

Riverina Visitor Profile

Year ended September 2021



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

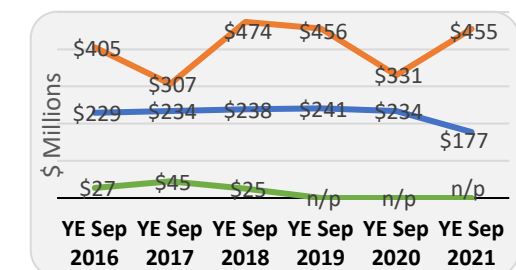
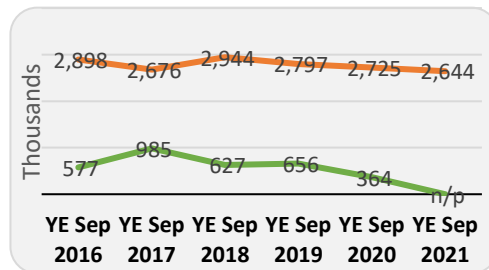
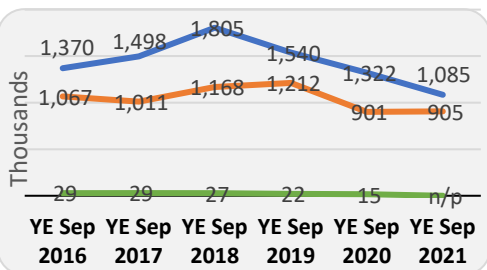
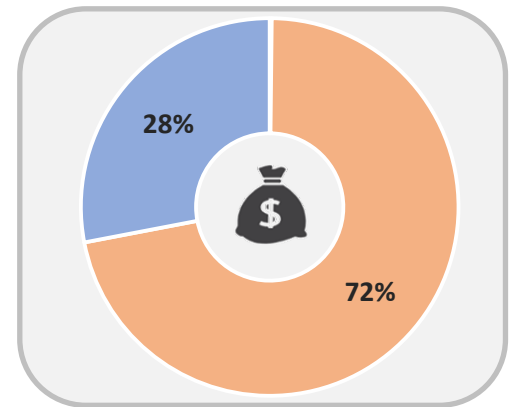
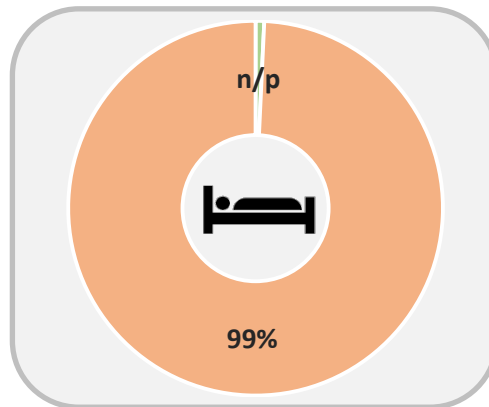
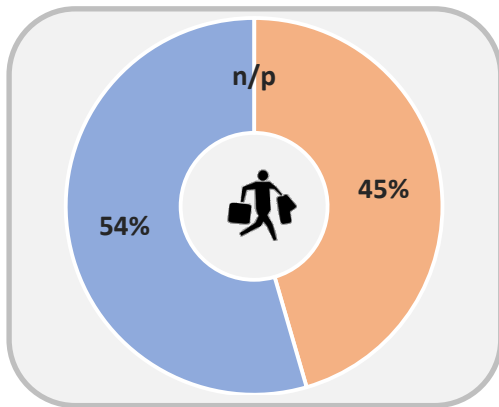
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 0.9m (+0.4% YoY)
Nights: 2.6m (-3.0% YoY)
Expenditure: \$454.7m (+37.5% YoY)



Average spend
\$172 per night
\$502 per visitor



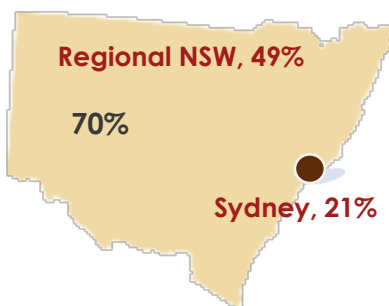
Average length of stay:
2.9 nights



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

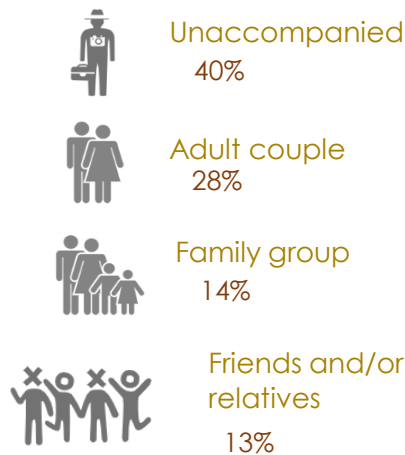
Origin

70% of the visitors came from within New South Wales



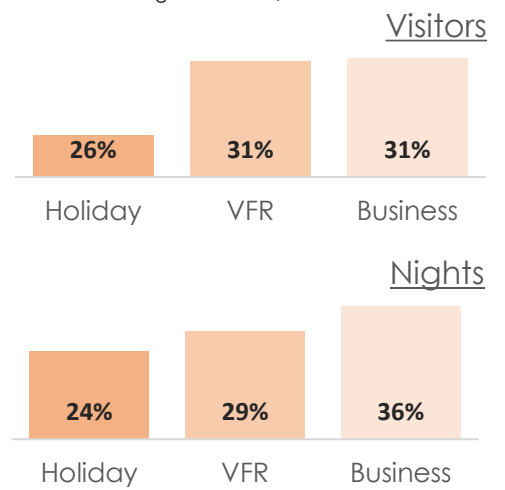
Travel party

40% of the visitors were travelling alone



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



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

Riverina Visitor Profile

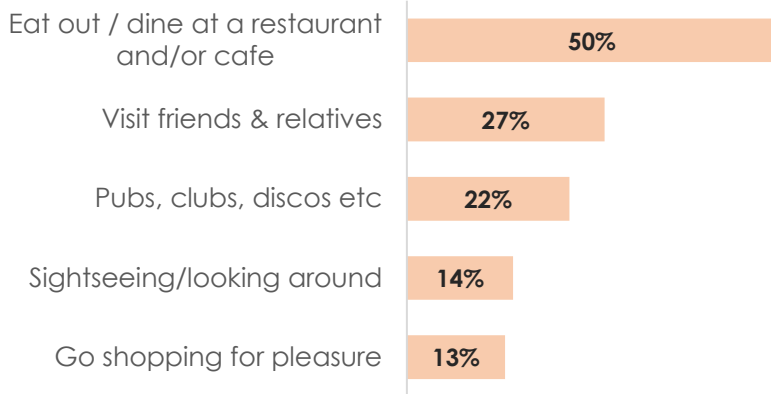
Year ended September 2021



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

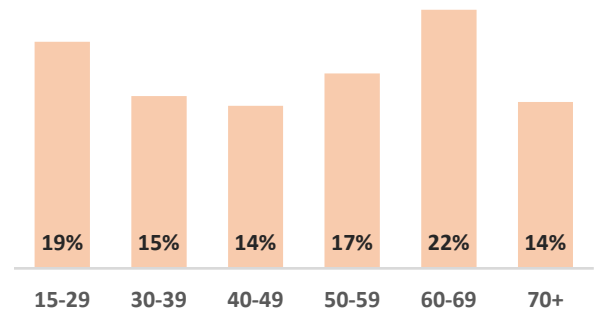
Icons sourced from www.easil.ly

Top 5 activities

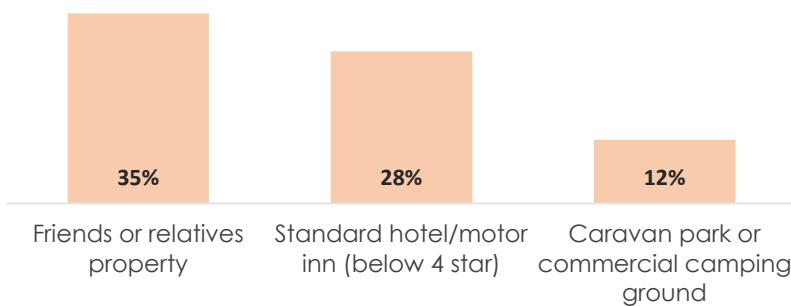


Age

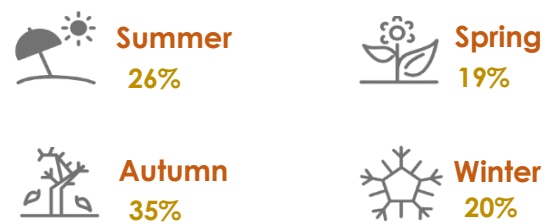
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.1m (-17.9% YoY)
Expenditure: \$177.3m (-24.3% YoY)



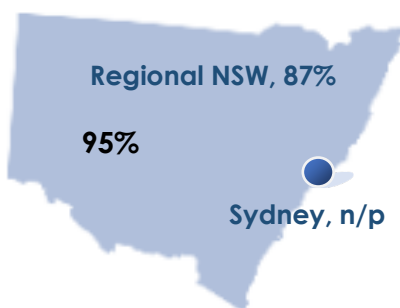
Average spend
\$163 per visitor



#9 for visitors
#8 for expenditure
In Regional NSW

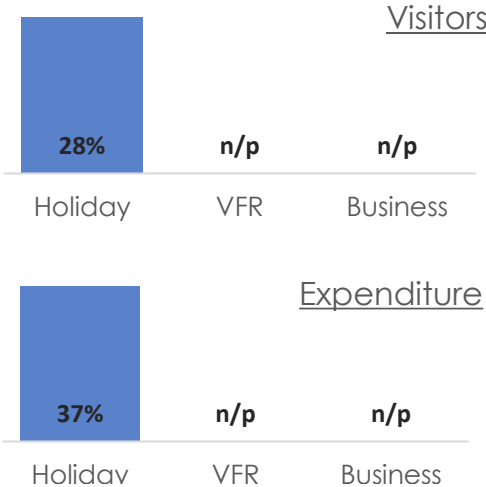
Origin

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



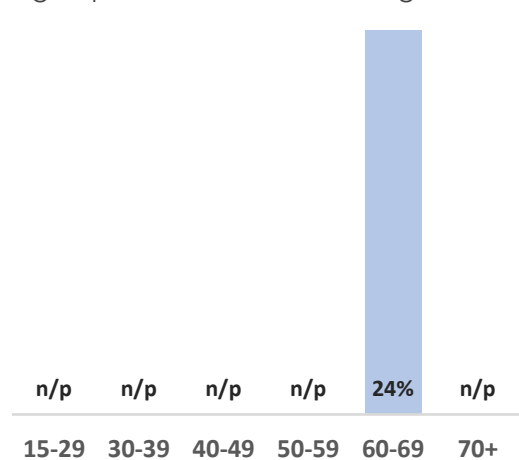
Purpose of visit

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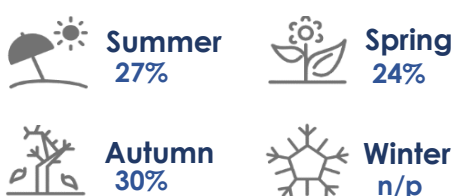


Age

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

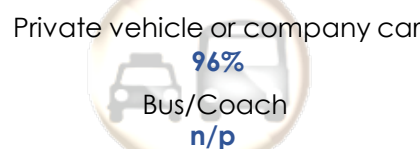


Travel season*

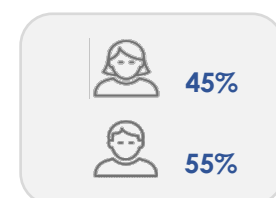


*by month returned from the trip

Transport



Gender



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INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE