

Travel to the Murray Region

Year ended June 2020
Quarterly Tracking of Selected Measures



Image Credit: Destination NSW

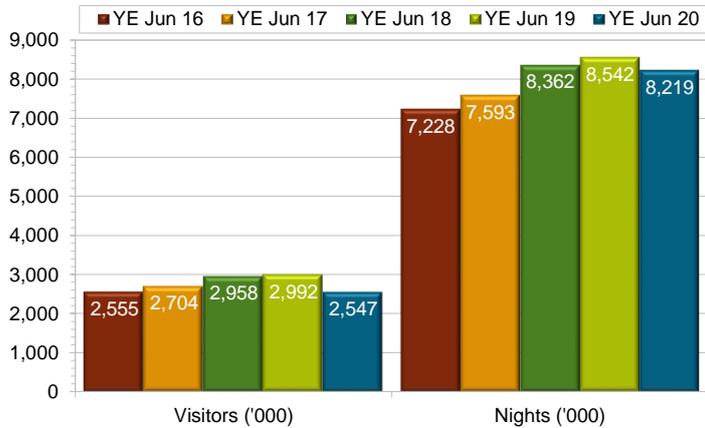
Murray
REGIONAL TOURISM

Travel to the Murray region

For the period July 2019 to June 2020

Domestic Overnight Travel⁽¹⁾

Visitors and nights

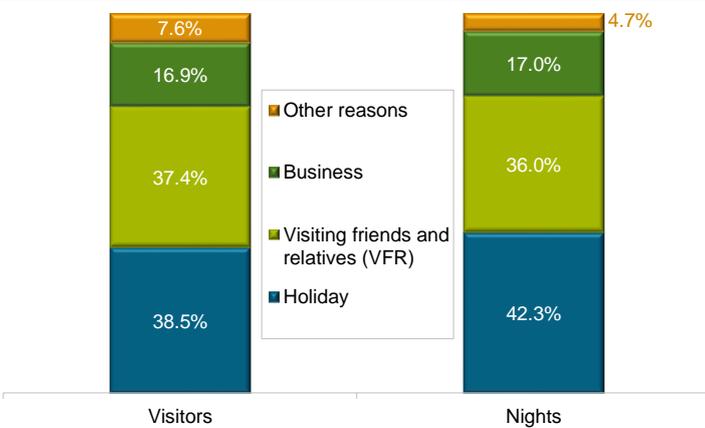


The Murray region received over 2.5 million domestic overnight visitors - down by 14.9% on YE Jun 19. Visitors spent over 8.2 million nights in the region - down by 3.8% on YE Jun 19.

Market share

The region received 7.1% of both visitors and nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 19, the share of visitors was up by 0.3% pts and the share of nights was up by 0.8% pts.

Purpose of visit to the Murray region



'Holiday' (38.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (37.4%) and 'business' (16.9%). Compared to YE Jun 19, 'VFR' increased by 3.4% pts while 'holiday' decreased by 5.2% pts.

'Holiday' (42.3%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (36.0%) and 'business' (17.0%). Compared to YE Jun 19, 'VFR' increased by 2.8% pts while 'holiday' decreased by 5.2% pts.

Accommodation

'Friends or relatives property' (36.3%) was the most popular accommodation type used for **nights** in the region, followed by 'caravan park or commercial camping ground' (20.1%) and 'standard hotel or motor inn, below 4 star' (14.1%).

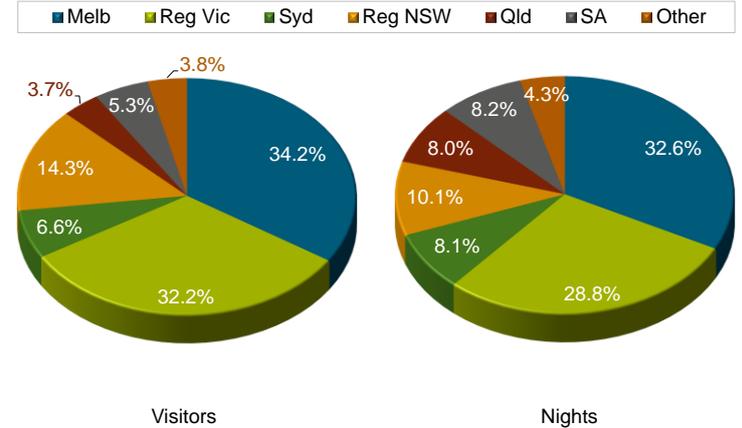
Compared to YE Jun 19, 'caravan park or commercial camping ground' increased by 4.8% pts while 'standard hotel or motor inn, below 4 star' decreased by 4.0% pts.

The Murray region includes: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

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

MRT works in partnership with Visit Victoria, Destination NSW, Destination Riverina Murray and acknowledges the funding support for this research

Origin



The region received 66.4% of visitors and 61.3% of nights from **Victoria**. Compared to YE Jun 19, Victorian visitors were down by 16.9% and nights were down by 11.7%.

NSW contributed 20.9% of visitors and 18.1% of nights in the region. Compared to YE Jun 19, NSW visitors were down by 11.9% and nights were down by 8.4%.

South Australia contributed 5.3% of visitors and 8.2% of nights in the region. Compared to YE Jun 19, visitors from South Australia were down by 17.5% and nights were up by 33.2%.

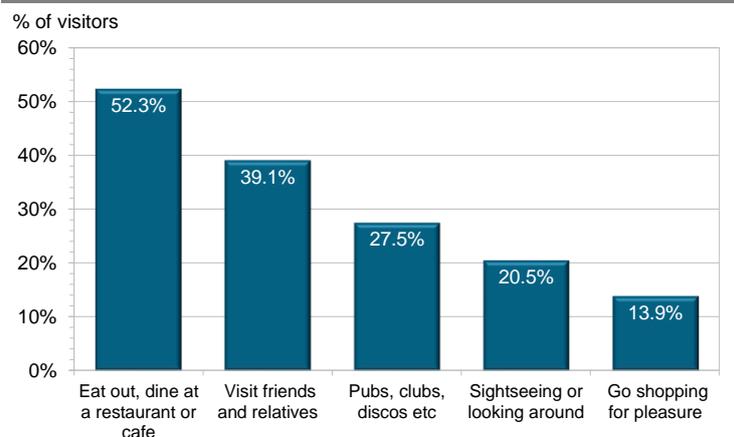
Length of stay

Visitors stayed, on average, 3.2 nights in the region - up by 0.3 nights on YE Jun 19.

Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (18.7%) and '45 to 54 years' (16.4%).

Activities



'Eat out, dine at a restaurant or cafe' (52.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.1%) and 'pubs, clubs, discos etc' (27.5%).

Expenditure⁽²⁾

Domestic overnight visitors spent over \$1.2 billion in the region - an average of \$149 per night.

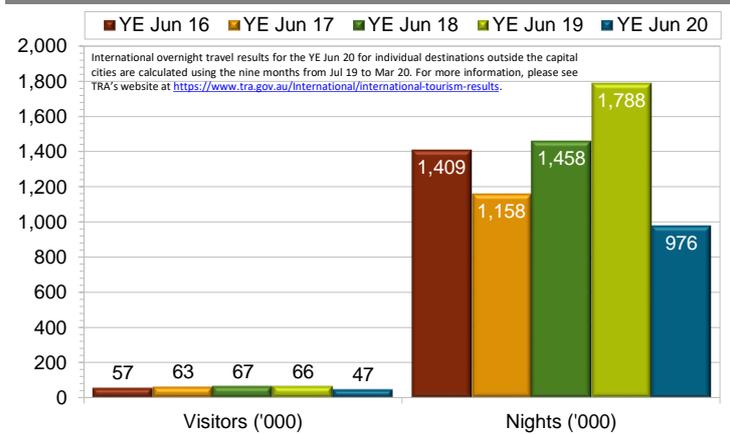
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 20.

Travel to the Murray region

For the period July 2019 to June 2020

International Overnight Travel⁽³⁾

Visitors and nights



The Murray region received 46,900 international overnight visitors - down by 29.2% on YE Jun 19. Visitors spent 976,000 nights in the region - down by 45.4% on YE Jun 19.

Market share

The region received 5.1% of visitors and 5.8% of nights in the combined area of regional Victoria and regional NSW. Compared to YE Jun 19, the share of visitors was up by 0.2% pts and the share of nights was down by 1.6% pts.

Purpose of visit to the Murray region

'Holiday' (52.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.4%) and 'business' (5.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.6%	13	Thailand	2.5%
2	New Zealand	12.6%	14	Singapore	1.6%
3	Germany	8.8%	15	Indonesia	1.5%
4	Mainland China	6.6%	16	Taiwan	1.4%
5	France	4.3%	17	Hong Kong	1.4%
6	Canada	4.1%	18	Switzerland	1.2%
7	Scandinavia	3.8%	19	Korea	0.9%
8	Netherlands	3.6%	20	India	0.5%
9	Japan	3.5%			
10	USA	3.4%		Other Asia	5.7%
11	Italy	2.8%		Other Europe	3.9%
12	Malaysia	2.7%		Other Countries	5.7%

The United Kingdom (17.6%) was the region's largest source of visitors, followed by New Zealand (12.6%) and Germany (8.8%).

Accommodation

'Rented house, apartment, flat or unit' (33.8%) was the most popular accommodation type used for **nights** in the region, followed by 'friends or relatives property' (26.1%).

Age

'25 to 34 years' (28.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.4%) and '55 to 64 years' (15.3%).

Expenditure⁽⁴⁾

International overnight visitors spent \$55 million in the region - an average of \$56 per night.

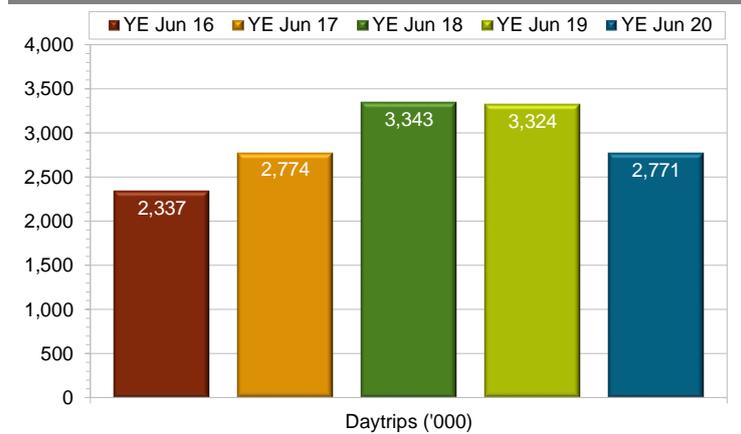
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Jun 20.

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

(3) Source: International Visitor Survey, YE Jun 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



The Murray region received nearly 2.8 million domestic daytrip visitors - down by 16.7% on YE Jun 19.

Market share

The region received 3.8% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Jun 19, the share was down by 0.2% pts.

Main purpose of trip

'Holiday' (41.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.0%) and 'business' (17.9%).

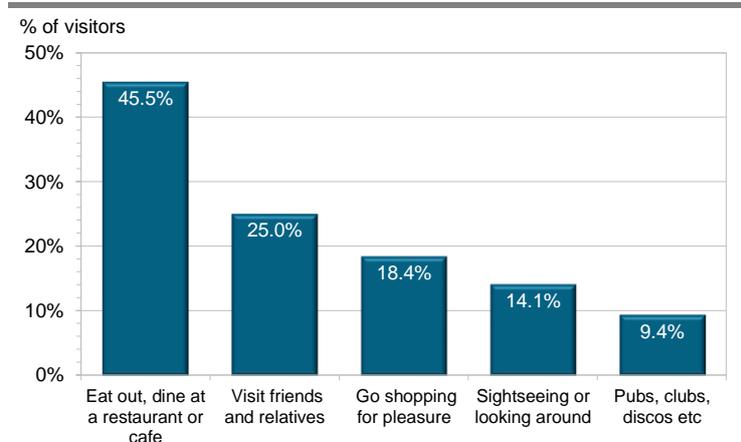
Age

'65 years and over' (23.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.8%) and '55 to 64 years' (16.7%).

Gender

More visitors to the region were male (54.5%) than female (45.5%).

Activities



'Eat out, dine at a restaurant or cafe' (45.5%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$432 million in the region - an average of \$156 per visitor.

(6) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 20.

(5) Source: National Visitor Survey, YE Jun 20, TRA



TRAVEL RESULTS FOR ALBURY / WODONGA

July 2019 to June 2020

and change on July 2018 to June 2019

TOTAL TRAVEL		
	1.6 million	↓ -24.0%
	1.7 million	↓ -20.2%
	\$547 million	↓ -12.8%

International overnight travel results for the YE Jun 20 for Albury / Wodonga are calculated using the nine months from Jul 19 to Mar 20. For more information, please see Tourism Research Australia's (TRA) website at <https://www.tra.gov.au/International/international-tourism-results>.

International overnight travel		
	17.1 thousand	↓ -29.6%
	np	np
	np	np

Domestic overnight travel		
	651 thousand	↓ -17.7%
	1.6 million	↓ -13.7%
	\$310 million	↓ -15.7%

Domestic daytrip travel		
	928 thousand	↓ -27.8%
	\$230 million	↓ -6.0%

Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & TRA's expenditure allocation method applied to NVS and IVS data, YE Jun 20, TRA.

International overnight travel is sourced from the IVS & TRA's expenditure allocation method applied to IVS data, YE Jun 20, TRA.

Domestic overnight travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Jun 20, TRA.

Domestic daytrip travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Jun 20, TRA.

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TRAVEL RESULTS FOR SUN COUNTRY

July 2019 to June 2020

and change on July 2018 to June 2019

TOTAL TRAVEL		
	1.0 million	↓ -20.2%
	2.1 million	↓ -1.0%
	\$283 million	↓ -16.1%

International overnight travel results for the YE Jun 20 for Sun Country are calculated using the nine months from Jul 19 to Mar 20. For more information, please see Tourism Research Australia's (TRA) website at <https://www.tra.gov.au/International/international-tourism-results>.

International overnight travel		
	np	np
	np	np
	np	np

Domestic overnight travel		
	547 thousand	↓ -15.2%
	1.9 million	→ 0.5%
	\$243 million	↓ -2.1%

Domestic daytrip travel		
	473 thousand	↓ -25.0%
	\$29 million	↓ -64.3%

Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & TRA's expenditure allocation method applied to NVS and IVS data, YE Jun 20, TRA.

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Domestic daytrip travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Jun 20, TRA.

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TRAVEL RESULTS FOR ECHUCA / MOAMA

July 2019 to June 2020

and change on July 2018 to June 2019

TOTAL TRAVEL		
	1.3 million	↓ -11.2%
	2.3 million	↓ -7.0%
	\$411 million	↓ -4.7%

International overnight travel results for the YE Jun 20 for Echuca / Moama are calculated using the nine months from Jul 19 to Mar 20. For more information, please see Tourism Research Australia's (TRA) website at <https://www.tra.gov.au/International/international-tourism-results>.

International overnight travel		
	5.3 thousand	↓ -59.0%
	np	np
	np	np

Domestic overnight travel		
	638 thousand	↓ -19.4%
	2.1 million	↓ -4.7%
	\$318 million	↓ -6.2%

Domestic daytrip travel		
	700 thousand	↓ -1.2%
	\$85 million	↑ 5.4%

Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & TRA's expenditure allocation method applied to NVS and IVS data, YE Jun 20, TRA.

International overnight travel is sourced from the IVS & TRA's expenditure allocation method applied to IVS data, YE Jun 20, TRA.

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Domestic daytrip travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Jun 20, TRA.

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TRAVEL RESULTS FOR SWAN HILL REGION

July 2019 to June 2020

and change on July 2018 to June 2019

TOTAL TRAVEL		
	724 thousand	↓ -4.1%
	1.0 million	↓ -24.3%
	\$173 million	↓ -4.3%

International overnight travel results for the YE Jun 20 for Swan Hill region are calculated using the nine months from Jul 19 to Mar 20. For more information, please see Tourism Research Australia's (TRA) website at <https://www.tra.gov.au/International/international-tourism-results>.

International overnight travel		
	6.0 thousand	↓ -9.9%
	np	np
	np	np

Domestic overnight travel		
	326 thousand	↓ -13.8%
	873 thousand	↓ -19.2%
	\$109 million	↑ 7.6%

Domestic daytrip travel		
	392 thousand	↑ 6.0%
	\$58 million	↓ -17.2%

Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & TRA's expenditure allocation method applied to NVS and IVS data, YE Jun 20, TRA.

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Domestic daytrip travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Jun 20, TRA.

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TRAVEL RESULTS FOR MILDURA / WENTWORTH

July 2019 to June 2020

and change on July 2018 to June 2019

TOTAL TRAVEL	
	785 thousand ↓ -11.3%
	2.2 million ↓ -8.3%
	\$295 million ↓ -16.1%

International overnight travel results for the YE Jun 20 for Mildura / Wentworth are calculated using the nine months from Jul 19 to Mar 20. For more information, please see Tourism Research Australia's (TRA) website at <https://www.tra.gov.au/International/international-tourism-results>.

International overnight travel	
	17.1 thousand ↓ -12.0%
	409.8 thousand ↓ -50.8%
	\$22 million ↓ -33.3%

Domestic overnight travel	
	490 thousand ↓ -8.6%
	1.8 million ↑ 15.0%
	\$243 million ↓ -9.7%

Domestic daytrip travel	
	277 thousand ↓ -15.9%
	np np

Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & TRA's expenditure allocation method applied to NVS and IVS data, YE Jun 20, TRA.

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