

Travel to Riverina Murray Destination Network

Year ended December 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	4,438	5,336	4,519	4,748	5,108	5,730	6,047	6,148	4,207	4,171	-0.9%
Nights (000)	5,930	6,439	6,504	6,867	7,558	7,687	8,170	8,398	5,928	5,518	-6.9%
Expenditure (\$ million)	\$1,094	\$1,429	\$1,173	\$1,244	\$1,336	\$1,313	\$1,692	\$1,745	\$1,219	\$1,175	-3.6%

Overnight - Int'l & domestic

Visitors (000)	1,835	2,053	2,059	2,260	2,272	2,421	2,656	2,817	1,716	1,885	9.9%
Nights (000)	5,930	6,439	6,504	6,867	7,558	7,687	8,170	8,398	5,928	5,518	-6.9%
Expenditure (\$ million)	\$751	\$840	\$828	\$876	\$905	\$933	\$1,153	\$1,219	\$789	\$804	1.9%

Domestic - overnight & daytrip

Visitors (000)	4,396	5,291	4,477	4,702	5,052	5,672	5,995	6,089	4,196	4,170	-0.6%
Nights (000)	4,842	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	5,496	-1.8%
Expenditure (\$ million)	\$1,038	\$1,387	\$1,139	\$1,184	\$1,284	\$1,250	\$1,636	\$1,694	\$1,203	\$1,173	-2.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	10.6%
Nights (000)	4,842	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	5,496	-1.8%
Average Length of Stay (nights)	2.7	2.7	2.8	2.6	2.9	2.7	2.7	2.7	3.3	2.9	-11.2%
Expenditure (\$ million)	\$695	\$798	\$794	\$816	\$854	\$870	\$1,098	\$1,169	\$774	\$803	3.7%
Spend per visitor per night (\$)	\$144	\$145	\$139	\$140	\$132	\$135	\$156	\$160	\$138	\$146	5.7%
Interstate visitors (000)	944	984	1,095	1,220	1,190	1,243	1,310	1,374	731	923	26.2%
Intrastate visitors (000)	849	1,024	923	994	1,025	1,120	1,295	1,384	974	962	-1.2%
Interstate nights (000)	2,535	3,025	3,231	3,353	3,571	3,627	3,645	3,920	2,411	2,805	16.4%
Intrastate nights (000)	2,307	2,475	2,460	2,492	2,887	2,833	3,395	3,394	3,189	2,691	-15.6%
Interstate expenditure (\$ million)	\$331	\$379	\$403	\$422	\$422	\$496	\$561	\$561	\$350	\$397	13.5%
Intrastate expenditure (\$ million)	\$364	\$419	\$391	\$394	\$431	\$374	\$536	\$607	\$424	\$405	-4.3%

Main Purpose of Visit

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Holiday	740	681	742	801	791	860	868	921	525	605	15.3%
Visiting Friends & Relatives	624	810	683	763	763	792	887	969	556	661	18.9%
Business	264	325	386	433	410	520	605	619	479	405	-15.4%
Other	177	204	222	231	267	207	262	272	157	225	43.7%
Total	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	10.6%

Origin

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Regional NSW	543	753	651	731	684	770	902	889	659	668	1.5%
Victoria	661	686	831	860	834	898	931	959	550	717	30.4%
Sydney	306	271	271	263	341	350	393	495	315	294	-6.9%
ACT	89	105	79	116	74	83	80	129	69	71	3.1%
Queensland	75	n/p	78	n/p	132	125	153	145	n/p	n/p	-
Other Interstate	119	109	106	151	150	136	145	140	n/p	88	-
Total	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	10.6%

Age

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
15-29	261	364	365	406	373	531	511	564	367	354	-3.4%
30-39	276	234	261	292	332	285	406	425	279	276	-1.1%
40-49	303	357	382	366	396	431	407	412	267	258	-3.3%
50-59	367	410	366	484	421	391	481	471	346	354	2.5%
60-69	371	382	392	461	454	424	479	514	294	397	34.8%
70+	214	262	251	205	239	301	320	371	152	245	61.0%
Total	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	10.6%

Travel Party

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Travelling alone	389	462	618	640	631	720	787	848	654	638	-2.4%
Adult couple	607	657	634	664	699	643	754	743	404	560	38.8%
Family group - parents and children	378	387	317	337	346	362	405	399	236	274	16.4%
Friends or relatives travelling together	304	375	332	420	413	430	463	526	309	309	0.1%
Other travel party	114	127	116	154	125	209	196	241	103	103	0.3%
Total	1,793	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	10.6%

Top 5 Activities (sorted by the latest year)

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Eat out / dine at a restaurant and/or cafe	885	1,044	1,105	1,185	1,186	1,290	1,399	1,551	802	977	21.8%
Visit friends & relatives	697	938	879	825	857	932	1,106	1,020	563	551	-2.2%
Pubs, clubs, discos etc	367	490	607	645	585	659	681	806	396	534	35.1%
Sightseeing/looking around	348	376	414	348	405	434	515	518	302	313	3.5%
Go shopping for pleasure	280	367	373	333	340	305	357	318	204	246	20.5%

Travel to Riverina Murray Destination Network

Year ended December 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Friends or relatives property	505	691	738	716	711	759	912	852	555	600	8.2%
Standard hotel/motor inn (below 4 star)	661	737	663	708	688	804	820	883	442	558	26.4%
Caravan park or commercial camping ground	262	249	212	270	248	243	276	249	182	258	41.6%

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

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	1,560	1,748	1,800	1,964	1,949	2,086	2,246	2,416	1,581	1,769	11.9%
Aircraft	70	136	88	93	110	148	165	152	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	-

INTERNATIONAL OVERNIGHT TRAVEL *

Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	43	45	42	46	56	58	52	59	11	n/p	-
Nights (000)	1,088	938	813	1,022	1,101	1,227	1,130	1,084	328	n/p	-
Average Length of Stay (nights)	25.6	20.9	19.5	22.2	19.5	21.2	21.9	18.3	29.4	-	-
Expenditure (\$ million)	\$56	\$42	\$34	\$59	\$52	\$63	\$55	\$51	\$16	n/p	-
Spend per visitor per night (\$)	\$51	\$45	\$42	\$58	\$47	\$51	\$49	\$47	\$48	-	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	-8.2%
Expenditure (\$ million)	\$343	\$589	\$346	\$368	\$431	\$380	\$539	\$526	\$429	\$371	-13.7%
Spend per visitor (\$)	\$132	\$179	\$140	\$148	\$152	\$115	\$159	\$158	\$172	\$162	-5.9%

Main Purpose of Trip

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	1,174	1,369	1,063	1,094	1,194	1,456	1,416	1,489	872	963	10.5%
Visiting Friends & Relatives	581	686	587	556	605	823	629	768	424	416	-1.8%
Business	282	477	237	248	335	401	532	425	505	398	-21.2%
Other	565	752	573	589	703	629	813	649	690	509	-26.3%
Total	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	-8.2%

Origin

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Regional NSW	1,931	2,036	1,773	1,793	1,892	2,245	2,267	2,159	1,964	1,600	-18.5%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	1,956	2,153	1,801	1,845	2,007	2,342	2,393	2,311	2,038	1,651	-19.0%
Total Interstate	647	1,131	658	643	829	967	998	1,020	452	634	40.2%
Total	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	-8.2%

Age

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	n/p	679	397	490	571	758	711	718	553	516	-6.7%
30-39	389	469	428	n/p	407	579	480	684	n/p	n/p	-
40-49	572	602	496	620	502	597	606	466	280	324	15.7%
50-59	370	635	436	337	382	412	654	488	416	356	-14.5%
60-69	510	509	397	375	643	539	474	539	566	347	-38.8%
70+	346	388	305	316	333	424	465	436	312	525	68.2%
Total	2,603	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	-8.2%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	1,051	1,477	1,035	1,090	1,276	1,549	1,764	1,491	903	728	-19.4%
Go shopping for pleasure	744	1,002	716	818	695	917	830	784	565	546	-3.4%
Visit friends & relatives	772	980	797	684	797	987	915	862	503	419	-16.6%
Sightseeing/looking around	324	400	223	n/p	272	n/p	531	326	n/p	n/p	-
Pubs, clubs, discos etc	n/p	221	211	n/p	n/p	n/p	334	n/p	n/p	n/p	-

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

	Visitors (000)										% change 2021 vs. 2020
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	2,502	3,199	2,345	2,449	2,748	3,249	3,276	3,277	2,428	2,247	-7.4%
Bus/Coach	n/p	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

*Further breakdown of International visitor data is not available for destination networks