

Travel to Riverina Murray Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

	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	YE Mar 2023	% change 2023 vs. 2022
Domestic - overnight & daytrip											
Visitors (000)	4,840	4,929	4,758	5,034	5,961	5,989	6,009	3,900	4,308	6,226	44.5%
Nights (000)	5,492	5,669	5,915	6,735	6,939	6,779	7,634	5,456	5,681	7,663	34.9%
Expenditure (\$M)	\$1,309	\$1,239	\$1,177	\$1,267	\$1,398	\$1,598	\$1,720	\$1,142	\$1,314	\$2,221	69.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,007	2,115	2,222	2,196	2,591	2,587	2,790	1,662	1,971	2,942	49.3%
Nights (000)	5,492	5,669	5,915	6,735	6,939	6,779	7,634	5,456	5,681	7,663	34.9%
Average Length of Stay (nights)	2.7	2.7	2.7	3.1	2.7	2.6	2.7	3.3	2.9	2.6	-9.6%
Expenditure (\$M)	\$845	\$824	\$826	\$827	\$1,009	\$1,050	\$1,219	\$736	\$937	\$1,550	65.5%
Spend per visitor per night (\$)	\$154	\$145	\$140	\$123	\$145	\$155	\$160	\$135	\$165	\$202	22.7%
Interstate visitors (000)	946	1,169	1,225	1,138	1,309	1,306	1,422	651	977	1,560	59.7%
Intrastate visitors (000)	1,061	946	997	1,058	1,282	1,280	1,368	1,011	994	1,382	39.0%
Interstate nights (000)	2,751	3,312	3,446	3,611	3,800	3,377	4,109	2,031	3,090	4,049	31.0%
Intrastate nights (000)	2,741	2,356	2,469	3,124	3,139	3,402	3,525	3,425	2,591	3,615	39.5%
Interstate expenditure (\$M)	\$367	\$418	\$440	\$408	\$578	\$495	\$599	\$295	\$482	\$823	70.8%
Intrastate expenditure (\$M)	\$478	\$406	\$386	\$419	\$431	\$555	\$620	\$441	\$455	\$727	59.9%

Main Purpose of Visit

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Holiday	673	831	787	780	900	965	935	566	620	1,080	74.2%
Visiting Friends & Relatives	745	688	796	802	815	870	945	498	767	989	28.8%
Business	390	382	417	369	672	512	655	454	366	591	61.3%
Other	210	231	235	259	218	254	283	156	222	317	42.5%
Total	2,007	2,115	2,222	2,196	2,589	2,587	2,790	1,662	1,971	2,942	49.3%

Origin

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Regional NSW	785	681	699	711	896	838	865	672	664	935	40.7%
Sydney	276	265	298	347	386	443	503	339	330	447	35.6%
Queensland	n/p	n/p	126	119	126	147	160	n/p	n/p	115	-
Victoria	676	873	839	805	951	923	1,002	462	765	1,140	49.0%
ACT	92	88	126	76	83	96	139	78	83	136	64.1%
Other Interstate	113	134	134	138	150	140	122	n/p	83	169	103.0%
Total	2,007	2,115	2,222	2,196	2,591	2,587	2,790	1,662	1,971	2,942	49.3%

Age

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
15-29	351	340	430	392	573	546	578	342	387	577	49.0%
30-39	253	292	318	297	363	338	474	250	278	431	55.3%
40-49	366	358	371	396	474	425	370	244	296	380	28.4%
50-59	375	432	480	395	416	476	491	326	365	556	52.3%
60-69	394	441	435	456	455	455	539	306	437	562	28.5%
70+	268	253	188	260	309	347	338	194	208	436	109.9%
Total	2,007	2,115	2,222	2,196	2,591	2,587	2,790	1,662	1,971	2,942	49.3%

Travel Party

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Travelling alone	529	575	644	660	805	736	884	624	629	869	38.0%
Adult couple	645	658	691	681	666	765	734	434	597	861	44.4%
Family group - parents and children	334	362	337	349	420	393	386	241	284	425	49.5%
Friends or relatives travelling together	367	395	411	372	492	484	551	257	376	605	60.9%
Other travel party	132	124	140	134	209	209	236	105	85	182	114.6%
Total	2,007	2,115	2,222	2,196	2,591	2,587	2,790	1,662	1,971	2,942	49.3%

Top 5 Activities (sorted by the latest year)

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	1,067	1,165	1,155	1,178	1,437	1,412	1,485	815	1,030	1,598	55.1%
Visit friends & relatives	871	880	872	901	957	1,084	1,011	458	612	960	56.9%
Pubs, clubs, discos etc	516	613	620	575	726	704	786	358	574	854	48.7%
Sightseeing/looking around	362	437	346	444	453	561	522	315	366	624	70.6%
Go shopping for pleasure	358	373	350	332	330	367	286	202	290	432	49.3%

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

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Standard hotel/motor inn (below 4 star)	738	744	641	684	889	832	852	477	587	1,098	87.2%
Friends or relatives property	631	732	762	743	790	881	877	486	685	929	35.7%
Caravan or camping - non commercial	152	231	213	218	221	261	346	250	203	304	49.4%

Travel to Riverina Murray Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,833	2,814	2,536	2,838	3,370	3,402	3,219	2,238	2,337	3,283	40.5%
Expenditure (\$M)	\$465	\$415	\$351	\$440	\$390	\$548	\$502	\$406	\$377	\$672	78.1%
Spend per visitor (\$)	\$164	\$148	\$139	\$155	\$116	\$161	\$156	\$181	\$161	\$205	26.8%

Main Purpose of Trip

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Holiday	1,112	1,191	1,076	1,163	1,637	1,444	1,334	764	1,048	1,388	32.4%
Visiting Friends & Relatives	665	557	581	679	738	633	719	407	474	608	28.2%
Business	395	292	n/p	354	409	478	514	449	312	n/p	-
Other	661	774	624	643	585	848	652	618	503	942	87.5%
Total	2,833	2,814	2,536	2,838	3,370	3,402	3,219	2,238	2,337	3,283	40.5%

Origin

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Regional NSW	1,940	2,000	1,774	1,856	2,254	2,279	2,127	1,757	1,596	2,321	45.5%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,015	2,060	1,811	2,007	2,319	2,477	2,226	1,841	1,637	2,355	43.9%
Total Interstate	817	754	725	831	1,051	925	993	397	700	928	32.6%
Total	2,833	2,814	2,536	2,838	3,370	3,402	3,219	2,238	2,337	3,283	40.5%

Age

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
15-29	499	497	534	521	824	813	610	520	581	606	4.4%
30-39	481	418	n/p	495	530	534	690	n/p	n/p	572	-
40-49	557	622	590	489	665	509	392	330	301	424	40.7%
50-59	478	464	365	364	446	563	583	308	357	558	56.3%
60-69	491	366	476	580	460	544	478	560	365	559	53.3%
70+	327	447	205	389	444	440	467	315	507	564	11.4%
Total	2,833	2,814	2,536	2,838	3,370	3,402	3,219	2,238	2,337	3,283	40.5%