

Travel to The Murray Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



OVERVIEW

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	2,196	2,219	2,017	2,206	2,525	2,623	2,794	1,856	1,796	2,809	56.4%
Nights ('000)	2,876	2,981	2,622	3,339	3,318	3,359	3,875	2,918	2,303	3,441	49.4%
Expenditure (\$ million)	\$693	\$510	\$508	\$577	\$593	\$722	\$867	\$582	\$498	\$922	85.3%
OVERNIGHT (international & domestic)											
Visitors ('000)	957	1,033	976	1,150	1,180	1,174	1,376	910	798	1,373	72.2%
Nights ('000)	2,876	2,981	2,622	3,339	3,318	3,359	3,875	2,918	2,303	3,441	49.4%
Expenditure (\$ million)	\$478	\$356	\$369	\$417	\$439	\$489	\$591	\$419	\$337	\$688	104.5%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,174	2,198	1,996	2,184	2,499	2,593	2,766	1,841	1,795	2,803	56.2%
Nights ('000)	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	3,376	46.7%
Expenditure (\$ million)	\$672	\$499	\$495	\$559	\$576	\$700	\$842	\$575	\$497	\$919	84.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	936	1,012	955	1,128	1,154	1,144	1,347	896	797	1,368	71.6%
Nights (000)	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	3,376	46.7%
Average Length of Stay	2.7	2.7	2.5	2.7	2.6	2.7	2.5	3.1	2.9	2.5	-14.5%
Expenditure (\$ million)	\$457	\$344	\$357	\$399	\$422	\$467	\$566	\$411	\$336	\$685	103.6%
Spend per visitor per night (\$)	\$180	\$125	\$149	\$133	\$141	\$153	\$168	\$146	\$146	\$203	38.8%
Intrastate visitors (000)	309	306	251	310	406	381	443	305	309	379	22.9%
Interstate visitors (000)	626	707	705	818	748	763	904	591	489	989	102.3%
Intrastate nights (000)	775	778	541	805	879	839	1,082	939	954	935	-2.0%
Interstate nights (000)	1,772	1,973	1,857	2,195	2,117	2,220	2,296	1,878	1,348	2,441	81.2%
Intrastate expenditure (\$ million)	\$152	\$118	\$109	\$120	\$137	\$146	\$180	\$169	\$125	\$212	69.0%
Interstate expenditure (\$ million)	\$305	\$226	\$248	\$279	\$285	\$321	\$386	\$242	\$211	\$473	124.2%

Purpose of Visit

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	393	410	397	451	470	471	571	353	358	525	46.8%
Visiting Friends & Relatives	340	363	304	388	373	375	443	274	232	496	113.5%
Business	139	146	151	202	211	206	221	183	119	201	69.4%
Other	64	99	103	90	105	106	114	85	92	148	61.4%
Total	936	1,012	955	1,128	1,154	1,144	1,347	896	797	1,368	71.6%

	Nights (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	1,269	1,182	1,139	1,261	1,273	1,348	1,561	1,072	1,048	1,433	36.8%
Visiting Friends & Relatives	901	1,078	755	1,214	1,023	1,126	1,153	774	729	1,255	72.3%
Business	254	357	353	389	538	441	487	558	377	453	20.1%
Other	123	134	151	136	163	145	178	413	148	234	58.1%
Total	2,547	2,751	2,397	3,000	2,996	3,059	3,378	2,817	2,302	3,376	46.7%

Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Regional NSW	236	213	189	210	264	249	295	200	209	227	8.4%
Sydney	73	93	62	100	142	132	148	105	100	153	53.3%
Total Intrastate	309	306	251	310	406	381	443	305	309	379	22.9%
Victoria	478	600	572	671	613	615	737	485	386	848	119.7%
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	46	57	70	72	80	69	69	n/p	n/p	n/p	-
Total Interstate	626	707	705	818	748	763	904	591	489	989	102.3%
Grand Total	936	1,012	955	1,128	1,154	1,144	1,347	896	797	1,368	71.6%

Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	n/p	190	159	182	217	222	271	203	109	215	96.1%
30-39	96	112	130	168	163	187	206	123	124	153	23.4%
40-49	165	200	100	218	210	147	210	111	117	188	61.0%
50-59	216	154	209	203	197	178	240	181	144	305	112.0%
60-69	202	215	237	240	201	252	236	174	186	318	71.1%
70+	126	142	119	117	166	158	183	105	117	190	61.5%
Total	936	1,012	955	1,128	1,154	1,144	1,347	896	797	1,368	71.6%

Travel to The Murray Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



Travel Party	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Travelling alone	185	258	229	340	323	291	333	311	185	338	82.1%
Adult couple	350	314	337	375	381	391	453	225	269	477	77.1%
Family group - parents and children	197	193	141	159	177	173	178	136	148	201	36.1%
Friends or relatives travelling together with(out) children	154	174	208	188	199	225	310	172	153	283	84.2%
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	936	1,012	955	1,128	1,154	1,144	1,347	896	797	1,368	71.6%

Top 5 Activities (sorted by the latest year)	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Eat out / dine at a restaurant and/or cafe	543	542	491	611	659	636	765	405	435	714	64.1%
Pubs, clubs, discos etc	247	319	261	337	312	315	363	216	245	419	71.3%
Visit friends & relatives	400	439	343	440	431	448	467	287	199	416	109.0%
Sightseeing/looking around	192	178	177	217	208	230	295	164	176	252	43.2%
Go shopping for pleasure	177	214	162	158	143	180	182	107	101	207	105.6%

Top 3 types of Accommodation used (sorted by the latest year)	Nights (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Friends or relatives property	778	1,094	769	1,094	980	1,080	1,145	1,075	750	1,364	81.8%
Caravan park or commercial camping ground	528	428	525	412	393	556	502	574	495	662	33.7%
Standard hotel/motor inn (below 4 star)	729	569	499	696	735	567	655	341	425	658	54.9%

Top 3 types of Transport used (sorted by the latest year)	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Private vehicle or company car	805	902	824	968	1,017	1,002	1,165	797	747	1,262	68.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	21	20	20	23	26	30	28	14	n/p	5	-
Nights (000)	329	230	224	339	322	299	497	101	n/p	65	-
Average Length of Stay	15.3	11.3	11.0	15.1	12.3	10.1	17.5	7.0	-	12.2	-
Expenditure (\$ million)	\$21	\$12	\$13	n/p	\$17	\$22	\$25	n/p	n/p	\$3	-
Spend per visitor per night (\$)	\$64	\$50	\$57	-	\$54	\$74	\$50	-	-	\$51	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	1,435	43.8%
Expenditure (\$ million)	\$214	\$154	\$138	\$160	\$154	\$233	\$276	\$164	\$161	\$234	45.2%
Spend per visitor (\$)	\$173	\$130	\$133	\$152	\$114	\$161	\$195	\$173	\$161	\$163	1.0%

Main Purpose of Trip

Main Purpose of Trip	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	559	508	392	419	603	706	668	325	386	677	75.3%
Visiting Friends & Relatives	n/p	230	n/p	240	316	n/p	302	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	274	283	258	n/p	277	313	267	n/p	256	n/p	-
Total	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	1,435	43.8%

Origin

Origin	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	486	462	511	440	552	650	600	477	558	667	19.4%
Total Intrastate	507	467	529	462	561	681	663	495	577	667	15.5%
Total Interstate	732	719	511	594	784	768	756	450	421	768	82.6%
Total	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	1,435	43.8%

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Year ended September 2022

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Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21	
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022		
15-29	n/p	n/p	331	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	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	278	n/p	n/p	n/p	n/p	309	n/p	n/p	n/p	n/p	n/p	-
60-69	237	199	n/p	n/p	227	219	218	n/p	n/p	n/p	n/p	-
70+	n/p	180	227	n/p	160	184	224	n/p	252	n/p	n/p	-
Total	1,238	1,186	1,041	1,056	1,345	1,449	1,419	946	998	1,435	43.8%	

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Eat out / dine at a restaurant and/or cafe	634	527	380	454	564	873	704	331	352	485	38.0%
Go shopping for pleasure	414	329	204	349	273	405	292	n/p	n/p	n/p	-
Visit friends & relatives	420	349	325	323	449	431	376	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 Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Private vehicle or company car	1,162	1,141	1,007	1,025	1,305	1,381	1,407	923	998	1,420	42.3%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	-	-	-	n/p	-
Aircraft	n/p	-	n/p	n/p	n/p	-	-	-	-	n/p	-

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

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