

The Murray Visitor Profile

Year ended December 2020

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



Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



Visitors
1.6m
-43.3% YoY

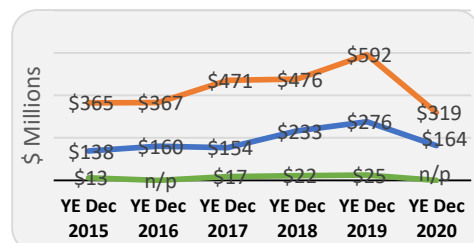
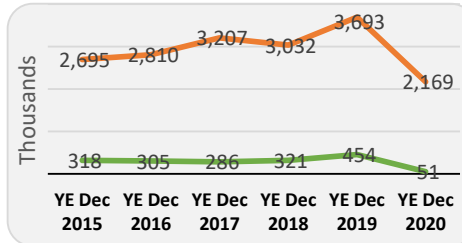
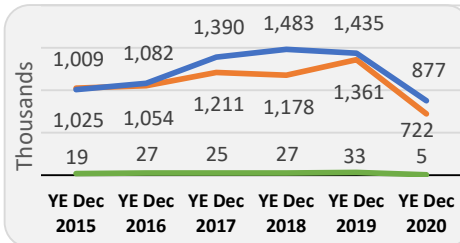
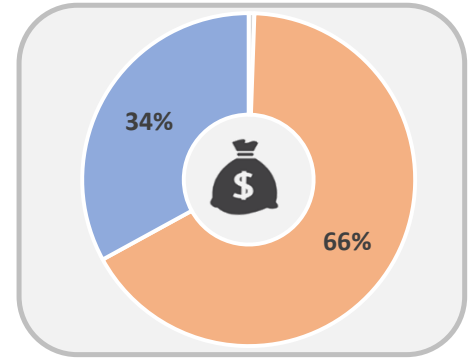
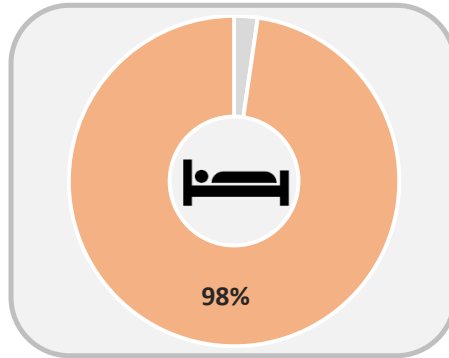
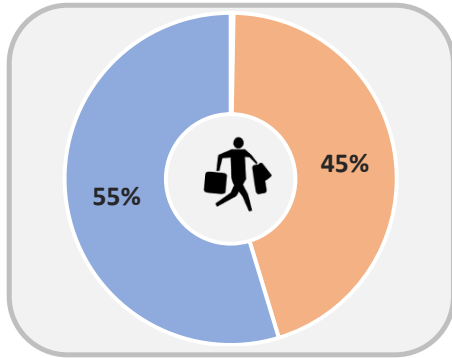


Nights
2.2m
-46.5% YoY



Expenditure
\$480.0m
-44.8% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.7m (-46.9% YoY)
Nights: 2.2m (-41.3% YoY)
Expenditure: \$319.1m (-46.1% YoY)



Average spend
\$147 per night
\$442 per visitor



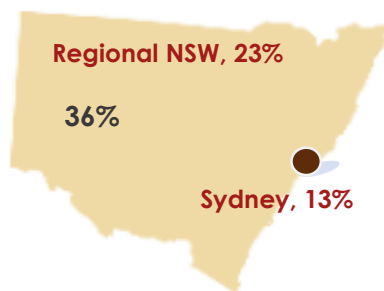
Average length of stay:
3.0 nights



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

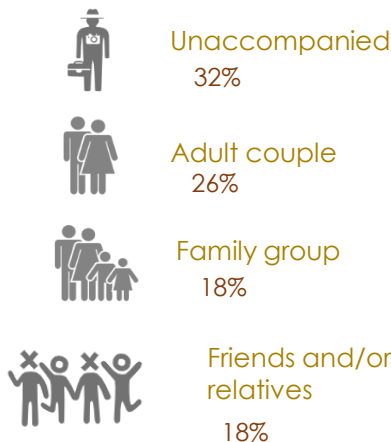
Origin

36% of the visitors came from within New South Wales



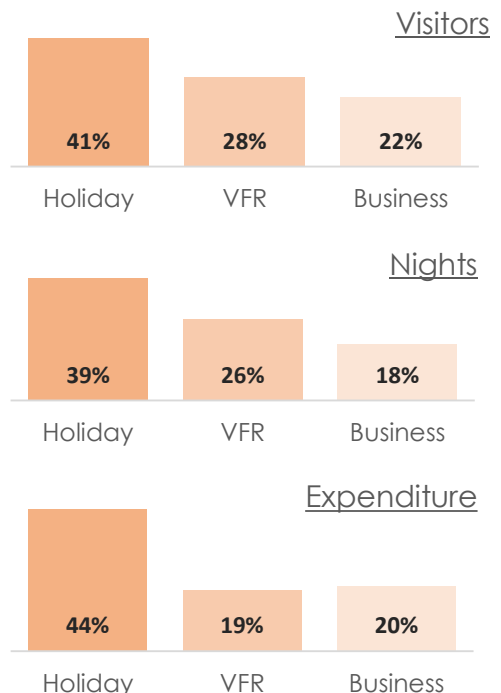
Travel party

32% of the visitors were travelling alone



Purpose of visit

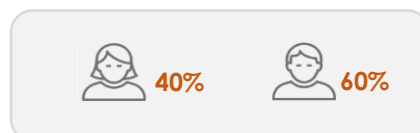
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 93%
Rental car, n/p

Gender



The Murray Visitor Profile

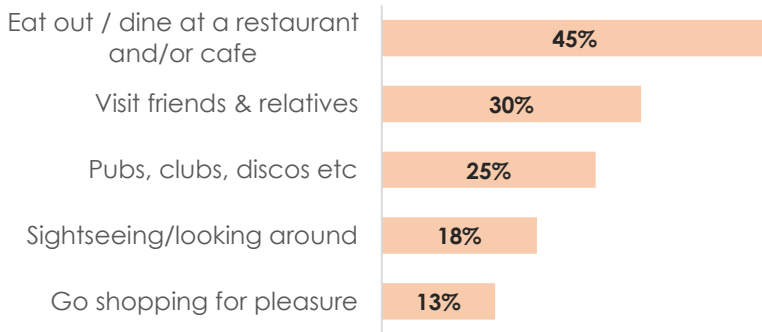
Year ended December 2020

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



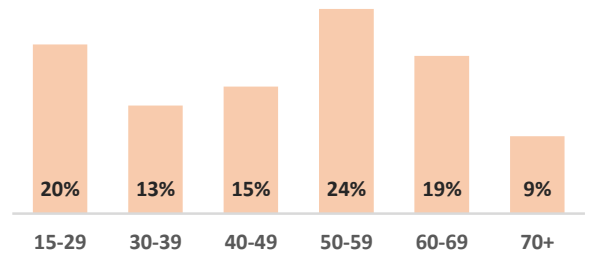
Icons sourced from www.easil.ly

Top 5 activities

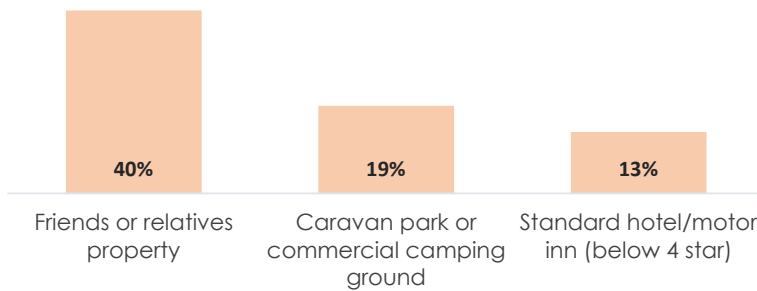


Age

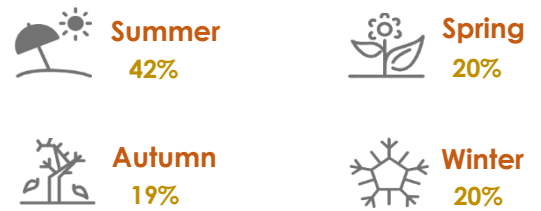
'50-59 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 0.9m (-38.9% YoY)
Expenditure: \$163.9m (-40.6% YoY)



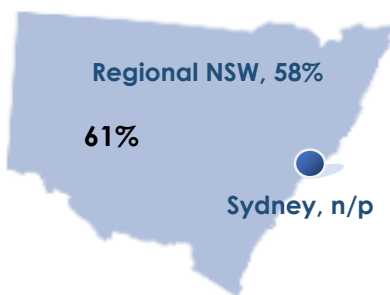
Average spend \$187 per visitor



#10 for visitors
#9 for expenditure
In Regional NSW

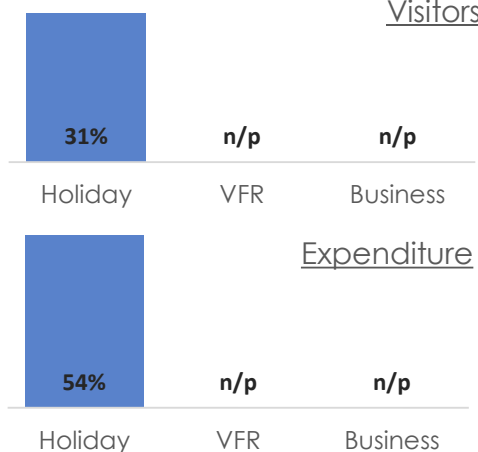
Origin

61% of the visitors to the region came from New South Wales



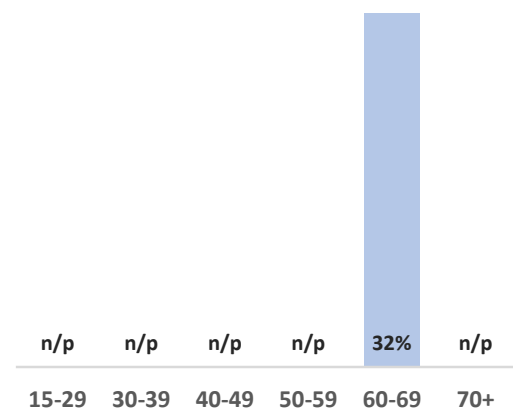
Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

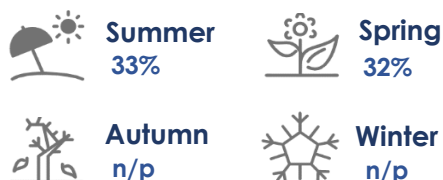


Age

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



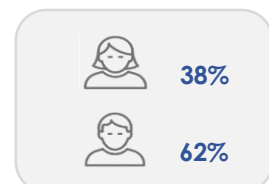
Travel season*



Transport



Gender



*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE