

Travel to The Murray Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,872	1,792	2,162	2,149	2,172	2,141	2,077	2,230	2,553	14.5%	36.4%
Nights ('000)	3,174	3,265	2,818	2,911	2,891	2,742	3,015	3,116	3,578	14.8%	12.7%
Expenditure (\$ million)*	\$535	\$494	\$491	\$586	\$605	\$524	\$553	\$514	\$668	30.0%	24.9%
Overnight - Int'l & domestic											
Visitors ('000)	981	1,024	915	937	1,003	1,038	1,056	1,085	1,231	13.4%	25.5%
Nights ('000)	3,174	3,265	2,818	2,911	2,891	2,742	3,015	3,116	3,578	14.8%	12.7%
Expenditure (\$ million)*	\$398	\$388	\$350	\$386	\$428	\$389	\$398	\$381	\$502	31.6%	26.2%
Domestic - overnight & daytrip											
Visitors ('000)	1,856	1,772	2,139	2,132	2,149	2,121	2,057	2,205	2,524	14.5%	36.0%
Nights ('000)	2,989	3,082	2,502	2,578	2,580	2,535	2,713	2,816	3,253	15.5%	8.9%
Expenditure (\$ million)*	\$525	\$484	\$467	\$568	\$586	\$510	\$539	\$497	\$650	30.8%	23.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	965	1,004	892	921	980	1,018	1,037	1,059	1,202	13.5%	24.6%
Nights (000)	2,989	3,082	2,502	2,578	2,580	2,535	2,713	2,816	3,253	15.5%	8.9%
Average Length of Stay	3.1	3.1	2.8	2.8	2.6	2.5	2.6	2.7	2.7	1.8%	-12.6%
Expenditure (\$ million)*	\$388	\$379	\$326	\$368	\$408	\$375	\$383	\$364	\$484	32.9%	24.6%
Spend per visitor per night (\$)	\$130	\$123	\$130	\$143	\$158	\$148	\$141	\$129	\$149	15.0%	14.5%
Intrastate visitors (000)	312	295	276	269	345	277	267	336	403	20.3%	29.4%
Interstate visitors (000)	653	708	616	652	635	741	770	724	798	10.3%	22.3%
Intrastate nights (000)	1,044	758	710	725	832	615	623	817	853	4.4%	-18.3%
Interstate nights (000)	1,944	2,324	1,792	1,853	1,748	1,920	2,090	1,999	2,400	20.1%	23.4%
Intrastate expenditure (\$million)	\$142	\$132	\$117	\$103	\$151	\$121	\$105	\$118	\$137	15.8%	-3.6%
Interstate expenditure (\$ million)	\$246	\$246	\$209	\$265	\$257	\$254	\$278	\$246	\$347	41.1%	40.9%

Purpose of Visit

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Holiday	452	486	452	425	398	441	409	403	514	27.5%	13.8%	
Visiting Friends & Relatives	290	346	274	315	342	323	364	381	367	-3.6%	26.7%	
Business	178	n/p	n/p	n/p	n/p	176	159	169	238	41.0%	33.7%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	110	93	-16.0%	-	
Total	965	1,004	892	921	980	1,018	1,037	1,059	1,202	13.5%	24.6%	
	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Holiday	1,716	1,636	1,231	1,321	1,222	1,186	1,174	1,064	1,445	35.8%	-15.8%	
Visiting Friends & Relatives	788	986	722	866	892	873	1,042	1,156	1,062	-8.1%	34.7%	
Business	425	n/p	n/p	n/p	n/p	372	334	433	599	38.5%	41.1%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	163	147	-10.1%	-	
Total	2,989	3,082	2,502	2,578	2,580	2,535	2,713	2,816	3,253	15.5%	8.9%	

Origin

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Regional NSW	208	189	206	178	255	197	196	221	267	20.9%	28.5%	
Sydney	104	n/p	n/p	n/p	n/p	n/p	n/p	n/p	136	-	31.3%	
Total Intrastate	312	295	276	269	345	277	267	336	403	20.3%	29.4%	
Victoria	538	557	509	504	514	626	618	588	669	13.8%	24.3%	
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	62	68	52	57	57	68	n/p	70	76	8.5%	22.2%	
Total Interstate	653	708	616	652	635	741	770	724	798	10.3%	22.3%	
Grand Total	965	1,004	892	921	980	1,018	1,037	1,059	1,202	13.5%	24.6%	

Travel to The Murray Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
15-29	n/p	n/p	5.5	4.7	6.8	n/p	7.3	7.0	9.3	32.4%	-	
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	16.3	19.8	23.0	16.7	22.9	20.2	19.2	25.9	28.9	11.6%	77.5%	

Travel Party

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Travelling alone	9.0	10.7	11.9	8.0	11.4	10.0	10.5	14.0	14.3	2.5%	59.9%	
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Friends and/ or relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
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	-	-	
Total	16.3	19.8	23.0	16.7	22.9	20.2	19.2	25.9	28.9	11.6%	77.5%	

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Eat out / dine at a restaurant and/or cafe	14.8	17.2	20.8	14.5	20.1	18.8	18.6	24.4	28.0	14.7%	89.3%	
Sightseeing/looking around	11.2	14.8	18.7	13.6	15.7	15.4	14.0	20.7	23.1	11.6%	106.8%	
Go to the beach	10.1	10.7	13.6	8.4	12.8	12.4	12.6	15.3	19.8	29.6%	96.2%	
Go shopping for pleasure	10.9	13.4	15.6	12.6	14.3	14.1	14.4	18.1	19.3	6.7%	77.4%	
Visit national parks / state parks	9.2	8.3	11.5	9.0	13.3	11.7	11.5	15.2	18.2	19.7%	98.6%	

First or Return Visitor to Australia

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
First visit	6.7	8.1	7.8	7.0	8.9	n/p	6.8	9.7	13.8	41.9%	106.0%	
Return visit	9.6	11.8	15.2	9.7	14.0	13.0	12.4	16.2	15.1	-6.6%	57.5%	
Total	16.3	19.8	23.0	16.7	22.9	20.2	19.2	25.9	28.9	11.6%	77.5%	

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

	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Friends or relatives property	n/p	90.0	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Standard hotel/motor inn (below 4 star)	n/p	n/p	48.6	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 Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Private vehicle or company car	n/p	6.7	8.3	n/p	n/p	8.4	n/p	n/p	n/p	-	-	
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Visitors (000)	891	769	1,246	1,211	1,169	1,103	1,021	1,145	1,322	15.5%	48.4%	
Expenditure (\$ million)*	\$137	\$106	\$142	\$200	\$177	\$136	\$156	\$133	\$166	25.2%	21.2%	
Spend per visitor (\$)	\$154	\$137	\$114	\$165	\$152	\$123	\$152	\$116	\$126	8.4%	-18.3%	

Travel to The Murray Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

Main Purpose of Trip

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Holiday	516	407	732	561	495	430	n/p	447	684	53.2%	32.7%	
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	891	769	1,246	1,211	1,169	1,103	1,021	1,145	1,322	15.5%	48.4%	

Origin

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Sydney	n/p	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	n/p	n/p	541	492	473	478	n/p	533	537	0.8%	-	
Total Intrastate	n/p	334	541	492	499	491	n/p	553	549	-0.7%	-	
Total Interstate	573	434	705	719	670	611	551	592	773	30.6%	34.8%	
Total	891	769	1,246	1,211	1,169	1,103	1,021	1,145	1,322	15.5%	48.4%	

Age

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
15-29	n/p	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	n/p	-	-
40-49	n/p	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	n/p	-	-
60-69	n/p	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	n/p	-	-
Total	891	769	1,246	1,211	1,169	1,103	1,021	1,145	1,322	15.5%	48.4%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Eat out / dine at a restaurant and/or cafe	n/p	n/p	456	632	589	430	n/p	535	659	23.2%	-	
Visit friends & relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	462	n/p	-	-	
Go shopping for pleasure	n/p	n/p	403	n/p	448	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	-	-	
Pubs, clubs, discos etc	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 Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Private vehicle or company car	891	757	1,207	1,168	1,110	1,050	993	1,113	1,267	13.9%	42.2%	
Bus/Coach	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Long distance transport	-	-	-	-	-	-	-	-	n/p	-	-	

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit.

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.