

# The Murray Visitor Profile

Year ended March 2022

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

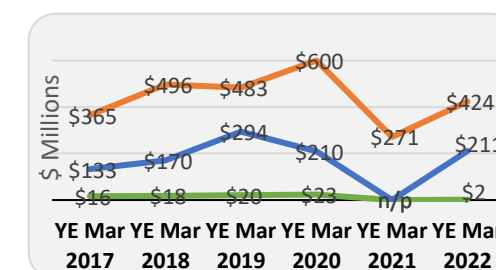
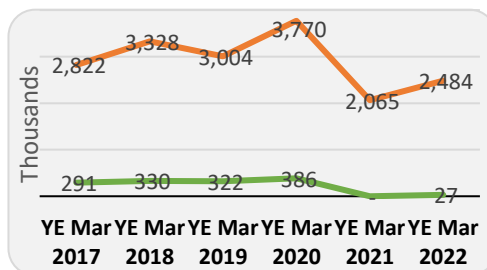
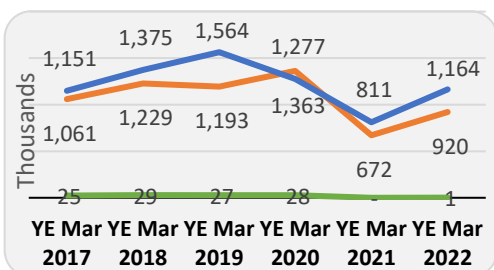
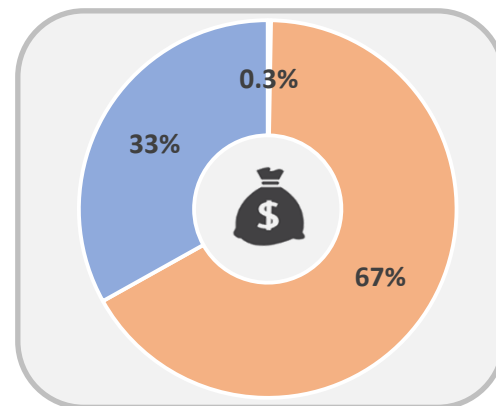
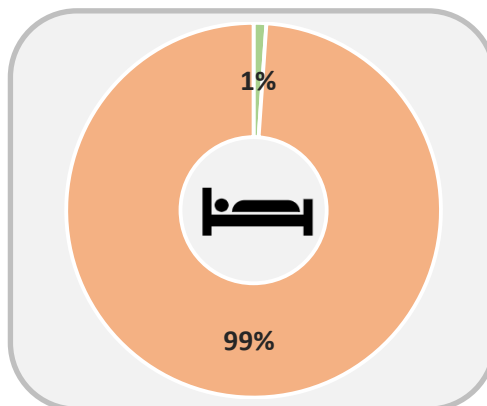
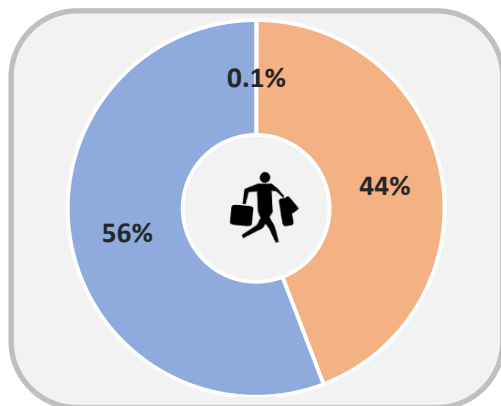


Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 0.9m (+36.9% YoY)  
Nights: 2.5m (+20.3% YoY)  
Expenditure: \$424.2m (+56.3% YoY)

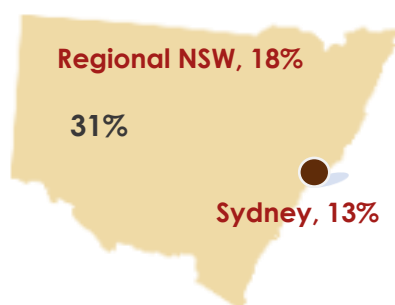
Average spend  
\$171 per night  
\$461 per visitor

Average length of stay:  
2.7 nights

#8 for visitors  
#9 for nights  
#9 for expenditure  
**In Regional NSW**

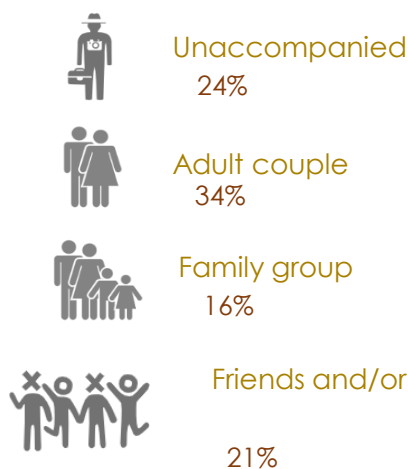
### Origin

31% of the visitors came from within New South Wales



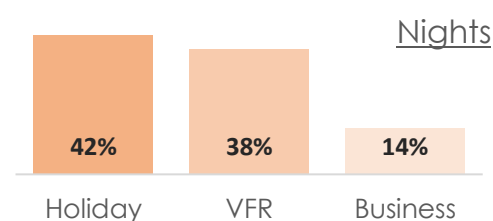
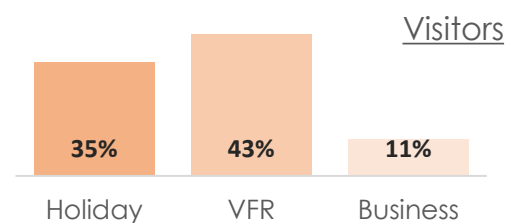
### Travel party

34% of the visitors were adult couple



### Purpose of visit

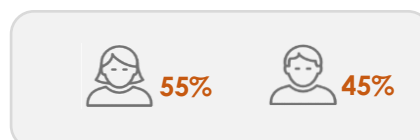
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



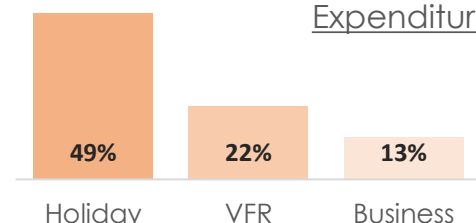
### Transport

Private vehicle or company car, 93%  
Aircraft, n/p

### Gender



### Expenditure



# The Murray Visitor Profile

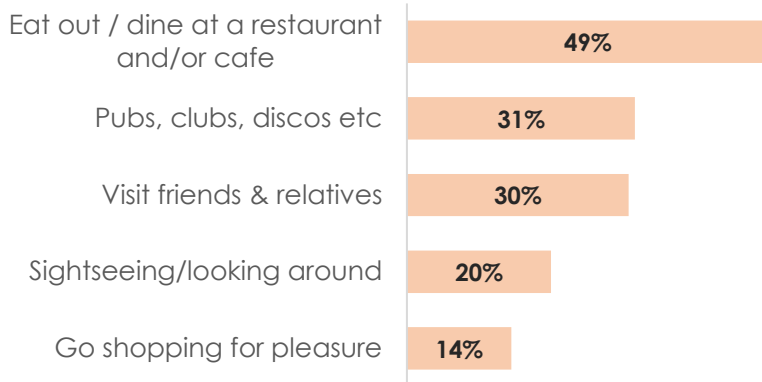
Year ended March 2022

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



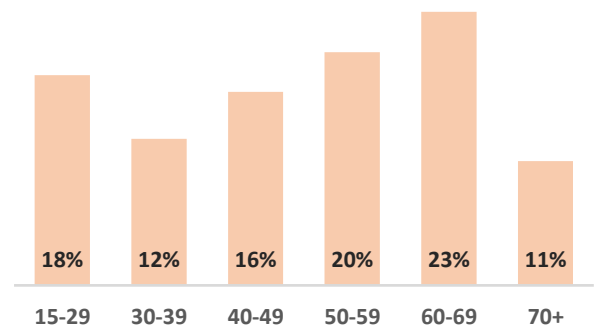
Icons sourced from www.easil.ly

## Top 5 activities

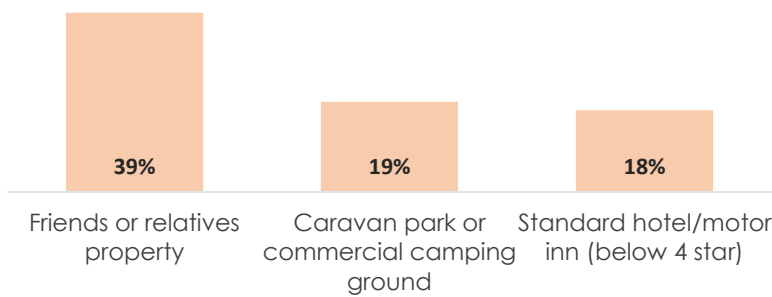


## Age

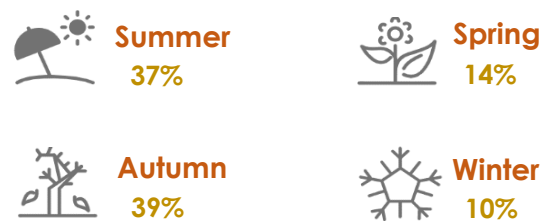
'60-69 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 1.2m (+43.5% YoY)  
Expenditure: \$210.8m (YoY n/p)



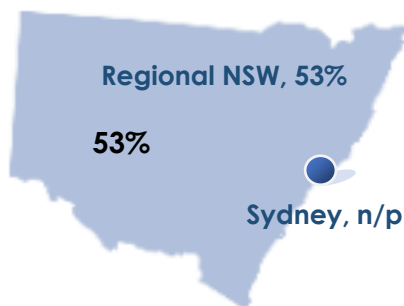
Average spend \$181 per visitor



#9 for visitors  
#7 for expenditure  
**In Regional NSW**

## Origin

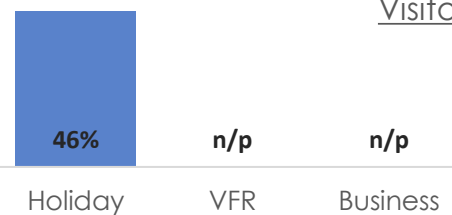
53% of the visitors to the region came from New South Wales



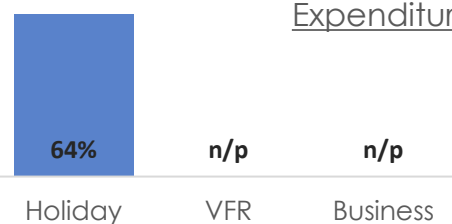
## Purpose of visit

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

### Visitors

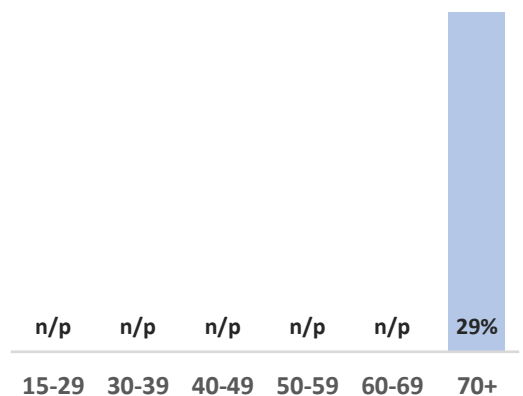


### Expenditure

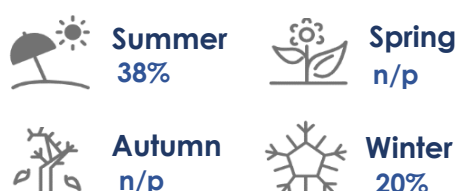


## Age

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



## Travel season\*

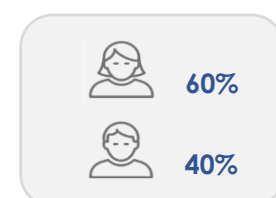


## Transport

Private vehicle or company car



## Gender



\*by month returned from the trip

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**