

Travel to Riverina Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors ('000)	2,096	2,139	2,313	2,196	2,430	2,549	2,255	2,462	2,782	13.0%	32.7%
Nights ('000)	2,478	2,540	2,548	2,958	3,064	3,107	3,241	3,894	3,346	-14.1%	35.0%
Expenditure (\$ million)*	\$463	\$526	\$606	\$517	\$655	\$661	\$563	\$683	\$653	-4.4%	41.0%

Overnight - Int'l & domestic

Visitors ('000)	893	921	833	849	963	1,026	1,064	1,045	1,160	11.0%	29.9%
Nights ('000)	2,478	2,540	2,548	2,958	3,064	3,107	3,241	3,894	3,346	-14.1%	35.0%
Expenditure (\$ million)*	\$288	\$353	\$403	\$278	\$389	\$396	\$394	\$407	\$457	12.1%	58.3%

Domestic - overnight & daytrip

Visitors ('000)	2,070	2,120	2,294	2,173	2,408	2,529	2,228	2,434	2,753	13.1%	33.0%
Nights ('000)	2,074	2,162	1,869	2,242	2,412	2,599	2,649	3,164	2,548	-19.5%	22.8%
Expenditure (\$ million)*	\$441	\$509	\$575	\$483	\$637	\$636	\$529	\$655	\$610	-6.8%	38.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	867	901	813	825	941	1,006	1,037	1,018	1,131	11.2%	30.6%
Nights (000)	2,074	2,162	1,869	2,242	2,412	2,599	2,649	3,164	2,548	-19.5%	22.8%
Average Length of Stay	2.4	2.4	2.3	2.7	2.6	2.6	2.6	3.1	2.3	-27.6%	-5.9%
Expenditure (\$ million)*	\$267	\$337	\$372	\$244	\$371	\$371	\$361	\$379	\$414	9.2%	55.3%
Spend per visitor per night (\$)	\$129	\$156	\$199	\$109	\$154	\$143	\$136	\$120	\$163	35.6%	26.4%
Intrastate visitors (000)	484	627	519	498	636	621	633	604	671	11.2%	38.7%
Interstate visitors (000)	383	274	294	327	305	385	404	414	460	11.3%	20.3%
Intrastate nights (000)	1,203	1,592	1,218	1,255	1,547	1,477	1,493	1,865	1,350	-27.6%	12.2%
Interstate nights (000)	870	570	651	987	864	1,122	1,156	1,298	1,198	-7.7%	37.6%
Intrastate expenditure (\$million)	\$181	\$256	\$255	\$164	\$275	\$250	\$226	\$241	\$208	-13.7%	14.6%
Interstate expenditure (\$ million)	\$86	\$80	\$117	\$80	\$96	\$121	\$135	\$139	\$207	48.9%	141.4%

Purpose of Visit

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Holiday	282	280	244	269	241	330	305	318	286	-10.1%	1.5%	
Visiting Friends & Relatives	324	336	313	332	362	341	387	369	395	6.9%	22.0%	
Business	192	205	161	n/p	225	195	237	198	339	71.4%	76.2%	
Other	n/p	n/p	n/p	98	116	146	n/p	134	116	-13.4%	-	
Total	867	901	813	825	941	1,006	1,037	1,018	1,131	11.2%	30.6%	

	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Holiday	569	814	577	868	567	731	697	703	527	-25.0%	-7.4%	
Visiting Friends & Relatives	938	827	733	861	1,025	985	1,069	1,282	1,056	-17.6%	12.7%	
Business	436	358	309	n/p	564	562	677	793	766	-3.3%	75.6%	
Other	n/p	n/p	n/p	236	256	321	n/p	387	198	-48.7%	-	
Total	2,074	2,162	1,869	2,242	2,412	2,599	2,649	3,164	2,548	-19.5%	22.8%	

Origin

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Regional NSW	317	408	315	317	480	460	448	410	474	15.6%	49.6%	
Sydney	167	220	205	181	156	161	185	194	197	1.7%	17.9%	
Total Intrastate	484	627	519	498	636	621	633	604	671	11.2%	38.7%	
Victoria	213	129	133	162	150	221	189	220	240	9.2%	12.9%	
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	59	53	63	60	70	n/p	n/p	82	n/p	-	-	
Total Interstate	383	274	294	327	305	385	404	414	460	11.3%	20.3%	
Grand Total	867	901	813	825	941	1,006	1,037	1,018	1,131	11.2%	30.6%	

Travel to Riverina Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
15-29	n/p	n/p	n/p	n/p	n/p	177	202	207	n/p	-	-	
30-39	123	154	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
40-49	156	183	130	122	207	161	188	170	223	31.5%	42.8%	
50-59	178	151	178	164	180	190	252	176	171	-2.7%	-4.1%	
60-69	153	138	155	160	157	222	193	212	210	-1.1%	37.4%	
70+	104	75	89	109	109	128	n/p	115	151	30.7%	44.3%	
Total	867	901	813	825	941	1,006	1,037	1,018	1,131	11.2%	30.6%	

Travel Party

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Travelling alone	209	226	228	162	289	305	340	285	383	34.4%	83.2%	
Adult couple	287	216	239	276	289	337	296	297	284	-4.6%	-1.3%	
Family group - parent(s), relatives, friends travelling together with children	215	261	176	204	174	165	186	196	203	3.5%	-5.4%	
Friends and/ or relatives travelling together without children	n/p	117	115	128	126	138	129	153	180	18.1%	-	
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	867	901	813	825	941	1,006	1,037	1,018	1,131	11.2%	30.6%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Eat out / dine at a restaurant and/or cafe	385	381	392	377	479	535	562	510	593	16.3%	53.8%	
Visit friends & relatives	387	401	329	343	431	433	386	394	444	12.7%	14.7%	
Pubs, clubs, discos etc	147	140	158	178	214	241	286	276	279	1.0%	89.7%	
Sightseeing/looking around	173	174	139	127	169	187	n/p	213	155	-27.4%	-10.5%	
Go shopping for pleasure	139	134	133	108	146	147	161	173	132	-23.4%	-4.7%	

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

	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Friends or relatives property	952	932	670	1,140	1,015	1,022	1,098	1,231	991	-19.5%	4.1%	
Standard hotel/motor inn (below 4 star)	619	598	641	440	517	686	518	578	756	30.7%	22.1%	
Caravan park or commercial camping ground	255	n/p	n/p	185	193	n/p	n/p	n/p	224	-	-12.2%	

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

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Private vehicle or company car	712	806	719	693	816	921	931	873	949	8.7%	33.2%	
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 Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	26.1	19.6	19.6	23.9	21.6	19.4	27.2	27.4	28.4	3.8%	8.6%
Nights (000)	403.9	377.5	678.6	715.5	651.9	507.5	592.5	730.6	798.1	9.2%	97.6%
Average Length of Stay	15.5	19.3	34.7	29.9	30.2	26.2	21.8	26.7	28.1	5.2%	81.9%
Expenditure (\$ million)*	\$21.7	n/p	n/p	\$33.8	\$18.2	\$25.0	\$33.4	\$28.0	\$42.4	51.7%	95.7%
Spend per visitor per night (\$)	\$54	-	-	\$47	\$28	\$49	\$56	\$38	\$53	38.8%	-1.0%

Travel to Riverina Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	1,203	1,219	1,481	1,348	1,467	1,523	1,191	1,417	1,622	14.5%	34.8%
Expenditure (\$ million)*	\$174	\$172	\$203	\$239	\$266	\$265	\$168	\$276	\$196	-28.8%	12.4%
Spend per visitor (\$)	\$145	\$141	\$137	\$177	\$181	\$174	\$141	\$195	\$121	-37.8%	-16.6%

Main Purpose of Trip

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Holiday	538	467	547	584	523	653	n/p	561	690	23.0%	28.2%
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	453	n/p	n/p	n/p	-	-
Total	1,203	1,219	1,481	1,348	1,467	1,523	1,191	1,417	1,622	14.5%	34.8%

Origin

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	1,002	1,094	1,273	1,269	1,310	1,374	1,089	1,123	1,403	24.9%	40.0%
Total Intrastate	1,111	1,127	1,349	1,299	1,359	1,420	1,107	1,252	1,454	16.1%	30.8%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,203	1,219	1,481	1,348	1,467	1,523	1,191	1,417	1,622	14.5%	34.8%

Age

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
15-29	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	-	-
40-49	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	-	-
60-69	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	-	-
Total	1,203	1,219	1,481	1,348	1,467	1,523	1,191	1,417	1,622	14.5%	34.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Eat out / dine at a restaurant and/or cafe	475	562	640	553	638	705	502	766	847	10.6%	78.2%
Visit friends & relatives	455	n/p	424	n/p	511	n/p	n/p	438	n/p	-	-
Go shopping for pleasure	n/p	467	473	n/p	475	491	n/p	585	452	-22.8%	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	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	-	-

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

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Private vehicle or company car	1,169	1,168	1,437	1,323	1,457	1,465	1,156	1,373	1,600	16.5%	36.9%
Aircraft	n/p	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	n/p	-	-

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit.

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.