

The Murray Visitor Profile

Year ended March 2020

Source: National and International Visitor Surveys, Tourism Research Australia.



TOTAL DOMESTIC & INTERNATIONAL



Visitors
2.7m
-4.2% YoY

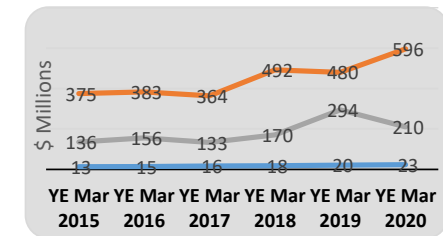
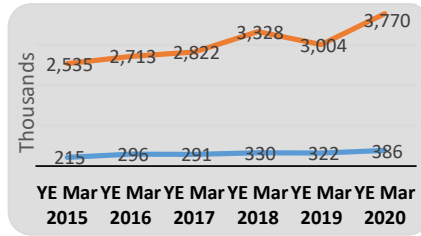
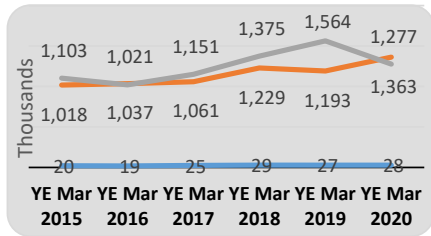
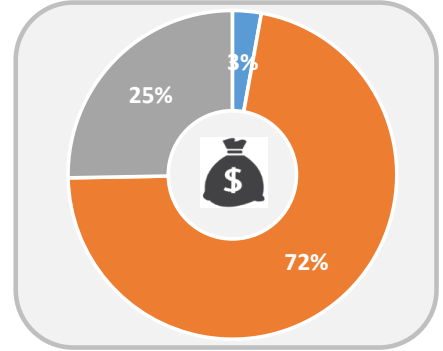
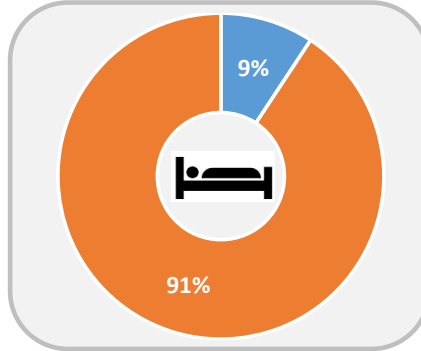
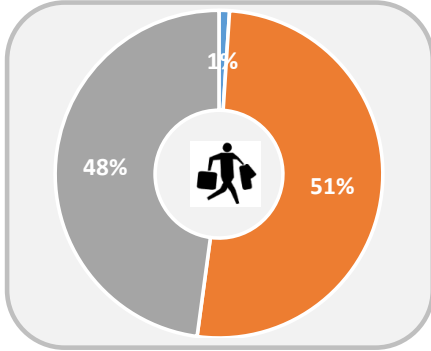


Nights
4.2m
+25.0% YoY



Expenditure
\$828.9m
+4.3% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.4m (+14.2% YoY)
Nights: 3.8m (+25.5% YoY)
Expenditure: \$595.8m (+24.2% YoY)



Average spend
\$158 per night
\$437 per visitor



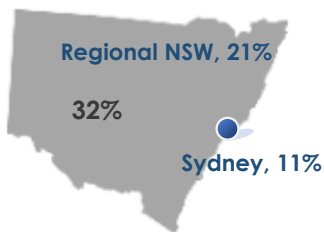
Average length of stay:
2.8 nights



#8 for visitors
#8 for nights
#8 for expenditure
In Regional NSW

Origin

32% of the visitors came from within NSW



Travel party

31% of the visitors were adult couple



Unaccompanied
31%



Adult couple
31%



Family group
13%

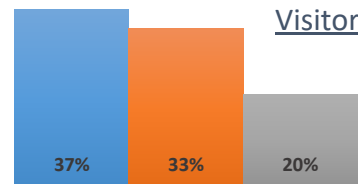


Friends and/or relatives
20%

Purpose of visit

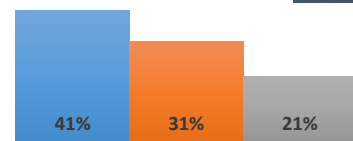
The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



Visitors

Nights



Transport

Private vehicle or company car - 85%
Aircraft - n/p

Gender

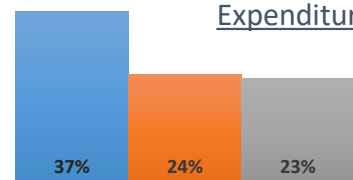


47%



53%

Expenditure



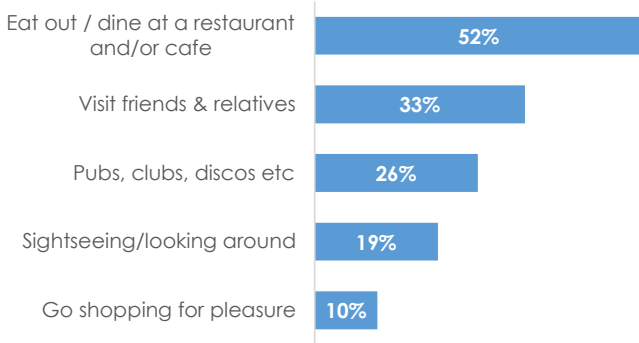
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Year ended March 2020



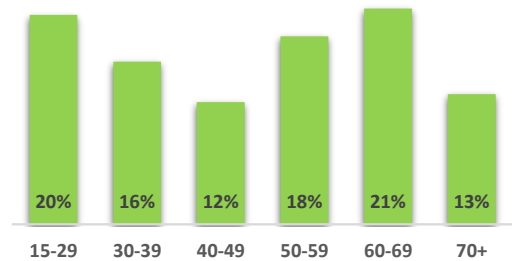
Source: National and International Visitor Surveys, Tourism Research Australia.

Top 5 activities



Age

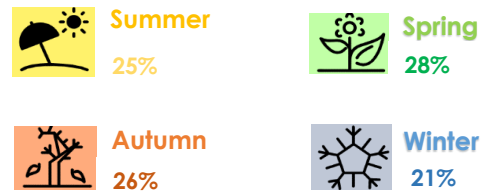
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.3m (-18.4% YoY)
Expenditure: \$209.7m (-28.7% YoY)



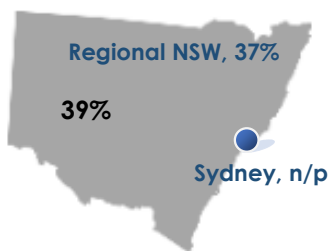
Average spend
\$164 per visitor



#10 for visitors
#10 for expenditure
In Regional NSW

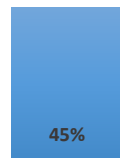
Origin

39% of the visitors to the region came from NSW



Purpose of visit

■ Holiday ■ VFR (n/p) ■ Business (n/p)



Visitors



Expenditure

Age

Data is not publishable

n/p	n/p	n/p	n/p	n/p	n/p
15-29	30-39	40-49	50-59	60-69	70+

Travel season*



*by month returned from the trip

Transport

Private vehicle or company car

98%

Railway
n/p

Gender

42%

58%

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Source: National and International Visitor Surveys, Tourism Research Australia.



International travel

Visitors: 27,600 (+0.6% YoY)
 Nights: 386,000 (+20.1% YoY)
 Expenditure: \$23.5m (+15.0% YoY)



Average spend
 \$61 per night
 \$851 per visitor



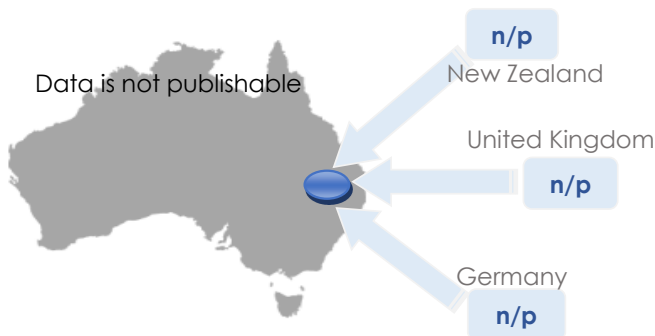
Average length of stay:
 14.0 nights



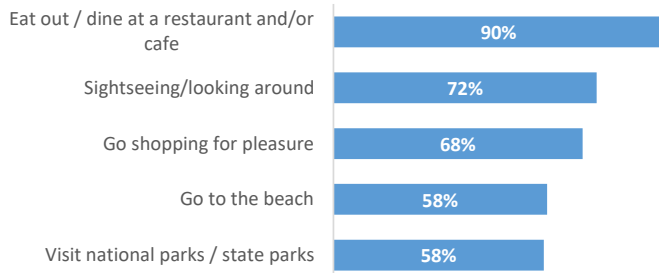
#9 for visitors
 #10 for nights
 #10 for expenditure
In Regional NSW

Top 3 origin markets

New Zealand was the largest individual source market of visitors to the region



Top 5 activities



Top 3 accommodation types (nights)

Data is not publishable

n/p	n/p	n/p
Friends or relatives property	Rented house/apartment/flat or unit	Caravan or camping - non commercial

First vs return visitor



Transport

Private vehicle or company car: 35%
 Rental car: n/p

FIT visitor#

65%
 n/p

N/P - data not publishable

free and independent traveller

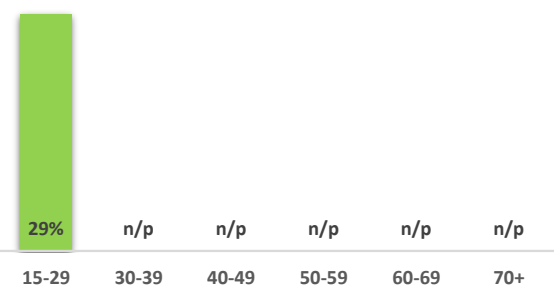
Purpose of visit

- Holiday
- Business (n/p)
- Employment (n/p)
- VFR (n/p)
- Education (n/p)



Age

'15-29 years' was the largest age group of the visitors to the region



Travel party

