

Riverina Visitor Profile

Year ended March 2022

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

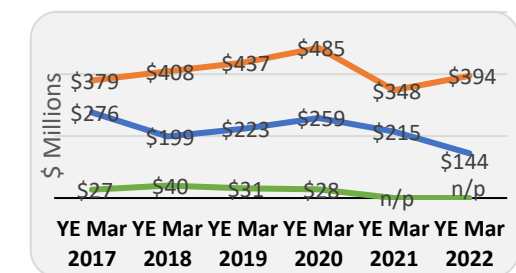
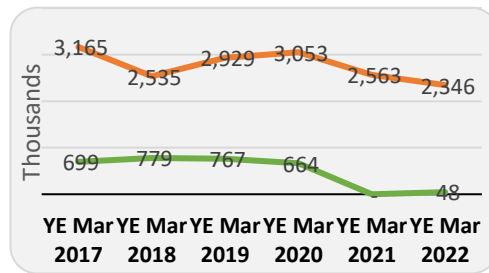
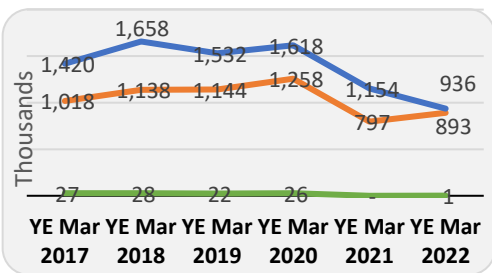
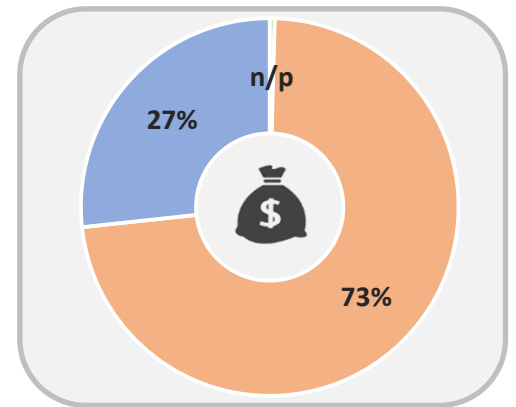
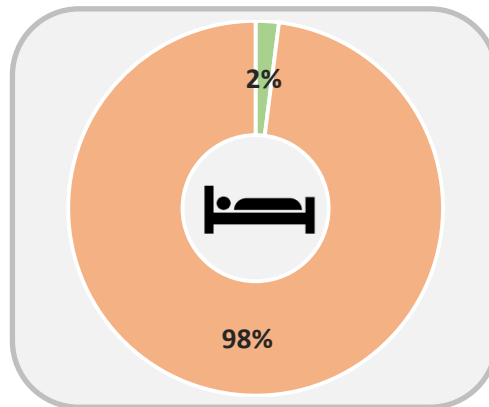
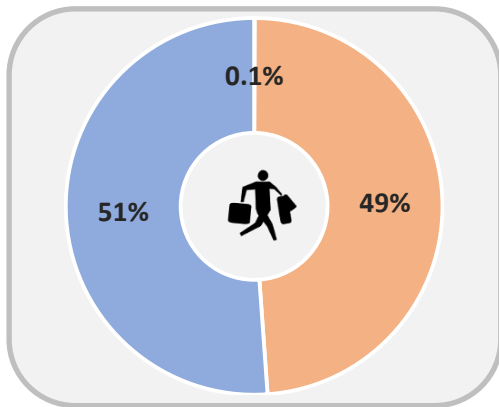


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.9m (+12.2% YoY)
Nights: 2.3m (-8.5% YoY)
Expenditure: \$393.9m (+13.2% YoY)



Average spend
\$168 per night
\$441 per visitor



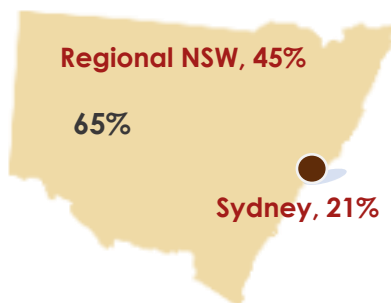
Average length of stay:
2.6 nights



#10 for visitors
#11 for nights
#11 for expenditure
In Regional NSW

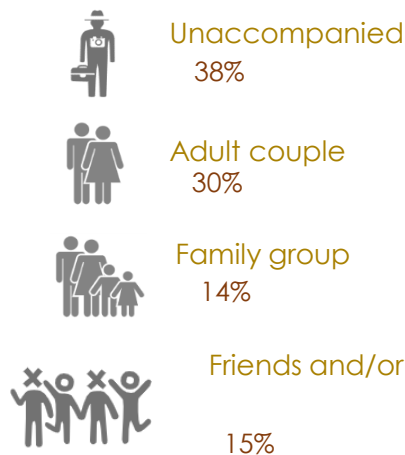
Origin

65% of the visitors came from within New South Wales



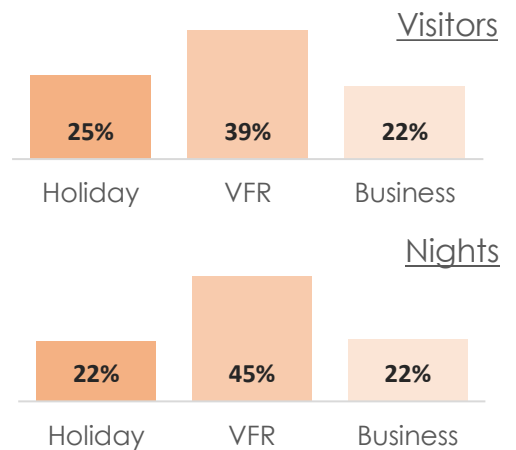
Travel party

38% 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, 94%
Aircraft, n/p

Gender



Riverina Visitor Profile

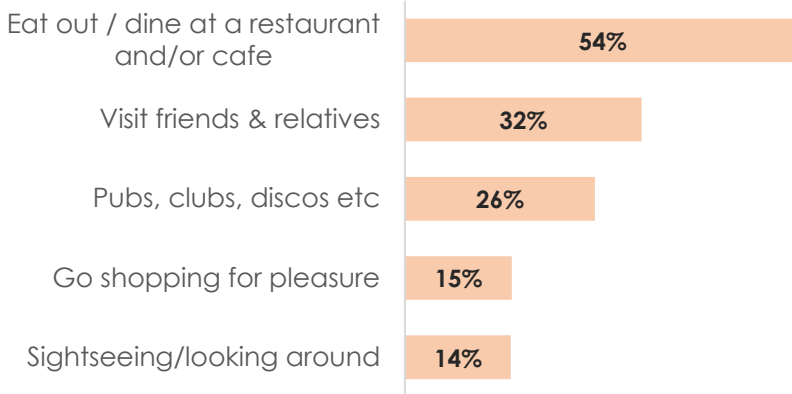
Year ended March 2022



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

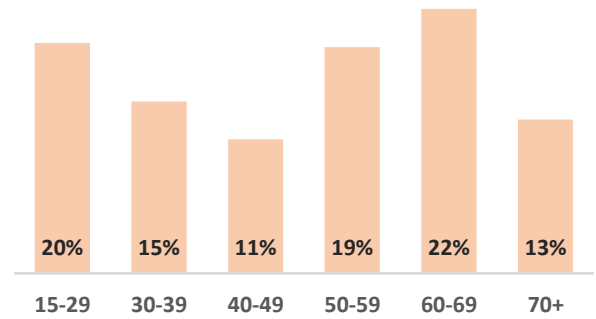
Icons sourced from www.easil.ly

Top 5 activities

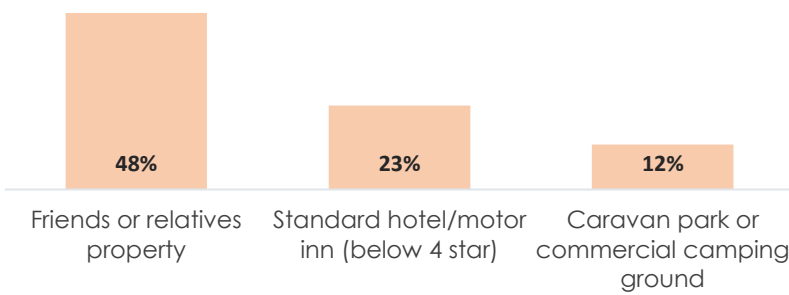


Age

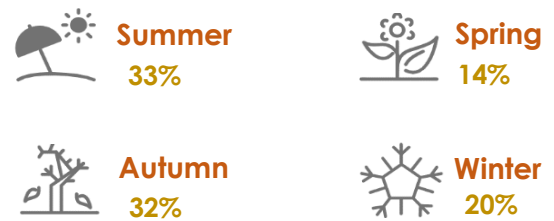
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 0.9m (-18.8% YoY)
Expenditure: \$144.3m (-32.8% YoY)



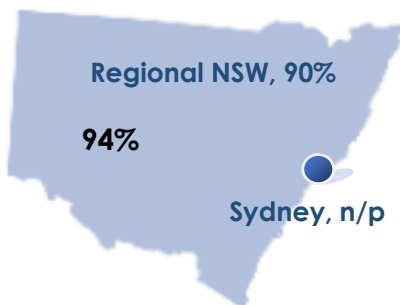
Average spend
\$154 per visitor



#10 for visitors
#10 for expenditure
In Regional NSW

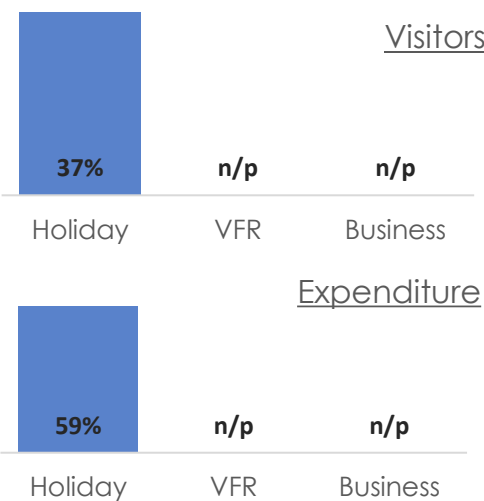
Origin

94% of the visitors to the region came from New South Wales



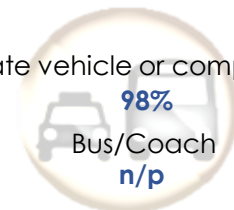
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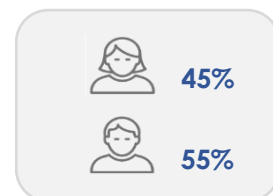


Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE