

Travel to Riverina Murray Destination Network

Year ended September 2022

Source: National and International Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
GRAND TOTAL - overnight & daytrip											
Visitors (000)	4,548	4,437	4,490	4,655	5,124	5,630	5,605	4,121	3,778	5,230	38.4%
Nights (000)	6,193	6,256	5,907	6,914	7,219	7,111	7,625	6,253	5,086	6,813	33.9%
Expenditure (\$M)	\$1,311	\$1,119	\$1,196	\$1,255	\$1,210	\$1,476	\$1,647	\$1,205	\$1,174	\$1,796	53.0%
Overnight - Int'l & domestic											
Visitors (000)	1,843	1,950	2,061	2,202	2,216	2,343	2,594	1,833	1,671	2,539	51.9%
Nights (000)	6,193	6,256	5,907	6,914	7,219	7,111	7,625	6,253	5,086	6,813	33.9%
Expenditure (\$M)	\$828	\$753	\$809	\$861	\$814	\$1,002	\$1,114	\$806	\$835	\$1,245	49.0%
Domestic - overnight & daytrip											
Visitors (000)	4,506	4,398	4,449	4,604	5,070	5,576	5,554	4,092	3,777	5,217	38.1%
Nights (000)	5,222	5,357	5,152	5,994	5,909	6,184	6,444	5,778	5,065	6,460	27.5%
Expenditure (\$M)	\$1,261	\$1,086	\$1,152	\$1,210	\$1,148	\$1,429	\$1,596	\$1,178	\$1,173	\$1,776	51.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	1,801	1,912	2,021	2,151	2,163	2,290	2,544	1,803	1,671	2,527	51.3%
Nights (000)	5,222	5,357	5,152	5,994	5,909	6,184	6,444	5,778	5,065	6,460	27.5%
Average Length of Stay (nights)	2.9	2.8	2.5	2.8	2.7	2.7	2.5	3.2	3.0	2.6	-15.7%
Expenditure (\$M)	\$778	\$720	\$765	\$817	\$752	\$955	\$1,063	\$778	\$834	\$1,224	46.7%
Spend per visitor per night (\$)	\$149	\$134	\$149	\$136	\$127	\$154	\$165	\$135	\$165	\$189	15.0%
Interstate visitors (000)	936	1,019	1,140	1,208	1,157	1,216	1,315	909	756	1,442	90.8%
Intrastate visitors (000)	865	893	881	944	1,005	1,074	1,229	894	915	1,086	18.6%
Interstate nights (000)	1,211	636	1,038	1,045	1,338	1,359	1,167	848	769	880	14.4%
Intrastate nights (000)	3,227	2,624	2,796	3,375	3,936	4,682	4,529	3,532	4,281	4,705	9.9%
Interstate expenditure (\$M)	\$166	\$95	\$135	\$139	\$160	\$163	\$142	\$153	\$161	\$169	5.3%
Intrastate expenditure (\$M)	\$427	\$367	\$421	\$464	\$603	\$646	\$804	\$605	\$853	\$994	16.6%

Main Purpose of Visit

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Holiday	635	660	728	744	752	674	890	531	562	822	46.4%
Visiting Friends & Relatives	711	693	690	780	731	853	882	602	507	981	93.4%
Business	296	358	369	417	483	525	554	479	413	448	8.4%
Other	172	215	241	223	210	254	228	212	196	299	52.5%
Total	1,801	1,912	2,021	2,151	2,163	2,290	2,544	1,803	1,671	2,527	51.3%

Origin

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Regional NSW	628	663	658	642	700	716	801	567	639	716	12.0%
Sydney	238	230	222	302	306	358	428	327	276	370	34.0%
Queensland	97	68	n/p	125	114	157	128	87	n/p	98	-
Victoria	646	788	783	864	835	858	959	672	562	1,093	94.6%
ACT	86	n/p	112	73	n/p	67	93	81	55	111	102.6%
Other Interstate	107	92	156	145	140	134	136	69	96	140	46.5%
Total	1,801	1,912	2,021	2,151	2,163	2,290	2,544	1,803	1,671	2,527	51.3%

Age

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
15-29	298	333	375	384	450	495	491	399	295	545	84.7%
30-39	203	235	253	329	281	330	380	295	266	268	0.8%
40-49	321	377	299	392	413	353	384	245	230	358	55.5%
50-59	398	311	443	417	363	349	477	364	283	508	79.9%
60-69	348	399	444	429	374	449	467	325	365	514	40.7%
70+	233	257	206	202	282	312	346	174	231	333	44.1%
Total	1,801	1,912	2,021	2,151	2,163	2,290	2,544	1,803	1,671	2,527	51.3%

Travel Party

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Travelling alone	384	602	538	663	639	750	687	692	543	749	37.9%
Adult couple	594	585	650	636	641	665	793	412	496	800	61.2%
Family group - parents and children	388	296	330	320	332	371	333	247	266	339	27.2%
Friends or relatives travelling together	335	308	367	400	347	385	494	319	263	518	96.8%
Other travel party	101	120	136	132	204	118	237	133	102	121	19.0%
Total	1,801	1,912	2,021	2,151	2,163	2,290	2,544	1,803	1,671	2,527	51.3%

Top 5 Activities (sorted by the latest year)

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	958	1,023	1,104	1,147	1,176	1,240	1,455	852	913	1,355	48.4%
Visit friends & relatives	845	851	761	845	835	998	974	639	446	824	84.9%
Pubs, clubs, discos etc	420	560	593	599	598	582	753	435	452	748	65.4%
Sightseeing/looking around	331	349	332	391	387	399	519	286	298	478	60.2%
Go shopping for pleasure	332	364	305	347	281	328	315	200	222	428	92.7%

Travel to Riverina Murray Destination Network

Year ended September 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 Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Standard hotel/motor inn (below 4 star)	645	666	647	685	734	734	907	436	568	895	57.6%
Friends or relatives property	619	682	666	719	679	841	762	624	494	861	74.1%
Caravan park or commercial camping ground	250	201	252	236	211	250	248	169	203	281	38.1%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	42	39	41	50	54	53	50	29	n/p	12	-
Nights (000)	971	899	755	920	1,310	927	1,181	475	n/p	353	-
Average Length of Stay (nights)	22.9	23.3	18.6	18.2	24.4	17.4	23.5	16.3	-	29.1	-
Expenditure (\$M)	\$50	\$33	\$44	\$44	\$62	\$47	\$51	\$27	n/p	\$21	-
Spend per visitor per night (\$)	\$52	\$37	\$58	\$48	\$48	\$51	\$44	\$57	-	\$59	-

Purpose of Visit

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	22	20	18	26	27	29	24	16	n/p	4	-
Visiting Friends & Relatives	13	14	15	15	15	15	15	8	n/p	5	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	1	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	0.3	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	2	-
Total	42	39	41	50	54	53	50	29	n/p	12	-

Top 3 Int'l source markets to Riverina Murray DN* (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
New Zealand	n/p	7	n/p	7	8	9	n/p	n/p	n/p	2	-
United Kingdom	6	7	7	9	6	9	8	n/p	-	2	-
India	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	1	-

Age

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	13	12	13	18	19	17	16	8	n/p	4	-
30-39	4	5	6	9	9	8	11	n/p	n/p	2	-
40-49	10	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	1	-
50-59	n/p	8	n/p	9	n/p	n/p	n/p	n/p	n/p	1	-
60-69	8	n/p	8	7	9	10	n/p	n/p	n/p	3	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	1	-
Total	42	39	41	50	54	53	50	29	n/p	12	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	2,705	2,486	2,429	2,453	2,907	3,287	3,010	2,289	2,106	2,690	27.7%
Expenditure (\$M)	\$483	\$366	\$387	\$394	\$396	\$474	\$533	\$400	\$339	\$552	62.8%
Spend per visitor (\$)	\$179	\$147	\$159	\$160	\$136	\$144	\$177	\$175	\$161	\$205	27.5%

Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	1,025	1,064	941	1,017	1,210	1,393	1,294	809	702	1,190	69.5%
Visiting Friends & Relatives	662	557	512	575	695	684	699	441	403	586	45.6%
Business	360	259	317	n/p	335	453	392	498	335	n/p	-
Other	657	606	658	655	667	757	626	541	667	641	-3.8%
Total	2,705	2,486	2,429	2,453	2,907	3,287	3,010	2,289	2,106	2,690	27.7%

Origin

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Regional NSW	1,791	1,657	1,765	1,650	1,877	2,227	1,990	1,737	1,530	1,798	17.5%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	1,871	1,691	1,827	1,758	1,960	2,356	2,123	1,762	1,626	1,818	11.8%
Total Interstate	833	795	601	695	947	931	887	526	480	872	81.7%
Total	2,705	2,486	2,429	2,453	2,907	3,287	3,010	2,289	2,106	2,690	27.7%

Age

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	n/p	419	497	n/p	562	732	676	460	463	601	29.8%
30-39	n/p	451	n/p	n/p	481	470	540	409	n/p	n/p	-
40-49	527	478	526	465	599	661	452	n/p	271	391	44.1%
50-59	558	419	371	376	338	558	415	462	333	371	11.4%
60-69	508	422	382	513	552	406	528	430	446	398	-10.8%
70+	276	298	375	297	374	459	399	296	399	541	35.6%
Total	2,705	2,486	2,429	2,453	2,907	3,287	3,010	2,289	2,106	2,690	27.7%