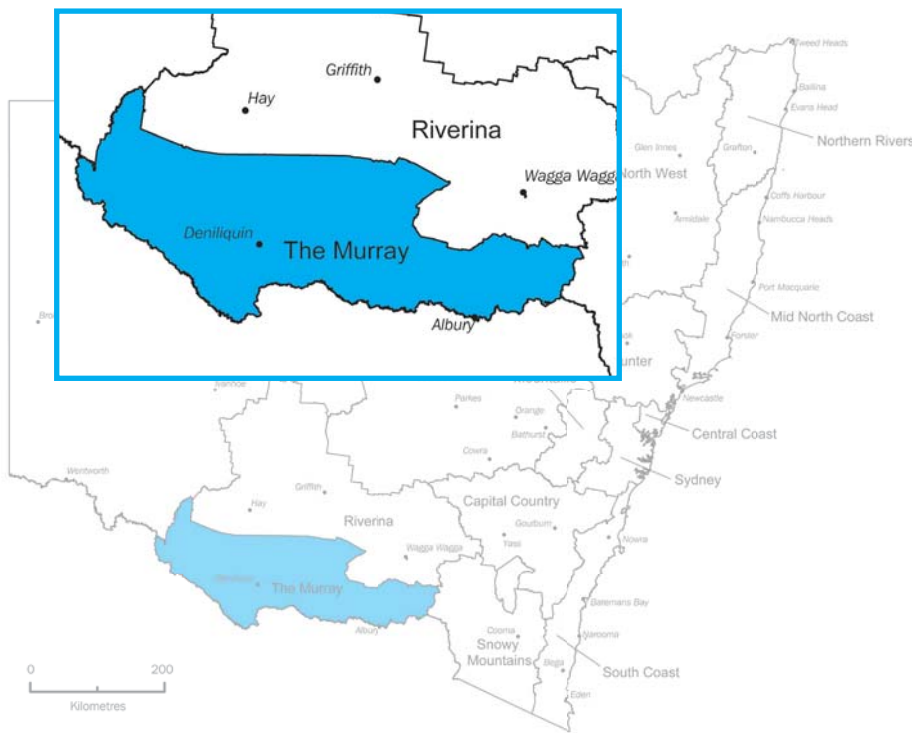




# Regional Tourism Profiles 2008/09

## New South Wales

### The Murray region



In 2008/09:

- \$427 million was spent by visitors in the region – 60% was by domestic overnight visitors
- A total of 1.5 million visitors went to the region – 55% were domestic overnight visitors
- 2.5 million nights were spent in the region – 94% were by domestic overnight visitors

In June 2007, there were more than 2,800 tourism-related businesses in the region:

- 43% were non-employing businesses
- 49% were micro or small businesses

### The Murray region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	850	-	-	np	-
Domestic overnight	257	668	2 312	3	385	111
International	10	17	145	8	574	68



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to The Murray region

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	
<b>Top 3 SLAs visited*</b>										
Albury (C)	320	725	48	31	2.3	14	102	83	71	7.2
Wakool (A)	87	233	13	10	2.7	np	np	np	np	np
Corowa Shire (A)	73	201	11	9	2.7	np	np	np	np	np
<b>Purpose of visit</b>										
Holiday	338	1 598	51	69	4.7	11	53	62	37	5.0
Visiting friends/relatives	207	458	31	20	2.2	4	62	23	43	16.0
Business	66	187	10	8	2.8	np	np	np	np	np
Other	57	69	8	3	1.2	np	np	np	np	np
<b>Top 3 accommodation</b>										
Caravan or camping	110	919	16	40	8.4	5	67	27	46	14.5
Hotel, motel, serviced apartment	325	690	49	30	2.1	np	np	np	np	-
Property of friends or relatives	185	462	28	20	2.5	3	22	17	15	7.7
<b>Transport</b>										
Air	np	np	np	np	np	3	25	15	17	9.4
Drive	618	2 182	93	94	3.5	10	80	59	55	7.9
Other	37	91	5	4	2.5	5	40	30	28	7.7
<b>Experiences</b>										
Culture and heritage	58	-	9	-	-	13	-	77	-	-
Nature based	58	-	9	-	-	14	-	82	-	-
Indigenous	np	-	np	-	-	6	-	35	-	-
Food and wine	364	-	54	-	-	16	-	92	-	-
<b>Top 3 information sources</b>										
Internet	187	436	28	19	2.3	7	95	41	66	13.6
Previous visit	106	311	16	13	2.9	6	33	34	23	5.6
Friends or relatives	97	259	15	11	2.7	4	18	25	12	4.2
<b>Top 3 visitor origins</b>										
Vic	411	1 727	62	75	4.2	5	21	26	15	4.7
NSW	197	414	30	18	2.1	np	np	np	np	np
ACT	np	np	np	np	np	np	np	np	np	np
<b>Lifecycle groups</b>										
Young/midlife single	112	359	17	16	3.2	5	71	31	49	13.4
Young/midlife couple, no kids	50	94	8	4	1.9	np	np	np	np	np
Parent	200	524	30	23	2.6	3	17	15	12	6.6
Older working	100	218	15	9	2.2	8	35	44	24	4.6
Older non-working	205	1 118	31	48	5.4					
<b>Total domestic overnight</b>	<b>668</b>	<b>2 312</b>	<b>100</b>	<b>100</b>	<b>3.5</b>	<b>17</b>	<b>145</b>	<b>100</b>	<b>100</b>	<b>8.4</b>
<b>Total all visitors (including day visitors)</b>	<b>1 535</b>	<b>2 457</b>	<b>100</b>	<b>100</b>	<b>1.6</b>					

# Regional expenditure

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
64	65	36	2	40	27	11	4	2	257

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	137	67	338	1 598	407	86	5
Visiting friends and relatives	46	22	207	458	223	101	2
Business	np	np	np	np	np	np	np
Other	np	np	np	np	np	np	np

### Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	40	19	197	414	204	97	2
Interstate	166	81	471	1 898	353	88	4
Total expenditure	206	100	668	2 312	309	89	3

## International

### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ \$ million	Share of AFB %	AFB share of region %
10	4	0	38

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

## Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)				
Tourism Characteristic Industries	150	120	54	3	327	243	570	
Tourism Connected Industries	696	420	168	6	1 290	975	2 265	
Total Tourism Characteristic and Connected Industries	846	540	222	9	1 617	1 218	2 835	

## Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	140	1 085	47	54
Caravan parks	35	226	64.4	16

### 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](http://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.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

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.

Tourism Research Australia  
Department of Resources, Energy and Tourism  
GPO Box 1564  
Canberra ACT 2601  
ABN: 46 252 861 927

Contact us at [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

Image: Bittangabee Bay, South Coast, NSW  
Courtesy of Tourism Australia

Publication date: February 2010