

Travel to The Murray Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | % Change YE Jun23 vs YE Jun22 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| DOMESTIC (overnight & daytrip) | | | | | | | | | | | |
| Visitors ('000) | 2,131 | 2,201 | 2,007 | 2,321 | 2,627 | 2,799 | 2,175 | 1,888 | 2,109 | 2,832 | 34.2% |
| Nights ('000) | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | 2,632 | 3,502 | 33.1% |
| Expenditure (\$ million) | \$568 | \$499 | \$537 | \$508 | \$693 | \$791 | \$732 | \$526 | \$678 | \$1,013 | 49.6% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | % Change YE Jun23 vs YE Jun22 |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| Visitors (000) | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | 1,008 | 1,411 | 39.9% |
| Nights (000) | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | 2,632 | 3,502 | 33.1% |
| Average Length of Stay | 2.8 | 2.4 | 2.7 | 2.6 | 2.6 | 2.6 | 2.8 | 3.0 | 2.6 | 2.5 | -4.9% |
| Expenditure (\$ million) | \$396 | \$350 | \$401 | \$366 | \$493 | \$520 | \$500 | \$368 | \$471 | \$803 | 70.5% |
| Spend per visitor per night (\$) | \$148 | \$147 | \$139 | \$126 | \$161 | \$160 | \$161 | \$141 | \$179 | \$229 | 28.1% |
| Intrastate visitors (000) | 288 | 271 | 292 | 384 | 375 | 409 | 369 | 345 | 288 | 426 | 48.0% |
| Interstate visitors (000) | 665 | 724 | 800 | 728 | 788 | 861 | 750 | 510 | 720 | 985 | 36.7% |
| Intrastate nights (000) | 740 | 570 | 670 | 893 | 798 | 1,075 | 1,020 | 1,106 | 698 | 1,054 | 51.0% |
| Interstate nights (000) | 1,930 | 1,806 | 2,223 | 2,018 | 2,267 | 2,184 | 2,079 | 1,499 | 1,934 | 2,448 | 26.6% |
| Intrastate expenditure (\$ million) | \$129 | \$112 | \$115 | \$113 | \$152 | \$180 | \$178 | \$149 | \$133 | \$298 | 122.9% |
| Interstate expenditure (\$ million) | \$267 | \$238 | \$286 | \$253 | \$341 | \$340 | \$322 | \$219 | \$337 | \$505 | 49.8% |

Purpose of Visit

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Holiday | 408 | 416 | 429 | 436 | 491 | 586 | 410 | 362 | 365 | 603 | 65.2% |
| Visiting Friends & Relatives | 321 | 328 | 387 | 364 | 361 | 389 | 392 | 249 | 406 | 458 | 12.7% |
| Business | 127 | 154 | 183 | 210 | 221 | 193 | 217 | 143 | 130 | 220 | 69.7% |
| Other | 104 | 97 | 94 | 106 | 103 | 106 | 101 | 101 | 112 | 135 | 20.0% |
| Total | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | 1,008 | 1,411 | 39.9% |

| | Nights (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Holiday | 1,230 | 1,137 | 1,222 | 1,190 | 1,376 | 1,608 | 1,201 | 968 | 1,141 | 1,494 | 31.0% |
| Visiting Friends & Relatives | 954 | 778 | 1,145 | 1,057 | 1,066 | 1,101 | 1,015 | 822 | 1,033 | 1,281 | 24.0% |
| Business | 321 | 349 | 356 | 500 | 484 | 384 | 662 | 435 | 288 | 446 | 55.0% |
| Other | 164 | 111 | 170 | 164 | 140 | 166 | 221 | 380 | 170 | 281 | 64.9% |
| Total | 2,670 | 2,375 | 2,892 | 2,911 | 3,065 | 3,260 | 3,099 | 2,605 | 2,632 | 3,502 | 33.1% |

Origin

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|-------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Regional NSW | 200 | 199 | 193 | 262 | 253 | 260 | 246 | 222 | 158 | 311 | 96.5% |
| Sydney | 88 | 72 | 98 | 122 | 123 | 149 | 123 | 122 | 129 | 115 | -11.4% |
| Total Intrastate | 288 | 271 | 292 | 384 | 375 | 409 | 369 | 345 | 288 | 426 | 48.0% |
| Victoria | 548 | 598 | 643 | 603 | 647 | 708 | 594 | 412 | 624 | 830 | 33.1% |
| 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 | 60 | 66 | 80 | 65 | 79 | 66 | n/p | n/p | n/p | n/p | - |
| Total Interstate | 665 | 724 | 800 | 728 | 788 | 861 | 750 | 510 | 720 | 985 | 36.7% |
| Grand Total | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | 1,008 | 1,411 | 39.9% |

Age

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|--------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| 15-29 | 142 | 179 | 171 | 203 | 236 | 239 | 251 | 125 | 166 | 202 | 21.8% |
| 30-39 | 108 | 122 | 171 | 149 | 173 | 188 | 176 | 130 | 113 | 191 | 68.9% |
| 40-49 | 169 | 140 | 182 | 217 | 174 | 199 | 133 | 124 | 129 | 243 | 88.0% |
| 50-59 | 161 | 222 | 197 | 184 | 181 | 233 | 193 | 169 | 233 | 260 | 11.5% |
| 60-69 | 230 | 215 | 244 | 206 | 246 | 222 | 235 | 190 | 234 | 302 | 28.9% |
| 70+ | 142 | 116 | 127 | 153 | 153 | 190 | 131 | 116 | 133 | 214 | 60.6% |
| Total | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | 1,008 | 1,411 | 39.9% |

Travel to The Murray Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Travel Party

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|---|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Travelling alone | 213 | 248 | 319 | 328 | 293 | 308 | 355 | 223 | 268 | 344 | 28.5% |
| Adult couple | 328 | 336 | 368 | 358 | 404 | 441 | 315 | 267 | 341 | 467 | 37.0% |
| Family group - parents and children | 169 | 169 | 143 | 179 | 167 | 175 | 160 | 159 | 145 | 219 | 51.5% |
| Friends or relatives travelling together with(out) children | 168 | 203 | 209 | 165 | 235 | 273 | 234 | 162 | 205 | 309 | 51.1% |
| 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 | 953 | 995 | 1,091 | 1,112 | 1,163 | 1,270 | 1,119 | 855 | 1,008 | 1,411 | 39.9% |

Top 5 Activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|--|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Eat out / dine at a restaurant and/or cafe | 525 | 530 | 567 | 630 | 666 | 711 | 541 | 462 | 480 | 823 | 71.3% |
| Visit friends & relatives | 387 | 407 | 417 | 423 | 421 | 440 | 401 | 211 | 322 | 468 | 45.4% |
| Pubs, clubs, discos etc | 271 | 309 | 321 | 289 | 333 | 333 | 286 | 254 | 295 | 394 | 33.5% |
| Sightseeing/looking around | 156 | 200 | 206 | 212 | 209 | 304 | 205 | 185 | 182 | 334 | 83.0% |
| Go shopping for pleasure | 201 | 176 | 156 | 134 | 192 | 190 | 123 | 101 | 159 | 195 | 22.3% |

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

| | Nights (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Friends or relatives property | 955 | 834 | 1,057 | 992 | 979 | 1,126 | 1,086 | 1,054 | 1,046 | 1,392 | 33.2% |
| Standard hotel/motor inn (below 4 star) | 567 | 546 | 600 | 714 | 626 | 611 | 471 | 468 | 452 | 817 | 80.6% |
| Caravan park or commercial camping ground | 458 | 477 | 420 | 392 | 537 | 553 | 598 | 376 | 546 | 696 | 27.4% |

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

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|--------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Private vehicle or company car | 828 | 875 | 936 | 958 | 1,055 | 1,095 | 965 | 802 | 931 | 1,265 | 35.8% |
| Railway | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Bus/Coach | 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 June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | % Change YE Jun23 vs YE Jun22 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| Visitors (000) | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | 1,101 | 1,421 | 29.0% |
| Expenditure (\$ million) | \$172 | \$149 | \$136 | \$142 | \$199 | \$271 | \$232 | \$158 | \$207 | \$211 | 1.9% |
| Spend per visitor (\$) | \$146 | \$123 | \$149 | \$118 | \$136 | \$177 | \$220 | \$153 | \$188 | \$148 | -21.0% |

Main Purpose of Trip

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Holiday | 457 | 446 | 419 | 462 | 743 | 657 | 471 | 368 | 492 | 727 | 47.9% |
| Visiting Friends & Relatives | 233 | 283 | n/p | 351 | n/p | 358 | 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 | 267 | 323 | n/p | n/p | 356 | 302 | n/p | 253 | n/p | n/p | - |
| Total | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | 1,101 | 1,421 | 29.0% |

Origin

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 |
|-------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | |
| Sydney | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - | n/p | - |
| Regional NSW | 445 | 586 | 329 | 537 | 657 | 658 | 428 | 621 | 537 | 612 | 14.1% |
| Total Intrastate | 471 | 605 | 340 | 557 | 670 | 733 | 450 | 639 | 537 | 628 | 17.0% |
| Total Interstate | 706 | 601 | 577 | 652 | 794 | 795 | 605 | 394 | 564 | 792 | 40.5% |
| Total | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | 1,101 | 1,421 | 29.0% |

Travel to The Murray Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Age

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 | |
|-------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|-------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | | |
| 15-29 | n/p | 333 | 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 | 237 | n/p | n/p | n/p | n/p | n/p | n/p | - |
| 60-69 | 193 | n/p | n/p | n/p | 184 | 235 | n/p | 271 | n/p | n/p | n/p | - |
| 70+ | 180 | 225 | n/p | 196 | 197 | 227 | n/p | n/p | n/p | n/p | 357 | - |
| Total | 1,178 | 1,206 | 916 | 1,209 | 1,464 | 1,529 | 1,056 | 1,033 | 1,101 | 1,421 | 1,421 | 29.0% |

Top 5 activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % Change YE Jun23 vs YE Jun22 | |
|--|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|---|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | | |
| Eat out / dine at a restaurant and/or cafe | 597 | 458 | 348 | 557 | 788 | 778 | 469 | 308 | n/p | 724 | - | |
| Go shopping for pleasure | 380 | 249 | 323 | n/p | 426 | 285 | n/p | n/p | n/p | 422 | - | |
| Visit friends & relatives | 354 | 400 | 229 | 472 | 370 | 484 | n/p | n/p | n/p | 353 | - | |
| 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 Jun23 vs YE Jun22 | |
|--------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------|-------|
| | YE June 2014 | YE June 2015 | YE June 2016 | YE June 2017 | YE June 2018 | YE June 2019 | YE June 2020 | YE June 2021 | YE June 2022 | YE June 2023 | | |
| Private vehicle or company car | 1,126 | 1,146 | 892 | 1,167 | 1,395 | 1,517 | 1,042 | 1,019 | 1,097 | 1,388 | 1,388 | 26.4% |
| Bus/Coach | n/p | n/p | n/p | n/p | n/p | n/p | - | - | - | n/p | n/p | - |
| n/a | - | - | - | - | - | - | - | - | - | - | - | - |

n/p = not publishable; '-' = not available

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