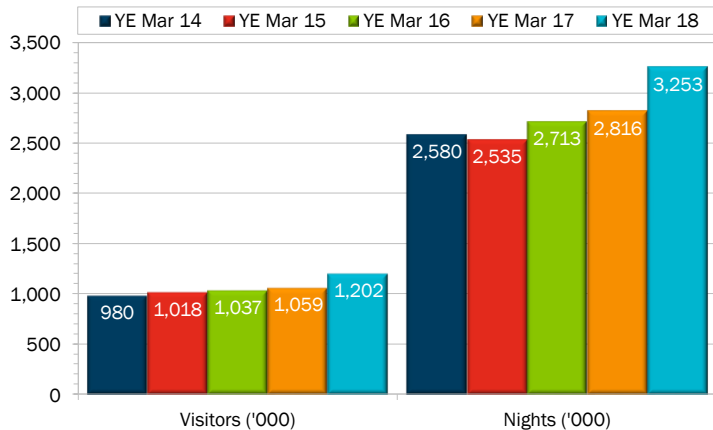


## Domestic Overnight Travel<sup>1</sup>

### Visitors and nights



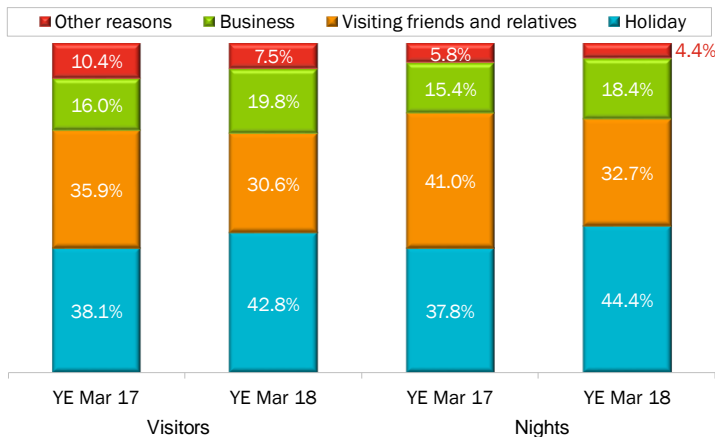
The Murray received over 1.2 million domestic overnight visitors – up by 13.5%\* on YE Mar 17. Visitors spent nearly 3.3 million nights in the region – up by 15.5% on YE Mar 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 11.0 percent\* on last year and by 26.9 percent\* compared to four years ago.

### Market share

The region received 5.2% of visitors and 4.4% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was up by 0.1 pt and the share of nights was up by 0.4 pts.

### Purpose of visit to The Murray



'Holiday' (42.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (30.6%) and 'business' (19.8%). Compared to YE Mar 17, visitors who travelled for 'holiday' grew by 27.5%\* while 'VFR' declined by 3.6% and 'business' increased by 41.0%\*.

'Holiday' (44.4%) was the largest purpose in terms of nights in the region, followed by 'VFR' (32.7%) and 'business' (18.4%). Compared to YE Mar 17, nights spent for 'holiday' grew by 35.8%\* while 'VFR' declined by 8.1% and 'business' increased by 38.5%.

### Accommodation used in The Murray

'Friends or relatives property' (31.0%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (23.3%) and 'caravan park or commercial camping ground' (14.8%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Mar 17	YE Mar 18	YE Mar 17	YE Mar 18
Regional NSW	20.9%	22.2%	17.6%	17.0%
Sydney	10.8%	11.3%	11.4%	9.2%
Total intrastate	31.7%	33.6%	29.0%	26.2%
Victoria	55.5%	55.7%	56.3%	60.0%
South Australia	4.4%	5.0%	3.6%	5.9%
Queensland	4.2%	3.4%	6.1%	5.2%
Other interstate	4.2%	2.4%	5.0%	2.7%
Total interstate	68.3%	66.4%	71.0%	73.8%

Victoria (55.7%) was the largest source of visitors to the region, followed by regional NSW (22.2%) and Sydney (11.3%). Compared to YE Mar 17, the regional NSW source market grew by 20.9% and Sydney increased by 18.9%. Over the same period, Victoria grew by 13.8% and South Australia increased by 26.9% while Queensland declined by 6.8%.

Victoria (60.0%) was the largest source market in terms of nights in the region, followed by regional NSW (17.0%) and Sydney (9.2%). Compared to YE Mar 17, nights spent by visitors from regional NSW grew by 11.7% while nights from Sydney declined by 6.8%. Over the same period, Victorian nights grew by 23.0% and nights by visitors from South Australia increased by 92.3% while Queensland nights declined by 2.4%.

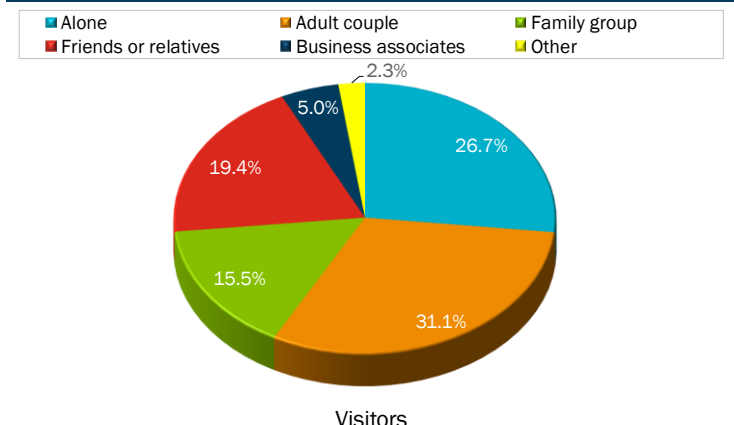
### Top activities in The Murray

'Eat out, dine at a restaurant or cafe' (59.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.2%) and 'pubs, clubs, discos etc' (30.3%).

### Age groups

'15 to 29 years' (20.8%) was the largest age group of visitors to the region, followed by '60 to 69 years' (19.2%) and '50 to 59 years' (16.1%).

### Travel party



'Adult couple' (31.1%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.7%) and 'friends or relatives' (19.4%).

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

Domestic overnight visitors spent \$484 million in the region – up by 32.9%\* on YE Mar 17. On average, they spent \$149 per night – up by 15.0% on YE Mar 17.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Mar 18.

# Travel To The Murray

Year ended March 2018

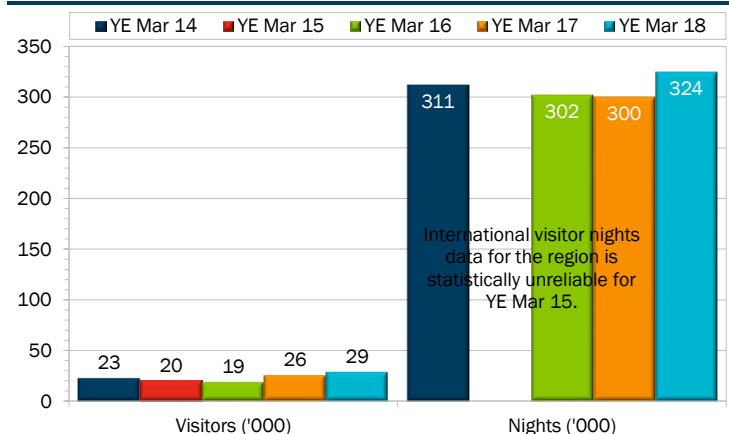
For the period of April 2017 to March 2018

Sources: (1) NVS & (2) IVS, YE Mar 18, TRA - unless otherwise specified.

Preliminary	YE Mar 18	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	2.6	14.5%	1.1%	47.1%	51.8%	4.1%	10
Total nights (million)	3.6	14.8%	9.1%	90.9%	0.0%	4.0%	9
Total spend (million)	\$668	30.0%	2.7%	72.4%	24.9%	3.9%	10

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

### Visitors and nights



The Murray received 28,900 international overnight visitors - up by 11.6% on YE Mar 17. Visitors spent 324,400 nights in the region - up by 8.3% on YE Mar 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 11.2 percent\* on last year and by 41.6 percent\* compared to four years ago.

### Market share

The region received 3.3% of visitors and 2.2% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was unchanged and the share of nights was up by 0.1% pt.

### Origin - share of visitors to The Murray

Rank	Individual market	Share of international visitors to The Murray		
		YE Mar 17	YE Mar 18	Origin region
1	United Kingdom	9.5%	20.0%	Europe
2	New Zealand	15.2%	10.8%	North America
3	Germany	np	10.4%	Asia
4	np	np	np	New Zealand & Oceania
5	np	np	np	Other Countries

The United Kingdom (20.0%) was the region's largest individual source market of visitors, followed by New Zealand (10.8%) and Germany (10.4%).

### Accommodation in The Murray

'Friends or relatives property' (32.7%) was the most popular form of accommodation used by visitors in the region, followed by 'standard hotel or motor inn, below 4 star' (28.3%).

### Age groups

'15 to 29 years' (32.2%) was the largest age group of visitors to the region, followed by '60 to 69 years' (18.8%) and '30 to 39 years' (18.3%).

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

International overnight visitors spent \$18 million in the region - up by 5.6% on YE Mar 17. On average, they spent \$56 per night region - down by 2.4% on YE Mar 17.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Mar 18.

### Preliminary IVS results

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. There are no issues with the survey collection.

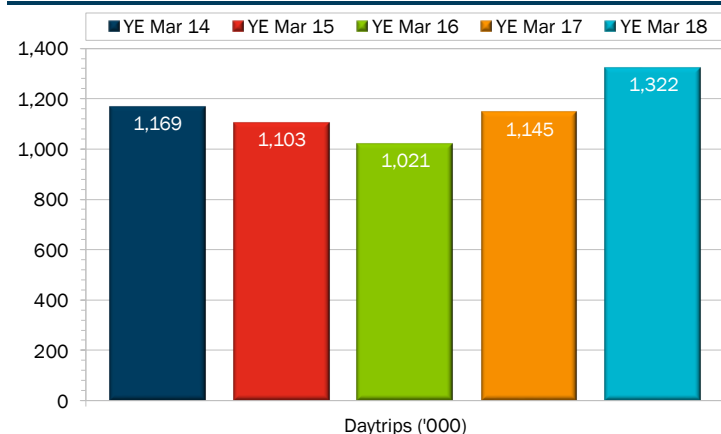
Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Mar 18 are preliminary.

\* 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 15.5% on YE Mar 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.8 percent\* on last year and by 20.1 percent\* compared to four years ago.

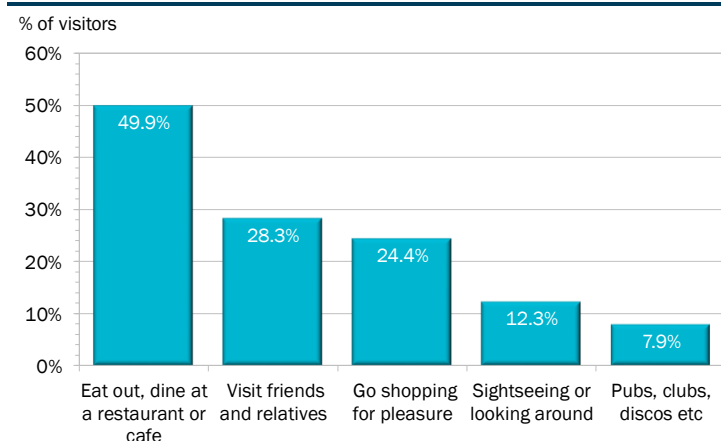
### Market share

The region received 3.5% of daytrips to regional NSW. Compared to YE Mar 17, the share was up by 0.3% pts.

### Main purpose of trip

'Holiday' (51.7%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (20.4%) and 'medical reasons' (10.5%). Compared to YE Mar 17, visitors who travelled for 'holiday' grew by 53.2%\* while 'VFR' declined by 14.0% and 'medical reasons' increased by 6.4%.

### Top activities in The Murray



'Eat out, dine at a restaurant or cafe' (49.9%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$166 million in the region - up by 25.2% on YE Mar 17. On average, they spent \$126 per trip - up by 8.4% on YE Mar 17.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Mar 18.

### 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.