

Travel to Riverina Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	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 YE Mar23 vs YE Mar22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,408	2,529	2,228	2,438	2,795	2,676	2,876	1,950	1,830	2,933	60.3%
Nights ('000)	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	43.2%
Expenditure (\$ million)	\$637	\$636	\$529	\$655	\$608	\$660	\$744	\$563	\$538	\$1,023	90.0%

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 YE Mar23 vs YE Mar22
Visitors (000)	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	54.8%
Nights (000)	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	43.2%
Average Length of Stay	2.6	2.6	2.6	3.1	2.2	2.6	2.4	3.2	2.6	2.4	-7.5%
Expenditure (\$ million)	\$371	\$371	\$361	\$379	\$409	\$437	\$485	\$348	\$394	\$620	57.4%
Spend per visitor per night (\$)	\$154	\$143	\$136	\$120	\$161	\$149	\$159	\$136	\$168	\$184	9.9%
Intrastate visitors (000)	636	621	633	604	679	699	801	594	584	839	43.7%
Interstate visitors (000)	305	385	404	414	459	445	457	202	309	544	75.7%
Intrastate nights (000)	1,547	1,477	1,493	1,868	1,366	1,801	1,910	1,825	1,392	1,880	35.1%
Interstate nights (000)	864	1,122	1,156	1,297	1,168	1,127	1,143	738	954	1,479	55.1%
Intrastate expenditure (\$ million)	\$275	\$250	\$226	\$241	\$208	\$288	\$334	\$250	\$253	\$358	41.6%
Interstate expenditure (\$ million)	\$96	\$121	\$135	\$138	\$201	\$148	\$151	\$98	\$141	\$262	85.7%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	241	330	305	319	287	274	343	205	227	362	59.6%
Visiting Friends & Relatives	362	341	387	370	395	425	426	253	350	508	44.9%
Business	225	195	237	198	344	299	341	250	198	339	71.5%
Other	116	146	111	134	117	146	153	90	120	180	49.8%
Total	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	54.8%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	567	731	697	703	529	789	710	546	505	717	42.1%
Visiting Friends & Relatives	1,025	985	1,069	1,284	1,050	1,111	1,120	642	1,051	1,456	38.5%
Business	564	562	677	791	757	784	885	1,154	522	809	54.9%
Other	256	321	206	386	199	245	338	221	267	377	40.9%
Total	2,412	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	43.2%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Regional NSW	480	460	448	410	475	455	491	385	400	544	36.0%
Sydney	156	161	185	194	204	244	310	210	184	295	60.6%
Total Intrastate	636	621	633	604	679	699	801	594	584	839	43.7%
Victoria	150	221	189	221	246	258	254	116	186	287	54.7%
Queensland	n/p	n/p	n/p	n/p	85	n/p	83	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	61	n/p	n/p	76	-
Other Interstate	70	71	74	82	71	76	59	n/p	n/p	95	-
Total Interstate	305	385	404	414	459	445	457	202	309	544	75.7%
Grand Total	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	54.8%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
15-29	148	177	202	208	231	256	247	167	174	360	106.5%
30-39	141	127	126	139	156	118	204	114	130	202	55.6%
40-49	207	161	188	169	221	178	169	124	101	150	47.9%
50-59	180	190	252	175	171	209	224	155	171	234	36.7%
60-69	157	222	193	212	209	206	249	149	200	245	22.3%
70+	109	128	76	115	150	175	165	87	116	192	64.6%
Total	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	54.8%

Travel to Riverina Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Travelling alone	289	305	340	286	382	405	386	331	338	458	35.5%
Adult couple	289	337	296	297	281	342	329	197	270	373	38.2%
Family group - parents and children	131	148	151	162	179	134	169	94	122	175	43.1%
Friends or relatives travelling together with(out) children	169	155	164	188	209	144	220	115	137	285	108.3%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	146	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total	941	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	54.8%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Eat out / dine at a restaurant and/or cafe	479	535	562	509	592	603	686	371	482	698	44.9%
Visit friends & relatives	431	433	386	395	444	523	476	220	289	439	52.3%
Pubs, clubs, discos etc	214	241	286	276	279	319	379	141	232	395	70.7%
Sightseeing/looking around	169	187	122	213	154	198	202	142	129	251	94.2%
Go shopping for pleasure	146	147	161	172	133	124	139	100	130	179	37.4%

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

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	
Friends or relatives property	1,015	1,022	1,098	1,232	987	1,384	1,144	724	1,133	1,393	22.9%
Standard hotel/motor inn (below 4 star)	517	686	518	578	759	742	780	612	539	1,056	95.8%
Caravan or camping - non commercial	n/p	179	n/p	164	n/p	155	214	171	n/p	n/p	-

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Private vehicle or company car	816	921	931	873	952	992	1,086	721	837	1,242	48.5%
Aircraft	n/p	n/p	n/p	71	117	n/p	82	n/p	n/p	n/p	-
Rental car	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 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 YE Mar23 vs YE Mar22
Visitors (000)	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	1,550	65.5%
Expenditure (\$ million)	\$266	\$265	\$168	\$276	\$199	\$223	\$259	\$215	\$144	\$403	179.1%
Spend per visitor (\$)	\$181	\$174	\$141	\$194	\$120	\$145	\$160	\$186	\$154	\$260	68.6%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	523	653	430	564	697	624	573	305	342	553	61.6%
Visiting Friends & Relatives	389	n/p	n/p	356	422	n/p	367	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	390	453	340	362	305	439	417	387	n/p	620	-
Total	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	1,550	65.5%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,310	1,374	1,089	1,124	1,430	1,341	1,449	1,059	847	1,399	65.1%
Total Intrastate	1,359	1,420	1,107	1,254	1,482	1,444	1,481	1,116	882	1,432	62.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	1,550	65.5%

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Year ended March 2023

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Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	314	n/p	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	397	n/p	n/p	400	n/p	n/p	n/p	n/p	n/p	-
50-59	292	237	n/p	225	n/p	248	256	n/p	n/p	n/p	-
60-69	296	n/p	n/p	305	263	217	260	276	n/p	n/p	-
70+	n/p	169	n/p	162	226	201	n/p	n/p	n/p	n/p	-
Total	1,467	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	1,550	65.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Eat out / dine at a restaurant and/or cafe	638	705	502	769	854	632	728	444	426	622	45.9%
Go shopping for pleasure	475	491	422	587	474	438	439	298	n/p	558	-
Visit friends & relatives	511	379	n/p	440	488	356	449	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)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Private vehicle or company car	1,457	1,465	1,156	1,377	1,636	1,513	1,587	1,103	913	1,518	66.2%
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.