

Travel to Riverina Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - 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 Sep21 vs. YE Sep20
Visitors ('000)	2,214	2,302	2,191	2,451	2,437	2,509	2,973	2,752	2,223	1,990	-10.5%
Nights ('000)	1,871	2,531	2,474	2,656	2,898	2,676	2,944	2,797	2,725	2,644	-3.0%
Expenditure (\$ million)	\$495	\$572	\$568	\$635	\$634	\$540	\$712	\$697	\$565	\$632	11.8%

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 Sep21 vs. YE Sep20
Visitors (000)	828	901	911	1,074	1,067	1,011	1,168	1,212	901	905	0.4%
Nights (000)	1,871	2,531	2,474	2,656	2,898	2,676	2,944	2,797	2,725	2,644	-3.0%
Average Length of Stay	2.3	2.8	2.7	2.5	2.7	2.6	2.5	2.3	3.0	2.9	-3.4%
Expenditure (\$ million)	\$327	\$304	\$359	\$388	\$405	\$307	\$474	\$456	\$331	\$455	37.5%
Spend per visitor per night (\$)	\$175	\$120	\$145	\$146	\$140	\$115	\$161	\$163	\$121	\$172	41.7%
Intrastate visitors (000)	525	571	585	644	659	577	707	790	588	630	7.1%
Interstate visitors (000)	303	330	325	430	408	434	461	422	314	276	-12.0%
Intrastate nights (000)	1,266	1,370	1,488	1,543	1,716	1,503	1,665	1,765	1,649	1,776	7.7%
Interstate nights (000)	605	1,161	986	1,113	1,182	1,173	1,279	1,032	1,076	868	-19.4%
Intrastate expenditure (\$ million)	\$236	\$208	\$240	\$248	\$272	\$183	\$268	\$312	\$207	\$317	53.5%
Interstate expenditure (\$ million)	\$91	\$97	\$119	\$140	\$133	\$123	\$206	\$144	\$124	\$138	10.8%

Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	252	272	263	345	314	318	238	345	200	239	19.4%
Visiting Friends & Relatives	308	356	335	374	394	343	473	406	327	277	-15.3%
Business	147	172	197	222	228	250	317	343	257	279	8.3%
Other	122	105	119	139	132	104	142	118	125	112	-10.2%
Total	828	901	911	1,074	1,067	1,011	1,168	1,212	901	905	0.4%

	Nights (000)										% change YE Sep21 vs. YE Sep20
	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	571	937	582	786	650	650	648	734	490	626	27.9%
Visiting Friends & Relatives	814	909	951	1,059	1,224	1,045	1,228	1,088	852	770	-9.7%
Business	263	386	662	559	650	790	819	804	1,084	946	-12.7%
Other	223	297	279	251	373	291	249	171	300	302	0.7%
Total	1,871	2,531	2,474	2,656	2,898	2,676	2,944	2,797	2,725	2,644	-3.0%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	309	402	453	480	450	403	466	493	352	443	25.9%
Sydney	216	168	132	164	210	175	240	298	236	187	-20.8%
Total Intrastate	525	571	585	644	659	577	707	790	588	630	7.1%
Victoria	127	172	194	199	204	245	251	234	172	170	-1.1%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	84	62	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	57	n/p	n/p	-
Other Interstate	66	64	49	99	83	66	74	69	n/p	n/p	-
Total Interstate	303	330	325	430	408	434	461	422	314	276	-12.0%
Grand Total	828	901	911	1,074	1,067	1,011	1,168	1,212	901	905	0.4%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	165	173	143	212	206	215	258	212	198	174	-12.2%
30-39	111	110	113	117	166	124	135	172	170	132	-22.5%
40-49	131	160	176	192	179	183	212	166	123	125	1.1%
50-59	163	182	159	231	226	168	169	249	178	149	-16.0%
60-69	158	159	190	238	206	183	211	244	151	198	31.4%
70+	101	116	130	84	84	138	181	169	81	128	57.0%
Total	828	901	911	1,074	1,067	1,011	1,168	1,212	901	905	0.4%

Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	
Travelling alone	188	206	336	305	342	300	448	352	341	360	5.5%
Adult couple	280	267	303	334	279	296	315	361	209	256	22.9%
Family group - parents and children	152	189	92	175	155	140	195	144	108	123	14.1%
Friends or relatives travelling together with(out) children	149	180	133	164	218	158	162	189	160	115	-28.0%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	153	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	828	901	911	1,074	1,067	1,011	1,168	1,212	901	905	0.4%

Travel to Riverina Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	383	424	468	615	548	505	600	673	438	457	4.3%
Visit friends & relatives	308	427	405	404	411	383	544	459	343	244	-28.8%
Pubs, clubs, discos etc	162	177	243	318	267	276	253	373	221	201	-9.3%
Sightseeing/looking around	126	145	177	158	175	170	180	220	137	131	-3.9%
Go shopping for pleasure	112	144	154	133	182	131	147	127	91	121	32.7%

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	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	
Friends or relatives property	693	1,293	970	1,077	1,237	993	1,394	997	1,006	917	-8.8%
Standard hotel/motor inn (below 4 star)	593	460	581	591	596	554	752	899	443	735	65.7%
Caravan park or commercial camping ground	182	208	199	280	167	256	191	194	n/p	308	-

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	692	780	813	962	943	872	970	1,066	790	831	5.2%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	114	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	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors 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 Sep21 vs. YE Sep20
Visitors (000)	1,386	1,401	1,280	1,377	1,370	1,498	1,805	1,540	1,322	1,085	-17.9%
Expenditure (\$ million)	\$167	\$267	\$210	\$248	\$229	\$234	\$238	\$241	\$234	\$177	-24.3%
Spend per visitor (\$)	\$121	\$191	\$164	\$180	\$167	\$156	\$132	\$157	\$177	\$163	-7.8%

Main Purpose of Trip

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	577	455	556	546	598	565	687	599	484	302	-37.7%
Visiting Friends & Relatives	n/p	363	n/p	n/p	n/p	361	420	388	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	295	n/p	-
Other	303	383	314	400	354	386	435	359	333	411	23.4%
Total	1,386	1,401	1,280	1,377	1,370	1,498	1,805	1,540	1,322	1,085	-17.9%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,244	1,240	1,174	1,243	1,183	1,261	1,544	1,338	1,238	947	-23.5%
Total Intrastate	1,273	1,299	1,204	1,287	1,269	1,335	1,642	1,409	1,246	1,025	-17.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,386	1,401	1,280	1,377	1,370	1,498	1,805	1,540	1,322	1,085	-17.9%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	330	409	n/p	n/p	n/p	-
50-59	n/p	271	207	268	n/p	n/p	n/p	n/p	230	n/p	-
60-69	222	272	220	n/p	366	300	187	305	n/p	255	-
70+	n/p	161	n/p	144	125	209	266	n/p	n/p	n/p	-
Total	1,386	1,401	1,280	1,377	1,370	1,498	1,805	1,540	1,322	1,085	-17.9%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	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	474	564	602	674	621	738	886	693	490	524	6.9%
Go shopping for pleasure	375	429	441	487	459	586	504	459	321	268	-16.5%
Visit friends & relatives	354	400	428	335	326	431	522	406	269	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 Sep21 vs. YE Sep20
	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	1,334	1,391	1,215	1,369	1,325	1,468	1,769	1,540	1,262	1,040	-17.6%
Bus/Coach	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; n/a = not available

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