

Travel to Riverina Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - 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 YE Dec21 vs. YE Dec20
Visitors ('000)	2,180	2,424	2,268	2,301	2,522	2,604	2,891	2,789	2,183	1,871	-14.3%
Nights ('000)	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	-18.9%
Expenditure (\$ million)	\$503	\$595	\$582	\$586	\$669	\$521	\$776	\$687	\$605	\$528	-12.6%

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 YE Dec21 vs. YE Dec20
Visitors (000)	824	910	968	1,056	1,076	986	1,255	1,231	811	858	5.7%
Nights (000)	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	-18.9%
Average Length of Stay	2.2	2.8	2.8	2.5	3.0	2.3	2.5	2.4	3.4	2.6	-23.3%
Expenditure (\$ million)	\$307	\$294	\$374	\$377	\$416	\$317	\$513	\$455	\$348	\$389	11.7%
Spend per visitor per night (\$)	\$168	\$116	\$140	\$144	\$129	\$140	\$162	\$154	\$127	\$175	37.7%
Intrastate visitors (000)	225	241	254	230	259	219	269	308	241	240	-0.4%
Interstate visitors (000)	177	175	151	138	200	201	220	208	89	120	34.8%
Intrastate nights (000)	1,203	1,362	1,536	1,546	1,895	1,246	1,909	1,693	1,978	1,323	-33.1%
Interstate nights (000)	627	1,162	1,136	1,077	1,316	1,021	1,249	1,258	753	893	18.6%
Intrastate expenditure (\$ million)	\$216	\$215	\$244	\$246	\$278	\$172	\$308	\$315	\$236	\$247	4.7%
Interstate expenditure (\$ million)	\$91	\$79	\$129	\$131	\$137	\$145	\$205	\$140	\$112	\$141	26.6%

Purpose of Visit

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	276	240	294	321	344	286	272	332	192	211	9.7%
Visiting Friends & Relatives	298	385	337	372	367	368	460	419	300	284	-5.4%
Business	131	173	211	236	227	242	371	340	229	248	8.4%
Other	119	116	132	128	141	92	155	144	96	117	22.0%
Total	824	910	968	1,056	1,076	986	1,255	1,231	811	858	5.7%

	Nights (000)										% change YE Dec21 vs. YE Dec20
	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	541	921	678	679	735	555	788	694	501	490	-2.2%
Visiting Friends & Relatives	758	969	1,001	1,066	1,206	1,089	1,133	1,095	841	803	-4.5%
Business	242	388	701	631	882	462	962	950	1,102	629	-42.9%
Other	289	246	292	247	388	162	276	213	287	293	2.3%
Total	1,830	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	-18.9%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	147	163	164	151	167	143	183	194	155	156	0.6%
Sydney	78	78	90	79	92	76	86	114	86	84	-2.3%
Total Intrastate	225	241	254	230	259	219	269	308	241	240	-0.4%
Victoria	67	72	72	64	96	97	108	107	35	70	100.0%
Queensland	n/p	n/p	n/p	n/p	n/p	31	34	33	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	32	n/p	n/p	-
Other Interstate	72	69	38	43	57	49	57	36	n/p	n/p	-
Total Interstate	177	175	151	138	200	201	220	208	89	120	34.8%
Grand Total	402	416	405	368	459	420	489	516	330	360	9.1%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	163	177	174	193	204	214	282	222	177	160	-9.8%
30-39	100	137	107	133	153	n/p	148	187	145	128	-12.1%
40-49	142	142	202	186	190	178	213	169	131	99	-24.4%
50-59	164	177	168	248	207	148	223	229	149	165	10.1%
60-69	155	161	190	225	212	197	214	250	135	185	36.5%
70+	100	116	129	71	110	141	175	174	73	122	67.1%
Total	824	910	968	1,056	1,076	986	1,255	1,231	811	858	5.7%

Travel Party

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	
Travelling alone	193	220	352	332	303	304	447	393	324	330	2.0%
Adult couple	274	280	326	291	312	286	346	320	205	229	11.4%
Family group - parents and children	153	166	109	170	166	141	181	164	87	135	56.1%
Friends or relatives travelling together with(out) children	161	173	132	167	216	159	176	197	152	115	-24.4%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	145	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	824	910	968	1,056	1,076	986	1,255	1,231	811	858	5.7%

Travel to Riverina Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	378	430	519	598	551	507	632	698	388	426	9.8%
Visit friends & relatives	315	446	429	376	389	408	576	436	288	260	-9.8%
Pubs, clubs, discos etc	156	178	257	315	266	256	291	393	175	211	20.6%
Go shopping for pleasure	108	131	165	142	180	121	146	137	94	112	19.4%
Sightseeing/looking around	109	163	199	125	199	149	220	199	138	91	-34.1%

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

	Nights (000)										% change YE Dec21 vs. YE Dec20
	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	665	1,345	1,040	1,073	1,216	1,020	1,346	1,035	918	970	5.7%
Standard hotel/motor inn (below 4 star)	560	490	585	605	598	576	873	788	545	589	8.0%
Caravan park or commercial camping ground	174	191	243	198	233	200	227	155	n/p	287	-

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	706	777	870	955	937	840	1,055	1,071	737	795	7.8%
Aircraft	n/p	n/p	n/p	n/p	67	n/p	108	70	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 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 YE Dec21 vs. YE Dec20
Visitors (000)	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	-26.1%
Expenditure (\$ million)	\$196	\$301	\$209	\$209	\$253	\$204	\$264	\$232	\$257	\$140	-45.7%
Spend per visitor (\$)	\$145	\$199	\$160	\$168	\$175	\$126	\$161	\$149	\$187	\$138	-26.5%

Main Purpose of Trip

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	555	534	554	524	594	588	632	595	461	348	-24.5%
Visiting Friends & Relatives	n/p	366	n/p	n/p	299	496	n/p	369	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	334	429	313	320	401	329	456	407	410	258	-37.1%
Total	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	-26.1%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,261	1,327	1,183	1,153	1,186	1,386	1,428	1,338	1,272	897	-29.5%
Total Intrastate	1,285	1,406	1,193	1,197	1,279	1,475	1,503	1,409	1,319	941	-28.6%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,299	1,437	1,233	1,208	1,315	1,503	1,538	1,420	1,333	970	-27.2%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	350	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	288	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	318	200	n/p	n/p	n/p	262	n/p	n/p	n/p	-
60-69	255	263	n/p	n/p	419	315	n/p	305	243	n/p	-
70+	n/p	162	n/p	127	n/p	227	238	n/p	n/p	n/p	-
Total	1,356	1,514	1,299	1,245	1,446	1,618	1,636	1,540	1,372	1,014	-26.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	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	472	643	546	679	680	808	756	678	568	402	-29.2%
Go shopping for pleasure	412	479	422	500	471	578	437	425	373	240	-35.8%
Visit friends & relatives	373	430	433	n/p	403	536	408	381	n/p	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 Dec21 vs. YE Dec20
	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	1,297	1,504	1,242	1,237	1,398	1,585	1,605	1,534	1,330	975	-26.6%
Bus/Coach	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; n/a = not available

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