

Travel to The Murray Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change YE Mar22 vs. YE Mar21
Visitors ('000)	2,132	2,149	2,121	2,057	2,212	2,604	2,758	2,640	1,483	2,084	40.5%
Nights ('000)	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	2,484	20.3%
Expenditure (\$ million)	\$568	\$586	\$513	\$539	\$499	\$667	\$777	\$810	\$448	\$635	41.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change YE Mar22 vs. YE Mar21
Visitors (000)	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	36.9%
Nights (000)	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	2,484	20.3%
Average Length of Stay	2.8	2.6	2.5	2.6	2.7	2.7	2.5	2.8	3.1	2.7	-12.2%
Expenditure (\$ million)	\$368	\$408	\$377	\$383	\$365	\$496	\$483	\$600	\$271	\$424	56.3%
Spend per visitor per night (\$)	\$143	\$158	\$149	\$141	\$129	\$149	\$161	\$159	\$131	\$171	30.0%
Intrastate visitors (000)	269	345	277	267	336	407	401	439	272	283	4.2%
Interstate visitors (000)	652	635	741	770	725	822	793	924	400	636	59.3%
Intrastate nights (000)	725	832	615	623	818	862	1,031	1,180	924	697	-24.6%
Interstate nights (000)	1,853	1,748	1,920	2,090	2,004	2,466	1,972	2,590	1,141	1,787	56.5%
Intrastate expenditure (\$ million)	\$103	\$151	\$121	\$105	\$119	\$139	\$172	\$217	\$121	\$119	-2.3%
Interstate expenditure (\$ million)	\$265	\$257	\$256	\$278	\$246	\$358	\$311	\$383	\$150	\$306	103.8%

Purpose of Visit

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	425	398	441	409	404	523	547	511	287	318	10.8%
Visiting Friends & Relatives	315	342	323	364	381	380	359	456	193	394	104.9%
Business	127	149	176	159	169	243	195	266	125	103	-17.4%
Other	55	96	81	107	110	93	97	132	68	107	56.8%
Total	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	36.9%

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	1,321	1,222	1,186	1,174	1,067	1,475	1,489	1,534	725	1,034	42.7%
Visiting Friends & Relatives	866	892	873	1,042	1,158	1,095	1,032	1,187	708	934	32.0%
Business	288	321	372	334	433	610	330	783	308	343	11.6%
Other	103	145	104	163	163	148	152	266	325	172	-47.0%
Total	2,578	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	2,484	20.3%

Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Regional NSW	178	255	197	196	221	267	266	285	182	166	-8.6%
Sydney	92	91	80	71	115	140	134	154	90	117	30.0%
Total Intrastate	269	345	277	267	336	407	401	439	272	283	4.2%
Victoria	504	514	626	618	590	695	648	726	318	556	75.1%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	82	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	57	68	73	69	75	66	66	n/p	n/p	-
Total Interstate	652	635	741	770	725	822	793	924	400	636	59.3%
Grand Total	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	36.9%

Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
15-29	n/p	189	154	191	154	269	229	278	114	164	43.3%
30-39	144	n/p	124	169	151	175	175	215	89	114	27.4%
40-49	166	155	167	159	205	188	192	162	94	151	60.6%
50-59	505	552	573	518	551	597	598	708	374	491	31.4%
60-69	193	230	221	237	223	232	215	286	127	213	67.6%
70+	109	153	124	106	144	172	169	173	96	97	0.9%
Total	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	36.9%

Travel Party

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Travelling alone	179	211	259	268	338	333	273	416	206	225	9.0%
Adult couple	344	343	316	373	375	379	406	419	196	315	60.6%
Family group - parents and children	198	179	169	143	151	191	176	172	123	143	16.3%
Friends or relatives travelling together with(out) children	140	173	216	209	148	238	266	278	115	196	70.1%
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	921	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	36.9%

Travel to The Murray Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	509	524	558	539	568	727	673	704	341	454	33.0%
Pubs, clubs, discos etc	216	277	340	290	260	369	331	350	176	286	62.7%
Visit friends & relatives	388	377	393	411	437	438	437	452	183	278	52.3%
Sightseeing/looking around	190	158	220	184	185	241	269	265	135	181	34.6%
Go shopping for pleasure	171	190	201	165	130	183	202	135	86	131	51.5%

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

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Friends or relatives property	819	811	967	968	1,045	1,042	1,061	1,246	934	958	2.6%
Caravan park or commercial camping ground	555	477	405	472	398	495	568	648	294	481	63.3%
Standard hotel/motor inn (below 4 star)	659	646	580	554	643	769	507	674	345	437	26.7%

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

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	790	853	891	897	903	1,110	1,053	1,155	629	853	35.7%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	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 Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change YE Mar22 vs. YE Mar21
Visitors (000)	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	43.5%
Expenditure (\$ million)	\$200	\$177	\$136	\$156	\$133	\$170	\$294	\$210	n/p	\$211	-
Spend per visitor (\$)	\$165	\$152	\$123	\$152	\$116	\$124	\$188	\$164	#VALUE!	\$181	-

Main Purpose of Trip

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	561	495	430	406	450	724	653	569	296	541	83.0%
Visiting Friends & Relatives	281	n/p	257	n/p	315	n/p	333	n/p	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	249	259	n/p	280	n/p	264	390	n/p	n/p	275	-
Total	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	43.5%

Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Sydney	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	492	473	478	454	535	558	701	478	491	621	26.6%
Total Intrastate	492	499	491	469	555	571	776	500	509	621	22.0%
Total Interstate	719	670	611	551	596	804	788	776	302	543	79.7%
Total	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	43.5%

Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
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	286	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	257	171	n/p	n/p	233	n/p	282	n/p	246	n/p	-
70+	n/p	179	239	n/p	207	177	222	246	n/p	338	-
Total	1,211	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	43.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	632	589	430	338	538	692	857	579	254	314	23.5%
Go shopping for pleasure	350	448	304	n/p	n/p	340	362	285	n/p	n/p	-
Visit friends & relatives	438	305	368	262	465	387	471	342	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 Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	1,168	1,110	1,050	993	1,119	1,319	1,534	1,256	797	1,164	46.0%
#N/A	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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