

Travel to Riverina Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,082	2,199	2,330	2,198	2,299	2,642	2,282	2,558	2,743	7.3%	31.8%
Nights ('000)	2,364	2,906	2,463	3,045	3,148	2,992	3,466	3,694	3,405	-7.8%	44.0%
Expenditure (\$ million)*	\$462	\$566	\$555	\$539	\$629	\$676	\$593	\$661	\$669	1.2%	44.6%
Overnight - Int'l & domestic											
Visitors ('000)	868	929	857	890	910	1,072	1,091	1,062	1,147	8.0%	32.1%
Nights ('000)	2,364	2,906	2,463	3,045	3,148	2,992	3,466	3,694	3,405	-7.8%	44.0%
Expenditure (\$ million)*	\$305	\$372	\$375	\$289	\$388	\$415	\$394	\$409	\$449	9.7%	47.0%
Domestic - overnight & daytrip											
Visitors ('000)	2,057	2,178	2,310	2,176	2,278	2,622	2,254	2,529	2,716	7.4%	32.1%
Nights ('000)	1,974	2,270	1,898	2,413	2,487	2,473	2,858	2,847	2,690	-5.5%	36.3%
Expenditure (\$ million)*	\$443	\$535	\$535	\$507	\$610	\$648	\$560	\$619	\$640	3.4%	44.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	843	907	837	867	889	1,052	1,063	1,033	1,120	8.4%	32.8%
Nights (000)	1,974	2,270	1,898	2,413	2,487	2,473	2,858	2,847	2,690	-5.5%	36.3%
Average Length of Stay	2.3	2.5	2.3	2.8	2.8	2.4	2.7	2.8	2.4	-12.8%	2.6%
Expenditure (\$ million)*	\$286	\$341	\$355	\$258	\$369	\$387	\$361	\$367	\$420	14.3%	46.7%
Spend per visitor per night (\$)	\$145	\$150	\$187	\$107	\$148	\$156	\$126	\$129	\$156	21.0%	7.6%
Intrastate visitors (000)	493	594	553	543	580	620	656	633	669	5.7%	35.9%
Interstate visitors (000)	351	313	284	325	309	431	408	400	450	12.5%	28.4%
Intrastate nights (000)	1,196	1,562	1,322	1,304	1,517	1,376	1,717	1,674	1,470	-12.2%	22.9%
Interstate nights (000)	778	708	577	1,109	970	1,098	1,141	1,173	1,220	4.0%	56.8%
Intrastate expenditure (\$million)	\$204	\$233	\$261	\$173	\$261	\$252	\$234	\$233	\$221	-5.1%	8.3%
Interstate expenditure (\$ million)	\$82	\$107	\$95	\$85	\$108	\$135	\$127	\$134	\$198	47.9%	142.5%

Purpose of Visit

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Holiday	270	276	255	274	235	354	313	319	233	-26.8%	-13.5%	
Visiting Friends & Relatives	329	350	313	357	321	377	396	340	432	27.3%	31.5%	
Business	181	187	171	n/p	211	186	237	258	305	18.3%	68.3%	
Other	n/p	101	n/p	n/p	126	139	118	120	152	26.3%	-	
Total	843	907	837	867	889	1,052	1,063	1,033	1,120	8.4%	32.8%	
	Nights (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Holiday	566	822	609	914	516	841	637	656	442	-32.6%	-21.9%	
Visiting Friends & Relatives	937	852	794	885	977	1,032	1,238	1,021	1,185	16.0%	26.4%	
Business	353	339	314	n/p	709	372	700	854	798	-6.5%	126.0%	
Other	n/p	256	n/p	n/p	285	229	282	316	265	-16.0%	-	
Total	1,974	2,270	1,898	2,413	2,487	2,473	2,858	2,847	2,690	-5.5%	36.3%	

Origin

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017				
Regional NSW	336	382	333	373	418	460	455	457	452	-1.1%	34.5%	
Sydney	157	212	220	170	162	161	201	177	218	23.3%	38.9%	
Total Intrastate	493	594	553	543	580	620	656	633	669	5.7%	35.9%	
Victoria	202	153	114	165	165	211	204	240	233	-3.1%	15.1%	
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	56	59	64	58	64	n/p	n/p	n/p	80	-	43.8%	
Total Interstate	351	313	284	325	309	431	408	400	450	12.5%	28.4%	
Grand Total	843	907	837	867	889	1,052	1,063	1,033	1,120	8.4%	32.8%	

Travel to Riverina Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
15-29	n/p	n/p	n/p	n/p	n/p	197	216	n/p	228	-	-	
30-39	n/p	145	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
40-49	164	165	138	140	193	169	183	188	196	4.2%	19.5%	
50-59	177	169	175	163	168	205	249	163	168	3.1%	-4.7%	
60-69	115	156	156	170	144	254	191	214	213	-0.4%	85.5%	
70+	109	69	88	115	128	104	n/p	134	182	36.3%	67.8%	
Total	843	907	837	867	889	1,052	1,063	1,033	1,120	8.4%	32.8%	

Travel Party

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Travelling alone	226	194	223	164	313	302	350	314	396	26.1%	75.1%	
Adult couple	263	229	251	298	274	327	300	284	314	10.7%	19.4%	
Family group - parents and children	196	253	151	165	n/p	179	n/p	131	193	47.1%	-1.4%	
Friends or relatives travelling together with(out) children	n/p	158	154	178	121	171	197	185	159	-13.8%	-	
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	843	907	837	867	889	1,052	1,063	1,033	1,120	8.4%	32.8%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Eat out / dine at a restaurant and/or cafe	356	404	394	411	449	576	550	556	542	-2.5%	52.3%	
Visit friends & relatives	379	401	334	401	398	420	419	376	488	29.8%	28.5%	
Pubs, clubs, discos etc	139	148	158	200	215	276	282	305	235	-23.0%	68.4%	
Sightseeing/looking around	157	172	126	153	161	185	138	199	157	-21.3%	0.0%	
Go shopping for pleasure	123	139	138	124	151	150	153	150	136	-9.0%	10.8%	

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

	Nights (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Friends or relatives property	917	985	695	1251	982	994	1339	927	1160	25.2%	26.6%	
Standard hotel/motor inn (below 4 star)	609	574	647	417	574	659	502	641	723	12.7%	18.7%	
Caravan park or commercial camping ground	n/p	249	n/p	194	215	n/p	n/p	206	n/p	-	-	

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

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Private vehicle or company car	692	820	728	743	770	953	955	892	929	4.1%	34.2%	
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

	Visitors (000)									YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018			
Visitors (000)	25	21	20	22	21	20	28	29	27	-5.3%	8.1%	
Nights (000)	390	636	564	632	661	519	608	847	715	-15.6%	83.3%	
Average Length of Stay	15.5	29.9	28.5	28.1	30.8	25.9	21.9	29.6	26.4	-10.9%	69.6%	
Expenditure (\$ million)*	\$19	n/p	\$20	\$31	\$19	\$28	\$33	\$42	\$29	-30.8%	52.2%	
Spend per visitor per night (\$)	\$49	-	\$36	\$50	\$29	\$54	\$54	\$50	\$41	-18.0%	-17.0%	

Travel to Riverina Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	1,214	1,271	1,473	1,308	1,389	1,570	1,191	1,496	1,597	6.7%	31.6%
Expenditure (\$ million)*	\$157	\$194	\$180	\$249	\$241	\$261	\$199	\$252	\$220	-12.5%	39.9%
Spend per visitor (\$)	\$130	\$153	\$122	\$191	\$173	\$166	\$167	\$168	\$138	-18.0%	6.4%

Main Purpose of Trip

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	515	491	568	521	511	652	n/p	564	660	16.9%	28.3%
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	404	n/p	414	n/p	-	-
Total	1,214	1,271	1,473	1,308	1,389	1,570	1,191	1,496	1,597	6.7%	31.6%

Origin

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	1,060	1,112	1,285	1,219	1,230	1,424	1,036	1,258	1,372	9.1%	29.5%
Total Intrastate	1,134	1,163	1,336	1,272	1,265	1,461	1,087	1,372	1,415	3.1%	24.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,214	1,271	1,473	1,308	1,389	1,570	1,191	1,496	1,597	6.7%	31.6%

Age

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 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	1,214	1,271	1,473	1,308	1,389	1,570	1,191	1,496	1,597	6.7%	31.6%

Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Eat out / dine at a restaurant and/or cafe	446	643	572	549	615	749	526	760	802	5.6%	79.9%
Visit friends & relatives	477	n/p	412	n/p	430	n/p	n/p	n/p	n/p	-	-
Go shopping for pleasure	n/p	537	406	440	453	510	n/p	615	439	-28.5%	-
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 Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Private vehicle or company car	1,179	1,226	1,427	1,286	1,338	1,557	1,156	1,450	1,567	8.1%	33.0%
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	-	-

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Jun 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.