

# Travel to Riverina Murray Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



## OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	4,596	4,890	4,707	4,865	4,998	5,554	6,069	6,075	4,413	4,223	-4.3%
Nights (000)	5,686	6,475	6,723	6,361	7,388	7,994	7,911	8,113	6,694	5,689	-15.0%
Expenditure (\$ million)	\$1,068	\$1,372	\$1,184	\$1,274	\$1,328	\$1,291	\$1,585	\$1,742	\$1,278	\$1,255	-1.8%

### Overnight - Int'l & domestic

Visitors (000)	1,866	1,951	2,073	2,172	2,335	2,382	2,546	2,787	1,992	1,846	-7.3%
Nights (000)	5,686	6,475	6,723	6,361	7,388	7,994	7,911	8,113	6,694	5,689	-15.0%
Expenditure (\$ million)	\$746	\$866	\$806	\$866	\$919	\$874	\$1,098	\$1,183	\$868	\$898	3.4%

### Domestic - overnight & daytrip

Visitors (000)	4,553	4,845	4,665	4,821	4,945	5,498	6,012	6,022	4,383	4,222	-3.7%
Nights (000)	4,723	5,479	5,765	5,535	6,309	6,583	6,901	6,881	6,203	5,668	-8.6%
Expenditure (\$ million)	\$1,023	\$1,319	\$1,148	\$1,227	\$1,273	\$1,224	\$1,534	\$1,689	\$1,250	\$1,254	0.3%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	1,823	1,906	2,031	2,128	2,281	2,325	2,488	2,734	1,963	1,845	-6.0%
Nights (000)	4,723	5,479	5,765	5,535	6,309	6,583	6,901	6,881	6,203	5,668	-8.6%
Average Length of Stay (nights)	2.6	2.9	2.8	2.6	2.8	2.8	2.8	2.5	3.2	3.1	-2.8%
Expenditure (\$ million)	\$702	\$814	\$769	\$818	\$865	\$808	\$1,047	\$1,129	\$840	\$896	6.7%
Spend per visitor per night (\$)	\$149	\$149	\$133	\$148	\$137	\$123	\$152	\$164	\$135	\$158	16.7%
Interstate visitors (000)	956	969	1,048	1,185	1,239	1,209	1,252	1,380	943	799	-15.2%
Intrastate visitors (000)	867	937	983	943	1,042	1,116	1,236	1,354	1,020	1,046	2.6%
Interstate nights (000)	2,400	3,093	3,139	3,195	3,526	3,635	3,643	3,648	3,209	2,390	-25.5%
Intrastate nights (000)	2,322	2,386	2,626	2,339	2,783	2,947	3,257	3,233	2,994	3,277	9.5%
Interstate expenditure (\$ million)	\$322	\$418	\$367	\$423	\$433	\$437	\$544	\$573	\$411	\$394	-4.2%
Intrastate expenditure (\$ million)	\$379	\$396	\$402	\$395	\$431	\$371	\$502	\$556	\$429	\$502	17.0%

### Main Purpose of Visit

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Holiday	739	702	737	783	817	825	783	988	590	649	9.9%
Visiting Friends & Relatives	616	737	727	716	813	776	885	950	654	539	-17.6%
Business	302	298	366	396	434	518	573	571	527	465	-11.9%
Other	176	181	215	245	236	218	268	238	213	208	-2.4%
Total	1,823	1,906	2,031	2,128	2,281	2,325	2,488	2,734	1,963	1,845	-6.0%

### Origin

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Regional NSW	528	676	718	700	701	784	828	883	669	742	10.9%
Victoria	668	668	803	821	879	866	881	992	691	590	-14.6%
Sydney	339	261	265	243	342	332	408	471	351	305	-13.2%
ACT	102	92	85	116	83	81	76	115	92	67	-28.1%
Queensland	n/p	101	68	n/p	130	119	160	133	91	n/p	-
Other Interstate	117	108	92	157	146	143	136	140	69	96	39.1%
Total	1,823	1,906	2,031	2,128	2,281	2,325	2,488	2,734	1,963	1,845	-6.0%

### Age

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
15-29	272	303	367	394	399	478	519	525	439	317	-27.8%
30-39	278	217	258	275	348	308	366	408	342	286	-16.5%
40-49	324	348	388	324	414	430	390	426	275	284	3.4%
50-59	363	416	330	463	471	410	406	515	374	310	-17.1%
60-69	370	373	411	462	446	405	485	495	349	398	14.0%
70+	216	249	277	210	204	295	323	366	183	250	36.5%
Total	1,823	1,906	2,031	2,128	2,281	2,325	2,488	2,734	1,963	1,845	-6.0%

### Travel Party

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Travelling alone	397	402	618	572	684	707	805	741	754	607	-19.5%
Adult couple	592	640	627	671	667	672	703	826	430	545	26.8%
Family group - parent(s) and children	387	404	324	349	334	357	403	388	279	275	-1.5%
Friends and/or relatives travelling together	314	359	337	393	457	376	438	533	355	302	-15.0%
Other	133	101	125	143	138	214	140	246	144	116	-19.5%
Total	1,823	1,906	2,031	2,128	2,281	2,325	2,488	2,734	1,963	1,845	-6.0%

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

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Eat out / dine at a restaurant and/or cafe	887	1,002	1,086	1,163	1,206	1,262	1,342	1,537	930	997	7.2%
Pubs, clubs, discos etc	415	446	595	621	636	633	635	787	480	498	3.6%
Visit friends & relatives	670	883	907	814	900	896	1,051	1,057	703	468	-33.4%
Sightseeing/looking around	370	366	384	367	411	418	453	572	324	348	7.6%
Go shopping for pleasure	295	345	376	325	352	304	347	329	208	237	14.2%

# Travel to Riverina Murray Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Standard hotel/motor inn (below 4 star)	707	673	707	672	714	762	772	941	471	609	29.2%
Friends or relatives property	522	643	714	705	759	727	896	831	683	517	-24.3%
Caravan or camping - non commercial	158	132	175	201	222	226	215	282	278	228	-17.9%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	1,559	1,660	1,824	1,893	2,003	2,052	2,138	2,419	1,760	1,712	-2.7%
Aircraft	75	125	83	71	128	131	178	121	108	n/p	-
Railway	n/p	n/p	n/p	n/p	66	n/p	n/p	n/p	n/p	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL\*

### Visitors, Nights and Expenditure

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Visitors (000)	43	45	42	44	54	57	57	53	30	n/p	-
Nights (000)	963	996	958	827	1,079	1,411	1,010	1,232	492	n/p	-
Average Length of Stay (nights)	22.4	22.1	22.7	18.8	20.1	24.9	17.6	23.0	16.5	-	-
Expenditure (\$ million)	\$44	\$52	\$37	\$47	\$55	\$66	\$52	\$53	\$27	n/p	-
Spend per visitor per night (\$)	\$46	\$53	\$38	\$57	\$51	\$47	\$51	\$43	\$56	-	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Visitors (000)	2,729	2,939	2,634	2,693	2,663	3,173	3,523	3,288	2,420	2,376	-1.8%
Expenditure (\$ million)	\$322	\$505	\$379	\$408	\$408	\$416	\$487	\$560	\$410	\$357	-12.8%
Spend per visitor (\$)	\$118	\$172	\$144	\$152	\$153	\$131	\$138	\$170	\$169	\$150	-11.1%

## Main Purpose of Trip

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	1,312	1,180	1,146	1,130	1,183	1,344	1,523	1,478	895	827	-7.6%
Visiting Friends & Relatives	527	698	595	541	583	719	710	725	470	468	-0.4%
Business	426	391	259	355	n/p	419	512	436	508	390	-23.3%
Other	464	670	633	667	666	690	778	649	548	692	26.2%
Total	2,729	2,939	2,634	2,693	2,663	3,173	3,523	3,288	2,420	2,376	-1.8%

## Origin

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	1,976	1,913	1,792	1,977	1,774	2,119	2,393	2,200	1,812	1,746	-3.6%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,005	2,009	1,827	2,043	1,881	2,201	2,542	2,343	1,837	1,849	0.6%
Total Interstate	724	929	808	651	782	972	981	945	583	527	-9.6%
Total	2,729	2,939	2,634	2,693	2,663	3,173	3,523	3,288	2,420	2,376	-1.8%

## Age

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	565	n/p	435	549	513	674	764	742	499	519	4.1%
30-39	437	n/p	497	n/p	n/p	538	547	634	427	n/p	-
40-49	495	603	478	641	492	599	679	487	242	315	30.2%
50-59	398	580	446	388	384	368	650	430	494	383	-22.6%
60-69	487	523	448	396	530	578	417	589	437	510	16.8%
70+	347	296	330	407	310	415	467	405	321	436	35.7%
Total	2,729	2,939	2,634	2,693	2,663	3,173	3,523	3,288	2,420	2,376	-1.8%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	1,060	1,293	1,180	1,125	1,182	1,429	1,855	1,531	888	941	5.9%
Go shopping for pleasure	791	855	814	724	819	868	917	803	531	479	-9.9%
Visit friends & relatives	768	926	836	739	683	923	990	830	582	478	-17.8%
Sightseeing/looking around	302	331	n/p	n/p	n/p	n/p	538	345	n/p	n/p	-
Pubs, clubs, discos etc	n/p	n/p	218	n/p	n/p	n/p	367	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	2,630	2,852	2,524	2,641	2,584	3,103	3,403	3,266	2,331	2,332	0.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	-	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 September 2021 is not available for destination networks