

The Murray Visitor Profile

Year ended June 2021

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



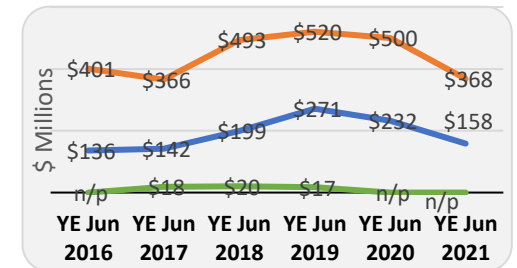
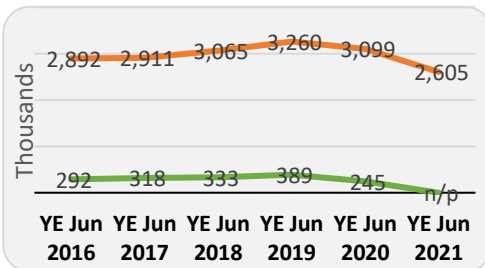
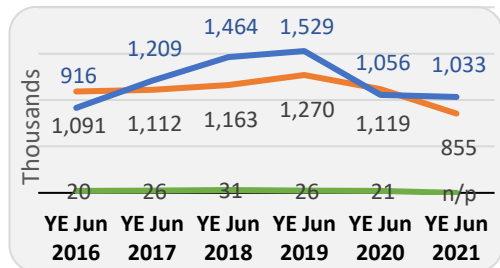
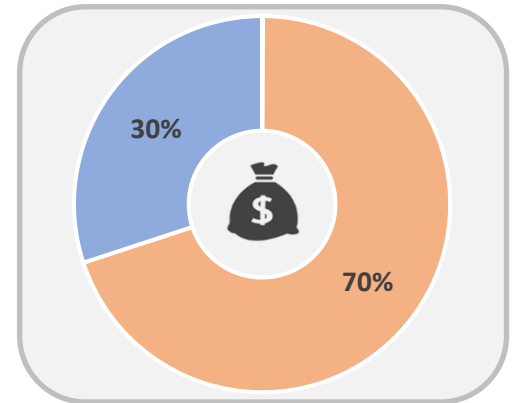
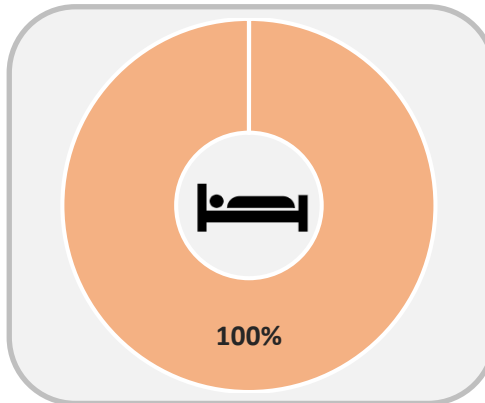
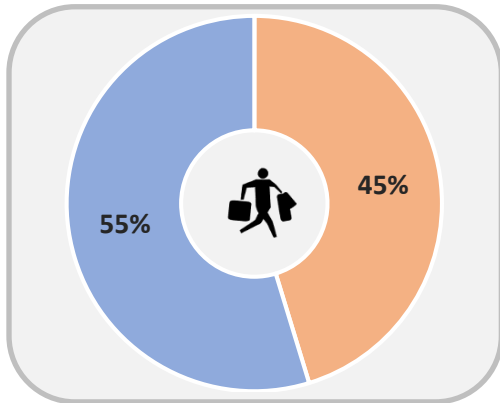
Icons sourced from www.easilly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.9m (-23.6% YoY)
Nights: 2.6m (-16.0% YoY)
Expenditure: \$368.0m (-26.4% YoY)

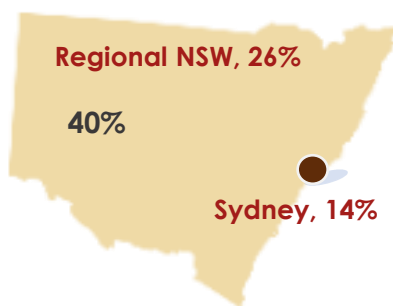
Average spend
\$141 per night
\$430 per visitor

Average length of stay:
3.0 nights

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

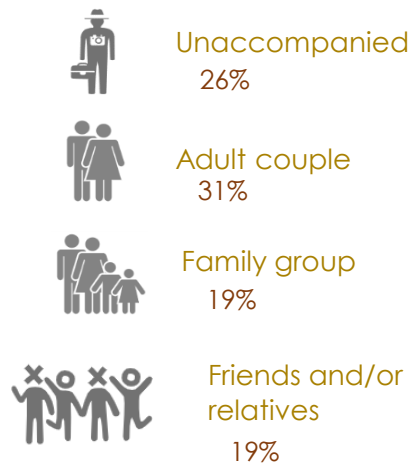
Origin

40% of the visitors came from within New South Wales



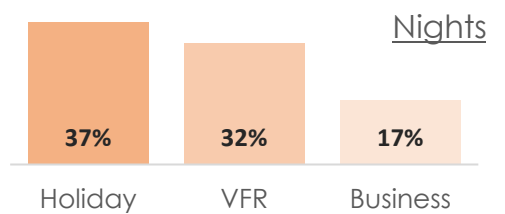
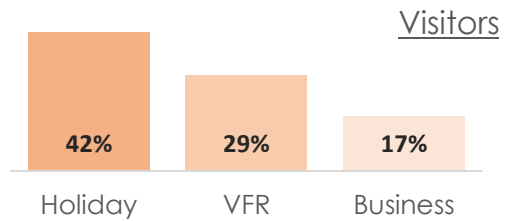
Travel party

31% of the visitors were an adult couple



Purpose of visit

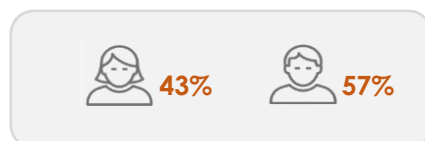
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



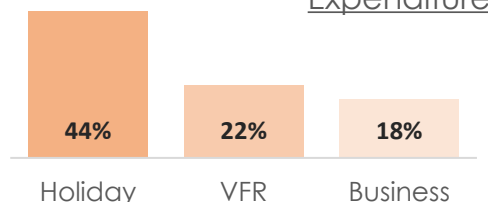
Transport

Private vehicle or company car, 94%
Aircraft, n/p

Gender



Expenditure



The Murray Visitor Profile

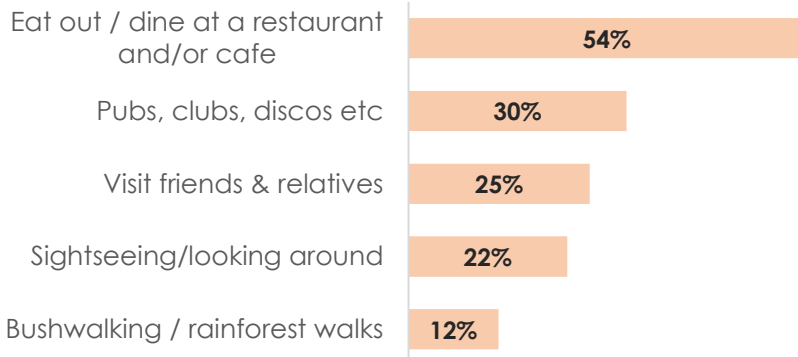
Year ended June 2021

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



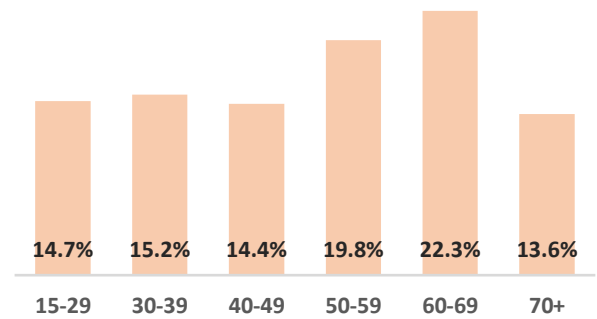
Icons sourced from www.easil.ly

Top 5 activities

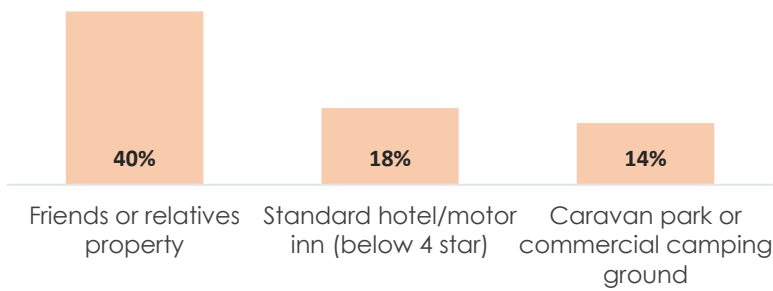


Age

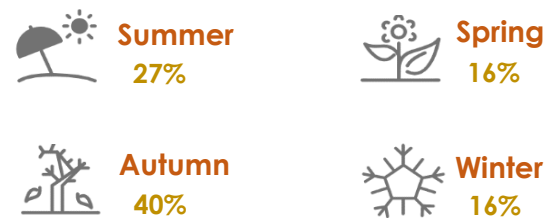
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.0m (-2.1% YoY)
Expenditure: \$158.2m (-31.9% YoY)



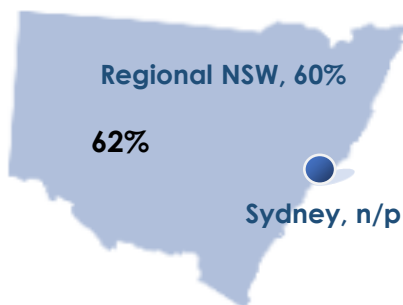
Average spend \$153 per visitor



#10 for visitors
#10 for expenditure
In Regional NSW

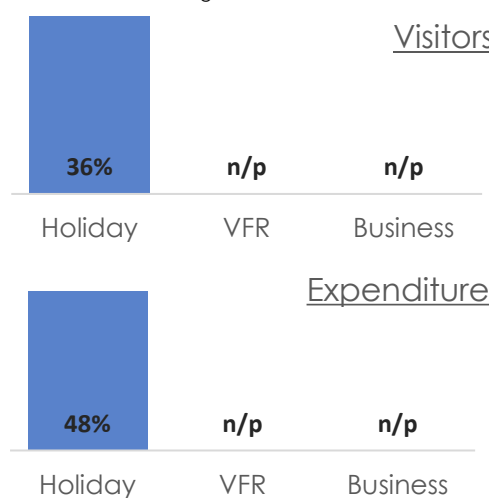
Origin

62% of the visitors to the region came from New South Wales



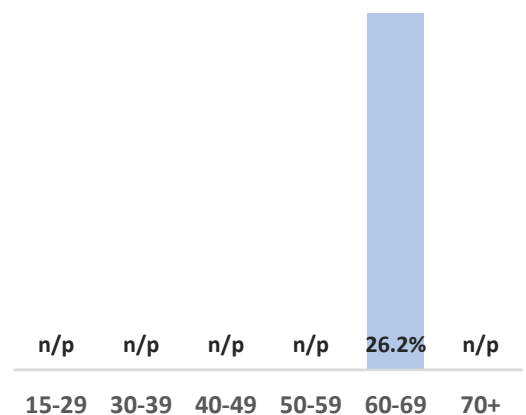
Purpose of visit

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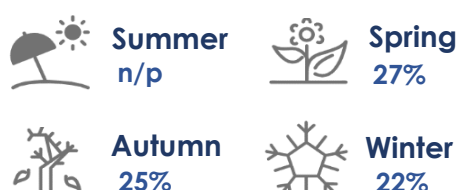


Age

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



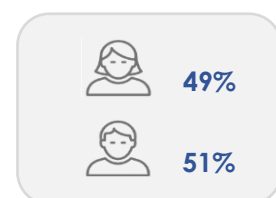
Travel season*



Transport



Gender



*by month returned from the trip

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE