

The Murray Visitor Profile

Year ended September 2021



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

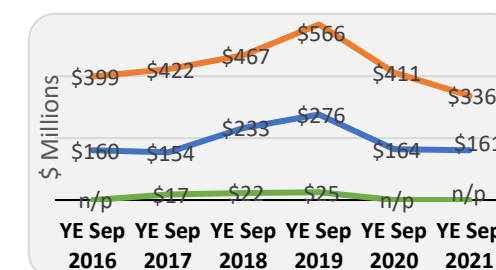
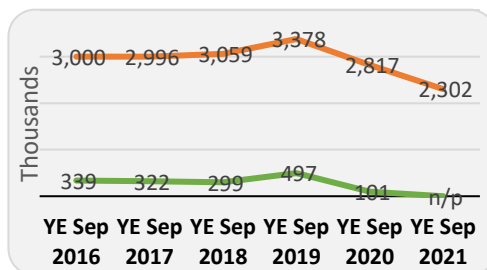
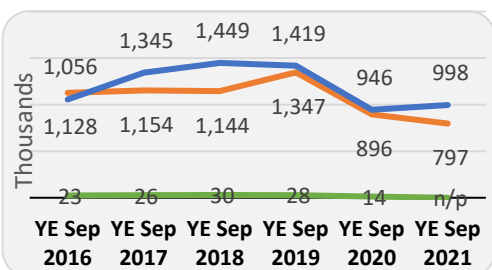
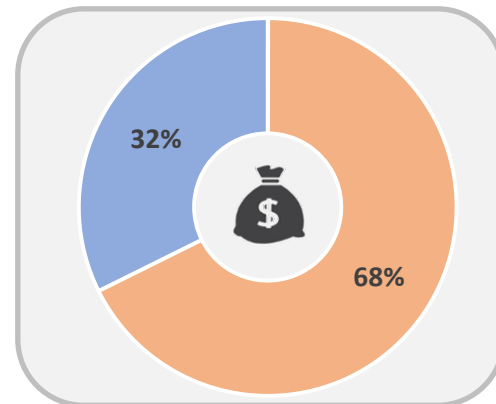
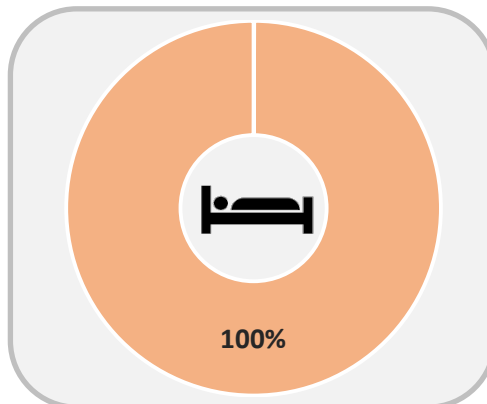
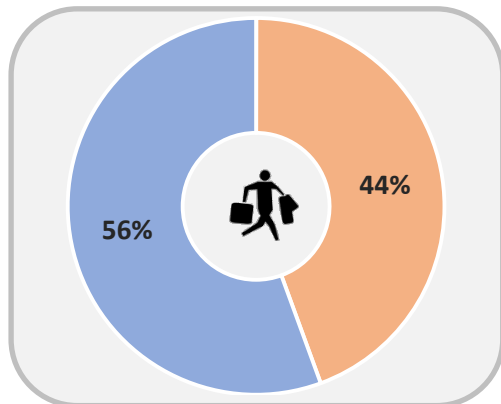
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.8m (-11.0% YoY)
Nights: 2.3m (-18.3% YoY)
Expenditure: \$336.4m (-18.2% YoY)

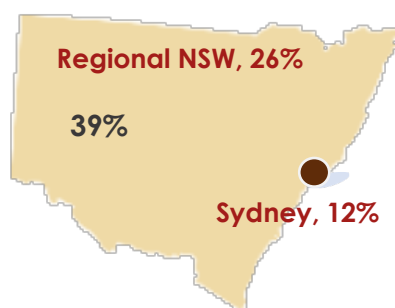
Average spend
\$146 per night
\$422 per visitor

Average length of stay:
2.9 nights

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

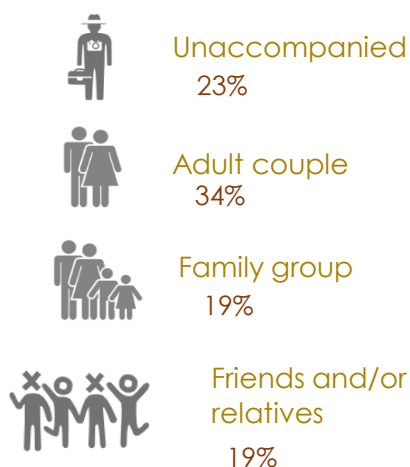
Origin

39% of the visitors came from within New South Wales



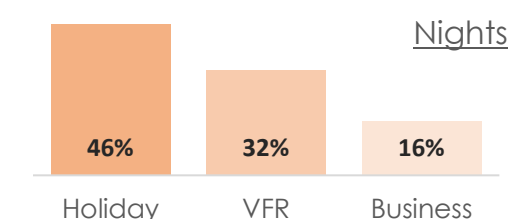
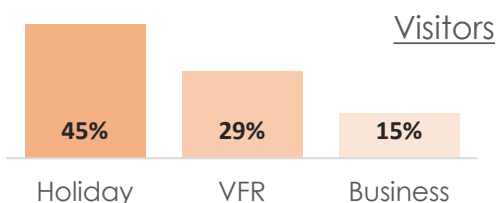
Travel party

34% of the visitors were adult couple



Purpose of visit

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



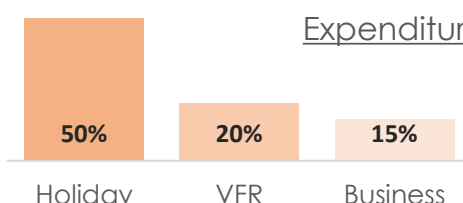
Transport

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

Gender



Expenditure



The Murray Visitor Profile

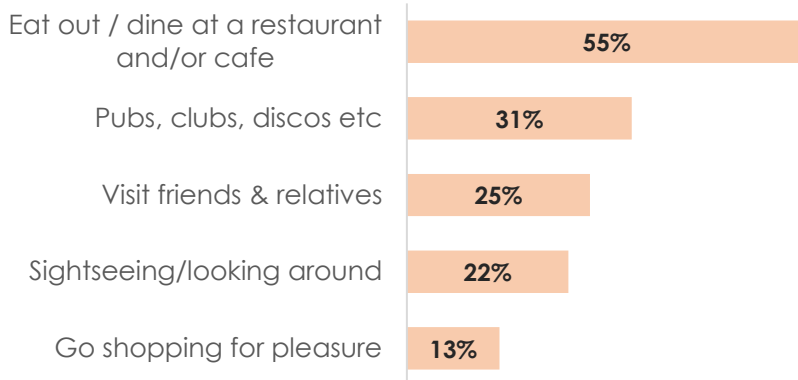
Year ended September 2021



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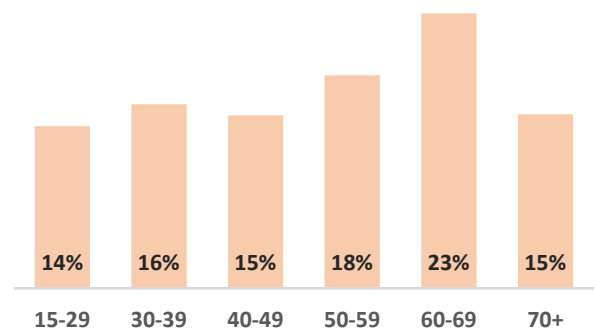
Icons sourced from www.easil.ly

Top 5 activities

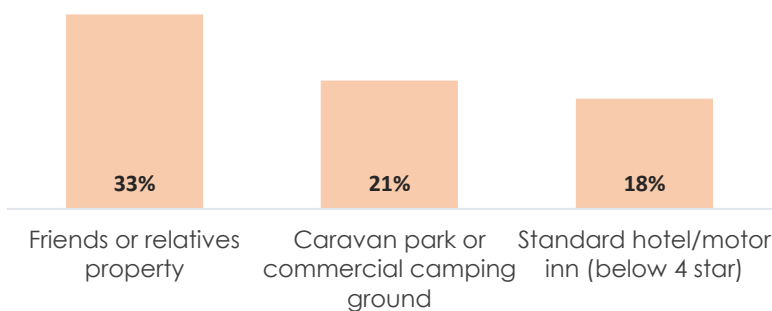


Age

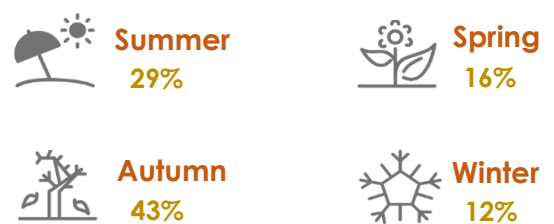
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.0m (+5.5% YoY)
Expenditure: \$160.9m (-1.9% YoY)



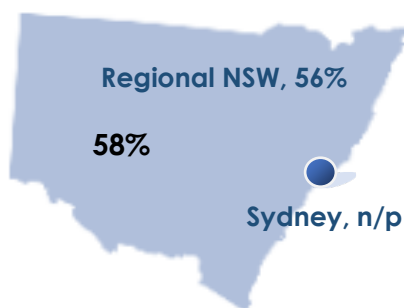
Average spend \$161 per visitor



#10 for visitors
#9 for expenditure
In Regional NSW

Origin

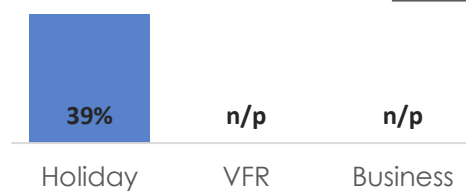
58% of the visitors to the region came from New South Wales



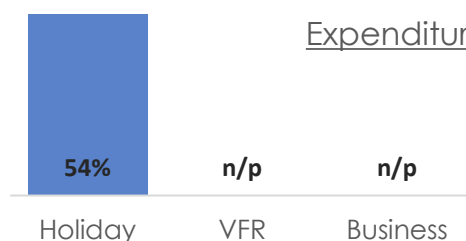
Purpose of visit

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Visitors

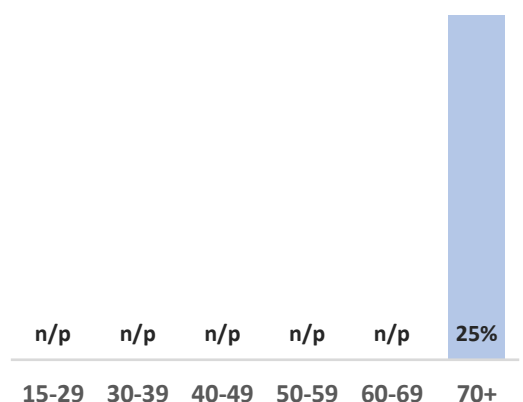


Expenditure

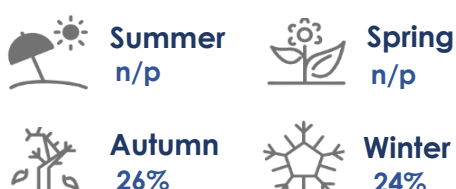


Age

'70 years and over' was the largest age group of the visitors to the region



Travel season*



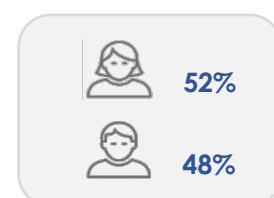
*by month returned from the trip

Transport

Private vehicle or company car



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.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE