

Travel to The Murray Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,942	1,967	2,014	2,195	2,219	2,017	2,207	2,471	2,567	3.9%	32.2%
Nights ('000)	3,177	2,991	2,587	2,887	2,976	2,616	3,349	3,293	3,281	-0.4%	3.3%
Expenditure (\$ million)*	\$538	\$494	\$471	\$693	\$510	\$506	\$577	\$585	\$704	20.2%	30.8%
Overnight - Int'l & domestic											
Visitors ('000)	1,000	978	905	957	1,032	976	1,151	1,170	1,148	-1.9%	14.8%
Nights ('000)	3,177	2,991	2,587	2,887	2,976	2,616	3,349	3,293	3,281	-0.4%	3.3%
Expenditure (\$ million)*	\$396	\$369	\$340	\$478	\$356	\$368	\$417	\$435	\$476	9.4%	20.0%
Domestic - overnight & daytrip											
Visitors ('000)	1,924	1,946	1,995	2,174	2,198	1,996	2,184	2,445	2,537	3.8%	31.8%
Nights ('000)	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	2,987	0.8%	-1.6%
Expenditure (\$ million)*	\$529	\$479	\$449	\$671	\$498	\$493	\$559	\$567	\$682	20.3%	28.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	982	957	886	936	1,012	955	1,128	1,144	1,118	-2.2%	13.9%
Nights (000)	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	2,987	0.8%	-1.6%
Average Length of Stay	3.1	2.9	2.6	2.7	2.7	2.5	2.7	2.6	2.7	3.1%	-13.6%
Expenditure (\$ million)*	\$388	\$354	\$318	\$457	\$344	\$355	\$399	\$417	\$454	8.9%	17.0%
Spend per visitor per night (\$)	\$128	\$129	\$140	\$179	\$125	\$148	\$133	\$141	\$152	8.1%	18.9%
Intrastate visitors (000)	306	311	266	309	306	251	310	403	380	-5.8%	24.1%
Interstate visitors (000)	676	646	619	626	707	705	818	740	738	-0.3%	9.2%
Intrastate nights (000)	829	799	651	775	778	541	805	869	834	-4.0%	0.7%
Interstate nights (000)	2,207	1,947	1,617	1,772	1,973	1,857	2,195	2,096	2,153	2.8%	-2.4%
Intrastate expenditure (\$million)	\$133	\$143	\$98	\$152	\$118	\$109	\$120	\$135	\$146	8.0%	9.3%
Interstate expenditure (\$ million)	\$254	\$211	\$220	\$305	\$226	\$246	\$279	\$282	\$308	9.3%	21.1%

Purpose of Visit

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	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	440	480	445	393	410	397	451	467	460	-1.6%	4.4%	
Visiting Friends & Relatives	339	301	261	340	363	304	388	369	363	-1.8%	6.8%	
Business	151	n/p	136	n/p	n/p	151	202	206	204	-0.9%	35.4%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	105	105	-0.6%	-	
Total	982	957	886	936	1,012	955	1,128	1,144	1,118	-2.2%	13.9%	
	Nights (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	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	1,541	1,372	1,166	1,269	1,182	1,139	1,261	1,263	1,315	4.1%	-14.6%	
Visiting Friends & Relatives	982	854	660	901	1,078	755	1,214	1,012	1,091	7.8%	11.1%	
Business	429	n/p	346	n/p	n/p	353	389	526	438	-16.7%	2.1%	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	163	143	-12.3%	-	
Total	3,035	2,745	2,269	2,547	2,751	2,397	3,000	2,965	2,987	0.8%	-1.6%	

Origin

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	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	210	207	175	236	213	189	210	264	250	-5.5%	19.1%	
Sydney	n/p	n/p	n/p	n/p	93	n/p	n/p	139	n/p	-	-	
Total Intrastate	306	311	266	309	306	251	310	403	380	-5.8%	24.1%	
Victoria	515	521	508	478	600	572	671	603	588	-2.5%	14.2%	
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	70	62	57	46	57	70	72	81	70	-13.4%	-0.2%	
Total Interstate	676	646	619	626	707	705	818	740	738	-0.3%	9.2%	
Grand Total	982	957	886	936	1,012	955	1,128	1,144	1,118	-2.2%	13.9%	

Travel to The Murray Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
15-29	n/p	5	5	6	6	n/p	8	8	9	12.2%	-	
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	18	21	19	21	20	20	23	27	30	12.2%	68.8%	

Travel Party

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Travelling alone	9	12	10	9	9	11	13	13	16	24.9%	74.1%	
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	18	21	19	21	20	20	23	27	30	12.2%	68.8%	

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

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	15	19	17	18	18	19	22	25	29	13.5%	89.0%	
Sightseeing/looking around	12	15	16	17	15	14	17	22	24	6.2%	97.9%	
Go shopping for pleasure	12	13	14	15	14	14	17	18	21	17.9%	74.3%	
Go to the beach	9	11	12	12	12	12	14	17	19	15.8%	105.2%	
Visit national parks / state parks	9	8	10	13	12	11	13	16	18	11.5%	110.4%	

First or Return Visitor to Australia

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
First visit	7	8	7	9	8	n/p	8	12	13	10.4%	79.3%	
Return visit	10	13	12	12	12	14	15	15	17	13.6%	61.4%	
Total	18	21	19	21	20	20	23	27	30	12.2%	68.8%	

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

	Nights (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Friends or relatives property	n/p	100	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	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 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	n/p	7	n/p	n/p	n/p	9	n/p	10	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 Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Visitors (000)	942	989	1,109	1,238	1,186	1,041	1,056	1,301	1,419	9.0%	50.5%	
Expenditure (\$ million)*	\$142	\$124	\$131	\$214	\$154	\$138	\$160	\$150	\$228	51.7%	61.1%	
Spend per visitor (\$)	\$150	\$126	\$118	\$173	\$130	\$133	\$152	\$116	\$161	39.2%	7.0%	

Travel to The Murray Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

Main Purpose of Trip

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Holiday	557	529	588	559	508	392	n/p	570	690	21.0%	23.9%	
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	989	1,109	1,238	1,186	1,041	1,056	1,301	1,419	9.0%	50.5%	

Origin

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Sydney	-	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	333	407	528	486	462	511	n/p	534	640	19.8%	92.4%	
Total Intrastate	333	421	528	507	467	529	n/p	544	670	23.3%	101.5%	
Total Interstate	610	568	581	732	719	511	594	758	748	-1.2%	22.7%	
Total	942	989	1,109	1,238	1,186	1,041	1,056	1,301	1,419	9.0%	50.5%	

Age

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 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	989	1,109	1,238	1,186	1,041	1,056	1,301	1,419	9.0%	50.5%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	381	n/p	482	634	527	380	454	539	851	57.9%	123.4%	
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	393	-	-	
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 Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	931	979	1,073	1,162	1,141	1,007	1,025	1,262	1,352	7.2%	45.3%	
Bus/Coach	n/p	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 Sept 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.