

Travel to Riverina Tourism Region

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)	2,165	2,204	2,446	2,286	2,324	2,549	2,634	2,914	2,813	2,189	-22.2%
Nights ('000)	2,718	2,462	3,098	3,253	3,228	3,830	3,145	3,879	3,502	2,991	-14.6%
Expenditure (\$ million)*	\$586	\$532	\$613	\$603	\$623	\$694	\$565	\$805	\$709	\$617	-12.9%

Overnight - Int'l & domestic

Visitors ('000)	829	848	933	987	1,080	1,103	1,016	1,279	1,256	818	-34.9%
Nights ('000)	2,718	2,462	3,098	3,253	3,228	3,830	3,145	3,879	3,502	2,991	-14.6%
Expenditure (\$ million)*	\$395	\$336	\$312	\$395	\$414	\$441	\$361	\$542	\$477	\$361	-24.4%

Domestic - overnight & daytrip

Visitors ('000)	2,145	2,180	2,424	2,268	2,301	2,522	2,604	2,891	2,789	2,183	-21.7%
Nights ('000)	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	-7.5%
Expenditure (\$ million)*	\$554	\$503	\$595	\$582	\$586	\$669	\$521	\$776	\$687	\$605	-12.0%

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)	808	824	910	968	1,056	1,076	986	1,255	1,231	811	-34.1%
Nights (000)	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	-7.5%
Average Length of Stay	2.5	2.2	2.8	2.8	2.5	3.0	2.3	2.5	2.4	3.4	40.4%
Expenditure (\$ million)*	\$363	\$307	\$294	\$374	\$377	\$415	\$317	\$513	\$455	\$348	-23.6%
Spend per visitor per night (\$)	\$182	\$168	\$116	\$140	\$144	\$129	\$140	\$162	\$154	\$127	-17.4%
Intrastate visitors (000)	527	511	590	603	654	653	554	783	776	589	-24.1%
Interstate visitors (000)	282	313	320	365	403	423	432	472	455	222	-51.2%
Intrastate nights (000)	1,374	1,203	1,362	1,536	1,546	1,895	1,246	1,909	1,693	1,978	16.9%
Interstate nights (000)	623	627	1,162	1,136	1,077	1,316	1,021	1,249	1,258	753	-40.2%
Intrastate expenditure (\$million)	\$246	\$216	\$215	\$244	\$246	\$278	\$172	\$308	\$315	\$236	-24.9%
Interstate expenditure (\$ million)	\$117	\$91	\$79	\$129	\$131	\$137	\$145	\$205	\$141	\$112	-20.6%

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	248	276	240	294	321	344	286	272	332	192	-42.1%
Visiting Friends & Relatives	312	298	385	337	372	367	368	460	419	300	-28.3%
Business	186	131	173	211	236	227	242	371	340	229	-32.7%
Other	64	119	116	132	128	141	92	155	144	96	-33.4%
Total	808	824	910	968	1,056	1,076	986	1,255	1,231	811	-34.1%

	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	
Holiday	644	541	921	678	679	735	555	788	694	501	-27.8%
Visiting Friends & Relatives	817	758	969	1,001	1,066	1,206	1,089	1,133	1,095	841	-23.2%
Business	347	242	388	701	631	882	462	962	950	1,102	16.0%
Other	188	289	246	292	247	388	162	276	213	287	34.9%
Total	1,997	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	-7.5%

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	
Regional NSW	304	326	431	446	500	430	367	536	476	381	-19.9%
Sydney	223	185	159	158	154	222	187	247	300	208	-30.6%
Total Intrastate	527	511	590	603	654	653	554	783	776	589	-24.1%
Victoria	139	157	150	212	199	222	231	257	259	109	-57.8%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	78	85	73	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	52	n/p	-
Other Interstate	54	69	63	54	87	95	60	80	71	n/p	-
Total Interstate	282	313	320	365	403	423	432	472	455	222	-51.2%
Grand Total	808	824	910	968	1,056	1,076	986	1,255	1,231	811	-34.1%

Travel to Riverina Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

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	157	163	177	174	193	204	214	282	222	177	-20.2%
30-39	102	100	137	107	133	153	n/p	148	187	145	-22.1%
40-49	141	142	142	202	186	190	178	213	169	131	-22.6%
50-59	166	164	177	168	248	207	148	223	229	149	-34.6%
60-69	157	155	161	190	225	212	197	214	250	135	-45.9%
70+	86	100	116	129	71	110	141	175	174	73	-58.0%
Total	808	824	910	968	1,056	1,076	986	1,255	1,231	811	-34.1%

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	209	193	220	352	332	303	304	447	393	324	-17.6%
Adult couple	229	274	280	326	291	312	286	346	320	205	-35.8%
Family group - parents and children	176	153	166	109	170	166	141	181	164	87	-47.2%
Friends or relatives travelling together with(out) children	127	161	173	132	167	216	159	176	197	152	-22.8%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	145	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	808	824	910	968	1,056	1,076	986	1,255	1,231	811	-34.1%

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	386	378	430	519	598	551	507	632	698	388	-44.4%
Visit friends & relatives	332	315	446	429	376	389	408	576	436	288	-33.9%
Pubs, clubs, discos etc	167	156	178	257	315	266	256	291	393	175	-55.4%
Sightseeing/looking around	154	109	163	199	125	199	149	220	199	138	-30.7%
Go shopping for pleasure	143	108	131	165	142	180	121	146	137	94	-31.8%

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	791	665	1,345	1,040	1,073	1,216	1,020	1,346	1,035	918	-11.3%
Standard hotel/motor inn (below 4 star)	558	560	490	585	605	598	576	873	788	545	-30.8%
Caravan or camping - non commercial	n/p	n/p	n/p	n/p	n/p	178	n/p	183	206	165	-20.2%

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	716	706	777	870	955	937	840	1,055	1,071	737	-31.2%
Aircraft	n/p	n/p	n/p	n/p	n/p	67	n/p	108	70	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 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)	21	24	23	18	24	28	30	23	25	6	-74.4%
Nights (000)	721	632	574	582	605	619	878	721	551	260	-52.8%
Average Length of Stay	34.7	25.9	25.3	31.5	25.7	22.2	29.1	30.7	22.4	41.3	84.5%
Expenditure (\$ million)*	n/p	\$29	\$18	\$21	\$37	\$25	\$44	\$29	\$22	n/p	-
Spend per visitor per night (\$)	-	\$45	\$31	\$36	\$61	\$41	\$50	\$40	\$39	-	-

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	10	11	11	7	11	16	16	10	13	n/p	-
Visiting Friends & Relatives	6	6	9	7	8	8	7	8	7	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	24	23	18	24	28	30	23	25	6	-74.4%

Travel to Riverina Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	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	
Holiday	229	262	181	138	155	225	370	220	234	n/p	-
Visiting Friends & Relatives	180	114	249	178	96	136	245	235	119	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	721	632	574	582	605	619	878	721	551	260	-52.8%

Top 3 Int'l source markets to Riverina

	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	n/p	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	-
Hong Kong	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	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	8	8	7	7	10	10	11	9	9	n/p	-
30-39	n/p	5	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	24	23	18	24	28	30	23	25	6	-74.4%

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	13	13	12	10	14	15	17	13	14	n/p	-
Adult couple	n/p	n/p	4	n/p	6	5	8	n/p	7	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	n/p	n/p	n/p	n/p	n/p	-
Total	21	24	23	18	24	28	30	23	25	6	-74.4%

Top 5 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	18	22	21	16	22	26	28	21	22	6	-73.2%
Sightseeing/looking around	17	19	18	15	17	22	22	15	17	n/p	-
Go to the beach	12	15	14	10	14	19	19	12	14	n/p	-
Go shopping for pleasure	14	19	16	14	18	22	24	19	18	n/p	-
Pubs, clubs, discos etc	14	13	11	11	12	16	16	13	13	n/p	-

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	9	12	9	8	9	11	11	8	11	n/p	-
Return visit	12	13	14	11	14	17	19	16	14	n/p	-
Total	21	24	23	18	24	28	30	23	25	6	-74.4%

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	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	165	146	225	212	93	186	292	265	157	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	7	9	9	7	10	9	10	9	6	n/p	-
Rental car	n/p	n/p	n/p	n/p	n/p	6	n/p	n/p	n/p	n/p	-
Aircraft	5	6	6	4	4	n/p	7	n/p	6	n/p	-

Travel to Riverina Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

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)	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	-12.0%
Expenditure (\$ million)*	\$192	\$196	\$301	\$209	\$209	\$253	\$204	\$264	\$232	\$257	10.8%
Spend per visitor (\$)	\$143	\$145	\$199	\$160	\$168	\$175	\$126	\$161	\$149	\$187	25.9%

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	459	555	534	554	524	594	588	632	595	461	-22.6%
Visiting Friends & Relatives	280	n/p	366	n/p	n/p	299	496	n/p	369	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	358	334	429	313	320	401	329	456	407	410	0.8%
Total	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	-12.0%

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	1,124	1,261	1,327	1,183	1,153	1,186	1,386	1,428	1,348	1,272	-5.6%
Total Intrastate	1,183	1,285	1,406	1,193	1,197	1,279	1,475	1,503	1,418	1,319	-7.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	-12.0%

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	389	350	-10.0%
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	288	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	297	n/p	318	200	n/p	n/p	n/p	262	n/p	n/p	-
60-69	159	255	263	n/p	n/p	419	315	n/p	299	243	-18.6%
70+	n/p	n/p	162	n/p	127	n/p	227	238	n/p	n/p	-
Total	1,336	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	-12.0%

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	649	472	643	546	679	680	808	756	678	568	-16.2%
Go shopping for pleasure	419	412	479	422	500	471	578	437	425	373	-12.0%
Visit friends & relatives	345	373	430	433	n/p	403	536	408	381	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	-
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)

	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	1,311	1,297	1,504	1,242	1,237	1,398	1,585	1,605	1,534	1,330	-13.3%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	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.