



Regional Tourism Profiles 2008/09

New South Wales, Victoria and South Australia

Murray River area

In 2008/09:

- \$1.4 billion was spent by visitors in the region – 67% was by domestic overnight visitors
- A total of 6.7 million visitors went to the area – 58% were domestic day visitors
- 9.4 million nights were spent in the region – 92% were by domestic overnight visitors

In June 2007, there were more than 10,200 tourism-related businesses in the area:

- 46% were non-employing businesses
- 48% were micro or small businesses



Murray River area summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	442	3 888	-	-	114	-
Domestic overnight	964	2 744	8 630	3	351	112
International	35	66	788	12	530	45



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Murray River area

Domestic overnight		International								
	Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights	'000	'000	%	%	Nights
Top 3 SLAs visited*										
Mildura (RC) - Pt A	338	1 266	12	15	3.7	14	102	22	13	7.2
Campaspe (S) - Echuca	333	957	12	11	2.9	12	212	18	27	18.0
Albury (C)	320	725	12	8	2.3	8	34	12	4	4.1
Purpose of visit										
Holiday	1 521	5 355	55	62	3.5	46	454	58	58	9.8
Visiting friends/relatives	807	2,151	29	25	2.7	15	208	26	26	13.8
Business	302	857	11	10	2.8	4	20	2	2	4.7
Other	132	266	5	3	2.0	np	np	np	np	np
						3	48	6	6	15.1
Top 3 accommodation										
Caravan or camping	655	2 516	24	29	3.8	18	251	27	32	14.0
Property of friends or relatives	824	2 413	30	28	2.9	14	144	22	18	10.0
Hotel, motel, serviced apartment	928	2 076	34	24	2.2	4	101	5	13	27.8
Transport										
Air	99	373	4	4	3.8	8	147	12	19	18.9
Drive	2 507	7 644	91	89	3.0	47	324	71	41	6.9
Other	139	447	5	5	3.2	15	316	23	40	21.2
Experiences										
Culture and heritage	278	-	10	-	-	49	-	74	-	-
Nature based	336	-	12	-	-	54	-	81	-	-
Indigenous	np	-	np	-	-	21	-	32	-	-
Food and wine	1 471	-	54	-	-	62	-	94	-	-
Top 3 information sources										
Internet	672	1 961	24	23	2.9	33	538	50	68	16.3
Previous visit	463	1 566	17	18	3.4	24	247	37	31	10.1
Friends or relatives	411	1 200	15	14	2.9	17	104	25	13	6.2
Top 3 visitor origins										
Vic	1 499	4 824	55	56	3.2	16	149	24	19	9.3
SA	672	1 954	24	23	2.9	12	79	17	10	6.9
NSW	401	1 130	15	13	2.8	6	37	9	5	6.3
Lifecycle groups										
Young/midlife single	470	1 471	17	17	3.1	21	501	31	64	24.2
Young/midlife couple, no kids	222	636	8	7	2.9	7	57	11	7	8.0
Parent	924	2 598	34	30	2.8	9	78	14	10	8.6
Older working	419	1 109	15	13	2.6	29	152	44	19	5.2
Older non-working	709	2 816	26	33	4.0					
Total domestic overnight	2 744	8 630	100	100	3.1	66	788	100	100	11.9
Total all visitors (including day visitors)	6 698	9 417	100	100	1.4					

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
122	8	136	134	15	25	442

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	269	61	1 950	138
Visiting friends/relatives	91	21	1 136	80
Business	39	9	416	95
Other	43	10	385	111

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
227	321	12	12	213	86	42	16	15	964

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	622	65	1 521	5 355	409	116	4
Visiting friends and relatives	198	21	807	2 151	245	92	3
Business	121	13	302	857	402	141	3
Other	23	2	132	266	172	85	3

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ \$ million	AFB share of region \$ %
35	20	56

Note: Expenditure by *purpose of visit* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
Tourism Characteristic Industries	465	486	138	6	1 095	744	1 839	
Tourism Connected Industries	2 481	1 479	495	27	4 482	3 918	8 400	
Total Tourism Characteristic and Connected Industries	2 946	1 965	633	33	5 577	4 662	10 239	

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at www.ret.gov.au/tra. Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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Image: Murray River
Courtesy of SATC

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