

# Travel to The Murray Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	2,064	1,876	2,535	1,973	2,053	2,163	2,627	2,687	2,829	1,604	-43.3%
Nights ('000)	2,791	2,911	2,847	2,708	3,013	3,115	3,493	3,354	4,147	2,220	-46.5%
Expenditure (\$ million)*	\$500	\$485	\$723	\$495	\$524	\$527	\$647	\$752	\$870	\$480	-44.8%

### Overnight - Int'l & domestic

Visitors ('000)	971	893	1,015	992	1,044	1,081	1,237	1,205	1,393	727	-47.8%
Nights ('000)	2,791	2,911	2,847	2,708	3,013	3,115	3,493	3,354	4,147	2,220	-46.5%
Expenditure (\$ million)*	\$367	\$358	\$458	\$373	\$384	\$382	\$488	\$497	\$618	\$322	-47.9%

### Domestic - overnight & daytrip

Visitors ('000)	2,042	1,857	2,514	1,953	2,034	2,136	2,602	2,660	2,796	1,599	-42.8%
Nights ('000)	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	-41.3%
Expenditure (\$ million)*	\$485	\$461	\$703	\$483	\$505	\$512	\$631	\$732	\$843	\$477	-43.4%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	949	874	993	972	1,025	1,054	1,211	1,178	1,361	722	-46.9%
Nights (000)	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	-41.3%
Average Length of Stay	2.7	2.9	2.6	2.6	2.6	2.7	2.6	2.6	2.7	3.0	10.6%
Expenditure (\$ million)*	\$351	\$333	\$437	\$361	\$365	\$367	\$471	\$476	\$592	\$319	-46.1%
Spend per visitor per night (\$)	\$138	\$133	\$172	\$145	\$136	\$131	\$147	\$157	\$160	\$147	-8.2%
Intrastate visitors (000)	306	265	349	261	275	294	421	386	469	261	-44.2%
Interstate visitors (000)	642	609	644	711	750	760	790	792	892	461	-48.3%
Intrastate nights (000)	772	752	835	590	663	709	920	865	1,287	741	-42.4%
Interstate nights (000)	1,776	1,753	1,711	1,904	2,032	2,101	2,287	2,167	2,406	1,429	-40.6%
Intrastate expenditure (\$million)	\$145	\$103	\$155	\$114	\$109	\$106	\$146	\$153	\$220	\$135	-39.0%
Interstate expenditure (\$ million)	\$206	\$230	\$283	\$247	\$256	\$260	\$325	\$323	\$371	\$185	-50.3%

### Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	481	423	399	399	405	425	528	503	531	296	-44.2%
Visiting Friends & Relatives	287	278	371	329	343	354	386	374	457	206	-55.0%
Business	129	123	144	159	178	177	200	215	250	160	-36.2%
Other	56	52	83	88	99	103	106	92	124	61	-50.6%
Total	949	874	993	972	1,025	1,054	1,211	1,178	1,361	722	-46.9%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,329	1,247	1,225	1,092	1,201	1,153	1,454	1,406	1,572	836	-46.8%
Visiting Friends & Relatives	709	824	923	919	952	1,049	1,130	1,058	1,236	556	-55.1%
Business	406	336	251	370	392	450	457	430	710	386	-45.6%
Other	104	99	147	113	149	158	166	139	175	391	123.3%
Total	2,548	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	-41.3%

### Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Regional NSW	213	173	273	173	187	211	260	271	309	168	-45.6%
Sydney	93	92	76	88	87	83	161	115	160	93	-41.7%
<b>Total Intrastate</b>	306	265	349	261	275	294	421	386	469	261	-44.2%
Victoria	529	471	517	608	610	612	656	651	690	399	-42.2%
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	58	55	51	66	73	66	76	67	76	n/p	-
<b>Total Interstate</b>	642	609	644	711	750	760	790	792	892	461	-48.3%
<b>Grand Total</b>	949	874	993	972	1,025	1,054	1,211	1,178	1,361	722	-46.9%

# Travel to The Murray Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	139	n/p	n/p	178	185	152	255	210	294	145	-50.7%
30-39	102	157	n/p	117	140	174	148	209	202	92	-54.1%
40-49	157	123	197	171	140	192	205	171	196	109	-44.4%
50-59	205	185	198	193	197	181	196	209	216	175	-18.9%
60-69	215	217	219	199	238	229	229	231	253	135	-46.7%
70+	130	110	142	114	125	125	178	147	201	66	-66.9%
Total	949	874	993	972	1,025	1,054	1,211	1,178	1,361	722	-46.9%

## Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	194	160	212	246	281	299	332	285	392	235	-40.2%
Adult couple	311	318	355	303	352	382	376	409	412	190	-54.0%
Family group - parents and children	207	195	201	169	132	153	188	175	180	127	-29.7%
Friends or relatives travelling together with(out) children	166	136	166	188	209	171	231	239	299	132	-55.9%
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	949	874	993	972	1,025	1,054	1,211	1,178	1,361	722	-46.9%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	531	459	553	529	533	566	687	669	758	322	-57.5%
Visit friends & relatives	361	322	428	401	374	401	462	453	464	216	-53.4%
Pubs, clubs, discos etc	282	190	284	319	289	274	346	342	354	178	-49.6%
Sightseeing/looking around	217	197	182	197	180	185	249	244	281	129	-54.0%
Go shopping for pleasure	193	156	214	195	159	140	172	187	161	94	-41.5%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	688	752	840	971	907	957	1,079	1,097	1,196	861	-28.0%
Caravan park or commercial camping ground	455	526	528	341	534	373	492	513	597	412	-31.0%
Standard hotel/motor inn (below 4 star)	550	655	646	564	560	643	798	516	689	289	-58.0%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	786	758	866	843	877	916	1,075	1,035	1,161	674	-42.0%
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	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

											% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Visitors (000)	22	19	21	20	19	27	25	27	33	5	-86.1%
Nights (000)	243	406	301	214	318	305	286	321	454	51	-88.8%
Average Length of Stay	11	21	14	11	17	11	11	12	14	11	-19.2%
Expenditure (\$ million)*	n/p	n/p	20	12	n/p	15	16	21	26	n/p	-
Spend per visitor per night (\$)	-	-	68	56	-	48	57	64	58	-	-

### Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	12	9	10	11	9	14	11	15	17	n/p	-
Visiting Friends & Relatives	6	n/p	7	7	6	8	9	8	10	n/p	-
Business	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	22	19	21	20	19	27	25	27	33	5	-86.1%



# Travel to The Murray Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	-38.9%
Expenditure (\$ million)*	\$134	\$127	\$266	\$122	\$140	\$145	\$160	\$256	\$252	\$158	-37.1%
Spend per visitor (\$)	\$122	\$130	\$175	\$124	\$139	\$134	\$115	\$172	\$175	\$180	2.9%

### Main Purpose of Trip

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Holiday	617	462	707	408	401	414	686	639	698	273	-60.9%
Visiting Friends & Relatives	n/p	268	n/p	236	n/p	n/p	289	300	347	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	307	n/p	n/p	n/p	265	338	n/p	255	-
Total	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	-38.9%

### Origin

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Sydney	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	485	451	559	423	458	486	580	654	544	509	-6.5%
<b>Total Intrastate</b>	493	451	580	442	463	508	589	684	617	535	-13.2%
<b>Total Interstate</b>	600	532	941	539	546	574	802	798	819	342	-58.3%
Total	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	-38.9%

### Age

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
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	283	n/p	n/p	n/p	n/p	325	n/p	n/p	-
60-69	176	207	230	n/p	n/p	n/p	n/p	268	n/p	278	-
70+	n/p	n/p	200	n/p	n/p	n/p	156	211	250	n/p	-
Total	1,093	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	-38.9%

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

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Eat out / dine at a restaurant and/or cafe	391	480	749	417	360	446	651	873	716	260	-63.7%
Go shopping for pleasure	391	311	516	257	286	n/p	330	380	304	n/p	-
Visit friends & relatives	260	336	451	332	336	351	412	471	415	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)

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Private vehicle or company car	1,069	952	1,447	935	979	1,041	1,363	1,415	1,415	863	-39.0%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	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.