

Riverina Visitor Profile

Year ended June 2021

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



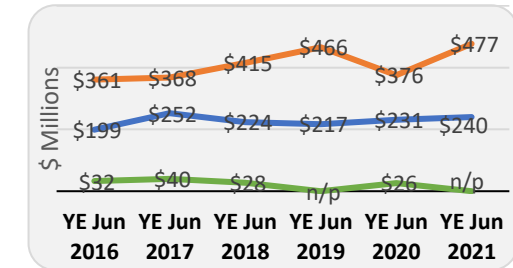
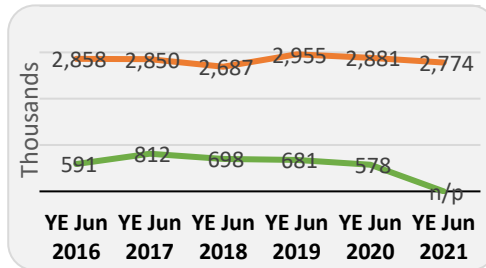
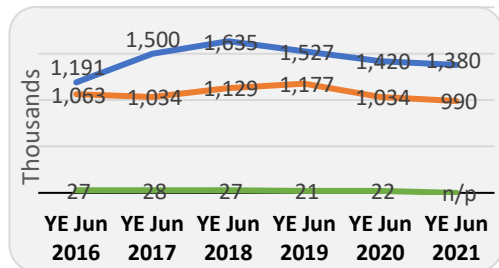
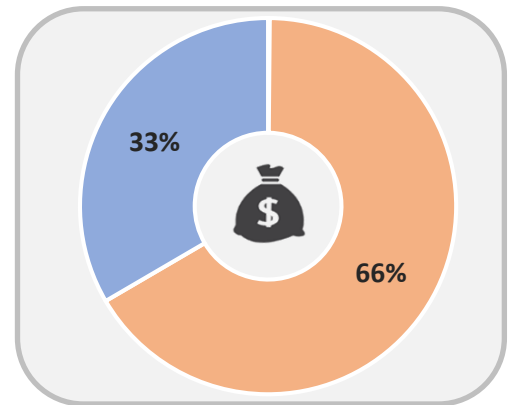
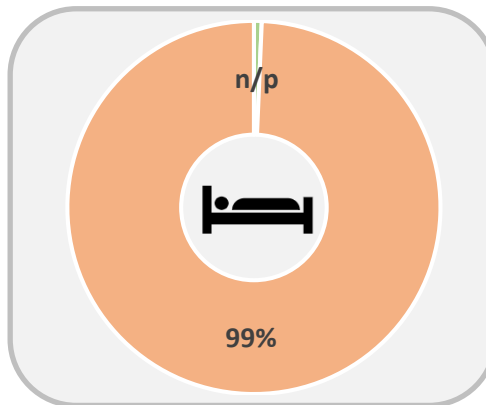
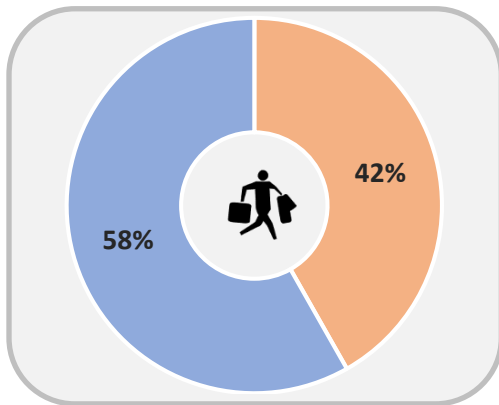
Icons sourced from www.easilly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.0m (-4.3% YoY)
Nights: 2.8m (-3.7% YoY)
Expenditure: \$476.8m (+26.9% YoY)



Average spend
\$172 per night
\$481 per visitor



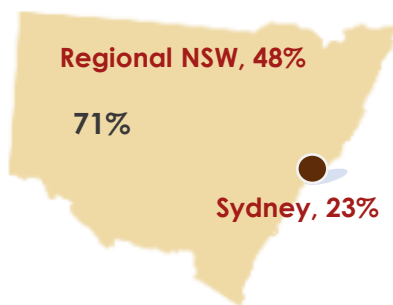
Average length of stay:
2.8 nights



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

Origin

71% of the visitors came from within New South Wales



Travel party

40% of the visitors were travelling alone



Unaccompanied
40%



Adult couple
26%



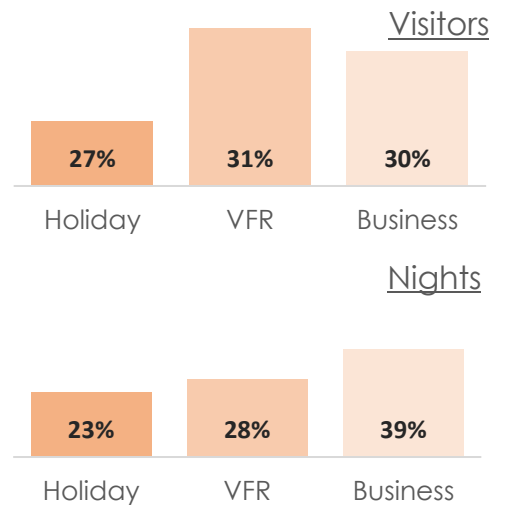
Family group
13%



Friends and/or relatives
15%

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, 92%
Aircraft, n/p

Gender



40%



60%

Riverina Visitor Profile

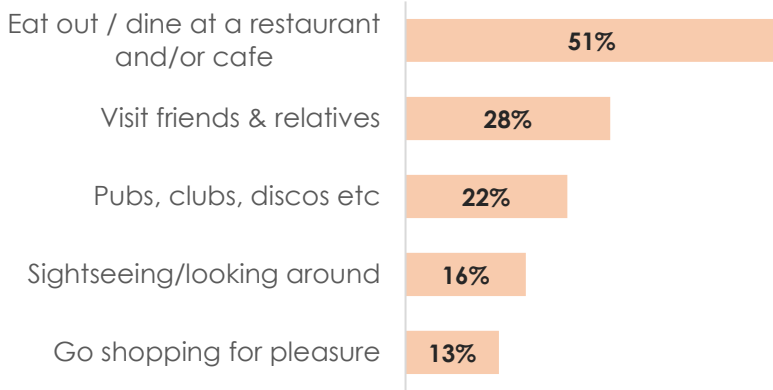
Year ended June 2021

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



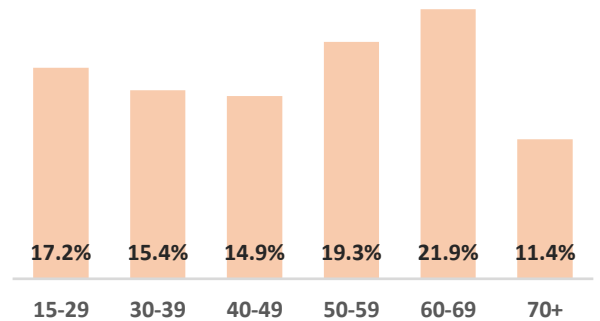
Icons sourced from www.easilly

Top 5 activities

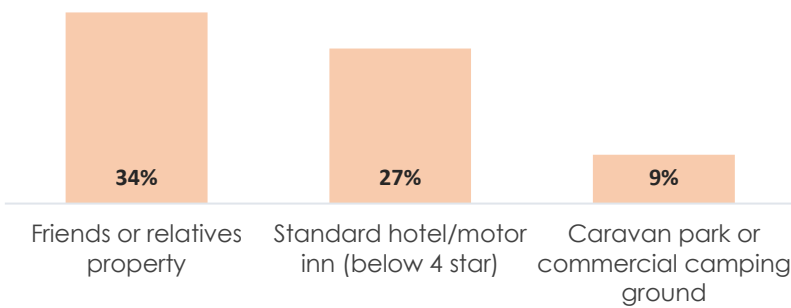


Age

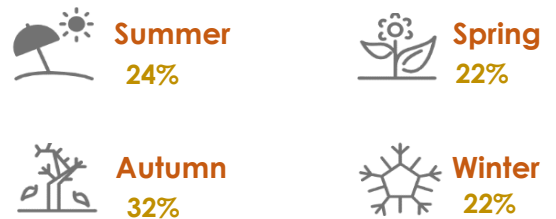
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.4m (-2.8% YoY)
Expenditure: \$239.7m (+3.9% YoY)



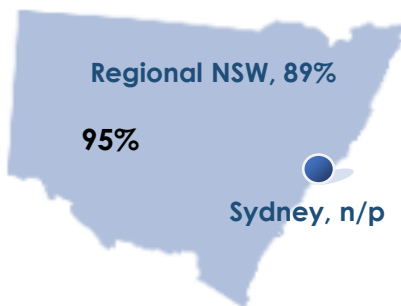
Average spend \$174 per visitor



#9 for visitors
#7 for expenditure
In Regional NSW

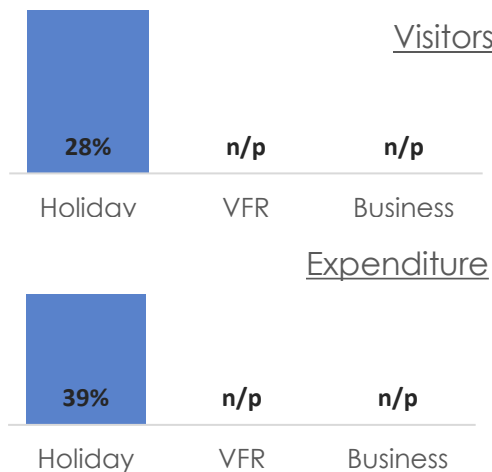
Origin

95% of the visitors to the region came from New South Wales



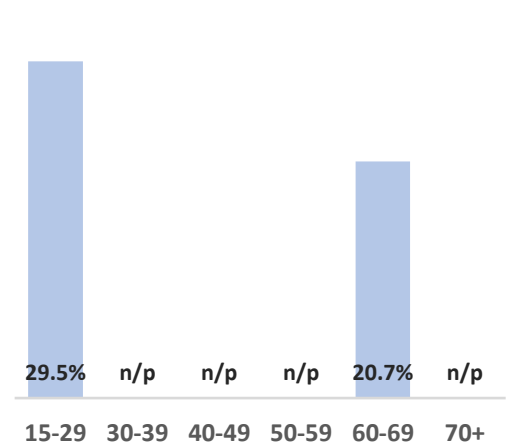
Purpose of visit

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

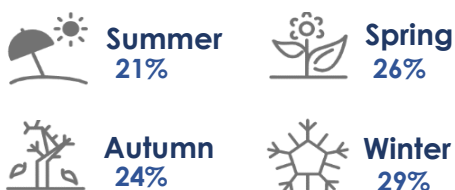


Age

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



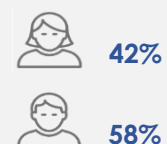
Travel season*



Transport

Private vehicle or company car
95%
Bus/Coach
n/p

Gender



*by month returned from the trip

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE