

# Travel to Riverina Tourism Region

## Year ended March 2021



Source: National Visitor Survey, TRA.

### OVERVIEW

Domestic - overnight & daytrip	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	2,294	2,173	2,408	2,529	2,228	2,438	2,795	2,676	2,876	1,950	-32.2%
Nights ('000)	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	-16.0%
Expenditure (\$ million)*	\$575	\$483	\$637	\$636	\$529	\$655	\$607	\$660	\$743	\$563	-24.3%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	-36.7%
Nights (000)	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	-16.0%
Average Length of Stay	2.3	2.7	2.6	2.6	2.6	3.1	2.2	2.6	2.4	3.2	32.6%
Expenditure (\$ million)*	\$372	\$244	\$371	\$371	\$361	\$379	\$408	\$437	\$485	\$348	-28.2%
Spend per visitor per night (\$)	\$199	\$109	\$154	\$143	\$136	\$120	\$161	\$149	\$159	\$136	-14.5%
Intrastate visitors (000)	519	498	636	621	633	604	679	699	801	594	-25.8%
Interstate visitors (000)	294	327	305	385	404	414	459	445	457	202	-55.8%
Intrastate nights (000)	1,218	1,255	1,547	1,477	1,493	1,868	1,366	1,801	1,910	1,825	-4.4%
Interstate nights (000)	651	987	864	1,122	1,156	1,297	1,168	1,127	1,143	738	-35.4%
Intrastate expenditure (\$million)	\$255	\$164	\$275	\$250	\$226	\$241	\$208	\$288	\$334	\$250	-25.3%
Interstate expenditure (\$ million)	\$117	\$80	\$96	\$121	\$135	\$138	\$201	\$148	\$151	\$98	-34.7%

#### Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	244	269	241	330	305	319	287	274	343	205	-40.4%
Visiting Friends & Relatives	313	332	362	341	387	370	395	425	426	253	-40.6%
Business	161	127	225	195	237	198	344	299	341	250	-26.8%
Other	97	98	116	146	111	134	117	146	153	90	-41.2%
Total	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	-36.7%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	577	868	567	731	697	703	529	789	710	546	-23.1%
Visiting Friends & Relatives	733	861	1,025	985	1,069	1,284	1,050	1,111	1,120	642	-42.7%
Business	309	278	564	562	677	791	757	784	885	1,154	30.4%
Other	250	236	256	321	206	386	199	245	338	221	-34.6%
Total	1,869	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	-16.0%

#### Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Regional NSW	315	317	480	460	448	410	475	455	491	385	-21.6%
Sydney	205	181	156	161	185	194	204	244	310	210	-32.4%
<b>Total Intrastate</b>	519	498	636	621	633	604	679	699	801	594	-25.8%
Victoria	133	162	150	221	189	221	246	258	254	116	-54.2%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	85	n/p	83	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	61	n/p	-
Other Interstate	63	60	70	71	74	82	71	76	59	n/p	-
<b>Total Interstate</b>	294	327	305	385	404	414	459	445	457	202	-55.8%
<b>Grand Total</b>	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	-36.7%

#### Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
15-29	182	178	148	177	202	208	231	256	247	167	-32.2%
30-39	80	92	141	127	126	139	156	118	204	114	-44.0%
40-49	130	122	207	161	188	169	221	178	169	124	-26.4%
50-59	178	164	180	190	252	175	171	209	224	155	-30.9%
60-69	155	160	157	222	193	212	209	206	249	149	-40.1%
70+	89	109	109	128	76	115	150	175	165	87	-47.4%
Total	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	-36.7%

#### Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Travelling alone	228	162	289	305	340	286	382	405	386	331	-14.3%
Adult couple	239	276	289	337	296	297	281	342	329	197	-40.2%
Family group - parents and children	146	179	131	148	151	162	179	134	169	94	-44.1%
Friends or relatives travelling together with(out) children	145	153	169	155	164	188	209	144	220	115	-47.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	813	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	-36.7%

# Travel to Riverina Tourism Region

## Year ended March 2021



Source: National Visitor Survey, TRA.

### Top 5 Activities (sorted by the latest year)

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Eat out / dine at a restaurant and/or cafe	392	377	479	535	562	509	592	603	686	371	-45.8%	
Visit friends & relatives	329	343	431	433	386	395	444	523	476	220	-53.7%	
Sightseeing/looking around	139	127	169	187	122	213	154	198	202	142	-29.4%	
Pubs, clubs, discos etc	158	178	214	241	286	276	279	319	379	141	-62.9%	
Go shopping for pleasure	133	108	146	147	161	172	133	124	139	100	-27.8%	

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

	Nights (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Friends or relatives property	670	1,140	1,015	1,022	1,098	1,232	987	1,384	1,144	724	-36.7%	
Standard hotel/motor inn (below 4 star)	641	440	517	686	518	578	759	742	780	612	-21.5%	
Caravan or camping - non commercial	n/p	n/p	n/p	179	n/p	164	n/p	155	214	171	-20.0%	

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

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Private vehicle or company car	719	693	816	921	931	873	952	992	1,086	721	-33.6%	
Aircraft	n/p	n/p	n/p	n/p	n/p	71	117	n/p	82	n/p	-	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	-28.7%
Expenditure (\$ million)*	\$203	\$239	\$266	\$265	\$168	\$276	\$199	\$223	\$259	\$215	-17.0%
Spend per visitor (\$)	\$137	\$177	\$181	\$174	\$141	\$194	\$120	\$145	\$160	\$186	16.4%

### Main Purpose of Trip

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Holiday	547	584	523	653	430	564	697	624	573	305	-46.7%	
Visiting Friends & Relatives	308	n/p	389	n/p	n/p	356	422	n/p	367	n/p	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Other	350	326	390	453	340	362	305	439	417	387	-7.1%	
Total	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	-28.7%	

### Origin

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Regional NSW	1,273	1,269	1,310	1,374	1,089	1,124	1,430	1,341	1,449	1,059	-26.9%	
<b>Total Intrastate</b>	1,349	1,299	1,359	1,420	1,107	1,254	1,482	1,444	1,481	1,116	-24.6%	
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	-28.7%	

### Age

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	314	n/p	-	
30-39	296	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
40-49	250	n/p	n/p	397	n/p	n/p	400	n/p	n/p	n/p	-	
50-59	256	n/p	292	237	n/p	225	n/p	248	256	n/p	-	
60-69	184	242	296	n/p	n/p	305	263	217	260	276	6.0%	
70+	n/p	n/p	n/p	169	n/p	162	226	201	n/p	n/p	-	
Total	1,481	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	-28.7%	

### Top 5 activities (sorted by the latest year)

	Visitors (000)											% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021		
Eat out / dine at a restaurant and/or cafe	640	553	638	705	502	769	854	632	728	444	-39.0%	
Go shopping for pleasure	473	427	475	491	422	587	474	438	439	298	-32.1%	
Visit friends & relatives	424	322	511	379	n/p	440	488	356	449	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	-	
Sightseeing/looking around	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 Mar21 vs. YE Mar20
	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	YE Mar 2021		
Private vehicle or company car	1,437	1,323	1,457	1,465	1,156	1,377	1,636	1,513	1,587	1,103	-30.5%	
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Rental car	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.