	993	972	1,025	1,054	1,187	12.6%	20.6%	

Travel Party

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Travelling alone	194	182	194	160	212	246	281	299	320	7.1%	65.3%	
Adult couple	335	326	311	318	355	303	352	382	373	-2.5%	11.2%	
Family group - parent(s), relatives, friends travelling together with children	255	240	240	211	248	194	167	214	241	12.7%	-5.4%	
Friends and/ or relatives travelling together without children	114	175	134	120	118	162	174	110	171	55.6%	50.5%	
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	984	981	949	874	993	972	1,025	1,054	1,187	12.6%	20.6%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Eat out / dine at a restaurant and/or cafe	484	495	531	459	553	529	533	566	680	20.1%	40.7%	
Visit friends & relatives	380	379	361	322	428	401	374	401	450	12.3%	18.5%	
Pubs, clubs, discos etc	253	248	282	190	284	319	289	274	342	25.1%	35.1%	
Sightseeing/looking around	212	241	217	197	182	197	180	185	245	32.7%	15.5%	
Go shopping for pleasure	175	210	193	156	214	195	159	140	170	21.8%	-2.8%	

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

	Nights (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Friends or relatives property	788	929	688	752	840	971	907	957	1,052	9.9%	33.5%	
Standard hotel/motor inn (below 4 star)	662	755	550	655	646	564	560	643	786	22.2%	18.8%	
Caravan park or commercial camping ground	494	528	455	526	528	341	534	373	481	29.1%	-2.7%	

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

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Private vehicle or company car	846	813	786	758	866	843	877	916	1,051	14.8%	24.2%	
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 Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	17.2	18.3	22.3	18.0	21.2	19.8	19.4	27.2	25.5	-6.1%	48.0%
Nights (000)	188.1	157.6	237.1	388.5	301.4	206.7	322.1	308.0	286.3	-7.0%	52.2%
Average Length of Stay	10.9	8.6	10.7	21.6	14.2	10.4	16.6	11.3	11.2	-1.0%	2.9%
Expenditure (\$ million)*	\$9.5	\$9.0	\$15.1	n/p	\$20.5	\$12.4	n/p	\$15.4	\$16.4	6.2%	71.7%
Spend per visitor per night (\$)	\$51	\$57	\$64	-	\$68	\$60	-	\$50	\$57	14.3%	12.8%

Purpose of Visit

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Holiday	10.1	8.0	11.9	9.8	10.9	11.6	10.0	14.4	11.1	-22.8%	10.2%	
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	17.2	18.3	22.3	18.0	21.2	19.8	19.4	27.2	25.5	-6.1%	48.0%	

Travel to The Murray Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	892	889	1,093	983	1,521	981	1,009	1,082	1,336	23.5%	49.8%
Expenditure (\$ million)*	\$152	\$116	\$134	\$127	\$266	\$122	\$140	\$145	\$156	7.5%	2.6%
Spend per visitor (\$)	\$170	\$131	\$122	\$130	\$175	\$124	\$139	\$134	\$117	-12.9%	-31.5%

Main Purpose of Trip

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Holiday	474	471	617	462	707	408	401	n/p	647	-	36.4%	
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	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	892	889	1,093	983	1,521	981	1,009	1,082	1,336	23.5%	49.8%	

Origin

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Sydney	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	-	-	
Regional NSW	n/p	351	485	451	559	423	458	486	557	14.6%	-	
Total Intrastate	373	358	493	451	580	442	463	508	566	11.4%	51.7%	
Total Interstate	519	531	600	532	941	539	546	574	770	34.3%	48.4%	
Total	892	889	1,093	983	1,521	981	1,009	1,082	1,336	23.5%	49.8%	

Age

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 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	892	889	1,093	983	1,521	981	1,009	1,082	1,336	23.5%	49.8%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Eat out / dine at a restaurant and/or cafe	n/p	n/p	n/p	480	749	417	360	446	619	38.8%	-	
Visit friends & relatives	n/p	n/p	n/p	n/p	n/p	332	n/p	n/p	n/p	-	-	
Go shopping for pleasure	n/p	n/p	n/p	n/p	516	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 Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Private vehicle or company car	876	878	1,069	952	1,447	935	979	1,041	1,309	25.7%	49.4%	
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	-	-	

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.