

Travel to The Murray Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors ('000)	1,857	2,514	1,953	2,034	2,136	2,602	2,660	2,796	1,599	1,954	22.2%
Nights ('000)	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	13.5%
Expenditure (\$ million)	\$461	\$703	\$485	\$506	\$512	\$634	\$736	\$850	\$478	\$538	12.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	874	993	972	1,025	1,054	1,211	1,178	1,361	722	874	20.9%
Nights (000)	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	13.5%
Average Length of Stay	2.9	2.6	2.6	2.6	2.7	2.6	2.6	2.7	3.0	2.8	-6.1%
Expenditure (\$ million)	\$334	\$438	\$363	\$366	\$367	\$474	\$480	\$598	\$320	\$320	0.2%
Spend per visitor per night (\$)	\$133	\$172	\$145	\$136	\$131	\$148	\$158	\$162	\$147	\$130	-11.7%
Intrastate visitors (000)	265	349	261	275	294	421	386	469	261	289	10.6%
Interstate visitors (000)	609	644	711	750	760	790	792	892	461	585	26.8%
Intrastate nights (000)	752	835	590	663	709	920	865	1,287	741	904	22.1%
Interstate nights (000)	1,753	1,711	1,904	2,032	2,101	2,287	2,167	2,406	1,429	1,558	9.0%
Intrastate expenditure (\$ million)	\$103	\$155	\$114	\$109	\$107	\$147	\$153	\$221	\$135	\$97	-28.3%
Interstate expenditure (\$ million)	\$230	\$283	\$248	\$257	\$260	\$327	\$327	\$377	\$185	\$224	21.0%

Purpose of Visit

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	423	399	399	405	425	528	503	531	296	330	11.3%
Visiting Friends & Relatives	278	371	329	343	354	386	374	457	206	344	67.3%
Business	123	144	159	178	177	200	215	250	160	93	-41.8%
Other	52	83	88	99	103	106	92	124	61	109	77.8%
Total	874	993	972	1,025	1,054	1,211	1,178	1,361	722	874	20.9%

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	1,247	1,225	1,092	1,201	1,153	1,454	1,406	1,572	836	950	13.6%
Visiting Friends & Relatives	824	923	919	952	1,049	1,130	1,058	1,236	556	1,048	88.7%
Business	336	251	370	392	450	457	430	710	386	286	-25.9%
Other	99	147	113	149	158	166	139	175	391	178	-54.5%
Total	2,505	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	13.5%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Regional NSW	173	273	173	187	211	260	271	309	168	193	14.9%
Sydney	92	76	88	87	83	161	115	160	93	96	2.7%
Total Intrastate	265	349	261	275	294	421	386	469	261	289	10.6%
Victoria	471	517	608	610	612	656	651	690	399	493	23.6%
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	51	66	73	66	76	67	76	n/p	n/p	-
Total Interstate	609	644	711	750	760	790	792	892	461	585	26.8%
Grand Total	874	993	972	1,025	1,054	1,211	1,178	1,361	722	874	20.9%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	n/p	n/p	178	185	152	255	210	294	145	143	-1.0%
30-39	157	n/p	117	140	174	148	209	202	92	126	36.7%
40-49	123	197	171	140	192	205	171	196	109	102	-6.5%
50-59	185	198	193	197	181	196	209	216	175	182	3.8%
60-69	217	219	199	238	229	229	231	253	135	193	42.9%
70+	110	142	114	125	125	178	147	201	66	128	92.5%
Total	874	993	972	1,025	1,054	1,211	1,178	1,361	722	874	20.9%

Travel Party

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Travelling alone	160	212	246	281	299	332	285	392	235	229	-2.3%
Adult couple	318	355	303	352	382	376	409	412	190	311	64.2%
Family group - parents and children	195	201	169	132	153	188	175	180	127	133	5.0%
Friends or relatives travelling together with(out) children	136	166	188	209	171	231	239	299	132	163	23.1%
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	874	993	972	1,025	1,054	1,211	1,178	1,361	722	874	20.9%

Travel to The Murray Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	459	553	529	533	566	687	669	758	322	449	39.5%
Pubs, clubs, discos etc	190	284	319	289	274	346	342	354	178	285	59.6%
Visit friends & relatives	322	428	401	374	401	462	453	464	216	255	17.7%
Sightseeing/looking around	197	182	197	180	185	249	244	281	129	178	37.9%
Go shopping for pleasure	156	214	195	159	140	172	187	161	94	115	21.7%

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

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Friends or relatives property	752	840	971	907	957	1,079	1,097	1,196	861	965	12.1%
Caravan park or commercial camping ground	526	528	341	534	373	492	513	597	412	530	28.6%
Standard hotel/motor inn (below 4 star)	655	646	564	560	643	798	516	689	289	366	26.7%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	758	866	843	877	916	1,075	1,035	1,161	674	824	22.2%
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 Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	23.2%
Expenditure (\$ million)	\$127	\$266	\$122	\$140	\$145	\$160	\$256	\$252	\$158	\$218	37.4%
Spend per visitor (\$)	\$130	\$175	\$124	\$139	\$134	\$115	\$172	\$175	\$180	\$201	11.6%

Main Purpose of Trip

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	462	707	408	401	414	686	639	698	273	517	89.6%
Visiting Friends & Relatives	268	n/p	236	n/p	n/p	289	300	347	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	307	n/p	n/p	n/p	265	338	n/p	255	244	-4.4%
Total	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	23.2%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Sydney	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	451	559	423	458	486	580	654	544	509	560	10.0%
Total Intrastate	451	580	442	463	508	589	684	617	535	560	4.5%
Total Interstate	532	941	539	546	574	802	798	819	342	520	52.3%
Total	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	23.2%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 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	n/p	283	n/p	n/p	n/p	n/p	325	n/p	n/p	n/p	-
60-69	207	230	n/p	n/p	n/p	n/p	268	195	278	n/p	-
70+	n/p	200	n/p	n/p	n/p	156	211	250	n/p	360	-
Total	983	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	23.2%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Go shopping for pleasure	311	516	257	286	n/p	330	380	304	n/p	n/p	-
Eat out / dine at a restaurant and/or cafe	480	749	417	360	446	651	873	716	260	277	6.5%
Visit friends & relatives	336	451	332	336	351	412	471	415	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 Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	952	1,447	935	979	1,041	1,363	1,415	1,415	863	1,080	25.2%
#N/A	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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