

Travel to Riverina Murray Destination Network

Year ended June 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

| GRAND TOTAL - overnight & daytrip | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Visitors (000) | 4,744 | 4,793 | 4,740 | 5,117 | 4,772 | 5,306 | 5,909 | 6,095 | 5,016 | 4,722 | -5.9% |
| Nights (000) | 6,056 | 6,419 | 6,651 | 6,191 | 7,132 | 7,865 | 7,869 | 8,043 | 7,534 | 6,153 | -18.3% |
| Expenditure (\$ million) | \$1,114 | \$1,243 | \$1,301 | \$1,283 | \$1,230 | \$1,301 | \$1,512 | \$1,654 | \$1,512 | \$1,378 | -8.8% |

Overnight - Int'l & domestic

| | | | | | | | | | | | |
|--------------------------|-------|-------|-------|-------|-------|-------|---------|---------|---------|-------|--------|
| Visitors (000) | 1,911 | 1,934 | 1,986 | 2,185 | 2,313 | 2,325 | 2,544 | 2,670 | 2,354 | 2,003 | -14.9% |
| Nights (000) | 6,056 | 6,419 | 6,651 | 6,191 | 7,132 | 7,865 | 7,869 | 8,043 | 7,534 | 6,153 | -18.3% |
| Expenditure (\$ million) | \$780 | \$770 | \$867 | \$859 | \$872 | \$878 | \$1,071 | \$1,129 | \$1,027 | \$962 | -6.4% |

Domestic - overnight & daytrip

| | | | | | | | | | | | |
|--------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| Visitors (000) | 4,701 | 4,749 | 4,696 | 5,073 | 4,722 | 5,250 | 5,850 | 6,045 | 4,973 | 4,721 | -5.1% |
| Nights (000) | 5,136 | 5,382 | 5,648 | 5,375 | 6,203 | 6,527 | 6,745 | 6,914 | 6,659 | 6,134 | -7.9% |
| Expenditure (\$ million) | \$1,073 | \$1,190 | \$1,261 | \$1,240 | \$1,180 | \$1,230 | \$1,459 | \$1,608 | \$1,464 | \$1,377 | -6.0% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Visitors (000) | 1,868 | 1,890 | 1,942 | 2,142 | 2,264 | 2,269 | 2,485 | 2,620 | 2,311 | 2,003 | -13.3% |
| Nights (000) | 5,136 | 5,382 | 5,648 | 5,375 | 6,203 | 6,527 | 6,745 | 6,914 | 6,659 | 6,134 | -7.9% |
| Average Length of Stay (nights) | 2.7 | 2.8 | 2.9 | 2.5 | 2.7 | 2.9 | 2.7 | 2.6 | 2.9 | 3.1 | 6.3% |
| Expenditure (\$ million) | \$739 | \$716 | \$827 | \$816 | \$822 | \$807 | \$1,018 | \$1,083 | \$980 | \$960 | -2.0% |
| Spend per visitor per night (\$) | \$144 | \$133 | \$146 | \$152 | \$133 | \$124 | \$151 | \$157 | \$147 | \$157 | 6.4% |
| Interstate visitors (000) | 937 | 986 | 977 | 1,208 | 1,240 | 1,149 | 1,262 | 1,374 | 1,139 | 850 | -25.4% |
| Intrastate visitors (000) | 930 | 904 | 966 | 934 | 1,024 | 1,120 | 1,223 | 1,245 | 1,172 | 1,153 | -1.6% |
| Interstate nights (000) | 2,602 | 3,092 | 3,015 | 3,179 | 3,540 | 3,505 | 3,634 | 3,657 | 3,384 | 2,546 | -24.8% |
| Intrastate nights (000) | 2,534 | 2,291 | 2,633 | 2,196 | 2,663 | 3,022 | 3,110 | 3,257 | 3,275 | 3,588 | 9.6% |
| Interstate expenditure (\$ million) | \$321 | \$377 | \$387 | \$417 | \$437 | \$412 | \$557 | \$540 | \$486 | \$426 | -12.2% |
| Intrastate expenditure (\$ million) | \$418 | \$339 | \$440 | \$399 | \$385 | \$395 | \$461 | \$544 | \$494 | \$534 | 8.1% |

Main Purpose of Visit

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Holiday | 741 | 720 | 695 | 813 | 808 | 810 | 782 | 1,001 | 686 | 682 | -0.6% |
| Visiting Friends & Relatives | 637 | 734 | 679 | 741 | 817 | 751 | 840 | 903 | 814 | 594 | -27.0% |
| Business | 349 | 280 | 363 | 357 | 429 | 485 | 623 | 495 | 598 | 520 | -13.1% |
| Other | 156 | 167 | 223 | 244 | 226 | 234 | 262 | 236 | 234 | 221 | -5.7% |
| Total | 1,868 | 1,890 | 1,942 | 2,142 | 2,264 | 2,269 | 2,485 | 2,620 | 2,311 | 2,003 | -13.3% |

Origin

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Regional NSW | 589 | 634 | 686 | 681 | 690 | 806 | 852 | 797 | 768 | 780 | 1.6% |
| Sydney | 341 | 269 | 280 | 253 | 334 | 314 | 371 | 448 | 404 | 373 | -7.7% |
| Victoria | 638 | 699 | 728 | 847 | 864 | 857 | 898 | 971 | 819 | 634 | -22.6% |
| Queensland | n/p | 106 | n/p | 97 | 133 | 100 | 134 | 152 | 123 | n/p | - |
| ACT | 107 | n/p | 85 | 117 | 97 | 79 | 75 | 103 | 106 | 71 | -33.4% |
| Other Interstate | 115 | 106 | 110 | 145 | 145 | 113 | 155 | 149 | 90 | 94 | 4.2% |
| Total | 1,868 | 1,890 | 1,942 | 2,142 | 2,264 | 2,269 | 2,485 | 2,620 | 2,311 | 2,003 | -13.3% |

Age

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| 15-29 | 337 | 322 | 300 | 401 | 403 | 457 | 517 | 501 | 527 | 330 | -37.4% |
| 30-39 | 235 | 232 | 263 | 273 | 354 | 288 | 334 | 369 | 401 | 316 | -21.2% |
| 40-49 | 344 | 324 | 369 | 347 | 378 | 427 | 419 | 434 | 306 | 305 | -0.5% |
| 50-59 | 358 | 396 | 351 | 442 | 492 | 384 | 424 | 485 | 402 | 380 | -5.5% |
| 60-69 | 376 | 372 | 388 | 456 | 440 | 439 | 468 | 465 | 425 | 431 | 1.4% |
| 70+ | 218 | 244 | 272 | 222 | 196 | 275 | 323 | 366 | 250 | 241 | -3.5% |
| Total | 1,868 | 1,890 | 1,942 | 2,142 | 2,264 | 2,269 | 2,485 | 2,620 | 2,311 | 2,003 | -13.3% |

Travel Party

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Travelling alone | 444 | 386 | 557 | 573 | 681 | 689 | 789 | 729 | 795 | 690 | -13.2% |
| Adult couple | 558 | 662 | 622 | 663 | 682 | 636 | 709 | 819 | 554 | 550 | -0.8% |
| Family group - parent(s) and children | 397 | 374 | 313 | 386 | 325 | 343 | 397 | 383 | 331 | 300 | -9.1% |
| Friends and/or relatives travelling together | 317 | 356 | 313 | 401 | 450 | 383 | 434 | 483 | 436 | 336 | -23.0% |
| Other | 152 | 112 | 137 | 119 | 127 | 218 | 156 | 206 | 196 | 127 | -35.3% |
| Total | 1,868 | 1,890 | 1,942 | 2,142 | 2,264 | 2,269 | 2,485 | 2,620 | 2,311 | 2,003 | -13.3% |

Top 5 Activities (sorted by the latest year)

| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | % change YE Jun 21 vs. YE Jun 20 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|
| Eat out / dine at a restaurant and/or cafe | 884 | 982 | 1,040 | 1,176 | 1,160 | 1,272 | 1,324 | 1,425 | 1,192 | 1,080 | -9.4% |
| Pubs, clubs, discos etc | 412 | 479 | 511 | 629 | 643 | 631 | 646 | 718 | 622 | 521 | -16.3% |
| Visit friends & relatives | 722 | 841 | 841 | 894 | 894 | 875 | 986 | 1,052 | 875 | 519 | -40.7% |
| Sightseeing/looking around | 416 | 374 | 346 | 415 | 371 | 448 | 407 | 557 | 395 | 386 | -2.3% |
| Go shopping for pleasure | 303 | 336 | 372 | 350 | 324 | 312 | 347 | 351 | 241 | 243 | 0.9% |

Travel to Riverina Murray Destination Network

Year ended June 2021

Source: National and International Visitor Surveys, TRA.



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

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Standard hotel/motor inn (below 4 star) | 705 | 656 | 712 | 707 | 663 | 758 | 798 | 879 | 640 | 623 | -2.6% |
| Friends or relatives property | 537 | 626 | 635 | 754 | 782 | 707 | 824 | 849 | 784 | 572 | -27.0% |
| Caravan or camping - non commercial | 153 | 142 | 145 | 215 | 215 | 205 | 222 | 279 | 266 | 280 | 5.3% |

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

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Private vehicle or company car | 1,608 | 1,644 | 1,709 | 1,930 | 1,997 | 1,977 | 2,180 | 2,296 | 2,027 | 1,860 | -8.2% |
| Aircraft | 85 | 102 | 96 | n/p | 114 | 129 | 161 | 145 | 126 | n/p | - |
| Rental car | 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

| | | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Visitors (000) | 43 | 44 | 44 | 44 | 50 | 56 | 59 | 50 | 43 | n/p | - |
| Nights (000) | 920 | 1,037 | 1,003 | 816 | 929 | 1,338 | 1,124 | 1,129 | 875 | n/p | - |
| Average Length of Stay (nights) | 21.5 | 23.5 | 22.6 | 18.6 | 18.7 | 23.8 | 19.1 | 22.4 | 20.2 | - | - |
| Expenditure (\$ million) | \$41 | \$53 | \$40 | \$43 | \$50 | \$71 | \$53 | \$45 | \$47 | n/p | - |
| Spend per visitor per night (\$) | \$45 | \$51 | \$40 | \$53 | \$53 | \$53 | \$47 | \$40 | \$54 | - | - |

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

| | | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Visitors (000) | 2,834 | 2,858 | 2,754 | 2,931 | 2,458 | 2,981 | 3,365 | 3,426 | 2,662 | 2,719 | 2.1% |
| Expenditure (\$ million) | \$334 | \$473 | \$434 | \$425 | \$358 | \$423 | \$441 | \$525 | \$485 | \$417 | -14.1% |
| Spend per visitor (\$) | \$118 | \$166 | \$158 | \$145 | \$146 | \$142 | \$131 | \$153 | \$182 | \$153 | -15.9% |

Main Purpose of Trip

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Holiday | 1,367 | 1,320 | 1,057 | 1,193 | 1,169 | 1,191 | 1,550 | 1,459 | 1,094 | 910 | -16.8% |
| Visiting Friends & Relatives | 545 | 651 | 638 | 610 | 517 | 696 | 710 | 709 | 568 | 510 | -10.3% |
| Business | 431 | 324 | 364 | 367 | n/p | 408 | 401 | 518 | 429 | 564 | 31.4% |
| Other | 491 | 565 | 695 | 761 | 597 | 686 | 704 | 739 | 570 | 735 | 28.8% |
| Total | 2,834 | 2,858 | 2,754 | 2,931 | 2,458 | 2,981 | 3,365 | 3,426 | 2,662 | 2,719 | 2.1% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Sydney | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Regional NSW | 1,995 | 1,947 | 1,818 | 2,139 | 1,629 | 2,033 | 2,277 | 2,300 | 1,801 | 2,097 | 16.5% |
| Total Intrastate | 2,046 | 2,016 | 1,879 | 2,195 | 1,693 | 2,168 | 2,333 | 2,500 | 1,862 | 2,201 | 18.2% |
| Total Interstate | 787 | 842 | 875 | 737 | 765 | 813 | 1,032 | 925 | 799 | 518 | -35.2% |
| Total | 2,834 | 2,858 | 2,754 | 2,931 | 2,458 | 2,981 | 3,365 | 3,426 | 2,662 | 2,719 | 2.1% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|-------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| 15-29 | 689 | n/p | 457 | 588 | 510 | 619 | 740 | 791 | 435 | 670 | 54.1% |
| 30-39 | 538 | n/p | 508 | 385 | n/p | 491 | 540 | 562 | 593 | n/p | - |
| 40-49 | 467 | 616 | 509 | 598 | 567 | 538 | 661 | 545 | 291 | 352 | 21.2% |
| 50-59 | 394 | 572 | 466 | 482 | 336 | 346 | 483 | 601 | 506 | 406 | -19.7% |
| 60-69 | 448 | 508 | 492 | 455 | 429 | 599 | 443 | 514 | 477 | 621 | 30.1% |
| 70+ | 297 | 337 | 321 | 424 | 274 | 387 | 498 | 412 | 361 | 412 | 14.3% |
| Total | 2,834 | 2,858 | 2,754 | 2,931 | 2,458 | 2,981 | 3,365 | 3,426 | 2,662 | 2,719 | 2.1% |

Top 5 activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Eat out / dine at a restaurant and/or cafe | 1,089 | 1,244 | 1,261 | 1,273 | 987 | 1,458 | 1,686 | 1,577 | 1,144 | 982 | -14.2% |
| Visit friends & relatives | 793 | 871 | 879 | 813 | 624 | 930 | 881 | 887 | 714 | 536 | -25.0% |
| Go shopping for pleasure | 783 | 906 | 847 | 791 | 747 | 838 | 900 | 810 | 641 | 526 | -18.0% |
| Pubs, clubs, discos etc | n/p | 235 | 228 | n/p | n/p | n/p | 381 | n/p | n/p | 267 | - |
| Sightseeing/looking around | 393 | 325 | 334 | n/p | n/p | 231 | 463 | 348 | 275 | n/p | - |

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

| | Visitors (000) | | | | | | | | | | % change YE Jun 21 vs. YE Jun 20 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--|
| | YE Jun 2012 | YE Jun 2013 | YE Jun 2014 | YE Jun 2015 | YE Jun 2016 | YE Jun 2017 | YE Jun 2018 | YE Jun 2019 | YE Jun 2020 | YE Jun 2021 | |
| Private vehicle or company car | 2,743 | 2,780 | 2,651 | 2,847 | 2,397 | 2,894 | 3,267 | 3,379 | 2,610 | 2,637 | 1.0% |
| Bus/Coach | 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 = not publishable

*Further breakdown of International visitor data for YE June 2021 is not available for destination networks