

Travel to Riverina Murray Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,531	4,438	5,336	4,519	4,748	5,108	5,730	6,047	6,148	4,207	-31.6%
Nights ('000)	6,097	5,930	6,439	6,504	6,867	7,558	7,687	8,170	8,398	5,928	-29.4%
Expenditure (\$ million)	\$1,167	\$1,094	\$1,429	\$1,171	\$1,243	\$1,335	\$1,310	\$1,687	\$1,739	\$1,218	-29.9%
Overnight - Int'l & domestic											
Visitors ('000)	1,893	1,835	2,053	2,059	2,260	2,272	2,421	2,656	2,817	1,716	-39.1%
Nights ('000)	6,097	5,930	6,439	6,504	6,867	7,558	7,687	8,170	8,398	5,928	-29.4%
Expenditure (\$ million)	\$815	\$750	\$840	\$826	\$875	\$905	\$930	\$1,149	\$1,213	\$789	-35.0%
Domestic - overnight & daytrip											
Visitors ('000)	4,486	4,396	5,291	4,477	4,702	5,052	5,672	5,995	6,089	4,196	-31.1%
Nights ('000)	5,080	4,842	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	-23.4%
Expenditure (\$ million)	\$1,117	\$1,038	\$1,386	\$1,137	\$1,183	\$1,284	\$1,247	\$1,632	\$1,688	\$1,203	-28.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	1,847	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	-38.2%
Nights (000)	5,080	4,842	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	-23.4%
Average Length of Stay	2.8	2.7	2.7	2.8	2.6	2.9	2.7	2.7	2.7	3.3	23.8%
Expenditure (\$ million)	\$765	\$695	\$798	\$792	\$815	\$853	\$867	\$1,094	\$1,162	\$773	-33.5%
Spend per visitor per night (\$)	\$151	\$143	\$145	\$139	\$140	\$132	\$134	\$155	\$159	\$138	-13.1%
Interstate visitors (000)	923	944	984	1,095	1,220	1,190	1,243	1,310	1,374	731	-46.8%
Intrastate visitors (000)	924	849	1,024	923	994	1,025	1,120	1,295	1,384	974	-29.6%
Interstate nights (000)	2,531	2,535	3,025	3,231	3,353	3,571	3,627	3,645	3,920	2,411	-38.5%
Intrastate nights (000)	2,548	2,307	2,475	2,460	2,492	2,887	2,833	3,395	3,394	3,189	-6.0%
Interstate expenditure (\$ million)	\$330	\$331	\$379	\$401	\$422	\$422	\$494	\$557	\$556	\$350	-37.0%
Intrastate expenditure (\$ million)	\$435	\$364	\$419	\$390	\$394	\$431	\$373	\$537	\$607	\$423	-30.3%

Purpose of Visit

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Holiday	774	740	681	742	801	791	860	868	921	525	-43.0%
Visiting Friends & Relatives	633	624	810	683	763	763	792	887	969	556	-42.7%
Business	322	264	325	386	433	410	520	605	619	479	-22.7%
Total	1,847	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	-38.2%

Origin

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Regional NSW	591	543	753	651	731	684	770	902	889	659	-25.9%
Sydney	333	306	271	271	263	341	350	393	495	315	-36.3%
Total Intrastate	924	849	1,024	923	994	1,025	1,120	1,295	1,384	974	-29.6%
Victoria	671	661	686	831	860	834	898	931	959	550	-42.7%
Queensland	n/p	75	n/p	78	n/p	132	125	153	145	n/p	-
ACT	n/p	89	105	79	116	74	83	80	129	69	-46.6%
Other Interstate	106	119	109	106	151	150	136	145	140	n/p	-
Total Interstate	923	944	984	1,095	1,220	1,190	1,243	1,310	1,374	731	-46.8%
Grand Total	1,847	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	-38.2%

Age

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
15-29	346	261	364	365	406	373	531	511	564	367	-35.0%
30-39	220	276	234	261	292	332	285	406	425	279	-34.2%
40-49	336	303	357	382	366	396	431	407	412	267	-35.3%
50-59	368	367	410	366	484	421	391	481	471	346	-26.6%
60-69	364	371	382	392	461	454	424	479	514	294	-42.8%
70+	213	214	262	251	205	239	301	320	371	152	-58.9%
Total	1,847	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	-38.2%

Travel Party

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Travelling alone	432	389	462	618	640	631	720	787	848	654	-22.9%
Adult couple	529	607	657	634	664	699	643	754	743	404	-45.7%
Family group - parent(s) and children	428	378	387	317	337	346	362	405	399	236	-41.0%
Friends and/or relatives travelling together	320	304	375	332	420	413	430	463	526	309	-41.1%
Business associates travelling together	82	n/p	n/p	99	105	106	169	158	213	85	-60.2%
Total	1,847	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	-38.2%

Travel to Riverina Murray Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	916	885	1044	1105	1185	1186	1290	1399	1551	802	-48.3%
Visit friends & relatives	743	697	938	879	825	857	932	1106	1020	563	-44.8%
Pubs, clubs, discos etc	457	367	490	607	645	585	659	681	806	396	-50.9%
Sightseeing/looking around	418	348	376	414	348	405	434	515	518	302	-41.7%
Go shopping for pleasure	340	280	367	373	333	340	305	357	318	204	-35.7%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	1,614	1,560	2,290	2,178	2,130	2,318	2,307	2,714	2,409	1,978	-17.9%
Standard hotel/motor inn (below 4 star)	1,207	1,309	1,269	1,275	1,257	1,332	1,710	1,556	1,679	949	-43.5%
Caravan park or commercial camping ground	836	786	775	640	823	668	751	844	813	692	-14.8%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	1,578	1,560	1,748	1,800	1,964	1,949	2,086	2,246	2,416	1,581	-34.6%
Aircraft	77	70	136	88	93	110	148	165	152	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	61	67	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	46	43	45	42	46	56	58	52	59	11	-81.2%
Nights (000)	1,017	1,088	938	813	1,022	1,101	1,227	1,130	1,084	328	-69.7%
Average Length of Stay	22.3	25.6	20.9	19.5	22.2	19.5	21.2	21.9	18.3	29.4	60.8%
Expenditure (\$ million)	\$50	\$56	\$42	\$34	\$59	\$52	\$63	\$55	\$50	\$16	-69.1%
Spend per visitor per night (\$)	\$49	\$51	\$45	\$42	\$58	\$47	\$51	\$49	\$47	\$48	2.1%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	24	21	22	20	23	30	29	26	31	7	-77.6%
Visiting Friends & Relatives	13	11	16	14	14	16	16	17	17	n/p	-
Business	7	5	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	-
Total	46	43	45	42	46	56	58	52	59	11	-81.2%

Top 3 Int'l source markets to Riverina Murray DN

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
United Kingdom	8	7	7	7	8	7	9	8	9	n/p	-
Germany	4	n/p	n/p	n/p	3	n/p	n/p	n/p	n/p	n/p	-
New Zealand	8	5	7	7	7	9	n/p	9	8	n/p	-

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	13	14	14	13	17	20	19	17	18	4	-80.1%
30-39	7	6	6	7	7	9	9	7	13	n/p	-
40-49	7	7	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	8	n/p	8	8	n/p	9	n/p	n/p	11	n/p	-
60-69	6	9	6	8	8	7	12	9	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	46	43	45	42	46	56	58	52	59	11	-81.2%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	25	26	24	21	27	30	32	29	32	6	-80.7%
Adult couple	11	10	10	10	13	13	13	13	14	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	5	3	5	5	n/p	6	6	n/p	n/p	n/p	-
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	46	43	45	42	46	56	58	52	59	11	-81.2%

Top 10 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	40	38	40	38	43	53	53	48	54	11	-80.5%
Sightseeing/looking around	36	34	34	31	33	44	45	38	42	9	-77.3%
Go to the beach	26	25	27	22	29	36	38	31	34	9	-73.9%
Go shopping for pleasure	31	31	31	29	33	44	41	39	41	9	-79.0%
Pubs, clubs, discos etc	28	22	24	23	25	33	32	29	29	8	-74.4%

Travel to Riverina Murray Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
First visit	17	19	17	16	16	21	24	18	25	n/p	-
Return visit	29	23	28	25	30	35	34	33	34	7	-79.6%
Total	46	43	45	42	46	56	58	52	59	11	-81.2%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Rented house/apartment/flat or unit (not serviced daily)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Backpacker or hostel	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends or relatives property	287	222	331	339	228	372	403	439	364	n/p	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	16	15	17	16	18	18	20	21	18	5	-74.5%
Rental car	9	9	8	11	10	15	10	13	16	n/p	-
Aircraft	11	11	12	8	9	10	13	9	8	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	2,639	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	-25.2%
Expenditure (\$ million)	\$351	\$343	\$589	\$346	\$368	\$431	\$380	\$539	\$526	\$429	-18.3%
Spend per visitor (\$)	\$133	\$132	\$179	\$140	\$148	\$152	\$115	\$159	\$158	\$172	9.2%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,198	1,174	1,369	1,063	1,094	1,194	1,456	1,416	1,489	872	-41.5%
Visiting Friends & Relatives	515	581	686	587	556	605	823	629	768	424	-44.8%
Business	425	282	477	237	248	335	401	532	425	505	18.9%
Total	2,639	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	-25.2%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,799	1,931	2,036	1,773	1,793	1,892	2,245	2,267	2,159	1,964	-9.0%
Total Intrastate	1,865	1,956	2,153	1,801	1,845	2,007	2,342	2,393	2,311	2,038	-11.8%
Total Interstate	774	647	1,131	658	643	829	967	998	1,020	452	-55.6%
Total	2,639	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	-25.2%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	695	n/p	679	397	490	571	758	711	718	553	-23.1%
30-39	420	389	469	428	n/p	407	579	480	684	n/p	-
40-49	401	572	602	496	620	502	597	606	466	280	-39.8%
50-59	524	370	635	436	337	382	412	654	488	416	-14.8%
60-69	348	510	509	397	375	643	539	474	539	566	5.2%
70+	249	346	388	305	316	333	424	465	436	312	-28.5%
Total	2,639	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	-25.2%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1110	1051	1477	1035	1090	1276	1549	1764	1491	903	-39.4%
Go shopping for pleasure	856	744	1002	716	818	695	917	830	784	565	-28.0%
Visit friends & relatives	689	772	980	797	684	797	987	915	862	503	-41.7%
Pubs, clubs, discos etc	n/p	n/p	221	211	n/p	n/p	n/p	334	n/p	n/p	-
Sightseeing/looking around	311	324	400	223	n/p	272	n/p	531	326	n/p	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	2,589	2,502	3,199	2,345	2,449	2,748	3,249	3,276	3,277	2,428	-25.9%
Rental car	-	n/p	-	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	n/p	-	n/p	-

n/p = not publishable