

# Riverina Visitor Profile

Year ended December 2020

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



Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
**2.2m**  
-22.2% YoY

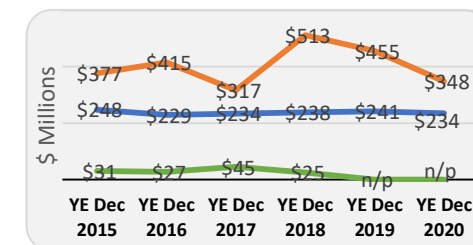
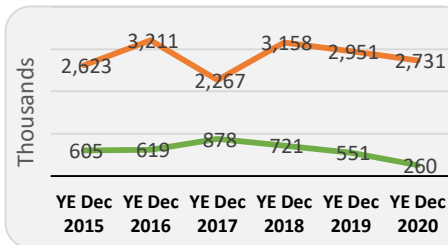
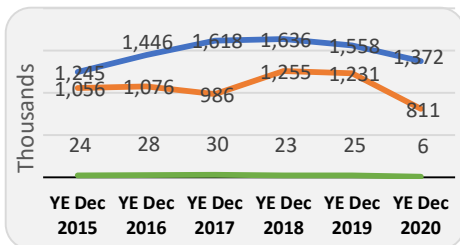
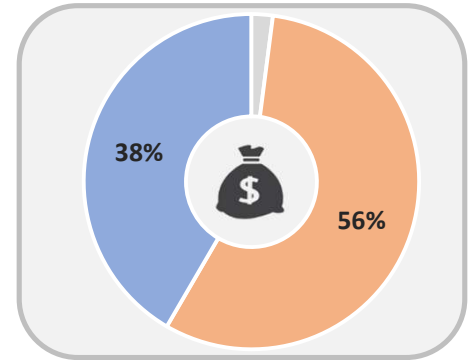
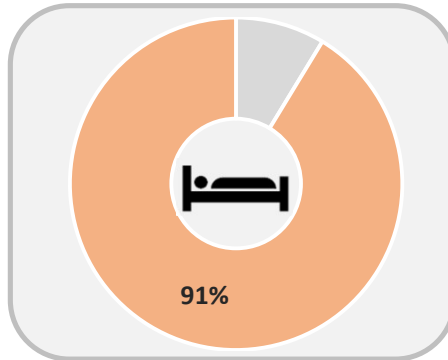
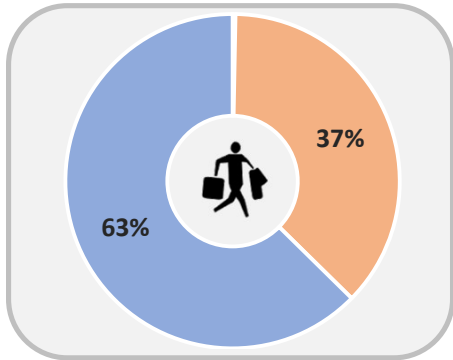


Nights  
**3.0m**  
-14.6% YoY



Expenditure  
**\$617.3m**  
-12.9% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 0.8m (-34.1% YoY)  
Nights: 2.7m (-7.5% YoY)  
Expenditure: \$348.0m (-23.6% YoY)



Average spend  
\$127 per night  
\$429 per visitor



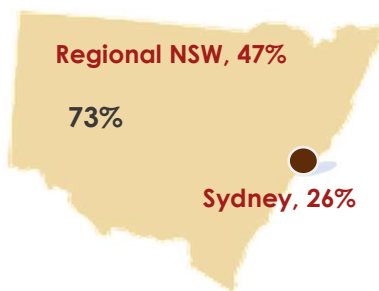
Average length of stay:  
3.4 nights



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

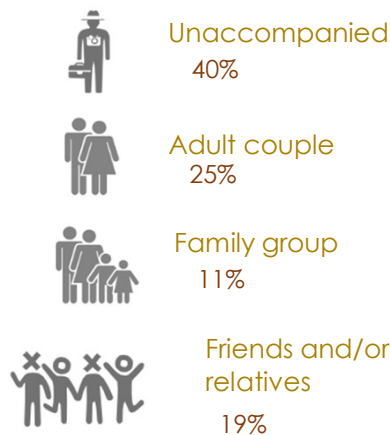
### Origin

73% of the visitors came from within New South Wales



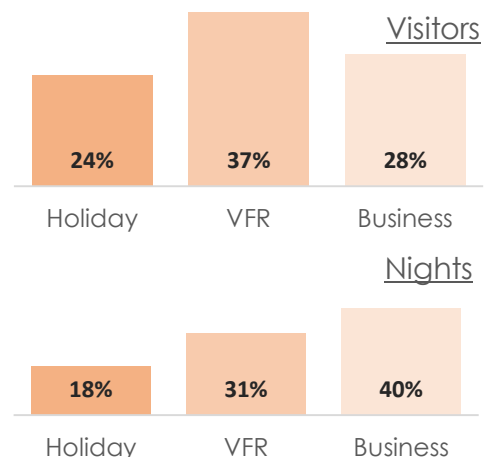
### Travel party

40% of the visitors were travelling alone



### Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

Private vehicle or company car, 91%  
Aircraft, n/p

### Gender

42% Female  
58% Male

# Riverina Visitor Profile

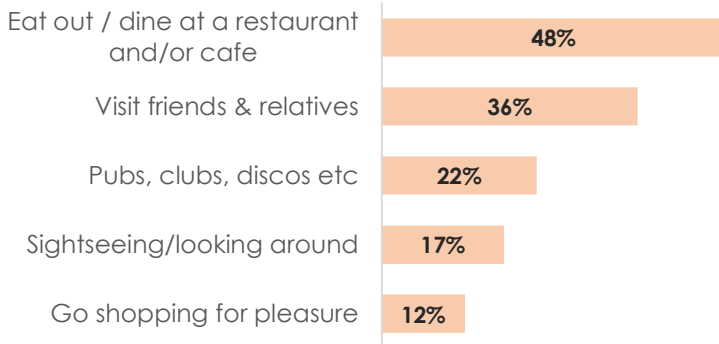
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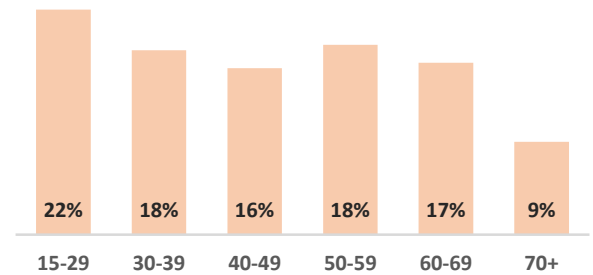
Icons sourced from www.easil.ly

## Top 5 activities

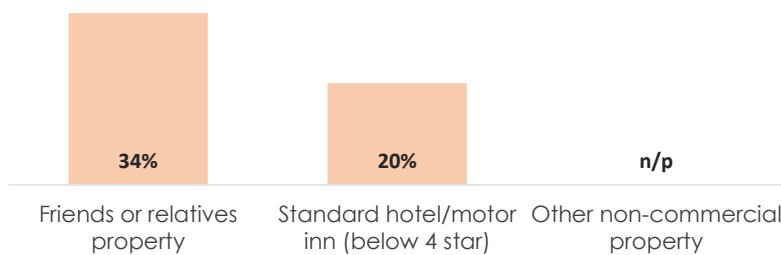


## Age

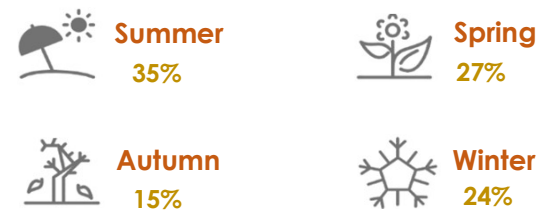
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 1.4m (-12.0% YoY)  
Expenditure: \$234.4m (-2.8% YoY)



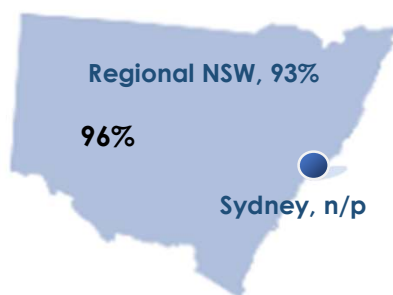
Average spend \$171 per visitor



#9 for visitors  
#7 for expenditure  
**In Regional NSW**

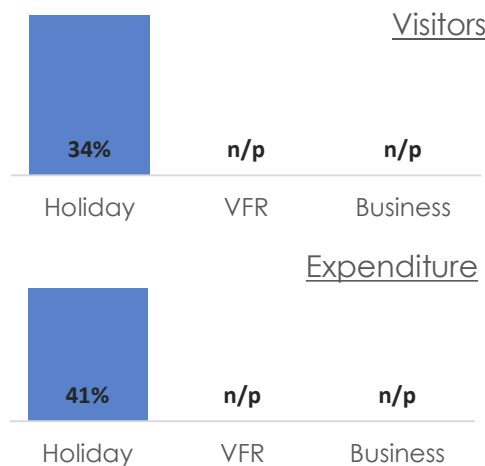
## Origin

96% of the visitors to the region came from New South Wales



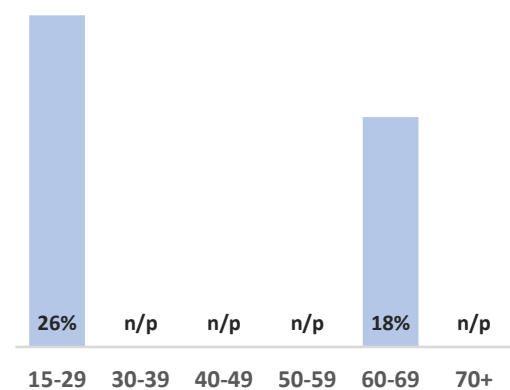
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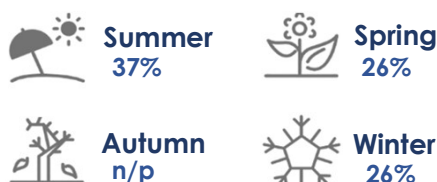


## Age

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



## Travel season\*

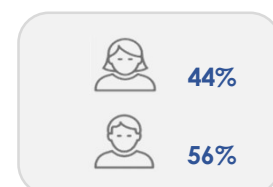


## Transport

Private vehicle or company car



## Gender



\*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**