

Travel to Riverina Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,140	2,314	2,198	2,430	2,548	2,254	2,465	2,823	2,699	2,902	7.5%
Nights ('000)	2,547	2,547	2,950	3,082	3,101	3,227	3,864	3,314	3,695	3,717	0.6%
Expenditure (\$ million)*	\$526	\$605	\$516	\$655	\$660	\$561	\$682	\$648	\$691	\$772	11.8%

Overnight - Int'l & domestic

Visitors ('000)	921	833	851	963	1,025	1,063	1,045	1,166	1,166	1,284	10.1%
Nights ('000)	2,547	2,547	2,950	3,082	3,101	3,227	3,864	3,314	3,695	3,717	0.6%
Expenditure (\$ million)*	\$353	\$402	\$277	\$389	\$395	\$393	\$406	\$449	\$468	\$513	9.7%

Domestic - overnight & daytrip

Visitors ('000)	2,120	2,294	2,173	2,408	2,529	2,228	2,438	2,795	2,676	2,876	7.4%
Nights ('000)	2,162	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	4.2%
Expenditure (\$ million)*	\$509	\$575	\$483	\$637	\$636	\$529	\$655	\$607	\$659	\$744	12.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	901	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	10.0%
Nights (000)	2,162	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	4.2%
Average Length of Stay	2.4	2.3	2.7	2.6	2.6	2.6	3.1	2.2	2.6	2.4	-5.2%
Expenditure (\$ million)*	\$337	\$372	\$244	\$371	\$371	\$361	\$379	\$408	\$436	\$485	11.1%
Spend per visitor per night (\$)	\$156	\$199	\$109	\$154	\$143	\$136	\$120	\$161	\$149	\$159	6.6%
Intrastate visitors (000)	627	519	498	636	621	633	604	679	699	801	14.5%
Interstate visitors (000)	274	294	327	305	385	404	414	459	445	457	2.8%
Intrastate nights (000)	1,592	1,218	1,255	1,547	1,477	1,493	1,868	1,366	1,801	1,910	6.0%
Interstate nights (000)	570	651	987	864	1,122	1,156	1,297	1,168	1,127	1,143	1.4%
Intrastate expenditure (\$million)	\$256	\$255	\$164	\$275	\$250	\$226	\$241	\$208	\$288	\$334	15.9%
Interstate expenditure (\$ million)	\$80	\$117	\$80	\$96	\$121	\$135	\$138	\$200	\$148	\$151	1.7%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	280	244	269	241	330	305	319	287	274	343	25.3%
Visiting Friends & Relatives	336	313	332	362	341	387	370	395	425	426	0.2%
Business	205	161	n/p	225	195	237	198	344	299	341	14.3%
Other	n/p	n/p	98	116	146	n/p	134	117	146	153	5.4%
Total	901	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	10.0%

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	814	577	868	567	731	697	703	529	789	710	-9.9%
Visiting Friends & Relatives	827	733	861	1,025	985	1,069	1,284	1,050	1,111	1,120	0.8%
Business	358	309	n/p	564	562	677	791	757	784	885	12.8%
Other	n/p	n/p	236	256	321	n/p	386	199	245	338	38.0%
Total	2,162	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	4.2%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	408	315	317	480	460	448	410	475	455	491	7.9%
Sydney	220	205	181	156	161	185	194	204	244	310	26.9%
Total Intrastate	627	519	498	636	621	633	604	679	699	801	14.5%
Victoria	129	133	162	150	221	189	221	246	258	254	-1.4%
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	53	63	60	70	n/p	n/p	82	n/p	76	n/p	-
Total Interstate	274	294	327	305	385	404	414	459	445	457	2.8%
Grand Total	901	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	10.0%

Travel to Riverina Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	177	202	208	n/p	256	247	-3.8%
30-39	154	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	204	-
40-49	183	130	122	207	161	188	169	221	178	169	-5.3%
50-59	151	178	164	180	190	252	175	171	209	224	7.1%
60-69	138	155	160	157	222	193	212	209	206	249	20.7%
70+	75	89	109	109	128	n/p	115	150	175	165	-5.7%
Total	901	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	10.0%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	226	228	162	289	305	340	286	382	405	386	-4.7%
Adult couple	216	239	276	289	337	296	297	281	342	329	-4.0%
Family group - parents and children	239	146	179	n/p	148	151	162	179	n/p	169	-
Friends or relatives travelling together with(out) children	138	145	153	169	155	164	188	209	144	220	53.3%
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	146	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	901	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	10.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	381	392	377	479	535	562	509	592	603	686	13.6%
Visit friends & relatives	401	329	343	431	433	386	395	444	523	476	-9.0%
Pubs, clubs, discos etc	140	158	178	214	241	286	276	279	319	379	19.0%
Sightseeing/looking around	174	139	127	169	187	n/p	213	154	198	202	1.9%
Go shopping for pleasure	134	133	108	146	147	161	172	133	124	139	11.5%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	932	670	1,140	1,015	1,022	1,098	1,232	987	1,384	1,144	-17.3%
Standard hotel/motor inn (below 4 star)	598	641	440	517	686	518	578	759	742	780	5.0%
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)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	806	719	693	816	921	931	873	952	992	1,086	9.5%
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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	20	20	26	22	19	26	27	28	22	26	17.6%
Nights (000)	385	678	708	670	502	579	699	779	767	664	-13.4%
Average Length of Stay	19.1	34.3	27.5	30.8	26.5	22.2	26.0	27.8	34.1	25.1	-26.3%
Expenditure (\$ million)*	n/p	n/p	\$33	\$19	\$25	\$32	\$27	\$40	\$31	\$28	-9.5%
Spend per visitor per night (\$)	-	-	\$47	\$28	\$49	\$55	\$39	\$52	\$41	\$43	4.5%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	9	10	12	10	8	13	14	16	9	14	55.2%
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	-
Total	20	20	26	22	19	26	27	28	22	26	17.6%

Travel to Riverina Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	1,219	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	5.6%
Expenditure (\$ million)*	\$172	\$203	\$239	\$266	\$265	\$168	\$276	\$199	\$223	\$259	16.0%
Spend per visitor (\$)	\$141	\$137	\$177	\$181	\$174	\$141	\$194	\$120	\$145	\$160	9.9%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	467	547	584	523	653	n/p	564	697	624	573	-8.1%
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	453	n/p	n/p	n/p	439	n/p	-
Total	1,219	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	5.6%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,094	1,273	1,269	1,310	1,374	1,089	1,124	1,430	1,341	1,449	8.0%
Total Intrastate	1,127	1,349	1,299	1,359	1,420	1,107	1,254	1,482	1,444	1,481	2.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,219	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	5.6%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
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	1,219	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	5.6%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	562	640	553	638	705	502	769	854	632	728	15.3%
Visit friends & relatives	n/p	424	n/p	511	n/p	n/p	440	n/p	n/p	n/p	-
Go shopping for pleasure	467	473	n/p	475	491	n/p	587	474	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	1,168	1,437	1,323	1,457	1,465	1,156	1,377	1,636	1,513	1,587	4.8%
Rental car	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 = 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.