

Travel to The Murray Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,792	2,162	2,150	2,172	2,141	2,076	2,237	2,633	2,785	2,667	-4.2%
Nights ('000)	3,270	2,845	2,906	2,892	2,749	3,009	3,112	3,658	3,325	4,156	25.0%
Expenditure (\$ million)*	\$494	\$492	\$586	\$605	\$524	\$553	\$513	\$681	\$794	\$829	4.3%

Overnight - Int'l & domestic

Visitors ('000)	1,024	916	938	1,003	1,038	1,056	1,086	1,258	1,221	1,391	13.9%
Nights ('000)	3,270	2,845	2,906	2,892	2,749	3,009	3,112	3,658	3,325	4,156	25.0%
Expenditure (\$ million)*	\$389	\$350	\$386	\$428	\$388	\$398	\$380	\$511	\$500	\$619	23.8%

Domestic - overnight & daytrip

Visitors ('000)	1,772	2,139	2,132	2,149	2,121	2,057	2,212	2,604	2,758	2,640	-4.3%
Nights ('000)	3,082	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	25.5%
Expenditure (\$ million)*	\$484	\$467	\$568	\$586	\$510	\$539	\$497	\$663	\$774	\$805	4.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	1,004	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	14.2%
Nights (000)	3,082	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	25.5%
Average Length of Stay	3.1	2.8	2.8	2.6	2.5	2.6	2.7	2.7	2.5	2.8	9.9%
Expenditure (\$ million)*	\$379	\$326	\$368	\$408	\$375	\$383	\$364	\$492	\$480	\$596	24.2%
Spend per visitor per night (\$)	\$123	\$130	\$143	\$158	\$148	\$141	\$129	\$148	\$160	\$158	-1.1%
Intrastate visitors (000)	295	276	269	345	277	267	336	407	401	439	9.5%
Interstate visitors (000)	708	616	652	635	741	770	725	822	793	924	16.6%
Intrastate nights (000)	758	710	725	832	615	623	818	862	1,031	1,180	14.4%
Interstate nights (000)	2,324	1,792	1,853	1,748	1,920	2,090	2,004	2,466	1,972	2,590	31.3%
Intrastate expenditure (\$million)	\$132	\$117	\$103	\$151	\$121	\$105	\$118	\$139	\$172	\$217	25.9%
Interstate expenditure (\$ million)	\$246	\$209	\$265	\$257	\$254	\$278	\$246	\$354	\$308	\$379	23.2%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	486	452	425	398	441	409	404	523	547	511	-6.7%
Visiting Friends & Relatives	346	274	315	342	323	364	381	380	359	456	26.9%
Business	n/p	n/p	n/p	n/p	176	159	169	243	195	266	36.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	110	93	97	132	35.9%
Total	1,004	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	14.2%
	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,636	1,231	1,321	1,222	1,186	1,174	1,067	1,475	1,489	1,534	3.0%
Visiting Friends & Relatives	986	722	866	892	873	1,042	1,158	1,095	1,032	1,187	15.0%
Business	n/p	n/p	n/p	n/p	372	334	433	610	330	783	137.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	163	148	152	266	75.4%
Total	3,082	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	25.5%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	189	206	178	255	197	196	221	267	266	285	7.0%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	140	n/p	154	-
Total Intrastate	295	276	269	345	277	267	336	407	401	439	9.5%
Victoria	557	509	504	514	626	618	590	695	648	726	12.1%
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	68	52	57	57	68	n/p	69	75	66	n/p	-
Total Interstate	708	616	652	635	741	770	725	822	793	924	16.6%
Grand Total	1,004	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	14.2%

Travel to The Murray Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	154	191	n/p	269	229	278	21.3%
30-39	138	n/p	n/p	n/p	169	n/p	n/p	n/p	175	215	23.4%
40-49	188	139	166	155	167	159	205	188	192	162	-15.6%
50-59	221	189	203	169	228	175	183	193	213	249	16.7%
60-69	204	226	193	230	221	237	223	232	215	286	32.9%
70+	88	128	109	153	124	106	144	172	169	173	2.2%
Total	1,004	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	14.2%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	201	166	179	211	259	268	338	333	273	416	52.6%
Adult couple	320	289	344	343	316	373	375	379	406	419	3.2%
Family group - parents and children	207	219	198	179	169	143	151	191	176	172	-2.2%
Friends or relatives travelling together with(out) children	215	150	140	173	216	209	148	238	266	278	4.7%
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	1,004	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	14.2%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	514	482	509	524	558	539	568	727	673	704	4.6%
Visit friends & relatives	393	331	388	377	393	411	437	438	437	452	3.3%
Pubs, clubs, discos etc	303	238	216	277	340	290	260	369	331	350	5.7%
Sightseeing/looking around	237	231	190	158	220	184	185	241	269	265	-1.6%
Go shopping for pleasure	227	162	171	190	201	165	130	183	202	135	-33.1%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	998	616	819	811	967	968	1,045	1,042	1,061	1,246	17.4%
Standard hotel/motor inn (below 4 star)	650	556	659	646	580	554	643	769	507	674	33.0%
Caravan park or commercial camping ground	574	534	555	477	405	472	398	495	568	648	14.1%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	821	760	790	853	891	897	903	1,110	1,053	1,155	9.8%
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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	20	23	17	23	20	19	25	29	27	28	0.6%
Nights (000)	188	343	328	312	215	296	291	330	322	386	20.1%
Average Length of Stay	9	15	19	14	11	16	12	12	12	14	19.4%
Expenditure (\$ million)*	10	n/p	18	19	13	n/p	16	18	20	23	15.0%
Spend per visitor per night (\$)	53	-	55	62	63	-	56	55	63	61	-4.2%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	10	12	9	12	12	10	13	14	16	14	-10.3%
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	-
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	20	23	17	23	20	19	25	29	27	28	0.6%

Travel to The Murray Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	769	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	-18.4%
Expenditure (\$ million)*	\$106	\$142	\$200	\$177	\$136	\$156	\$133	\$170	\$294	\$210	-28.7%
Spend per visitor (\$)	\$137	\$114	\$165	\$152	\$123	\$152	\$116	\$124	\$188	\$164	-12.7%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	407	732	561	495	430	n/p	450	724	653	569	-12.9%
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	769	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	-18.4%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	n/p	541	492	473	478	n/p	535	558	701	478	-31.8%
Total Intrastate	334	541	492	499	491	n/p	555	571	776	500	-35.6%
Total Interstate	434	705	719	670	611	551	596	804	788	776	-1.5%
Total	769	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	-18.4%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
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	769	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	-18.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	n/p	456	632	589	430	n/p	538	692	857	579	-32.4%
Visit friends & relatives	n/p	n/p	n/p	n/p	n/p	n/p	465	n/p	n/p	n/p	-
Go shopping for pleasure	n/p	403	n/p	448	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	-
Sightseeing/looking around	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	757	1,207	1,168	1,110	1,050	993	1,119	1,319	1,534	1,256	-18.1%
Railway	0	n/p	0	n/p	n/p	n/p	n/p	0	0	n/p	-
Aircraft	0	0	0	n/p	0	n/p	0	n/p	0	0	-

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.