

Travel to Riverina Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,200	2,331	2,200	2,299	2,641	2,281	2,562	2,791	2,725	2,477	-9.1%
Nights ('000)	2,907	2,459	3,046	3,168	2,978	3,449	3,661	3,386	3,636	3,460	-4.9%
Expenditure (\$ million)*	\$566	\$555	\$538	\$629	\$674	\$592	\$660	\$666	\$708	\$633	-10.7%

Overnight - Int'l & domestic

Visitors ('000)	929	858	891	910	1,071	1,090	1,062	1,156	1,199	1,057	-11.9%
Nights ('000)	2,907	2,459	3,046	3,168	2,978	3,449	3,661	3,386	3,636	3,460	-4.9%
Expenditure (\$ million)*	\$371	\$375	\$289	\$389	\$413	\$393	\$408	\$442	\$491	\$402	-18.2%

Domestic - overnight & daytrip

Visitors ('000)	2,178	2,310	2,176	2,278	2,622	2,254	2,535	2,764	2,704	2,455	-9.2%
Nights ('000)	2,270	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	-2.5%
Expenditure (\$ million)*	\$535	\$535	\$507	\$610	\$648	\$560	\$620	\$638	\$683	\$606	-11.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	907	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	-12.1%
Nights (000)	2,270	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	-2.5%
Average Length of Stay	2.5	2.3	2.8	2.8	2.4	2.7	2.8	2.4	2.5	2.8	11.0%
Expenditure (\$ million)*	\$341	\$355	\$258	\$369	\$387	\$361	\$368	\$415	\$466	\$376	-19.3%
Spend per visitor per night (\$)	\$150	\$187	\$107	\$148	\$156	\$126	\$129	\$154	\$158	\$130	-17.3%
Intrastate visitors (000)	594	553	543	580	620	656	633	678	723	674	-6.7%
Interstate visitors (000)	313	284	325	309	431	408	401	450	455	360	-20.7%
Intrastate nights (000)	1,562	1,322	1,304	1,517	1,376	1,717	1,676	1,492	1,794	1,845	2.9%
Interstate nights (000)	708	577	1,109	970	1,098	1,141	1,174	1,195	1,161	1,036	-10.8%
Intrastate expenditure (\$million)	\$233	\$261	\$173	\$261	\$252	\$234	\$233	\$222	\$303	\$260	-14.4%
Interstate expenditure (\$ million)	\$107	\$95	\$85	\$108	\$135	\$127	\$135	\$192	\$162	\$116	-28.6%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	276	255	274	235	354	313	320	234	334	245	-26.5%
Visiting Friends & Relatives	350	313	357	321	377	396	341	433	419	361	-14.0%
Business	187	171	136	211	186	237	257	312	312	305	-2.1%
Other	101	98	101	126	139	118	120	153	112	130	15.4%
Total	907	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	-12.1%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	822	609	914	516	841	637	658	443	901	560	-37.8%
Visiting Friends & Relatives	852	794	885	977	1,032	1,238	1,025	1,181	1,143	936	-18.1%
Business	339	314	308	709	372	700	851	796	742	1,089	46.8%
Other	256	181	306	285	229	282	315	267	169	296	75.2%
Total	2,270	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	-2.5%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	382	333	373	418	460	455	456	454	442	422	-4.6%
Sydney	212	220	170	162	161	201	177	225	280	252	-10.1%
Total Intrastate	594	553	543	580	620	656	633	678	723	674	-6.7%
Victoria	153	114	165	165	211	204	243	240	246	205	-16.4%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	81	74	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	59	64	58	64	91	75	58	78	81	n/p	-
Total Interstate	313	284	325	309	431	408	401	450	455	360	-20.7%
Grand Total	907	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	-12.1%

Travel to Riverina Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	203	176	181	134	197	216	212	241	226	230	1.8%
30-39	145	104	n/p	122	123	163	126	131	140	179	28.1%
40-49	165	138	140	193	169	183	187	195	192	130	-32.1%
50-59	169	175	163	168	205	249	163	168	233	190	-18.6%
60-69	156	156	170	144	254	191	213	212	218	182	-16.3%
70+	69	88	115	128	104	62	133	182	168	123	-26.9%
Total	907	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	-12.1%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	194	223	164	313	302	350	315	397	374	352	-6.0%
Adult couple	229	251	298	274	327	300	283	313	363	251	-30.8%
Family group - parents and children	253	151	165	121	179	145	132	196	141	134	-5.0%
Friends or relatives travelling together with(out) children	158	154	178	121	171	197	186	160	168	171	1.2%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	117	117	-0.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	907	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	-12.1%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	404	394	411	449	576	550	556	543	637	551	-13.5%
Visit friends & relatives	401	334	401	398	420	419	377	489	491	398	-18.9%
Pubs, clubs, discos etc	148	158	200	215	276	282	305	237	342	284	-17.0%
Sightseeing/looking around	172	126	153	161	185	138	199	157	216	148	-31.7%
Go shopping for pleasure	139	138	124	151	150	153	150	138	141	107	-24.3%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Friends or relatives property	985	695	1,251	982	994	1,339	931	1,163	1,292	1,026	-20.6%
Standard hotel/motor inn (below 4 star)	574	647	417	574	659	502	642	727	781	594	-24.0%
Caravan or camping - non commercial	n/p	n/p	n/p	n/p	258	187	111	152	164	159	-2.9%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	820	728	743	770	953	955	894	934	1,022	894	-12.6%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	118	n/p	73	-
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 Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	21	21	24	22	19	27	28	27	21	22	3.1%
Nights (000)	637	561	633	681	504	591	812	698	681	578	-15.1%
Average Length of Stay	29.8	27.2	26.4	31.6	25.9	22.1	29.2	25.8	31.9	26.2	-17.6%
Expenditure (\$ million)*	n/p	\$20	\$31	\$20	\$26	\$32	\$40	\$28	n/p	\$26	-
Spend per visitor per night (\$)	-	\$35	\$49	\$29	\$52	\$55	\$49	\$40	-	\$46	-

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	11	10	12	9	8	14	14	15	9	12	35.8%
Visiting Friends & Relatives	6	6	6	9	7	8	7	n/p	8	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 ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	21	21	24	22	19	27	28	27	21	22	3.1%

Travel to Riverina Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	255	178	276	150	147	170	283	323	226	209	-7.5%
Visiting Friends & Relatives	174	138	155	292	91	108	184	n/p	171	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	637	561	633	681	504	591	812	698	681	578	-15.1%

Top 3 Int'l source markets to Riverina

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
United Kingdom	5.1	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	7	8	8	7	8	11	11	10	8	8	9.4%
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	21	21	24	22	19	27	28	27	21	22	3.1%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	12	13	12	12	10	16	15	14	13	12	-2.5%
Adult couple	5	n/p	7	n/p	6	n/p	5	7	n/p	n/p	-
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends and/ or relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	n/p	-
Other	n/p	-	n/p	n/p	-	-	n/p	-	-	n/p	-
Total	21	21	24	22	19	27	28	27	21	22	3.1%

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	19	18	22	19	18	26	25	24	19	20	5.4%
Go shopping for pleasure	16	15	18	15	15	20	22	22	16	16	2.4%
Sightseeing/looking around	18	17	18	17	15	20	21	20	14	16	16.9%
Go to the beach	13	14	13	12	11	18	18	16	12	13	12.3%
Visit national parks / state parks	12	11	14	10	10	18	15	15	11	12	10.1%

First or Return Visitor to Australia

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
First visit	8	9	11	9	8	11	10	10	8	9	7.4%
Return visit	13	11	13	13	12	16	18	17	13	13	0.4%
Total	21	21	24	22	19	27	28	27	21	22	3.1%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends or relatives property	179	125	183	273	135	95	272	n/p	187	123	-33.9%
Backpacker or hostel	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 Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	5	n/p	7	6	4	n/p	7	n/p	n/p	6	-
Private vehicle or company car	6	6	10	8	8	9	10	11	7	5	-30.0%

Travel to Riverina Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	1,271	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	-7.0%
Expenditure (\$ million)*	\$194	\$180	\$249	\$241	\$261	\$199	\$252	\$224	\$217	\$231	6.4%
Spend per visitor (\$)	\$153	\$122	\$191	\$173	\$166	\$167	\$168	\$137	\$142	\$162	14.3%

Main Purpose of Trip

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Holiday	491	568	521	511	652	499	567	668	616	511	-17.0%
Visiting Friends & Relatives	320	286	324	320	n/p	n/p	329	443	n/p	294	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	342	373	274	416	404	346	412	318	414	352	-14.9%
Total	1,271	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	-7.0%

Origin

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,112	1,285	1,219	1,230	1,424	1,036	1,259	1,402	1,363	1,245	-8.7%
Total Intrastate	1,163	1,336	1,272	1,265	1,461	1,087	1,374	1,445	1,457	1,284	-11.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,271	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	-7.0%

Age

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
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	267	n/p	n/p	395	n/p	n/p	394	n/p	n/p	-
50-59	245	n/p	n/p	244	293	n/p	n/p	n/p	n/p	255	-
60-69	n/p	196	245	270	263	n/p	322	243	221	254	15.1%
70+	n/p	n/p	172	n/p	160	126	176	253	186	n/p	-
Total	1,271	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	-7.0%

Top 5 activities (sorted by the latest year)

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Eat out / dine at a restaurant and/or cafe	643	572	549	615	749	526	764	811	665	606	-8.9%
Visit friends & relatives	390	412	363	430	410	n/p	425	486	343	388	13.1%
Go shopping for pleasure	537	406	440	453	510	394	617	464	465	374	-19.6%
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Visit botanical or other public gardens	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)

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Private vehicle or company car	1,226	1,427	1,286	1,338	1,557	1,156	1,455	1,605	1,517	1,389	-8.4%
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.