

The Murray Visitor Profile

Year ended March 2021

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



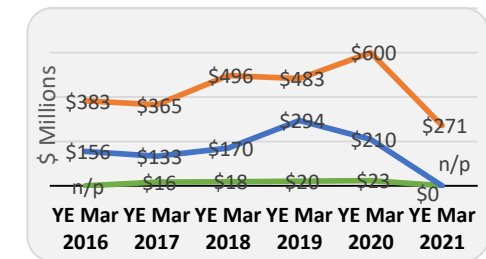
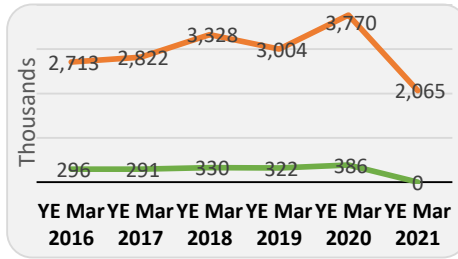
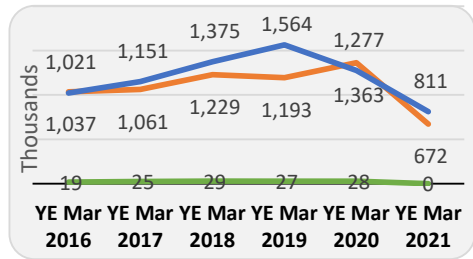
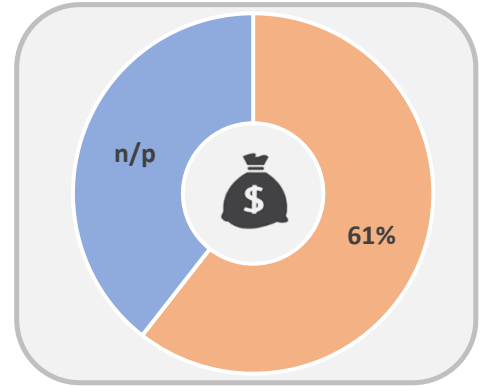
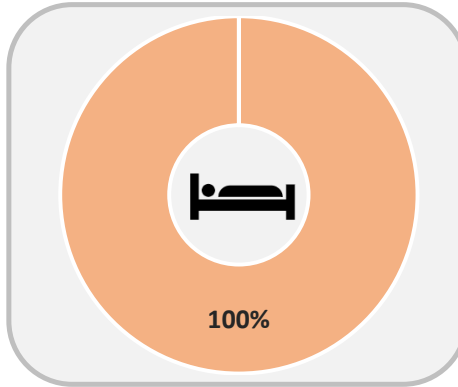
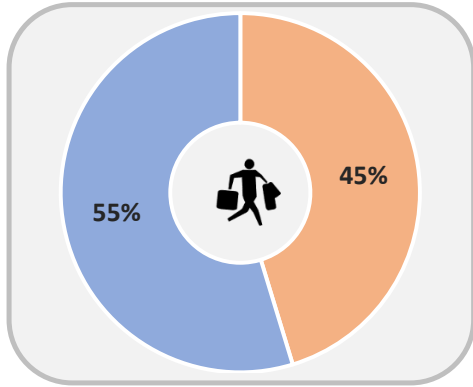
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.7m (-50.7% YoY)
Nights: 2.1m (-45.2% YoY)
Expenditure: \$271.4m (-54.8% YoY)

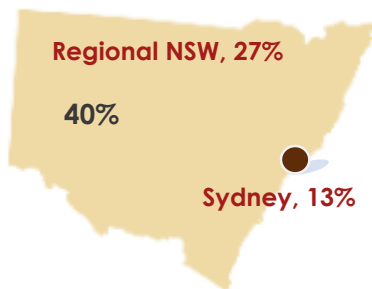
Average spend
\$131 per night
\$404 per visitor

Average length of stay:
3.1 nights

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

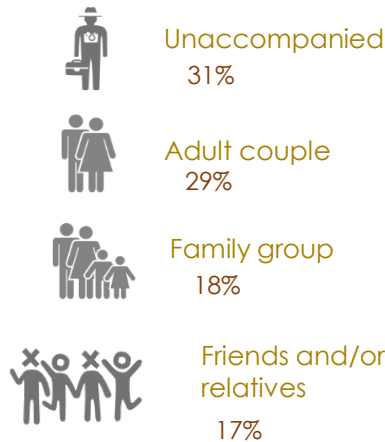
Origin

40% of the visitors came from within New South Wales



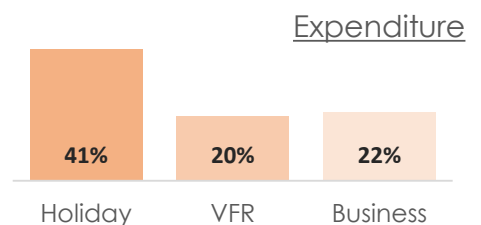
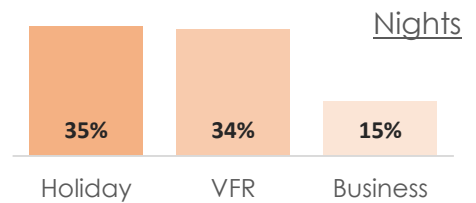
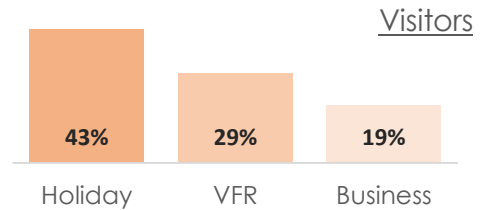
Travel party

31% of the visitors were travelling alone



Purpose of visit

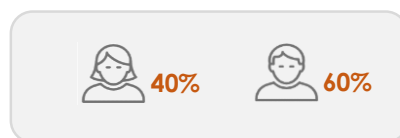
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 94%
Bus/Coach, n/p

Gender



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.

The Murray Visitor Profile

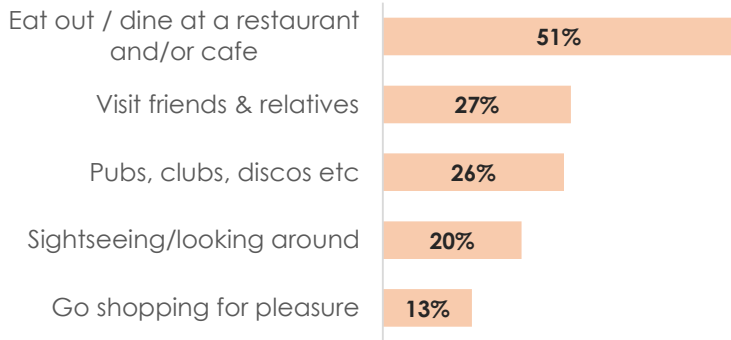
Year ended March 2021

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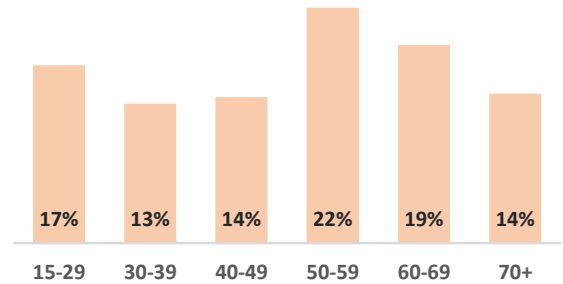
Icons sourced from www.easil.ly

Top 5 activities

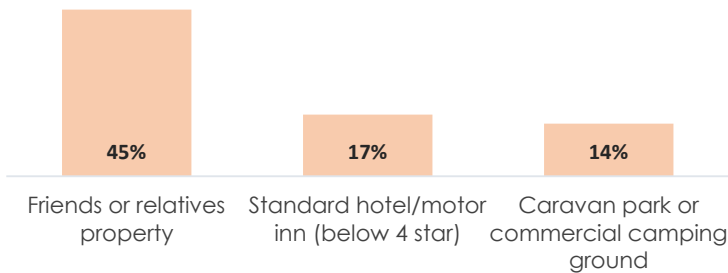


Age

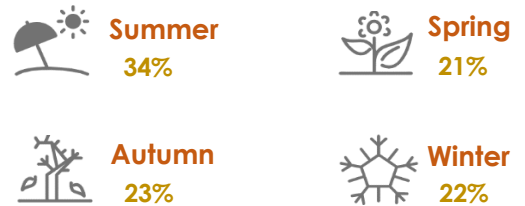
'50-59 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 0.8m (-36.4% YoY)
Expenditure: n/p



Average spend per visitor n/p

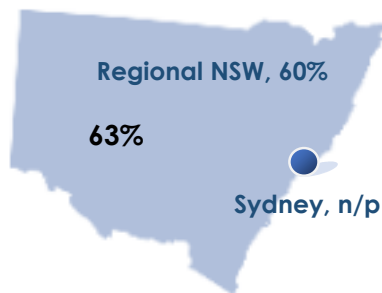


#10 for visitors

In Regional NSW

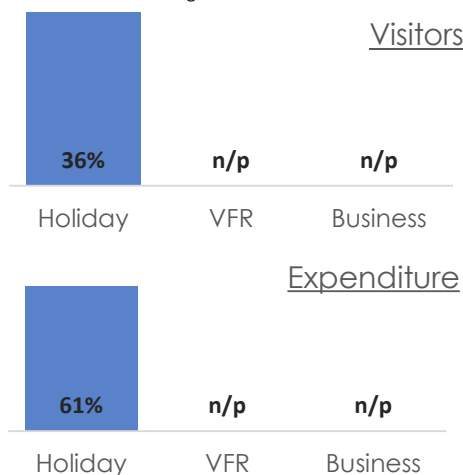
Origin

63% of the visitors to the region came from New South Wales



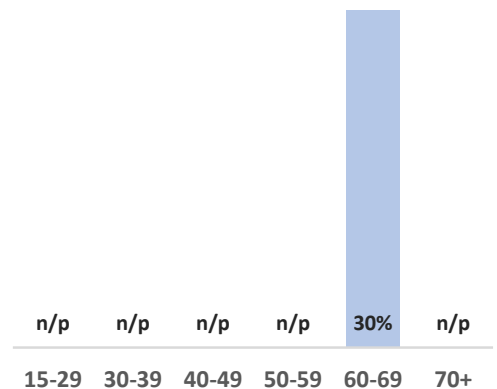
Purpose of visit

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



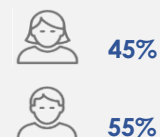
Travel season*



Transport

Private vehicle or company car
98%
Rental car
n/p

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