

## New South Wales

### The Murray region



In 2009/10:

- \$455 million was spent by visitors in the region – 71% was by domestic overnight visitors
- A total of 1.7 million visitors went to the region – 50% were domestic overnight visitors
- 2.7 million nights were spent in the region – 95% were by domestic overnight visitors

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

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

### The Murray region summary 2009/10

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	128	820	-	-	156	-
Domestic overnight	321	836	2558	3	385	126
International	np	13	136	10	np	np



## Visitors to The Murray region

Domestic overnight		Visitors	Nights	Share of visits	Share of nights	Average stay	International		Visitors	Nights	Share of visits	Share of nights	Average stay
		'000	'000	%	%	Nights			'000	'000	%	%	Nights
<b>Top 3 SLAs visited</b>													
Albury (C)		397	978	48	38	2.5	Albury (C)		10	97	74	71	10.1
Berrigan (A)		106	337	13	13	3.2	Berrigan (A)		np	np	np	np	np
Murray (A)		98	262	12	10	2.7	Murray (A)		np	np	np	np	np
<b>Purpose of visit</b>													
Holiday		379	1,407	45	55	3.7	Holiday		6	53	44	39	9.3
Visiting friends/relatives		265	798	32	31	3.0	Visiting friends/relatives		3	35	27	26	9.9
Business		153	301	18	12	2.0	Business		np	np	np	np	np
Other		42	51	5	2	1.2	Education		np	np	np	np	np
							Other		np	np	np	np	np
<b>Top 3 accommodation</b>													
Hotel/motel/serviced apartment		390	897	47	35	2.3	Property of friends/relatives		4	55	33	41	13.1
Property of friends/relatives		241	697	29	27	2.9	Hotel/motel/serviced apartment		7	16	56	11	2.1
Caravan or camping		126	690	15	27	5.5	Own property		np	np	np	np	np
<b>Transport</b>													
Air		54	154	7	6	2.8	Air		np	np	np	np	np
Drive		731	2,280	87	89	3.1	Drive		9	55	68	40	6.2
Other		51	123	6	5	2.4	Other		np	np	np	np	np
<b>Experiences</b>													
Culture and heritage		81	-	10	-	-	Culture and heritage		8	-	60	-	-
Nature based		76	-	9	-	-	Nature based		8	-	63	-	-
Indigenous		np	-	np	-	-	Indigenous		3	-	21	-	-
Food and wine		433	-	52	-	-	Food and wine		12	-	93	-	-
<b>Top 3 information sources</b>													
Internet		258	675	31	26	2.6	Internet		7	39	52	29	5.9
Previous visit		159	760	19	30	4.8	Friends or relatives		4	29	34	22	6.6
Friends or relatives		92	267	11	10	2.9	Travel agent		3	18	23	13	6.1
<b>Top 3 visitor origins</b>													
Vic		437	1,191	52	47	2.7	New Zealand		np	np	np	np	np
NSW		301	1,057	36	41	3.5	United Kingdom		np	np	np	np	np
Qld		np	np	np	np	np	Germany		np	np	np	np	np
<b>Travel party type</b>													
Travelling alone		141	366	17	14	2.6	Travelling alone		7	112	52	82	16.4
Adult couple		315	1,209	38	47	3.8	Adult couple		4	13	29	10	3.5
Family group		159	493	19	19	3.1	Family group		np	np	np	np	np
Friends or relatives		135	363	16	14	2.7	Friends or relatives		np	np	np	np	np
Business associates		np	np	np	np	np	Business associates		np	np	np	np	np
Other		np	np	np	np	np	Other		np	np	np	np	np
<b>Total domestic overnight</b>		<b>836</b>	<b>2,558</b>	<b>100</b>	<b>100</b>	<b>3.1</b>	<b>Total international</b>		<b>13</b>	<b>136</b>	<b>100</b>	<b>100</b>	<b>10.5</b>
<b>Total all visitors (including day visitors)</b>		<b>1,669</b>	<b>2,694</b>	<b>100</b>	<b>100</b>	<b>1.6</b>							

# Regional expenditure

## Domestic day

### Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
34	1	23	53	5	11	128

### Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	90	75	499	181
Visiting friends and relatives	np	np	np	np
Business	np	np	np	np
Other	np	np	np	np

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other Packages	Total expenditure	
\$ million									
81	109	25	5	52	24	14	8	0	321

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	170	60	379	1,407	449	121	4
Visiting friends and relatives	82	29	265	798	308	102	3
Business	28	10	153	301	185	95	2
Other	np	np	np	np	np	np	np

### Expenditure by origin (intrastate/interstate)

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	105	37	301	1,057	349	100	4
Interstate	180	63	534	1,501	337	120	3
Total destination expenditure	285	100	836	2,558	341	112	3

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<sup>a</sup>

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	139	1,060	48	57
Caravan parks <sup>b</sup>	35	208	64	19

### Key

np Not published due to reliability concerns.

The number of businesses by tourism region by tourism characteristic and connected industries is estimated by the ABS using postcodes to Statistical Local Area (SLA) and SLA to Tourism Regions concordances.

<sup>a</sup> 'Establishments' and 'Employees' are measured at the June quarter 2010.

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

### 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.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey and International Visitor Survey data.

### Data sources

Tourism Research Australia, 2009, *Tourism businesses in Australia, June 2004 - June 2007*.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2009 - June quarter 2010* (ABS Cat. No. 8635.5.55.001).

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