

The Murray Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

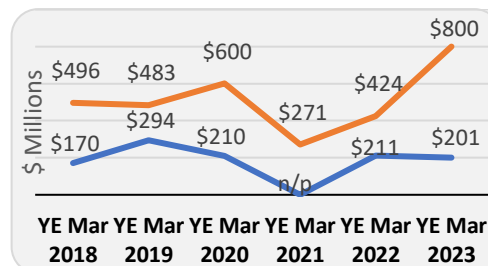
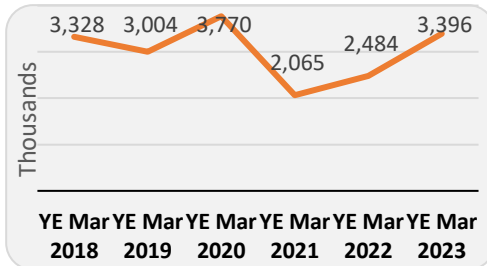
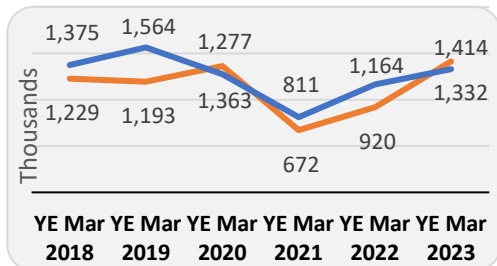
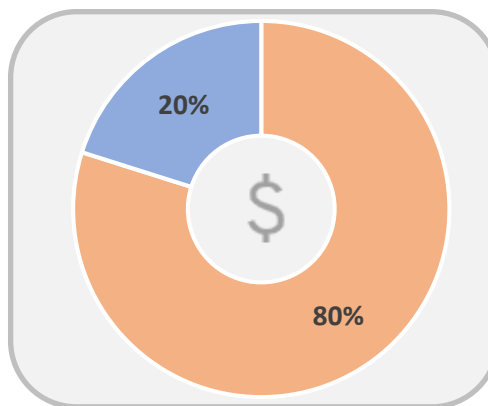
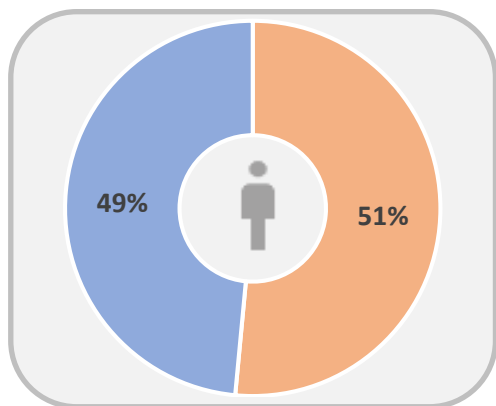
TOTAL DOMESTIC

Visitors
2.7m
+31.8% YoY

Nights
3.4m
+36.7% YoY

Expenditure
\$1.0b
+57.7% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 1.4m (+53.7% YoY)
Nights: 3.4m (+36.7% YoY)
Expenditure: \$799.9m (+88.6% YoY)

Average spend
\$236 per night
\$566 per visitor



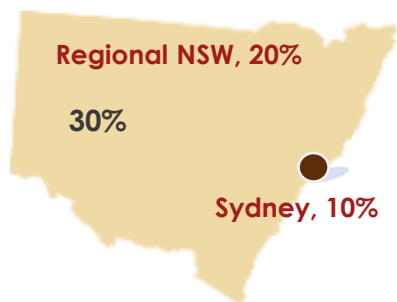
Average length of stay:
2.4 nights



#8 for visitors
#9 for nights
#8 for expenditure
In Regional NSW

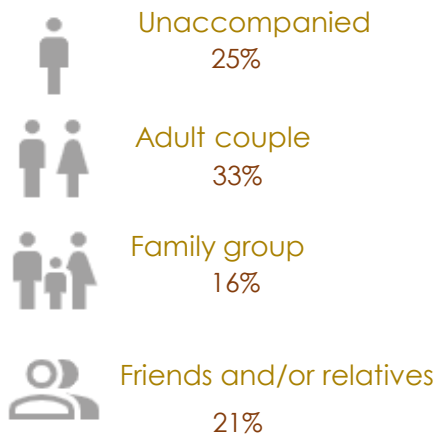
Origin

30% of the visitors came from within New South Wales



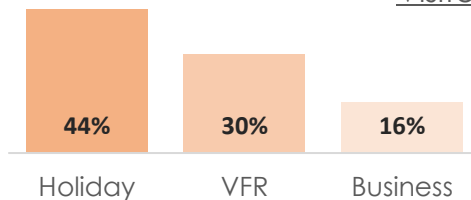
Travel party

33% of the visitors were adult couple

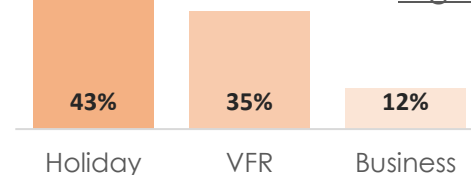


Purpose of visit

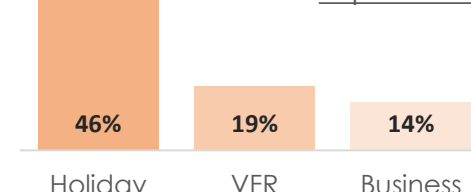
Visitors



Nights



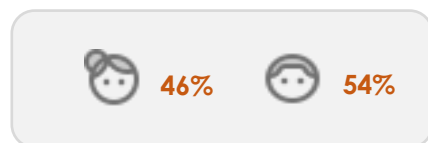
Expenditure



Transport

Private vehicle or company car, 92%
Aircraft, n/p

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

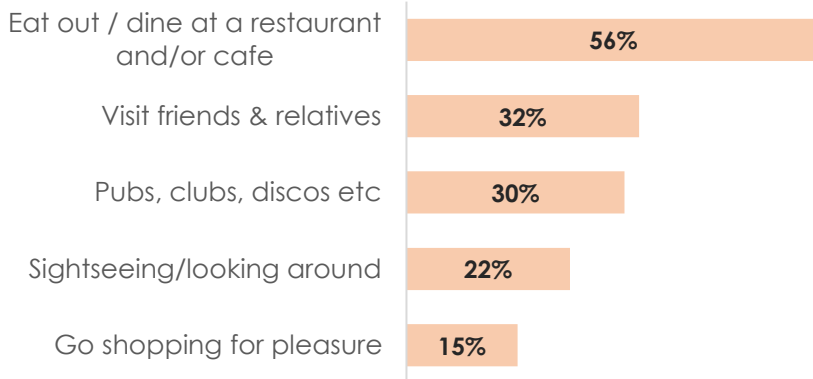
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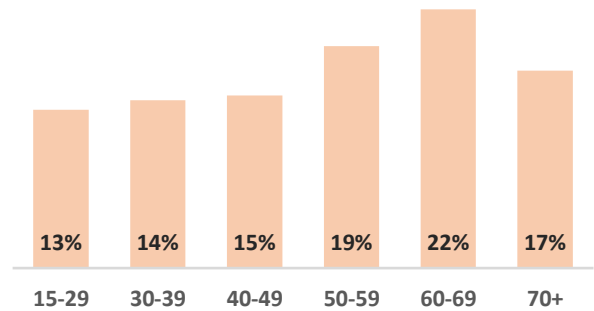


Top 5 activities

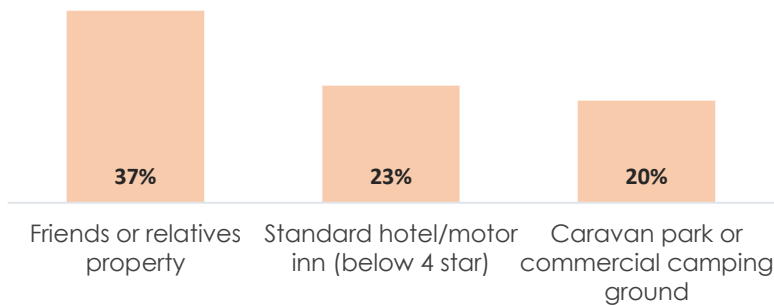


Age

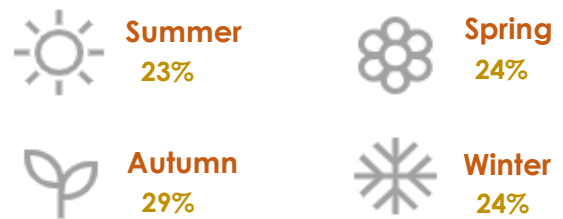
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

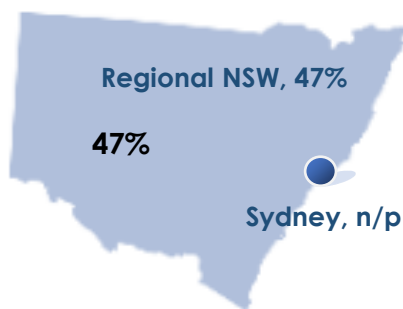
Visitors: 1.3m (+14.4% YoY)
Expenditure: \$201.5m (-4.4% YoY)

\$ Average spend \$151 per visitor

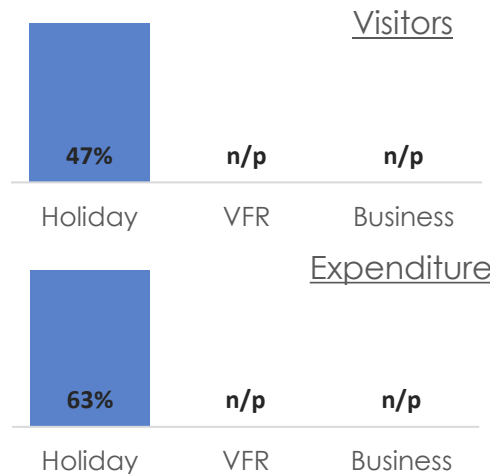
#10 for visitors
#10 for expenditure
In Regional NSW

Origin

47% of the visitors to the region came from New South Wales

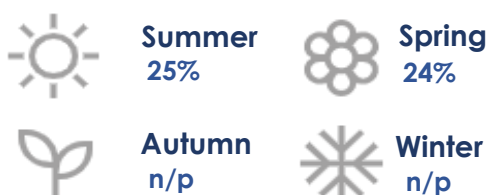


Purpose of visit



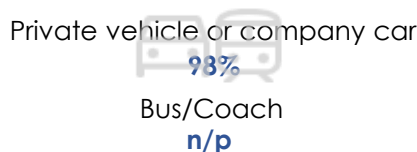
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Travel season*



*by month returned from the trip

Transport



Gender

