

# Travel to Riverina Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



## OVERVIEW

	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 YE Dec22 vs YE Dec21
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	2,424	2,268	2,301	2,522	2,604	2,891	2,789	2,183	1,871	2,610	39.5%
Nights ('000)	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	3,107	40.2%
Expenditure (\$ million)	\$595	\$582	\$586	\$669	\$521	\$776	\$687	\$605	\$528	\$895	69.5%

## 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 YE Dec22 vs YE Dec21
Visitors (000)	910	968	1,056	1,076	986	1,255	1,231	811	858	1,352	57.6%
Nights (000)	2,523	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	3,107	40.2%
Average Length of Stay	2.8	2.8	2.5	3.0	2.3	2.5	2.4	3.4	2.6	2.3	-11.0%
Expenditure (\$ million)	\$294	\$374	\$377	\$416	\$317	\$513	\$455	\$348	\$389	\$577	48.6%
Spend per visitor per night (\$)	\$116	\$140	\$144	\$129	\$140	\$162	\$154	\$127	\$175	\$186	5.9%
Intrastate visitors (000)	590	603	654	653	554	783	776	589	561	838	49.4%
Interstate visitors (000)	320	365	403	423	432	472	455	222	297	514	73.1%
Intrastate nights (000)	1,362	1,536	1,546	1,895	1,246	1,909	1,693	1,978	1,323	1,845	39.5%
Interstate nights (000)	1,162	1,136	1,077	1,316	1,021	1,249	1,258	753	893	1,262	41.3%
Intrastate expenditure (\$ million)	\$215	\$244	\$246	\$278	\$172	\$308	\$315	\$236	\$247	\$359	45.3%
Interstate expenditure (\$ million)	\$79	\$129	\$131	\$137	\$145	\$205	\$140	\$112	\$141	\$218	54.3%

### Purpose of Visit

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
Holiday	240	294	321	344	286	272	332	192	211	382	81.0%
Visiting Friends & Relatives	385	337	372	367	368	460	419	300	284	505	77.8%
Business	173	211	236	227	242	371	340	229	248	286	15.3%
Other	116	132	128	141	92	155	144	96	117	185	58.0%
<b>Total</b>	<b>910</b>	<b>968</b>	<b>1,056</b>	<b>1,076</b>	<b>986</b>	<b>1,255</b>	<b>1,231</b>	<b>811</b>	<b>858</b>	<b>1,352</b>	<b>57.6%</b>

  

	Nights (000)										% Change YE Dec22 vs YE Dec21
	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	
Holiday	921	678	679	735	555	788	694	501	490	704	43.6%
Visiting Friends & Relatives	969	1,001	1,066	1,206	1,089	1,133	1,095	841	803	1,418	76.5%
Business	388	701	631	882	462	962	950	1,102	629	641	2.0%
Other	246	292	247	388	162	276	213	287	293	344	17.2%
<b>Total</b>	<b>2,523</b>	<b>2,672</b>	<b>2,623</b>	<b>3,211</b>	<b>2,267</b>	<b>3,158</b>	<b>2,951</b>	<b>2,731</b>	<b>2,216</b>	<b>3,107</b>	<b>40.2%</b>

### Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
Regional NSW	431	446	500	430	367	536	476	381	374	552	47.5%
Sydney	159	158	154	222	187	247	300	208	187	287	53.2%
<b>Total Intrastate</b>	<b>590</b>	<b>603</b>	<b>654</b>	<b>653</b>	<b>554</b>	<b>783</b>	<b>776</b>	<b>589</b>	<b>561</b>	<b>838</b>	<b>49.4%</b>
Victoria	150	212	199	222	231	257	259	109	195	268	37.1%
Queensland	n/p	n/p	n/p	n/p	78	85	73	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	52	n/p	n/p	74	-
Other Interstate	63	54	87	95	60	80	71	n/p	n/p	94	-
<b>Total Interstate</b>	<b>320</b>	<b>365</b>	<b>403</b>	<b>423</b>	<b>432</b>	<b>472</b>	<b>455</b>	<b>222</b>	<b>297</b>	<b>514</b>	<b>73.1%</b>
<b>Grand Total</b>	<b>910</b>	<b>968</b>	<b>1,056</b>	<b>1,076</b>	<b>986</b>	<b>1,255</b>	<b>1,231</b>	<b>811</b>	<b>858</b>	<b>1,352</b>	<b>57.6%</b>

### Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
15-29	177	174	193	204	214	282	222	177	160	371	132.4%
30-39	137	107	133	153	n/p	148	187	145	128	157	22.7%
40-49	142	202	186	190	178	213	169	131	99	165	66.7%
50-59	177	168	248	207	148	223	229	149	165	224	35.9%
60-69	161	190	225	212	197	214	250	135	185	238	28.7%
70+	116	129	71	110	141	175	174	73	122	197	61.7%
<b>Total</b>	<b>910</b>	<b>968</b>	<b>1,056</b>	<b>1,076</b>	<b>986</b>	<b>1,255</b>	<b>1,231</b>	<b>811</b>	<b>858</b>	<b>1,352</b>	<b>57.6%</b>



# Travel to Riverina Tourism Region

Year ended December 2022

Source: National Visitor Survey, 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 YE Dec22 vs YE Dec21
Visitors (000)	1,514	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	1,258	24.1%
Expenditure (\$ million)	\$301	\$209	\$209	\$253	\$204	\$264	\$232	\$257	\$140	\$318	128.0%
Spend per visitor (\$)	\$199	\$160	\$168	\$175	\$126	\$161	\$149	\$187	\$138	\$253	83.7%

### Main Purpose of Trip

	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 YE Dec22 vs YE Dec21
<b>Visitors (000)</b>											
Holiday	534	554	524	594	588	632	595	461	348	495	42.4%
Visiting Friends & Relatives	366	n/p	n/p	299	496	n/p	369	n/p	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	429	313	320	401	329	456	407	410	258	n/p	-
<b>Total</b>	<b>1,514</b>	<b>1,299</b>	<b>1,245</b>	<b>1,446</b>	<b>1,618</b>	<b>1,636</b>	<b>1,558</b>	<b>1,372</b>	<b>1,014</b>	<b>1,258</b>	<b>24.1%</b>

### 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 YE Dec22 vs YE Dec21
<b>Visitors (000)</b>											
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,327	1,183	1,153	1,186	1,386	1,428	1,348	1,272	897	1,120	24.9%
<b>Total Intrastate</b>	<b>1,406</b>	<b>1,193</b>	<b>1,197</b>	<b>1,279</b>	<b>1,475</b>	<b>1,503</b>	<b>1,418</b>	<b>1,319</b>	<b>941</b>	<b>1,154</b>	<b>22.6%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>1,514</b>	<b>1,299</b>	<b>1,245</b>	<b>1,446</b>	<b>1,618</b>	<b>1,636</b>	<b>1,558</b>	<b>1,372</b>	<b>1,014</b>	<b>1,258</b>	<b>24.1%</b>

### 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 YE Dec22 vs YE Dec21
<b>Visitors (000)</b>											
15-29	n/p	n/p	n/p	n/p	n/p	n/p	389	350	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	318	200	n/p	n/p	n/p	262	n/p	n/p	n/p	n/p	-
60-69	263	n/p	n/p	419	315	n/p	299	243	n/p	n/p	-
70+	162	n/p	127	n/p	227	238	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>1,514</b>	<b>1,299</b>	<b>1,245</b>	<b>1,446</b>	<b>1,618</b>	<b>1,636</b>	<b>1,558</b>	<b>1,372</b>	<b>1,014</b>	<b>1,258</b>	<b>24.1%</b>

### 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 YE Dec22 vs YE Dec21
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	643	546	679	680	808	756	678	568	402	515	28.0%
Go shopping for pleasure	479	422	500	471	578	437	425	373	240	415	72.9%
Visit friends & relatives	430	433	n/p	403	536	408	381	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	-
Sightseeing/looking around	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)

	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 YE Dec22 vs YE Dec21
<b>Visitors (000)</b>											
Private vehicle or company car	1,504	1,242	1,237	1,398	1,585	1,605	1,534	1,330	975	1,226	25.8%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	n/p	-
n/a	-	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

Riverina includes: Griffith, Gundagai, Hay, Leeton, Temora and Wagga Wagga.