

# Travel to Riverina Murray Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



## OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	4,775	4,880	4,963	4,744	5,067	5,945	5,999	5,981	3,838	4,274	11.3%
Nights (000)	6,385	6,520	6,419	6,791	7,802	8,048	7,798	8,672	5,341	5,691	6.6%
Expenditure (\$ million)	\$1,178	\$1,346	\$1,281	\$1,198	\$1,308	\$1,448	\$1,631	\$1,751	\$1,122	\$1,307	16.6%

### Overnight - Int'l & domestic

Visitors (000)	1,886	2,047	2,158	2,247	2,230	2,605	2,598	2,809	1,620	1,954	20.6%
Nights (000)	6,385	6,520	6,419	6,791	7,802	8,048	7,798	8,672	5,341	5,691	6.6%
Expenditure (\$ million)	\$719	\$881	\$867	\$854	\$867	\$1,061	\$1,084	\$1,251	\$718	\$930	29.5%

### Domestic - overnight & daytrip

Visitors (000)	4,730	4,835	4,920	4,696	5,013	5,888	5,947	5,926	3,838	4,271	11.3%
Nights (000)	5,291	5,484	5,676	5,817	6,631	6,848	6,652	7,538	5,341	5,612	5.1%
Expenditure (\$ million)	\$1,123	\$1,305	\$1,241	\$1,147	\$1,252	\$1,385	\$1,576	\$1,696	\$1,122	\$1,303	16.2%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	1,842	2,003	2,115	2,199	2,175	2,547	2,546	2,754	1,620	1,951	20.5%
Nights (000)	5,291	5,484	5,676	5,817	6,631	6,848	6,652	7,538	5,341	5,612	5.1%
Average Length of Stay (nights)	2.9	2.7	2.7	2.6	3.0	2.7	2.6	2.7	3.3	2.9	-12.8%
Expenditure (\$ million)	\$665	\$840	\$827	\$804	\$812	\$999	\$1,028	\$1,196	\$718	\$926	28.9%
Spend per visitor per night (\$)	\$126	\$153	\$146	\$138	\$123	\$146	\$155	\$159	\$134	\$165	22.7%
Interstate visitors (000)	990	948	1,166	1,223	1,144	1,302	1,293	1,410	640	974	52.1%
Intrastate visitors (000)	852	1,054	949	976	1,031	1,246	1,253	1,344	980	978	-0.2%
Interstate nights (000)	2,989	2,762	3,307	3,432	3,603	3,781	3,342	4,079	2,029	3,072	51.4%
Intrastate nights (000)	2,303	2,722	2,368	2,385	3,028	3,067	3,310	3,460	3,312	2,540	-23.3%
Interstate expenditure (\$ million)	\$356	\$368	\$418	\$437	\$409	\$577	\$490	\$588	\$292	\$480	64.4%
Intrastate expenditure (\$ million)	\$309	\$472	\$408	\$367	\$403	\$422	\$538	\$608	\$426	\$446	4.6%

### Main Purpose of Visit

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Holiday	735	669	833	772	766	858	923	893	530	605	14.2%
Visiting Friends & Relatives	691	745	688	796	799	813	869	945	495	767	55.1%
Business	261	390	381	415	369	672	509	661	452	362	-19.9%
Other	168	210	229	230	256	222	260	283	156	222	42.6%
Total	1,842	2,003	2,115	2,199	2,175	2,547	2,546	2,754	1,620	1,951	20.5%

### Origin

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Regional NSW	542	785	681	688	702	891	835	858	664	659	-0.8%
Victoria	695	676	874	839	811	953	928	996	467	768	64.6%
Sydney	310	269	267	288	329	355	417	486	315	319	1.1%
ACT	84	92	84	126	76	75	84	136	62	77	23.7%
Queensland	97	n/p	n/p	123	119	126	140	160	n/p	n/p	-
Other Interstate	114	113	134	134	138	148	141	118	n/p	83	-
Total	1,842	2,003	2,115	2,199	2,175	2,547	2,546	2,754	1,620	1,951	20.5%

### Age

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
15-29	310	351	340	425	386	561	518	554	323	387	19.7%
30-39	255	253	290	316	291	361	340	468	238	270	13.4%
40-49	323	366	358	368	390	460	414	371	242	294	21.2%
50-59	382	372	433	471	394	413	474	485	323	362	11.8%
60-69	349	393	440	432	455	444	454	539	303	433	42.8%
70+	224	268	254	188	257	309	347	336	190	207	8.7%
Total	1,842	2,003	2,115	2,199	2,175	2,547	2,546	2,754	1,620	1,951	20.5%

### Travel Party

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Travelling alone	386	529	577	635	663	802	729	878	622	624	0.3%
Adult couple	632	643	657	684	679	650	764	728	417	593	42.1%
Family group - parents and children	384	335	361	333	340	400	382	378	228	275	20.7%
Friends or relatives travelling together	320	363	395	411	362	487	464	528	250	375	50.0%
Other travel party	120	132	124	136	131	209	207	242	103	85	-17.5%
Total	1,842	2,003	2,115	2,199	2,175	2,547	2,546	2,754	1,620	1,951	20.5%

### Top 5 Activities (sorted by the latest year)

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	925	1,063	1,165	1,142	1,159	1,416	1,383	1,480	807	1,018	26.2%
Visit friends & relatives	795	870	878	870	901	944	1076	1008	454	611	34.6%
Pubs, clubs, discos etc	419	514	618	620	569	720	697	789	349	573	64.2%
Sightseeing/looking around	350	358	439	334	428	426	520	511	301	362	20.0%
Go shopping for pleasure	296	359	373	344	327	325	359	284	202	285	41.0%

# Travel to Riverina Murray Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Friends or relatives property	611	631	731	762	746	778	872	877	481	682	41.6%
Standard hotel/motor inn (below 4 star)	603	738	745	639	678	887	814	834	465	583	25.5%
Caravan park or commercial camping ground	273	230	230	277	223	262	289	250	172	259	50.2%

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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	1,582	1,758	1,908	1,947	1,886	2,242	2,245	2,393	1,501	1,826	21.6%
Aircraft	86	121	85	102	118	166	133	165	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	68	n/p	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL \*

### Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	44	45	43	48	54	58	52	55	n/p	3	-
Nights (000)	1,094	1,036	743	974	1,171	1,200	1,145	1,134	n/p	79	-
Average Length of Stay (nights)	24.7	23.1	17.2	20.3	21.6	20.8	22.0	20.6	-	31.7	-
Expenditure (\$ million)	\$54	\$41	\$40	\$50	\$55	\$62	\$55	\$54	n/p	\$4	-
Spend per visitor per night (\$)	\$50	\$40	\$54	\$52	\$47	\$52	\$48	\$48	-	\$54	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	2,888	2,833	2,805	2,497	2,838	3,340	3,400	3,172	2,218	2,320	4.6%
Expenditure (\$ million)	\$459	\$465	\$415	\$343	\$440	\$386	\$547	\$500	\$403	\$377	-6.5%
Spend per visitor (\$)	\$159	\$164	\$148	\$138	\$155	\$116	\$161	\$158	\$182	\$162	-10.6%

### Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	1,363	1,112	1,182	1,037	1,163	1,608	1,442	1,287	744	1,031	38.6%
Visiting Friends & Relatives	628	665	557	581	679	738	633	719	407	474	16.6%
Business	295	395	292	n/p	354	409	478	514	449	312	-30.6%
Other	602	661	774	624	643	585	848	652	618	503	-18.7%
Total	2,888	2,833	2,805	2,497	2,838	3,340	3,400	3,172	2,218	2,320	4.6%

### Origin

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Regional NSW	1,988	1,940	2,000	1,774	1,856	2,254	2,279	2,121	1,757	1,579	-10.2%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,034	2,015	2,060	1,811	2,007	2,319	2,477	2,184	1,833	1,620	-11.6%
Total Interstate	855	817	745	686	831	1,022	923	988	385	700	81.8%
Total	2,888	2,833	2,805	2,497	2,838	3,340	3,400	3,172	2,218	2,320	4.6%

### Age

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
15-29	n/p	499	483	522	521	799	813	598	512	567	10.7%
30-39	n/p	481	418	n/p	495	530	534	661	n/p	n/p	-
40-49	581	557	622	563	489	665	509	386	330	301	-8.6%
50-59	540	478	464	365	364	446	560	583	308	344	11.6%
60-69	542	491	371	476	580	460	544	478	560	365	-34.8%
70+	350	327	447	205	389	440	440	467	315	507	60.7%
Total	2,888	2,833	2,805	2,497	2,838	3,340	3,400	3,172	2,218	2,320	4.6%

### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	1,315	1,272	1,210	920	1,437	1,646	1,615	1,405	769	789	2.7%
Go shopping for pleasure	793	938	828	726	830	824	831	761	492	528	7.3%
Visit friends & relatives	859	889	772	626	930	908	864	875	426	466	9.5%
Sightseeing/looking around	350	317	246	n/p	242	466	340	315	n/p	n/p	-
Pubs, clubs, discos etc	n/p	261	n/p	n/p	n/p	321	n/p	n/p	n/p	n/p	-

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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	2,813	2,764	2,684	2,432	2,762	3,262	3,335	3,104	2,154	2,297	6.7%
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	-

n/p = not publishable

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