

# Travel to The Murray Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,889	2,064	1,876	2,535	1,973	2,053	2,163	2,627	2,687	2,829	5.3%
Nights ('000)	3,198	2,791	2,911	2,847	2,708	3,013	3,115	3,493	3,354	4,147	23.7%
Expenditure (\$ million)*	\$519	\$500	\$485	\$723	\$495	\$524	\$527	\$647	\$752	\$870	15.6%

### Overnight - Int'l & domestic

Visitors ('000)	1,000	971	893	1,015	992	1,044	1,081	1,237	1,205	1,393	15.7%
Nights ('000)	3,198	2,791	2,911	2,847	2,708	3,013	3,115	3,493	3,354	4,147	23.7%
Expenditure (\$ million)*	\$403	\$367	\$358	\$458	\$373	\$384	\$382	\$488	\$497	\$618	24.5%

### Domestic - overnight & daytrip

Visitors ('000)	1,870	2,042	1,857	2,514	1,953	2,034	2,136	2,602	2,660	2,796	5.1%
Nights ('000)	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	21.8%
Expenditure (\$ million)*	\$510	\$485	\$461	\$703	\$483	\$505	\$512	\$631	\$732	\$843	15.3%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	981	949	874	993	972	1,025	1,054	1,211	1,178	1,361	15.5%
Nights (000)	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	21.8%
Average Length of Stay	3.1	2.7	2.9	2.6	2.6	2.6	2.7	2.6	2.6	2.7	5.4%
Expenditure (\$ million)*	\$394	\$351	\$333	\$437	\$361	\$365	\$367	\$471	\$476	\$592	24.3%
Spend per visitor per night (\$)	\$130	\$138	\$133	\$172	\$145	\$136	\$131	\$147	\$157	\$160	2.0%
Intrastate visitors (000)	275	306	265	349	261	275	294	421	386	469	21.5%
Interstate visitors (000)	706	642	609	644	711	750	760	790	792	892	12.6%
Intrastate nights (000)	703	772	752	835	590	663	709	920	865	1,287	48.8%
Interstate nights (000)	2,329	1,776	1,753	1,711	1,904	2,032	2,101	2,287	2,167	2,406	11.0%
Intrastate expenditure (\$million)	\$113	\$145	\$103	\$155	\$114	\$109	\$106	\$146	\$153	\$220	43.7%
Interstate expenditure (\$ million)	\$280	\$206	\$230	\$283	\$247	\$256	\$260	\$325	\$323	\$371	15.0%

#### Purpose of Visit

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Holiday	483	481	423	399	399	405	425	528	503	531	5.6%
Visiting Friends & Relatives	327	287	278	371	329	343	354	386	374	457	22.2%
Business	n/p	n/p	n/p	n/p	n/p	178	177	200	215	250	16.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	103	106	92	124	34.9%
Total	981	949	874	993	972	1,025	1,054	1,211	1,178	1,361	15.5%
	Nights (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Holiday	1,623	1,329	1,247	1,225	1,092	1,201	1,153	1,454	1,406	1,572	11.8%
Visiting Friends & Relatives	947	709	824	923	919	952	1,049	1,130	1,058	1,236	16.9%
Business	n/p	n/p	n/p	n/p	n/p	392	450	457	430	710	65.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	158	166	139	175	26.1%
Total	3,032	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	21.8%

#### Origin

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Regional NSW	185	213	173	273	173	187	211	260	271	309	14.0%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	161	n/p	160	-
<b>Total Intrastate</b>	275	306	265	349	261	275	294	421	386	469	21.5%
Victoria	538	529	471	517	608	610	612	656	651	690	5.9%
Queensland	n/p	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	n/p	-
Other Interstate	72	58	55	51	66	n/p	66	76	67	n/p	-
<b>Total Interstate</b>	706	642	609	644	711	750	760	790	792	892	12.6%
<b>Grand Total</b>	981	949	874	993	972	1,025	1,054	1,211	1,178	1,361	15.5%

# Travel to The Murray Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	n/p	n/p	n/p	n/p	178	185	n/p	255	n/p	294	-
30-39	145	n/p	n/p	n/p	n/p	140	174	n/p	209	202	-3.8%
40-49	176	157	123	197	171	140	192	205	171	196	14.8%
50-59	198	205	185	198	193	197	181	196	209	216	3.3%
60-69	195	215	217	219	199	238	229	229	231	253	9.4%
70+	95	130	110	142	114	125	125	178	147	201	36.4%
Total	981	949	874	993	972	1,025	1,054	1,211	1,178	1,361	15.5%

### Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	182	194	160	212	246	281	299	332	285	392	37.5%
Adult couple	326	311	318	355	303	352	382	376	409	412	0.7%
Family group - parents and children	214	207	195	201	169	132	153	188	175	180	3.1%
Friends or relatives travelling together with(out) children	201	166	136	166	188	209	171	231	239	299	25.1%
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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	981	949	874	993	972	1,025	1,054	1,211	1,178	1,361	15.5%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	495	531	459	553	529	533	566	687	669	758	13.3%
Visit friends & relatives	379	361	322	428	401	374	401	462	453	464	2.4%
Pubs, clubs, discos etc	248	282	190	284	319	289	274	346	342	354	3.5%
Sightseeing/looking around	241	217	197	182	197	180	185	249	244	281	15.4%
Go shopping for pleasure	210	193	156	214	195	159	140	172	187	161	-13.6%

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

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Friends or relatives property	929	688	752	840	971	907	957	1,079	1,097	1,196	9.1%
Standard hotel/motor inn (below 4 star)	755	550	655	646	564	560	643	798	516	689	33.6%
Caravan park or commercial camping ground	528	455	526	528	341	534	373	492	513	597	16.3%

### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	813	786	758	866	843	877	916	1,075	1,035	1,161	12.1%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	19	22	19	21	20	19	27	25	27	33	20.8%
Nights (000)	166	243	406	301	214	318	305	286	321	454	41.3%
Average Length of Stay	9	11	21	14	11	17	11	11	12	14	16.9%
Expenditure (\$ million)*	9	n/p	n/p	20	12	n/p	15	16	21	26	28.7%
Spend per visitor per night (\$)	57	-	-	68	56	-	48	57	64	58	-8.9%

### Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	8	12	9	10	11	9	14	11	15	17	10.0%
Visiting Friends & Relatives	n/p	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	n/p	-
Employment	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	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	n/p	-
Total	19	22	19	21	20	19	27	25	27	33	20.8%



# Travel to The Murray Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	889	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	-3.2%
Expenditure (\$ million)*	\$116	\$134	\$127	\$266	\$122	\$140	\$145	\$160	\$256	\$252	-1.5%
Spend per visitor (\$)	\$131	\$122	\$130	\$175	\$124	\$139	\$134	\$115	\$172	\$175	1.7%

#### Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	471	617	462	707	408	401	n/p	686	639	698	9.3%
Visiting Friends & Relatives	n/p	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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	889	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	-3.2%

#### Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	351	485	451	559	423	458	486	580	654	544	-16.8%
<b>Total Intrastate</b>	358	493	451	580	442	463	508	589	684	617	-9.9%
<b>Total Interstate</b>	531	600	532	941	539	546	574	802	798	819	2.6%
Total	889	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	-3.2%

#### Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
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	889	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	-3.2%

#### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	n/p	n/p	480	749	417	360	446	651	873	716	-18.0%
Visit friends & relatives	n/p	n/p	n/p	n/p	332	n/p	n/p	n/p	471	n/p	-
Go shopping for pleasure	n/p	n/p	n/p	516	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	n/p	-
Pubs, clubs, discos etc	n/p	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)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	878	1,069	952	1,447	935	979	1,041	1,363	1,415	1,415	0.0%
Railway	-	n/p	-	n/p	n/p	n/p	n/p	n/p	-	n/p	-
n/p	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable

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.