

Travel to Riverina Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - 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 Jun21 vs. YE Jun20
Visitors ('000)	2,310	2,176	2,278	2,622	2,254	2,535	2,764	2,704	2,455	2,370	-3.4%
Nights ('000)	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	-3.7%
Expenditure (\$ million)	\$535	\$507	\$610	\$648	\$560	\$620	\$638	\$683	\$606	\$716	18.2%

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 Jun21 vs. YE Jun20
Visitors (000)	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	990	-4.3%
Nights (000)	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	-3.7%
Average Length of Stay	2.3	2.8	2.8	2.4	2.7	2.8	2.4	2.5	2.8	2.8	0.6%
Expenditure (\$ million)	\$355	\$258	\$369	\$387	\$361	\$368	\$415	\$466	\$376	\$477	26.9%
Spend per visitor per night (\$)	\$187	\$107	\$148	\$156	\$126	\$129	\$154	\$158	\$130	\$172	31.9%
Intrastate visitors (000)	553	543	580	620	656	633	678	723	674	702	4.1%
Interstate visitors (000)	284	325	309	431	408	401	450	455	360	289	-19.9%
Intrastate nights (000)	1,322	1,304	1,517	1,376	1,717	1,676	1,492	1,794	1,845	1,907	3.3%
Interstate nights (000)	577	1,109	970	1,098	1,141	1,174	1,195	1,161	1,036	868	-16.3%
Intrastate expenditure (\$ million)	\$261	\$173	\$261	\$252	\$234	\$233	\$222	\$304	\$260	\$319	22.9%
Interstate expenditure (\$ million)	\$95	\$85	\$108	\$135	\$127	\$135	\$192	\$162	\$116	\$157	36.2%

Purpose of Visit

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	255	274	235	354	313	320	234	334	245	268	9.0%
Visiting Friends & Relatives	313	357	321	377	396	341	433	419	361	311	-13.9%
Business	171	136	211	186	237	257	312	312	305	300	-1.7%
Other	98	101	126	139	118	120	153	112	130	115	-11.3%
Total	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	990	-4.3%

	Nights (000)										% change YE Jun21 vs. YE Jun20
	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	609	914	516	841	637	658	443	901	560	644	15.0%
Visiting Friends & Relatives	794	885	977	1,032	1,238	1,025	1,181	1,143	936	772	-17.5%
Business	314	308	709	372	700	851	796	742	1,089	1,071	-1.6%
Other	181	306	285	229	282	315	267	169	296	287	-3.2%
Total	1,898	2,413	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	-3.7%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	
Regional NSW	333	373	418	460	455	456	454	442	422	471	11.6%
Sydney	220	170	162	161	201	177	225	280	252	231	-8.5%
Total Intrastate	553	543	580	620	656	633	678	723	674	702	4.1%
Victoria	114	165	165	211	204	243	240	246	205	168	-18.2%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	81	74	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	64	58	64	91	75	58	78	81	n/p	n/p	-
Total Interstate	284	325	309	431	408	401	450	455	360	289	-19.9%
Grand Total	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	990	-4.3%

Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	176	181	134	197	216	212	241	226	230	170	-26.2%
30-39	104	n/p	122	123	163	126	131	140	179	152	-15.0%
40-49	138	140	193	169	183	187	195	192	130	147	13.0%
50-59	175	163	168	205	249	163	168	233	190	191	0.6%
60-69	156	170	144	254	191	213	212	218	182	217	19.4%
70+	88	115	128	104	62	133	182	168	123	113	-8.5%
Total	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	990	-4.3%

Travel Party

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	
Travelling alone	223	164	313	302	350	315	397	374	352	394	11.9%
Adult couple	251	298	274	327	300	283	313	363	251	259	3.1%
Family group - parents and children	151	165	121	179	145	132	196	141	134	132	-1.5%
Friends or relatives travelling together with(out) children	154	178	121	171	197	186	160	168	171	146	-14.5%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	117	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	837	867	889	1,052	1,063	1,034	1,129	1,177	1,034	990	-4.3%

Travel to Riverina Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	394	411	449	576	550	556	543	637	551	503	-8.7%
Visit friends & relatives	334	401	398	420	419	377	489	491	398	276	-30.6%
Pubs, clubs, discos etc	158	200	215	276	282	305	237	342	284	218	-23.1%
Sightseeing/looking around	126	153	161	185	138	199	157	216	148	162	9.8%
Go shopping for pleasure	138	124	151	150	153	150	138	141	107	126	18.3%

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

	Nights (000)										% change YE Jun21 vs. YE Jun20
	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	
Friends or relatives property	695	1,251	982	994	1,339	931	1,163	1,292	1,026	932	-9.2%
Standard hotel/motor inn (below 4 star)	647	417	574	659	502	642	727	781	594	757	27.4%
Caravan park or commercial camping ground	182	194	215	263	181	205	231	198	n/p	238	-

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	728	743	770	953	955	894	934	1,022	894	908	1.6%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	118	n/p	73	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 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 Jun21 vs. YE Jun20
Visitors (000)	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	-2.8%
Expenditure (\$ million)	\$180	\$249	\$241	\$261	\$199	\$252	\$224	\$217	\$231	\$240	3.9%
Spend per visitor (\$)	\$122	\$191	\$173	\$166	\$167	\$168	\$137	\$142	\$162	\$174	6.9%

Main Purpose of Trip

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	568	521	511	652	499	567	668	616	511	381	-25.4%
Visiting Friends & Relatives	286	324	320	n/p	n/p	329	443	n/p	294	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	373	274	416	404	346	412	318	414	352	456	29.5%
Total	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	-2.8%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	1,285	1,219	1,230	1,424	1,036	1,259	1,402	1,363	1,245	1,234	-0.8%
Total Intrastate	1,336	1,272	1,265	1,461	1,087	1,374	1,445	1,457	1,284	1,313	2.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	-2.8%

Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	407	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	267	n/p	n/p	395	n/p	n/p	394	n/p	n/p	n/p	-
50-59	n/p	n/p	244	293	n/p	n/p	n/p	n/p	255	n/p	-
60-69	196	245	270	263	n/p	322	243	221	254	286	12.7%
70+	n/p	172	n/p	160	126	176	253	186	n/p	n/p	-
Total	1,473	1,308	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	-2.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	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	572	549	615	749	526	764	811	665	606	599	-1.1%
Go shopping for pleasure	406	440	453	510	394	617	464	465	374	326	-12.7%
Visit friends & relatives	412	363	430	410	n/p	425	486	343	388	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 Jun21 vs. YE Jun20
	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	1,427	1,286	1,338	1,557	1,156	1,455	1,605	1,517	1,389	1,313	-5.5%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-

n/p = not publishable; n/a = not available

Riverina includes: Griffith, Gundagai, Hay, Leeton, Temora and Wagga Wagga.