

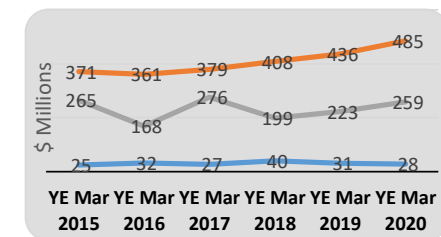
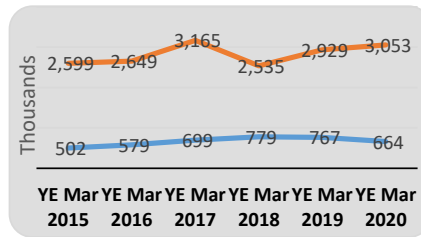
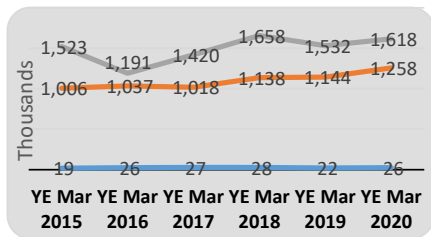
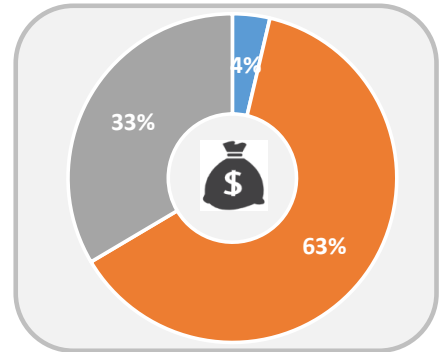
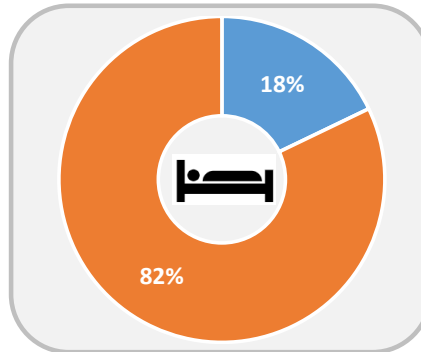
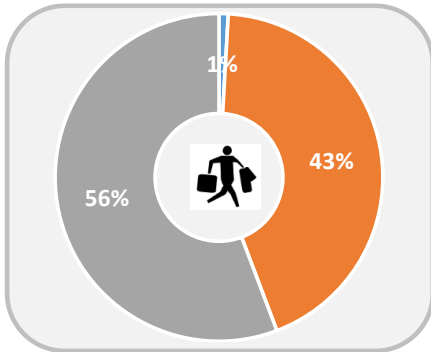
TOTAL DOMESTIC & INTERNATIONAL

Visitors
2.9m
+7.5% YoY

Nights
3.7m
+0.6% YoY

Expenditure
\$771.9m
+11.8% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+10.0% YoY)
Nights: 3.1m (+4.2% YoY)
Expenditure: \$484.9m (+11.1% YoY)

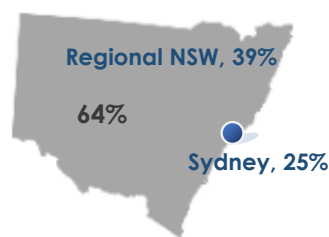
Average spend
\$159 per night
\$386 per visitor

Average length of stay:
2.4 nights

#10 for visitors
#9 for nights
#10 for expenditure
In Regional NSW

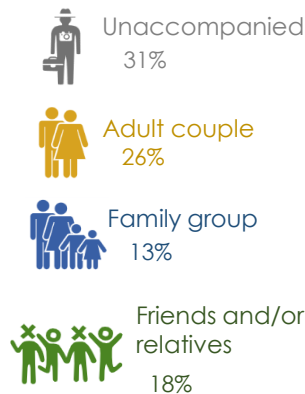
Origin

64% of the visitors came from within NSW



Travel party

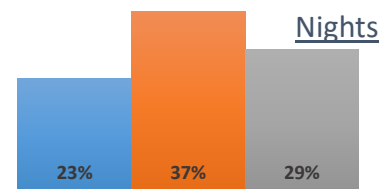
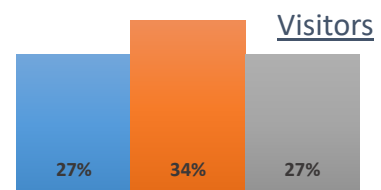
31% of the visitors were travelling alone



Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



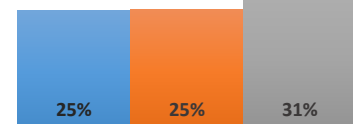
Transport

Private vehicle or company car - 86%
Aircraft - n/p

Gender



Expenditure



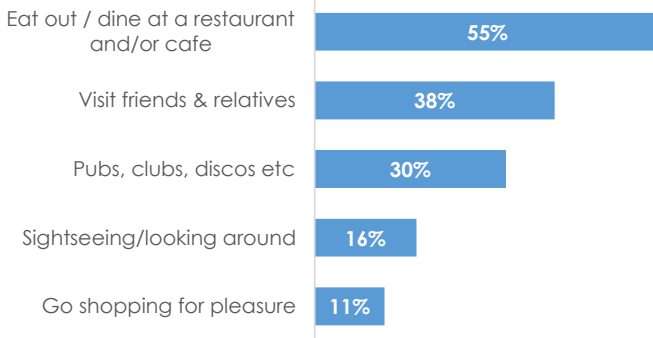
Riverina Visitor Profile

Year ended March 2020

Source: National and International Visitor Surveys, Tourism Research Australia.

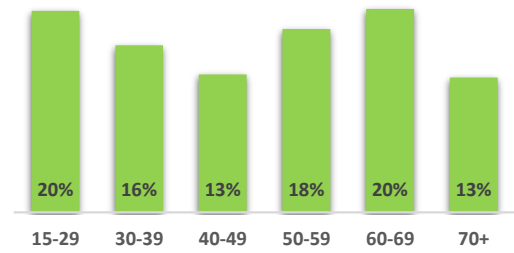


Top 5 activities



Age

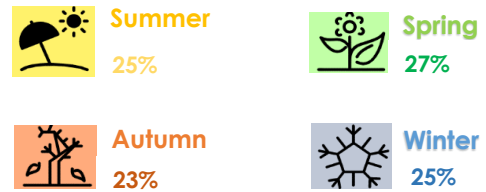
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.6m (+5.6% YoY)
Expenditure: \$258.7m (+16.0% YoY)



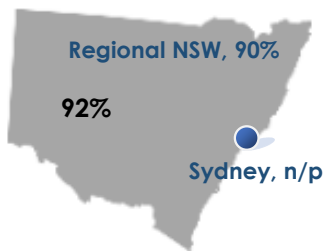
Average spend \$160 per visitor



#9 for visitors
#9 for expenditure
In Regional NSW

Origin

92% of the visitors to the region came from NSW



Purpose of visit

■ Holiday ■ VFR (n/p) ■ Business (n/p)



Visitors



Expenditure

Age

Data is not publishable

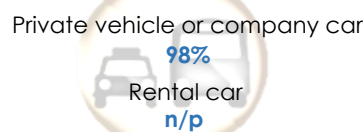
n/p	n/p	n/p	n/p	n/p	n/p
15-29	30-39	40-49	50-59	60-69	70+

Travel season*

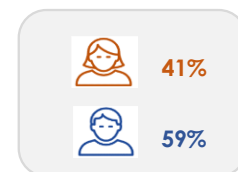


*by month returned from the trip

Transport



Gender



International travel

Visitors: 26,500 (+17.6% YoY)
 Nights: 664,200 (-13.4% YoY)
 Expenditure: \$28.4m (-9.5% YoY)



Average spend
 \$43 per night
 \$1,073 per visitor



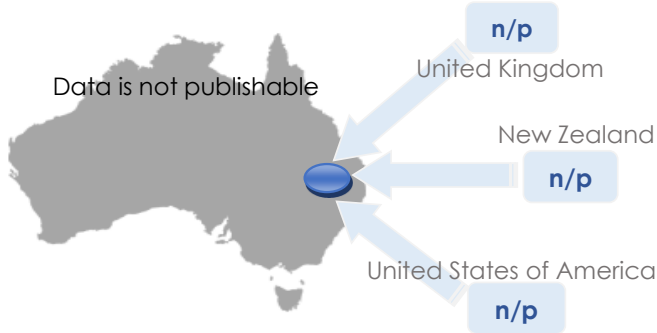
Average length of stay:
 25.1 nights



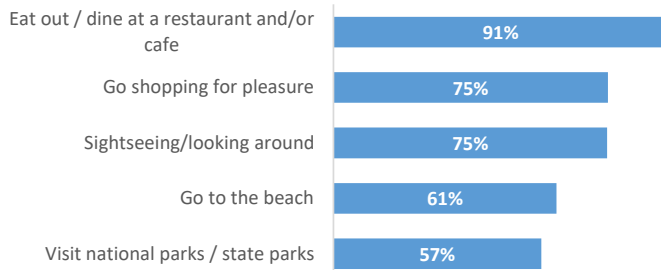
#10 for visitors
 #6 for nights
 #8 for expenditure
In Regional NSW

Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region



Top 5 activities

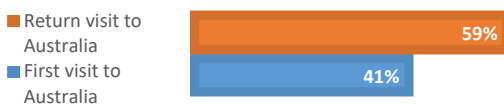


Top 3 accommodation types (nights)

Data is not publishable

n/p	n/p	n/p
Rented house/apartment/flat or unit	Friends or relatives property	Backpacker or hostel

First vs return visitor



Transport

Rental car	n/p
Private vehicle or company car	n/p

FIT visitor[#]

73%	✓
n/p	✗

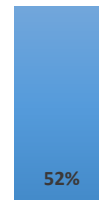
[#] free and independent traveller

N/P - data not publishable

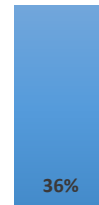
Purpose of visit

- Holiday
- Business (n/p)
- Employment (n/p)
- VFR (n/p)
- Education (n/p)

Visitors



Nights

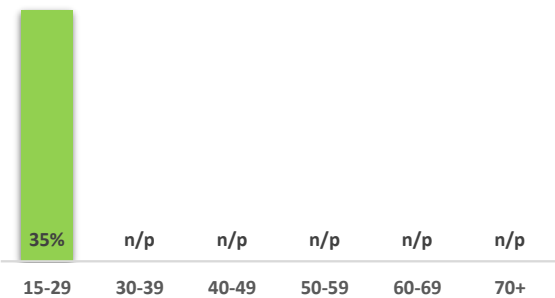


Expenditure



Age

'15-29 years' was the largest age group of the visitors to the region



Travel party

