Travel to the Murray Region
Year ended March 2020
Quarterly Tracking of Selected Measures
The Murray region received almost 3.2 million domestic overnight visitors - up by 10.4% on YE Mar 19. Visitors spent nearly 9.9 million nights in the region - up by 15.8% on YE Mar 19.

Market share
The region received 7.4% of visitors and 7.3% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share of visitors was up by 0.5% pts and the share of nights was up by 0.7% pts.

Purpose of visit to the Murray region

- ‘Holiday’ (40.0%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (36.0%) and ‘business’ (16.7%). Compared to YE Mar 19, ‘other reasons’ increased by 2.6% pts while ‘holiday’ decreased by 3.8% pts.
- ‘Holiday’ (44.8%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (33.7%) and ‘business’ (16.7%). Compared to YE Mar 19, ‘other reasons’ increased by 1.3% pts while ‘holiday’ decreased by 1.8% pts.

Accommodation
‘Friends or relatives property’ (33.9%) was the most popular accommodation type used for nights in the region, followed by ‘caravan park or commercial camping ground’ (18.8%) and ‘standard hotel or motor inn, below 4 star’ (15.2%).

Compared to YE Mar 19, ‘caravan park or commercial camping ground’ increased by 0.4% pts while ‘standard hotel or motor inn, below 4 star’ decreased by 3.0% pts.

Expenditure
Domestic overnight visitors spent over $1.5 billion in the region - an average of $154 per night.

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)
(2) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.
Travel to the Murray region  
For the period April 2019 to March 2020

**International Overnight Travel**

The Murray region received 59,400 international overnight visitors - down by 14.9% on YE Mar 19. Visitors spent over 1.5 million nights in the region - down marginally on YE Mar 19.

**Market share**

The region received 5.0% of visitors and 6.7% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share of visitors was down by 0.2% pts and the share of nights was up by 0.3% pts.

**Purpose of visit to the Murray region**

‘Holiday’ (50.1%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (36.8%) and ‘business’ (5.9%).

**Origin**

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The United Kingdom (16.3%) was the region’s largest source of visitors, followed by New Zealand (13.9%) and Germany (7.3%).

**Accommodation**

‘Rented house, apartment, flat or unit’ (36.8%) was the most popular accommodation type used for nights in the region, followed by ‘friends or relatives property’ (23.8%).

**Age**

‘25 to 34 years’ (29.8%) was the biggest age group of visitors to the region, followed by ‘65 years and over’ (17.0%) and ‘55 to 64 years’ (14.6%).

**Expenditure**

International overnight visitors spent $78 million in the region - an average of $52 per night.

(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.

**Domestic Daytrip Travel**

The Murray region received over 3.2 million domestic daytrip visitors - down by 6.7% on YE Mar 19.

**Market share**

The region received 3.7% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Mar 19, the share was down by 0.6% pts.

**Main purpose of trip**

‘Holiday’ (42.8%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (21.7%) and ‘business’ (17.7%).

**Age**

‘65 years and over’ (23.9%) was the biggest age group of visitors to the region, followed by ‘55 to 64 years’ (16.4%) and ‘45 to 54 years’ (16.2%).

**Gender**

More visitors to the region were male (51.5%) than female (48.5%).

**Activities**

‘Eat out, dine at a restaurant or cafe’ (49.7%) was the most popular activity undertaken by visitors to the region.

(5) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.
Albury / Wodonga received 864,000 domestic overnight visitors - up by 27.8% on YE Mar 19. Visitors spent over 2.1 million nights in the region - up by 39.8% on YE Mar 19.

**Market share**

The region received 27.0% of visitors and 21.5% of nights in the Murray region. Compared to YE Mar 19, the share of visitors and the share of nights were up by 3.7% pts each.

**Purpose of visit to Albury / Wodonga**

‘Visiting friends and relatives (VFR)’ (40.7%) was the largest purpose for visitors to the region, followed by ‘holiday’ (24.1%) and ‘business’ (22.5%). Compared to YE Mar 19, ‘business’ grew by 3.8% pts while ‘holiday’ declined by 7.4% pts.

‘VFR’ (41.1%) was the largest purpose in terms of nights in the region, followed by ‘business’ (24.7%) and ‘holiday’ (22.7%). Compared to YE Mar 19, ‘business’ grew by 10.5% pts while ‘holiday’ declined by 9.7% pts.

**Accommodation**

‘Friends or relatives property’ (40.0%) was the most popular accommodation type used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (18.6%) was the 2nd most popular accommodation type, followed by ‘caravan park or commercial camping ground’ (12.5%).

Compared to YE Mar 19, ‘caravan park or commercial camping ground’ increased by 1.8% pts while ‘friends or relatives property’ declined by 9.5% pts.

**Activities**

‘Eat out, dine at a restaurant or cafe’ (57.2%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (37.2%) and ‘pubs, clubs, discos etc’ (25.0%).

**Expenditure**

Domestic overnight visitors spent $423 million in the region - an average of $199 per night.

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

(2) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.
Albury / Wodonga received 21,600 international overnight visitors - down by 14.9% on YE Mar 19. Visitor nights estimates for YE Mar 20 are below the data confidence intervals used by TEVE.

Market share
The region received 36.4% of visitors and 9.3% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was unchanged and the share of nights was down by 10.7% pts.

Purpose of visit to Albury / Wodonga
‘Holiday’ (46.8%) was the largest purpose for visitors to the region followed by ‘visiting friends and relatives’ (35.7%) and ‘business’ (9.9%).

Origin

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The United Kingdom (15.1%) was the region’s largest source market of visitors, followed by New Zealand (15.1%) and France (9.9%).

Accommodation
‘Friends or relatives property’ (54.3%) was the most popular accommodation type used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (22.3%).

Age
‘25 to 34 years’ (27.3%) was the biggest age group of visitors to the region, followed by ‘45 to 54 years’ (18.6%) and ‘35 to 44 years’ (17.5%).

Expenditure
International overnight visitors spent $8 million in the region - an average of $58 per night.

(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.

(5) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.
Travel to Sun Country
For the period April 2019 to March 2020

Domestic Overnight Travel(1)

Sun Country received 667,000 domestic overnight visitors – up by 1.2% on YE Mar 19. Visitors spent nearly 2.3 million nights in the region - up by 12.2% on YE Mar 19.

Market share
The region received 20.8% of visitors and 22.8% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 1.9% pts and the share of nights was down by 0.7% pts.

Purpose of visit to Sun Country

‘Holiday’ (54.0%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (29.6%) and ‘business’ (14.4%). Compared to YE Mar 19, ‘business’ grew by 6.2% pts while ‘VFR’ declined by 4.8% pts.

‘Holiday’ (57.2%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (26.9%) and ‘business’ (14.6%). Compared to YE Mar 19, ‘business’ grew by 9.7% pts while ‘holiday’ declined by 9.4% pts.

Accommodation
‘Friends or relatives property’ (26.8%) was the most popular accommodation type used for nights in the region. ‘Caravan park or commercial camping ground’ (19.8%) was the 2nd most popular accommodation used, followed by ‘standard hotel or motor inn, below 4 star’ (14.8%).

Compared to YE Mar 19, ‘caravan park or commercial camping ground’ grew by 4.1% pts while ‘caravan or camping - non commercial’ declined by 9.2% pts.

The region received 76.6% of visitors and 72.8% of nights from Victoria. Compared to YE Mar 19, Victorian visitors were up by 1.5% and nights were up by 3.2%.

New South Wales contributed 15.8% of visitors and 16.2% of nights in the region. Compared to YE Mar 19, NSW visitors down by 9.9%.

Queensland contributed 5.6% of visitors and 7.4% of nights in the region.

Length of stay
Visitors stayed, on average, 3.4 nights in the region – up by 0.4 nights on the YE Mar 19.

Age
‘65 years and over’ (29.4%) was the biggest age group of visitors to the region, followed by ‘55 to 64 years’ (19.0%) and ‘25 to 34 years’ (18.4%).

Activities
‘Eat out, dine at a restaurant or cafe’ (59.0%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (35.9%) and ‘pubs, clubs, discos etc’ (31.7%).

Expenditure(2)
Domestic overnight visitors spent $288 million in the region – an average of $128 per night.

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)
(2) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.
Sun Country received 6,100 international overnight visitors - down by 28.7% on YE Mar 19. Visitors spent 262,200 nights in the region.

### Market share
The region received 10.3% of visitors and 17.4% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 2.0% pts and the share of nights was up by 6.5% pts.

### Purpose of visit to Sun Country
‘Visiting friends and relatives’ (47.9%) was the largest purpose for visitors to the region, followed by ‘holiday’ (33.4%) and ‘employment’ (15.9%).

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</table>

New Zealand (27.2%) was the region’s largest source market of visitors, followed by the United Kingdom (15.9%) and Mainland China (9.0%).

### Accommodation
‘Rented house, apartment, flat or unit’ (35.9%) was the most popular accommodation type used for nights in the region, followed by ‘friends or relatives property’ (25.7%).

### Age
‘25 to 34 years’ (48.2%) was the biggest age group of visitors to the region, followed by ‘35 to 44 years’ (17.0%) and ‘65 years and over’ (11.7%).

### Expenditure
Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Mar 20.

### Activities
- **Eat out, dine at a restaurant or cafe**: 46.0%
- **Visit friends and relatives**: 30.3%
- **Pubs, clubs, discos etc**: 20.4%
- **Sightseeing or looking around**: 18.9%
- **Exercise, gym or swimming**: 9.2%

‘Eat out, dine at a restaurant or cafe’ (46.0%) was the most popular activity undertaken by daytrip visitors to the region, followed by ‘visit friends and relatives’ (30.3%).

### Expenditure
Domestic daytrip visitors spent $52 million in the region - an average of $82 per visitor.

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(3) Source: International Visitor Survey, YE Mar 20, TRA
(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.
(5) Source: National Visitor Survey, YE Mar 20, TRA
(6) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.
Echuca / Moama received 797,000 domestic overnight visitors – up by 4.2% on YE Mar 19. Visitors spent over 2.4 million nights in the region - up by 15.2% on YE Mar 19.

Market share
The region received 24.9% of visitors and 24.5% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 1.5% pts and the share of nights was down by 0.1% pt.

Purpose of visit to Echuca / Moama

‘Holiday’ (55.2%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (33.1%) and ‘business’ (6.5%). Compared to YE Mar 19, ‘VFR’ grew by 3.8% pts while ‘business’ declined by 7.3% pts.

‘Holiday’ (60.2%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (28.6%) and ‘business’ (9.3%). Compared to YE Mar 19, ‘holiday’ grew by 7.9% pts while ‘business’ declined by 4.5% pts.

Accommodation

‘Friends or relatives property’ (31.7%) was the most popular accommodation type used for nights in the region. ‘Caravan park or commercial camping ground’ (21.9%) was the 2nd most popular accommodation type, followed by ‘caravan or camping – non commercial’ (16.7%).

Compared to YE Mar 19, ‘caravan or camping – non commercial’ grew by 4.4% pts while ‘friends or relatives property’ declined by 0.6% pts.

The region received 77.7% of visitors and 71.6% of nights from Victoria. Compared to YE Mar 19, Victorian visitors were down by 1.9% and nights were up by 5.1%.

New South Wales contributed 12.5% of visitors and 9.3% of nights in the region. Compared to YE Mar 19, NSW visitors were up by 10.6%.

South Australia contributed 3.0% of visitors and 9.6% of nights in the region.

Length of stay
Visitors stayed, on average, 3 nights in the region – up by 0.3 nights on the YE Mar 19.

Age
‘65 years and over’ (21.9%) was the biggest age group of visitors to the region, followed by ‘45 to 54 years’ (19.2%) and ‘15 to 24 years’ (18.7%).

Activities

‘Eat out, dine at a restaurant or cafe’ (47.8%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (36.4%) and ‘pubs, clubs, discos etc’ (30.3%).

Expenditure
Domestic overnight visitors spent $388 million in the region – an average of $160 per night.

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

(2) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.
Echuca / Moama received 6,800 international overnight visitors - down by 52.2% on YE Mar 19. Visitor nights estimates for these five time periods are below the data confidence intervals used by TEVE.

Market share
The region received 11.4% of visitors and 13.6% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 8.9% pts and the share of nights was up by 0.7% pts.

Purpose of visit to Echuca / Moama
‘Visiting friends and relatives’ (47.5%) was the largest purpose for visitors to the region, followed by ‘holiday’ (36.9%) and ‘business’ (6.2%).

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New Zealand (24.3%) was the region’s largest source market of visitors, followed by the United Kingdom (18.3%) and Germany (10.2%).

Accommodation
‘Friends or relatives property’ (40.2%) was the most popular accommodation type used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (19.1%).

Age
‘55 to 64 years’ (29.1%) was the biggest age group of visitors to the region, followed by ‘65 years and over’ (26.2%).

Expenditure
Expenditure estimates for international overnight visitors in the region are considered statistically unreliable for the YE Mar 20.

Market share
The region received 23.9% of daytrips to the Murray region. Compared to YE Mar 19, the share was down by 2.6% pts.

Main purpose of trip
‘Holiday’ (40.7%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (33.8%) and ‘business’ (10.3%).

Age
‘15 to 24 years’ (19.7%) was the biggest age group of visitors to the region, followed by ‘65 years and over’ (18.6%) and ‘25 to 34 years’ (17.9%).

Gender
More visitors to the region were male (52.2%) than female (47.8%).

Activities

<table>
<thead>
<tr>
<th>% of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out, dine at a restaurant or cafe</td>
</tr>
<tr>
<td>Visit friends and relatives</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
</tr>
<tr>
<td>Sightseeing or looking around</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
</tr>
</tbody>
</table>

‘Eat out, dine at a restaurant or cafe’ (46.2%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (40.4%).

Expenditure
Domestic daytrip visitors spent $94 million in the region - an average of $123 per visitor.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Mar 20, TRA
(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.
(5) Source: National Visitor Survey, YE Mar 20, TRA
(6) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.
The Swan Hill region received 429,000 domestic overnight visitors – up by 16.2% on YE Mar 19. Visitors spent over 1.1 million nights in the region - down by 2.9% on YE Mar 19.

Market share

The region received 13.4% of visitors and 11.2% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 0.7% pts and the share of nights was down by 2.2% pts.

Purpose of visit to the Swan Hill region

‘Holiday’ (37.2%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (36.2%) and ‘business’ (19.1%). Compared to YE Mar 19, ‘other reasons’ increased by 3.4% pts while ‘holiday’ declined by 2.3% pts.

‘Holiday’ (35.3%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (35.3%) and ‘business’ (24.9%). Compared to YE Mar 19, ‘holiday’ grew by 8.7% pts while ‘VFR’ declined by 8.1% pts.

Accommodation

‘Friends or relatives property’ (36.9%) was the most popular accommodation type used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (20.7%) was the 2nd most popular accommodation used, followed by ‘caravan park or commercial camping ground’ (18.9%).

Compared to YE Mar 19, ‘standard hotel or motor inn, below 4 star’ grew by 8.5% pts while ‘friends or relatives property’ declined by 5.0% pts.

Expenditure(2)

Domestic overnight visitors spent $1.35 million in the region – an average of $122 per night.

(2) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.
The Swan Hill region received 8,500 international overnight visitors. Visitors spent 281,900 nights in the region.

Market share
The region received 14.2% of visitors and 18.7% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 7.1% pts and the share of nights was up by 11.3% pts.

Purpose of visit to the Swan Hill region
‘Holiday’ (52.2%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (33.6%) and ‘employment’ (7.9%).

Origin

<table>
<thead>
<tr>
<th>No.</th>
<th>Market</th>
<th>Share</th>
<th>No.</th>
<th>Market</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>18.9%</td>
<td>13</td>
<td>Scandinavia</td>
<td>1.8%</td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>11.8%</td>
<td>14</td>
<td>Taiwan</td>
<td>1.6%</td>
</tr>
<tr>
<td>3</td>
<td>Netherlands</td>
<td>9.4%</td>
<td>15</td>
<td>India</td>
<td>0.8%</td>
</tr>
<tr>
<td>4</td>
<td>Korea</td>
<td>8.5%</td>
<td>16</td>
<td>Japan</td>
<td>0.0%</td>
</tr>
<tr>
<td>5</td>
<td>Mainland China</td>
<td>8.7%</td>
<td>16</td>
<td>Hong Kong</td>
<td>0.0%</td>
</tr>
<tr>
<td>6</td>
<td>New Zealand</td>
<td>6.5%</td>
<td>16</td>
<td>Singapore</td>
<td>0.0%</td>
</tr>
<tr>
<td>7</td>
<td>Canada</td>
<td>6.0%</td>
<td>16</td>
<td>Thailand</td>
<td>0.0%</td>
</tr>
<tr>
<td>8</td>
<td>Switzerland</td>
<td>5.3%</td>
<td>16</td>
<td>Switzerland</td>
<td>0.0%</td>
</tr>
<tr>
<td>9</td>
<td>Malaysia</td>
<td>4.9%</td>
<td>10</td>
<td>Other Asia</td>
<td>0.9%</td>
</tr>
<tr>
<td>10</td>
<td>Italy</td>
<td>3.9%</td>
<td>11</td>
<td>Other Europe</td>
<td>0.0%</td>
</tr>
<tr>
<td>11</td>
<td>USA</td>
<td>3.3%</td>
<td>12</td>
<td>Other Countries</td>
<td>4.2%</td>
</tr>
<tr>
<td>12</td>
<td>France</td>
<td>3.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Germany (18.9%) was the region’s largest source market of visitors. The United Kingdom (11.8%) was the 2nd largest, followed by Netherlands (9.4%).

Accommodation
‘Rented house, apartment, flat or unit’ (58.4%) was the most popular accommodation type used for nights in the region, followed by ‘friends or relatives property’ (24.9%).

Age
‘25 to 34 years’ (30.0%) was the biggest age group of visitors to the region, followed by ‘65 years and over’ (27.6%) and ‘55 to 64 years’ (17.7%).

Expenditure
International overnight visitors spent $13 million in the region - an average of $47 per night.

The Swan Hill region received 480,000 domestic daytrip visitors - up by 61.8% on YE Mar 19.

Market share
The region received 14.9% of daytrips to the Murray region. Compared to YE Mar 19, the share was up by 63% pts.

Main purpose of trip
‘Holiday’ (35.2%) was the largest purpose for visitors to the region, followed by ‘business’ (25.5%) and ‘medical reasons’ (16.0%).

Age
‘65 years and over’ (32.1%) was the biggest age group of visitors to the region, followed by ‘55 to 64 years’ (28.4%) and ‘35 to 44 years’ (12.6%).

Gender
More visitors to the region were female (53.5%) than male (46.5%).

Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out, dine at a restaurant or cafe</td>
<td>48.8%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>20.6%</td>
</tr>
<tr>
<td>Visit friends and relatives</td>
<td>19.5%</td>
</tr>
<tr>
<td>Sightseeing or looking around</td>
<td>15.5%</td>
</tr>
<tr>
<td>Visit national parks or state parks</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

‘Eat out, dine at a restaurant or cafe’ (48.8%) was the most popular activity undertaken by visitors to the region, followed by ‘go shopping for pleasure’ (20.6%) and ‘visit friends and relatives’ (19.5%).

Expenditure
Domestic daytrip visitors spent $70 million in the region - an average of $146 per visitor.

(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.
(5) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.
(6) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Mar 20, TRA
(5) Source: National Visitor Survey, YE Mar 20, TRA
Mildura / Wentworth received 576,000 domestic overnight visitors - down by 0.8% on YE Mar 19. Visitors spent nearly 2.0 million nights in the region - up by 11.9% on YE Mar 19.

Market share
The region received 18.0% of visitors and 20.0% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was down by 2.0% pts and the share of nights was down by 0.7% pts.

Purpose of visit to Mildura / Wentworth

‘Holiday’ (36.4%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (34.5%) and ‘business’ (20.6%). Compared to YE Mar 19, ‘VFR’ increased by 9.1% pts while ‘business’ decreased by 8.4% pts.

‘Holiday’ (41.0%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (38.9%) and ‘business’ (15.0%). Compared to YE Mar 19, ‘VFR’ increased by 8.7% pts while ‘business’ decreased by 9.9% pts.

Accommodation
‘Friends or relatives property’ (36.4%) was the most popular accommodation type used for nights in the region. ‘Caravan park or commercial camping ground’ (20.4%) was the 2nd most popular accommodation type, followed by ‘standard hotel or motor inn, below 4 star’ (15.2%).

Compared to YE Mar 19, ‘friends or relatives property’ grew by 10.6% pts while ‘standard hotel or motor inn, below 4 star’ declined by 10.4% pts.

The region received 54.0% of visitors and 50.2% of nights from Victoria. Compared to YE Mar 19, Victorian visitors were down by 0.9% and nights were down by 2.2%.

NSW contributed 18.9% of visitors and 12.9% of nights in the region. Compared to YE Mar 19, visitors from NSW were down by 13.8%.

South Australia contributed 20.2% of visitors and 23.1% of nights in the region. Compared to YE Mar 19, visitors from South Australia were up by 4.9%.

Length of stay
Visitors stayed, on average, 3.4 nights in the region – up by 0.4 nights on the YE Mar 19.

Age
‘65 years and over’ (24.1%) was the biggest age group of visitors to the region, followed by ‘55 to 64 years’ (23.7%) and ‘35 to 44 years’ (19.6%).

Activities
‘Eat out, dine at a restaurant or cafe’ (57.6%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (34.4%) and ‘pubs, clubs, discos etc’ (20.1%).

Expenditure
Domestic overnight visitors spent $285 million in the region – an average of $144 per night.

(1) Source: National Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

(2) Source: TRA’s expenditure allocation method applied to NVS data for YE Mar 20.
Travel to Mildura / Wentworth
For the period April 2019 to March 2020

International Overnight Travel(3)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>17.5%</td>
<td>13 Switzerland</td>
<td>2.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>8.7%</td>
<td>14 Italy</td>
<td>1.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>New Zealand</td>
<td>8.0%</td>
<td>15 France</td>
<td>1.6%</td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>6.3%</td>
<td>16 Indonesia</td>
<td>1.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Stanza/fisia</td>
<td>5.7%</td>
<td>17 USA</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Thailand</td>
<td>5.2%</td>
<td>18 Canada</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mainland China</td>
<td>5.7%</td>
<td>19 Korea</td>
<td>0.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Malaysia</td>
<td>4.6%</td>
<td>20 India</td>
<td>0.0%</td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>Netherlands</td>
<td>4.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>United States</td>
<td>6.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Singapore</td>
<td>3.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Hong Kong</td>
<td>3.1%</td>
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</tr>
</tbody>
</table>

The United Kingdom (17.5%) was the region’s largest source market of visitors. Germany (8.7%) was the 2nd largest, followed by New Zealand (8.0%).

Market share
The region received 34.6% of visitors and 40.9% of nights in the Murray region. Compared to YE Mar 19, the share of visitors was up by 3.1% pts and the share of nights was down by 8.0% pts.

Purpose of visit to Mildura / Wentworth
‘Holiday’ (59.9%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives’ (26.5%) and ‘business’ (5.4%).

Origin

<table>
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<tr>
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<th></th>
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</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
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<td>2</td>
<td>Germany</td>
<td>8.7%</td>
<td>14 Italy</td>
<td>1.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>New Zealand</td>
<td>8.0%</td>
<td>15 France</td>
<td>1.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>6.3%</td>
<td>16 Indonesia</td>
<td>1.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Stanza/fisia</td>
<td>5.7%</td>
<td>17 USA</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Thailand</td>
<td>5.2%</td>
<td>18 Canada</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mainland China</td>
<td>5.7%</td>
<td>19 Korea</td>
<td>0.6%</td>
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<tr>
<td>8</td>
<td>Malaysia</td>
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<td>20 India</td>
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<td>10</td>
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<tr>
<td>11</td>
<td>Singapore</td>
<td>3.5%</td>
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<tr>
<td>12</td>
<td>Hong Kong</td>
<td>3.1%</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Expenditure(4)
International overnight visitors spent $33 million in the region - an average of $53 per night.

(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.
Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

Domestic Daytrip Travel(5)

Mildura / Wentworth received 326,000 domestic daytrip visitors – down by 4.2% on YE Mar 19.

Market share
The region received 10.1% of daytrips to the Murray region. Compared to YE Mar 19, the share was up by 0.3% pts.

Main purpose of trip
‘Holiday’ (57.2%) was the largest purpose for visitors to the region, followed by ‘business’ (23.6%) and ‘visiting friends and relatives’ (10.1%).

Age
‘15 to 24 years’ (25.8%) was the biggest age group of visitors to the region, followed by ‘65 years and over’ (21.1%) and ‘25 to 34 years’ (18.7%).

Gender
More visitors to the region were male (50.7%) than female (49.3%).

Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out, dine at a restaurant or cafe</td>
<td>69.0%</td>
</tr>
<tr>
<td>Visit friends and relatives</td>
<td>27.5%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>22.0%</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
<td>11.4%</td>
</tr>
<tr>
<td>Sightseeing or looking around</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

‘Eat out, dine at a restaurant or cafe’ (69.0%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (27.5%).

Expenditure(6)
Domestic daytrip visitors spent $38 million in the region - an average of $117 per visitor.

(6) Source: TRA’s expenditure allocation method applied to NYS data for YE Mar 20.

(3) Source: International Visitor Survey, YE Mar 20, TRA
(4) Source: TRA’s expenditure allocation method applied to IVS data for YE Mar 20.
(5) Source: National Visitor Survey, YE Mar 20, TRA