

FACT SHEET

Total Domestic and International visitation to Riverina (spend, visitors and nights)

 **SPEND**
\$709 m
down 12.0% YoY

 **VISITORS**
2.8 m
down 3.5% YoY

 **NIGHTS**
3.5 m
down 9.7% YoY

Riverina received 2.9% of international visitors, 4.5% of domestic overnight visitors and 3.3% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Riverina is Regional NSW's number 10 region for domestic overnight visitors and expenditure, and number 9 for nights.
- There were 1.2 million domestic overnight visitors (down 1.9% on the previous year) who stayed 3.0 million nights (down 6.6%) in Riverina and spent \$455 million (down 11.2%).
- The average length of stay in the region was 2.4 nights and average spend per night was \$154.
- The region accounted for 4.5% of visitors, 3.4% of nights and 3.2% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (34%), followed by Business (28%) and Holiday (27%).
- 20% of the domestic overnight visitors were aged 60-69 years, followed by 50-59 years old (19%), 15-29 years old (18%) and 30-39 years old (15%).
- 'Unaccompanied traveller' (32%) was the most common travel party among visitors to the region, followed by 'adult couple' (26%), 'friends and relatives travelling together' (16%) and 'family groups with children' (13%).
- Regional NSW was the largest source market for visitors to the region (39%), followed by Sydney (24%). Visitors from interstate accounted for 37% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 27.1%, up 10.5% and up 21.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- Riverina is Regional NSW's number 9 region for domestic day trip visitors and number 10 for expenditure.
- There were 1.6 million domestic day trip visitors to the Riverina (down 4.8% on the previous year) who spent \$232 million (down 12.1%). The average spend per visitor was \$149.
- The region accounted for 3.3% of visitors and 4.5% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (38%), followed by Visiting Friends and Relatives* and Business*.
- Visitors aged 15-29 years* accounted for most of all day trippers to the region.

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 19.9% and up 11.1%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

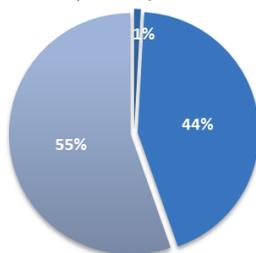
- Riverina is Regional NSW's number 11 region for international visitors, 8 for nights, and 10 for expenditure.
- There were 24,600 international visitors (up 5.0% on the previous year) who stayed 551,000 nights (down 23.6%) in Riverina and spent \$21.8 million (down 25.5%).
- The average length of stay in the region was 22.4 nights and average spend per night was \$39.
- The region accounted for 2.9% of visitors, 3.8% of visitor nights and 2.1% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (51%), followed by Visiting Friends and Relatives* and Business*.
- 37% of the visitors were aged 15-29 years, followed by 50-59* years old.
- 'Unaccompanied traveller' (56%) was the most common travel party among visitors to the region.

TREND

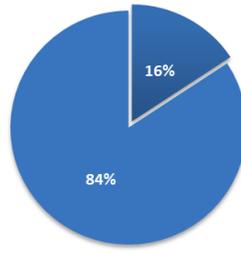
- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 33.3%, down 5.2% and up 4.6%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Riverina for YE December 2019.

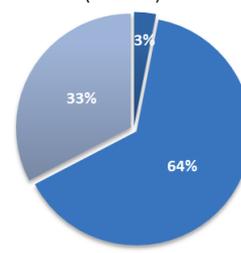
Visitors to Riverina NSW
(% share)



Nights to Riverina NSW
(% share)



Expenditure to Riverina NSW
(% share)



■ International ■ Domestic Overnight ■ Domestic daytrip