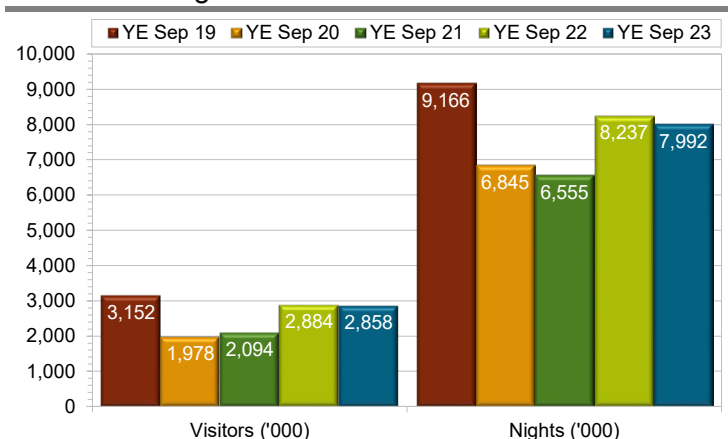


Domestic travel to the Murray region

For the period October 2022 to September 2023

Overnight travel

Visitors and nights



The Murray region received nearly 2.9 million overnight visitors - down by 0.9% on YE Sep 22. Visitors spent almost 8.0 million nights in the region - down by 3.0% on YE Sep 22.

Expenditure

Overnight visitors spent nearly \$1.8 billion in the Murray region - up by 14.3% on YE Sep 22. On average, visitors spent \$219 per night - up by 17.8% on YE Sep 22.

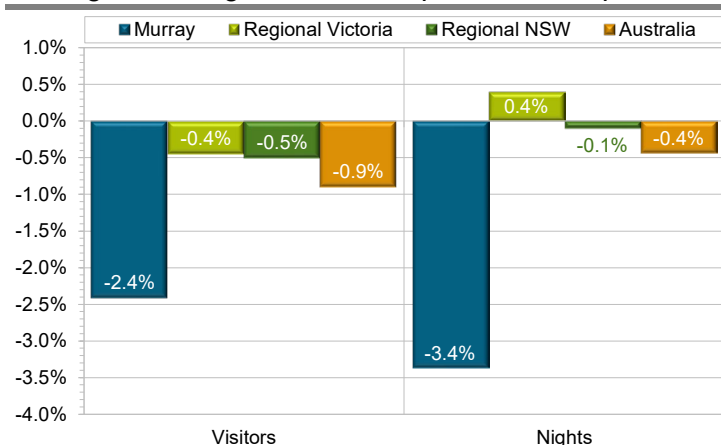
Market share

The overnight sector represented 50.3% all domestic **visitors** to the Murray region - up by 0.2% pts on YE Sep 22.

The overnight sector contributed 75.3% of total domestic **spend** in the region - down by 1.5% pts on YE Sep 22.

The Murray region received 6.5% of overnight visitors and 5.8% of visitor nights in the combined area of regional Victoria and regional NSW. Compared to YE Sep 22, the share of visitors and the share of nights were down by 0.5% pts each.

Average annual growth - YE Sep 19 to YE Sep 23

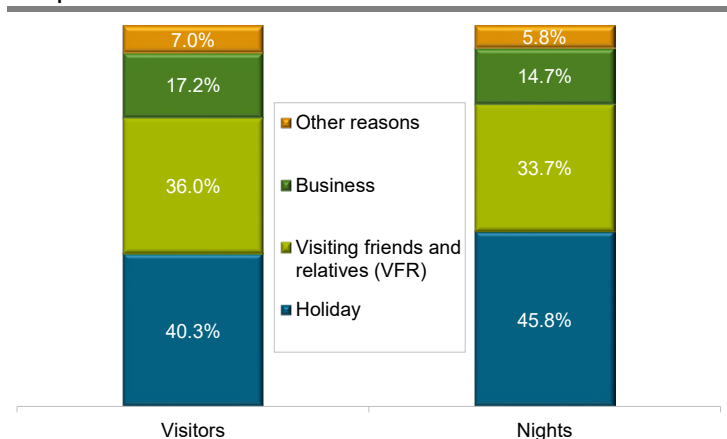


Over the period YE Sep 19 to YE Sep 23, the Murray region had a decline of -2.4% in overnight **visitors**. The region had a higher decline than regional Victoria, regional NSW and Australia over the period.

The Murray region had an average annual decline of -3.4% in **visitor nights** over the period. The region had higher decline than regional NSW and Australia. Regional Victoria experienced growth over the period.

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

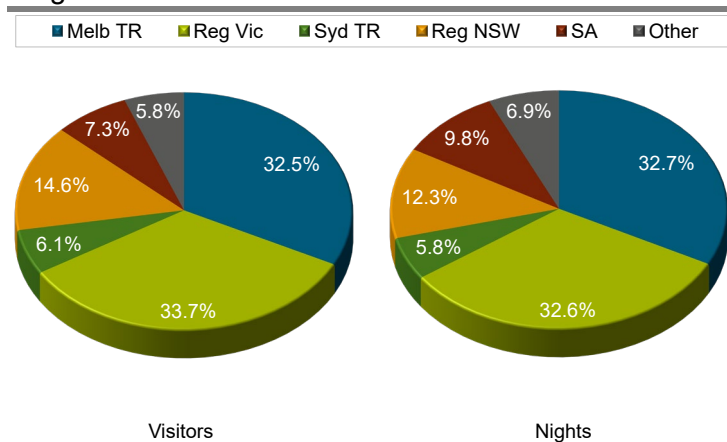
Purpose of visit



'Holiday' (40.3%) was the largest purpose for overnight **visitors** to the Murray region. 'Visiting friends and relatives (VFR)' (36.0%) was the 2nd largest purpose, followed by 'business' (17.2%). Compared to YE Sep 22, 'business' was up by 2.3% pts whilst 'holiday' was down by 2.8% pts.

'Holiday' (45.8%) was the largest purpose in terms of **visitor nights** in the Murray region. 'VFR' (33.7%) was the 2nd largest purpose, followed by 'business' (14.7%). Compared to YE Sep 22, 'business' was up by 2.2% pts whilst 'holiday' was down by 4.1% pts.

Origin



The Murray region received 66.2% of overnight visitors and 65.2% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were down by 7.0% and nights were down by 6.9%.

NSW contributed 20.7% of visitors and 18.1% of nights in the region. Compared to YE Sep 22, NSW visitors were up by 6.3% and nights were down by 14.1%.

South Australia contributed 7.3% of visitors and 9.8% of nights in the region. Compared to YE Sep 22, visitors from South Australia were up by 54.8%.

Other states contributed 5.8% of visitors and 6.9% of nights in the region. Compared to YE Sep 22, visitors from other states were up by 5.2%.

Month returned from trip

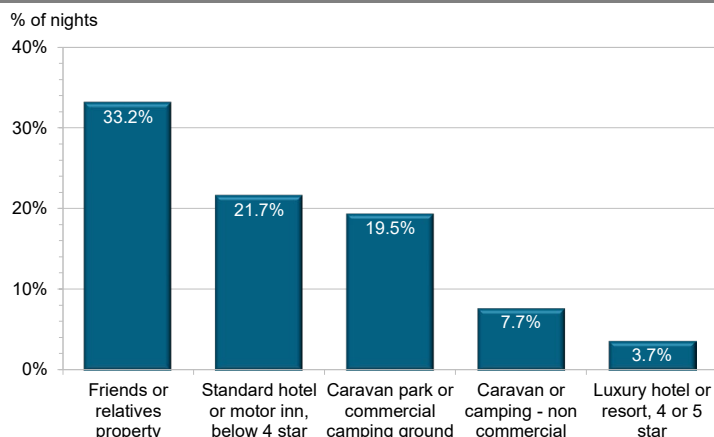
April (11.5%) was the most popular month for overnight visitors to return from their trip to the Murray region. March (10.5%) was the 2nd most popular month to return, followed by January (10.0%).

Domestic travel to the Murray region

For the period October 2022 to September 2023

Overnight travel

Accommodation



'Friends or relatives property' (33.2%) was the most popular accommodation type used for **visitor nights** in the Murray region. Compared to YE Sep 22, 'standard hotel or motor inn, below 4 star' was up by 4.1% pts whilst 'caravan park or commercial camping' was down by 3.8% pts.

Length of stay

Visitors stayed, on average, 2.8 nights in the Murray region – down by 0.1 night on YE Sep 22.

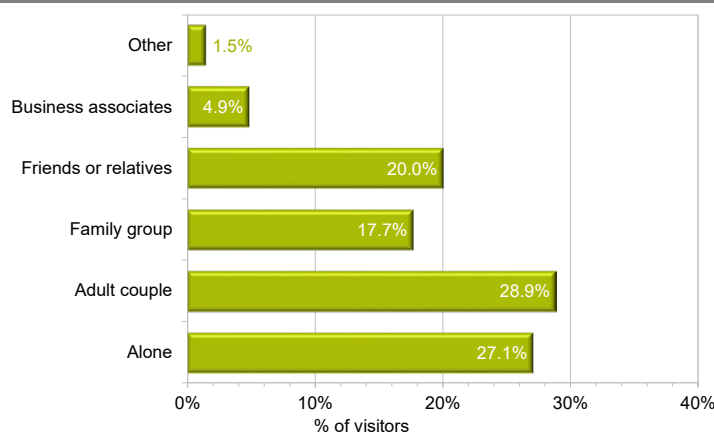
Activities

'Eat out, dine at a restaurant or cafe' (56.9%) was the most popular activity undertaken by overnight visitors to the Murray region. 'Visit friends and relatives' (35.6%) was the 2nd most popular activity undertaken, followed by 'pubs, clubs, discos etc' (26.3%).

All transport

'Private vehicle or company car' (89.4%) was the most popular transport used by overnight visitors to the Murray region. 'Aircraft' (4.2%) was the 2nd most popular transport used, followed by 'railway' (2.4%).

Travel party



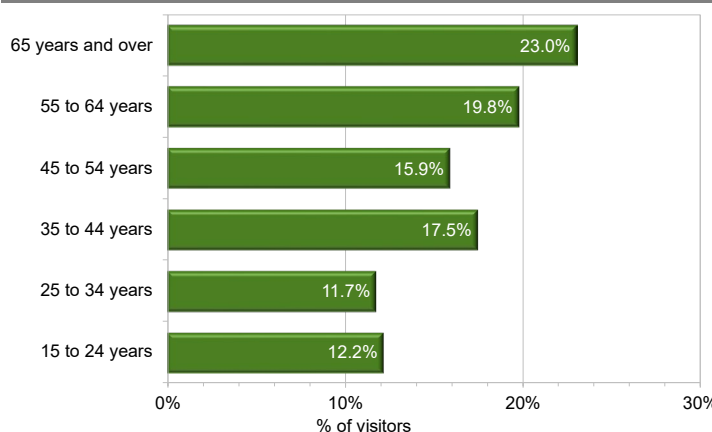
'Adult couple' (28.9%) was the most common travel party description of overnight visitors to the Murray region. 'Alone' (27.1%) was the 2nd most common travel party description.

Number of stopovers on trip

Nearly ¾ (74.1%) overnight visitors to the Murray region had one stopover only on the trip. Over 1/10 (10.7%) had two stopovers on the trip.

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

Age



'65 years and over' (23.0%) was the biggest age group of overnight visitors to the Murray region. '55 to 64 years' (19.8%) was the 2nd biggest age group, followed by '35 to 44 years' (17.5%).

Gender

More overnight visitors to the Murray region were male (52.5%) than female (47.5%).

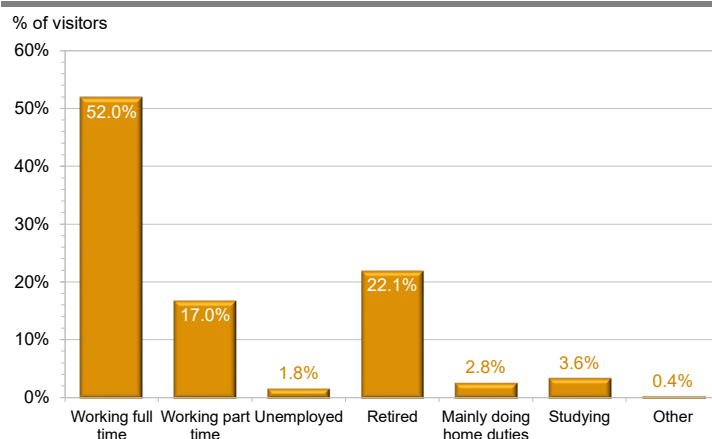
Lifecycle

'Older non-working' (23.4%) was the largest lifecycle group of overnight visitors to the Murray region. 'Parent with youngest child aged under 15' (21.9%) was the 2nd largest lifecycle group, followed by 'older working' (20.6%).

Marital status

More overnight visitors to the Murray region were married or part of a couple (63.1%) than single (36.8%).

Employment



'Working full time' (52.0%) was the most common employment status of overnight visitors to the Murray region. 'Retired' (22.1%) was the 2nd most common employment status, followed by 'working part time' (17.0%).

Annual household income

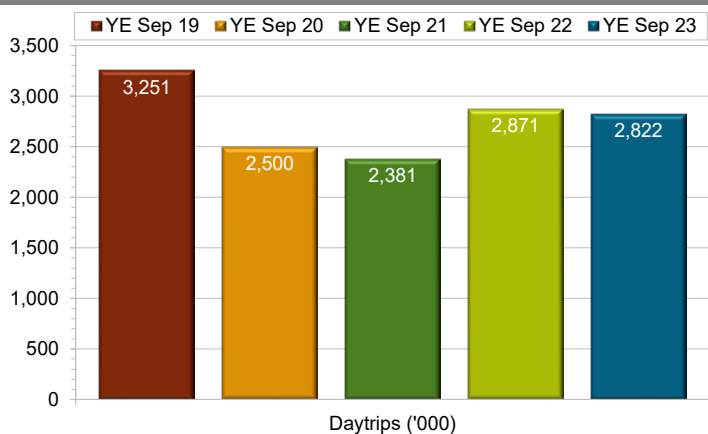
The average annual household income was \$132,587 amongst overnight visitors to the Murray region. Over 1/3 (36.6%) of visitors had an annual household income of '\$150,000+'. Note: nearly 1/5 (16.6%) did not provide an income.

Domestic travel to the Murray region

For the period October 2022 to September 2023

Daytrip travel

Trips



The Murray region received over 2.8 million daytrip visitors – down by 1.7% on YE Sep 22.

Expenditure

Daytrip visitors spent \$575 million in the Murray region – up by 24.1% on YE Sep 22. On average, visitors spent \$204 per trip - up by 26.2% on YE Sep 22.

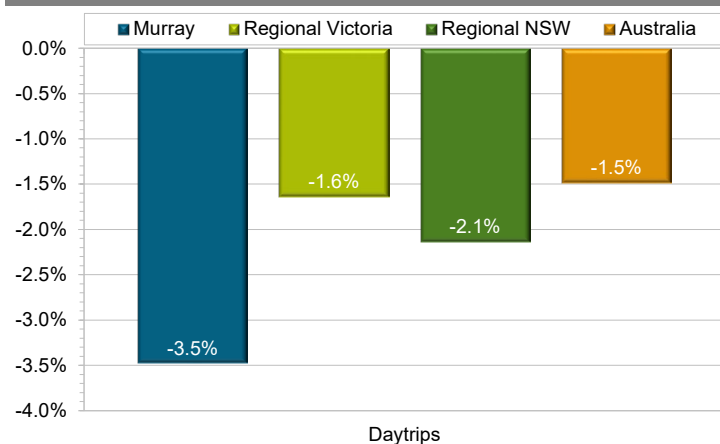
Market share

The daytrip sector represented 49.7% all domestic visitors to the Murray region - down by 0.2% pts on YE Sep 22.

The daytrip sector contributed 24.7% of total domestic spend in the region - up by 1.5% pts on YE Sep 22.

The Murray region received 3.5% of daytrips to the combined area of regional Victoria and regional NSW. Compared to YE Sep 22, the share was down by 0.8% pts.

Average annual growth - YE Sep 19 to YE Sep 23

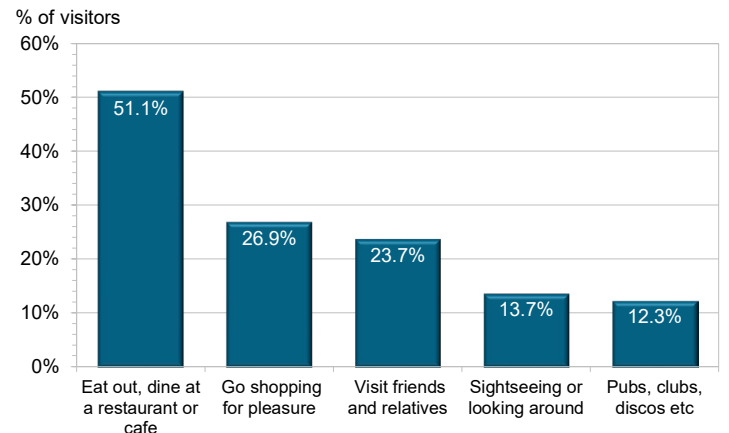


Over the period YE Sep 19 to YE Sep 23, the Murray region had an average annual decline of -3.5% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and Australia over the period.

Main purpose of trip

'Holiday' (48.0%) was the largest purpose for daytrip visitors to the Murray region. 'Visiting friends and relatives (VFR)' (18.2%) was the 2nd largest purpose, followed by 'business' (12.5%). Compared to YE Sep 22, 'holiday' was up by 4.5% pts whilst 'VFR' was down by 6.9% pts.

Activities



'Eat out, dine at a restaurant or cafe' (51.1%) was the most popular activity undertaken by daytrip visitors to the Murray region.

Transport

'Private vehicle or company car' (96.6%) was the most popular transport used by daytrip visitors to the Murray region. 'Railway' (1.7%) was the 2nd most popular transport used.

Origin

The Murray region received (74.7%) of daytrip visitors from Victoria. NSW contributed (22.3%) and South Australia (2.4%) of daytrip visitors to the region. High Country (Vic) tourism region (18.4%) was the Murray region's largest individual source market.

Age

'65 years and over' (31.8%) was the biggest age group of daytrip visitors to the Murray region. '45 to 54 years' (20.7%) was the 2nd biggest age group, followed by '55 to 64 years' (13.7%).

Month travelled

June (11.5%) was the most popular month for a daytrip to the Murray region. February (11.0%) was the 2nd most popular month to travel, followed by July (10.5%).

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors (million)						
Overnight visitors	3.2	2.0	2.1	2.9	2.9	-0.9%
Daytrip visitors	3.3	2.5	2.4	2.9	2.8	-1.7%
Total domestic visitors	6.4	4.5	4.5	5.8	5.7	-1.3%
Domestic nights (million)						
Total domestic nights	9.2	6.8	6.6	8.2	8.0	-3.0%
Domestic spend (\$ million)						
Overnight spend	\$1,402	\$997	\$946	\$1,533	\$1,752	+14.3%
Daytrip spend	\$522	\$350	\$321	\$463	\$575	+24.1%
Total domestic spend	\$1,924	\$1,347	\$1,268	\$1,996	\$2,326	+16.6%

The Murray region received nearly 5.7 million domestic visitors – down by 1.3% on YE Sep 22. Visitors spent almost 8.0 million nights in the region – down by 3.0% on YE Sep 22. In total, domestic visitors spent over \$2.3 billion on travel to the Murray region – up by 16.6% on YE Sep 22.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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




DOMESTIC TRAVEL TO MURRAY REGION

October 2022 to September 2023
and change on October 2021 to September 2022



Domestic overnight travel

	2.9 million	→	-0.9%
	8.0 million	↓	-3.0%
	\$1.8 billion	↑	14.3%

Total domestic travel

	5.7 million	↓	-1.3%
	8.0 million	↓	-3.0%
	\$2.3 billion	↑	16.6%

Domestic daytrip travel

	2.8 million	↓	-1.7%
	\$575 million	↑	24.1%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

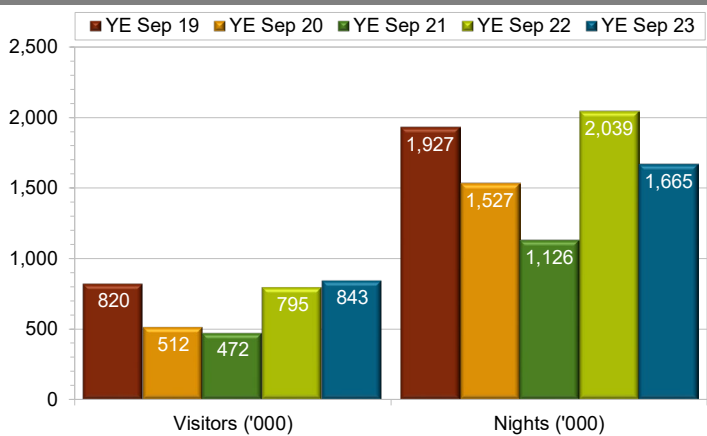
The Murray region comprises: Mildura / Wentworth region, Swan Hill region, Echuca / Moama region, Sun Country region, and Albury / Wodonga region.

Domestic travel to Albury / Wodonga

For the period October 2022 to September 2023

Overnight travel

Visitors and nights

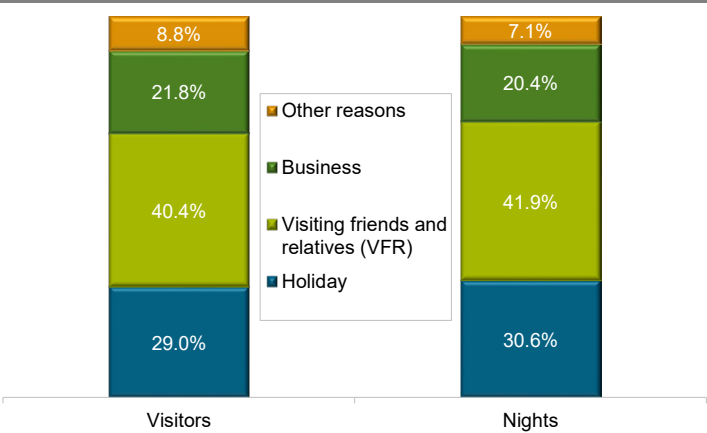


Albury / Wodonga received 843,000 overnight visitors - up by 6.0% on YE Sep 22. Visitors spent nearly 1.7 million nights in the region – down by 18.3% on YE Sep 22.

Market share

Albury / Wodonga received 29.5% of overnight visitors and 20.8% of visitor nights in the Murray region. Compared to YE Sep 22, share of visitors was up by 1.9% pts and share of nights was down by 4.0% pts.

Purpose of visit



‘Visiting friends and relatives (VFR)’ (40.4%) was the largest purpose for overnight **visitors** to Albury / Wodonga. ‘Holiday’ (29.0%) was the 2nd largest purpose, followed by ‘business’ (21.8%). Compared to YE Sep 22, ‘VFR’ was up by 4.6% pts whilst ‘holiday’ was down by 2.5% pts.

‘VFR’ (41.9%) was the largest purpose in terms of **visitor nights** in Albury / Wodonga. ‘Holiday’ (30.6%) was the 2nd largest purpose, followed by ‘business’ (20.4%). Compared to YE Sep 22, ‘business’ was up by 2.4% pts whilst ‘attend funeral’ was down by 5.4% pts.

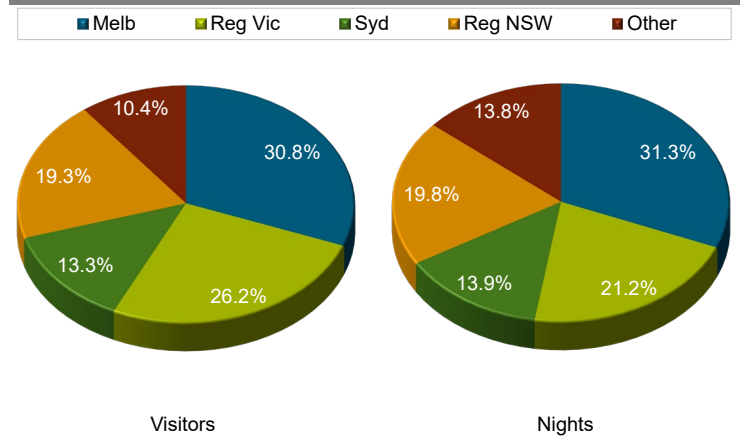
Accommodation

‘Friends or relatives property’ (44.9%) was the most popular accommodation type used for **visitor nights** in Albury / Wodonga. ‘Standard hotel or motor inn, below 4 star’ (29.1%) was the 2nd most popular accommodation type, followed by ‘caravan park or commercial camping ground’ (8.9%).

Compared to YE Sep 22, ‘standard hotel or motor inn, below 4 star’ was up by 10.0 pts whilst ‘friends or relatives property’ was down by 5.4% pts.

Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Origin



Albury / Wodonga received 57.0% of overnight visitors and 52.5% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were up by 18.8% and nights were up by 8.6%.

New South Wales contributed 32.6% of visitors and 33.7% of nights in the region. Compared to YE Sep 22, NSW visitors were down by 8.9% and nights were down by 34.0%.

Other states contributed 10.4% of visitors and 13.8% of nights in the region. Compared to YE Sep 22, visitors from other states were down by 1.7%.

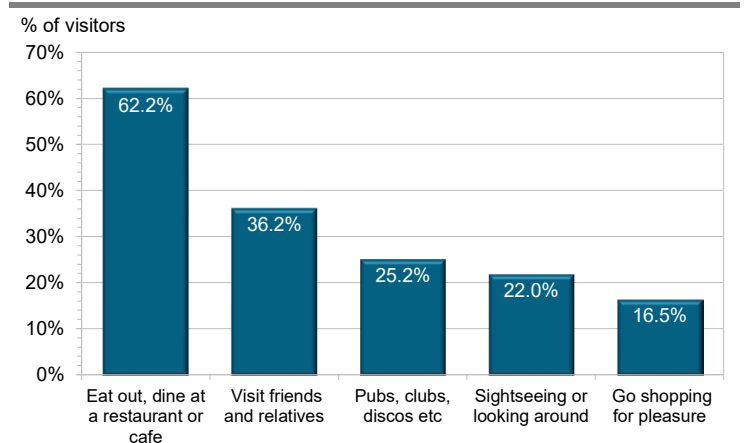
Length of stay

Visitors stayed, on average, 2 nights in Albury / Wodonga – down by 0.6 nights on the YE Sep 22.

Age

‘55 to 64 years’ (20.3%) was the biggest age group of overnight visitors to Albury / Wodonga. ‘65 years and over’ (19.0%) was the 2nd biggest age group, followed by ‘35 to 44 years’ (18.9%).

Activities



‘Eat out, dine at a restaurant or cafe’ (62.2%) was the most popular activity undertaken by overnight visitors to Albury / Wodonga. ‘Visit friends and relatives’ (36.2%) was the 2nd most popular activity, followed by ‘pubs, clubs, discos etc’ (25.2%).

Expenditure

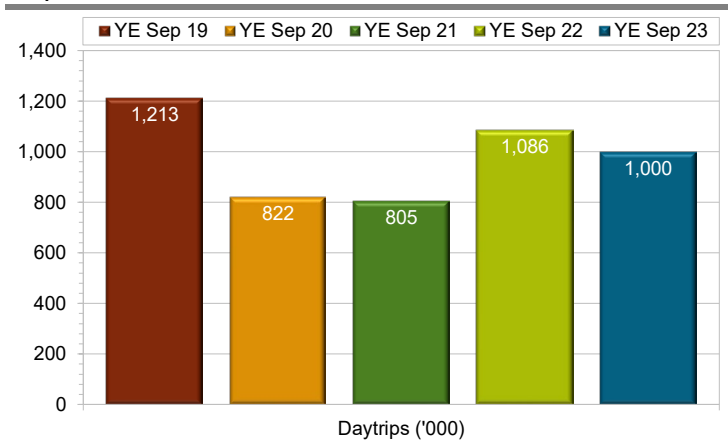
Overnight visitors spent \$457 million in Albury / Wodonga – down by 5.6% on YE Sep 22. On average, visitors spent \$274 per night – up by 15.6% on YE Sep 22.

Domestic travel to Albury / Wodonga

For the period October 2022 to September 2023

Daytrip travel

Trips



Albury / Wodonga received 1.0 million daytrip visitors – down by 7.9% on YE Sep 22.

Expenditure

Daytrip visitors spent \$160 million in Albury / Wodonga – down by 22.0% on YE Sep 22. On average, visitors spent \$160 per trip – down by 15.3% on YE Sep 22.

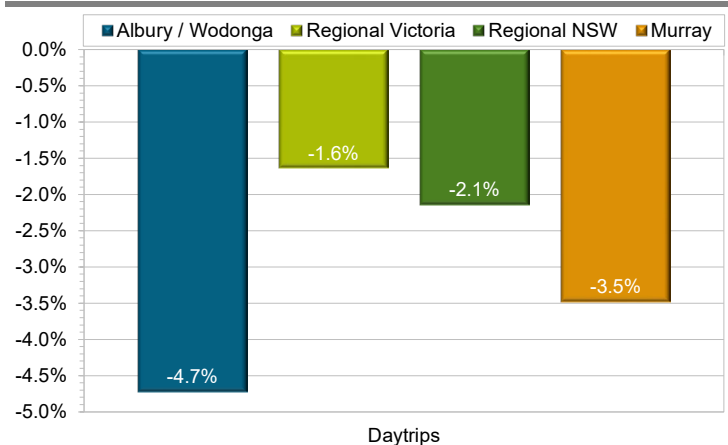
Market share

The daytrip sector represented 54.3% all domestic visitors to Albury / Wodonga - down by 3.4% pts on YE Sep 22.

The daytrip sector contributed 25.9% of total domestic spend in the region – down by 3.8% pts on YE Sep 22.

Albury / Wodonga received 35.4% of daytrips to the Murray region. Compared to YE Sep 22, the share was down by 2.4% pts.

Average annual growth - YE Sep 19 to YE Sep 23



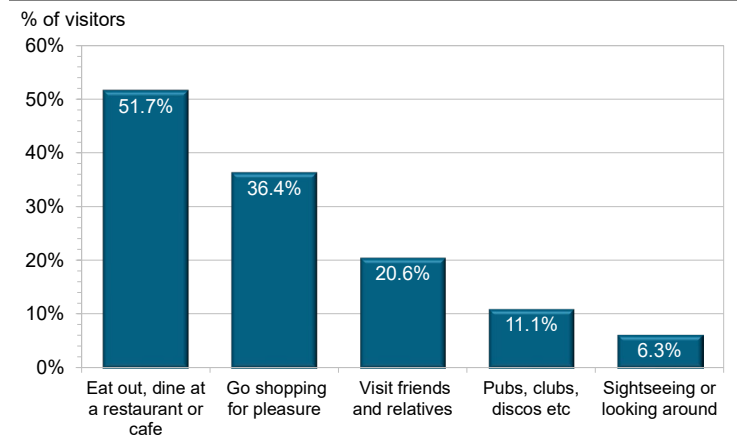
Over the period YE Sep 19 to YE Sep 23, the Albury / Wodonga had an average annual decline of -4.7% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (39.7%) was the largest purpose for daytrip visitors to Albury / Wodonga. 'Medical reasons' (19.3%) was the 2nd largest purpose, followed by 'visiting friends and relatives' (19.1%).

Compared to YE Sep 22, 'medical reasons' was up by 6.4% pts whilst 'education' was down by 4.6% pts.

Activities



'Eat out, dine at a restaurant or cafe' (51.7%) was the most popular activity undertaken by daytrip visitors to Albury / Wodonga.

Transport

'Private vehicle or company car' (96.1%) was the most popular transport used by daytrip visitors to Albury / Wodonga. 'Railway' (3.1%) was the 2nd most popular.

Origin

Albury / Wodonga received 56.3% of daytrip visitors from regional Victoria. Regional NSW contributed 28.2% and Melbourne tourism region 12.3% of daytrip visitors to the region.

Age

'65 years and over' (37.6%) was the biggest age group of daytrip visitors to Albury / Wodonga. '15 to 24 years' (15.7%) was the 2nd biggest age group, followed by '55 to 64 years' (14.9%).

Month travelled

July (15.3%) was the most popular month for a daytrip to Albury / Wodonga. February (14.3%) was the 2nd most popular month to travel, followed by June (10.6%).

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	820	512	472	795	843	+6.0%
Daytrip visitors	1,213	822	805	1,086	1,000	-7.9%
Total domestic visitors	2,033	1,334	1,277	1,880	1,842	-2.0%
Domestic nights ('000)						
Total domestic nights	1,927	1,527	1,126	2,039	1,665	-18.3%
Domestic spend (\$ million)						
Overnight spend	\$390	\$270	\$202	\$484	\$457	-5.6%
Daytrip spend	\$261	\$162	\$164	\$205	\$160	-22.0%
Total domestic spend	\$651	\$432	\$366	\$689	\$617	-10.5%

Albury / Wodonga received over 1.8 million domestic visitors – down by 2.0% on YE Sep 22. Visitors spent nearly 1.7 million nights in the region - down by 18.3% on YE Sep 22.

In total, domestic visitors spent \$617 million on travel to Albury / Wodonga – down by 10.5% on YE Sep 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.







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

DOMESTIC TRAVEL TO ALBURY / WODONGA







October 2022 to September 2023

and change on October 2021 to September 2022





Domestic overnight travel

	843 thousand		6.0%
	1.7 million		-18.3%
	\$457 million		-5.6%

Total domestic travel

	1.8 million		-2.0%
	1.7 million		-18.3%
	\$617 million		-10.5%

Domestic daytrip travel

	1.0 million		-7.9%
	\$160 million		-22.0%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

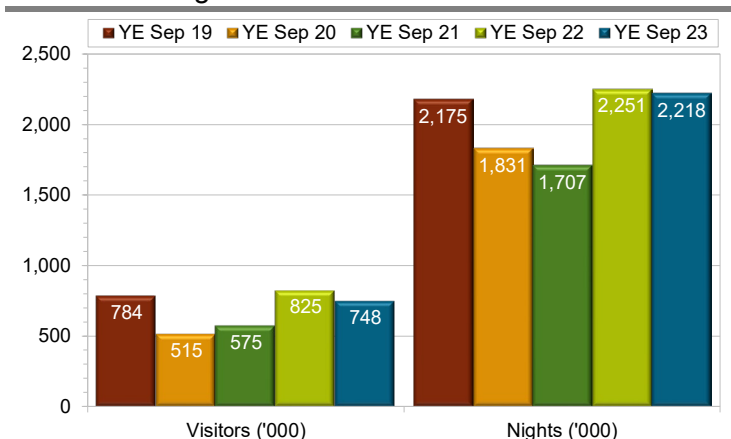
Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

Domestic travel to Echuca / Moama

For the period October 2022 to September 2023

Overnight travel

Visitors and nights



Echuca / Moama received 748,000 overnight visitors – down by 9.3% on YE Sep 22. Visitors spent over 2.2 million nights in the region - down by 1.5% on YE Sep 22.

Market share

Echuca / Moama received 26.2% of overnight visitors and 27.8% of visitor nights in the Murray region. Compared to YE Sep 22, share of visitors was down by 2.4% pts and share of nights was up by 0.5% pts.

Purpose of visit



'Holiday' (46.1%) was the largest purpose for overnight **visitors** to Echuca / Moama. 'Visiting friends and relatives (VFR)' (34.5%) was the 2nd largest purpose, followed by 'business' (11.3%). Compared to YE Sep 22, 'other nfd' was up by 3.7% pts whilst 'holiday' was down by 3.2% pts.

'Holiday' (51.1%) was the largest purpose in terms of **visitor nights** in Echuca / Moama. 'VFR' (32.6%) was the 2nd largest purpose, followed by 'business' (8.2%). Compared to YE Sep 22, 'other nfd' was up by 3.9% pts whilst 'holiday' was down by 3.3% pts.

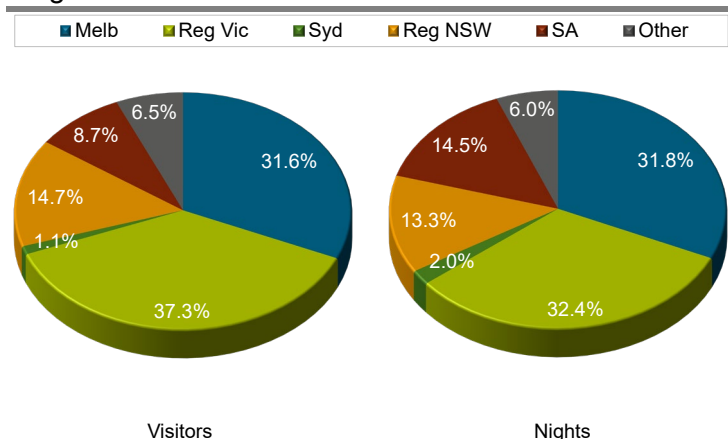
Accommodation

'Friends or relatives property' (33.4%) was the most popular accommodation type used for **visitor nights** in Echuca / Moama. 'Caravan park or commercial camping ground' (27.5%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.5%).

Compared to YE Sep 22, 'friends or relatives property' was up by 3.5% pts whilst 'caravan or camping – non commercial' was down by 4.6% pts.

Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Origin



Echuca / Moama received 69.0% of overnight visitors and 64.2% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were down by 24.2% and nights were down by 26.5%.

New South Wales contributed 15.8% of visitors and 15.3% of nights in the region. Compared to YE Sep 22, NSW visitors were up by 25.7%.

Other states contributed 15.2% of visitors and 20.5% of nights in the region. Compared to YE Sep 22, visitors from other states were up by 126%.

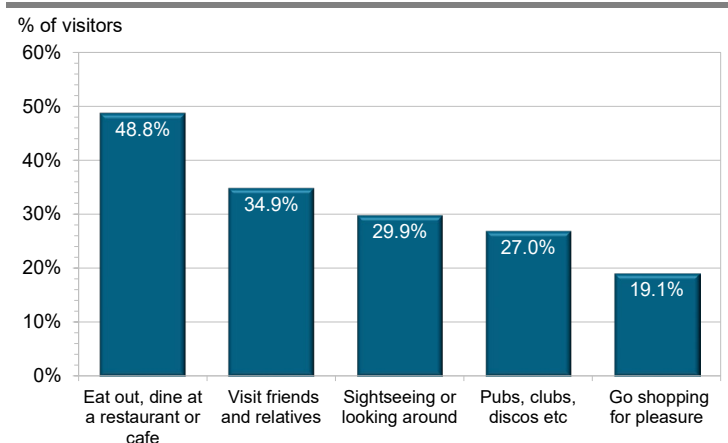
Length of stay

Visitors stayed, on average, 3 nights in Echuca / Moama – up by 0.3 nights on the YE Sep 22.

Age

'55 to 64 years' (21.1%) was the biggest age group of overnight visitors to Echuca / Moama. '35 to 44 years' (20.4%) was the 2nd biggest age group, followed by '65 years and over' (20.1%).

Activities



'Eat out, dine at a restaurant or cafe' (48.8%) was the most popular activity undertaken by overnight visitors to Echuca / Moama. 'Visit friends and relatives' (34.9%) was the 2nd most popular activity, followed by 'sightseeing or looking around' (29.9%).

Expenditure

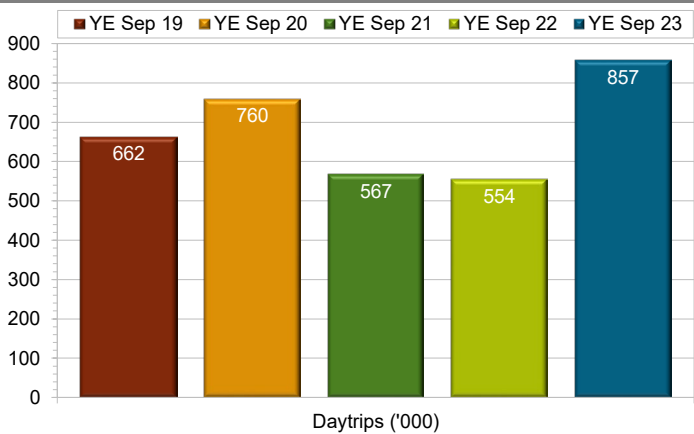
Overnight visitors spent \$410 million in Echuca / Moama – up by 7.5% on YE Sep 22. On average, visitors spent \$185 per night – up by 9.1% on YE Sep 22.

Domestic travel to Echuca / Moama

For the period October 2022 to September 2023

Daytrip travel

Trips



Echuca / Moama received 857,000 daytrip visitors - up by 54.5% on YE Sep 22.

Expenditure

Daytrip visitors spent \$227 million in Echuca / Moama - up by 197% on YE Sep 22. On average, visitors spent \$264 per trip - up by 92.3% on YE Sep 22.

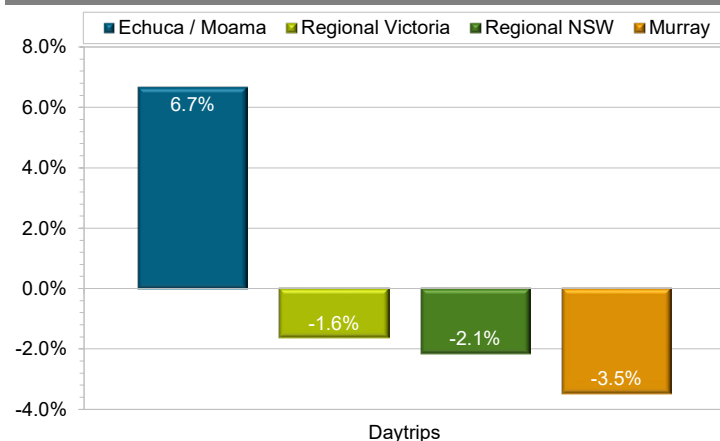
Market share

The daytrip sector represented 53.4% all domestic visitors to Echuca / Moama - up by 13.2% pts on YE Sep 22.

The daytrip sector contributed 35.6% of total domestic spend in the region - up by 18.9% pts on YE Sep 22.

Echuca / Moama received 30.4% of daytrips to the Murray region. Compared to YE Sep 22, the share was up by 11.1% pts.

Average annual growth - YE Sep 19 to YE Sep 23



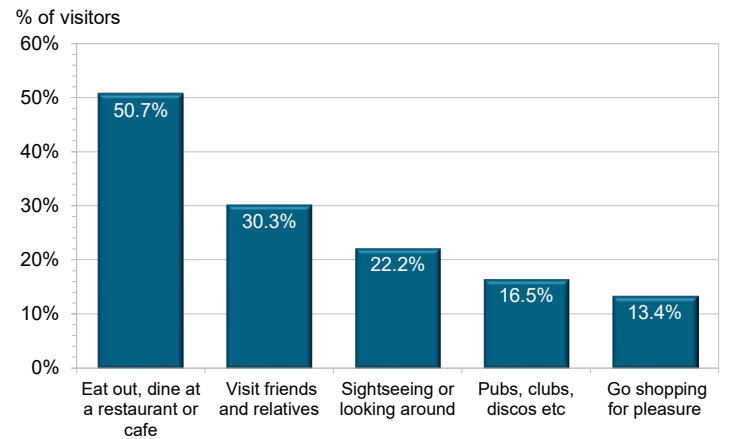
Over the period YE Sep 19 to YE Sep 23, Echuca / Moama had an average annual growth of +6.7% in daytrip visitors. Whilst the region had growth, regional Victoria, regional NSW and the Murray region experience a decline over the period.

Main purpose of trip

'Holiday' (51.3%) was the largest purpose for daytrip visitors to Echuca / Moama. 'Visiting friends and relatives (VFR)' (20.1%) was the 2nd largest purpose, followed by 'business' (15.2%).

Compared to YE Sep 22, 'business' was up by 7.5% pts whilst 'VFR' was down by 9.1% pts.

Activities



'Eat out, dine at a restaurant or cafe' (50.7%) was the most popular activity undertaken by daytrip visitors to Echuca / Moama.

Transport

'Private vehicle or company car' (99.1%) was the most popular transport used by daytrip visitors to Echuca / Moama. 'Bus or coach' (0.9%) was the 2nd most popular transport used.

Origin

Echuca / Moama received 60.4% of daytrip visitors from regional Victoria. Melbourne tourism region contributed 21.2% and regional NSW contributed 18.4% of daytrip visitors to the region.

Age

'65 years and over' (32.9%) was the biggest age group of daytrip visitors to Echuca / Moama. '45 to 54 years' (21.6%) was the 2nd biggest age group, followed by '35 to 44 years' (13.4%).

Month travelled

November (13.7%) was the most popular month for a daytrip to Echuca / Moama. June (12.0%) was the 2nd most popular month to travel, followed by September (11.7%).

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	784	515	575	825	748	-9.3%
Daytrip visitors	662	760	567	554	857	+54.5%
Total domestic visitors	1,446	1,275	1,142	1,380	1,605	+16.3%
Domestic nights ('000)						
Total domestic nights	2,175	1,831	1,707	2,251	2,218	-1.5%
Domestic spend (\$ million)						
Overnight spend	\$318	\$274	\$269	\$381	\$410	+7.5%
Daytrip spend	\$65	\$87	\$55	\$76	\$227	+197%
Total domestic spend	\$383	\$361	\$324	\$458	\$636	+39.1%

Echuca / Moama received over 1.6 million domestic visitors – up by 16.3% on YE Sep 22. Visitors spent over 2.2 million nights in the region – down by 1.5% on YE Sep 22.

In total, domestic visitors spent \$636 million on travel to Echuca / Moama – up by 39.1% on YE Sep 22.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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




DOMESTIC TRAVEL TO ECHUCA / MOAMA

October 2022 to September 2023 and change on October 2021 to September 2022



Domestic overnight travel

	748 thousand	↓	-9.3%
	2.2 million	↓	-1.5%
	\$410 million	↑	7.5%

Total domestic travel

	1.6 million	↑	16.3%
	2.2 million	↓	-1.5%
	\$636 million	↑	39.1%

Domestic daytrip travel

	857 thousand	↑	54.5%
	\$227 million	↑	197%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

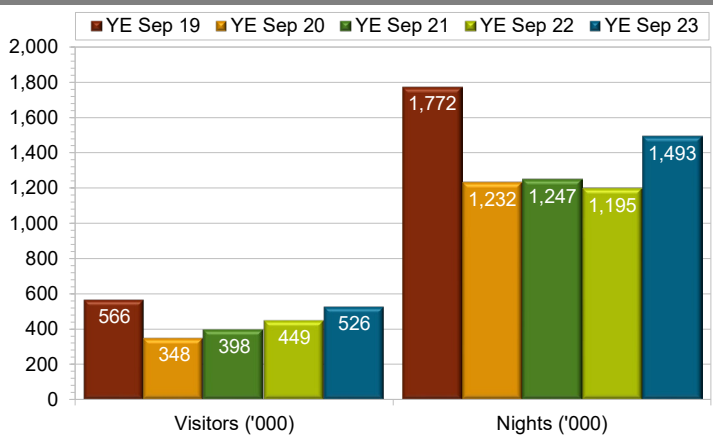
Echuca / Moama includes: Campaspe Shire, Edward River Council and Murray River Council.

Domestic travel to Mildura / Wentworth

For the period October 2022 to September 2023

Overnight travel

Visitors and nights

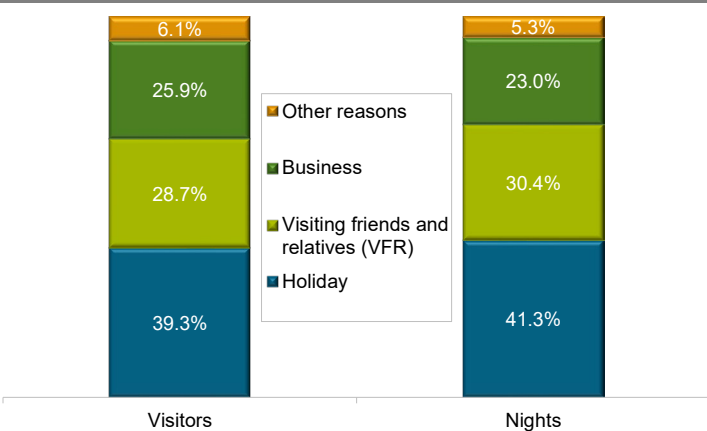


Mildura / Wentworth received 526,000 overnight visitors – up by 17.3% on YE Sep 22. Visitors spent nearly 1.5 million nights in the region - up by 24.9% on YE Sep 22.

Market share

Mildura / Wentworth received 18.4% of overnight visitors and 18.7% of visitor nights in the Murray region. Compared to YE Sep 22, share of visitors was up by 2.8% pts and share of nights was up by 4.2% pts.

Purpose of visit



'Holiday' (39.3%) was the largest purpose for overnight **visitors** to Mildura / Wentworth. 'Visiting friends and relatives (VFR)' (28.7%) was the 2nd largest purpose, followed by 'business' (25.9%). Compared to YE Sep 22, 'business' was up by 8.4% pts whilst 'holiday' was down by 11.2% pts.

'Holiday' (41.3%) was the largest purpose in terms of **visitor nights** in Mildura / Wentworth. 'VFR' (30.4%) was the 2nd largest purpose, followed by 'business' (23.0%). Compared to YE Sep 22, 'VFR' was up by 5.3% pts whilst 'holiday' was down by 11.0% pts.

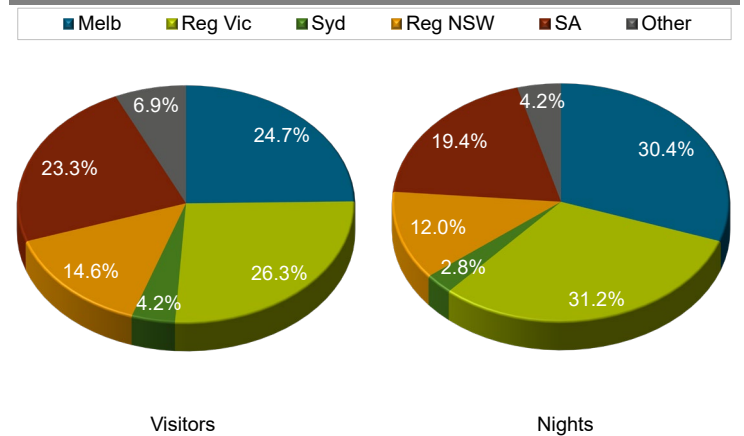
Accommodation

Standard hotel or motor inn, below 4 star' (27.9%) was the most popular accommodation type used for **visitor nights** in Mildura / Wentworth. 'Friends or relatives property' (26.9%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping' (19.2%).

Compared to YE Sep 22, 'standard hotel or motor inn, below 4 star' was up by 11.6% pts whilst 'caravan park or commercial camping' was down by 10.3% pts.

Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Origin



Mildura / Wentworth received 51.0% of overnight visitors and 61.5% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were up by 10.8% and nights were up by 33.2%.

NSW contributed 18.8% of visitors and 14.8% of nights in the region. Compared to YE Sep 22, NSW visitors were up by 8.4%.

South Australia contributed 23.3% of visitors and 19.4% of nights in the region. Compared to YE Sep 22, South Australian visitors were up by 30.4%.

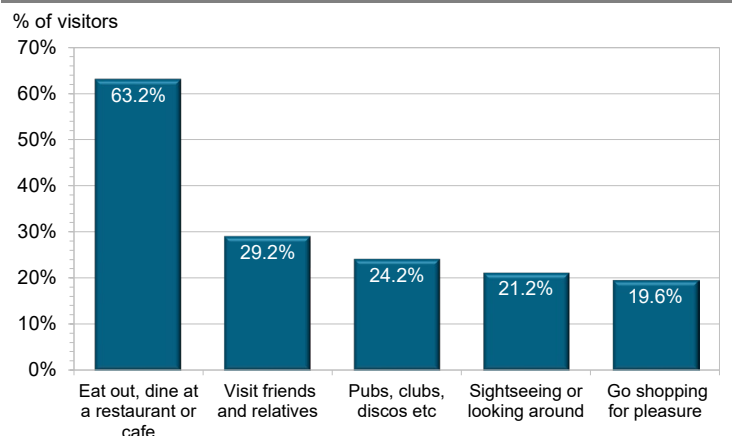
Length of stay

Visitors stayed, on average, 2.8 nights in Mildura / Wentworth – up by 0.1 night on the YE Sep 22.

Age

'65 years and over' (30.4%) was the biggest age group of overnight visitors to Mildura / Wentworth. '55 to 64 years' (23.8%) was the 2nd biggest age group, followed by '45 to 54 years' (15.6%).

Activities



'Eat out, dine at a restaurant or cafe' (63.2%) was the most popular activity undertaken by overnight visitors to Mildura / Wentworth. 'Visit friends and relatives' (29.2%) was the 2nd most popular activity, followed by 'pubs, clubs, discos etc' (24.2%).

Expenditure

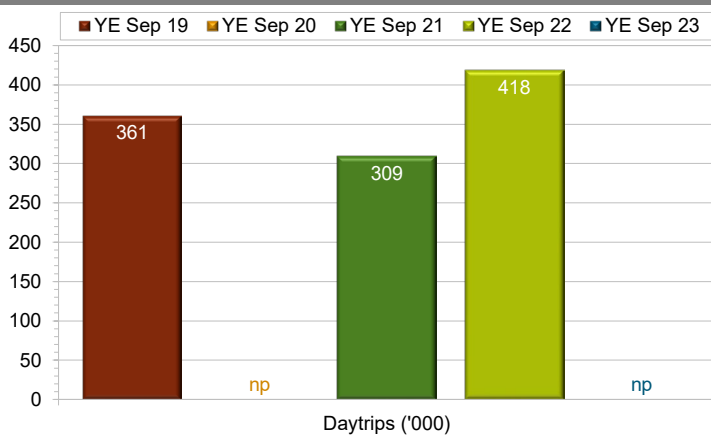
Overnight visitors spent \$408 million in Mildura / Wentworth – up by 81.6% on YE Sep 22. On average, visitors spent \$273 per night – up by 45.4% on YE Sep 22.

Domestic travel to Mildura / Wentworth

For the period October 2022 to September 2023

Daytrip travel

Trips



Estimates of daytrip visitors to Mildura / Wentworth for YE Sep 23 are below the data confidence intervals used by TRA.

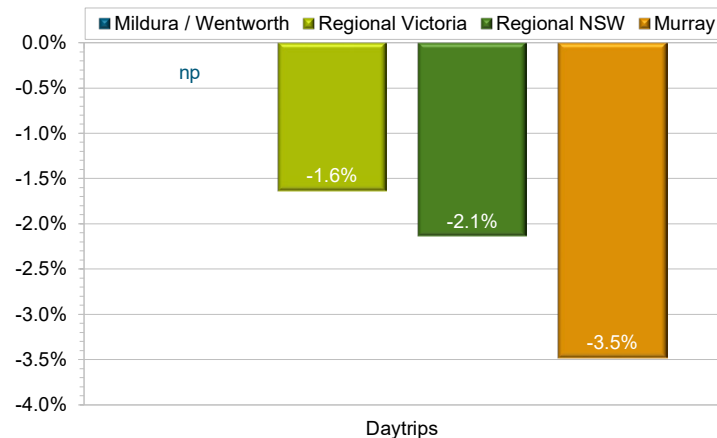
Expenditure

Expenditure estimates by daytrip visitors in Mildura / Wentworth for YE Sep 23 are below the data confidence intervals used by TRA.

Market share

Not publishable.

Average annual growth - YE Sep 19 to YE Sep 23



Over the period YE Sep 19 to YE Sep 23, regional Victoria, regional NSW and the Murray region experienced a decline. The results for Mildura / Wentworth are not publishable.

Main purpose of trip

Not publishable.

Activities

Not publishable.

Transport

Not publishable.

Origin

Not publishable.

Age

Not publishable.

Month travelled

Not publishable.

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	566	348	398	449	526	+17.3%
Daytrip visitors	361	np	309	418	np	np
Total domestic visitors	926	551	707	867	818	-5.6%
Domestic nights ('000)						
Total domestic nights	1,772	1,232	1,247	1,195	1,493	+24.9%
Domestic spend (\$ million)						
Overnight spend	\$300	\$173	\$176	\$225	\$408	+81.6%
Daytrip spend	np	np	\$56	np	np	na
Total domestic spend	\$344	\$197	\$232	\$283	\$488	+72.6%

Mildura / Wentworth received 818,000 domestic **visitors** – down by 5.6% on YE Sep 22. Visitors spent nearly 1.5 million **nights** in the region – up by 24.9% on YE Sep 22.

In total, domestic visitors **spent** \$488 million on travel to Mildura / Wentworth – up by 72.6% on YE Sep 22.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

DOMESTIC TRAVEL TO MILDURA / WENTWORTH




October 2022 to September 2023

and change on October 2021 to September 2022



Domestic overnight travel

	526 thousand	↑	17.3%
	1.5 million	↑	24.9%
	\$408 million	↑	81.6%

Total domestic travel

	818 thousand	↓	-5.6%
	1.5 million	↑	24.9%
	\$488 million	↑	72.6%

Domestic daytrip travel

	np		chg np
	np		chg np



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

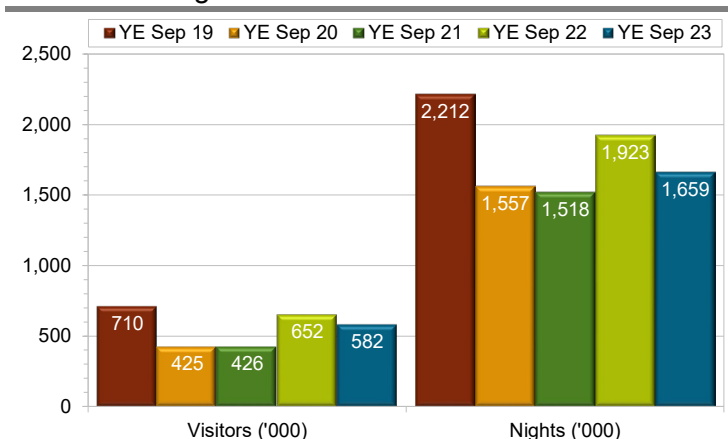
Mildura / Wentworth includes: Mildura Rural City and Wentworth Shire.

Domestic travel to Sun Country

For the period October 2022 to September 2023

Overnight travel

Visitors and nights

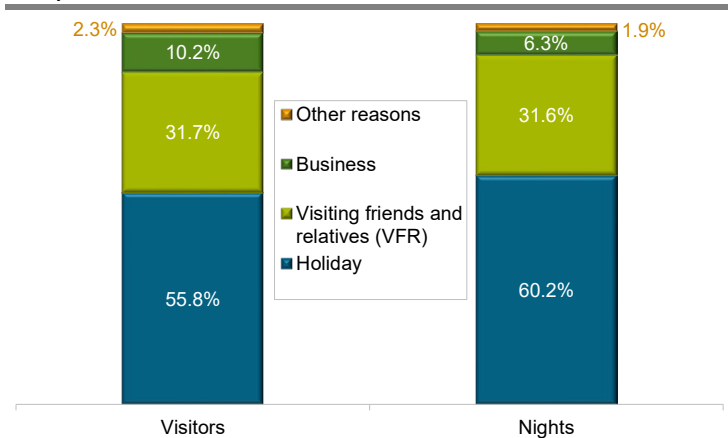


Sun Country received 582,000 overnight visitors – down by 10.7% on YE Sep 22. Visitors spent nearly 1.7 million nights in the region – down by 13.7% on YE Sep 22.

Market share

Sun Country received 20.4% of overnight visitors and 20.8% of visitor nights in the Murray region. Compared to YE Sep 22, share of visitors was down by 2.2% pts and share of nights was down by 2.5% pts.

Purpose of visit



'Holiday' (55.8%) was the largest purpose for overnight **visitors** to Sun Country. 'Visiting friends and relatives (VFR)' (31.7%) was the 2nd largest purpose, followed by 'business' (10.2%). Compared to YE Sep 22, 'holiday' was up by 5.2% pts whilst 'VFR' was down by 5.0% pts.

'Holiday' (60.2%) was the largest purpose in terms of **visitor nights** in Sun Country. 'VFR' (31.6%) was the 2nd largest purpose, followed by 'business' (6.3%). Compared to YE Sep 22, 'VFR' was up by 4.3% pts whilst 'holiday' was down by 2.9% pts.

Accommodation

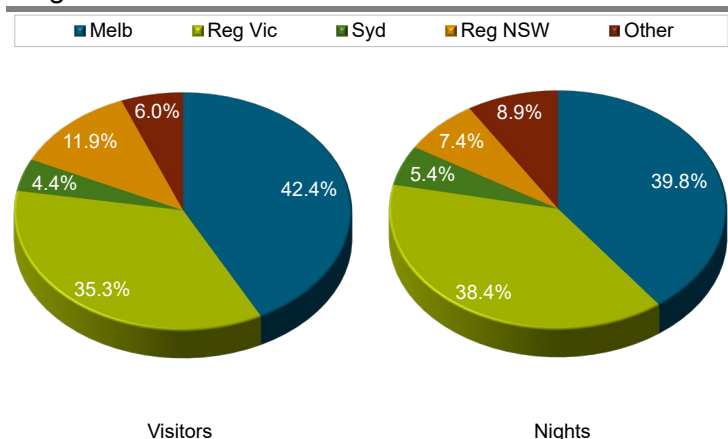
'Friends or relatives property' (31.7%) was the most popular accommodation type used for **visitor nights** in Sun Country. 'Standard hotel or motor inn, below 4 star' (18.6%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (17.3%).

Compared to YE Sep 22, 'standard hotel or motor inn, below 4 star' was up by 4.5% pts whilst 'caravan park or commercial camping' was down by 6.8% pts.

Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Sources: National Visitor Survey & Regional Expenditure Model, YE Sep 23, Tourism Research Australia

Origin



Sun Country received 77.6% of overnight visitors and 78.3% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were down by 16.7% and nights were down by 20.2%.

New South Wales contributed 16.4% of visitors and 12.9% of nights in the region. Compared to YE Sep 22, NSW visitors up by 19.1%.

Other states contributed 6.0% of visitors and 8.9% of nights in the region.

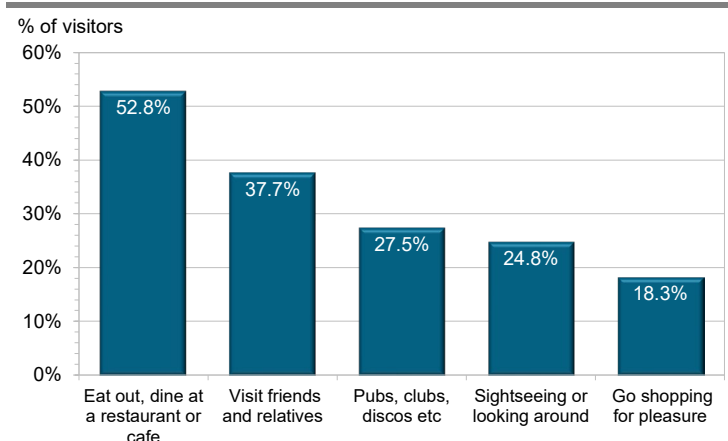
Length of stay

Visitors stayed, on average, 2.9 nights in Sun Country – unchanged on the YE Sep 22.

Age

'65 years and over' (31.6%) was the biggest age group of overnight visitors to Sun Country. '55 to 64 years' (16.2%) was the 2nd biggest age group, followed by '15 to 24 years' (16.1%).

Activities



'Eat out, dine at a restaurant or cafe' (52.8%) was the most popular activity undertaken by overnight visitors to Sun Country 'Visit friends and relatives' (37.7%) was the 2nd most popular activity, followed by 'pubs, clubs, discos etc' (27.5%).

Expenditure

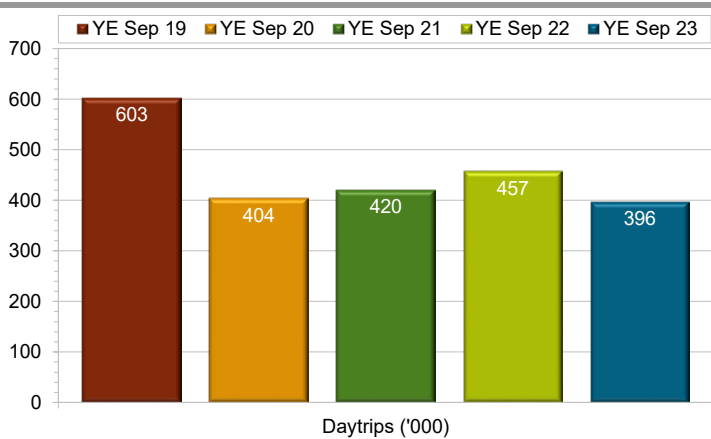
Overnight visitors spent \$306 million in Sun Country – up by 2.4% on YE Sep 22. On average, visitors spent \$184 per night – up by 18.7% on YE Sep 22.

Domestic travel to Sun Country

For the period October 2022 to September 2023

Daytrip travel

Trips



Sun Country received 396,000 daytrips – down by 13.3% on YE Sep 22.

Expenditure

Daytrip visitors spent \$50 million in Sun Country – down by 12.7% on YE Sep 22. On average, visitors spent \$126 per trip – up by 0.7% on YE Sep 22.

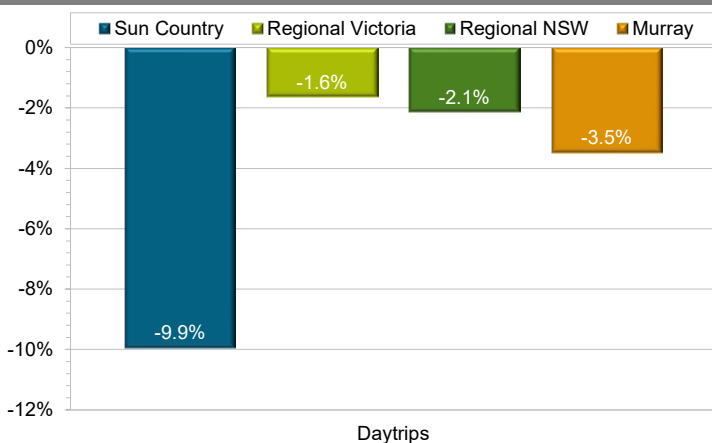
Market share

The daytrip sector represented 40.5% all domestic **visitors** to Sun Country – down by 0.7% pts on YE Sep 22.

The daytrip sector contributed 14.1% of total domestic **spend** in the region – down by 2.0% on YE Sep 22.

Sun Country received 14.0% of daytrips to the Murray region. Compared to YE Sep 22, the share was down by 1.9% pts.

Average annual growth - YE Sep 19 to YE Sep 23



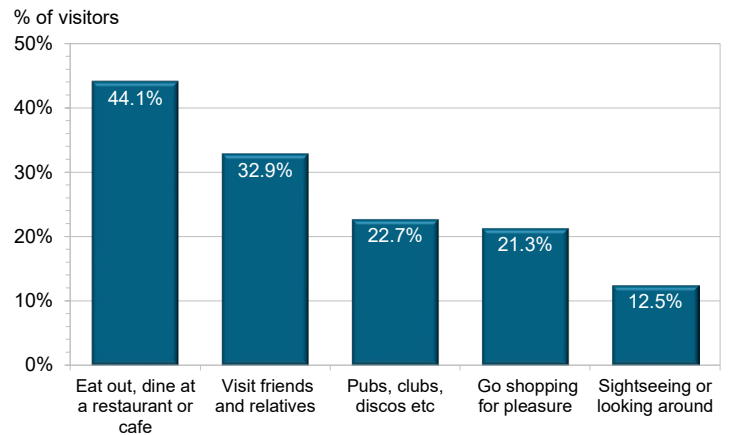
Over the period YE Sep 19 to YE Sep 23, Sun Country had an average annual decline of -9.9% in daytrip visitors. The region had a higher decline than regional Victoria, regional NSW and the Murray region.

Main purpose of trip

'Holiday' (58.5%) was the largest purpose for daytrip visitors to Sun Country. 'Visiting friends and relatives (VFR)' (25.7%) was the 2nd largest purpose, followed by 'business' (8.1%).

Compared to YE Sep 22, 'holiday' was up by 18.1% pts whilst 'business' was down by 10.2% pts.

Activities



'Eat out, dine at restaurant or cafe' (44.1%) was the most popular activity undertaken by daytrip visitors to Sun Country.

Transport

'Private vehicle or company car' (95.8%) was the most popular transport used by daytrip visitors to Sun Country. 'Railway' (4.2%) was the 2nd most popular transport used.

Origin

Sun Country received 64.1% of daytrip visitors from regional Victoria. Regional NSW contributed 20.3% and Melbourne tourism region 15.6% of daytrip visitors to the region.

Age

'65 years and over' (41.2%) was the biggest age group of daytrip visitors to Sun Country. '45 to 54 years' (21.4%) was the 2nd biggest age group, followed by '15 to 24 years' (11.8%).

Month travelled

June (13.7%) was the most popular month for a daytrip to Sun Country. September (13.6%) was the 2nd most popular month to travel, followed by February (13.5%).

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	710	425	426	652	582	-10.7%
Daytrip visitors	603	404	420	457	396	-13.3%
Total domestic visitors	1,313	829	846	1,109	979	-11.8%
Domestic nights ('000)						
Total domestic nights	2,212	1,557	1,518	1,923	1,659	-13.7%
Domestic spend (\$ million)						
Overnight spend	\$276	\$195	\$196	\$299	\$306	+2.4%
Daytrip spend	\$71	\$29	\$28	\$57	\$50	-12.7%
Total domestic spend	\$346	\$223	\$223	\$356	\$356	-0.0%

Sun Country received 979,000 domestic **visitors** – down by 11.8% on YE Sep 22. Visitors spent nearly 1.7 million **nights** in the region – down by 13.7% on YE Sep 22.

In total, domestic visitors **spent** \$356 million on travel to Sun Country – unchanged on YE Sep 22.




Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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




DOMESTIC TRAVEL TO SUN COUNTRY

October 2022 to September 2023
and change on October 2021 to September 2022



Domestic overnight travel

	582 thousand	↓ -10.7%
	1.7 million	↓ -13.7%
	\$306 million	↑ 2.4%

Total domestic travel

	979 thousand	↓ -11.8%
	1.7 million	↓ -13.7%
	\$356 million	→ 0.0%

Domestic daytrip travel

	396 thousand	↓ -13.3%
	\$50 million	↓ -12.7%



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

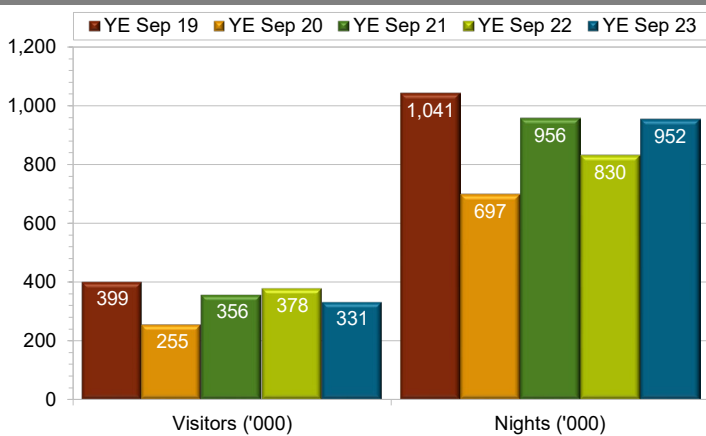
Sun Country includes: Moira Shire, Berrigan Shire and Federation Council.

Domestic travel to the Swan Hill region

For the period October 2022 to September 2023

Overnight travel

Visitors and nights

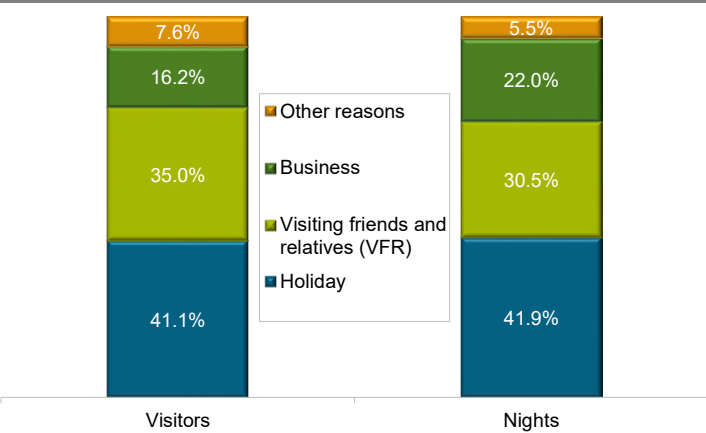


The Swan Hill region received 331,000 overnight visitors – down by 12.4% on YE Sep 22. Visitors spent 952,000 nights in the region – up by 14.7% on YE Sep 22.

Market share

The Swan Hill region received 11.6% of overnight visitors and 11.9% of visitor nights in the Murray region. Compared to YE Sep 22, share of visitors was down by 1.5% pts and share of nights was up by 1.8% pts.

Purpose of visit



'Holiday' (41.1%) was the largest purpose for overnight **visitors** to the Swan Hill region. 'Visiting friends and relatives (VFR)' (35.0%) was the 2nd largest purpose, followed by 'business' (16.2%). Compared to YE Sep 22, 'VFR' was up by 5.3% pts whilst 'holiday' was down by 5.4% pts.

'Holiday' (41.9%) was the largest purpose in terms of **visitor nights** in the Swan Hill region. 'VFR' (30.5%) was the 2nd largest purpose, followed by 'business' (22.0%). Compared to YE Sep 22, 'business' was up by 9.4% pts whilst 'holiday' was down by 8.2% pts.

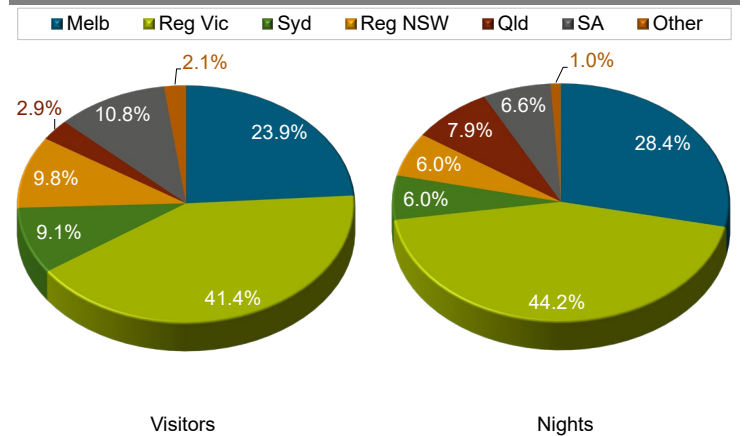
Accommodation

'Friends or relatives property' (25.3%) was the most popular accommodation type used for **visitor nights** in the Swan Hill region. 'Caravan park or commercial camping ground' (23.4%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (16.9%).

Compared to YE Sep 22, 'hospital or hospital related accommodation' was up by 8.6% pts whilst 'standard hotel or motor inn, below 4 star' was down by 5.4% pts.

The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.

Origin



The Swan Hill region received 65.3% of overnight visitors and 72.6% of visitor nights from **Victoria**. Compared to YE Sep 22, Victorian visitors were down by 15.9% and nights were up by 28.4%.

New South Wales contributed 18.9% of visitors and 12.0% of nights in the region. Compared to YE Sep 22, NSW visitors were down by 20.4%.

South Australia contributed 10.8% of visitors and 6.6% of nights in the region.

Other states contributed 5.0% of visitors and 8.9% of nights in the region.

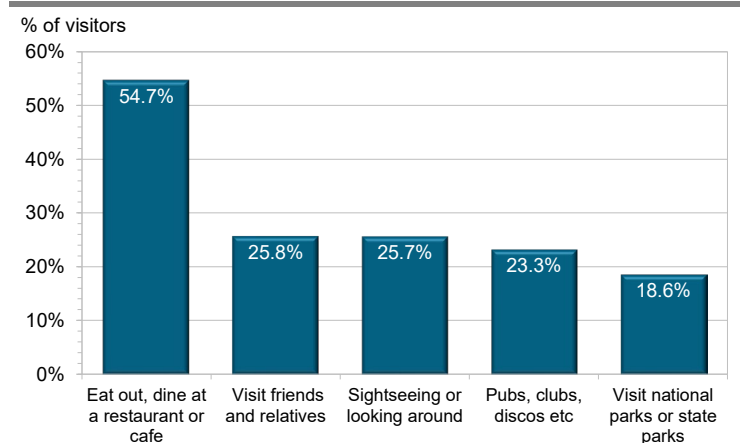
Length of stay

Visitors stayed, on average, 2.9 nights in the Swan Hill region – up by 0.7 nights on the YE Sep 22.

Age

'65 years and over' (25.1%) was the biggest age group of overnight visitors to the Swan Hill region. '55 to 64 years' (23.5%) was the 2nd biggest age group, followed by '35 to 44 years' (19.7%).

Activities



'Eat out, dine at a restaurant or cafe' (54.7%) was the most popular activity undertaken by overnight visitors to the Swan Hill region.

Expenditure

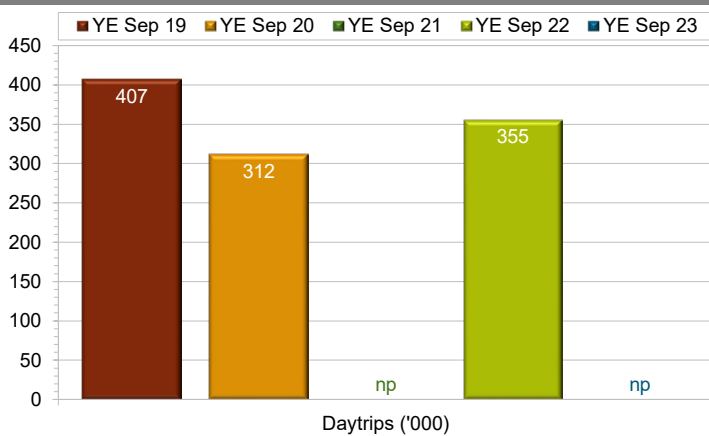
Overnight visitors spent \$167 million in the Swan Hill region – up by 16.4% on YE Sep 22. On average, visitors spent \$176 per night – up by 1.5% on YE Sep 22.

Domestic travel to the Swan Hill region

For the period October 2022 to September 2023

Daytrip travel

Trips



Estimates of daytrip visitors to the Swan Hill region for YE Sep 23 are below the data confidence intervals used by TRA.

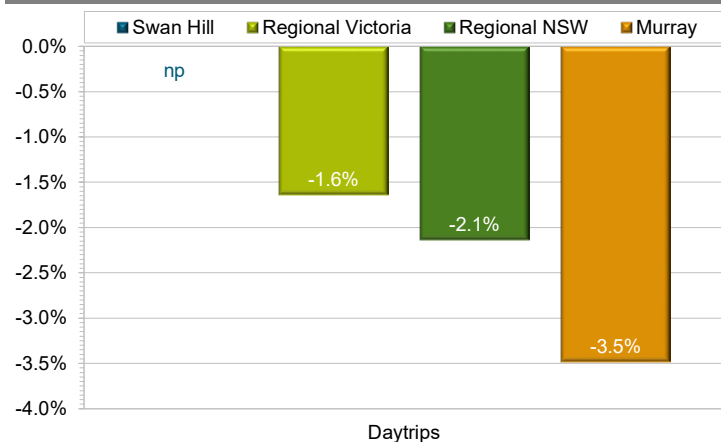
Expenditure

Expenditure estimates by daytrip visitors in the Swan Hill region for YE Sep 23 are below the data confidence intervals used by TRA.

Market share

Not publishable.

Average annual growth - YE Sep 19 to YE Sep 23



Over the period YE Sep 19 to YE Sep 23, regional Victoria, regional NSW and the Murray region experienced a decline. The results for the Swan Hill region are not publishable.

Main purpose of trip

Not publishable.

Activities

Not publishable.

Transport

Not publishable.

Origin

Not publishable.

Age

Not publishable.

Month travelled

Not publishable.

Total domestic travel

Visitors, nights and spend

	YE Sep 19	YE Sep 20	YE Sep 21	YE Sep 22	YE Sep 23	Change on last year
Domestic visitors ('000)						
Overnight visitors	399	255	356	378	331	-12.4%
Daytrip visitors	407	312	np	355	np	np
Total domestic visitors	806	567	636	734	609	-17.0%
Domestic nights ('000)						
Total domestic nights	1,041	697	956	830	952	+14.7%
Domestic spend (\$ million)						
Overnight spend	\$115	\$85	\$104	\$144	\$167	+16.4%
Daytrip spend	\$82	np	np	np	np	na
Total domestic spend	\$197	\$133	\$122	\$210	\$225	+7.0%




The Swan Hill region received 609,000 domestic **visitors** – down by 17.0% on YE Sep 22. Visitors spent 952,000 **nights** in the region – up by 14.7% on YE Sep 22.




In total, domestic visitors **spent** \$225 million on travel to the Swan Hill region - up by 7.0% on YE Sep 22.



Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

DOMESTIC TRAVEL TO SWAN HILL REGION

October 2022 to September 2023
and change on October 2021 to September 2022

Domestic overnight travel		
	331 thousand	↓ -12.4%
	952 thousand	↑ 14.7%
	\$167 million	↑ 16.4%

Total domestic travel		
	609 thousand	↓ -17.0%
	952 thousand	↑ 14.7%
	\$225 million	↑ 7.0%

Domestic daytrip travel		
	np	chg np
	np	chg np



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Total domestic travel is the sum of domestic overnight travel and domestic daytrip travel.

Sources: National Visitor Survey and Regional Expenditure Model, YE Sep 23, Tourism Research Australia.

The Swan Hill region includes: Gannawarra Shire, Swan Hill Rural City and Balranald Shire.