

# Riverina Visitor Profile

Year ended March 2021

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



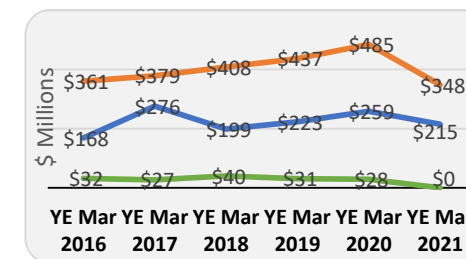
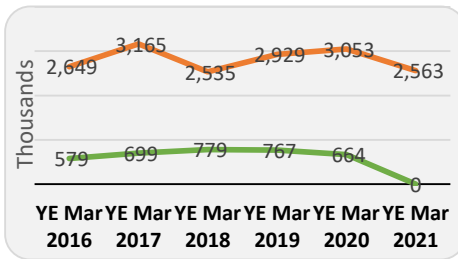
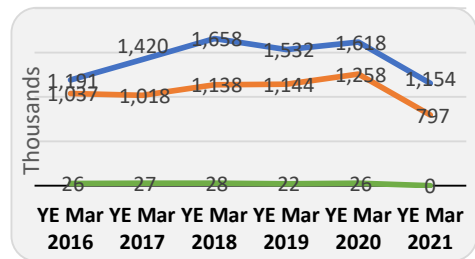
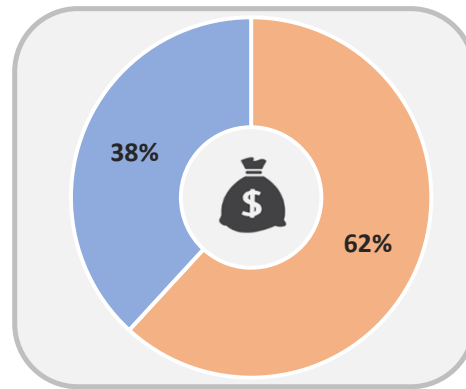
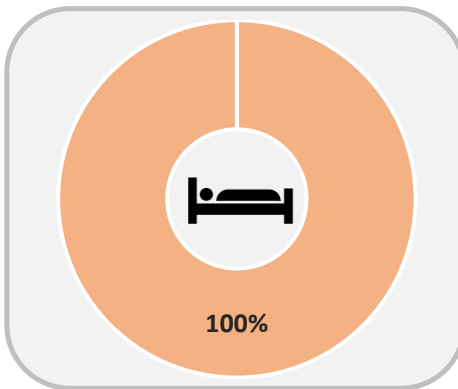
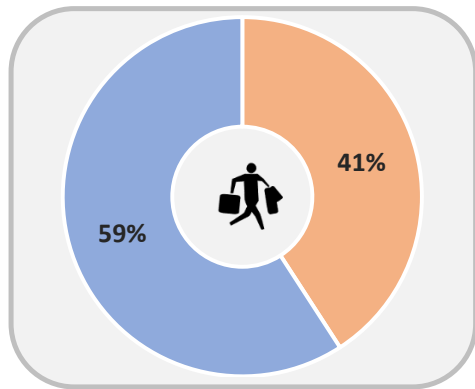
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 0.8m (-36.7% YoY)  
Nights: 2.6m (-16.0% YoY)  
Expenditure: \$348.0m (-28.2% YoY)



Average spend  
\$136 per night  
\$437 per visitor



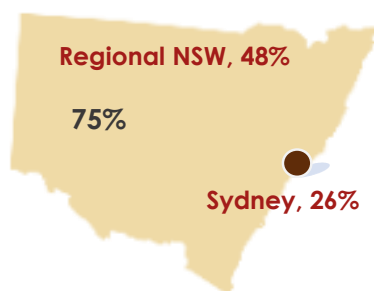
Average length of stay:  
3.2 nights



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

### Origin

75% of the visitors came from within New South Wales



### Travel party

42% of the visitors were travelling alone



Unaccompanied  
42%



Adult couple  
25%



Family group  
12%

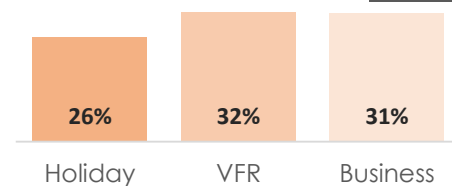


Friends and/or relatives  
14%

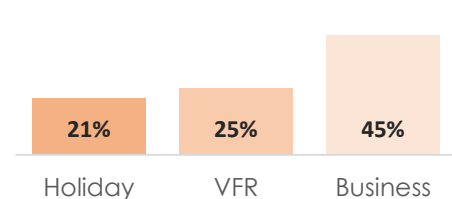
### Purpose of visit

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

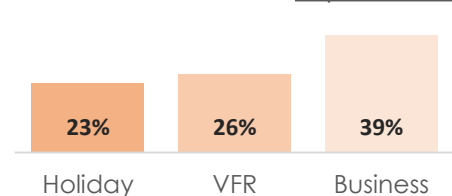
#### Visitors



#### Nights



#### Expenditure



### Transport

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

### Gender



40%



60%

# Riverina Visitor Profile

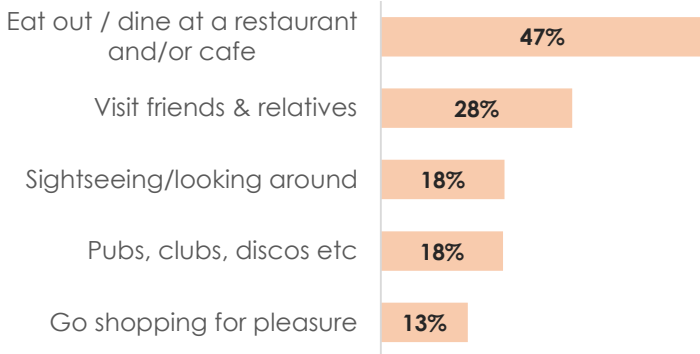
Year ended March 2021

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



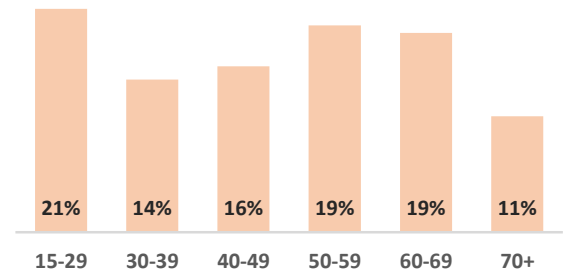
Icons sourced from www.easil.ly

## Top 5 activities

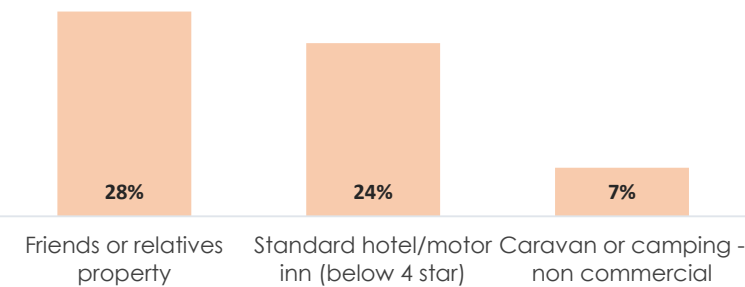


## Age

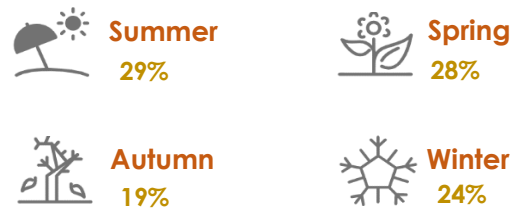
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 1.2m (-28.7% YoY)  
Expenditure: \$214.8m (-17.0% YoY)



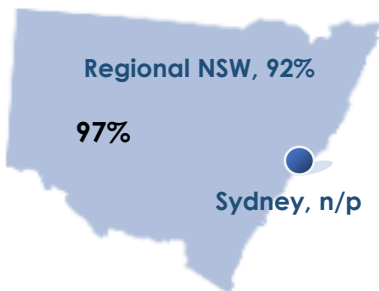
Average spend \$186 per visitor



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

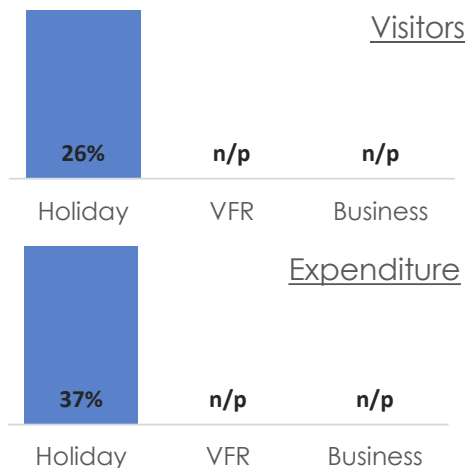
## Origin

97% of the visitors to the region came from New South Wales



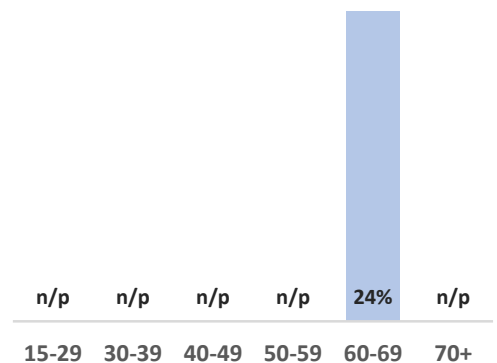
## Purpose of visit

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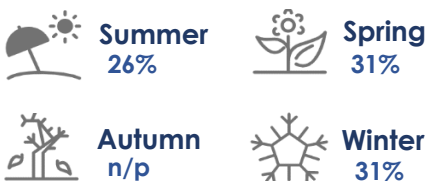


## Age

'60-69 years' was the largest age group of the visitors to the region



## Travel season\*

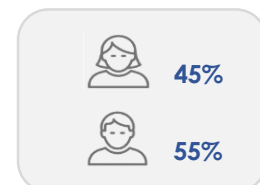


\*by month returned from the trip

## Transport

Private vehicle or company car 96%  
Bus/Coach n/p

## Gender



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**