

Riverina Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

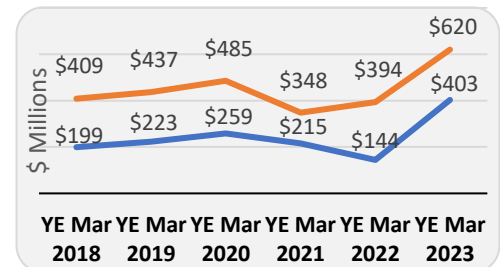
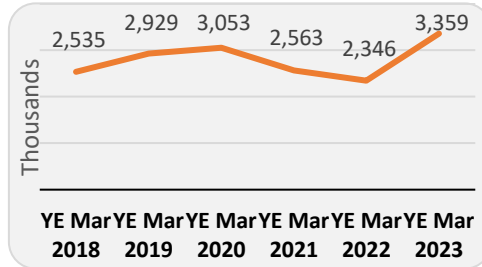
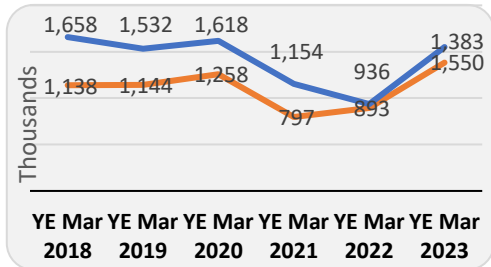
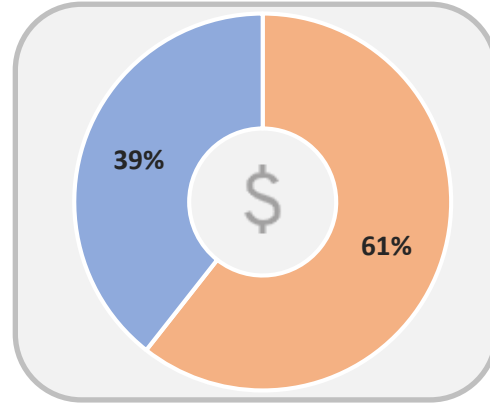
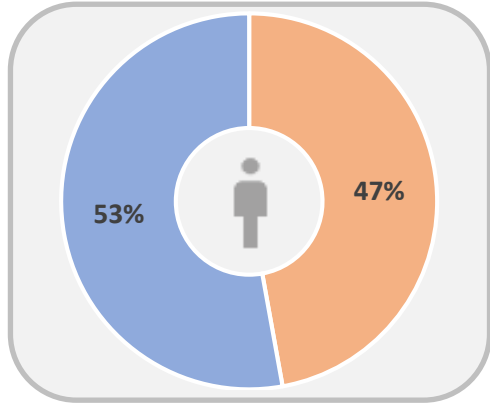
TOTAL DOMESTIC

Visitors
2.9m
+60.3% YoY

Nights
3.4m
+43.2% YoY

Expenditure
\$1.0b
+90.0% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 1.4m (+54.8% YoY)
Nights: 3.4m (+43.2% YoY)
Expenditure: \$619.8m (+57.4% YoY)

Average spend
\$184 per night
\$448 per visitor



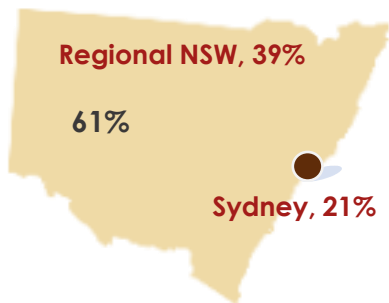
Average length of stay:
2.4 nights



#9 for visitors
#11 for nights
#10 for expenditure
In Regional NSW

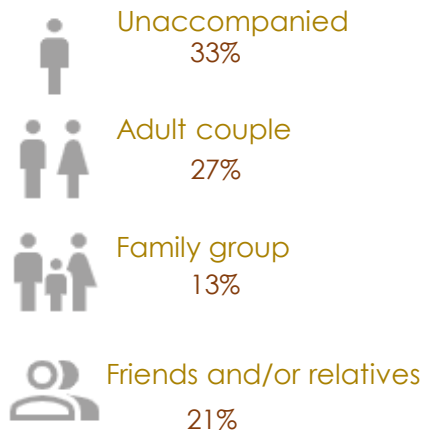
Origin

61% of the visitors came from within New South Wales

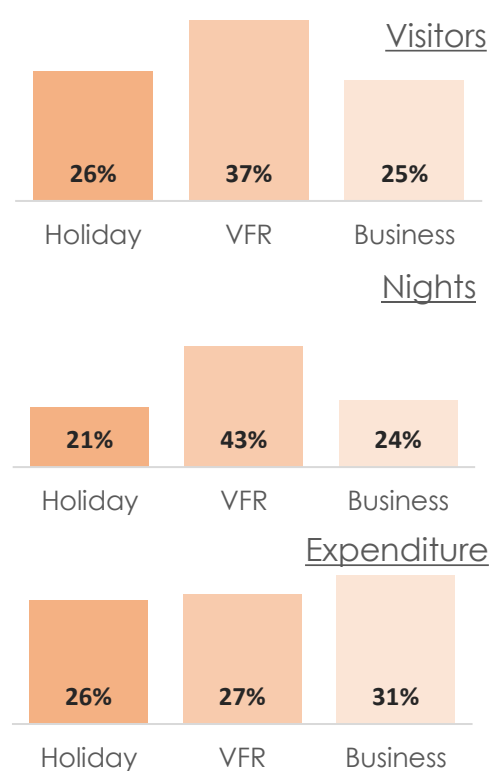


Travel party

33% of the visitors were travelling alone



Purpose of visit



Transport

Private vehicle or company car, 90%
Aircraft, n/p

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

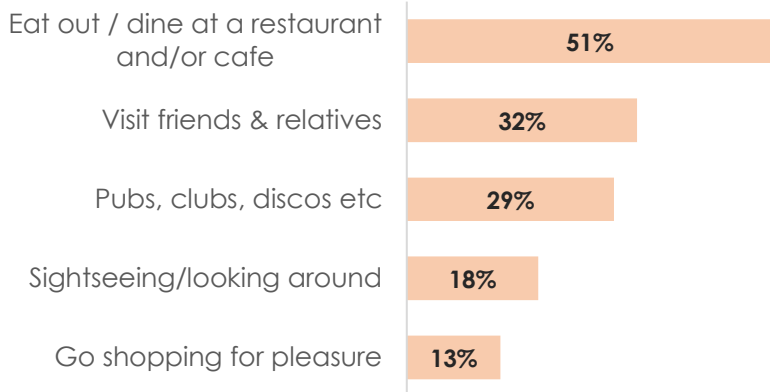
Riverina Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

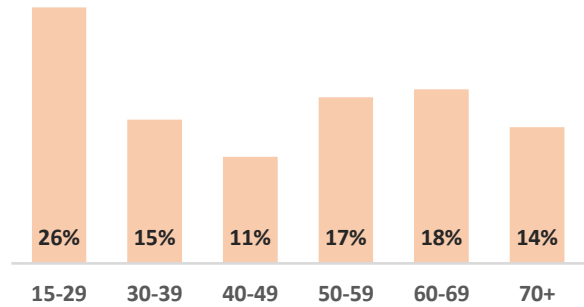


Top 5 activities

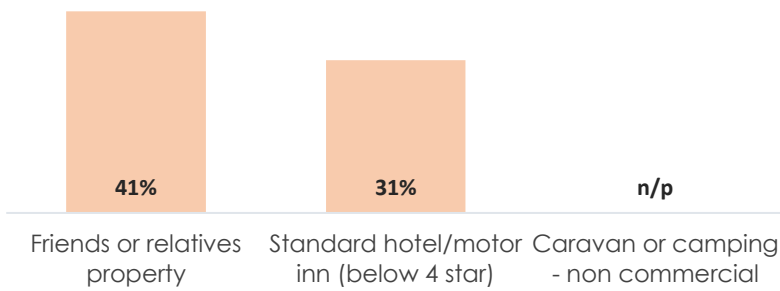


Age

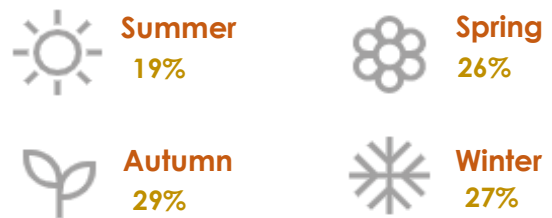
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

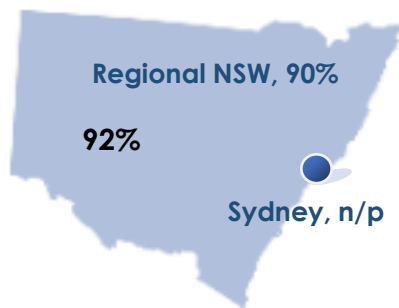
Visitors: 1.5m (+65.5% YoY)
Expenditure: \$402.9m (+179.1% YoY)

\$ Average spend \$260 per visitor

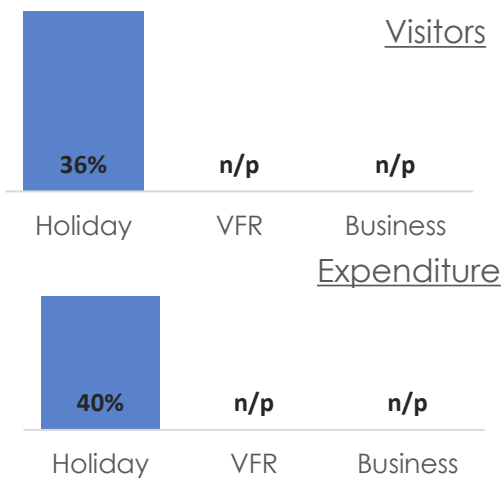
#9 for visitors
#6 for expenditure
In Regional NSW

Origin

92% of the visitors to the region came from New South Wales

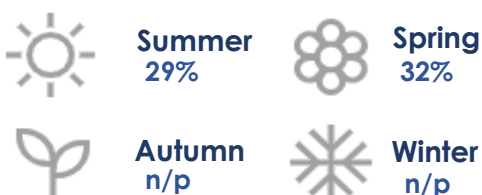


Purpose of visit



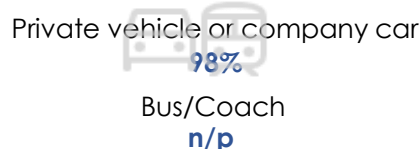
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Travel season*



*by month returned from the trip

Transport



Gender

