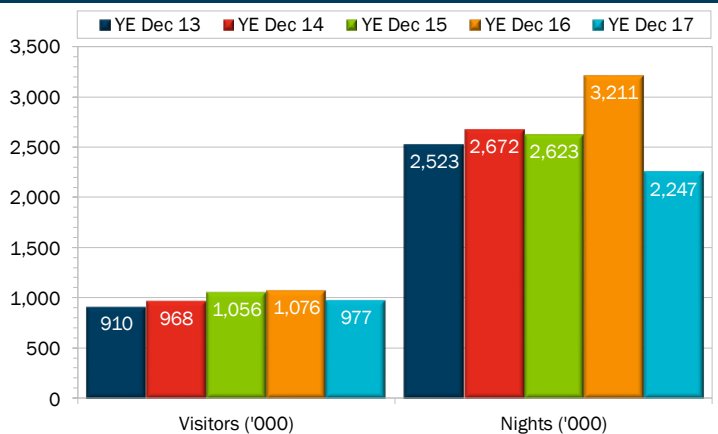


## Domestic Overnight Travel<sup>1</sup>

### Visitors and nights



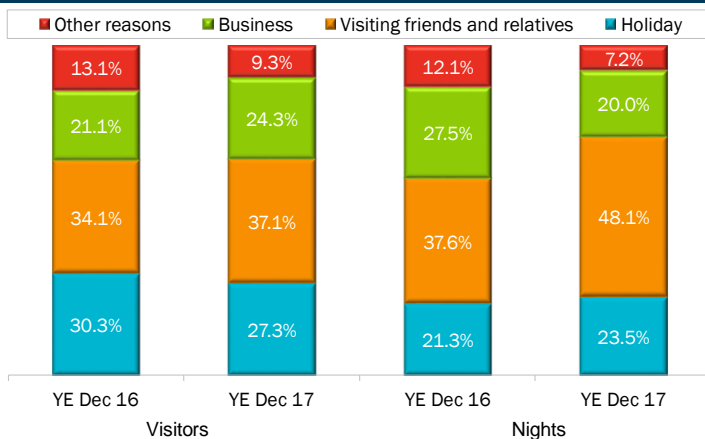
Riverina received 977,000 domestic overnight visitors - down by 9.2% on YE Dec 16. Visitors spent over 2.2 million nights in the region - down by 30.0%\* on YE Dec 16.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.5 percent\* on last year and by 23.7 percent\* compared to four years ago.

### Market share

The region received 4.4% of visitors and 3.1% of nights in regional NSW. Compared to YE Dec 16, the share of visitors was down by 0.8 pts and the share of nights was down by 1.5% pts.

### Purpose of visit to Riverina



'Visiting friends and relatives (VFR)' (37.1%) was the largest purpose of visit for visitors to the region, followed by 'holiday' (27.3%) and 'business' (24.3%). Compared to YE Dec 16, visitors who travelled for 'VFR' declined by 1.2% and 'holiday' decreased by 18.2% while 'business' grew by 4.4%.

'VFR' (48.1%) was the largest purpose in terms of nights in the region, followed by 'holiday' (23.5%) and 'business' (20.0%). Compared to YE Dec 16, nights spent for 'VFR' declined by 10.4% and 'holiday' decreased by 23.0% while 'business' fell by 49.1%.

### Accommodation in Riverina

'Friends or relatives property' (45.1%) was the most popular accommodation used for nights in the region. 'Standard hotel or motor inn, below 4 star' (25.5%) was the 2<sup>nd</sup> most popular accommodation used, followed by 'caravan park or commercial camping ground' (8.9%).

Riverina includes Griffith, Gundagai, Hay, Leeton, Temora and Wagga Wagga.

\* The percentage change is statistically significant.

### Origin

Origin	Share of visitors		Share of nights	
	YE Dec 16	YE Dec 17	YE Dec 16	YE Dec 17
Regional NSW	40.0%	37.7%	37.4%	37.4%
Sydney	20.7%	18.3%	21.6%	17.3%
Total intrastate	60.7%	56.0%	59.0%	54.7%
Victoria	20.7%	23.1%	24.5%	21.5%
Queensland	6.1%	8.1%	8.4%	10.3%
ACT	3.7%	6.5%	3.2%	6.3%
Other interstate	8.9%	6.2%	4.8%	7.2%
Total interstate	39.3%	44.0%	41.0%	45.3%

Regional NSW (37.7%) was the largest source of visitors to the region, followed by Victoria (23.1%) and Sydney (18.3%). Compared to YE Dec 16, the regional NSW source market declined by 14.5% and Sydney decreased by 19.5%. Over the same period, Victoria grew by 1.7% and Queensland increased by 21.0% while the ACT grew by 61.3%\*.

Regional NSW (37.4%) was the largest source market in terms of nights in the region, followed by Victoria (21.5%) and Sydney (17.3%). Compared to YE Dec 16, nights spent by visitors from regional NSW declined by 30.1% and nights from Sydney decreased by 44.0%. Over the same period, nights by Victorians declined by 38.8% and Queensland nights decreased by 14.1% while nights by visitors from the ACT grew by 37.0%.

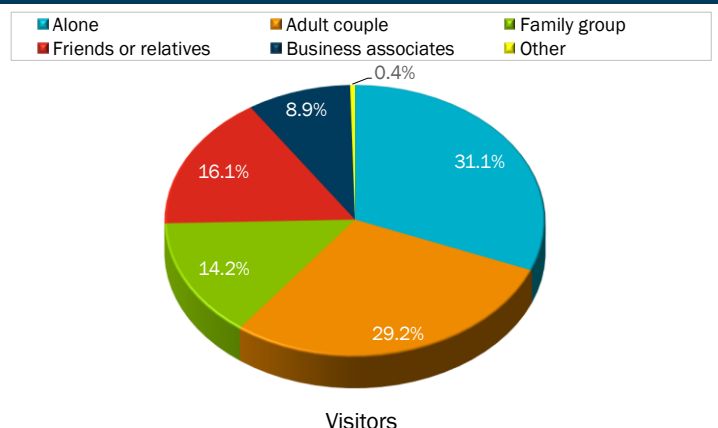
### Top activities in Riverina

'Eat out, dine at a restaurant or cafe' (51.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.5%) and 'pubs, clubs, discos etc' (26.2%).

### Age groups

'15 to 29 years' (20.8%) was the largest age group of visitors to the region, followed by '60 to 69 years' (20.2%) and '40 to 69 years' (18.3%).

### Travel party



'Alone' (31.1%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (29.2%) and 'friends or relatives' (16.1%).

### Expenditure (incl airfares and transport costs)<sup>3</sup>

Domestic overnight visitors spent \$316 million in the region - down by 23.9% on YE Dec 16. On average, they spent \$141 per night - up by 8.7% on YE Dec 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Dec 17.

# Travel to Riverina

Year ended December 2017

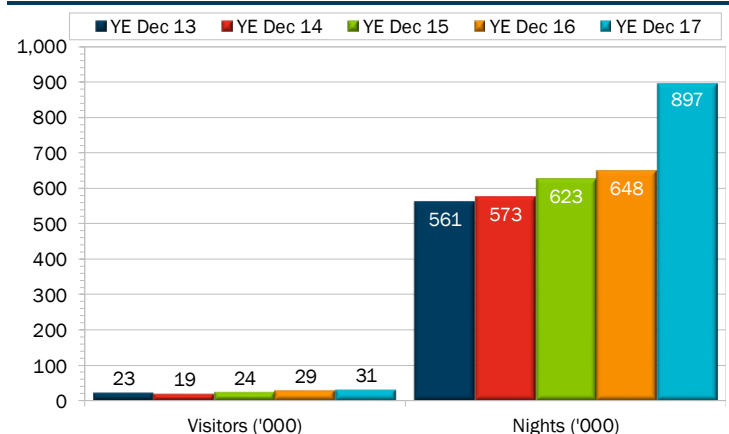
For the period of January 2017 to December 2017

Sources: (1) NVS & (2) IVS, YE Dec 17, TRA - unless otherwise specified.

	YE Dec 17	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	2.6	1.6%	1.2%	37.7%	61.1%	4.3%	9
Total nights (million)	3.1	-18.5%	28.5%	71.5%	0.0%	3.6%	10
Total spend (million)	\$564	-18.9%	8.2%	56.1%	35.7%	3.5%	11

## International Overnight Travel<sup>2</sup>

### Visitors and nights



Riverina received 30,600 international overnight visitors - up by 6.5% on YE Dec 16. Visitors spent 896,600 nights in the region - up by 38.4%\* on YE Dec 16.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 10.8 percent\* on last year and by 43.5 percent\* compared to four years ago.

### Market share

The region received 3.6% of visitors and 6.1% of nights in regional NSW. Compared to YE Dec 16, the share of visitors was down by 0.1 pt and the share of nights was up by 1.3% pts.

### Purpose of visit to Riverina

'Holiday' (52.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (20.6%) and 'business' (10.3%). Compared to YE Dec 16, visitors who travelled for 'holiday' declined by 4.2% and 'VFR' decreased by 11.2%.

### Origin - share of visitors to Riverina

Rank	Individual market	Share of international visitors to Riverina		Origin region	YE Dec 16	YE Dec 17
		YE Dec 16	YE Dec 17			
1	United Kingdom	12.9%	13.7%	Europe	28.6%	42.4%
2	New Zealand	16.6%	12.4%	North America	16.7%	11.1%
3	USA	8.8%	10.1%	Asia	30.4%	23.6%
4	Germany	3.8%	7.4%	New Zealand & Oceania	20.5%	13.4%
5	np	np	np	Other Countries	np	9.5%

The United Kingdom (13.7%) was the region's largest individual source market of visitors, followed by New Zealand (12.4%).

### Accommodation in Riverina

'Friends or relatives property' (32.1%) was the most popular form of accommodation used for nights in the region, followed by 'backpacker or hostel' (25.0%).

### Age groups

'15 to 29 years' (37.8%) was the largest age group of visitors to the region, followed by '60 to 69 years' (20.8%) and '30 to 39 years' (13.7%).

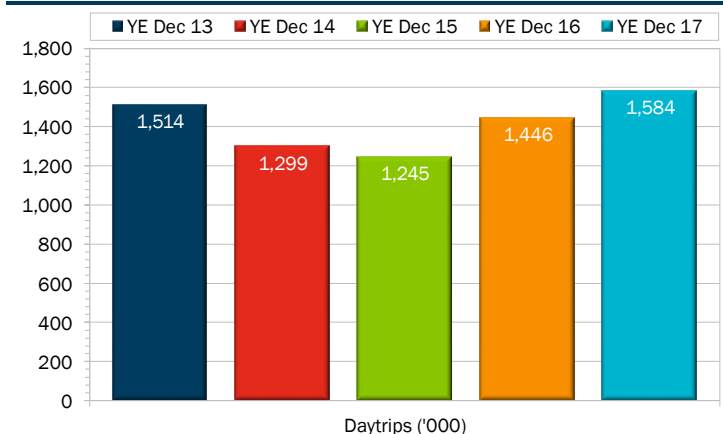
### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

International overnight visitors spent \$46 million in the region - up by 76.2%\* on YE Dec 16. On average, they spent \$52 per night - up by 27.3% on YE Dec 16.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Dec 17.

## Domestic Daytrip Travel<sup>4</sup>

### Daytrips



Riverina received nearly 1.6 million domestic daytrip visitors - up by 9.6% on YE Dec 16.

Note: The number of domestic daytrips to regional New South Wales increased by 1.5 percent on last year and by 16.1 percent\* compared to four years ago.

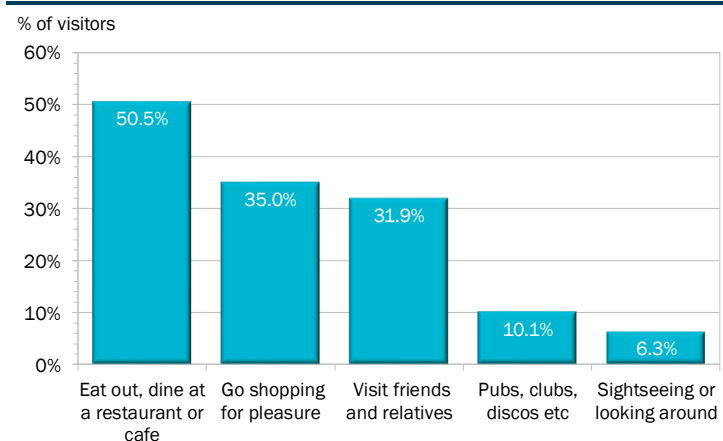
### Market share

The region received 4.2% of daytrips to regional NSW. Compared to YE Dec 16, the share was up by 0.3% pts.

### Main purpose of trip

'Holiday' (36.7%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (29.5%) and 'business' (12.9%). Compared to YE Dec 16, visitors who travelled for 'holiday' declined by 2.1% while 'VFR' grew by 56.3%\* and 'business' increased by 34.8%.

### Top activities in Riverina



'Eat out, dine at a restaurant or cafe' (50.5%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>3</sup>

Domestic daytrip visitors spent \$201 million in the region - down by 20.5% on YE Dec 16. On average, they spent \$127 per trip - down by 27.4% on YE Dec 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Dec 17.

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.