

Travel to The Murray Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,973	1,847	2,020	2,248	2,153	2,222	2,028	2,329	2,576	10.6%	30.6%
Nights ('000)	3,203	3,119	2,855	2,975	2,933	2,604	3,195	3,222	3,319	3.0%	3.6%
Expenditure (\$ million)*	\$545	\$503	\$463	\$640	\$585	\$509	\$553	\$524	\$695	32.6%	27.6%
Overnight - Int'l & domestic											
Visitors ('000)	1,031	989	911	983	975	1,016	1,112	1,135	1,166	2.7%	13.1%
Nights ('000)	3,203	3,119	2,855	2,975	2,933	2,604	3,195	3,222	3,319	3.0%	3.6%
Expenditure (\$ million)*	\$408	\$383	\$338	\$432	\$413	\$361	\$417	\$383	\$500	30.6%	22.6%
Domestic - overnight & daytrip											
Visitors ('000)	1,957	1,826	1,999	2,230	2,131	2,201	2,007	2,303	2,545	10.5%	30.0%
Nights ('000)	3,051	2,901	2,565	2,606	2,670	2,375	2,892	2,898	2,990	3.2%	-2.0%
Expenditure (\$ million)*	\$537	\$488	\$444	\$620	\$568	\$496	\$537	\$505	\$675	33.7%	25.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	1,015	968	891	964	953	995	1,091	1,108	1,135	2.4%	11.8%
Nights (000)	3,051	2,901	2,565	2,606	2,670	2,375	2,892	2,898	2,990	3.2%	-2.0%
Average Length of Stay	3.0	3.0	2.9	2.7	2.8	2.4	2.7	2.6	2.6	0.7%	-12.4%
Expenditure (\$ million)*	\$400	\$367	\$319	\$412	\$396	\$347	\$401	\$364	\$480	31.9%	20.0%
Spend per visitor per night (\$)	\$131	\$127	\$124	\$158	\$148	\$146	\$139	\$125	\$160	27.9%	22.5%
Intrastate visitors (000)	341	296	278	308	288	271	292	384	372	-3.0%	9.2%
Interstate visitors (000)	675	671	612	657	665	724	800	725	763	5.3%	13.1%
Intrastate nights (000)	1,131	771	721	770	740	570	670	891	789	-11.5%	-30.2%
Interstate nights (000)	1,920	2,130	1,843	1,836	1,930	1,806	2,223	2,007	2,201	9.7%	14.6%
Intrastate expenditure (\$million)	\$151	\$142	\$103	\$133	\$129	\$112	\$115	\$112	\$150	34.2%	-0.6%
Interstate expenditure (\$ million)	\$249	\$225	\$216	\$278	\$267	\$235	\$286	\$252	\$330	30.9%	32.6%

Purpose of Visit

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Holiday	463	483	427	412	408	416	429	435	481	10.7%	3.8%	
Visiting Friends & Relatives	320	326	269	345	321	328	387	361	349	-3.3%	9.1%	
Business	181	n/p	151	n/p	n/p	154	183	210	216	2.8%	19.2%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	107	102	-4.0%	-	
Total	1,015	968	891	964	953	995	1,091	1,108	1,135	2.4%	11.8%	
	Nights (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Holiday	1,711	1,556	1,186	1,294	1,230	1,137	1,222	1,183	1,345	13.6%	-21.4%	
Visiting Friends & Relatives	926	892	718	930	954	778	1,145	1,051	1,034	-1.7%	11.6%	
Business	347	n/p	558	n/p	n/p	349	356	500	473	-5.3%	36.3%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	164	139	-15.5%	-	
Total	3,051	2,901	2,565	2,606	2,670	2,375	2,892	2,898	2,990	3.2%	-2.0%	

Origin

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Regional NSW	221	196	190	235	200	199	193	262	253	-3.3%	14.6%	
Sydney	119	n/p	n/p	n/p	88	n/p	n/p	n/p	n/p	-	-	
Total Intrastate	341	296	278	308	288	271	292	384	372	-3.0%	9.2%	
Victoria	532	546	488	516	548	598	643	597	621	4.0%	16.8%	
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	69	66	55	52	60	66	80	66	79	19.8%	14.1%	
Total Interstate	675	671	612	657	665	724	800	725	763	5.3%	13.1%	
Grand Total	1,015	968	891	964	953	995	1,091	1,108	1,135	2.4%	11.8%	

Travel to The Murray Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
15-29	n/p	5	5	5	6	5	7	7	9	27.3%	-
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	21	21	19	22	21	21	27	31	16.0%	98.1%

Travel Party

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Travelling alone	8	11	11	9	10	11	12	14	15	8.8%	78.6%
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	21	21	19	22	21	21	27	31	16.0%	98.1%

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

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Eat out / dine at a restaurant and/or cafe	14	18	19	16	20	19	20	26	29	13.9%	106.7%
Sightseeing/looking around	10	15	17	15	16	14	15	23	23	1.3%	121.0%
Go shopping for pleasure	11	13	15	13	15	15	15	19	21	7.5%	92.6%
Go to the beach	9	11	13	10	12	12	13	17	20	19.4%	124.7%
Pubs, clubs, discos etc	9	13	12	8	12	11	11	15	19	23.4%	102.9%

First or Return Visitor to Australia

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
First visit	6	8	7	8	9	n/p	n/p	11	14	32.6%	135.6%
Return visit	9	12	14	11	13	14	13	16	16	4.7%	74.0%
Total	16	21	21	19	22	21	21	27	31	16.0%	98.1%

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

	Nights (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Friends or relatives property	n/p	n/p	n/p	n/p	n/p	145	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	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 Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Private vehicle or company car	n/p	6.0	8.4	n/p	7.5	8.2	n/p	n/p	10.4	-	-
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

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	942	858	1,109	1,265	1,178	1,206	916	1,194	1,410	18.0%	49.7%
Expenditure (\$ million)*	\$137	\$120	\$125	\$209	\$172	\$149	\$136	\$141	\$195	38.3%	42.4%
Spend per visitor (\$)	\$145	\$140	\$113	\$165	\$146	\$123	\$149	\$118	\$138	17.2%	-4.8%

Travel to The Murray Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

Main Purpose of Trip

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Holiday	571	414	626	648	457	446	n/p	455	704	54.8%	23.3%	
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	942	858	1,109	1,265	1,178	1,206	916	1,194	1,410	18.0%	49.7%	

Origin

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Sydney	-	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	354	372	486	527	445	586	n/p	535	632	18.1%	78.5%	
Total Intrastate	354	386	486	527	471	605	n/p	555	644	16.0%	82.0%	
Total Interstate	588	472	622	738	706	601	577	639	766	19.8%	30.2%	
Total	942	858	1,109	1,265	1,178	1,206	916	1,194	1,410	18.0%	49.7%	

Age

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 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	942	858	1,109	1,265	1,178	1,206	916	1,194	1,410	18.0%	49.7%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Eat out / dine at a restaurant and/or cafe	n/p	n/p	390	613	597	458	n/p	548	753	37.3%	-	
Go shopping for pleasure	n/p	n/p	n/p	454	n/p	n/p	n/p	n/p	n/p	-	-	
Visit friends & relatives	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	-	-	
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 Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Private vehicle or company car	937	851	1,069	1,215	1,126	1,146	892	1,152	1,343	16.5%	43.3%	
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 Jun 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.