

Travel to The Murray Tourism Region

Year ended June 2022

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors ('000)	2,230	2,131	2,201	2,007	2,321	2,627	2,799	2,175	1,888	2,109	11.7%
Nights ('000)	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	2,605	2,632	1.0%
Expenditure (\$ million)	\$620	\$568	\$499	\$537	\$508	\$693	\$791	\$732	\$526	\$678	28.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors (000)	964	953	995	1,091	1,112	1,163	1,270	1,119	855	1,008	18.0%
Nights (000)	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	2,605	2,632	1.0%
Average Length of Stay	2.7	2.8	2.4	2.7	2.6	2.6	2.6	2.8	3.0	2.6	-14.4%
Expenditure (\$ million)	\$412	\$396	\$350	\$401	\$366	\$493	\$520	\$500	\$368	\$471	28.0%
Spend per visitor per night (\$)	\$158	\$148	\$147	\$139	\$126	\$161	\$160	\$161	\$141	\$179	26.7%
Intrastate visitors (000)	308	288	271	292	384	375	409	369	345	288	-16.5%
Interstate visitors (000)	657	665	724	800	728	788	861	750	510	720	41.3%
Intrastate nights (000)	770	740	570	670	893	798	1,075	1,020	1,106	698	-36.9%
Interstate nights (000)	1,836	1,930	1,806	2,223	2,018	2,267	2,184	2,079	1,499	1,934	29.0%
Intrastate expenditure (\$ million)	\$134	\$129	\$112	\$115	\$113	\$152	\$180	\$178	\$149	\$134	-10.5%
Interstate expenditure (\$ million)	\$278	\$267	\$238	\$286	\$253	\$341	\$340	\$322	\$219	\$337	54.3%

Purpose of Visit

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	412	408	416	429	436	491	586	410	362	365	0.8%
Visiting Friends & Relatives	345	321	328	387	364	361	389	392	249	406	63.0%
Business	155	127	154	183	210	221	193	217	143	130	-9.5%
Other	53	104	97	94	106	103	106	101	101	112	11.5%
Total	964	953	995	1,091	1,112	1,163	1,270	1,119	855	1,008	18.0%

	Nights (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	1,294	1,230	1,137	1,222	1,190	1,376	1,608	1,201	968	1,141	17.8%
Visiting Friends & Relatives	930	954	778	1,145	1,057	1,066	1,101	1,015	822	1,033	25.7%
Business	298	321	349	356	500	484	384	662	435	288	-33.8%
Other	84	164	111	170	164	140	166	221	380	170	-55.2%
Total	2,606	2,670	2,375	2,892	2,911	3,065	3,260	3,099	2,605	2,632	1.0%

Origin

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Regional NSW	235	200	199	193	262	253	260	246	222	158	-28.7%
Sydney	73	88	72	98	122	123	149	123	122	129	5.7%
Total Intrastate	308	288	271	292	384	375	409	369	345	288	-16.5%
Victoria	516	548	598	643	603	647	708	594	412	624	51.3%
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	52	60	66	80	65	79	66	n/p	n/p	n/p	-
Total Interstate	657	665	724	800	728	788	861	750	510	720	41.3%
Grand Total	964	953	995	1,091	1,112	1,163	1,270	1,119	855	1,008	18.0%

Age

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
15-29	n/p	142	179	171	203	236	239	251	125	166	32.5%
30-39	123	108	122	171	149	173	188	176	130	113	-12.9%
40-49	161	169	140	182	217	174	199	133	124	129	4.6%
50-59	219	161	222	197	184	181	233	193	169	233	37.5%
60-69	202	230	215	244	206	246	222	235	190	234	22.9%
70+	119	142	116	127	153	153	190	131	116	133	14.5%
Total	964	953	995	1,091	1,112	1,163	1,270	1,119	855	1,008	18.0%

Travel Party

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Travelling alone	210	213	248	319	328	293	308	355	223	268	20.1%
Adult couple	354	328	336	368	358	404	441	315	267	341	28.0%
Family group - parents and children	194	169	169	143	179	167	175	160	159	145	-8.7%
Friends or relatives travelling together with(out) children	154	168	203	209	165	235	273	234	162	205	26.8%
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	964	953	995	1,091	1,112	1,163	1,270	1,119	855	1,008	18.0%

Travel to The Murray Tourism Region

Year ended June 2022

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Eat out / dine at a restaurant and/or cafe	537	525	530	567	630	666	711	541	462	480	4.0%
Visit friends & relatives	392	387	407	417	423	421	440	401	211	322	52.5%
Pubs, clubs, discos etc	258	271	309	321	289	333	333	286	254	295	16.0%
Sightseeing/looking around	190	156	200	206	212	209	304	205	185	182	-1.4%
Go shopping for pleasure	192	201	176	156	134	192	190	123	101	159	57.9%

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

	Nights (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Friends or relatives property	816	955	834	1,057	992	979	1,126	1,086	1,054	1,046	-0.8%
Caravan park or commercial camping ground	512	458	477	420	392	537	553	598	376	546	45.1%
Standard hotel/motor inn (below 4 star)	754	567	546	600	714	626	611	471	468	452	-3.3%

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

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Private vehicle or company car	841	828	875	936	958	1,055	1,095	965	802	931	16.0%
Aircraft	n/p	n/p	n/p	65	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 Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors (000)	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	1,033	1,101	6.5%
Expenditure (\$ million)	\$209	\$172	\$149	\$136	\$142	\$199	\$271	\$232	\$158	\$207	30.7%
Spend per visitor (\$)	\$165	\$146	\$123	\$149	\$118	\$136	\$177	\$220	\$153	\$188	22.7%

Main Purpose of Trip

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	648	457	446	419	462	743	657	471	368	492	33.8%
Visiting Friends & Relatives	256	233	283	n/p	351	n/p	358	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	264	267	323	n/p	n/p	356	302	n/p	253	n/p	-
Total	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	1,033	1,101	6.5%

Origin

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Sydney	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	527	445	586	329	537	657	658	428	621	537	-13.5%
Total Intrastate	527	471	605	340	557	670	733	450	639	537	-16.1%
Total Interstate	738	706	601	577	652	794	795	605	394	564	43.2%
Total	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	1,033	1,101	6.5%

Age

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
15-29	n/p	n/p	333	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	289	n/p	n/p	n/p	n/p	237	n/p	n/p	n/p	n/p	-
60-69	235	193	n/p	n/p	n/p	184	235	n/p	271	n/p	-
70+	n/p	180	225	n/p	196	197	227	n/p	n/p	n/p	-
Total	1,265	1,178	1,206	916	1,209	1,464	1,529	1,056	1,033	1,101	6.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Eat out / dine at a restaurant and/or cafe	613	597	458	348	557	788	778	469	308	n/p	-
Go shopping for pleasure	454	380	249	323	n/p	426	285	n/p	n/p	n/p	-
Visit friends & relatives	409	354	400	229	472	370	484	n/p	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 Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Private vehicle or company car	1,215	1,126	1,146	892	1,167	1,395	1,517	1,042	1,019	1,097	7.7%
Aircraft	-	n/p	n/p	n/p	-	n/p	-	-	-	n/p	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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