

# Travel to Riverina Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	2,186	2,165	2,204	2,446	2,286	2,324	2,549	2,634	2,914	2,813	-3.5%
Nights ('000)	2,581	2,718	2,462	3,098	3,253	3,228	3,830	3,145	3,879	3,502	-9.7%
Expenditure (\$ million)*	\$494	\$586	\$532	\$613	\$603	\$623	\$694	\$565	\$805	\$709	-12.0%

### Overnight - Int'l & domestic

Visitors ('000)	922	829	848	933	987	1,080	1,103	1,016	1,279	1,256	-1.8%
Nights ('000)	2,581	2,718	2,462	3,098	3,253	3,228	3,830	3,145	3,879	3,502	-9.7%
Expenditure (\$ million)*	\$323	\$395	\$336	\$312	\$395	\$414	\$441	\$361	\$542	\$477	-11.9%

### Domestic - overnight & daytrip

Visitors ('000)	2,164	2,145	2,180	2,424	2,268	2,301	2,522	2,604	2,891	2,789	-3.5%
Nights ('000)	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	-6.6%
Expenditure (\$ million)*	\$475	\$554	\$503	\$595	\$582	\$586	\$669	\$521	\$776	\$687	-11.5%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	900	808	824	910	968	1,056	1,076	986	1,255	1,231	-1.9%
Nights (000)	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	-6.6%
Average Length of Stay	2.4	2.5	2.2	2.8	2.8	2.5	3.0	2.3	2.5	2.4	-4.7%
Expenditure (\$ million)*	\$304	\$363	\$307	\$294	\$374	\$377	\$415	\$317	\$513	\$455	-11.2%
Spend per visitor per night (\$)	\$139	\$182	\$168	\$116	\$140	\$144	\$129	\$140	\$162	\$154	-4.9%
Intrastate visitors (000)	606	527	511	590	603	654	653	554	783	776	-0.9%
Interstate visitors (000)	294	282	313	320	365	403	423	432	472	455	-3.6%
Intrastate nights (000)	1,562	1,374	1,203	1,362	1,536	1,546	1,895	1,246	1,909	1,693	-11.3%
Interstate nights (000)	629	623	627	1,162	1,136	1,077	1,316	1,021	1,249	1,258	0.7%
Intrastate expenditure (\$million)	\$229	\$246	\$216	\$215	\$244	\$246	\$278	\$172	\$308	\$315	2.3%
Interstate expenditure (\$ million)	\$74	\$117	\$91	\$79	\$129	\$131	\$137	\$145	\$205	\$141	-31.3%

#### Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	271	248	276	240	294	321	344	286	272	332	22.0%
Visiting Friends & Relatives	375	312	298	385	337	372	367	368	460	419	-9.0%
Business	164	186	n/p	173	211	236	227	242	371	340	-8.3%
Other	n/p	n/p	119	116	n/p	128	141	92	155	144	-7.1%
Total	900	808	824	910	968	1,056	1,076	986	1,255	1,231	-1.9%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	752	644	541	921	678	679	735	555	788	694	-11.9%
Visiting Friends & Relatives	964	817	758	969	1,001	1,066	1,206	1,089	1,133	1,095	-3.4%
Business	307	347	n/p	388	701	631	882	462	962	950	-1.3%
Other	n/p	n/p	289	246	n/p	247	388	162	276	213	-22.9%
Total	2,191	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	-6.6%

#### Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	404	304	326	431	446	500	430	367	536	476	-11.2%
Sydney	201	223	185	159	158	154	222	187	247	300	21.5%
<b>Total Intrastate</b>	606	527	511	590	603	654	653	554	783	776	-0.9%
Victoria	126	139	157	150	212	199	222	231	257	259	0.6%
Queensland	n/p	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	n/p	-
Other Interstate	51	54	69	63	n/p	n/p	95	n/p	80	n/p	-
<b>Total Interstate</b>	294	282	313	320	365	403	423	432	472	455	-3.6%
<b>Grand Total</b>	900	808	824	910	968	1,056	1,076	986	1,255	1,231	-1.9%

# Travel to Riverina Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
15-29	236	n/p	n/p	n/p	174	193	204	n/p	282	222	-21.1%
30-39	146	n/p	n/p	n/p	n/p	n/p	153	n/p	n/p	187	-
40-49	149	141	142	142	202	186	190	178	213	169	-20.7%
50-59	153	166	164	177	168	248	207	148	223	229	2.6%
60-69	125	157	155	161	190	225	212	197	214	250	16.7%
70+	91	86	100	116	129	n/p	110	141	175	174	-0.5%
Total	900	808	824	910	968	1,056	1,076	986	1,255	1,231	-1.9%

### Travel Party

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Travelling alone	214	209	193	220	352	332	303	304	447	393	-12.1%
Adult couple	229	229	274	280	326	291	312	286	346	320	-7.6%
Family group - parents and children	248	176	153	166	109	170	166	141	181	164	-9.6%
Friends or relatives travelling together with(out) children	139	127	161	173	132	167	216	159	176	197	12.1%
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	145	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	900	808	824	910	968	1,056	1,076	986	1,255	1,231	-1.9%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Eat out / dine at a restaurant and/or cafe	383	386	378	430	519	598	551	507	632	698	10.3%
Visit friends & relatives	450	332	315	446	429	376	389	408	576	436	-24.2%
Pubs, clubs, discos etc	137	167	156	178	257	315	266	256	291	393	35.0%
Sightseeing/looking around	182	154	109	163	199	n/p	199	149	220	199	-9.5%
Go shopping for pleasure	132	143	108	131	165	n/p	180	121	146	137	-5.9%

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

	Nights (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Friends or relatives property	1,057	791	665	1,345	1,040	1,073	1,216	1,020	1,346	1,035	-23.1%
Standard hotel/motor inn (below 4 star)	598	558	560	490	585	605	598	576	873	788	-9.7%
Caravan or camping - non commercial	n/p	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 Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Private vehicle or company car	803	716	706	777	870	955	937	840	1,055	1,071	1.6%
Aircraft	n/p	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	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	22	21	24	23	18	24	28	30	23	25	5.0%
Nights (000)	390	721	632	574	582	605	619	878	721	551	-23.6%
Average Length of Stay	17.6	34.7	25.9	25.3	31.5	25.7	22.2	29.1	30.7	22.4	-27.2%
Expenditure (\$ million)*	\$19	n/p	\$29	\$18	\$21	\$37	\$25	\$44	\$29	\$22	-25.5%
Spend per visitor per night (\$)	\$49	-	\$45	\$31	\$36	\$61	\$41	\$50	\$40	\$39	-2.5%

### Purpose of Visit

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Holiday	10	10	11	11	7	11	16	16	10	13	22.1%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	8	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	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	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	n/p	-
Total	22	21	24	23	18	24	28	30	23	25	5.0%



# Travel to Riverina Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	-4.8%
Expenditure (\$ million)*	\$171	\$192	\$196	\$301	\$209	\$209	\$253	\$204	\$264	\$232	-12.1%
Spend per visitor (\$)	\$136	\$143	\$145	\$199	\$160	\$168	\$175	\$126	\$161	\$149	-7.7%

#### Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	550	459	555	534	554	524	594	588	632	595	-5.9%
Visiting Friends & Relatives	n/p	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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	320	n/p	n/p	456	n/p	-
Total	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	-4.8%

#### Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,165	1,124	1,261	1,327	1,183	1,153	1,186	1,386	1,428	1,348	-5.6%
<b>Total Intrastate</b>	1,220	1,183	1,285	1,406	1,193	1,197	1,279	1,475	1,503	1,418	-5.6%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	-4.8%

#### Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
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	315	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	1,264	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	-4.8%

#### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	606	649	472	643	546	679	680	808	756	678	-10.3%
Go shopping for pleasure	518	419	n/p	479	n/p	500	n/p	578	n/p	n/p	-
Visit friends & relatives	507	345	n/p	430	n/p	n/p	n/p	536	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	n/p	-
Pubs, clubs, discos etc	n/p	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)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	1,219	1,311	1,297	1,504	1,242	1,237	1,398	1,585	1,605	1,534	-4.4%
Rental car	n/p	-	n/p	-	n/p	-	n/p	n/p	-	n/p	-
n/p	-	-	n/p	-	n/p	-	n/p	n/p	-	n/p	-

n/p = not publishable

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.