

Travel to The Murray Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors ('000)	1,995	2,174	2,198	1,996	2,184	2,499	2,593	2,766	1,841	1,795	-2.5%
Nights ('000)	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	-18.3%
Expenditure (\$ million)	\$450	\$672	\$499	\$495	\$559	\$576	\$700	\$842	\$575	\$497	-13.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	886	936	1,012	955	1,128	1,154	1,144	1,347	896	797	-11.0%
Nights (000)	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	-18.3%
Average Length of Stay	2.6	2.7	2.7	2.5	2.7	2.6	2.7	2.5	3.1	2.9	-8.2%
Expenditure (\$ million)	\$318	\$457	\$344	\$357	\$399	\$422	\$467	\$566	\$411	\$336	-18.2%
Spend per visitor per night (\$)	\$140	\$180	\$125	\$149	\$133	\$141	\$153	\$168	\$146	\$146	0.1%
Intrastate visitors (000)	266	309	306	251	310	406	381	443	305	309	1.3%
Interstate visitors (000)	619	626	707	705	818	748	763	904	591	489	-17.3%
Intrastate nights (000)	651	775	778	541	805	879	839	1,082	939	954	1.6%
Interstate nights (000)	1,617	1,772	1,973	1,857	2,195	2,117	2,220	2,296	1,878	1,348	-28.2%
Intrastate expenditure (\$ million)	\$98	\$152	\$118	\$109	\$120	\$137	\$146	\$180	\$169	\$125	-26.0%
Interstate expenditure (\$ million)	\$220	\$305	\$226	\$248	\$279	\$285	\$321	\$386	\$242	\$211	-12.8%

Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	445	393	410	397	451	470	471	571	353	358	1.5%
Visiting Friends & Relatives	261	340	363	304	388	373	375	443	274	232	-15.3%
Business	136	139	146	151	202	211	206	221	183	119	-35.2%
Other	n/p	64	99	103	90	105	106	114	85	92	7.3%
Total	886	936	1,012	955	1,128	1,154	1,144	1,347	896	797	-11.0%

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	1,166	1,269	1,182	1,139	1,261	1,273	1,348	1,561	1,072	1,048	-2.3%
Visiting Friends & Relatives	660	901	1,078	755	1,214	1,023	1,126	1,153	774	729	-5.8%
Business	346	254	357	353	389	538	441	487	558	377	-32.5%
Other	n/p	123	134	151	136	163	145	178	413	148	-64.1%
Total	2,269	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	-18.3%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	175	236	213	189	210	264	249	295	200	209	4.7%
Sydney	92	73	93	62	100	142	132	148	105	100	-5.3%
Total Intrastate	266	309	306	251	310	406	381	443	305	309	1.3%
Victoria	508	478	600	572	671	613	615	737	485	386	-20.3%
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	57	46	57	70	72	80	69	69	n/p	n/p	-
Total Interstate	619	626	707	705	818	748	763	904	591	489	-17.3%
Grand Total	886	936	1,012	955	1,128	1,154	1,144	1,347	896	797	-11.0%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	n/p	n/p	190	159	182	217	222	271	203	109	-46.0%
30-39	129	96	112	130	168	163	187	206	123	124	1.4%
40-49	158	165	200	100	218	210	147	210	111	117	5.3%
50-59	185	216	154	209	203	197	178	240	181	144	-20.6%
60-69	219	202	215	237	240	201	252	236	174	186	6.8%
70+	111	126	142	119	117	166	158	183	105	117	12.1%
Total	886	936	1,012	955	1,128	1,154	1,144	1,347	896	797	-11.0%

Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Travelling alone	170	185	258	229	340	323	291	333	311	185	-40.5%
Adult couple	300	350	314	337	375	381	391	453	225	269	19.7%
Family group - parents and children	194	197	193	141	159	177	173	178	136	148	9.0%
Friends or relatives travelling together with(out) children	150	154	174	208	188	199	225	310	172	153	-10.5%
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	886	936	1,012	955	1,128	1,154	1,144	1,347	896	797	-11.0%

Travel to The Murray Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	457	543	542	491	611	659	636	765	405	435	7.4%
Pubs, clubs, discos etc	230	247	319	261	337	312	315	363	216	245	13.6%
Visit friends & relatives	301	400	439	343	440	431	448	467	287	199	-30.6%
Sightseeing/looking around	208	192	178	177	217	208	230	295	164	176	7.4%
Go shopping for pleasure	169	177	214	162	158	143	180	182	107	101	-5.9%

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Friends or relatives property	661	778	1,094	769	1,094	980	1,080	1,145	1,075	750	-30.2%
Caravan park or commercial camping ground	418	528	428	525	412	393	556	502	574	495	-13.8%
Standard hotel/motor inn (below 4 star)	624	729	569	499	696	735	567	655	341	425	24.6%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	760	805	902	824	968	1,017	1,002	1,165	797	747	-6.2%
Aircraft	n/p	n/p	n/p	n/p	n/p	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 Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	5.5%
Expenditure (\$ million)	\$131	\$214	\$154	\$138	\$160	\$154	\$233	\$276	\$164	\$161	-1.9%
Spend per visitor (\$)	\$118	\$173	\$130	\$133	\$152	\$114	\$161	\$195	\$173	\$161	-7.0%

Main Purpose of Trip

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	588	559	508	392	419	603	706	668	325	386	18.9%
Visiting Friends & Relatives	268	n/p	230	n/p	240	316	n/p	302	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	274	283	258	n/p	277	313	267	n/p	256	-
Total	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	5.5%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Sydney	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	528	486	462	511	440	552	650	600	477	558	17.0%
Total Intrastate	528	507	467	529	462	561	681	663	495	577	16.6%
Total Interstate	581	732	719	511	594	784	768	756	450	421	-6.6%
Total	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	5.5%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	n/p	n/p	n/p	331	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	180	278	n/p	n/p	n/p	n/p	309	n/p	n/p	n/p	-
60-69	219	237	199	n/p	n/p	227	219	218	n/p	n/p	-
70+	n/p	n/p	180	227	n/p	160	184	224	n/p	252	-
Total	1,109	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	5.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	482	634	527	380	454	564	873	704	331	352	6.3%
Go shopping for pleasure	383	414	329	204	349	273	405	292	n/p	n/p	-
Visit friends & relatives	379	420	349	325	323	449	431	376	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	-
Pubs, clubs, discos etc	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 Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	1,073	1,162	1,141	1,007	1,025	1,305	1,381	1,407	923	998	8.2%
#N/A	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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