

# Travel to The Murray Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



## OVERVIEW

	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	YE Mar 2023	% Change YE Mar23 vs YE Mar22
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	2,149	2,121	2,057	2,212	2,604	2,758	2,640	1,483	2,084	2,746	31.8%
Nights ('000)	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	2,484	3,396	36.7%
Expenditure (\$ million)	\$586	\$513	\$539	\$499	\$667	\$777	\$810	\$448	\$635	\$1,001	57.7%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	980	1,018	1,037	1,061	1,229	1,193	1,363	672	920	1,414	53.7%
Nights (000)	2,580	2,535	2,713	2,822	3,328	3,004	3,770	2,065	2,484	3,396	36.7%
Average Length of Stay	2.6	2.5	2.6	2.7	2.7	2.5	2.8	3.1	2.7	2.4	-11.1%
Expenditure (\$ million)	\$408	\$377	\$383	\$365	\$496	\$483	\$600	\$271	\$424	\$800	88.6%
Spend per visitor per night (\$)	\$158	\$149	\$141	\$129	\$149	\$161	\$159	\$131	\$171	\$236	38.0%
Intrastate visitors (000)	345	277	267	336	407	401	439	272	283	427	50.7%
Interstate visitors (000)	635	741	770	725	822	793	924	400	636	987	55.1%
Intrastate nights (000)	832	615	623	818	862	1,031	1,180	924	697	1,044	49.7%
Interstate nights (000)	1,748	1,920	2,090	2,004	2,466	1,972	2,590	1,141	1,787	2,352	31.7%
Intrastate expenditure (\$ million)	\$151	\$121	\$105	\$119	\$139	\$172	\$217	\$121	\$118	\$280	136.1%
Interstate expenditure (\$ million)	\$257	\$256	\$278	\$246	\$358	\$311	\$383	\$150	\$306	\$520	70.2%

### Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Holiday	398	441	409	404	523	547	511	287	318	618	94.2%
Visiting Friends & Relatives	342	323	364	381	380	359	456	193	394	425	7.7%
Business	149	176	159	169	243	195	266	125	103	220	113.2%
Other	96	81	107	110	93	97	132	68	107	154	44.2%
<b>Total</b>	<b>980</b>	<b>1,018</b>	<b>1,037</b>	<b>1,061</b>	<b>1,229</b>	<b>1,193</b>	<b>1,363</b>	<b>672</b>	<b>920</b>	<b>1,414</b>	<b>53.7%</b>

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Holiday	1,222	1,186	1,174	1,067	1,475	1,489	1,534	725	1,034	1,475	42.7%
Visiting Friends & Relatives	892	873	1,042	1,158	1,095	1,032	1,187	708	934	1,203	28.7%
Business	321	372	334	433	610	330	783	308	343	420	22.2%
Other	145	104	163	163	148	152	266	325	172	298	73.1%
<b>Total</b>	<b>2,580</b>	<b>2,535</b>	<b>2,713</b>	<b>2,822</b>	<b>3,328</b>	<b>3,004</b>	<b>3,770</b>	<b>2,065</b>	<b>2,484</b>	<b>3,396</b>	<b>36.7%</b>

### Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Regional NSW	255	197	196	221	267	266	285	182	166	286	72.4%
Sydney	91	80	71	115	140	134	154	90	117	140	19.9%
<b>Total Intrastate</b>	<b>345</b>	<b>277</b>	<b>267</b>	<b>336</b>	<b>407</b>	<b>401</b>	<b>439</b>	<b>272</b>	<b>283</b>	<b>427</b>	<b>50.7%</b>
Victoria	514	626	618	590	695	648	726	318	556	827	48.6%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	82	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	57	68	73	69	75	66	66	n/p	n/p	87	-
<b>Total Interstate</b>	<b>635</b>	<b>741</b>	<b>770</b>	<b>725</b>	<b>822</b>	<b>793</b>	<b>924</b>	<b>400</b>	<b>636</b>	<b>987</b>	<b>55.1%</b>
<b>Grand Total</b>	<b>980</b>	<b>1,018</b>	<b>1,037</b>	<b>1,061</b>	<b>1,229</b>	<b>1,193</b>	<b>1,363</b>	<b>672</b>	<b>920</b>	<b>1,414</b>	<b>53.7%</b>

### Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
15-29	189	154	191	154	269	229	278	114	164	190	16.2%
30-39	n/p	124	169	151	175	175	215	89	114	202	76.8%
40-49	155	167	159	205	188	192	162	94	151	207	37.6%
50-59	169	228	175	183	193	213	249	151	182	267	46.9%
60-69	230	221	237	223	232	215	286	127	213	311	45.8%
70+	153	124	106	144	172	169	173	96	97	237	145.0%
<b>Total</b>	<b>980</b>	<b>1,018</b>	<b>1,037</b>	<b>1,061</b>	<b>1,229</b>	<b>1,193</b>	<b>1,363</b>	<b>672</b>	<b>920</b>	<b>1,414</b>	<b>53.7%</b>

# Travel to The Murray Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



## Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Travelling alone	211	259	268	338	333	273	416	206	225	348	55.1%
Adult couple	343	316	373	375	379	406	419	196	315	472	49.6%
Family group - parents and children	179	169	143	151	191	176	172	123	143	222	55.2%
Friends or relatives travelling together with(out) children	173	216	209	148	238	266	278	115	196	299	52.6%
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	-
<b>Total</b>	<b>980</b>	<b>1,018</b>	<b>1,037</b>	<b>1,061</b>	<b>1,229</b>	<b>1,193</b>	<b>1,363</b>	<b>672</b>	<b>920</b>	<b>1,414</b>	<b>53.7%</b>

## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	524	558	539	568	727	673	704	341	454	796	75.3%
Visit friends & relatives	377	393	411	437	438	437	452	183	278	447	60.8%
Pubs, clubs, discos etc	277	340	290	260	369	331	350	176	286	419	46.4%
Sightseeing/looking around	158	220	184	185	241	269	265	135	181	315	73.8%
Go shopping for pleasure	190	201	165	130	183	202	135	86	131	213	62.9%

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

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Friends or relatives property	811	967	968	1,045	1,042	1,061	1,246	934	958	1,252	30.6%
Standard hotel/motor inn (below 4 star)	646	580	554	643	769	507	674	345	437	764	74.7%
Caravan park or commercial camping ground	477	405	472	398	495	568	648	294	481	667	38.7%

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Private vehicle or company car	853	891	897	903	1,110	1,053	1,155	629	853	1,302	52.6%
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	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	1,332	14.4%
Expenditure (\$ million)	\$177	\$136	\$156	\$133	\$170	\$294	\$210	n/p	\$211	\$201	-4.4%
Spend per visitor (\$)	\$152	\$123	\$152	\$116	\$124	\$188	\$164	n/p	\$181	\$151	-16.5%

### Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Holiday	495	430	406	450	724	653	569	296	541	631	16.6%
Visiting Friends & Relatives	n/p	257	n/p	315	n/p	333	n/p	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	259	n/p	280	n/p	264	390	n/p	n/p	275	n/p	-
<b>Total</b>	<b>1,169</b>	<b>1,103</b>	<b>1,021</b>	<b>1,151</b>	<b>1,375</b>	<b>1,564</b>	<b>1,277</b>	<b>811</b>	<b>1,164</b>	<b>1,332</b>	<b>14.4%</b>

### Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	YE Mar 2023	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	-
Regional NSW	473	478	454	535	558	701	478	491	621	621	0.0%
<b>Total Intrastate</b>	<b>499</b>	<b>491</b>	<b>469</b>	<b>555</b>	<b>571</b>	<b>776</b>	<b>500</b>	<b>509</b>	<b>621</b>	<b>621</b>	<b>0.0%</b>
<b>Total Interstate</b>	<b>670</b>	<b>611</b>	<b>551</b>	<b>596</b>	<b>804</b>	<b>788</b>	<b>776</b>	<b>302</b>	<b>543</b>	<b>711</b>	<b>30.9%</b>
<b>Total</b>	<b>1,169</b>	<b>1,103</b>	<b>1,021</b>	<b>1,151</b>	<b>1,375</b>	<b>1,564</b>	<b>1,277</b>	<b>811</b>	<b>1,164</b>	<b>1,332</b>	<b>14.4%</b>



# Travel to The Murray Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



## Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22	
	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	YE Mar 2023		
15-29	n/p	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	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	171	n/p	n/p	233	n/p	282	n/p	246	n/p	n/p	n/p	-
70+	179	239	n/p	207	177	222	246	n/p	338	n/p	n/p	-
Total	1,169	1,103	1,021	1,151	1,375	1,564	1,277	811	1,164	1,332	1,332	14.4%

## Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22	
	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	YE Mar 2023		
Eat out / dine at a restaurant and/or cafe	589	430	338	538	692	857	579	254	314	636	636	102.8%
Go shopping for pleasure	448	304	n/p	n/p	340	362	285	n/p	n/p	395	395	-
Visit friends & relatives	305	368	262	465	387	471	342	n/p	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	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	n/p	-

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22	
	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	YE Mar 2023		
Private vehicle or company car	1,110	1,050	993	1,119	1,319	1,534	1,256	797	1,164	1,308	1,308	12.4%
Bus/Coach	n/p	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.