

Travel to The Murray Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



OVERVIEW

| Domestic - overnight & daytrip | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun21 vs. YE Jun20 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors ('000) | 1,999 | 2,230 | 2,131 | 2,201 | 2,007 | 2,321 | 2,627 | 2,799 | 2,175 | 1,888 | -13.2% |
| Nights ('000) | 2,565 | 2,606 | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | -16.0% |
| Expenditure (\$ million) | \$444 | \$620 | \$568 | \$499 | \$537 | \$508 | \$693 | \$791 | \$732 | \$526 | -28.1% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun21 vs. YE Jun20 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000) | 891 | 964 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | -23.6% |
| Nights (000) | 2,565 | 2,606 | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | -16.0% |
| Average Length of Stay | 2.9 | 2.7 | 2.8 | 2.4 | 2.7 | 2.6 | 2.6 | 2.6 | 2.8 | 3.0 | 10.1% |
| Expenditure (\$ million) | \$319 | \$412 | \$396 | \$350 | \$401 | \$366 | \$493 | \$520 | \$500 | \$368 | -26.4% |
| Spend per visitor per night (\$) | \$124 | \$158 | \$148 | \$147 | \$139 | \$126 | \$161 | \$160 | \$161 | \$141 | -12.4% |
| Intrastate visitors (000) | 278 | 308 | 288 | 271 | 292 | 384 | 375 | 409 | 369 | 345 | -6.5% |
| Interstate visitors (000) | 612 | 657 | 665 | 724 | 800 | 728 | 788 | 861 | 750 | 510 | -32.0% |
| Intrastate nights (000) | 721 | 770 | 740 | 570 | 670 | 893 | 798 | 1,075 | 1,020 | 1,106 | 8.4% |
| Interstate nights (000) | 1,843 | 1,836 | 1,930 | 1,806 | 2,223 | 2,018 | 2,267 | 2,184 | 2,079 | 1,499 | -27.9% |
| Intrastate expenditure (\$ million) | \$103 | \$134 | \$129 | \$112 | \$115 | \$113 | \$152 | \$180 | \$178 | \$149 | -16.1% |
| Interstate expenditure (\$ million) | \$216 | \$278 | \$267 | \$238 | \$286 | \$253 | \$341 | \$340 | \$322 | \$219 | -32.0% |

Purpose of Visit

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Holiday | 427 | 412 | 408 | 416 | 429 | 436 | 491 | 586 | 410 | 362 | -11.6% |
| Visiting Friends & Relatives | 269 | 345 | 321 | 328 | 387 | 364 | 361 | 389 | 392 | 249 | -36.4% |
| Business | 151 | 155 | 127 | 154 | 183 | 210 | 221 | 193 | 217 | 143 | -34.1% |
| Other | n/p | 53 | 104 | 97 | 94 | 106 | 103 | 106 | 101 | 101 | 0.2% |
| Total | 891 | 964 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | -23.6% |

| | Nights (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Holiday | 1,186 | 1,294 | 1,230 | 1,137 | 1,222 | 1,190 | 1,376 | 1,608 | 1,201 | 968 | -19.4% |
| Visiting Friends & Relatives | 718 | 930 | 954 | 778 | 1,145 | 1,057 | 1,066 | 1,101 | 1,015 | 822 | -19.1% |
| Business | 558 | 298 | 321 | 349 | 356 | 500 | 484 | 384 | 662 | 435 | -34.3% |
| Other | n/p | 84 | 164 | 111 | 170 | 164 | 140 | 166 | 221 | 380 | 71.8% |
| Total | 2,565 | 2,606 | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | -16.0% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|-------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Regional NSW | 190 | 235 | 200 | 199 | 193 | 262 | 253 | 260 | 246 | 222 | -9.7% |
| Sydney | 88 | 73 | 88 | 72 | 98 | 122 | 123 | 149 | 123 | 122 | -0.2% |
| Total Intrastate | 278 | 308 | 288 | 271 | 292 | 384 | 375 | 409 | 369 | 345 | -6.5% |
| Victoria | 488 | 516 | 548 | 598 | 643 | 603 | 647 | 708 | 594 | 412 | -30.6% |
| 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 | 55 | 52 | 60 | 66 | 80 | 65 | 79 | 66 | n/p | n/p | - |
| Total Interstate | 612 | 657 | 665 | 724 | 800 | 728 | 788 | 861 | 750 | 510 | -32.0% |
| Grand Total | 891 | 964 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | -23.6% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|-------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| 15-29 | n/p | n/p | 142 | 179 | 171 | 203 | 236 | 239 | 251 | 125 | -50.1% |
| 30-39 | 100 | 123 | 108 | 122 | 171 | 149 | 173 | 188 | 176 | 130 | -26.1% |
| 40-49 | 162 | 161 | 169 | 140 | 182 | 217 | 174 | 199 | 133 | 124 | -7.4% |
| 50-59 | 169 | 219 | 161 | 222 | 197 | 184 | 181 | 233 | 193 | 169 | -12.1% |
| 60-69 | 221 | 202 | 230 | 215 | 244 | 206 | 246 | 222 | 235 | 190 | -19.0% |
| 70+ | 129 | 119 | 142 | 116 | 127 | 153 | 153 | 190 | 131 | 116 | -11.5% |
| Total | 891 | 964 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | -23.6% |

Travel Party

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|---|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Travelling alone | 161 | 210 | 213 | 248 | 319 | 328 | 293 | 308 | 355 | 223 | -37.2% |
| Adult couple | 290 | 354 | 328 | 336 | 368 | 358 | 404 | 441 | 315 | 267 | -15.3% |
| Family group - parents and children | 205 | 194 | 169 | 169 | 143 | 179 | 167 | 175 | 160 | 159 | -0.7% |
| Friends or relatives travelling together with(out) children | 140 | 154 | 168 | 203 | 209 | 165 | 235 | 273 | 234 | 162 | -30.8% |
| 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 | 891 | 964 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | -23.6% |

Travel to The Murray Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Eat out / dine at a restaurant and/or cafe | 451 | 537 | 525 | 530 | 567 | 630 | 666 | 711 | 541 | 462 | -14.7% |
| Pubs, clubs, discos etc | 229 | 258 | 271 | 309 | 321 | 289 | 333 | 333 | 286 | 254 | -11.3% |
| Visit friends & relatives | 317 | 392 | 387 | 407 | 417 | 423 | 421 | 440 | 401 | 211 | -47.3% |
| Sightseeing/looking around | 233 | 190 | 156 | 200 | 206 | 212 | 209 | 304 | 205 | 185 | -10.0% |
| Bushwalking / rainforest walks | n/p | n/p | 80 | 84 | 112 | 80 | 100 | 117 | 89 | 105 | 18.0% |

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

| | Nights (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Friends or relatives property | 639 | 816 | 955 | 834 | 1,057 | 992 | 979 | 1,126 | 1,086 | 1,054 | -2.9% |
| Standard hotel/motor inn (below 4 star) | 585 | 754 | 567 | 546 | 600 | 714 | 626 | 611 | 471 | 468 | -0.6% |
| Caravan park or commercial camping ground | 484 | 512 | 458 | 477 | 420 | 392 | 537 | 553 | 598 | 376 | -37.0% |

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

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Private vehicle or company car | 747 | 841 | 828 | 875 | 936 | 958 | 1,055 | 1,095 | 965 | 802 | -16.8% |
| Aircraft | n/p | n/p | n/p | n/p | 65 | n/p | n/p | n/p | n/p | n/p | - |
| Bus/Coach | 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 Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun21 vs. YE Jun20 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| Visitors (000) | 1,109 | 1,265 | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | -2.1% |
| Expenditure (\$ million) | \$125 | \$209 | \$172 | \$149 | \$136 | \$142 | \$199 | \$271 | \$232 | \$158 | -31.9% |
| Spend per visitor (\$) | \$113 | \$165 | \$146 | \$123 | \$149 | \$118 | \$136 | \$177 | \$220 | n/p | - |

Main Purpose of Trip

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Holiday | 626 | 648 | 457 | 446 | 419 | 462 | 743 | 657 | 471 | 368 | -22.0% |
| Visiting Friends & Relatives | n/p | 256 | 233 | 283 | n/p | 351 | n/p | 358 | 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 | 264 | 267 | 323 | n/p | n/p | 356 | 302 | n/p | 253 | - |
| Total | 1,109 | 1,265 | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | -2.1% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Sydney | - | - | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Regional NSW | 486 | 527 | 445 | 586 | 329 | 537 | 657 | 658 | 428 | 621 | 45.0% |
| Total Intrastate | 486 | 527 | 471 | 605 | 340 | 557 | 670 | 733 | 450 | 639 | 42.0% |
| Total Interstate | 622 | 738 | 706 | 601 | 577 | 652 | 794 | 795 | 605 | 394 | -34.9% |
| Total | 1,109 | 1,265 | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | -2.1% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|-------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| 15-29 | n/p | n/p | n/p | 333 | 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 | 289 | n/p | n/p | n/p | n/p | 237 | n/p | n/p | n/p | - |
| 60-69 | 224 | 235 | 193 | n/p | n/p | n/p | 184 | 235 | n/p | 271 | - |
| 70+ | n/p | n/p | 180 | 225 | n/p | 196 | 197 | 227 | n/p | n/p | - |
| Total | 1,109 | 1,265 | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | -2.1% |

Top 5 activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Jun21 vs. YE Jun20 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Eat out / dine at a restaurant and/or cafe | 390 | 613 | 597 | 458 | 348 | 557 | 788 | 778 | 469 | 308 | -34.4% |
| Visit friends & relatives | 338 | 409 | 354 | 400 | 229 | 472 | 370 | 484 | n/p | n/p | - |
| Go shopping for pleasure | 328 | 454 | 380 | 249 | 323 | n/p | 426 | 285 | n/p | 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 Jun21 vs. YE Jun20 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Private vehicle or company car | 1,069 | 1,215 | 1,126 | 1,146 | 892 | 1,167 | 1,395 | 1,517 | 1,042 | 1,019 | -2.2% |
| Rental car | - | - | - | - | - | n/p | n/p | - | - | n/p | - |
| n/a | - | - | - | - | - | - | - | - | - | - | - |

n/p = not publishable; n/a = not available

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