

## FACT SHEET

Total Domestic and International visitation to The Murray (spend, visitors and nights)

 **SPEND**  
\$870 m  
up 15.6% YoY

 **VISITORS**  
2.8 m  
up 5.3% YoY

 **NIGHTS**  
4.1 m  
up 23.7% YoY

The Murray received 3.8% of international visitors, 5.0% of domestic overnight visitors and 3.1% of domestic daytrip visitors to Regional NSW.

### DOMESTIC OVERNIGHT VISITATION

- The Murray is Regional NSW's number 8 region for domestic overnight visitors and nights, and number 9 for expenditure.
- There were 1.4 million domestic overnight visitors (up 15.5% on the previous year) who stayed 3.7 million nights (up 21.8%) in The Murray and spent \$592 million (up 24.3%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$160.
- The region accounted for 5.0% of visitors, 4.2% of nights and 4.1% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (39%), followed by Visiting Friends and Relatives (34%) and Business (18%).
- 22% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (19%), 50-59 years old (16%) and 30-39 years old (15%).
- 'Adult couple' (30%) was the most common travel party among visitors to the region, followed by 'unaccompanied traveller' (29%) and 'friends and relatives travelling together' (22%).
- Victoria was the largest source market for visitors to the region (51%), followed by Regional NSW (23%) and Sydney (12%). Visitors from interstate accounted for 66% of the region's visitors.

### TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 40.0%, up 48.0% and up 63.9%, respectively.

### DOMESTIC DAY TRIP VISITATION

- The Murray is Regional NSW's number 10 region for domestic day trip visitors and 9 for expenditure.
- There were 1.4 million domestic day trip visitors to the Murray (down 3.2% on the previous year) who spent \$252 million (down 1.5%). The average spend per visitor was \$175.
- The region accounted for 3.1% of visitors and 4.9% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (49%), followed by Visiting Friends and Relatives\* and Business\*.
- Visitors aged 30-39 years\* accounted for most of all day trippers to the region.

### TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 46.3% and up 106.7%, respectively.

### FACT SHEET – Cont'd

#### INTERNATIONAL VISITATION

- The Murray is Regional NSW's number 9 region for international visitors, 10 for nights and 8 for expenditure.
- There were 32,700 international visitors (up 20.8% on the previous year) who stayed 454,300 nights (up 41.3%) in The Murray and spent \$26.5 million (up 28.7%).
- The average length of stay in the region was 13.9 nights and average spend per night was \$58.
- The region accounted for 3.8% of visitors, 3.1% of visitor nights and 2.6% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (52%), followed by Visiting Friends and Relatives\* and Business\*.
- 26% of the visitors were aged 15-29 years, followed by 30-39 years old\*.
- 'Unaccompanied traveller' (51%) was the most common travel party among visitors to the region, followed by 'adult couple'\*.
- The United Kingdom\* was the region's largest source market for visitors.

#### TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 62.0%, up 112.7% and up 120.0%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Murray for YE December 2019.

