

Travel to The Murray Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	2,139	2,132	2,149	2,121	2,057	2,212	2,604	2,758	2,640	1,483	-43.8%
Nights ('000)	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	-45.2%
Expenditure (\$ million)	\$467	\$568	\$586	\$513	\$539	\$499	\$667	\$777	\$810	\$448	-44.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	-50.7%
Nights (000)	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	-45.2%
Average Length of Stay	2.8	2.8	2.6	2.5	2.6	2.7	2.7	2.5	2.8	3.1	11.2%
Expenditure (\$ million)	\$326	\$368	\$408	\$377	\$383	\$365	\$496	\$483	\$600	\$271	-54.8%
Spend per visitor per night (\$)	\$130	\$143	\$158	\$149	\$141	\$129	\$149	\$161	\$159	\$131	-17.5%
Intrastate visitors (000)	276	269	345	277	267	336	407	401	439	272	-38.0%
Interstate visitors (000)	616	652	635	741	770	725	822	793	924	400	-56.8%
Intrastate nights (000)	710	725	832	615	623	818	862	1,031	1,180	924	-21.7%
Interstate nights (000)	1,792	1,853	1,748	1,920	2,090	2,004	2,466	1,972	2,590	1,141	-55.9%
Intrastate expenditure (\$ million)	\$117	\$103	\$151	\$121	\$105	\$119	\$139	\$172	\$217	\$121	-44.2%
Interstate expenditure (\$ million)	\$209	\$265	\$257	\$256	\$278	\$246	\$358	\$311	\$383	\$150	-60.8%

Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	452	425	398	441	409	404	523	547	511	287	-43.8%
Visiting Friends & Relatives	274	315	342	323	364	381	380	359	456	193	-57.8%
Business	120	127	149	176	159	169	243	195	266	125	-53.2%
Other	49	55	96	81	107	110	93	97	132	68	-48.5%
Total	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	-50.7%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	1,231	1,321	1,222	1,186	1,174	1,067	1,475	1,489	1,534	725	-52.8%
Visiting Friends & Relatives	722	866	892	873	1,042	1,158	1,095	1,032	1,187	708	-40.3%
Business	445	288	321	372	334	433	610	330	783	308	-60.7%
Other	103	103	145	104	163	163	148	152	266	325	22.1%
Total	2,502	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	-45.2%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Regional NSW	206	178	255	197	196	221	267	266	285	182	-36.1%
Sydney	70	92	91	80	71	115	140	134	154	90	-41.4%
Total Intrastate	276	269	345	277	267	336	407	401	439	272	-38.0%
Victoria	509	504	514	626	618	590	695	648	726	318	-56.2%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	82	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	52	57	57	68	73	69	75	66	66	n/p	-
Total Interstate	616	652	635	741	770	725	822	793	924	400	-56.8%
Grand Total	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	-50.7%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	n/p	n/p	189	154	191	154	269	229	278	114	-58.9%
30-39	92	144	n/p	124	169	151	175	175	215	89	-58.5%
40-49	139	166	155	167	159	205	188	192	162	94	-42.1%
50-59	189	203	169	228	175	183	193	213	249	151	-39.4%
60-69	226	193	230	221	237	223	232	215	286	127	-55.6%
70+	128	109	153	124	106	144	172	169	173	96	-44.4%
Total	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	-50.7%

Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Travelling alone	166	179	211	259	268	338	333	273	416	206	-50.5%
Adult couple	289	344	343	316	373	375	379	406	419	196	-53.1%
Family group - parents and children	219	198	179	169	143	151	191	176	172	123	-28.3%
Friends or relatives travelling together with(out) children	150	140	173	216	209	148	238	266	278	115	-58.5%
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	892	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	-50.7%

Travel to The Murray Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	482	509	524	558	539	568	727	673	704	341	-51.5%
Visit friends & relatives	331	388	377	393	411	437	438	437	452	183	-59.6%
Pubs, clubs, discos etc	238	216	277	340	290	260	369	331	350	176	-49.8%
Sightseeing/looking around	231	190	158	220	184	185	241	269	265	135	-49.2%
Go shopping for pleasure	162	171	190	201	165	130	183	202	135	86	-35.9%

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

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	616	819	811	967	968	1,045	1,042	1,061	1,246	934	-25.1%
Standard hotel/motor inn (below 4 star)	556	659	646	580	554	643	769	507	674	345	-48.8%
Caravan park or commercial camping ground	534	555	477	405	472	398	495	568	648	294	-54.6%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	760	790	853	891	897	903	1,110	1,053	1,155	629	-45.6%
Bus/Coach	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	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	-36.4%
Expenditure (\$ million)	\$142	\$200	\$177	\$136	\$156	\$133	\$170	\$294	\$210	n/p	-
Spend per visitor (\$)	\$114	\$165	\$152	\$123	\$152	\$116	\$124	\$188	\$164	n/p	-

Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	732	561	495	430	406	450	724	653	569	296	-48.0%
Visiting Friends & Relatives	n/p	281	n/p	257	n/p	315	n/p	333	n/p	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	249	259	n/p	280	n/p	264	390	n/p	n/p	-
Total	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	-36.4%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	541	492	473	478	454	535	558	701	478	491	2.7%
Total Intrastate	541	492	499	491	469	555	571	776	500	509	1.8%
Total Interstate	705	719	670	611	551	596	804	788	776	302	-61.1%
Total	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	-36.4%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
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	187	286	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	230	257	171	n/p	n/p	233	n/p	282	n/p	246	-
70+	n/p	n/p	179	239	n/p	207	177	222	246	n/p	-
Total	1,246	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	-36.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	456	632	589	430	338	538	692	857	579	254	-56.2%
Go shopping for pleasure	403	350	448	304	n/p	n/p	340	362	285	n/p	-
Visit friends & relatives	333	438	305	368	262	465	387	471	342	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 Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	1,207	1,168	1,110	1,050	993	1,119	1,319	1,534	1,256	797	-36.5%
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; n/a = not available

The Murray includes: Albury, Corowa, Deniliquin, Moama, Balranald and Wentworth.