

Travel to Riverina Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - 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 YE Mar22 vs. YE Mar21
Visitors ('000)	2,173	2,408	2,529	2,228	2,438	2,795	2,676	2,876	1,950	1,830	-6.2%
Nights ('000)	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	-8.5%
Expenditure (\$ million)	\$483	\$637	\$636	\$529	\$655	\$607	\$660	\$743	\$563	\$538	-4.4%

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 YE Mar22 vs. YE Mar21
Visitors (000)	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	12.2%
Nights (000)	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	-8.5%
Average Length of Stay	2.7	2.6	2.6	2.6	3.1	2.2	2.6	2.4	3.2	2.6	-18.4%
Expenditure (\$ million)	\$244	\$371	\$371	\$361	\$379	\$408	\$437	\$485	\$348	\$394	13.2%
Spend per visitor per night (\$)	\$109	\$154	\$143	\$136	\$120	\$161	\$149	\$159	\$136	\$168	23.7%
Intrastate visitors (000)	498	636	621	633	604	679	699	801	594	584	-1.7%
Interstate visitors (000)	327	305	385	404	414	459	445	457	202	309	53.0%
Intrastate nights (000)	1,255	1,547	1,477	1,493	1,868	1,366	1,801	1,910	1,825	1,392	-23.7%
Interstate nights (000)	987	864	1,122	1,156	1,297	1,168	1,127	1,143	738	954	29.3%
Intrastate expenditure (\$ million)	\$164	\$275	\$250	\$226	\$241	\$208	\$288	\$334	\$250	\$253	1.2%
Interstate expenditure (\$ million)	\$80	\$96	\$121	\$135	\$138	\$201	\$148	\$151	\$98	\$141	43.6%

Purpose of Visit

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	269	241	330	305	319	287	274	343	205	227	10.9%
Visiting Friends & Relatives	332	362	341	387	370	395	425	426	253	350	38.3%
Business	127	225	195	237	198	344	299	341	250	198	-20.9%
Other	98	116	146	111	134	117	146	153	90	120	33.0%
Total	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	12.2%

	Nights (000)										% change YE Mar22 vs. YE Mar21
	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	868	567	731	697	703	529	789	710	546	505	-7.7%
Visiting Friends & Relatives	861	1,025	985	1,069	1,284	1,050	1,111	1,120	642	1,051	63.8%
Business	278	564	562	677	791	757	784	885	1,154	522	-54.7%
Other	236	256	321	206	386	199	245	338	221	267	21.1%
Total	2,242	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	-8.5%

Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	317	480	460	448	410	475	455	491	385	400	4.1%
Sydney	181	156	161	185	194	204	244	310	210	184	-12.4%
Total Intrastate	498	636	621	633	604	679	699	801	594	584	-1.7%
Victoria	162	150	221	189	221	246	258	254	116	186	59.5%
Queensland	n/p	n/p	n/p	n/p	n/p	85	n/p	83	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	61	n/p	n/p	-
Other Interstate	60	70	71	74	82	71	76	59	n/p	n/p	-
Total Interstate	327	305	385	404	414	459	445	457	202	309	53.0%
Grand Total	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	12.2%

Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	178	148	177	202	208	231	256	247	167	174	4.3%
30-39	92	141	127	126	139	156	118	204	114	130	13.7%
40-49	122	207	161	188	169	221	178	169	124	101	-18.3%
50-59	164	180	190	252	175	171	209	224	155	171	10.4%
60-69	160	157	222	193	212	209	206	249	149	200	34.3%
70+	109	109	128	76	115	150	175	165	87	116	34.1%
Total	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	12.2%

Travel Party

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	
Travelling alone	162	289	305	340	286	382	405	386	331	338	2.1%
Adult couple	276	289	337	296	297	281	342	329	197	270	37.2%
Family group - parents and children	179	131	148	151	162	179	134	169	94	122	29.2%
Friends or relatives travelling together with(out) children	153	169	155	164	188	209	144	220	115	137	18.4%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	825	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	12.2%

Travel to Riverina Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	377	479	535	562	509	592	603	686	371	482	29.8%
Visit friends & relatives	343	431	433	386	395	444	523	476	220	289	31.0%
Pubs, clubs, discos etc	178	214	241	286	276	279	319	379	141	232	64.6%
Go shopping for pleasure	108	146	147	161	172	133	124	139	100	130	30.2%
Sightseeing/looking around	127	169	187	122	213	154	198	202	142	129	-9.3%

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

	Nights (000)										% change YE Mar22 vs. YE Mar21
	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	1,140	1,015	1,022	1,098	1,232	987	1,384	1,144	724	1,133	56.5%
Standard hotel/motor inn (below 4 star)	440	517	686	518	578	759	742	780	612	539	-11.9%
Caravan park or commercial camping ground	185	193	242	221	219	225	192	155	149	288	93.4%

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

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	693	816	921	931	873	952	992	1,086	721	837	16.1%
Aircraft	n/p	n/p	n/p	n/p	71	117	n/p	82	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 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 YE Mar22 vs. YE Mar21
Visitors (000)	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	-18.8%
Expenditure (\$ million)	\$239	\$266	\$265	\$168	\$276	\$199	\$223	\$259	\$215	\$144	-32.8%
Spend per visitor (\$)	\$177	\$181	\$174	\$141	\$194	\$120	\$145	\$160	\$186	\$154	-17.2%

Main Purpose of Trip

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	584	523	653	430	564	697	624	573	305	342	12.0%
Visiting Friends & Relatives	n/p	389	n/p	n/p	356	422	n/p	367	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	326	390	453	340	362	305	439	417	387	n/p	-
Total	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	-18.8%

Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,269	1,310	1,374	1,089	1,124	1,430	1,341	1,449	1,059	847	-20.0%
Total Intrastate	1,299	1,359	1,420	1,107	1,254	1,482	1,444	1,481	1,116	882	-21.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	-18.8%

Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	n/p	n/p	n/p	n/p	n/p	n/p	314	n/p	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	n/p	n/p	397	n/p	n/p	400	n/p	n/p	n/p	n/p	-
50-59	n/p	292	237	n/p	225	n/p	248	256	n/p	n/p	-
60-69	242	296	n/p	n/p	305	263	217	260	276	n/p	-
70+	n/p	n/p	169	n/p	162	226	201	n/p	n/p	n/p	-
Total	1,348	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	-18.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	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	553	638	705	502	769	854	632	728	444	426	-4.0%
Go shopping for pleasure	427	475	491	422	587	474	438	439	298	n/p	-
Visit friends & relatives	322	511	379	n/p	440	488	356	449	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	-
Pubs, clubs, discos etc	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 Mar22 vs. YE Mar21
	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	1,323	1,457	1,465	1,156	1,377	1,636	1,513	1,587	1,103	913	-17.2%
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.