

Travel to The Murray Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



OVERVIEW

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,514	1,953	2,034	2,136	2,602	2,660	2,796	1,599	1,954	2,661	36.2%
Nights ('000)	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	3,350	36.1%
Expenditure (\$ million)	\$703	\$485	\$506	\$512	\$634	\$736	\$850	\$478	\$538	\$959	78.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	993	972	1,025	1,054	1,211	1,178	1,361	722	874	1,374	57.2%
Nights (000)	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	3,350	36.1%
Average Length of Stay	2.6	2.6	2.6	2.7	2.6	2.6	2.7	3.0	2.8	2.4	-13.5%
Expenditure (\$ million)	\$438	\$363	\$366	\$367	\$474	\$480	\$598	\$320	\$320	\$777	142.4%
Spend per visitor per night (\$)	\$172	\$145	\$136	\$131	\$148	\$158	\$162	\$147	\$130	\$232	78.2%
Intrastate visitors (000)	349	261	275	294	421	386	469	261	289	410	42.0%
Interstate visitors (000)	644	711	750	760	790	792	892	461	585	963	64.8%
Intrastate nights (000)	835	590	663	709	920	865	1,287	741	904	998	10.3%
Interstate nights (000)	1,711	1,904	2,032	2,101	2,287	2,167	2,406	1,429	1,558	2,352	51.0%
Intrastate expenditure (\$ million)	\$155	\$114	\$109	\$107	\$147	\$153	\$221	\$135	\$97	\$258	166.3%
Interstate expenditure (\$ million)	\$283	\$248	\$257	\$260	\$327	\$327	\$377	\$185	\$224	\$519	132.1%

Purpose of Visit

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	YE Dec 2022	
Holiday	399	399	405	425	528	503	531	296	330	554	67.9%
Visiting Friends & Relatives	371	329	343	354	386	374	457	206	344	441	28.1%
Business	144	159	178	177	200	215	250	160	93	222	138.8%
Other	83	88	99	103	106	92	124	61	109	159	45.9%
Total	993	972	1,025	1,054	1,211	1,178	1,361	722	874	1,374	57.2%

	Nights (000)										% Change YE Dec22 vs YE Dec21
	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	YE Dec 2022	
Holiday	1,225	1,092	1,201	1,153	1,454	1,406	1,572	836	950	1,506	58.5%
Visiting Friends & Relatives	923	919	952	1,049	1,130	1,058	1,236	556	1,048	1,091	4.1%
Business	251	370	392	450	457	430	710	386	286	500	74.7%
Other	147	113	149	158	166	139	175	391	178	253	42.1%
Total	2,546	2,494	2,695	2,810	3,207	3,032	3,693	2,169	2,462	3,350	36.1%

Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	YE Dec 2022	
Regional NSW	273	173	187	211	260	271	309	168	193	254	31.3%
Sydney	76	88	87	83	161	115	160	93	96	157	63.5%
Total Intrastate	349	261	275	294	421	386	469	261	289	410	42.0%
Victoria	517	608	610	612	656	651	690	399	493	797	61.8%
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	51	66	73	66	76	67	76	n/p	n/p	75	-
Total Interstate	644	711	750	760	790	792	892	461	585	963	64.8%
Grand Total	993	972	1,025	1,054	1,211	1,178	1,361	722	874	1,374	57.2%

Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	YE Dec 2022	
15-29	n/p	178	185	152	255	210	294	145	143	185	29.2%
30-39	n/p	117	140	174	148	209	202	92	126	160	26.9%
40-49	197	171	140	192	205	171	196	109	102	211	107.7%
50-59	198	193	197	181	196	209	216	175	182	270	48.3%
60-69	219	199	238	229	229	231	253	135	193	321	66.1%
70+	142	114	125	125	178	147	201	66	128	227	77.8%
Total	993	972	1,025	1,054	1,211	1,178	1,361	722	874	1,374	57.2%

Travel to The Murray Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	1,287	19.2%
Expenditure (\$ million)	\$266	\$122	\$140	\$145	\$160	\$256	\$252	\$158	\$218	\$182	-16.1%
Spend per visitor (\$)	\$175	\$124	\$139	\$134	\$115	\$172	\$175	\$180	\$201	\$142	-29.6%

Main Purpose of Trip

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Holiday	707	408	401	414	686	639	698	273	517	567	9.6%
Visiting Friends & Relatives	n/p	236	n/p	n/p	289	300	347	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	307	n/p	n/p	n/p	265	338	n/p	255	244	n/p	-
Total	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	1,287	19.2%

Origin

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	-
Regional NSW	559	423	458	486	580	654	544	509	560	630	12.6%
Total Intrastate	580	442	463	508	589	684	617	535	560	630	12.6%
Total Interstate	941	539	546	574	802	798	819	342	520	657	26.2%
Total	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	1,287	19.2%

Age

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
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	283	n/p	n/p	n/p	n/p	325	n/p	n/p	n/p	n/p	-
60-69	230	n/p	n/p	n/p	n/p	268	n/p	278	n/p	n/p	-
70+	200	n/p	n/p	n/p	156	211	250	n/p	360	n/p	-
Total	1,521	981	1,009	1,082	1,390	1,483	1,435	877	1,080	1,287	19.2%

Top 5 activities (sorted by the latest year)

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	749	417	360	446	651	873	716	260	277	549	98.4%
Visit friends & relatives	451	332	336	351	412	471	415	n/p	n/p	n/p	-
Go shopping for pleasure	516	257	286	n/p	330	380	304	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)

	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	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Private vehicle or company car	1,447	935	979	1,041	1,363	1,415	1,415	863	1,080	1,264	17.0%
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; '-' = not available

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