

Travel to Riverina Murray Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	5,291	4,477	4,702	5,052	5,672	5,995	6,089	4,196	4,170	5,708	36.9%
Nights (000)	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	5,496	7,223	31.4%
Expenditure (\$M)	\$1,387	\$1,139	\$1,184	\$1,284	\$1,250	\$1,636	\$1,694	\$1,203	\$1,173	\$2,015	71.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	2,808	49.0%
Nights (000)	5,500	5,691	5,844	6,458	6,459	7,040	7,314	5,600	5,496	7,223	31.4%
Average Length of Stay (nights)	2.7	2.8	2.6	2.9	2.7	2.7	2.7	3.3	2.9	2.6	-11.8%
Expenditure (\$M)	\$798	\$794	\$816	\$854	\$870	\$1,098	\$1,169	\$774	\$803	\$1,472	83.4%
Spend per visitor per night (\$)	\$145	\$139	\$140	\$132	\$135	\$156	\$160	\$138	\$146	\$204	39.5%
Interstate visitors (000)	984	1,095	1,220	1,190	1,243	1,310	1,374	731	923	1,478	60.2%
Intrastate visitors (000)	1,024	923	994	1,025	1,120	1,295	1,384	974	962	1,331	38.3%
Interstate nights (000)	3,025	3,231	3,353	3,571	3,627	3,645	3,920	2,411	2,805	3,778	34.7%
Intrastate nights (000)	2,475	2,460	2,492	2,887	2,833	3,395	3,394	3,189	2,691	3,445	28.0%
Interstate expenditure (\$M)	\$379	\$403	\$422	\$422	\$496	\$561	\$561	\$350	\$397	\$770	93.9%
Intrastate expenditure (\$M)	\$419	\$391	\$394	\$431	\$374	\$536	\$607	\$424	\$405	\$702	73.0%

Main Purpose of Visit

	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	YE Dec 2022	% change 2022 vs. 2021
Holiday	681	742	801	791	860	868	921	525	605	984	62.6%
Visiting Friends & Relatives	810	683	763	763	792	887	969	556	661	984	49.0%
Business	325	386	433	410	520	605	619	479	405	543	34.2%
Other	204	222	231	267	207	262	272	157	225	322	42.9%
Total	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	2,808	49.0%

Origin

	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	YE Dec 2022	% change 2022 vs. 2021
Regional NSW	753	651	731	684	770	902	889	659	668	879	31.6%
Sydney	271	271	263	341	350	393	495	315	294	451	53.6%
Queensland	n/p	78	n/p	132	125	153	145	n/p	n/p	116	-
Victoria	686	831	860	834	898	931	959	550	717	1,080	50.5%
ACT	105	79	116	74	83	80	129	69	71	130	81.9%
Other Interstate	109	106	151	150	136	145	140	n/p	88	153	75.0%
Total	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	2,808	49.0%

Age

	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	YE Dec 2022	% change 2022 vs. 2021
15-29	364	365	406	373	531	511	564	367	354	573	62.0%
30-39	234	261	292	332	285	406	425	279	276	334	20.9%
40-49	357	382	366	396	431	407	412	267	258	395	53.2%
50-59	410	366	484	421	391	481	471	346	354	513	44.7%
60-69	382	392	461	454	424	479	514	294	397	569	43.3%
70+	262	251	205	239	301	320	371	152	245	425	73.0%
Total	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	2,808	49.0%

Travel Party

	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	YE Dec 2022	% change 2022 vs. 2021
Travelling alone	462	618	640	631	720	787	848	654	638	826	29.6%
Adult couple	657	634	664	699	643	754	743	404	560	858	53.2%
Family group - parents and children	387	317	337	346	362	405	399	236	274	385	40.5%
Friends or relatives travelling together	375	332	420	413	430	463	526	309	309	588	90.0%
Other travel party	127	116	154	125	209	196	241	103	103	151	46.4%
Total	2,008	2,017	2,214	2,215	2,363	2,604	2,757	1,705	1,885	2,808	49.0%

Top 5 Activities (sorted by the latest year)

	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	YE Dec 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	1,044	1,105	1,185	1,186	1,290	1,399	1,551	802	977	1,496	53.1%
Visit friends & relatives	938	879	825	857	932	1,106	1,020	563	551	882	60.1%
Pubs, clubs, discos etc	490	607	645	585	659	681	806	396	534	788	47.4%
Sightseeing/looking around	376	414	348	405	434	515	518	302	313	572	82.7%
Go shopping for pleasure	367	373	333	340	305	357	318	204	246	427	73.4%

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

	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	YE Dec 2022	% change 2022 vs. 2021
Standard hotel/motor inn (below 4 star)	737	663	708	688	804	820	883	442	558	1,052	88.4%
Friends or relatives property	691	738	716	711	759	912	852	555	600	906	51.0%
Caravan park or commercial camping ground	249	212	270	248	243	276	249	182	258	297	15.3%

Travel to Riverina Murray Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	2,899	26.9%
Expenditure (\$M)	\$589	\$346	\$368	\$431	\$380	\$539	\$526	\$429	\$371	\$543	46.4%
Spend per visitor (\$)	\$179	\$140	\$148	\$152	\$115	\$159	\$158	\$172	\$162	\$187	15.4%

Main Purpose of Trip

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
					YE Dec 2017	YE Dec 2018					
Holiday	1,369	1,063	1,094	1,194	1,456	1,416	1,489	872	963	1,260	30.8%
Visiting Friends & Relatives	686	587	556	605	823	629	768	424	416	621	49.3%
Business	477	237	248	335	401	532	425	505	398	n/p	-
Other	752	573	589	703	629	813	649	690	509	713	40.3%
Total	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	2,899	26.9%

Origin

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
					YE Dec 2017	YE Dec 2018					
Regional NSW	2,036	1,773	1,793	1,892	2,245	2,267	2,159	1,964	1,600	1,993	24.5%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,153	1,801	1,845	2,007	2,342	2,393	2,311	2,038	1,651	2,026	22.7%
Total Interstate	1,131	658	643	829	967	998	1,020	452	634	873	37.6%
Total	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	2,899	26.9%

Age

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
					YE Dec 2017	YE Dec 2018					
15-29	679	397	490	571	758	711	718	553	516	572	10.9%
30-39	469	428	n/p	407	579	480	684	n/p	n/p	n/p	-
40-49	602	496	620	502	597	606	466	280	324	413	27.2%
50-59	635	436	337	382	412	654	488	416	356	492	38.3%
60-69	509	397	375	643	539	474	539	566	347	440	26.9%
70+	388	305	316	333	424	465	436	312	525	537	2.4%
Total	3,283	2,460	2,488	2,837	3,309	3,391	3,331	2,491	2,285	2,899	26.9%