

# Travel to The Murray Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,847	2,020	2,249	2,153	2,222	2,028	2,348	2,658	2,825	2,196	-22.3%
Nights ('000)	3,126	2,878	2,970	2,936	2,612	3,185	3,229	3,398	3,649	3,344	-8.3%
Expenditure (\$ million)*	\$504	\$464	\$640	\$585	\$509	\$552	\$524	\$709	\$805	\$747	-7.2%

### Overnight - Int'l & domestic

Visitors ('000)	989	912	984	975	1,016	1,112	1,138	1,194	1,296	1,140	-12.0%
Nights ('000)	3,126	2,878	2,970	2,936	2,612	3,185	3,229	3,398	3,649	3,344	-8.3%
Expenditure (\$ million)*	\$383	\$339	\$431	\$413	\$360	\$416	\$382	\$510	\$534	\$515	-3.6%

### Domestic - overnight & daytrip

Visitors ('000)	1,826	1,999	2,230	2,131	2,201	2,007	2,321	2,627	2,799	2,175	-22.3%
Nights ('000)	2,901	2,565	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	-4.9%
Expenditure (\$ million)*	\$488	\$444	\$620	\$568	\$496	\$537	\$506	\$689	\$788	\$727	-7.8%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	968	891	964	953	995	1,091	1,112	1,163	1,270	1,119	-11.9%
Nights (000)	2,901	2,565	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	-4.9%
Average Length of Stay	3.0	2.9	2.7	2.8	2.4	2.7	2.6	2.6	2.6	2.8	7.9%
Expenditure (\$ million)*	\$367	\$319	\$412	\$396	\$347	\$401	\$364	\$489	\$517	\$495	-4.3%
Spend per visitor per night (\$)	\$127	\$124	\$158	\$148	\$146	\$139	\$125	\$160	\$159	\$160	0.7%
Intrastate visitors (000)	296	278	308	288	271	292	384	375	409	369	-9.8%
Interstate visitors (000)	671	612	657	665	724	800	728	788	861	750	-12.9%
Intrastate nights (000)	771	721	770	740	570	670	893	798	1,075	1,020	-5.1%
Interstate nights (000)	2,130	1,843	1,836	1,930	1,806	2,223	2,018	2,267	2,184	2,079	-4.8%
Intrastate expenditure (\$million)	\$142	\$103	\$133	\$129	\$112	\$115	\$112	\$152	\$180	\$177	-1.8%
Interstate expenditure (\$ million)	\$225	\$216	\$278	\$267	\$235	\$286	\$252	\$337	\$337	\$318	-5.6%

### Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	483	427	412	408	416	429	436	491	586	410	-30.1%
Visiting Friends & Relatives	326	269	345	321	328	387	364	361	389	392	0.6%
Business	106	151	155	127	154	183	210	221	193	217	12.5%
Other	57	n/p	53	104	97	94	106	103	106	101	-5.3%
Total	968	891	964	953	995	1,091	1,112	1,163	1,270	1,119	-11.9%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	1,556	1,186	1,294	1,230	1,137	1,222	1,190	1,376	1,608	1,201	-25.3%
Visiting Friends & Relatives	892	718	930	954	778	1,145	1,057	1,066	1,101	1,015	-7.8%
Business	340	558	298	321	349	356	500	484	384	662	72.3%
Other	113	n/p	84	164	111	170	164	140	166	221	33.1%
Total	2,901	2,565	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	-4.9%

### Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	196	190	235	200	199	193	262	253	260	246	-5.3%
Sydney	100	88	73	88	72	98	122	123	149	123	-17.6%
<b>Total Intrastate</b>	296	278	308	288	271	292	384	375	409	369	-9.8%
Victoria	546	488	516	548	598	643	603	647	708	594	-16.1%
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	66	55	52	60	66	80	65	79	66	n/p	-
<b>Total Interstate</b>	671	612	657	665	724	800	728	788	861	750	-12.9%
<b>Grand Total</b>	968	891	964	953	995	1,091	1,112	1,163	1,270	1,119	-11.9%

# Travel to The Murray Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

## Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	164	n/p	n/p	142	179	171	203	236	239	251	5.0%
30-39	128	100	123	108	122	171	149	173	188	176	-6.7%
40-49	164	162	161	169	140	182	217	174	199	133	-32.8%
50-59	221	169	219	161	222	197	184	181	233	193	-17.3%
60-69	199	221	202	230	215	244	206	246	222	235	6.2%
70+	91	129	119	142	116	127	153	153	190	131	-30.8%
Total	968	891	964	953	995	1,091	1,112	1,163	1,270	1,119	-11.9%

## Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	191	161	210	213	248	319	328	293	308	355	15.3%
Adult couple	295	290	354	328	336	368	358	404	441	315	-28.6%
Family group - parents and children	226	205	194	169	169	143	179	167	175	160	-8.9%
Friends or relatives travelling together with(out) children	197	140	154	168	203	209	165	235	273	234	-14.4%
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	968	891	964	953	995	1,091	1,112	1,163	1,270	1,119	-11.9%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	548	451	537	525	530	567	630	666	711	541	-23.9%
Visit friends & relatives	393	317	392	387	407	417	423	421	440	401	-9.0%
Pubs, clubs, discos etc	274	229	258	271	309	321	289	333	333	286	-14.1%
Sightseeing/looking around	207	233	190	156	200	206	212	209	304	205	-32.4%
Go shopping for pleasure	224	160	192	201	176	156	134	192	190	123	-35.1%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Friends or relatives property	945	639	816	955	834	1,057	992	979	1,126	1,086	-3.5%
Caravan park or commercial camping ground	632	484	512	458	477	420	392	537	553	598	8.1%
Standard hotel/motor inn (below 4 star)	546	585	754	567	546	600	714	626	611	471	-22.9%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	804	747	841	828	875	936	958	1,055	1,095	965	-11.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	65	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

											% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Visitors (000)	21	21	20	22	20	20	26	31	26	21	-18.1%
Nights (000)	225	313	364	266	237	292	318	333	389	245	-37.0%
Average Length of Stay	11	15	19	12	12	14	12	11	15	12	-23.1%
Expenditure (\$ million)*	n/p	n/p	20	17	13	n/p	18	20	17	n/p	-
Spend per visitor per night (\$)	-	-	54	64	54	-	58	61	44	-	-

### Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	10	11	10	12	11	10	14	16	13	12	-9.2%
Visiting Friends & Relatives	6	6	5	7	8	6	7	9	8	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	-
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	21	21	20	22	20	20	26	31	26	21	-18.1%



# Travel to The Murray Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	858	1,109	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	-30.9%
Expenditure (\$ million)*	\$120	\$125	\$209	\$172	\$149	\$136	\$142	\$199	\$271	\$232	-14.4%
Spend per visitor (\$)	\$140	\$113	\$165	\$146	\$123	\$149	\$118	\$136	\$177	\$220	24.0%

### Main Purpose of Trip

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Holiday	414	626	648	457	446	419	462	743	657	471	-28.2%
Visiting Friends & Relatives	n/p	n/p	256	233	283	n/p	351	n/p	358	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	264	267	323	n/p	n/p	356	302	n/p	-
Total	858	1,109	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	-30.9%

### Origin

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Sydney	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	372	486	527	445	586	329	537	657	658	428	-34.9%
<b>Total Intrastate</b>	386	486	527	471	605	340	557	670	733	450	-38.6%
<b>Total Interstate</b>	472	622	738	706	601	577	652	794	795	605	-23.9%
Total	858	1,109	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	-30.9%

### Age

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
15-29	n/p	n/p	n/p	n/p	333	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	289	n/p	n/p	n/p	n/p	237	n/p	n/p	-
60-69	169	224	235	193	n/p	n/p	n/p	184	235	n/p	-
70+	n/p	n/p	n/p	180	225	n/p	196	197	227	n/p	-
Total	858	1,109	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	-30.9%

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

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Eat out / dine at a restaurant and/or cafe	390	390	613	597	458	348	557	788	778	469	-39.7%
Visit friends & relatives	271	338	409	354	400	229	472	370	484	n/p	-
Go shopping for pleasure	281	328	454	380	249	323	n/p	426	285	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 types of Transport used (sorted by the latest year)

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Private vehicle or company car	851	1,069	1,215	1,126	1,146	892	1,167	1,395	1,517	1,042	-31.3%
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.