

Travel to The Murray Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,968	2,014	2,196	2,219	2,017	2,206	2,525	2,623	2,794	1,856	-33.6%
Nights ('000)	2,999	2,614	2,876	2,981	2,622	3,339	3,318	3,359	3,875	2,918	-24.7%
Expenditure (\$ million)*	\$494	\$472	\$692	\$510	\$506	\$577	\$590	\$718	\$862	\$581	-32.5%

Overnight - Int'l & domestic

Visitors ('000)	979	905	957	1,033	976	1,150	1,180	1,174	1,376	910	-33.8%
Nights ('000)	2,999	2,614	2,876	2,981	2,622	3,339	3,318	3,359	3,875	2,918	-24.7%
Expenditure (\$ million)*	\$370	\$341	\$478	\$356	\$367	\$416	\$437	\$485	\$586	\$418	-28.7%

Domestic - overnight & daytrip

Visitors ('000)	1,946	1,995	2,174	2,198	1,996	2,184	2,499	2,593	2,766	1,841	-33.4%
Nights ('000)	2,745	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	-16.6%
Expenditure (\$ million)*	\$479	\$449	\$671	\$498	\$493	\$559	\$573	\$696	\$837	\$574	-31.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	957	886	936	1,012	955	1,128	1,154	1,144	1,347	896	-33.5%
Nights (000)	2,745	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	-16.6%
Average Length of Stay	2.9	2.6	2.7	2.7	2.5	2.7	2.6	2.7	2.5	3.1	25.4%
Expenditure (\$ million)*	\$354	\$318	\$457	\$344	\$355	\$399	\$419	\$463	\$561	\$410	-26.8%
Spend per visitor per night (\$)	\$129	\$140	\$179	\$125	\$148	\$133	\$140	\$151	\$166	\$146	-12.2%
Intrastate visitors (000)	311	266	309	306	251	310	406	381	443	305	-31.2%
Interstate visitors (000)	646	619	626	707	705	818	748	763	904	591	-34.7%
Intrastate nights (000)	799	651	775	778	541	805	879	839	1,082	939	-13.2%
Interstate nights (000)	1,947	1,617	1,772	1,973	1,857	2,195	2,117	2,220	2,296	1,878	-18.2%
Intrastate expenditure (\$million)	\$143	\$98	\$152	\$118	\$109	\$120	\$136	\$146	\$180	\$169	-6.1%
Interstate expenditure (\$ million)	\$211	\$220	\$305	\$226	\$246	\$279	\$283	\$317	\$381	\$241	-36.6%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	480	445	393	410	397	451	470	471	571	353	-38.3%
Visiting Friends & Relatives	301	261	340	363	304	388	373	375	443	274	-38.2%
Business	119	136	139	146	151	202	211	206	221	183	-17.0%
Other	61	n/p	64	99	103	90	105	106	114	85	-25.0%
Total	957	886	936	1,012	955	1,128	1,154	1,144	1,347	896	-33.5%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	1,372	1,166	1,269	1,182	1,139	1,261	1,273	1,348	1,561	1,072	-31.3%
Visiting Friends & Relatives	854	660	901	1,078	755	1,214	1,023	1,126	1,153	774	-32.9%
Business	409	346	254	357	353	389	538	441	487	558	14.6%
Other	110	n/p	123	134	151	136	163	145	178	413	132.8%
Total	2,745	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	-16.6%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	207	175	236	213	189	210	264	249	295	200	-32.3%
Sydney	104	92	73	93	62	100	142	132	148	105	-29.0%
Total Intrastate	311	266	309	306	251	310	406	381	443	305	-31.2%
Victoria	521	508	478	600	572	671	613	615	737	485	-34.2%
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	62	57	46	57	70	72	80	69	69	n/p	-
Total Interstate	646	619	626	707	705	818	748	763	904	591	-34.7%
Grand Total	957	886	936	1,012	955	1,128	1,154	1,144	1,347	896	-33.5%

Travel to The Murray Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	178	n/p	n/p	190	159	182	217	222	271	203	-25.2%
30-39	103	129	96	112	130	168	163	187	206	123	-40.5%
40-49	150	158	165	200	100	218	210	147	210	111	-47.2%
50-59	204	185	216	154	209	203	197	178	240	181	-24.7%
60-69	211	219	202	215	237	240	201	252	236	174	-26.4%
70+	111	111	126	142	119	117	166	158	183	105	-42.9%
Total	957	886	936	1,012	955	1,128	1,154	1,144	1,347	896	-33.5%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	189	170	185	258	229	340	323	291	333	311	-6.4%
Adult couple	319	300	350	314	337	375	381	391	453	225	-50.4%
Family group - parents and children	206	194	197	193	141	159	177	173	178	136	-23.8%
Friends or relatives travelling together with(out) children	173	150	154	174	208	188	199	225	310	172	-44.6%
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	957	886	936	1,012	955	1,128	1,154	1,144	1,347	896	-33.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	532	457	543	542	491	611	659	636	765	405	-47.1%
Visit friends & relatives	386	301	400	439	343	440	431	448	467	287	-38.6%
Pubs, clubs, discos etc	267	230	247	319	261	337	312	315	363	216	-40.6%
Sightseeing/looking around	211	208	192	178	177	217	208	230	295	164	-44.5%
Go shopping for pleasure	222	169	177	214	162	158	143	180	182	107	-41.2%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	895	661	778	1,094	769	1,094	980	1,080	1,145	1,075	-6.1%
Caravan park or commercial camping ground	429	418	528	428	525	412	393	556	502	574	14.4%
Standard hotel/motor inn (below 4 star)	522	624	729	569	499	696	735	567	655	341	-48.0%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	794	760	805	902	824	968	1,017	1,002	1,165	797	-31.6%
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 Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	21	19	21	20	20	23	26	30	28	14	-49.3%
Nights (000)	254	345	329	230	224	339	322	299	497	101	-79.7%
Average Length of Stay	12	18	15	11	11	15	12	10	17	7	-59.9%
Expenditure (\$ million)*	n/p	n/p	21	12	13	n/p	17	22	25	n/p	-
Spend per visitor per night (\$)	-	-	64	51	56	-	54	74	50	-	-

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	10	11	11	12	10	11	13	17	14	8	-46.0%
Visiting Friends & Relatives	7	5	7	6	7	6	8	8	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	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	19	21	20	20	23	26	30	28	14	-49.3%

Travel to The Murray Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	989	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	-33.3%
Expenditure (\$ million)*	\$124	\$131	\$214	\$154	\$138	\$160	\$154	\$233	\$276	\$164	-40.6%
Spend per visitor (\$)	\$126	\$118	\$173	\$130	\$133	\$152	\$114	\$161	\$195	\$173	-10.9%

Main Purpose of Trip

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	529	588	559	508	392	419	603	706	668	325	-51.4%
Visiting Friends & Relatives	n/p	268	n/p	230	n/p	240	316	n/p	302	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	274	283	258	n/p	277	313	267	n/p	-
Total	989	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	-33.3%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	407	528	486	462	511	440	552	650	600	477	-20.4%
Total Intrastate	421	528	507	467	529	462	561	681	663	495	-25.3%
Total Interstate	568	581	732	719	511	594	784	768	756	450	-40.4%
Total	989	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	-33.3%

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	n/p	n/p	n/p	n/p	331	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	180	278	n/p	n/p	n/p	n/p	309	n/p	n/p	-
60-69	189	219	237	199	n/p	n/p	227	219	218	n/p	-
70+	n/p	n/p	n/p	180	227	n/p	160	184	224	n/p	-
Total	989	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	-33.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	380	482	634	527	380	454	564	873	704	331	-53.0%
Visit friends & relatives	231	379	420	349	325	323	449	431	376	n/p	-
Go shopping for pleasure	306	383	414	329	204	349	273	405	292	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 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	979	1,073	1,162	1,141	1,007	1,025	1,305	1,381	1,407	923	-34.4%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	n/p	n/p	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.