

Travel to Riverina Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,956	2,185	2,165	2,202	2,446	2,287	2,325	2,550	2,591	1.6%	32.5%
Nights ('000)	2,335	2,575	2,720	2,474	3,084	3,245	3,247	3,859	3,143	-18.5%	34.6%
Expenditure (\$ million)*	\$478	\$494	\$587	\$533	\$612	\$603	\$624	\$695	\$564	-18.9%	18.0%

Overnight - Int'l & domestic

Visitors ('000)	855	921	829	846	932	987	1,080	1,104	1,007	-8.8%	17.8%
Nights ('000)	2,335	2,575	2,720	2,474	3,084	3,245	3,247	3,859	3,143	-18.5%	34.6%
Expenditure (\$ million)*	\$299	\$323	\$396	\$337	\$311	\$394	\$415	\$442	\$362	-18.0%	21.0%

Domestic - overnight & daytrip

Visitors ('000)	1,931	2,164	2,145	2,180	2,424	2,268	2,301	2,522	2,561	1.6%	32.6%
Nights ('000)	1,915	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,247	-30.0%	17.3%
Expenditure (\$ million)*	\$458	\$475	\$554	\$503	\$595	\$582	\$586	\$669	\$517	-22.6%	13.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	830	900	808	824	910	968	1,056	1,076	977	-9.2%	17.6%
Nights (000)	1,915	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,247	-30.0%	17.3%
Average Length of Stay	2.3	2.4	2.5	2.2	2.8	2.8	2.5	3.0	2.3	-22.9%	-0.3%
Expenditure (\$ million)*	\$280	\$304	\$363	\$307	\$294	\$374	\$377	\$415	\$316	-23.9%	13.0%
Spend per visitor per night (\$)	\$146	\$139	\$182	\$168	\$116	\$140	\$144	\$129	\$141	8.7%	-3.7%
Intrastate visitors (000)	479	606	527	511	590	603	654	653	547	-16.2%	14.1%
Interstate visitors (000)	351	294	282	313	320	365	403	423	430	1.7%	22.5%
Intrastate nights (000)	1,096	1,562	1,374	1,203	1,362	1,536	1,546	1,895	1,228	-35.2%	12.0%
Interstate nights (000)	819	629	623	627	1,162	1,136	1,077	1,316	1,019	-22.6%	24.4%
Intrastate expenditure (\$million)	\$192	\$229	\$246	\$216	\$215	\$244	\$246	\$278	\$172	-38.2%	-10.5%
Interstate expenditure (\$ million)	\$88	\$74	\$117	\$91	\$79	\$129	\$131	\$137	\$144	5.0%	64.4%

Purpose of Visit

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	274	266	241	258	237	290	314	325	266	-18.2%	-2.7%
Visiting Friends & Relatives	270	375	311	297	385	334	372	367	362	-1.2%	34.0%
Business	206	161	186	n/p	173	211	236	227	237	4.4%	14.8%
Other	89	103	n/p	138	119	139	135	159	113	-28.7%	27.6%
Total	830	900	808	824	910	968	1,056	1,076	977	-9.2%	17.6%

	Nights (000)								YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	554	743	629	501	908	661	665	685	527	-23.0%	-4.9%
Visiting Friends & Relatives	709	964	814	757	968	976	1,066	1,206	1,080	-10.4%	52.3%
Business	499	299	347	n/p	388	701	631	882	449	-49.1%	-10.1%
Other	152	185	n/p	331	259	334	262	438	191	-56.5%	25.1%
Total	1,915	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,247	-30.0%	17.3%

Origin

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Regional NSW	312	404	304	326	431	446	500	430	368	-14.5%	17.8%
Sydney	167	201	223	185	159	158	154	222	179	-19.5%	7.2%
Total Intrastate	479	606	527	511	590	603	654	653	547	-16.2%	14.1%
Victoria	203	126	139	157	150	212	199	222	226	1.7%	11.3%
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	58	51	54	69	63	n/p	n/p	95	n/p	-	-
Total Interstate	351	294	282	313	320	365	403	423	430	1.7%	22.5%
Grand Total	830	900	808	824	910	968	1,056	1,076	977	-9.2%	17.6%

Travel to Riverina Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
15-29	n/p	236	n/p	n/p	n/p	174	193	204	n/p	-	-
30-39	112	146	n/p	n/p	n/p	n/p	n/p	153	n/p	-	-
40-49	170	149	141	142	142	202	186	190	179	-5.9%	5.3%
50-59	184	153	166	164	177	168	248	207	148	-28.2%	-19.4%
60-69	165	125	157	155	161	190	225	212	198	-6.8%	19.5%
70+	86	91	86	100	116	129	n/p	110	141	29.1%	63.8%
Total	830	900	808	824	910	968	1,056	1,076	977	-9.2%	17.6%

Travel Party

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Travelling alone	202	214	209	193	220	352	332	303	304	0.1%	50.4%
Adult couple	269	229	229	274	280	326	291	312	285	-8.6%	6.2%
Family group - parent(s), relatives, friends travelling together with children	188	265	200	181	214	119	201	218	152	-30.0%	-18.8%
Friends and/ or relatives travelling together without children	n/p	122	n/p	133	124	122	136	165	144	-12.7%	-
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	830	900	808	824	910	968	1,056	1,076	977	-9.2%	17.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Eat out / dine at a restaurant and/or cafe	364	383	386	378	430	519	598	551	507	-8.0%	39.3%
Visit friends & relatives	324	450	332	315	446	429	376	389	406	4.2%	25.2%
Pubs, clubs, discos etc	160	137	167	156	178	257	315	266	255	-4.0%	60.0%
Sightseeing/looking around	153	182	154	109	163	199	n/p	199	150	-25.0%	-2.0%
Go shopping for pleasure	123	132	143	108	131	165	n/p	180	120	-33.1%	-2.0%

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

	Nights (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Friends or relatives property	758	1,057	791	665	1,345	1,040	1,073	1,216	1,014	-16.6%	33.7%
Standard hotel/motor inn (below 4 star)	656	598	558	560	490	585	605	598	573	-4.2%	-12.7%
Caravan park or commercial camping ground	237	n/p	281	174	191	n/p	n/p	233	199	-14.4%	-15.9%

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

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Private vehicle or company car	672	803	716	706	777	870	955	937	835	-10.8%	24.2%
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 Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	24.7	21.4	20.9	22.4	22.5	18.8	24.2	28.7	30.6	6.5%	23.8%
Nights (000)	420.4	384.0	722.8	643.7	560.9	573.1	623.5	647.9	896.6	38.4%	113.3%
Average Length of Stay	17.0	17.9	34.6	28.7	24.9	30.5	25.7	22.6	29.3	29.9%	72.3%
Expenditure (\$ million)*	\$19.6	n/p	n/p	\$29.8	\$17.5	\$20.7	\$38.3	\$26.2	\$46.2	76.2%	135.4%
Spend per visitor per night (\$)	\$47	-	-	\$46	\$31	\$36	\$61	\$41	\$52	27.3%	10.4%

Purpose of Visit

	Visitors (000)									% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017		
Holiday	13.8	10.7	11.0	11.3	11.6	7.7	11.6	16.8	16.1	-4.2%	17.0%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	7.4	n/p	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	24.7	21.4	20.9	22.4	22.5	18.8	24.2	28.7	30.6	6.5%	23.8%

Travel to Riverina Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	1,101	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,584	9.6%	43.9%
Expenditure (\$ million)*	\$178	\$171	\$192	\$196	\$301	\$209	\$209	\$253	\$201	-20.5%	13.0%
Spend per visitor (\$)	\$162	\$136	\$143	\$145	\$199	\$160	\$168	\$175	\$127	-27.4%	-21.5%

Main Purpose of Trip

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Holiday	491	550	459	555	534	554	524	594	582	-2.1%	18.4%	
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	320	n/p	n/p	-	-	
Total	1,101	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,584	9.6%	43.9%	

Origin

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	912	1,165	1,124	1,261	1,327	1,183	1,153	1,186	1,360	14.7%	49.1%	
Total Intrastate	1,001	1,220	1,183	1,285	1,406	1,193	1,197	1,279	1,447	13.1%	44.6%	
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	1,101	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,584	9.6%	43.9%	

Age

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 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	318	-	-	
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	1,101	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,584	9.6%	43.9%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Eat out / dine at a restaurant and/or cafe	449	606	649	472	643	546	679	680	799	17.6%	77.9%	
Go shopping for pleasure	n/p	518	419	n/p	479	n/p	500	n/p	555	-	-	
Visit friends & relatives	n/p	507	345	n/p	430	n/p	n/p	n/p	505	-	-	
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Sightseeing/looking around	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 Dec 2017	% change YE Dec17 vs. YE Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Private vehicle or company car	1,073	1,219	1,311	1,297	1,504	1,242	1,237	1,398	1,551	11.0%	44.6%	
Aircraft	n/p	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	-	-	

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.