

Travel to Riverina Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,225	2,252	2,235	2,325	2,210	2,472	2,467	2,525	2,954	17.0%	32.7%
Nights ('000)	2,582	2,638	2,429	3,182	3,132	3,199	3,500	3,667	3,584	-2.3%	38.8%
Expenditure (\$ million)*	\$494	\$568	\$514	\$602	\$590	\$668	\$662	\$586	\$739	26.0%	49.4%
Overnight - Int'l & domestic											
Visitors ('000)	911	862	849	924	930	1,095	1,096	1,032	1,190	15.3%	30.6%
Nights ('000)	2,582	2,638	2,429	3,182	3,132	3,199	3,500	3,667	3,584	-2.3%	38.8%
Expenditure (\$ million)*	\$316	\$362	\$347	\$335	\$380	\$420	\$432	\$353	\$504	42.9%	59.8%
Domestic - overnight & daytrip											
Visitors ('000)	2,202	2,232	2,214	2,302	2,191	2,451	2,437	2,495	2,927	17.3%	33.0%
Nights ('000)	2,206	1,989	1,871	2,531	2,474	2,656	2,898	2,655	2,948	11.1%	33.6%
Expenditure (\$ million)*	\$480	\$534	\$494	\$572	\$568	\$635	\$634	\$539	\$713	32.3%	48.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	887	842	828	901	911	1,074	1,067	1,002	1,163	16.1%	31.1%
Nights (000)	2,206	1,989	1,871	2,531	2,474	2,656	2,898	2,655	2,948	11.1%	33.6%
Average Length of Stay	2.5	2.4	2.3	2.8	2.7	2.5	2.7	2.6	2.5	-4.3%	1.9%
Expenditure (\$ million)*	\$302	\$329	\$327	\$304	\$359	\$388	\$405	\$306	\$479	56.6%	58.8%
Spend per visitor per night (\$)	\$137	\$165	\$175	\$120	\$145	\$146	\$140	\$115	\$162	41.0%	18.9%
Intrastate visitors (000)	523	584	525	571	585	644	659	571	702	23.0%	34.4%
Interstate visitors (000)	364	258	303	330	325	430	408	431	461	6.9%	26.5%
Intrastate nights (000)	1,414	1,404	1,266	1,370	1,488	1,543	1,716	1,487	1,645	10.6%	16.4%
Interstate nights (000)	793	585	605	1,161	986	1,113	1,182	1,168	1,303	11.6%	64.5%
Intrastate expenditure (\$million)	\$217	\$241	\$236	\$207	\$240	\$248	\$272	\$183	\$266	45.1%	22.9%
Interstate expenditure (\$ million)	\$85	\$88	\$91	\$97	\$119	\$140	\$133	\$122	\$213	73.8%	150.6%

Purpose of Visit

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Holiday	265	259	252	272	263	345	314	317	237	-25.4%	-10.9%	
Visiting Friends & Relatives	367	320	308	356	335	374	394	341	472	38.2%	28.6%	
Business	178	185	n/p	172	197	222	228	245	315	28.5%	77.2%	
Other	n/p	n/p	122	n/p	119	139	132	103	142	38.0%	-	
Total	887	842	828	901	911	1,074	1,067	1,002	1,163	16.1%	31.1%	
	Nights (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Holiday	667	670	571	937	582	786	650	648	636	-1.8%	-4.7%	
Visiting Friends & Relatives	1,024	763	814	909	951	1,059	1,224	1,039	1,230	18.4%	20.2%	
Business	355	351	n/p	386	662	559	650	777	833	7.2%	134.8%	
Other	n/p	n/p	223	n/p	279	251	373	191	249	30.6%	-	
Total	2,206	1,989	1,871	2,531	2,474	2,656	2,898	2,655	2,948	11.1%	33.6%	

Origin

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Regional NSW	361	348	309	402	453	480	450	403	464	15.2%	28.7%	
Sydney	162	236	216	168	132	164	210	168	238	41.7%	47.0%	
Total Intrastate	523	584	525	571	585	644	659	571	702	23.0%	34.4%	
Victoria	183	142	127	172	194	199	204	241	243	0.9%	32.9%	
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	60	49	66	64	n/p	n/p	n/p	n/p	77	-	26.7%	
Total Interstate	364	258	303	330	325	430	408	431	461	6.9%	26.5%	
Grand Total	887	842	828	901	911	1,074	1,067	1,002	1,163	16.1%	31.1%	

Travel to Riverina Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
15-29	203	n/p	n/p	n/p	n/p	212	206	n/p	249	-	22.9%	
30-39	n/p	n/p	n/p	n/p	n/p	n/p	166	n/p	n/p	-	-	
40-49	154	159	131	160	176	192	179	184	214	16.0%	38.6%	
50-59	168	161	163	182	159	231	226	169	169	0.6%	0.7%	
60-69	125	143	158	159	190	238	206	183	212	15.7%	70.2%	
70+	98	79	101	116	130	84	84	139	182	31.1%	85.8%	
Total	887	842	828	901	911	1,074	1,067	1,002	1,163	16.1%	31.1%	

Travel Party

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Travelling alone	229	197	188	206	336	305	342	299	445	48.7%	94.3%	
Adult couple	246	225	280	267	303	334	279	296	317	7.2%	29.1%	
Family group - parents and children	234	204	152	189	n/p	175	155	139	194	39.3%	-17.1%	
Friends or relatives travelling together with(out) children	112	143	149	180	133	164	218	156	161	2.8%	44.1%	
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	887	842	828	901	911	1,074	1,067	1,002	1,163	16.1%	31.1%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	379	390	383	424	468	615	548	504	598	18.5%	57.9%	
Visit friends & relatives	434	369	308	427	405	404	411	381	542	42.0%	24.9%	
Pubs, clubs, discos etc	133	154	162	177	243	318	267	275	252	-8.2%	89.6%	
Sightseeing/looking around	182	159	126	145	177	158	175	171	180	5.4%	-1.4%	
Go shopping for pleasure	133	134	n/p	144	154	n/p	182	131	146	10.8%	9.4%	

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

	Nights (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Friends or relatives property	1030	873	693	1293	970	1077	1237	986	1381	40.1%	34.0%	
Standard hotel/motor inn (below 4 star)	571	582	593	460	581	591	596	551	748	35.8%	31.1%	
Caravan park or commercial camping ground	n/p	n/p	n/p	208	n/p	n/p	n/p	255	n/p	-	-	

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

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	744	767	692	780	813	962	943	869	964	11.0%	29.6%	
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 Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Visitors (000)	24	20	21	23	19	21	29	30	26	-10.4%	11.9%	
Nights (000)	376	649	557	651	658	543	602	1,012	636	-37.2%	69.1%	
Average Length of Stay	15.9	32.6	26.0	28.2	34.3	25.6	20.4	34.3	24.0	-29.9%	51.2%	
Expenditure (\$ million)*	\$14	n/p	\$20	\$30	\$21	\$33	\$27	\$47	\$25	-46.0%	79.4%	
Spend per visitor per night (\$)	\$38	-	\$36	\$46	\$32	\$60	\$45	\$47	\$40	-14.1%	6.1%	

Travel to Riverina Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	1,764	18.2%	34.2%
Expenditure (\$ million)*	\$179	\$205	\$167	\$267	\$210	\$248	\$229	\$233	\$234	0.5%	31.1%
Spend per visitor (\$)	\$136	\$148	\$121	\$191	\$164	\$180	\$167	\$156	\$133	-14.9%	-2.3%

Main Purpose of Trip

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Holiday	556	508	577	455	556	546	598	563	675	19.8%	21.3%	
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	400	n/p	n/p	434	-	-	
Total	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	1,764	18.2%	34.2%	

Origin

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	1,152	1,206	1,244	1,240	1,174	1,243	1,183	1,261	1,512	19.9%	31.2%	
Total Intrastate	1,214	1,273	1,273	1,299	1,204	1,287	1,269	1,334	1,609	20.6%	32.5%	
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	1,764	18.2%	34.2%	

Age

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
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	1,315	1,390	1,386	1,401	1,280	1,377	1,370	1,493	1,764	18.2%	34.2%	

Top 5 activities (sorted by the latest year)

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	511	714	474	564	602	674	621	736	874	18.8%	70.9%	
Visit friends & relatives	524	455	n/p	400	n/p	n/p	n/p	n/p	n/p	-	-	
Go shopping for pleasure	438	495	375	n/p	441	487	n/p	584	478	-18.1%	9.1%	
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 Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	1,282	1,348	1,334	1,391	1,215	1,369	1,325	1,463	1,728	18.1%	34.8%	
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Aircraft	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 Sept 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.