

Murray

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for the Murray. The region received approximately 5.8 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$1.5 billion in the year ending December 2018.

The Murray tourism region comprises four tourism sub-regions: Central Murray, Goulburn, Mallee and Murray East.¹

GROSS REGIONAL PRODUCT



GRP	% OF ECONOMY
\$1.0B ▲ 9.3%	6.9% ▲ 0.2%pts

TOURISM EMPLOYMENT



JOBS	% OF ECONOMY
12,000 ▲ 8.4%	8.4% ▲ 0.3%pts

DOMESTIC OVERNIGHT



SPEND	VISITORS
\$993M ▲ 18.5%	2.5M ▲ 4.6%

DOMESTIC DAYTRIPS



SPEND	DAYTRIPS
\$394M ▲ 4.1%	3.3M ▲ 3.3%

INTERNATIONAL OVERNIGHT



SPEND	VISITORS
\$66M ▲ 22.3%	61,000 ▲ 10.9%

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$1.0 billion to the region's economy (in direct and indirect Gross Regional Product) representing 6.9 per cent of the region's economy.

Tourism generated employment of approximately 12,000 people or 8.4 per cent of the region's employment (direct and indirect jobs).

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in the Murray in the year ending December 2018 was estimated to be \$993 million (+18.5 per cent year-on-year), with visitors spending an average of \$134 per night and \$401 per visitor.

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$394 million in the year ending December 2018, an increase of 4.1 per cent year-on-year.

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in the Murray was estimated to be \$66 million in the year ending December 2018, an increase of 22.3 per cent year-on-year.

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, by Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia.

All growth rates noted on this page are year-on-year percentage changes.

Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2019

Image: The Murray River



Jobs,
Precincts
and Regions

Murray

Key Regional Tourism Statistics (Year ending December)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	396	422	426	451	458	503	4.9%	9.9%
Indirect GRP (\$m)	424	451	454	464	456	496	3.2%	8.8%
Total GRP (\$m)	819	873	880	915	914	1000	4.1%	9.3%
Direct GRP (%)	3.2%	3.3%	3.3%	3.3%	3.4%	3.5%	0.2%pt	0.1%pt
Indirect GRP (%)	3.5%	3.6%	3.6%	3.5%	3.4%	3.4%	-0.1%pt	0.1%pt
Total GRP (%)	6.7%	6.9%	6.9%	6.8%	6.7%	6.9%	0.2%pt	0.2%pt
Persons Employed								
Direct Employment (000s)	8.4	8.8	8.5	8.9	8.5	9.2	18%	8.2%
Indirect Employment (000s)	2.3	2.5	2.5	2.6	2.6	2.8	4.1%	9.1%
Total Employment (000s)	10.7	11.4	11.0	11.6	11.1	12.0	2.3%	8.4%
Direct Employment (%)	6.5%	6.8%	6.5%	6.7%	6.2%	6.4%	-0.1%pt	0.2%pt
Indirect Employment (%)	1.8%	2.0%	1.9%	2.0%	1.9%	2.0%	0.2%pt	0.1%pt
Total Employment (%)	8.4%	8.8%	8.5%	8.6%	8.1%	8.4%	0.1%pt	0.3%pt

Years ending December Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	2,730	2,797	2,692	2,849	3,149	3,254	3.6%	3.3%	56.2%
Overnight visitors (000's)	1,833	2,035	2,011	2,084	2,368	2,477	6.2%	4.6%	42.8%
Total domestic visitors (000's)	4,563	4,832	4,703	4,933	5,517	5,731	4.7%	3.9%	98.9%
Visitor nights (000's)	5,101	5,764	5,277	5,639	6,200	7,436	7.8%	19.9%	80.2%
Length of stay (nights)	2.8	2.8	2.6	2.7	2.6	3.0			
Daytrip Expenditure (\$m)	333	395	345	341	378	394	3.4%	4.1%	27.1%
Daytrip spend per trip	122	141	128	120	120	121			
Domestic Overnight Expenditure (\$m)	687	772	680	774	838	993	7.7%	18.5%	68.4%
Domestic Overnight Spend per Visitor (\$)	375	379	338	371	354	401			
Domestic Overnight Spend per Night (\$)	135	134	129	137	135	134			
Total Domestic Expenditure (\$m)	1,019	1,167	1,025	1,115	1,217	1,387	6.4%	14.0%	95.5%
International									
Overnight visitors (000's)	49	44	51	61	55	61	4.4%	10.9%	1.1%
Visitor nights (000's)	1,339	1,247	1,417	1,646	1,330	1,841	6.6%	38.4%	19.8%
Length of stay (nights)	27.3	28.5	28.0	27.0	24.2	30.2			
International Overnight Expenditure (\$m)	59	59	52	91	54	66	2.2%	22.3%	4.5%
International Overnight Spend per Visitor (\$)	1,208	1,341	1,020	1,488	981	1,082			
International Overnight Spend per Night (\$)	44	47	36	55	41	36			
TOTALS									
Visitors (000's)	4,612	4,876	4,754	4,994	5,572	5,792	4.7%	3.9%	
Visitor nights (000's)	6,440	7,010	6,694	7,285	7,530	9,277	7.6%	23.2%	
Expenditure (\$m)	1,079	1,226	1,076	1,206	1,270	1,453	6.1%	14.4%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

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¹ Murray Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Murray tourism region:

Region	SA2
Central Murray	Cobram, Echuca, Kyabram, Lockington – Gunbower, Moira, Numurkah, Rochester, Rushworth, Yarrawonga
Goulburn	Euroa, Kilmore – Broadford, Mooroopna, Nagambie, Seymour, Seymour Region, Shepparton – North, Shepparton – South, Shepparton Region – East, Shepparton Region – West, Wallan
Mallee	Gannawarra, Irymple, Kerang, Merbein, Mildura, Mildura Region, Red Cliffs, Robinvale, Swan Hill, Swan Hill Region
Murray East	West Wodonga, Wodonga

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

More Information

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>