

# Travel to Riverina Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,900	2,225	2,252	2,235	2,325	2,210	2,472	2,467	2,525	2.4%	32.9%
Nights ('000)	2,316	2,582	2,638	2,429	3,182	3,132	3,199	3,500	3,667	4.8%	58.4%
Expenditure (\$ million)*	\$509	\$494	\$568	\$514	\$602	\$590	\$668	\$662	\$586	-11.4%	15.1%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	829	911	862	849	924	930	1,095	1,096	1,032	-5.9%	24.5%
Nights ('000)	2,316	2,582	2,638	2,429	3,182	3,132	3,199	3,500	3,667	4.8%	58.4%
Expenditure (\$ million)*	\$317	\$316	\$362	\$347	\$335	\$380	\$420	\$432	\$353	-18.4%	11.4%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	1,876	2,202	2,232	2,214	2,302	2,191	2,451	2,437	2,495	2.4%	33.0%
Nights ('000)	1,835	2,206	1,989	1,871	2,531	2,474	2,656	2,898	2,655	-8.4%	44.6%
Expenditure (\$ million)*	\$483	\$480	\$534	\$495	\$572	\$568	\$635	\$634	\$539	-15.0%	11.5%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	805	887	842	828	901	911	1,074	1,067	1,002	-6.1%	24.5%
Nights (000)	1,835	2,206	1,989	1,871	2,531	2,474	2,656	2,898	2,655	-8.4%	44.6%
Average Length of Stay	2.3	2.5	2.4	2.3	2.8	2.7	2.5	2.7	2.6	-2.5%	16.1%
Expenditure (\$ million)*	\$291	\$301	\$329	\$327	\$304	\$359	\$388	\$405	\$306	-24.5%	5.0%
Spend per visitor per night (\$)	\$159	\$137	\$165	\$175	\$120	\$145	\$146	\$140	\$115	-17.6%	-27.4%
Intrastate visitors (000)	512	523	584	525	571	585	644	659	571	-13.3%	11.6%
Interstate visitors (000)	293	364	258	303	330	325	430	408	431	5.7%	47.2%
Intrastate nights (000)	1,183	1,414	1,404	1,266	1,370	1,488	1,543	1,716	1,487	-13.3%	25.7%
Interstate nights (000)	653	793	585	605	1,161	986	1,113	1,182	1,168	-1.2%	78.9%
Intrastate (\$million)	\$211	\$217	\$241	\$236	\$207	\$240	\$248	\$272	\$183	-32.7%	-13.0%
Interstate (\$ million)	\$80	\$85	\$88	\$91	\$97	\$119	\$140	\$133	\$122	-7.7%	52.2%

#### Purpose of Visit

	Visitors (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Holiday	276	259	252	238	263	262	335	306	289	-5.6%	4.7%
Visiting Friends & Relatives	279	367	318	307	356	335	371	394	341	-13.5%	22.3%
Business	177	175	185	n/p	172	197	222	228	245	7.6%	38.2%
Other	n/p	n/p	88	137	113	120	151	140	131	-6.0%	-
<b>Total</b>	<b>805</b>	<b>887</b>	<b>842</b>	<b>828</b>	<b>901</b>	<b>911</b>	<b>1,074</b>	<b>1,067</b>	<b>1,002</b>	<b>-6.1%</b>	<b>24.5%</b>
	Nights (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Holiday	568	657	655	536	917	581	758	632	592	-6.3%	4.2%
Visiting Friends & Relatives	735	1,024	760	813	909	951	1,034	1,224	1,039	-15.1%	41.3%
Business	389	346	351	n/p	386	662	559	650	777	19.5%	99.7%
Other	n/p	n/p	223	259	318	280	304	391	247	-37.0%	-
<b>Total</b>	<b>1,835</b>	<b>2,206</b>	<b>1,989</b>	<b>1,871</b>	<b>2,531</b>	<b>2,474</b>	<b>2,656</b>	<b>2,898</b>	<b>2,655</b>	<b>-8.4%</b>	<b>44.6%</b>

#### Origin

	Visitors (000)									% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017		
Regional NSW	335	361	348	309	402	453	480	450	403	-10.4%	20.4%
Sydney	177	162	236	216	168	132	164	210	168	-19.8%	-5.0%
<b>Total Intrastate</b>	<b>512</b>	<b>523</b>	<b>584</b>	<b>525</b>	<b>571</b>	<b>585</b>	<b>644</b>	<b>659</b>	<b>571</b>	<b>-13.3%</b>	<b>11.6%</b>
Victoria	168	183	142	127	172	194	199	204	241	17.9%	43.0%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	51	60	49	66	64	n/p	n/p	n/p	n/p	-	-
<b>Total Interstate</b>	<b>293</b>	<b>364</b>	<b>258</b>	<b>303</b>	<b>330</b>	<b>325</b>	<b>430</b>	<b>408</b>	<b>431</b>	<b>5.7%</b>	<b>47.2%</b>
<b>Grand Total</b>	<b>805</b>	<b>887</b>	<b>842</b>	<b>828</b>	<b>901</b>	<b>911</b>	<b>1,074</b>	<b>1,067</b>	<b>1,002</b>	<b>-6.1%</b>	<b>24.5%</b>

# Travel to Riverina Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
15-29	n/p	203	n/p	n/p	n/p	n/p	212	206	n/p	-	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	166	n/p	-	-
40-49	140	154	159	131	160	176	192	179	184	3.0%	31.8%
50-59	185	168	161	163	182	159	231	226	169	-25.3%	-8.9%
60-69	161	125	143	158	159	190	238	206	183	-11.1%	13.7%
70+	73	98	79	101	116	130	84	84	139	64.8%	89.1%
Total	805	887	842	828	901	911	1,074	1,067	1,002	-6.1%	24.5%

### Travel Party

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Travelling alone	190	229	197	188	206	336	305	342	299	-12.5%	57.5%
Adult couple	244	246	225	280	267	303	334	279	296	5.9%	21.3%
Family group - parent(s), relatives, friends travelling together with children	194	250	233	173	234	115	193	215	149	-31.0%	-23.4%
Friends and/ or relatives travelling together without children	92	n/p	114	128	135	110	145	158	147	-7.1%	59.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	805	887	842	828	901	911	1,074	1,067	1,002	-6.1%	24.5%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Eat out / dine at a restaurant and/or cafe	379	379	390	383	424	468	615	548	504	-7.9%	33.0%
Visit friends & relatives	319	434	369	308	427	405	404	411	381	-7.1%	19.6%
Pubs, clubs, discos etc	166	133	154	162	177	243	318	267	275	3.1%	65.4%
Sightseeing/looking around	144	182	159	126	145	177	158	175	171	-2.8%	18.5%
Go shopping for pleasure	124	133	134	n/p	144	154	n/p	182	131	-27.9%	6.3%

### Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Friends or relatives property	720	1,030	873	693	1,293	970	1,077	1,237	986	-20.3%	36.9%
Standard hotel/motor inn (below 4 star)	690	571	582	593	460	581	591	596	551	-7.6%	-20.1%
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	208	n/p	n/p	n/p	255	-	-

### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Private vehicle or company car	681	744	767	692	780	813	962	943	869	-7.9%	27.5%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	24.1	23.7	19.9	21.4	23.1	19.2	21.2	29.5	29.5	0.3%	22.6%
Nights (000)	480.4	376.1	648.9	557.4	651.3	657.7	543.3	602.1	1,012.3	68.1%	110.7%
Average Length of Stay	19.9	15.9	32.6	26.0	28.2	34.3	25.6	20.4	34.3	67.6%	71.8%
Expenditure (\$ million)*	\$25.5	\$14.2	n/p	\$19.8	\$30.3	\$21.3	\$32.7	\$27.4	\$47.1	72.1%	84.8%
Spend per visitor per night (\$)	\$53	\$38	-	\$36	\$46	\$32	\$60	\$45	\$47	2.4%	-12.3%

### Purpose of Visit

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Holiday	13.4	12.6	10.4	10.6	12.9	8.2	8.2	17.0	15.5	-8.8%	15.7%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	7.9	n/p	-	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	24.1	23.7	19.9	21.4	23.1	19.2	21.2	29.5	29.5	0.3%	22.6%



# Travel to Riverina Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	1,071	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	9.0%	39.4%
Expenditure (\$ million)*	\$192	\$179	\$205	\$167	\$267	\$210	\$248	\$229	\$233	1.6%	21.2%
Spend per visitor (\$)	\$179	\$136	\$148	\$121	\$191	\$164	\$180	\$167	\$156	-6.7%	-13.0%

#### Main Purpose of Trip

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Holiday	500	556	508	577	455	556	546	598	563	-5.8%	12.6%	
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	400	n/p	n/p	-	-	
Total	1,071	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	9.0%	39.4%	

#### Origin

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	901	1,152	1,206	1,244	1,240	1,174	1,243	1,183	1,261	6.6%	40.0%	
<b>Total Intrastate</b>	987	1,214	1,273	1,273	1,299	1,204	1,287	1,269	1,334	5.1%	35.1%	
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	1,071	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	9.0%	39.4%	

#### Age

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,071	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	9.0%	39.4%	

#### Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Eat out / dine at a restaurant and/or cafe	470	511	714	474	564	602	674	621	736	18.5%	56.6%	
Go shopping for pleasure	409	438	495	375	n/p	441	487	n/p	584	-	42.7%	
Visit friends & relatives	n/p	524	455	n/p	400	n/p	n/p	n/p	n/p	-	-	
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Attend an organised sporting event	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

#### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Private vehicle or company car	1,047	1,282	1,348	1,334	1,391	1,215	1,369	1,325	1,463	10.4%	39.8%	
Aircraft	n/p	n/p	n/p	n/p	-	n/p	-	n/p	n/p	-	-	
Bus/Coach	-	n/p	n/p	n/p	-	n/p	-	n/p	n/p	-	-	

n/p = not publishable

Riverina includes: Griffith, Hay, Leeton and Wagga Wagga.

\*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.